

Economic Development

{ Strategic Plan
2021 Update



Elevate to El Dorado

A Great Place to Live, Work & Play

Mission Statement

Enable a prosperous and vibrant community

Strategic Goals, Themes and Priorities:

- Retain, develop and attract businesses that provide economic sustainability and quality job creation
- Increase employment opportunities by improving workforce development skills
- Invest in infrastructure needs to improve and maintain competitiveness
- Nurture the County and Community's business friendly environment
- Provide attainable housing options – balance jobs with housing

Retain, develop and attract businesses that provide economic sustainability and quality job creation

Accomplishments

- Business Retention and expansion efforts with Economic Development team and John Krueger
- Updating Economic Development Policies
- Researching Incentive plans
- Completed Temporary Outdoor Dining Ordinance and Tolling Ordinance for building permits
- EDCTC El Dorado Hills Transportation Study
- Business Protection Workgroup
 - Small Business Grant Program
- Work closely with Agri-tourism groups, Apple Hill and El Dorado County Wine Association
- Increasing retail opportunities
 - Working with Prospector's Plaza, Crossings, Barnett and EDH Business Park

Increase employment opportunities by improving workforce development skills

Identify current workforce resources

- Work with HHSa one-stop and Golden Sierra Workforce and Tahoe Prosperity for workforce resources
- HHSa Employment Services in SLT works with ADVANCE Network for job readiness programs

Conduct survey with the business community to determine labor skills gap

- Doing this work as part of Business Retention work with John Krueger
- Working on a larger effort with Rancho Cordova and Folsom on labor skills gap in region

Conduct survey with economic development recruiters and regional economic development organizations to determine labor skills gap

- In progress (see above)

Identify skills the County's workforce has in abundance for business attraction

- In progress with John Krueger, GSEC, Golden Sierra, A.R.E.A.

Collaborating with the local school systems, community colleges, and County departments on how to create workforce development classes desired by the market

- Libraries used CARES Act funding to create communication centers
- Career online High School Certification programs for adults

Start workforce round table with business community, education partners, and local governments

- Potential CEDAC item

Invest in infrastructure needs to improve and maintain competitiveness

Conduct a comprehensive land use, water/sewer, gas, electricity, multi-modal transportation, etc. infrastructure needs study to identify potential economic development zones or clusters

- EDCTC studies on HWY 50 and EDH Business Park study helping to identify areas to target growth.

Explore Community Choice Aggregation (CCA) Feasibility

- COMPLETE. Board members appointed. CAO's office took lead on this. EDC now has Board membership.

Encourage development of high speed Internet service (broadband and/or Wi-Fi)

- EDA Broadband Grant Application in process. Three priority areas of Garden Valley, Cool and Georgetown (Collaboration between Transportation, CAO, County Counsel, Consultant, Planning and Building)
- Transportation installed/relocated conduit for broadband at Saratoga, Bass Lake and Greenstone

Explore the use of special financing districts such as Business Improvement Districts, Tourism Improvement Districts, Agriculture Improvement Districts, Tax Increment Financing, etc.

- Conducted briefing with John Krueger, CAO in regards to the Coloma Lotus study and the probability of creating such a district. Undertaking this effort currently within Coloma/Lotus region, could set a template for additional regions

Nurture the County and Community's business friendly environment

Continue to evaluate opportunities to improve County processes that are identified as onerous for the business sector

- Ombudsman, permit process improvements, TRAKiT training for public and staff
- Ag Department started Bee Safe program to help apiaries, herd rentals for veg management, farmers market management
- Airports and Cemeteries and County Counsel identified administrative burdens for users improving the business friendly environment at our airports

Actively participate with local, Regional and National organizations to strengthen the County's economic development advantages

- A.R..EA. (American River Economic Area) Rancho Cordova, Folsom and El Dorado County. Small business grant program, video series to promote small business in El Dorado County
- Leadership El Dorado presentations on Economic Development
- Participate in bi-weekly regional Economic Development Director meetings with GSEC

Continue to provide expert assistance and guidance to help navigate regulatory requirements in support of business development

- Continually working with local businesses and constituents to navigate the Planning and Building processes. Senior Planner and Ombudsman positions in place to provide expertise along with Econ Dev manager.

Provide attainable housing options – balance jobs with housing

Housing

- South Shore Housing Action Plan
- West Slope Housing Strategy
- EDCTC El Dorado Hills Business Park Transportation Plan
- Inventory of Housing Incentive Plans in Sacramento Region

Housing and Homelessness (Public Safety)

- Homeless Outreach Team (HOT), in collaboration with County Parks; hope to achieve territorial reinforcement on county owned properties affected by homelessness. (Addressing potential water runoff/environmental impact issues).
- Implementation of ArcGIS and survey123 system used by HOT to track and compile data on homeless, used by PERT to track trends of people who are experiencing a mental health crisis to better determine solutions.
- Information sharing with other County departments who utilize ESRI and ArcGIS products for data collection. In data sharing, the county emphasizes the importance of modernizing workflows and creating efficiencies by reducing the duplication of work.



Elevate to El Dorado

A Great Place to Live, Work & Play

El Dorado County began its entrepreneurial spirit with the California Gold Rush, and is still open for business today. With unmatched rural beauty, endless recreational opportunities, safe communities and world class public schools, the County provides an unparalleled quality of life.

From anywhere in the County, an hour's drive will allow you to ski, hike, bike, raft, rock climb, enjoy wine tasting, access Sacramento International Airport and stroll historic downtown Placerville. Our Lake Tahoe region has hosted the Winter Olympics, and our Rubicon Trail is internationally renowned.

Learn more at www.el-dorado.com

Photo: Paul Cockrell, Placerville Art Gallery