

Economic Development & Promotions

Program overview
September 15, 2010

Economic Development & Promotions

- Until FY 1998-99, Economic Development program provided by Chamber of Commerce, through "County Promotions" budget
- Mission of County Promotions budget was to provide "funding for activities which promote the economic growth and tourism of the County"

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Economic Development

- Created in CAO's Office in FY 2000
- Total Program FY 10-11: \$259,443
 - Vital Assets Grant = \$160,948 (limited term)
 - Promotions Funds = \$98,495
- 1 FTE Economic Development Coordinator (Provides EDAC staff support)
- Extra Help through grant funding

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Economic Development

- General Plan Economic Development Element
- 16 Objectives; 60 Policies; 48 Implementation Measures
 - requires the County to annually dedicate and budget County staff to implement programs for business retention and expansion
 - requires the County to annually assign and budget County staff to encourage expansion of the types of local industries that promote tourism

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Closing Points

- BOS has broad discretion to interpret its General Plan Economic Development Element Policies
- GP mandates have discretionary staffing levels
- TOT revenue mandate is met through activities across several departments
- FY 2011-12 Economic Development funding gap = \$110,000