



Blue Economy for the Mendocino Coast

Presented by: The City of Fort Bragg

Sarah Million McCormick, Special Projects Manager





The City of Fort Bragg is located on the north coast of Mendocino County, California. Population 7,000 with a household median income of \$44,276 and 15.3% of residents hold a bachelor's degree or higher.

With close proximity to coastal forests and the Pacific Ocean, the City and regional economy has historically been resource dependent. Recent years the economy has become increasingly tourism and hospitality dependent. Thanks to EDA, the City received CARES Act funding to conduct an economic diversification study focused on reuse of the former Georgia-Pacific Mill Site (shown above).



Fort Bragg fisheries have a rich, vibrant history and are an important part of the identity of the community. A series of events have threatened fisheries and working waterfront. Climate impacts as evidenced by the urchin barren / kelp dynamic are having devastating effects both on marine ecosystems and the people who live, work and recreate on the coast.

The City of Fort Bragg has initiated a regional conversation to consider the needs and potential for developing a sustainable ocean-based economy – a Blue Economy.



For context, NOAA has described the emerging Blue Economy as *“a knowledge based economy, looking to the sea not just for extraction of material goods, but for data and information to address societal challenges and inspire their solutions”*



Emerging opportunities within the Blue Economy embrace climate resiliency with renewable energy investments, carbon sequestration strategies, clean blu-tech, sustainable fisheries, aquaculture, and eco-tourism.



- **\$898,900** from the CA Coastal Commission to prepare a Noyo Harbor Blue Economy Visioning, Resiliency and Implementation Plan – to support development of much needed analysis for informed decision making as we address climate related issues, and ensure Coastal Act goals for all are equitably fulfilled.
- **\$3.2 Million** of CA's Community Economic Resilience Funding has been awarded to install an energy efficient Ice House and to create an entrepreneurial marine-based business training program.
- **\$825,230** has been invested by EDA to support design work and develop a business plan for facility on 11.64 acres of former Mill Site.
- Two-Year CA Sea Grant Fellow and MORE 😊

Our Big Next Step...

Municipal Fiber-to-the-Premise Broadband Utility

- \$478,000 in CPUC Local Agency Technical Assistance Program funding for preconstruction activities, which will result in a BID-ready construction packet September 2024.

Project Timeline

Design

- In Process – September 2023

Funding

- In Process – December 2023

Closing

- January 2024 – June 2024

Constructi
on

Capital Funding Sources

Source	Total
City ARPA Funds	\$1.7 Million
City Maintenance & Facilities	\$100,000
CA CPUC	?
US Dept Commerce EDA	?
CA Community Economic Resilience Funding	?
Debt Financing	?
Total:	\$15 Million

Impacts of this Project

Reliable, fast and affordable broadband is crucial infrastructure that is needed to position our region for Blue Economy investment and nurture the next generation of leaders and workforce.

- Innovation and entrepreneurship
- Workforce development
- STEM education

thank you!

Sarah Million McCormick

Special Project Manager

smccormick@fortbragg.com