



Economic Development Workshop - Conclusion

Presented by
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El Dorado County's Economic Development



■ General Plan Goals

■ GOAL 10.1: COOPERATION

- The County shall work with all levels of government and with the various economic development organizations including the business community to cooperatively identify and promote the County's positive opportunities and strength.

■ GOAL 10.2: PUBLIC SERVICES AND INFRASTRUCTURE

- Provide adequate levels of public services and infrastructure for existing residents and targeted industries and establish equitable methods to assure funding of needed improvements to existing infrastructure and services and new facilities to further economic development consistent with the County's custom, culture, and economic stability.



Cooperation

- Today's presentation has been a cooperative effort between
 - California Association for Local Economic Development (CALED)
 - Sacramento Regional Research Institute (SRRI)
 - Experience El Dorado
 - Human Services
 - Department of Transportation
 - Development Services Department
 - Office of Economic Development





PUBLIC SERVICES AND INFRASTRUCTURE



- The alignment of our Public Services and Infrastructure will help to promote sustainable economic growth.
 - Key components include:
 - Marketing
 - Incentives
 - Infrastructure
 - Regulatory Reform

Proposed

12 MONTH ACTION PLAN

MARKETING - OED

- Re-affirm Economic Development Advisory Committee on a volunteer basis
- Advanced Retail Demographics – such as customer analytics
- Develop marketing packages for business attraction
 - Use Experience El Dorado as a business attraction tool
- Conduct further targeted business visitations
 - Providing technical assistance and access to affordable capital
 - Promote greater alignment of county BRE activities
 - Rapid Response/Small Business Loan Programs/Metro Pulse/CDBG-EDBG
 - Targeting specific industry sectors and geographic areas
- Economic Base Analysis & Quarterly Industry Sector Reports
 - Partner with chambers and local industry and trade groups
 - Establish economic indicators project
 - Monitor sales tax growth/decline (Mindful of additional CA sales tax)
- Explore acquisition of web-based Non-Residential Property Listing Service
 - Partner in developing a site specific inventory roster, map, assess and solve challenges, and deploy via a industry standard promotional platform
 - Support DSD staffer, via economic development contribution, working on priority economic development projects
- Evaluate Promotions Account priorities as it relates to sustainable economic development



Proposed 12 MONTH ACTION PLAN



- **INCENTIVES – OED/DOT/DSD**
- Develop criteria and process for business incentives
 - Review possible expansion of Board Policy J-2
 - Concurrently, establish an economic development incentive program (with public input and criteria) for critical economic development projects (Pilot with early care and education industry)
 - Explore legislative avenues for establishing or reinstating local economic development incentive programs.
 - Explore establishment of a small business revolving loan fund (Invest in El Dorado) capitalized through Community Reinvestment Act funds
 - Explore the possibility of a Enterprise Zone
 - Explore the possibility of a Redevelopment Agency
 - Explore the possibility of establishing a technology incubator
- Explore and apply for community and economic development grant funding.

Proposed 12 MONTH ACTION PLAN



■ INFRASTRUCTURE – DOT/OED

- Explore way to increase revenues or decrease project costs.
Options include:
 - Sales tax
 - Parcel tax
 - Mello-Roos tax
 - Assessments in special districts (e.g., MC&FP – Master Circulation & Funding Plan, Business Improvement District)
 - Additional State/Federal grants or loan programs
- Explore the possibility of shifting project funding to facilitate economic development.
 - Alternatives for several projects that currently have large price tags – e.g., U.S. 50/Cameron Park Drive Interchange, U.S. 50/Silva Valley Interchange
- Align major economic development opportunity sites with 20 year CIP



Proposed 12 MONTH ACTION PLAN



■ REGULATORY REFORM – DSD/OED/DOT

- Continue to improve the processing of permits in a timely fashion.
- Maintain or improve staffing levels to complete G.P. zoning ordinance update, Permit Center, Code Enforcement.
- Identify alternative resources to accelerate zoning ordinance update.
- Explore Fee Schedule update to cover costs of services.
- Inventory, map, assess development needs, and promote shovel ready non-residential opportunity sites as per G.P. 2.6.1.4
- Re-affirm Economic Development Advisory Committee on a volunteer basis
- Working with EDAC and community stakeholder groups identify specific General Plan policy barriers to sustainable economic development



Questions & Comments



Requested Board Action



- Review and file report consistent with Measure ED-A
- Adopt interdepartmental 12-month economic development action plan focusing on:
 - Marketing
 - Incentives
 - Infrastructure
 - Regulatory Reform
- Re-affirm the Economic Development Advisory Committee on a volunteer basis.
- EDAC and staff are tasked with implementation of the action plan and providing quarterly board updates.