

# What Makes El Dorado County Unique?

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## *Quality of Life*

*rural lifestyle; El Dorado County is far more rural than urban*

*outdoor recreation*

*relatively low home prices; housing is more affordable than the Bay Area for example*

*low traffic, especially in contrast to more urban areas found in the Bay Area and Southern California*

*strong sense of family*

*people are friendly*

*pace of life is a little slower*

*stable population (when people move to El Dorado County, they tend to remain here)*

*excellent public education system*

*close proximity to major shopping and critical businesses*

*high-end shopping*

*residential gated communities*

*great appeal to the young as well as those retiring*

*opportunity to work from home*

*rural residential offers the opportunity to live and conduct an agricultural or other type of business on residential property*

*there are not a lot of high rise apartment complexes*

## *Beauty of the natural outdoor resources, opportunity for outdoor recreation, and scenic landscapes*

*vast opportunities for outdoor recreation, including hiking, biking, snow skiing, horseback riding, white water river rafting, kayaking and other water sports, fishing*

*described as the Disneyland for Adults*

*timberland (fifty percent of El Dorado County consists of timber and forest)*

## *Agriculture*

*agritourism such as Apple Hill*

*award winning wineries*

*agriculture is highly valued in El Dorado County including grape growing, cattle grazing, crops, and raising animals*

*agricultural scenic views - like seeing cows and grapes growing*

*agriculture can occur on small, residential properties, which can include two home sites and granny units*

## *Early California History*

*Gold was discovered in El Dorado County*

*Marshall Gold Discovery Site and Park open to visit*

## *Diversity*

*diversity of environment - can quickly go from semi-urban to natural outdoor settings*

*diversity in general: the County is a highly diverse county - geographically, age, education, professional background, source of income, and size of residential property*

*close to Sacramento and the Bay Area for work yet far enough away to offer a better quality of personal and family lifestyle*

## *Business Opportunities*

*an inherent asset is the ability to attract a talented workforce because the quality of life is unmatched*

*multiple business parks with existing infrastructure*

*IT infrastructure improvements underway - FENIX, MegaByte, Sungard, Broadband*

*most businesses in the rural lands of El Dorado County are of a smaller, more personalized nature; many are family-owned and operated*

*home-based business opportunity - can stay at home and work; home businesses may allow up to two employees*

*some properties allow agricultural support services and other smaller businesses on their rural residential property*

*larger business is generally centralized: larger retail businesses, such as Target and Walmart, are typically located in professional business and retail centers near Highway 50. Medical and service business centers are also located closer to Highway 50*

*in contrast, North County, in closer proximity to Highway 80, tends to be more rural residential, with localized shopping in smaller rural business centers*

*partners with the Greater Sacramento Economic Council*

## *Business Opportunities in El Dorado County*

Opportunity to Work from Home: El Dorado County offers a zoning ordinance which permits operating a business from home and allows 1 or 2 employees, depending on the size of the parcel. With proper permits and zoning, and in some cases, allowed by right, the following can occur on property where one also lives: student instruction, a health resort and retreat center, bed and breakfast inn, agricultural homestay, guest ranch, crop production, animal raising, lodging facility, agricultural support services, vet clinic, ranch marketing and winery, to name a few.

El Dorado County has commercial land waiting to be developed especially near Highway 50. Opportunities to purchase existing businesses also exist. There is some leased business space available throughout the County. The new home-based business ordinance allows for opportunities to work from home throughout the County. The majority of small businesses are family owned and run. Although El Dorado County does not presently have large-scale industries, research campuses, think-tanks or major universities, this means the potential to create them could exist.

Larger commercial centers are primarily located close to Highway 50 between El Dorado Hills and Placerville, but there are also smaller rural centers distributed throughout the County. Rural Centers, such as Cool, provide more localized shopping and dining out. There are many one of a kind, unique, boutique, family owned stores and restaurants in El Dorado County. A recently updated zoning ordinance (2016) permits more economic opportunities distributed throughout the County. Revisions to the zoning code allow more business sites, as well as a reduction of some fees, and thus starting a small business is more affordable.

Industries which could promote employment, but not destroy the character of the region include: destination tourism/promote tourism, agricultural industries, technological industries, energy farming (solar), lumber and timber production, health care education/four year, home-based businesses, recreational industries, farming and livestock, small scale/organic, medical technology and boutique medicine, research and development, bio fuels/waste wood and brush/forest slash.

The aging population offers an opportunity – an aging population certainly needs more services. As they age, many people want to downsize to a smaller home with no acreage to care for, and still remain in the county. Assisted living and memory care is in higher demand than inventory presently provides in El Dorado County. There is need for moderate housing, for the aging as well as the younger population.

Elevate to El Dorado County - a Wonderful Place to Live, Work and Play.