



***5-YEAR
REPORT
2006-2010***



www.ncrcanddc.org

www.cultivatingcommerce.org

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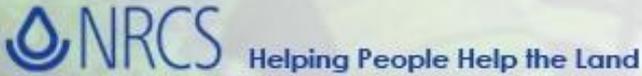
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ABOUT US

The North Coast Resource Conservation & Development Council is a non-profit and non-governmental organization which was formed and officially incorporated as a 501 (c) (3) charitable organization in 2003 to advance the conservation of natural and agricultural resources within Marin, Sonoma, Mendocino, and Lake Counties in Northern California. Initially, the US Department of Agriculture authorized the area under the Federal Farm Bill in the 1950s, and provided funding through the Natural Resources Conservation Service (NRCS). The funding included office space and the full time services of a coordinator to work with the Council to identify problems, establish goals and objectives, build



strategies, and implement plans. In spring of 2011, all funding and support from the NRCS abruptly ceased, including complete elimination of office space and the Coordinator position.

Although the loss of NRCS support was challenging, our Council was well positioned to continue to implement its programs to achieve our goals and objectives, and continues to thrive.

The Council works cooperatively with land owners, private groups, and governmental agencies in our 4-County area, forming partnerships whenever possible to achieve our goals. Our Council membership is diverse and consists of interested individuals as well as representatives of



local government, Resource Conservation Districts (Gold Ridge, Marin, Mendocino County, Sotoyome, Southern Sonoma and West Lake RCDs), Boards of County Supervisors, and other non-profit organizations. Representatives of Tribes are also invited to join the Council.

Our Mission

The mission statement for our organization is to support economic growth through sustainable use and conservation of natural and agricultural resources in the region of Marin, Sonoma, Lake and Mendocino counties of California. In particular, the Council promotes agricultural diversity so family farms and ranches can maintain economic stability, fosters conservation of natural landscapes for sustainability, and assists rural and agricultural landowners identify and develop community and economic opportunities compatible with environmental stewardship practices.



Accomplishments

In the six years since our creation, the Council has received about \$150,000 in direct public support, private grants, and government grants. These funds have been used to accomplish many program goals. Our ability to effectively manage contracts and to meet or exceed the project requirements has resulted in repeat funding from several entities.

Our projects have included:

Rainwater Collection and Reuse

- Construction assistance to schools for rainwater collection systems
- Technical assistance



Support for Local Food Production

- Support for urban gardening projects
- Sponsorship of scholarships for urban gardening workshop
- Participation in work to create Regional

Food Hub

Pollinator Habitat Protection and Enhancement

- Pollinator habitat demonstration project at elementary school



- Workshops in Sonoma and Lake Counties on Pollinator Habitat Plantings

Biomass Energy Development Potential

- Evaluation of the feasibility of biomass energy use in Mendocino County, with wide distribution of a Feasibility Study Report, available online



- Preparation of a Preliminary Feasibility Study Report for Location of Biomass Facility near Fort Bragg, Mendocino County
- Preparation of a Preliminary Feasibility Study For a Biomass Power And Thermal Heat Facility located at Parlin Fork Conservation Camp

Sudden Oak Death Prevention

- Outreach to tribes on causes and prevention of Sudden Oak Death

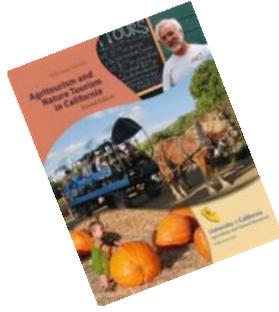
Promoting Farm and Ranch Entrepreneurship Opportunities

- Workshops on augmenting on-farm in-



come through developing agricultural tourism businesses

- Support for shared workspace project



Other

- Preparation of Technical Reports for Wine Country Agricultural Water Enhancement Projects (AWEP)

Building Partnerships
Leveraging Resources
Promoting Sustainability

New Initiatives

In late Fall of 2010, the Council held a Retreat and determined that it was time to re-focus priorities and revise the bylaws to facilitate implementation of a new initiative, *Cultivating Commerce*. New priorities and bylaws were subsequently developed, and were adopted in Spring of 2011. We now have three major priorities, which are:

- fund development of demonstration businesses which have open books as a goal
- developing partnerships to achieve our goals
- focusing on the following four areas for development in Years 1 and 2:
 1. agri-tourism
 2. beekeeping/pollinator supply
 3. support local food distribution/



development/cooperative food gardens

4. biochar or other product from biomass energy development

The above priorities would be addressed in a planned process through the *Cultivating Commerce* initiative. At the same time, the Council also continued to support work in the following areas:

- Agricultural Diversity
- Natural Landscape Conservation
- Community and Economic Development
- Native Plant Habitat



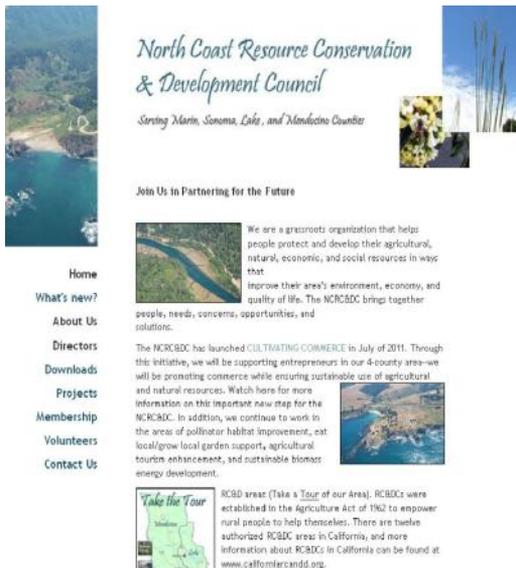
Web Activities

The Council has two websites:

www.ncrcanddc.org

www.cultivatingcommerce.org

These two websites fulfill different purposes. The NCRC&DC site serves as the focal point for Council outreach and education on all of our past and existing programs. Downloads of reports and financial statements are available on this site.



North Coast Resource Conservation & Development Council
Serving Marin, Sonoma, Colusa, and Mendocino Counties

Join Us in Partnering for the Future

We are a grassroots organization that helps people protect and develop their agricultural, natural, economic, and social resources in ways that improve their area's environment, economy, and quality of life. The NCRC&DC brings together people, needs, concerns, opportunities, and solutions.

The NCRC&DC has launched CULTIVATING COMMERCE in July of 2011. Through this initiative, we will be supporting entrepreneurs in our 4-county area—we will be promoting commerce while ensuring sustainable use of agricultural and natural resources. Watch here for more information on this important new step for the NCRC&DC. In addition, we continue to work in the areas of pollinator habitat improvement, eat local/grow local garden support, agricultural tourism enhancement, and sustainable biomass energy development.

RCBD areas (Take a [Tour](#) of our Area). RCBDs were established in the Agriculture Act of 1962 to empower rural people to help themselves. There are twelve authorized RCBD areas in California, and more information about RCBDs in California can be found at www.californiarcbd.org

Home About Resources Contact Link Login

Cultivating Commerce

an initiative of the North Coast Resource Conservation and Development Council - building a better future for Marin, Lake, Sonoma and Mendocino

Welcome

The North Coast Resource Conservation & Development Council welcomes you to our cultivating Commerce website. We are a community-based grassroots organization that helps people protect and use their agricultural, natural, economic, and social resources in ways that improve their area's environment, economy, and quality of life. Through our new initiative, Cultivating Commerce, the NCRCD brings together people, needs, concerns, opportunities, and solutions while relying heavily on partnerships and our own membership expertise to foster entrepreneurship through sustainable use of agricultural and natural resources within Marin, Sonoma, Mendocino, and Lake Counties of California. Whether adding a niche marketing endeavor such as boutique honey production to an existing winery or pursuing a startup organic vegetable farm, entrepreneurs struggle in developing and implementing a viable business model in our rural area. Cultivating Commerce is designed to assist these entrepreneurs in expanding or establishing their businesses while ensuring environmental protection of our agricultural and natural resources.

[Read more: Welcome](#)

About Us

The non-profit North Coast Resource Conservation & Development Council (NCRCD) serves four Northern California counties. We have built rainwater collection systems at local schools, held educational workshops with landowners to increase pollinator habitat, created and expanded community gardens, educated landowners to prevent the spread of Sudden Oak Disease, prepared detailed feasibility studies for biomass-to-energy production in Mendocino County, and conducted workshops with ranchers and farmers interested in adding an agri-tourism element to their operations.

[Read more: About Us](#)

Who we are

Cultivating Commerce is an initiative of the North Coast Resource Conservation & Development Council, a 501(c)(3) nonprofit. Cultivating Commerce supports agricultural and natural resource based entrepreneurs in Mendocino, Lake, Sonoma, & Marin Counties.

Helpful tips:

You are the Key! A great business idea is nothing without great people to execute business. If necessary, partner with those who can complement your experience.

"I know of no pursuit in which more real and life-positive benefits can be rendered to any country than by its people to agriculture, the basis of useful wealth, and other branches of a husbandry of peace." -George Washington

The *Cultivating Commerce* website is in start-up form, and is ultimately intended to be a virtual learning laboratory to support farm and ranch entrepreneurship activities in our 4-county area.

Our *Cultivating Commerce* website will create a virtual campus to maximize use of “distant learning” since our rural area is large and travel throughout the area is lengthy and

often seasonally difficult. Virtual trainings through online modules will be available for basic business building components.

Through these partnerships or contract expertise, we will offer online support for our participants in developing business plans, creating accounting support, receiving customer service training, determining sound marketing and advertising use including social media, and learning about regulations and requirements, including workers compensation and taxes. Using a knowledgebase query system, we would also have online auto-answers for frequently asked questions. Further, we will be hosting regularly scheduled webinars, and participants in the program can share questions and solutions through collaborative software.



We currently are utilizing social media including Twitter and Facebook, with this latter in the early stages of development.



You can follow us on twitter or send us a tweet: @NCRCANDDC. Our Facebook page is at <http://www.facebook.com/#!/pages/North-Coast-Resource-Conservation-Development-Council/208670322487842>. Once we have a sufficient number of “likes” we can probably shorten the link considerably.

We are also using enhanced email marketing as shown below (through MailChimp) to ad-

Grant Funds Available from USDA Rural Development.

APPLY FOR GRANT FUNDS THROUGH USDA RURAL DEVELOPMENT

FOR FARMERS & RANCHERS

VALUE ADDED GRANT

Grants may be used for planning activities and for working capital for marketing value-added agricultural products and for farm-based renewable energy. Eligible applicants are independent producers, farmer and rancher cooperatives, agricultural producer groups, and majority-controlled producer-based business ventures.

For more information about the program, contact your State Rural Development Office to obtain additional information and assistance. A contact person, address, phone number, and e-mail address for each State Office is posted on http://www.rurdev.usda.gov/BCP_VAPG_Grants.html

THIS ANNOUNCEMENT IS BROUGHT TO YOU BY

THE NORTH COAST RESOURCE CONSERVATION & DEVELOPMENT COUNCIL, A 501(c)3 NONPROFIT ORGANIZATION

We help people protect and develop their economic, natural, and social resources in ways that improve their area's environment, economy, and quality of life. The NCR&DC brings together people, needs, concerns, opportunities, and solutions throughout Marin, Sonoma, Mendocino, and Lake Counties.

 Our Facebook Page is Under Development

 Follow us on Twitter

 Our Blog is Coming Soon

 Forward this to a Friend

WHAT'S IT ABOUT?

The primary objective of this grant program is to

wise those interested in Council business about new funding opportunities and work underway in our program areas.

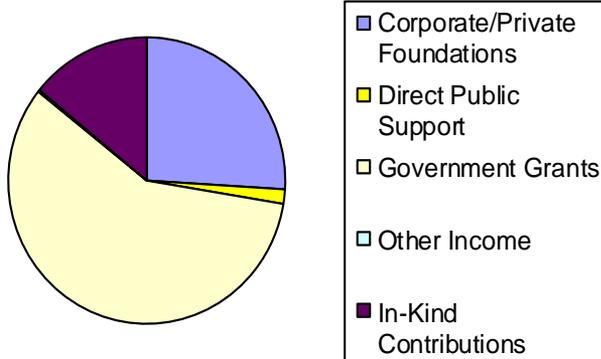
These emails are sent to an interested party list of over 150 addresses, and include announcements, as well as opportunities to donate to our organization.

Finances

Over the last five years, the Council has brought in \$166,751 in funds to expend on our priority activities. The source of these funds has varied between government grants to private donations, and is displayed on the pie chart on the next page. The largest source of

Income	
Corporate Giving/Private Foundations	\$43,322
Direct Public Support	\$2,720
Government Grants	\$96,812
Other Income	\$390
In-Kind Contributions (non-NRCS)	<u>\$23,507</u>
Total Income	\$166,751

2006-2010 FISCAL YEARS



funds have been government grants, including those from the NRCS as well as from the U.S. Forest Service. In addition to grants, the Council received over \$150,000 each year in in-kind contributions from the U.S. Natural Resources Conservation Service consisting of office space and support as well as the fulltime services of a Coordinator who functioned similarly to an Executive Director.

During this period, we spent 83% of our grant and donated funds on program areas, and 17% on administrative activities, with a total amount expended of \$162,965.

Fundraising costs have been limited, and during this period the efforts mostly included direct mail appeals. The cost for the appeals were purchases of postage and remittance envelopes, and all time was donated.

What's Ahead

The Council is moving forward with implementing the new initiative, *Cultivating Commerce*, by applying for grants and funding from corporate and private foundations. The main grant areas being pursued include:

- Expanding entrepreneurship opportunities for farmers and ranchers
- Expanding local food sources, and local food marketing
- Enhancing pollinator habitat and promoting beekeeping enterprises
- Expanding exploration and/or implementation of biomass energy production





Board of Directors

Ron Rolleri, President

Peter Braudrick, Vice-President

Susan Warner, Treasurer

Tish Ward, Secretary

Steve Dunnicliff

Ann Cassidy

Chuck Morse

Kathy Kellison

Paul Kaiser

Darcie Mahoney

Staff:

Executive Director (vacant)

**Lucy Kenyon, Administrative
Assistant**

The NCRC&DC thanks our donors and grantors for their financial support, and pledges to continue to foster sustainable use of agriculture and natural resources in ways that improve our environment and quality of life.



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Development Council

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