



E-Note Published Quarterly, available online at [www.yuba.org](http://www.yuba.org)

Summer Quarter 2010, Volume 3, Issue

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Accredited by FEMA*



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**Yuba Highlights:**

- FEMA accredits 29 miles of Yuba County levees to 100-year flood protection
- Placer WaterWorks Hosts Open House and Grand Opening Tour
- Recreational Activities Flourish in 2010 Summer for Visitors
- GROWYuba-Sutter Launches Entrepreneur Recognition Program
- Business Loan Program Provides Financing
- Business Resource Seminar Held in Marysville June 30

Some very good news arrived June 1, 2010 for residents in Linda, Arboga, Olivehurst and Plumas Lake in the form of a letter from the Federal Emergency Management Agency (FEMA). Sent to Three Rivers Levee Improvement Authority (TRLIA) and Yuba County officials, the letter confirms that 29 miles of levees improved by TRLIA meet FEMA's certification criteria. As a result, FEMA will accredit the levee system as providing 100-year flood protection.

Levee accreditation by FEMA means that areas in Linda, Olivehurst, Arboga and Plumas Lake – except those affected by internal drainage issues – will not be “mapped” into a Special Flood Hazard Area when FEMA's new Flood Insurance Rate Maps take effect in

February 2011. It also means Yuba County will maintain the ability to implement its General Plan for these areas, and property owners with mortgages will not be required to purchase flood insurance.

Since 2004, more than \$405 million has been invested to improve the levees, which failed catastrophically in 1986 and 1997. Of the total project cost, approximately \$265 million was funded by the State through Early Implementation Program (EIP) and Proposition 13 funds. Funding was also provided by the State Department of Fish & Game, Yuba County, the Yuba County Water Agency, Reclamation District 784, and local development interests.

While FEMA only certifies levees for 100-year protection, the levees

have been designed to withstand a 200-year flood event. Strong levees are the first line of defense against flooding. However, FEMA, the Department of Water Resources, Yuba County and TRLIA strongly encourage property owners to consider purchasing flood insurance as additional protection for their structures and contents. Low-cost flood insurance is available through FEMA's National Flood Insurance Program ([www.floodsmart.gov](http://www.floodsmart.gov)).

For more information about TRLIA's levee certification and accreditation, please visit its new website at [www.trlia.org](http://www.trlia.org) or contact Paul Brunner, TRLIA Executive Director, at (530) 749-7841.

*New Industrial Business*

*“Expanding our operation to Yuba County has been a highly rewarding experience for Placer WaterWorks.”*

Karl Kern, President  
Placer WaterWorks  
1325 Furneaux Road  
Olivehurst, CA 95961  
530.742.9675



## *Yuba County Business Spotlight: Placer WaterWorks Open House*



Officially, Placer WaterWorks has been manufacturing parts at its newly constructed business park since 2009. However, owners Karl and Sheila Kern celebrated an Open House and tour of their new facility at 1325 Furneaux Road June 11, 2010. The company has completed over 40,000 square feet of new construction in developing their Yuba

County-based manufacturing and headquarters facility.

Utility providers, customers and government officials attended the company’s Open House tour and ceremony that showcased their machine shop and ability to create and customize high-quality valves, fittings and parts designed for water services and wastewater treatment plants.

For more information about Placer WaterWorks custom manufacturing products and services, visit their website at [www.placerwaterworks.com](http://www.placerwaterworks.com) or call 530.742.9675.



### *Yuba County Recreation*

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Suite 123  
Marysville, CA 95901  
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Cheyenne Balderama,  
Recreation Coordinator

## *Summer Recreation Opportunities Abound Tourism Season Boosts Local Businesses*

The Yuba County Airport held another successful air show event June 11 –13, 2010 with approximately 5,000 attending, and a variety of summer recreational activities are scheduled to begin from the foothills to the valley.

The Sleep Train Amphitheatre has a lineup of special artists including Toby Keith on July 29, Warped Tour August 12, John Mayer August 21, Dave Matthews August 28 and Jonas Brothers September 17. Also featured during this concert season will be Rascal Flatts appearing at the open-air amphitheatre October 7.

The current offering of Yuba County Recreation program courses can be viewed at [www.yuba-sutterunitedway.org](http://www.yuba-sutterunitedway.org) by selecting “Recreation Program.” Programs this summer include swimming lessons, mixed martial arts, art lessons, fencing and tumbling - gymnastics. Call 530.749.5670 for more information on classes currently being offered.

Facebook users can now join “Yuba County Recreation” and take advantage of a new community resource.

Summer activities include boat races in Marysville and Dobbins, fresh produce markets

and downtown street fairs, the Marysville Peach Festival, Yuba-Sutter Fair and the Kiwanis Fishing Derby.

Yuba County possesses portions of Tahoe and Plumas National Forests and boating and fishing opportunities on numerous lakes and rivers including Bullard’s Bar Dam and Reservoir, Collins Lake, Lake of the Springs, Lake Frances, Englebright Reservoir, Camp Far West Reservoir, Ellis Lake, and the Yuba and Bear rivers.

Online links located at [www.visitubasutter.com](http://www.visitubasutter.com) give more information on exciting Yuba County recreational destinations.

## GROWYuba-Sutter Applauds ‘Fab 50’ Business Program Recognizes Entrepreneurs

A kick-off business event recognizing local innovative growth companies takes place at Frank M. Booth’s corporate offices in Marysville on June 29 from 4 -7 p.m.

The event will be coordinated by GROWYuba-Sutter, an organization represented by a number of public, non-profit, and private-sector organizations that

recognize most job growth will be driven by existing entrepreneurial firms.

Fifty firms termed the “Fab 50” will be showcased during the business mixer.

Companies selected to participate will be recognized because of their economic contributions to the regional economy. Information about the

companies’ achievements will be presented and a business survey will help establish the first Yuba-Sutter Growth Company Index.

In addition, local food and beverages will be sampled and a panel of financial experts will present “Where the Money is in 2010.”

Call 530.749.7560 for more information.

## Business Financing in Yuba County EDC Partnership Provides Lending Program



If your business has good credit, sufficient collateral and will be creating jobs with the money you borrow, the Yuba-Sutter Economic Development Corporation’s (EDC) Loan Program can finance most of your business activities including building or land acquisition, working capital, wages, inventory, equipment, supplies, marketing or other business start-up costs.

Over 150 loans totaling more than \$11 million have been made to businesses within the Yuba-Sutter Region over the last 16 years. These loans have created more

than 617 new jobs and were instrumental in retaining nearly 400 more. These funds have assisted in the start up of 68 new businesses in the region. The EDC works closely with local financial institutions, often providing funding to fill a gap on large projects and also provides “stand alone” financing for smaller needs.

The EDC’s lending activity continues to grow in its role as a major contributor to the economic success of Yuba County and the region through the administration of Community

Development Block Grant Revolving Loan Fund programs, done on behalf of cities and counties. EDC’s own in-house loan actually funds the corporation, which then relends to local businesses within the two-county region.

This loan portfolio is valued at nearly \$13 million and is leveraged with private investment of another \$50 million. Combined, this \$63 million has been a direct investment in the economic health of the community.

To find out about local loans, visit [www.ysecd.org](http://www.ysecd.org) and select “Business Loans” or call (530) 751-8555.

Visit:  
[www.yuba.org](http://www.yuba.org)  
[www.chooseyuba.com](http://www.chooseyuba.com)

**Yuba County  
Board of Supervisors:**

**Andy Vasquez  
Supervisor, District 1**

**John Nicoletti  
Supervisor, District 2**

**Mary Jane Griego  
Chair, District 3**

**Roger Abe  
Vice Chair, District 4**

**Hal Stocker  
Supervisor, District 5**

**Robert Bendorf  
County Administrator**

**Yuba County  
Government Center  
915 8th Street  
Marysville, CA 95901  
530.749.7575**

### Yuba County Lending Fast Facts

- 62 loans have been issued to Yuba County businesses in partnership with the Yuba-Sutter EDC over 15 years
- \$4.7 million in loans have created nearly 300 jobs and retained 18 jobs locally



County of Yuba

**Strategic Plan Vision**

“Committed to providing responsive, innovative and sustainable services that enhance the quality of life and uphold the public trust and interest.”

**“Perspectives 2010”**



*Kelly Brothers offers keynote comments at Perspectives 2010.*

[www.ChooseYuba.com](http://www.ChooseYuba.com)

The Yuba County E-Note is published quarterly. Questions and comments can be addressed to:

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## Yuba-Sutter Business Consortium Hosts BEAR Workshop at Yuba County Government Center

It is estimated that 80 percent of all new jobs are created by existing entrepreneurs within the business community and will provide the best opportunity to help get the local economy back on track.

As a result of such statistics the Yuba-Sutter Business Consortium, a sub-committee of the Yuba-Sutter Economic Development Corporation, has been busy focusing on how to help businesses in the area survive and thrive through its BEAR Essentials program.

The BEAR (Business Expansion and Retention) Program has been developed, managed, and tracked by YSEDC staff in an effort to provide outreach services to our existing businesses as well as start-ups in the Yuba-Sutter area. Through business resource seminars held bi-monthly, BEAR has hosted five regional events successfully designed to inform local business owners of the wealth of resources available to them, usually at no charge.

Focusing to arm local businesses with the tools they need to grow their businesses, BEAR provides information on business planning and counseling, workforce development and training, business finance, networking and

associations, tax credits and local incentives. The goal is to ensure that owners or other key personnel are introduced to the services that are available to them and the business service providers. More than 125 attendees and 96 businesses representing 658 employees have attended the first five seminars.

Partners to the program include the Yuba-Sutter-Colusa Employer Advisory Council, North Central Counties Consortium, Yuba Community College District Small Business Development Center, Sutter County One Stop,

Yuba City Economic Development, Yuba Community College, Yuba County Economic Development, Yuba County One Stop, Yuba-Sutter Chamber of Commerce and Yuba-Sutter Enterprise Zone.

The next Business Resource Seminar is June 30, 2010, at 7:30 a.m. in the Yuba County Board of Supervisors Chambers in Marysville. There is no cost for attendance and breakfast is provided. Call (530) 751-8555 or email [bstranix@ysedc.org](mailto:bstranix@ysedc.org) for more information for future Business Seminar meetings.

**PUTTING BUSINESS FIRST**  
**BEAR ESSENTIALS**  
 BUSINESS EXPANSION & RETENTION PROGRAM

**Yuba-Sutter BUSINESS RESOURCE SEMINAR**

**Wednesday, June 30, 2010**  
**7:30-9:00 a.m.**

**Yuba County Government Center**  
**915 Eighth Street, Marysville, California**  
 Learn of the many business assistance sources that can help grow your business.

Business Attraction, Expansion and Retention ■ Planning and Counseling  
 Workforce Development ■ Training and Education ■ Business Finance  
 Networking ■ Tax Credits ■ Utility Rebate Programs ■ Local Incentives

**NO COST TO YUBA-SUTTER BUSINESSES**

**Seating is limited**  
 Contact Brynda Stranix  
 (530) 751-8555 or [bstranix@ysedc.org](mailto:bstranix@ysedc.org)  
 to reserve your seat by June 23.

**Breakfast is on us!**