

January 2012

Rural Small Business Trends 2012

Rural and small town small business trends are different from general trends driving small businesses nationally. This year the most dramatic difference is the economic outlook. The Rural Mainstreet Index has climbed to its highest level since 2007. Strength in agriculture and energy are the noted drivers in this climb. In addition, to ag and energy, small town economies will be influenced by financial and technological changes such as:

Local Money Needs Alternative Financing

Shop local campaigns are gaining traction in small towns as more people pay attention to supporting their local economy. Its not just “shop local” anymore. Its “bank local”. More money is moving into locally owned community banks and credit unions. Tight lending standards from big banks are forcing small businesses to turn to local lenders, and alternative financing mechanisms.

Alternative Methods of Payment

More small businesses are turning to alternative payment systems. iPads allow for better mobile internet access for small businesses to receive payments more efficiently.

Ruralsourcing

Ruralsourcing is competing with global outsourcing, bringing manufacturing and IT service jobs into rural areas. Global supply chains are threatened by higher shipping costs, and the rising manufacturing costs in China are making ruralsourcing a viable alternative.

Online Blurs the Lines

Internet access keeps growing, blurring the lines between places. With a web presence every business can be “local”. We are becoming one big small town. Yahoo, Google and Facebook allow businesses to create business pages, where they can be found, reviewed and shopped.

Access to Broadband

Greater access to Broadband allows businesses to develop a global marketplace. As rural areas get wired we should notice a continuing growth in small, independent rural businesses

Entrepreneurial Spirit Thrives in Rural Small Towns

Expect a continued increase in self-employment and business start-ups in small towns.

On the face of it 2012 should present an upbeat economic forecast for Cloverdale.



Lots of New Businesses This Year

There were a lot of new business starts this year and more on the way for 2012. This year we welcomed Local Folkal, Vino di Amore Tasting Room, Ken Knight, Dolorosa Candles, The Nest, Annie’s Floral, Towers Gallery, Farmyard Feed, A-Team Recovery, Real Goods Solar, and Andrews Sheet Metal.

Opening soon Railroad Station Bar and Grill, The Plank Coffeehouse and an as yet, unnamed antique plumbing supply and gallery.

The First National Bank of Cloverdale was sold to Ken Wilson of Wilson, Mazzocco and DeLormier wineries. He plans to open a tasting bar for his many wineries and an upscale deli gourmet market, sometime this spring or summer.

Pssst, Cloverdale is a great place to do business! Let the word out!



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CHAMBER BUSINESS AFTER HOURS

PHOTOS SUBMITTED BY CHELSEA JUDITH



*Bill Lambert and Mike Nixon
Cloverdale Chamber Board Members*



*CiCi Richardson, Roxanne Kolbe, Chelsea Judith,
Rebecca Pierce-Taylor & Sharon Gallagher*



*Chamber Guests at the December
Business After Hours
Geyserville Chamber & Cloverdale Chamber*





County of Sonoma Economic Development Strategy & Jobs Plan Overview

The Sonoma County Board of Supervisors has released the following Economic Development Strategy that will be implemented by the Sonoma County Economic Development Board in 2012

- 1. Deliver Business Development and Outreach Services**
 - a. Staff a Business retention and Expansion Program
 - b. Develop a countywide working group of public and non-profit agencies to organize countywide efforts in retaining businesses
- 2. Create a Workforce Development Strategy**
 - a. Develop an employer-driven, agency-inclusive workforce development plan focused on the current and future needs of county employers
- 3. Facilitate Broadband Deployment in Rural Parts of the County**
 - a. Develop a strategic plan for broadband deployment in rural parts of the county, and encourage new efforts around “middle mile” and “last mile” deployment
- 4. Improve Regulatory Compliance Assistance**
 - a. Appoint a Business Development and Regulatory Assistance Liaison within the EDB to assist businesses through the regulatory process and resolve obstacles to business development
 - b. Staff a Customer Service position within PRMD (Permit Resource and Management Dept.) dedicated solely to resolving permitting issues for both home wonders and business customers
 - c. Form a multi-agency task force to look for opportunities to simplify and streamline regulatory processes across jurisdictions
- 5. Develop a Financial Resources Program**
 - a. Develop a financial resources “toolbox” for local businesses, including development incentives, and greater access to capital, and explore new funding options
 - b. Identify and apply for state and federal financial incentives in support of the local business community
- 6. Encourage Business Cluster Development**
 - a. Staff a Business Cluster Development Program to facilitate expansion of targeted industry sectors
- 7. Engage in Strategic Asset Development and Branding**
 - a. Take inventory of strategic assets and their producers, develop strategies to maximize value and image, and help coordinate marketing activities of the major industries and employers to provide a unified image of Sonoma County
- 8. Enhance Coordinated Economic Development Resources within the County**
 - a. Form an inter-departmental Economic Development Strategy Committee to coordinate services and leverage resources among key departments involved in economic development activities
 - b. Partner with and help coordinate countywide economic development activities including local cities, chambers, BEST, and other organizations to reduce redundancy and increase efficiency of related services.



Community Events

JANUARY 2012



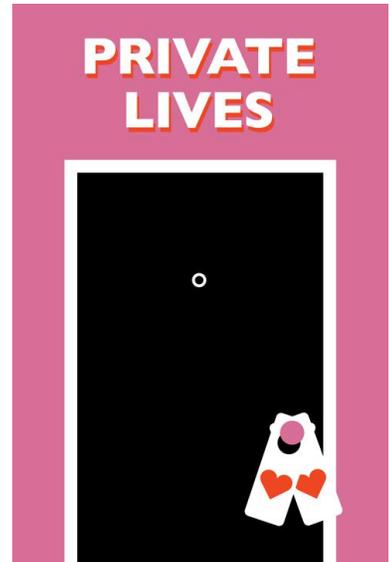
- 21-22 **Old Time Fiddle Contest-37th Annual**
Citrus Fairgrounds 10am – 6pm Fun for all ages Food & Exhibits Cloverdale Historical Society- 894-2067
office@cloverdalehistory.org
- 9&10 **Real Flicks Independent Film Series**
- 23&24 7 p.m. Clover Cinemas, Presented by the Cloverdale Arts Alliance 894-4410
- 12 **The Jazz Club** Presented by the. Cloverdale Center for the Arts 105 E. First St., Cloverdale, CA 95425 894-4410 \$7 CAA Members \$10 non members
www.cloverdaleartsalliance.org
- 14 **Crab Cioppino Feed**
Citrus Fairgrounds Auditorium 5PM-8:30PM Knights of Columbus-Purchase \$40 tickets from Lee Menicucci at Cloverdale Auto Parts or Contact 894-5211

FEBRUARY 2012

- 9 **The Jazz Club** Presented by the. Cloverdale Center for the Arts 105 E. First St., Cloverdale, CA 95425 894-4410 \$7 CAA Members \$10 non members
www.cloverdaleartsalliance.org
- 13&14 **Real Flicks Independent Film Series**
- 27&28 7 p.m. Clover Cinemas, Presented by the Cloverdale Arts Alliance 894-4410
- 16 **Citrus Fair Pre Fair Concert & Dance** 1 Citrus Fair Drive - Time 7-10pm & Cost \$15 includes dance & appetizers “Andre Thierry & Zydeco Magic” 894-3992
- 17-20 **120th Cloverdale Citrus Fair** 2/18 & 2/19 open 10 am -8 pm 2/20 open 10am-5pm Citrus Fairgrounds-894-3992
www.cloverdalecitrusfair.org
- 18 **Citrus Fair Parade 11am-** Downtown Cloverdale
- 18&19 **“Murder At Mardi Gras”** Murder Mystery Dinner Theater Cloverdale Citrus Fair 1 Citrus Fair Dr. \$40 per person 894-3992
- 24&25 **Private Lives** Presented by the Cloverdale Performing Arts Center 8PM \$15 Adults
Theatre located 209 N. Cloverdale, 894-2214
www.cloverdaleperformingarts.com
- 26 **Private Lives** Presented by the Cloverdale Performing Arts Center 2PM \$15 Adults
Theatre located 209 N. Cloverdale, 894-2214
www.cloverdaleperformingarts.com

Renewing Members December 2011

Brandt Insurance Agency
Friends of Lake Sonoma
J. Pedroncelli Winery
Kelder Engineering
Reuser, Inc.



Presented by the Cloverdale Performing Arts Center Theatre 209 North Cloverdale Blvd. 894-2214
www.cloverdaleperformingarts.com

For almost 60 years the Cloverdale Knights of Columbus has been pleasing crowds with their annual Crab Cioppino Feed. This year will be no exception.

The event will be held on Saturday, January 14th, 2012 at the Cloverdale Citrus Fair building in Cloverdale. Doors will open at 5:00 PM and serving will continue until 8:30 PM.

Ticket price this year is \$45.00 and are available at Cloverdale Auto Parts or by calling (707) 894-5211.

The Knights of Columbus are an active community service organization and are involved in assisting with many projects that include the CCOC and Wallace House (shelter and aid for the needy), Lions Club 4th of July fireworks, Project Graduation, Becoming Independent, as well as an annual scholarship.

Please join the Cloverdale Knights of Columbus for a night of great food, fun, and friendship.





"Chamber Breakfast for Champions"

8:00 am – 9:30 am

Zini's Diner

796 S. Cloverdale Blvd. Cloverdale



☆ Business Networking! ☆ Great Speakers! ☆ Movers & Shakers!

January 19

Health Action Partnership
Speaking about iWALK Challenge and the iWORKwell Symposium

February 16

Eileen Allen from the California Human Development Department
Speaking the Sonoma County Mayors Committee on the Employment of People with Disabilities

March 15

Nicholas Noyer
Speaking on the countywide building efficiency program "Energy Upgrade California"

April 19

Elaine Holtz
Norton & Holtz Business Solutions
Speaking on Identity Fraud Prevention

\$11.00 Full Buffet Breakfast
(eggs, pancakes, sausage, coffee, juice)

Reservation required along with payment prior to this event.

Please call to reserve your seat TODAY!

Cloverdale Chamber of Commerce 707-894-4470



Not listed?

North Bay Business Directory

Follow this link:

www.northbaybiz.com/List_your_biz

Add your business for FREE to the online business directory.

CHAMBER BOARD OF DIRECTORS

BOARD CHAIR PERSON

TBA

CHAIRMAN ELECT

TBA

SECRETARY/TREASURER

Mike Nixon, Owner Nixon Financial.....894-9882

CHIEF EXECUTIVE OFFICER

Carla Howell, Chamber of Commerce.....894-0125

DIRECTORS

Kurt Kelder, Owner Kelder Engineering.....894-0862

Cort Munselle, Owner DVC Group.....280-0474

Bill Lambert, Cloverdale Arts Alliance.....894-4410

Gail Pardini-Plass, CA. Senior Legislature.....894-3315

Neena Hanchett, Owner Cloverdale Reveille.....894-3339

Dave Holt, Agri-Comm Appraisal Services.....894-9576

Sue Jackson, Chamber Member.....894-2429

Patti Mannatt, Exchange Bank Manager.....894-5109

Ken Knight, Owner Ken Knight.....894-2520

OFFICE STAFF

Vickie Hegarty, Administrative Assistant.....894-4470

CHAMBER CALENDAR OF EVENTS

January 2012

18 Board of Directors, Chamber, 7 a.m.

February 2012

15 Board of Directors, Chamber, 7 a.m.



MISSION STATEMENT

Cloverdale Chamber of Commerce works to be a progressive and successful chamber of commerce providing the momentum for the Business Community to succeed and prosper in Cloverdale. This will be accomplished through emphasis on proactive member satisfaction, a strong and persuasive voice for business, useful networking opportunities for our members, a positive relationship with government and supporting community economic vitality.

126 N. Cloverdale Blvd

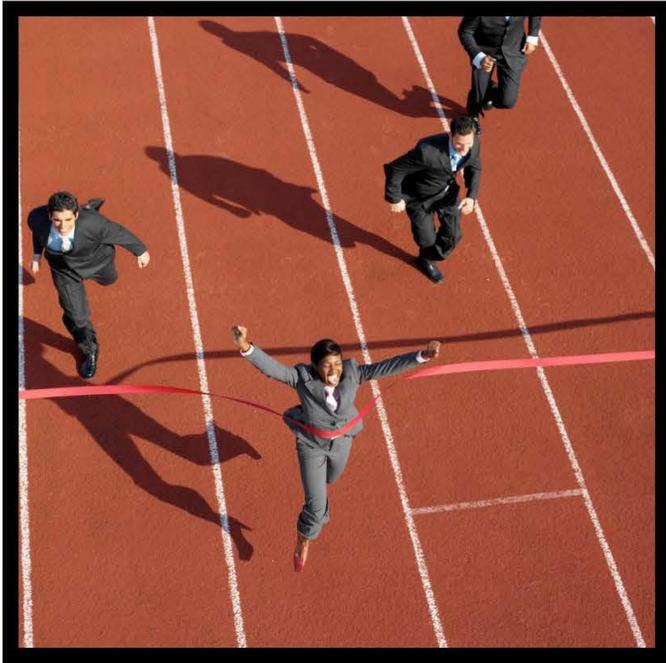
Cloverdale, CA 95425

(707) 894-4470

chamberinfo@cloverdale.com

www.Cloverdale.com

Cloverdale Chamber of Commerce



Breakfast for Champions™
Zini's Diner
796 S. Cloverdale Blvd. Cloverdale
Thursday, January 19th
8:00 am – 9:30 am

Guest Speaker:
Health Action Partnership
Speaking about iWALK Challenge and
the iWORKwell Symposium

☆ **Business Networking!** ☆ **Great Speakers!** ☆ **Movers & Shakers!**

Cloverdale Chamber of Commerce
"Breakfast for Champions"
Zini's Diner 796 S. Cloverdale Blvd. Cloverdale
Thursday, January 19th 8:00 am – 9:30 am

Name: _____

Address: _____

Email _____ Phone _____

Full Buffet Breakfast (eggs, pancakes, sausage, coffee, juice)

Reservation required along with payment prior to this event.

\$11.00 Per Person - Number in Party _____ = \$ _____ Total Enclosed
(Price includes tax and gratuity.)

Cash~Check~Mastercard & Visa accepted

Credit Card No. _____ Exp. _____

**Please bring information that promotes the
products and services your business provides.**

Business cards ☆ Advertising Fliers ☆ Handouts

*Register by phone or print & mail or fax this form to the Chamber office.
Please call to reserve your seat TODAY.*

CL^oVERDALE
CHAMBER OF COMMERCE
& INFORMATION CENTER

126 N. Cloverdale Blvd.
Cloverdale, CA 95425
Phone: 707-894-4470
Fax: 707-894-9568

FREE & FUN EVENT!



Join your neighbors for an interactive morning of
COMMUNITY MAPPING
to support **creative** businesses

Cloverdale is one of the best places
to start and sustain a creative business in the North Bay.
What do we need to make it even better?
Who is doing what? How can the City help?



WHAT: A community mapping event is a fun way to collect and share information. The idea is to help the City determine the needs of the creative community and art-related businesses.

WHO: This event is for artists, designers, local food producers, crafters, makers and entrepreneurs.

WHY: Information from the mapping event will help the City determine the feasibility of an artist and artisan business incubator in Cloverdale.

HOW: Interactively! Come share and have some fun.

Come, get involved!
Saturday, January 7, 2012
10am - 12 noon
Cloverdale Veterans Hall
205 W. First St., Cloverdale

GENUINELY CLOVERDALE

www.cloverdale.net/mapping

Workshop funded through
a Community Development
Block Grant (CDBG)



February 17-20

- ❖ Pre-Fair Dance Feb. 16 featuring Andre Thierry & Zydeco Magic
7:00 -10:00 p.m., \$15.00 per person includes dance & appetizers
- ❖ Friday Bingo, Lily Lemon Oran Orange, Queen Scholarship Program
Senior Day, \$1.00 ages 65+, High Tea at 2pm in Tea Room
- ❖ Saturday parade, Diaper Derby & Talent show
- ❖ Sunday Las Caporales Mariachis, GATOR BEAT
- ❖ Monday kids day 12 & under free admission, Talent Show Winners,
LINDA FERRO BAND
- ❖ Saturday, Sunday, Monday: Carnival of Chaos, Gypsy Time Travelers
Blacksmith show, Safari Sadie, Kodiak Jack Dance Team



"MURDER AT MARDI GRAS" Murder Mystery Dinner Theater

Saturday, February 18 and Sunday, February 19; an interactive evening \$40.00 per person includes appetizers, dinner and dessert, no-host bar featuring hurricanes in a souvenir glass, and the opportunity to solve the mystery.

Exhibitor Guide books available in office or online at www.cloverdalecitrusfair.org
For further information call 894-3992 or check the website www.cloverdalecitrusfair.org