



2023 IMPACT REPORT



Ean Price Murphy
President of the Board

In my tenure on Sierra Commons' board, as a business advisor, and as an Ignitor instructor, I've had the privilege of witnessing the vibrant creativity within our local entrepreneurial circle. Each cycle of our Business Ignitor classes brings forth a wave of fresh ideas and promising individuals.

It's this very essence of community and innovative spirit that keeps me deeply engaged. Sierra Commons stands as a beacon of warmth and ingenuity, unmatched by any other.

I am extending heartfelt gratitude to Erika Kosina and Kasey Valente for their invaluable contributions over the years. Their leadership on the board has been instrumental in shaping our journey thus far.

Now, I'm thrilled to introduce the newest additions to our Board of Directors. Please join me in welcoming Jean-Roux Bezuidenhout, Leslie Kerns, Lars Ortegren, and Coryon Redd. Their diverse talents and expertise promise to invigorate and empower our local business ecosystem, propelling it to new heights of success.





Robert Trent
Executive Director

Momentum was our theme for 2023 and we certainly hit our stride.

Our Business Education continues to grow in leaps and bounds. The time-tested Business Ignitor Course steadily produces some of our area's most innovative and community-minded small businesses. We're thrilled to see so many of our students creating sustainable lifestyles for themselves and their families while providing meaningful jobs, goods, and services to our community.

2023 was also a year of innovation for Sierra Commons— testing the waters of new territory.

We had a hunch that Sierra Commons could provide broader support for our local food system through food entrepreneurship and ecosystem building. We launched our Kitchen Incubator campaign to raise funds and build essential partnerships. The lessons we learned and the people we met during 2023 helped forge a path to launching our first Food Entrepreneur Accelerator program.

Sierra Commons has always been an essential hub for local small businesses. We continue to offer robust core services that make our non-profit stand out—consistent access to networking and resources like our one-to-one advising, business education, meetups, and workshops.

Education will continue to be the theme in 2024 as we add a full calendar of learning opportunities, including Spring and Fall Business Ignitor Courses, Winter and Summer Food Entrepreneur Accelerators, and the all-new Forest Entrepreneur Training. In collaboration with the Sierra Business Council, the Forest Entrepreneur Training focuses on business opportunities that address the impacts of climate, wildfire, and population growth to build safer and more resilient communities throughout the Sierra Nevada.

Sign up for our e-news and follow us on social media for updates!



WE LEARNED TOGETHER!

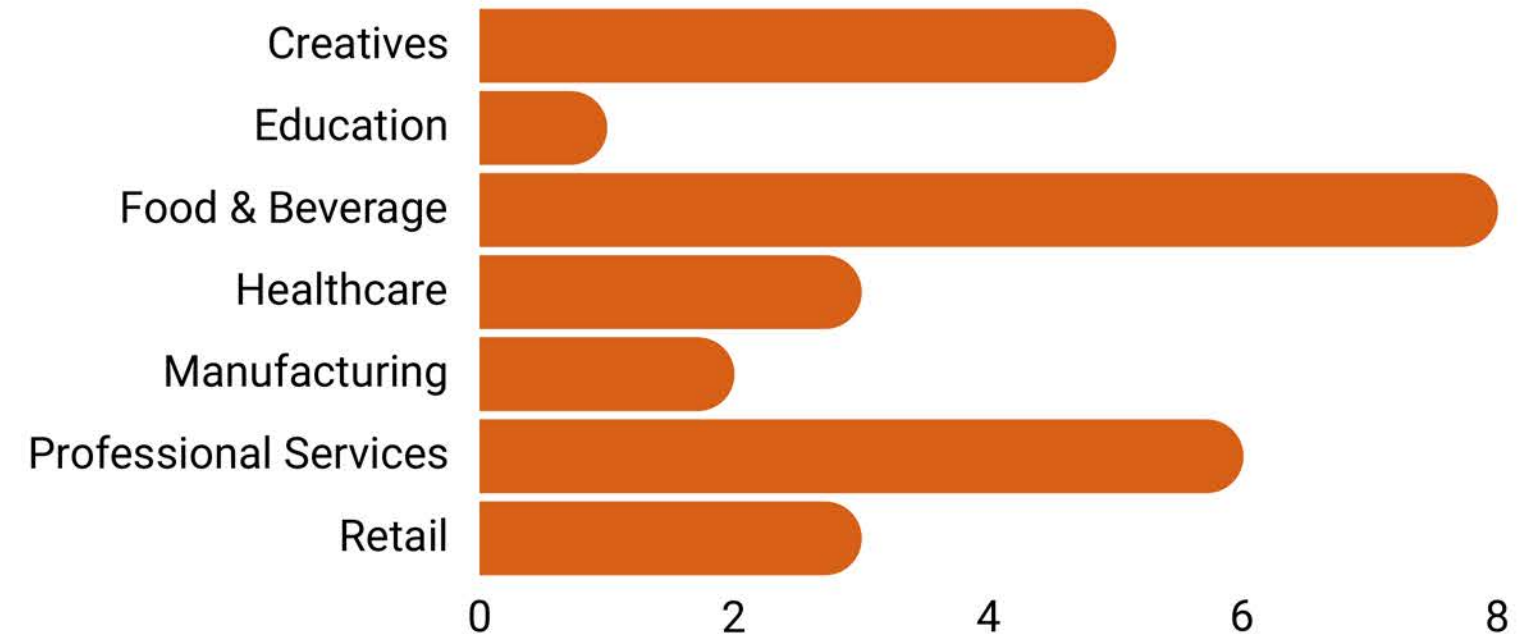
Sierra Commons is committed to creating a more sustainable and resilient local economy by helping folks turn their passions into jobs with a purpose.



Everyone deserves to follow their calling. In Spring and Fall, our instructors taught business fundamentals in our popular Business Ignitor Course with our signature “heart-forward” style. Our Accountability Meetups and One-to-One Advising continued to give our entrepreneur community the support and resources they need to thrive!



28 IGNITOR GRADS CLASS OF 2023



STUDENT'S BUSINESS SECTORS

65%
WOMEN

18%
PEOPLE OF
COLOR

11%
LGBTQ+



"Everyone should be concerned about food security in our community and our small businesses. We all know small businesses are what keeps a community like ours rolling."

-Richard Baker, Entrepreneur



We gathered for Website Workshops, Tech Meetups, and monthly Lunch & Learn meetings to gain insight and sharpen our skills on valuable topics like AI for Marketers and Expanding Reach with LinkedIn.



During our Kitchen Incubator fundraising campaign, we found an outpouring of support and discovered we needed to grow the essential building blocks our local foodie community is looking for. As a result, we launched our new Food Entrepreneur Accelerator in January 2024.



Sierra Commons creates a safe, supportive environment every step of the way so entrepreneurs can explore their dreams and face their fears head-on. Students feel inspired and equipped with the business backbone needed to take on the world.

WE ARE COMMUNITY

Our heart-forward approach supports entrepreneurs in overcoming their fears and embracing success. We do this by welcoming people into a compassionate community, providing business education, and connecting folks with high-value resources.

Founded in 2009, Sierra Commons is the first coworking space in The Sierra Nevada and the only 501c3 non-profit coworking facility in Nevada County.



sierra
commons
business ignitor



Carmen from Hola! Tortilla is growing her business thanks to the support she received through the Business Ignitor Course, one-to-one advising, and Food Entrepreneur Accelerator. We know Carmen will go far!



"A huge thank you to Sierra Commons for giving me the knowledge and confidence to launch my small business. You are a gem in this community."

- Jacinta, Gold Lantern Baking



"You'll come away completely inspired, rejuvenated, motivated and focused on what you want to do."

- Dalrymple MacAlpin



When Sierra Commons heard about a retail space on Broad Street becoming available, we contacted Kelly Moreno because we knew she'd be a good fit. Now her shop is thriving.

14

**NEW BUSINESS
STARTS**

46

ACCOUNTABILITY GROUPS

83

INDIVIDUAL BUSINESSES ADVISED

1,500

**ONE-TO-ONE
BUSINESS
ADVISING
HOURS**

We hosted regular community events and single-topic classes throughout the year.



WE GIVE BACK



Because we love Nevada County!



We support programming at community public radio, KVMRx, “off the dial” 105.7 FM.

“I had a great opportunity to come to Sierra Commons. This is an incredible place. I love the concept behind it. A place to go and work outside of your home in another home in a space with other creators. It’s definitely worth checking out, taking courses here to see what they can offer you.”

- Jai Hanes, KVMRx Program Director & On-Air DJ (BBoy Supreme)

We support California Heritage Indigenous Research Project (CHIRP) and the Ancestral Homelands Reciprocity Program, an initiative that provides ongoing financial support to the Nevada City Rancheria Nisenan.

Inspiring the next generation!

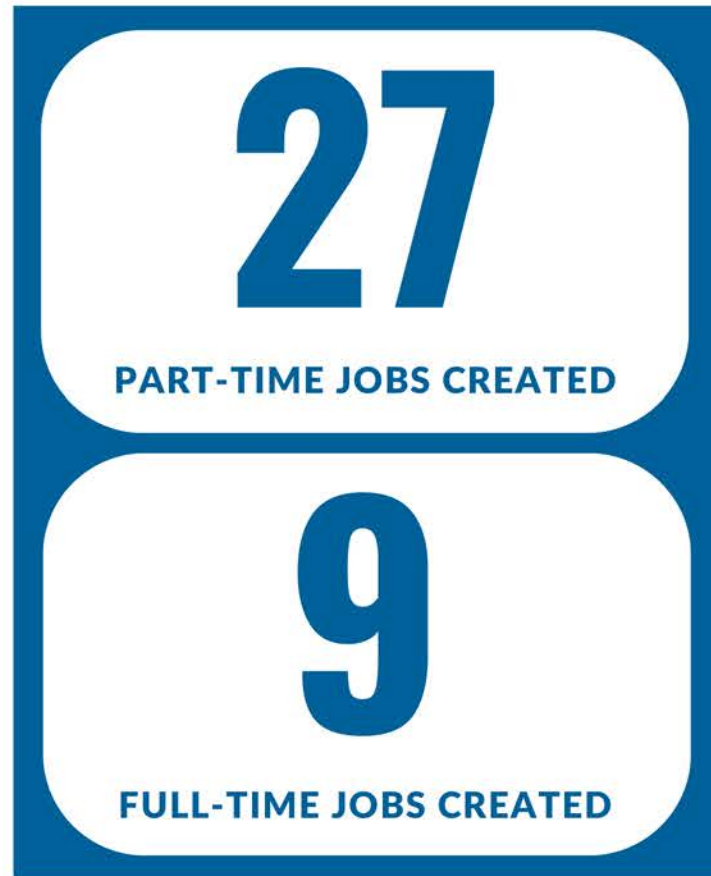
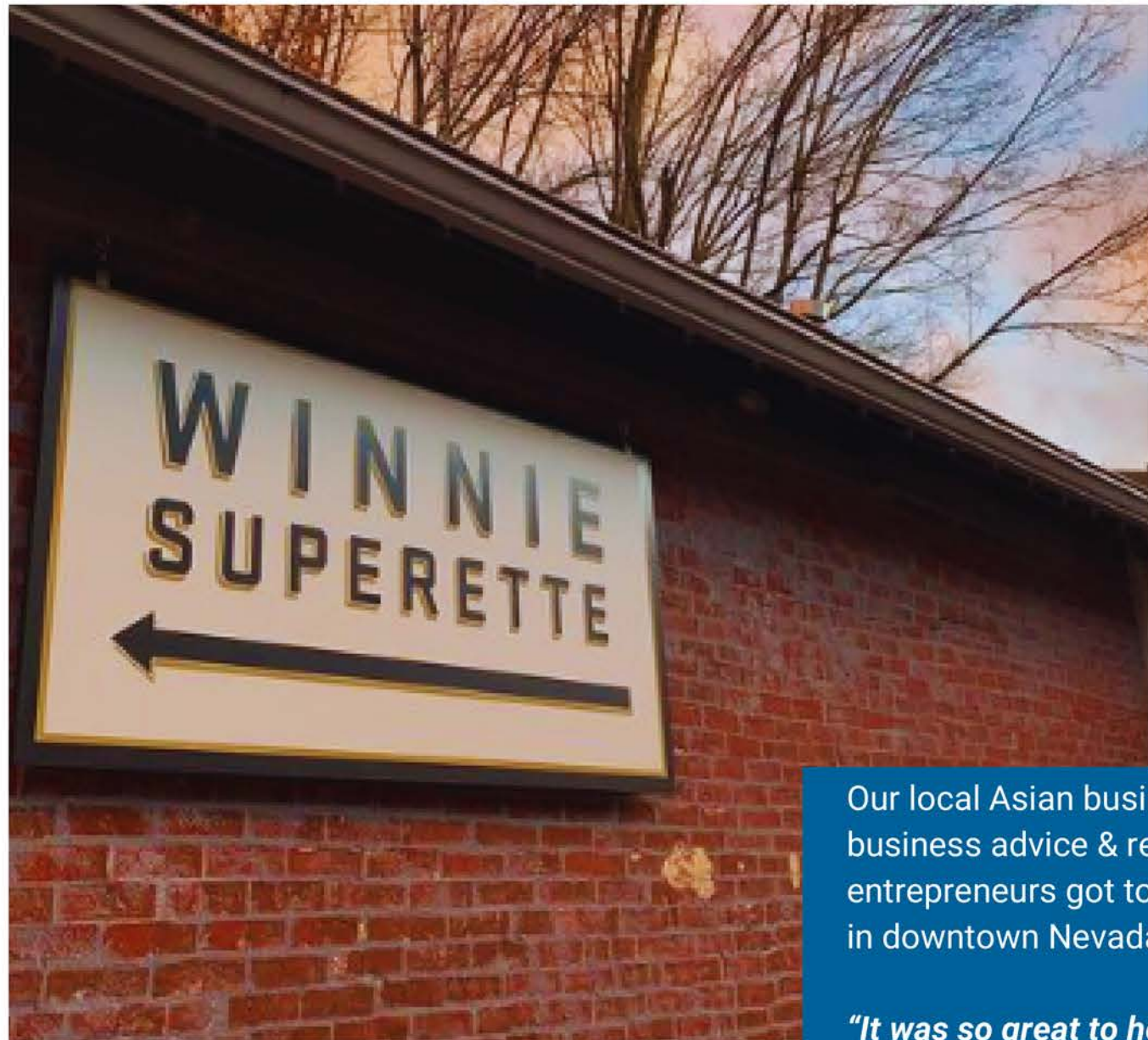
Three interns from Connecting Point's Youth Job Corps worked 1,440 hours & Ethan from Bitney Prep High School worked 80 hours with us and learned important leadership & life skills!

We strengthen the local economy through job creation, retention and increased local revenue. Sierra Commons is committed to creating a more sustainable and resilient economic ecosystem where we live, work and play.

IMPACT BY THE NUMBERS



We strengthen the local economy through job creation, retention and increased local revenue. Sierra Commons is committed to creating a more sustainable and resilient economic ecosystem.



Our local Asian business community is thriving and we're happy to offer business advice & resources. A group of Business Ignitor Grads and entrepreneurs got together at Anne Han's beautiful new shop, Winnie Superette in downtown Nevada City.

"It was so great to hear everyone's unique stories and also fun to socialize," said Anne.

We can't wait to see what's up next for these creative and talented leaders!

WE'RE EXCITED FOR THE YEAR AHEAD!

2024 IS GEARING UP TO BE A BIG YEAR FOR US...

...as we focus our attention on Education! We hope you'll join us as we embark on a learning journey with a better-than-ever Business Ignitor Course and innovative new programs like the Food Entrepreneur Accelerator and the Forest Entrepreneur Training!



Learn more at www.sierracommons.org

THANK YOU TO OUR 2023 SUPPORTERS!





Contact Us

Sign up for our E-newsletter
and like and follow us on social media for updates!

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