

Wealth Creation Basics

A New Lens for the Work You Already Do

April 15, 2026 ← Today is my mom's birthday



Wealth Works

Summer 2024 – Greenville, SC

- Multiple Forms of Wealth
- Local Ownership and Control
- Improved Livelihoods for Everyone
- Value Chain Development

Bonus Content

- Travelers Rest, South Carolina
- Weaverville, California



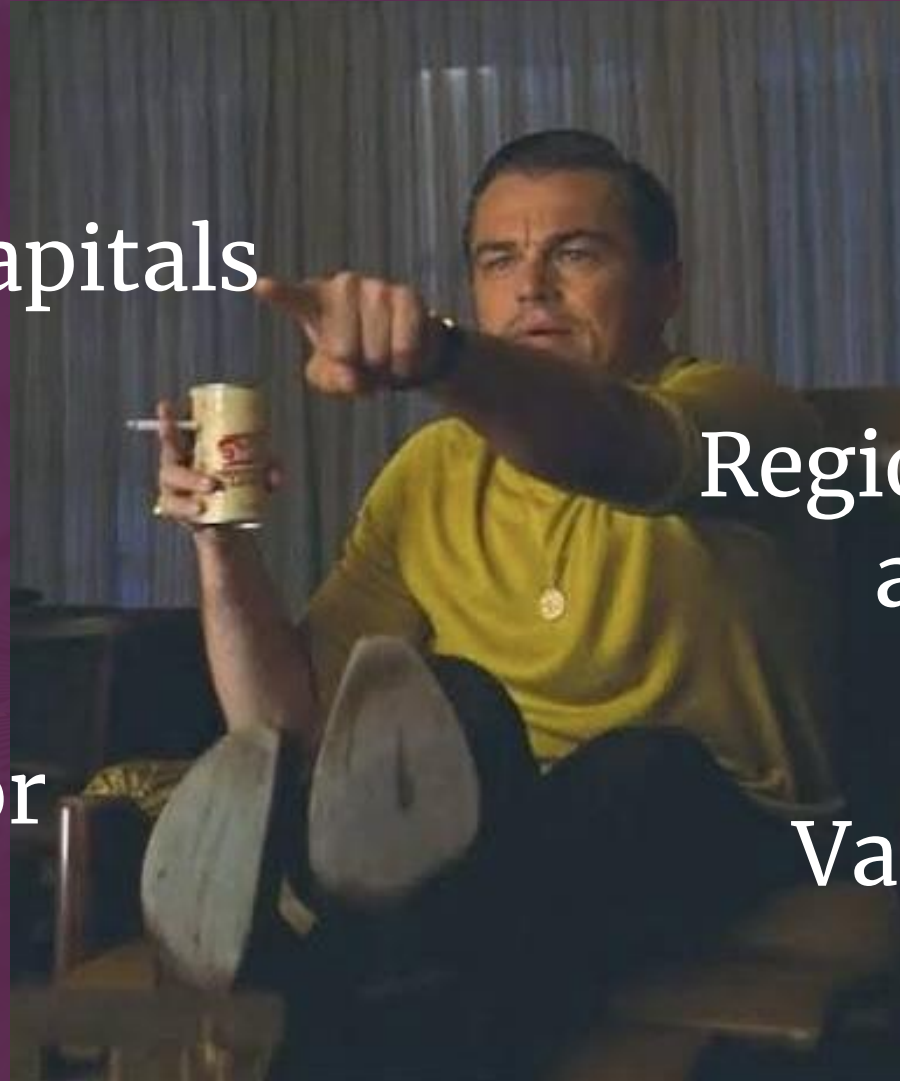
Me Whenever Someone Mentions . . .



Me Whenever Someone Mentions . . .

Wealth: The 8 Capitals

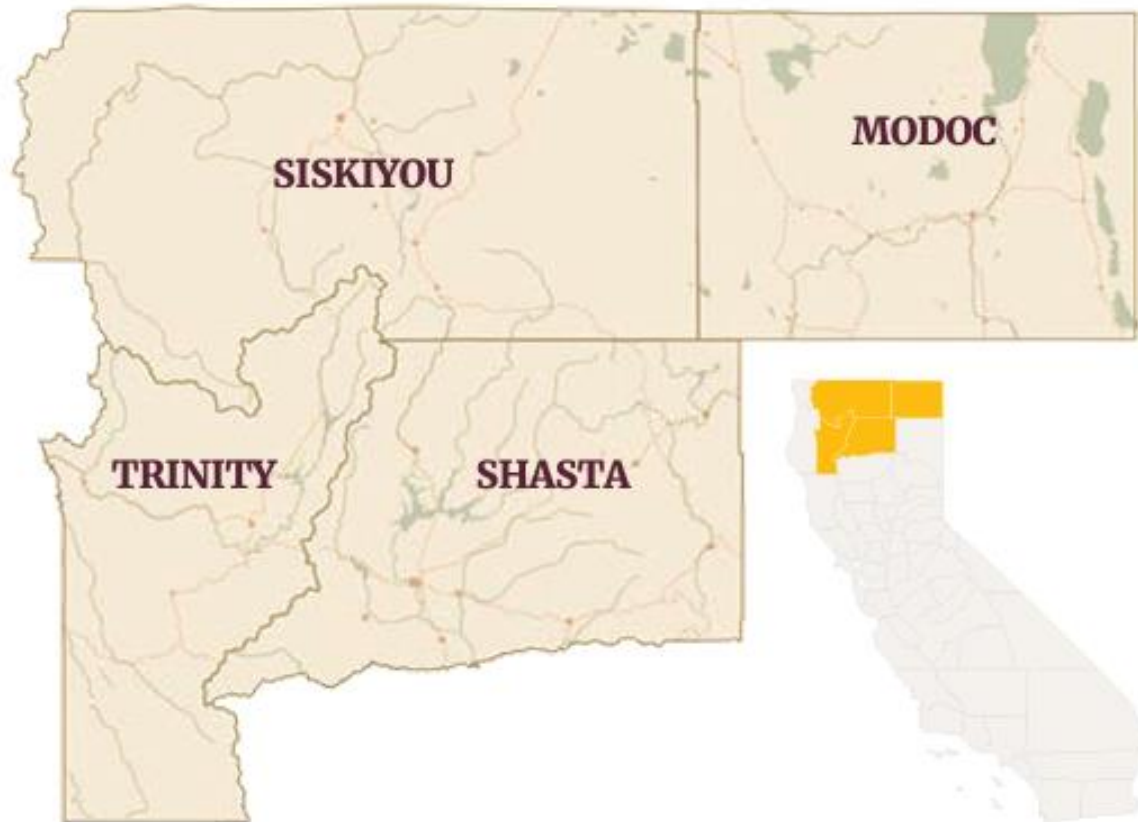
Improved
Livelihoods for
Everyone



Regional Ownership
and Control

Value Chain Analysis

Superior California Economic Development



- Size of Vermont and New Hampshire (Almost)
- 249,400 people
- 72% of population in Redding Metro Area
- 59% of population within 1 Mile of I-5
- 61% is public lands – 5 national forest
- Multiple active volcanoes
- One national park and five state parks
- Staff on 5 (as of next week)
- Capital Access
- Regional Planning (CEDs)
- Project Implementation



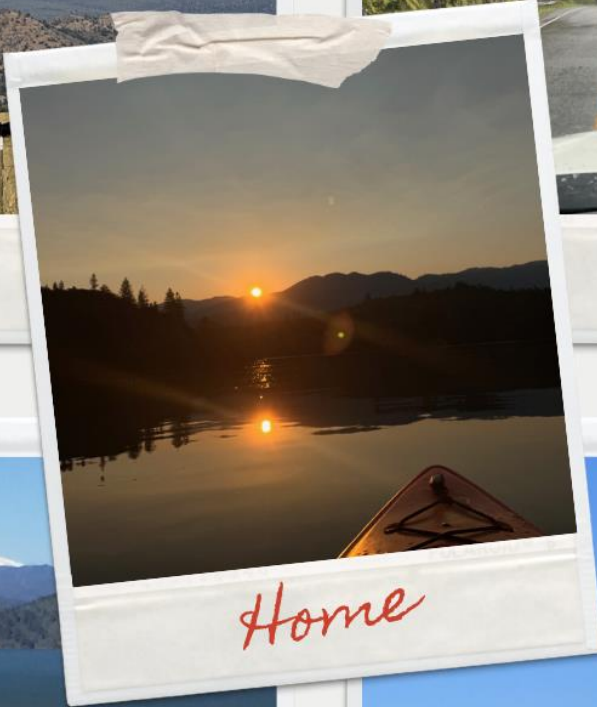


KEY INDUSTRY CLUSTERS

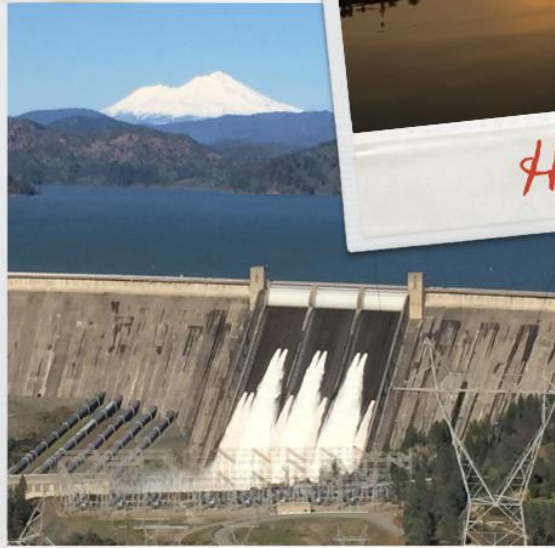
Through their work, the Strategy Committee selected this short list of industry clusters that are expected to drive economic prosperity and resiliency over the 2021-2026 time period. Some of the opportunities incumbent within these industries are addressed in more detail in the following narrative.

- **Tourism & Recreation**
- **Wood Products Industries**
- **Agriculture**
- **Healthcare**
- **Energy & Utilities**
- **Professional & Technical Services**





Home



GOAL 1

**ENHANCE OPPORTUNITIES
FOR RESIDENTS AND
VISITORS TO LEVERAGE
NATURAL AND OUTDOOR
RESOURCES FOR
RECREATION AND
INDUSTRY**



Source: Rob Crenson

National Forest



Outdoor Recreation Microloan Program

Superior California Economic Development (SCED) believes the outdoors is one of our region's greatest assets—and the small businesses that help people enjoy it are vital to our economy.

Thanks to a grant from Wells Fargo, SCED offers microloans of \$5,000 to \$30,000 for outdoor recreation businesses looking to grow, purchase equipment, or cover essential operating expenses.



Who Can Apply?

- For-profit business in Modoc, Shasta, Siskiyou, or Trinity County
- Outdoor recreation industry (e.g., guides, outfitters, rentals, repair shops)
- U.S. Citizens or Lawful Permanent Residents
- Personal credit score of 650 or higher
- All 20%+ owners must guarantee the loan





Loan Amounts: \$5,000 – \$30,000

Interest Rate: Prime + 2% fixed

Loan Term: 5 years

Fees: \$350 origination, \$15 credit report, \$80 UCC

Use of Funds:

- Equipment
- Payroll
- Rent & utilities
- Inventory & supplies
- Other eligible expenses

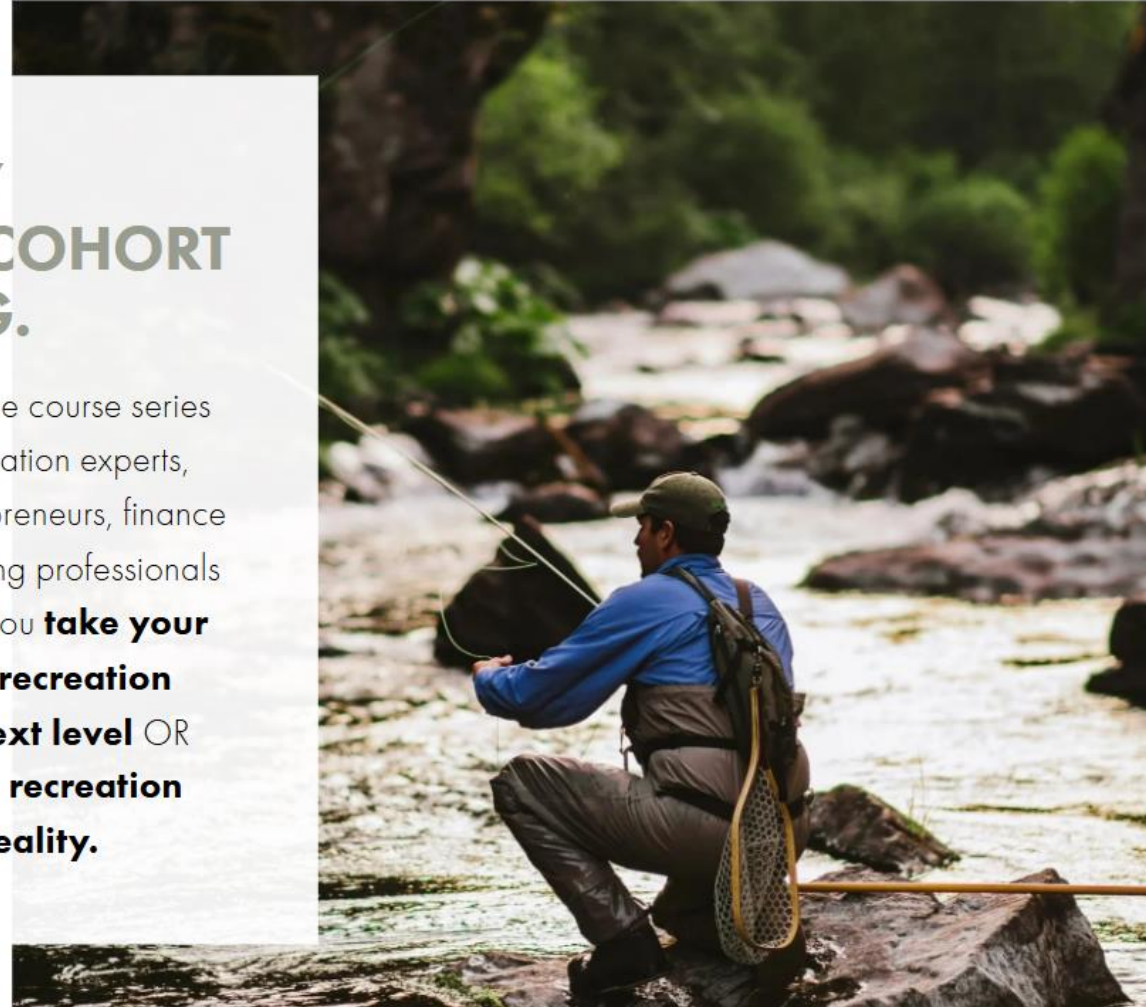
****No refinancing or personal expenses****



Shasta-Cascade Outdoor Recreation Small Business Accelerator (<https://www.siskiyoucounty.org/outdoor>)

INDUSTRY EXPERTS. COHORT LEARNING.

This hybrid live/online course series led by outdoor recreation experts, small business entrepreneurs, finance experts, and marketing professionals is designed to help you **take your existing outdoor recreation business to the next level** OR make your **outdoor recreation business idea a reality.**





2026 Annual Training Conference

October 26-29, 2026
Reno, NV

Ryan Richardson

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