

Growing Forward: An Economic Development Summit for the Redwood Coast

August 29, 2022



Growing Forward: Shape the Change is a two-day virtual economic summit designed to foster innovative thinking throughout our region of Del Norte, Humboldt, Lake, and Mendocino counties, as well as adjacent tribal lands. The goal is to identify economic opportunities and strengthen collaboration amongst businesses, economic development professionals, and leaders.

The conference will center on conversations and networking with a focus on industry opportunities, infrastructure needs, and improving quality of life for all in the midst of a changing economic, climactic and cultural landscape.

On Thursday, September 22, guests will hear from keynote speakers addressing relevant topics for our region, and engage in interactive breakout sessions on key regional focus areas. They will hear from Senator Mike McGuire, Tara Lynn Gray, director of California Office of Small Business Advocacy, Robert Eyler,

professor of Economics at Sonoma State University, Caroline Beteta, president and CEO of Visit California, and Ken Hamik, futurist.

Friday will provide a range of breakout sessions on exciting economic and business development opportunities for entrepreneurs and policymakers across the region, from broadband and medical care to food security, arts, culture, housing, and so much more.

This conference will be primarily virtual on September 22-23, but will include in-person networking opportunities in each county. In addition to the virtual presentations, participants will receive a conference package, including conference swag and a detailed program overview with highlights from our community. The robust virtual platform will make it easy to participate live, watch recordings later, network with other attendees, and participate in virtual exhibits.

This conference centers on three themes:

Social Infrastructure such as Medical Care, Child Care, Food Security, Arts, Culture & Entertainment, Education (formal & informal, child & adult), etc.

Hard Infrastructure such as Housing, Broadband, Ports & Airports, Roads & Transportation, Energy (microgrids, disaster preparedness), etc.

Emerging & Transforming Industries such as Food/Farming, Tourism, Aquaculture/Fishing, Building & Construction, Manufacturing, etc.

Learn more and register for the conference at bit.ly/GrowingForward2022. Early bird registration tickets are \$60 through Friday, September 2. General admission tickets are \$75 thereafter. Attendees will get access to the live event, as well as recordings afterward, and a generous “swag bag” filled with goodies from our sponsors and a printed program highlighting the economic state of our region.

The Redwood Coast Region Economic Development Summit is a collaborative effort between organizations across Del Norte, Humboldt, Lake and Mendocino Counties, as well as adjacent tribal lands. Our sponsors include AEDC, Blue Lake Rancheria, Cal Poly Humboldt, City of Arcata, City of Eureka, City of Rio Dell, Coast Central Credit Union, College of the Redwoods, County of Humboldt, Headwaters, NorCal for Health, North Coast Small Business Development Center, North Coast Tourism, PG&E, Redwood Capital Bank, RREDC, Savings Bank, and Vocality.