Gurbax Sahota
President & CEO
California Association for Local Economic Development
PRESENTERS

• Heather Gurewitz, Former Executive Director, Economic Development & Financing Corp.
• Shannon Mulhall, NIC, ADAC, CASp, Certified Americans with Disabilities Act Coordinator, City of Fresno
• Dan Holler, Town Manager, Town of Mammoth Lakes

Build & Support Your Rural Economy

• Rural Economic Development
  • Entrepreneurial Support & Financing Collaboration
  • Accessible Fresno Small Business Initiative
  • Affordable Housing
BUILD & SUPPORT YOUR RURAL ECONOMY: ENTREPRENEURIAL SUPPORT & FINANCING COLLABORATION

Heather Gurewitz,
Former Executive Director,
Economic Development & Financing Corp.

The Collaborative Approach
Mendocino Co. Business Demographics

**Businesses by Size of Employment in Mendocino County, 2017**

- 0-9: 82%
- 10-19: 9%
- 20-49: 6%
- 50-99: 2%
- 100-249: 1%

**Total Employment by Size in Mendocino County, 2017**

- 0-9: 27%
- 10-19: 28%
- 20-49: 18%
- 50-99: 14%
- 100-249: 14%
- 500+: 1%

Challenges for Rural Business

- Necessity versus desire to run a business
- Higher costs and smaller markets
- Lack of “talent”
- Limited sources of financing
- The “scenic” effect
The LEEP Approach

• Coaching
• Capital
• Connections
• Culture
• Climate

Capital

• Business lending is all about risk
• Rural areas and economically distressed areas have inherently higher levels of risk
• Capital alone is not a solution; it only works in partnership with other strategies that limit risk.
BUILD & SUPPORT YOUR RURAL ECONOMY: ACCESSIBLE FRESNO SMALL BUSINESS INITIATIVE

Shannon M. Mulhall, NIC, ADAC, CASp
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DISCLAIMER

This presentation is solely for educational purposes and shall not be construed to be independent legal advice.
If you need legal advice, consult with a qualified attorney for any matters of legal significance to you.
WHY ARE WE HERE?

- 1 in 5 people have some kind of disability
- Access is a civil right
- Civil Rights violations = statutory damages
- Lawsuit-related costs exceed construction costs

2018 LAWSUIT STATISTICS

**Statewide**
- Total lawsuit filings = 4,221
- Alleged violations: 11,197

**High Frequency Litigants**
- 5 Law Firms = 79%
  - 1 Law Firm = 49%

**Top Lawsuit Targets**
- Sales/rental establishments (31%)
- Food or drinks establishments (28%)
- Service establishments (24%)
"WE’LL JUST WAIT TO GET A COMPLAINT…"

Accessibility Lawsuit

<table>
<thead>
<tr>
<th>No</th>
<th>Yes</th>
</tr>
</thead>
<tbody>
<tr>
<td>Proactively Hire CA$Sp ($2,000)**</td>
<td>Settle Case ($7,000-$12,000)*</td>
</tr>
<tr>
<td>$2,000</td>
<td>$14,000 - $19,000</td>
</tr>
</tbody>
</table>

Amount paid by business BEFORE construction or barrier removal

*Based on Central CA averages – costs may be higher in other regions
**Based on 4,000 square feet or less small business

PROACTIVE COMPLIANCE IS THE ONLY DEFENSE

Warning signs are not a compliance plan...
ACCESSIBLE FRESNO

Proactive programs to encourage businesses to take steps toward construction related accessibility compliance.

www.fresno.gov/AccessibleFresno

BUSINESS TRAINING & RESOURCES

• Partnerships for community training
• List of local lenders for CalCAP/ADA Financing low interest loans
• Informational brochures
• Inserts about CASp benefits
ASSUMPTIONS
People with Disabilities:
• Have money to spend
• Are not “out to get you”
• Want to go to your business

Businesses:
• Don’t know accessibility
• Don’t understand disability
• Want to do the right thing

FIVE STEPS FOR BUSINESS ACCESSIBILITY

1. Get a CASp Inspection
2. Include Accessibility in Business Plan
3. Check Lease Agreements
4. Create Accessibility Maintenance Program & File
5. Utilize Tax Benefits and Financial Resources
CERTIFIED ACCESS SPECIALIST (CASp)

- Certified by the State of California
- Knowledge of construction-related accessibility standards
- Inspects for compliance issues

CASp INSPECTION INCLUDES

- Inspection Report
- Disability Access Inspection Certificate
- Foundation for compliance schedule
ACCESSIBLE FRESNO

Provides businesses with **FREE**
CASp inspection services.

BUSINESS ELIGIBILITY

- Small for-profit business in City of Fresno
- Current Business Tax Certificate
- Place of Public Accommodation
- Not involved in accessibility litigation
- No outstanding code violations on record
- Public Use area under 4,000 sq. ft.
HOW ACCESSIBLE FRESNO WORKS

1. RFQ & selection of CASp Consultants
2. City contracts with CASp firms
3. Small Business submits application to participate
4. Program administrator confirms eligibility
5. CASp firm works directly with business
6. Payment to CASp firm upon completion

CALIFORNIA GOVERNMENT CODE SECTION 4467, DISABILITY ACCESS & EDUCATION SB 1186 (2012)

• January 1, 2013 – December 31, 2018
• City/County collected $1 with each business license or equivalent
  • 30% to Division of the State Architect
  • 70% retained by City/County
CALIFORNIA GOVERNMENT CODE SECTION 4467
DISABILITY ACCESS & EDUCATION
AB 1379 (2017)

January 1, 2018 – December 31, 2023
• City/County collects $4 with each business license OR application for a building permit
  • 10% to Division of the State Architect
  • 90% retained by City

January 1, 2024 - indefinitely
• Reverts back to $1 with 30-70 split

DISABILITY ACCESS & EDUCATION
“CASp CERTIFICATION & TRAINING FUND”

• May ONLY be used for:
  • Increasing CASp training and certification
  • Programs to facilitate compliance with construction related accessibility
  • 5% Maximum administrative
  • “The highest priority shall be given to the training and retention of certified access specialists to meet the needs of the public in the jurisdiction”

• Annual reporting to DSA is required
FINANCIAL ASSISTANCE

• CalCAP Small Business Loan
  • $50K for small business loans to ADA improvements (including CASp inspections)

• IRS tax credits & deductions (Tax code § 44 & 190)
  • Up to 50% of the eligible access expenditures in a year

FIVE STEPS FOR BUSINESS ACCESSIBILITY

1. Get a CASp Inspection
2. Include Accessibility in Business Plan
3. Check Lease Agreements
4. Create Accessibility Maintenance Program & File
5. Utilize Tax Benefits and Financial Resources
BUSINESS THINKING SHIFT:

Accessibility is not an “added expense.” It is a cost of doing business.

BUILD & SUPPORT YOUR RURAL ECONOMY: AFFORDABLE HOUSING

Dan Holler
Town Manager
Town of Mammoth Lakes
• Rural Economic Development
  • Leverage Existing Assets
    • We are Snow Farmers
    • Local Events and Producers
    • Base Funding – Provided
    • Creative Ideas
    • Summer and Shoulder Season Growth

• Rural Economic Development
  • Digital 395
    • A GIGABIT Community
    • Challenge with deploying the asset
    • Marketing the value
    • Shared Workspace
    • Remote Workforce development
    • Work – Play Opportunity
• Workforce challenge in a Tourism Based Economy
  • Constrained Land Base
  • High development costs
  • High value as “2nd” home opportunity (STR)
  • Lower end of wage scale for hospitality work

• Housing Challenge
  • Market Based Solutions – Not happening
  • Town Purchased 25 acres in center of Town
  • Community based planning for 400 - 450 units
  • Next steps – Environmental
  • Phase 1 Gap funding – Town commitment $7.5M
  • Remaining Total Gap – Estimate - $40+ Million ??
• Where are we going?
  • Grow revenue potential on smaller footprint
  • Requires quality Experience – Workforce
  • New investment in Amenities/Activities
  • New investment in the destination (Outdoors)
  • Leverage Technology Assets
  • Funding ???

Questions?