



# *The County of El Dorado*

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## *Community & Economic Development Advisory Committee*

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*330 Fair Lane  
Placerville, CA 95667-4197*

*Linnea Marengo  
Chair*

August \_\_, 2017

Board of Supervisors  
County of El Dorado  
330 Fair Lane  
Placerville, CA 95667

RE: Targeted Economic Development Opportunities

Honorable Board of Supervisors,

CEDAC is pleased to provide our report on Targeted Economic Development Opportunities to the Board of Supervisors. In addition to providing the attached report, CEDAC would like to highlight a few notable points:

1. During our process of creating this report, we came to realize just how important it is to create a strategic and marketing plan for outdoor recreation. Our natural resources set our County apart from others and make El Dorado County highly appealing. This capacity for outdoor recreation is one of our key assets. Visitors come to El Dorado County to enjoy our world-class natural resources. Many times their experiences in outdoor recreation lead them to ultimately relocate to this County and create new businesses and revenue based on the outdoor recreation industry.

Outdoor recreation is a portal for new people and businesses to relocate to El Dorado County. We have been advised by some that they select our County over all others because of our renowned natural resources which provide significant opportunities for outdoor recreation and associated well-being.

2. El Dorado County has a number of young, talented, creative individuals who should be given the opportunity to have a constructive leadership role in the future of the County. Economic opportunities set in place now can portend our future. Allowing the younger generations opportunities for economic development is crucial to the County's future.

3. Our County has a number of exciting land use opportunities with the zoning ordinance updates implemented in 2016. This means staff training is critical. For example, all line staff, especially those who interact directly with the county's existing and potential consumer base should be well versed and adequately trained on economic development opportunities, including those new land uses approved by the Board of Supervisors in the TGPA-ZOU approved in December of 2015 and implemented in 2016. The Board wisely approved land use opportunities which set our County apart as unique. Communication is also critical.
4. County plans, including the General Plan and Strategic Plan, should have a formal process to evaluate compliance, end results, and key performance indicators (KPIs) to measure success. The attached report presents key principles and goals of the General Plan and Strategic Plan we believe are important to economic development for El Dorado County and which warrant attention.

Regarding next steps for CEDAC relative to the Targeted Economic Development Opportunities report, we will now move on to our action item for Collaborations for Success. This will take us to community for input and involvement. We hope we have your agreement and enthusiastic support. We look forward to hearing back from you regarding the attached report and recommendations.

Sincerely,

Linnea Marengo  
CEDAC Chair

Enclosures: (1) CEDAC 2017 Report on Targeted Economic Development Opportunities

cc: Don Ashton, CAO  
Tiffany Schmid, Principal Administrative Analyst  
Creighton Avila, Deputy CAO  
Charlene Carveth, Ag Commissioner  
Anne Novotny, Principal Planner  
CJ Freeland, Department Analyst