

Registration opens for economic development summit

April 11, 2023



The community is invited to join in person for The State of the Redwood Coast Region: Our Elemental Economy, the 3rd annual regional economic development summit. While this year's conference will take place in Ukiah, September 21-22, Early Bird Registration began Saturday, April 1.

The State of the Redwood Coast Region: Our Elemental Economy is a two-day economic summit designed to foster innovative thinking throughout our region of Del Norte, Humboldt, Lake, and Mendocino Counties, as well as adjacent tribal lands. We aim to identify shared economic opportunities and strengthen collaboration amongst our businesses, economic development professionals, and leaders.

This year's theme, Our Elemental Economy, evaluates the unique yet fundamental ways our environment shapes our region's economy through the four elements: earth, wind, water, and fire.

AEDC director Susan Seaman shares her excitement about the potential of this year's conference now that everyone can gather in person. "It's a rare opportunity to have so many of our region's professionals and

leaders under one roof. It seems clear from the positive feedback of the last two years that this conference is pivotal to creating and fostering collaboration across counties.”

Day 1 of the conference will center on the foundational components unique to our Redwood Coast Region. From solidarity economics to investment and community development, keynote speakers will share ideas about how we can build a more resilient and equitable economy. Focused breakout sessions between speeches provide ample opportunity to collaborate and connect.

Day 2 will touch on the economic development opportunities and challenges faced by our region and within our unique environment. Between keynote speeches, attendees can engage in interactive discussions, breakout sessions, and industry-focused presentations from inspiring Redwood Coast leaders.

“I am thrilled to host this year’s conference in Ukiah,” says Katrina Kessen, Executive Director at Greater Ukiah Business and Tourism Alliance. “Not only is it so special that we can connect in person this year, but hosting everyone in Ukiah feels serendipitous at a time when Ukiah is seeing so much positive economic development and growth.”

Join us at the Ukiah Valley Conference Center in Ukiah this September for this rare opportunity to connect and network with your fellow community leaders making an impact in our Redwood Coast Region. Early Bird registration begins April 1st.

Learn more and register here: <https://www.eventbrite.com/e/2023-state-of-the-region-summit-our-elemental-economy-tickets-594854685377>