

McCloud takes on lackluster job market

Siskiyou Daily News, December 29, 2008

McCloud, Calif. - As local job opportunities dwindle around the nation, the McCloud Local First Steering Committee announced this week that they're taking matters into their own hands, launching the first-ever McCloud Basin Business Idea Contest.

The purpose of this contest is for McCloud residents, elected officials, business leaders and others in the community to share and develop business ideas that could create jobs in McCloud.

The three best business idea authors will each win \$100 cash and \$100 in gift certificates to local businesses. Winners will also receive a free consulting session with the Jefferson Economic Development Institute (JEDI). Submissions will be judged by a panel of McCloud residents, business owners and JEDI.

"Starting local businesses that also create jobs for McCloud residents is critical to McCloud's economy," said April Gray, steering committee chair. "McCloud has the innovation, creativity and commitment to launch successful, long-term businesses in our area, but we need to work collaboratively in order get the best results. This contest is designed to help facilitate this community collaboration," she added.

To enter, type or write no more than two pages about your business idea and e-mail it to jobsinmccloud@yahoo.com or drop it off at the McCloud Market, McCloud General Store, or McCloud Mercantile by Wednesday, Jan. 21 at 5 p.m.

All business ideas must represent viable, sustainable businesses that create jobs for McCloud residents. Anyone can submit an idea – as long as the business would be located in the McCloud Basin. Business ideas that are locally owned and operated, fill a niche in the local market, and have potential for export markets will receive extra consideration.

Submissions should include the following information:

- Who will be working on this project (is it just you, or do you have a team?)
- Description of your product or service.
- Name your market (who will purchase your product or service?)
- How will your business make money? How much will people be paying for your product or services?
- Besides creating jobs, what environmental or social contributions does your business make?
- How many jobs could your business provide?

"By inviting all area residents to submit their ideas and then sharing those ideas with a robust panel of judges, we hope to broaden our community's ability to

create local jobs,” said Brian Stewart, steering committee member and new McCloud Community Services District Board member.

All submissions will be delivered to the judging panel on Thursday, Jan. 22. The judges will return their scores on Monday, Jan. 26. The three contest winners will be announced at the McCloud Local First Steering Committee community meeting to be held on Jan. 28 at 6:30 p.m. in McCloud’s Scout Hall.

The McCloud Local First Steering Committee formed this year to facilitate the development of a local first initiative and business alliance based on the BALLE (Business Alliance for Local Living Economies) network model, and to pursue ideas generated at the Michael Shuman community meeting.

The current steering committee includes McCloud residents and business owners, supporting agencies such as the McCloud Chamber of Commerce and stakeholders including McCloud Watershed Council, JEDI and California Trout. The committee operates by consensus and is chaired by April Gray and vice-chaired by Robin Singler.