



# The County of El Dorado

## Chief Administrative Office

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### MEMORANDUM

**DATE:** January 29, 2009

**TO:** Board of Supervisors

**Cc:** Gayle Erbe-Hamlin, Chief Administrative Officer

**FROM:** Sam Driggers, Economic Development Coordinator

**SUBJECT:** El Dorado County, Office of Economic Development  
Annual Economic Development Strategy Update and 08-09 Goals

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#### **Background**

Per General Plan, Economic Element Policies 10.1.1.1, 10.1.5.1, 10.1.6.1, the Chief Administrative Officer's Office of Economic Development and Economic Development Advisory Commission (EDAC) will ... *"Prepare an action plan to implement the objectives of the Economic Development Element. Prepare an annual report on the status of accomplishment toward the objectives for the past year and the plan for the upcoming year."* Measure ED-A.

The following report outlines the status and success of the programs and initiatives contained within the Board adopted economic development strategy. The following summary of results are based upon Key Performance Indicators (KPI's) developed with the former CAO and EDAC input and have been used to guide implementation of the strategy.

#### **Program Description**

##### Economic Development:

This program is responsible for stimulating sustainable business growth and economic expansion in El Dorado County. This includes retention of existing businesses, those seeking to expand in the County, and those businesses seeking to locate or invest within the County. Activities include assessing, matching, and assisting businesses in accessing technical assistance programs, funding programs, County and other governmental agency and non-governmental organizational programs and services designed to retain, expand, attract and promote business development. The Office of Economic Development acts as a resource of information, coordinates economic data collection, and disseminates information regarding the health of the County's economy. The Office of Economic Development also staffs the County's Economic Development Advisory Commission and manages their activities. The Office assists those employment generating businesses through the County's business development permitting process while helping those businesses that have experienced a regulatory barrier.

## Fiscal Year 2007-08 Goals and Objectives

### Economic Development Highlights:

- Developed, and BOS adopted, County Economic Development Strategy October 2, 2007 resulting in 2007-08 work plan
- Authored Barriers to Economic Development report, Board received January 29, 2008 resulting in ACAO review of development process and establishment of AD HOC committee
- Provided staff support to the Economic Development Advisory Commission (EDAC ) resulting in the following:
  - EDAC: Three (3) Community Forums (El Dorado Hills, Georgetown, South Lake Tahoe) that helped to inform the groups work plan, Federal (EDA) and State (EDBG) grant applications, and regulatory reform efforts;
  - EDAC: Authored four (4) regulatory position papers in support of (Raising FAR, Winery Ordinance, Early Care & Education TIM Fee reassessment/Zoning Ordinance update, Zoning Ordinance 17.14.210 Communication Facility, Wireless Zoning Ordinance update);
  - EDAC: Rename and reformulate appointment procedures, authored two year work plan
- Established county business retention and expansion program (Metro Pulse) resulting in:
  - 69 business visitations, by Economic Development Coordinator, in 07-08
  - 253 business visitations, by overall program, in 07-08
  - Assisted 266 telephone inquiries for assistance, by Economic Development Coordinator, in 07-08
- Established a Business Walk program
  - Conducted 169 business visits resulting in feedback and several businesses connecting to existing small business technical assistance programs.
- Assisted in the reestablishment of the Highway 50 Marketing Group to promote business development along Highway 50 corridor
- Coordinated three (3) Broadband Community Workshops with Sierra Economic Development District (SEDCorp) – resulting in acknowledgement of market potential and attraction of service provider, and regulatory reform initiative
- Revamped 2007-08 County Promotions Account RFP process, strengthened programmatic reporting resulting in increased event, visitor and film traffic for El Dorado County
- Conducted 23 public speaking engagements in the community during 07-08
- Earned 6 media hits regarding County economic development program and local business climate

Complete	Goal	Strategies	Key Performance Indicator (s)
✓	<i>Maintain Vibrant Healthy Communities</i>	Community Outreach/Feedback	Establish and hold two Community Forums (Held 3)
✓	<i>Provide Economic Opportunity</i>	Complete Economic Development Strategic Plan	BOS adoption of Economic Development Strategy (October 2, 2007)
✓	<i>Provide Economic Opportunity</i>	Implement regional initiatives: MetroPulse and Fabulous 50	Conduct 35 business visitations via <i>MetroPulse</i> (330 completed since program began)

Complete	Goal	Strategies	Key Performance Indicator (s)
✓	<i>Provide Economic Opportunity</i>	Highway 50 Marketing Group (Fabulous 50)	Implement Regional Mar-com strategy (In Progress)
1/4✓	<i>Develop Collaborative Solutions</i>	Partner with service providers for SME training and procurement solutions	4 service provider trainings: FTC, NCWTC & DOC, SCORE, SBA, BEREC, chambers and others. (SEDCorp 2008)
✓	<i>Enhance Customer Service</i>	Utilize Metro Pulse for inquiry/project tracking	Quarterly updates (Monthly updates to EDAC)
✓	<i>Improve Technology Efficiencies</i>	Embrace Technology	Implement MetroPulse & Highway 50 Marketing Program (In Progress)
✓	<i>Upgrade web presence</i>	Revise Economic Development website	Secure 2nd party data services provider, retail attraction tool, commercial property database, automate inquiry process via website (CALED – Tools for Business, site selection form)
1/2✓	<i>Maximize Funding Opportunities</i>	Identify and go after programmatic funding	Obtain Federal, State, or Foundation support for Economic Development (In Progress EDBG & DOC-EDA grant applications)
✓	<i>Invest in Infrastructure</i>	Utilize technology in pursuit of efficiencies	Implement Metro Pulse and Highway 50 Marketing Group Programs (In Progress)

### Fiscal Year 2008-09 Goals and Objectives and Status to date

#### Economic Development Highlights:

- Provided staff support to the Economic Development Advisory Commission (EDAC) resulting in the following:
  - Working cooperatively with DOT in drafting a Board Agenda item for the Early Care & Education TIM Fee reassessment;
  - Working with Community stakeholder group and assisting Development Services staff in the drafting of a General Plan Amendment and Zoning Ordinance regarding Early Care & Education facilities.;
  - Working with Development Services in drafting Board agenda item for a Zoning Ordinance 17.14.210 Communication Facility, Wireless Zoning Ordinance update
  - EDAC: Authored four (2) regulatory position papers in support of an amendment to General Plan Policy 10.2.1.5 Public Facilities and Services Financing Plan, and a General Plan and Zoning Ordinance amendment creating agricultural support services zoning.
- Conducted county business retention and expansion program (Metro Pulse) resulting in:
  - 12 Metro Pulse business visitations, by Economic Development Coordinator, in 08-09;
  - 44 business visitations, by overall program, in 08-09;
  - Assisted 135 Business 411 inquiries for assistance, by Economic Development Coordinator, so far in 08-09;

- Conducting 13, so far, businesses assistance interventions during entitlement process.
- Working cooperatively with all Lake Tahoe basin jurisdictions and both Chambers of Commerce for US Dept. of Commerce, EDA funding for Lake Tahoe basin Prosperity project. EDA funding application has been submitted.
- Proceeding with 2<sup>nd</sup> annual El Dorado Hills Business Walk and Small Business Spotlight event – April 1, 2009.
- Continue to actively work with the Highway 50 Marketing Group to develop a corridor plan for promoting business development along Highway 50 corridor.
- Continue to upgrade 2007-08 County Promotions Account RFP process, strengthened programmatic reporting resulting in increased event, visitor and film traffic for El Dorado County.
- Seed-partner in the development of Experience El Dorado, a brand and marketing campaign featuring a pilot episode for a television program featuring travel and tourism in El Dorado County.
- Supported the issuance of annual El Dorado County Economic and Demographic Profile (CSU-Chico) resulting in annual publication and the November 7, 2008 *Understanding you Local Economy workshop* in El Dorado Hills.
- Conducted 2 public speaking engagements in the community during 08-09
- Earned 3 media hits regarding County economic development program and local business climate.

Complete	Goal	Strategies	Key Performance Indicator (s)
1/2 ✓	<i>Regulatory Reform</i>	EDAC redeployment	Reformulate and rename EDAC, and adoption of two year work plan (In Progress)
1/2 ✓	<i>Regulatory Reform</i>	EDAC Regulatory Reform issues	Guide, review and recommend 4 regulatory reform solutions (4 to date)
1/2 ✓	<i>Regulatory Reform</i>	Identify and assist businesses experiencing barriers	Conduct 25 assistance interventions with businesses (13 In Progress)
1/3 ✓	<i>Business Retention &amp; Expansion</i>	Implement regional initiatives: Metro Pulse	Conduct 125 business visitations, assist businesses, connecting to tools/resources via <i>Metro Pulse</i> (41 To Date)
	<i>Business Retention &amp; Expansion</i>	Utilize Metro Pulse for inquiry/project tracking	Hold quarterly steering committee meetings in El Dorado County to guide program
✓	<i>Business Retention &amp; Expansion</i>	Implement regional initiatives: MetroPulse	Represent EDC at Monthly Sacramento Regional Steering Committee
1/2 ✓	<i>Business Retention &amp; Expansion</i>	Highway 50 Marketing Group (Fabulous 50)	Implement Regional Mar-com strategy (In Progress)
1/3 ✓	<i>Business Retention &amp; Expansion</i>	Continue to improve Business Assistance & Outreach	Upgrade Website offerings and track # web-hits (1,751 web hits off 35 pages In Sept. 2008, In Progress)
In progress	<i>Business Retention &amp; Expansion</i>	Provide customer analytics for retail attraction &	Retain/Recruit (2) retailers/5,000 sq. ft. (BOS, IN

<b>Complete</b>	<b>Goal</b>	<b>Strategies</b>	<b>Key Performance Indicator (s)</b>
		retention projects	Progress)
<b>In progress</b>	<i>Business Retention &amp; Expansion</i>	Provide econometric data and industry sector reports	Industry sector use and support, generate \$250.00 minimum in sponsorship (BOS, In Progress)
<b>In progress</b>	<i>Business Retention &amp; Expansion</i>	Continue to improve Business Assistance & Outreach	Conduct (2) business walks (BOS, In Progress)
<b>1/2✓</b>	<i>Business Retention &amp; Expansion</i>	Identify and go after programmatic funding (Seek Federal, State, or Foundation support for Econ. Dev. ops.)	Obtain US Dept. of Commerce, EDA funding for Lake Tahoe basin Prosperity project (Yes, In Progress)
<b>1/4✓</b>	<i>Business Retention &amp; Expansion</i>	Identify and go after programmatic funding (Seek Federal, State, or Foundation support for Economic Development)	Obtain EDBG funds G-Town Divide Econ-Dev Strategy. Use with partners to bring together minimum of 2,000 sq. ft. in occupied commercial space. (In Progress)
<b>Pending private sector funding</b>	<i>Entrepreneurship/Attraction</i>	Provide customer analytics for retail attraction & retention projects	Partner Placerville to deploy tool/Retain/Recruit (2) retailers/5,000 sq. ft. (In Discussion)
<b>1/2✓</b>	<i>Entrepreneurship/Attraction</i>	Partner with service providers for SME training and procurement solutions	Conduct (2) business assistance workshops/training (FTC, NCWTC & DOC, SCORE, SBA, BERG, chambers) (In Progress)
<b>On Hold</b>	<i>Entrepreneurship/Attraction</i>	Continue to improve Business Assistance & Outreach	Conduct (1) business confidence survey (Budget issue, push to 2009-2010)
<b>1/2✓</b>	<i>Entrepreneurship/Attraction</i>	Partner with business community to create easily recognized brand and marketing campaign	Support EDC brand and marketing campaign (Experience El Dorado) for county-wide adoption (In Progress)
<b>1/8✓</b>	<i>Entrepreneurship/Attraction</i>	Partner with business community to measure our economic activity	Develop county "Business and Economic Development Scorecard (In Progress)
<b>On Hold</b>	<i>Entrepreneurship/Attraction</i>	Partner with business community to provide and help grow our economy	Issue quarterly industry sector economic reports (q1 09) (In Progress, Economy.com)