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**Yuba City's Adopt-A-Business Program  
Goal to Add 2,500 Local Jobs**

**YUBA CITY, Calif. — October 6, 2011** — Yuba City kicks off a new Adopt-A-Business Program October 7, when Yuba City officials will visit a number of local Yuba City businesses to launch a plan to focus on existing business retention and expansion, with the added goal of strengthening and expanding our local businesses.

“With over 2,500 active Yuba City businesses, serving a population of more than 65,000, the need to connect with local business is a focal point to our business and retention effort,” explained Economic Development Commission Chairman Karm Bains. “If we could increase one employee per active business over a five-year period, it would have a larger impact on our local economy than attracting a new employer to the region.”

“The Adopt-A-Business Program is new for Yuba City and will assist our effort in focusing on the retention and expansion of our existing businesses,” said Yuba City Mayor John Dukes. “The Department Heads and other City officials will serve as contact points for the adopted businesses ultimately serving as an ombudsman at City Hall, answering questions and expediting plans and request for each business.”

The new program puts 20 plus members of City Council, the Economic Development Commission and various department heads, with 10 local businesses each. Initially, contacts will be asking their adopted businesses questions about the community and how the City can assist their existing businesses. Based on the success of this pilot program, additional businesses will be adopted by City officials in the future.

Yuba City will be kicking off their Adopt-A-Business program by holding a small business walk on Friday, October 7 from 10 a.m. until noon. The business walk will be located in a high employment area including businesses located on Epley Drive and Burns Drive in the City's industrial zone. Businesses located in this area include Unity Forest Products, Yuba City Steel, Recycling Industries, Valley Fine Foods, Evans Furniture, Kingsbury, Inc., Ken's Custom Auto Body, Fastenal, RB Spencer, and Fletcher's Plumbing to name a few.

In addition to City department heads, Yuba City's Adopt-A-Business program participants include Mayor John Dukes; Council members Leslie McBride, John Buckland, John Miller and Tej Maan; Economic Development Commissioners: Chairman Karm Bains, Dr. Larry Ozeran, Greg Heckman, Scott Oakes and Yuba College President Dr. Kay Adkins.

For more information about Yuba City or to participate in this new pilot program, contact Darin Gale, Economic Development Manager at [dgale@yubacity.net](mailto:dgale@yubacity.net) or 530-822-4762.

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