



Strategic Plan Goal - Economic Development

Board of Supervisors Meeting
3/28/2017



Elevate to El Dorado

- <https://vimeo.com/pusher/review/201733699/c7dc25d1b1>



Presentation Overview

- What is Economic Development?
- What does El Dorado County's Economic Development System Look like?
- What are the constraints to Economic Development in El Dorado County?
- What Opportunities does El Dorado County have?



What is Economic Development

Greater Sacramento Economic Council Presentation



GREATER SACRAMENTO

ECONOMIC COUNCIL



Strategic Overview

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Our Goal

We set out to build an organization that is...

CEO-DRIVEN

The organizations that are successful across the nation all have one thing in common: They are driven by CEOs. In California and Sacramento, CEOs have not typically been engaged in this type of work.

ENGAGED

To be successful, we needed to engage members of the community that were, historically, working in silos.

CONNECTED

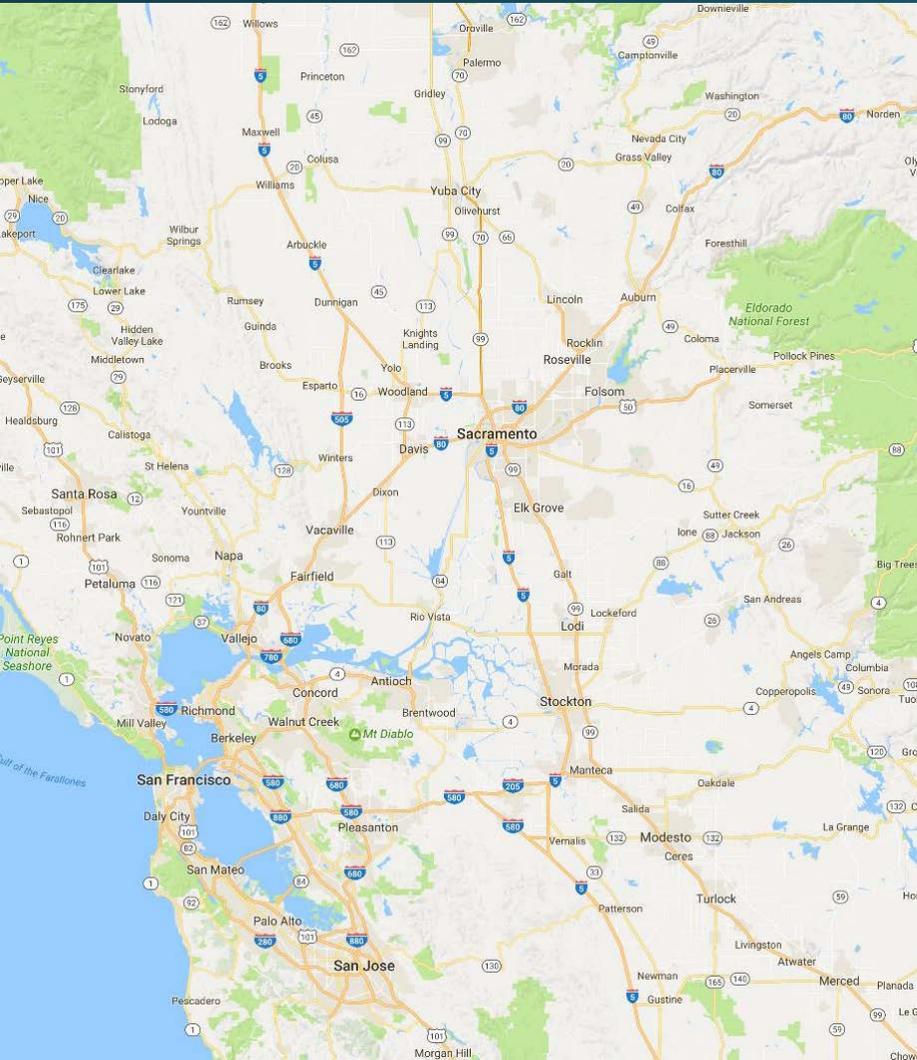
As a stand-alone region, our competitive advantages are minimal. To compete on a national scale, we needed to act as one cohesive, connected unit with the Bay Area as a 'megaregion'.

DATA-CENTRIC

We can only affect change in our competitive profile if we know where we stand – thus, research and analytics would be key to our success.

Leverage the Megaregion

By Connecting with the Bay Area, We Drastically Improve Our National Competitive Position



Innovative, Connecting & Growing

As the population of Northern California continues to grow, challenges in housing, land use, jobs, transportation, and the environment have crossed regional boundaries and are linking cities, counties, and regions together across wider geographies. These issues make planning at a megaregional scale increasingly necessary to achieve a broader footprint of economic prosperity.

1

Talent

Single megaregion creates a competitive marketplace of 12.2 million people

2

GDP

GDP regionally is the highest of any US megaregion

3

Connected

Continued expansion of regional rail service is a top priority

4

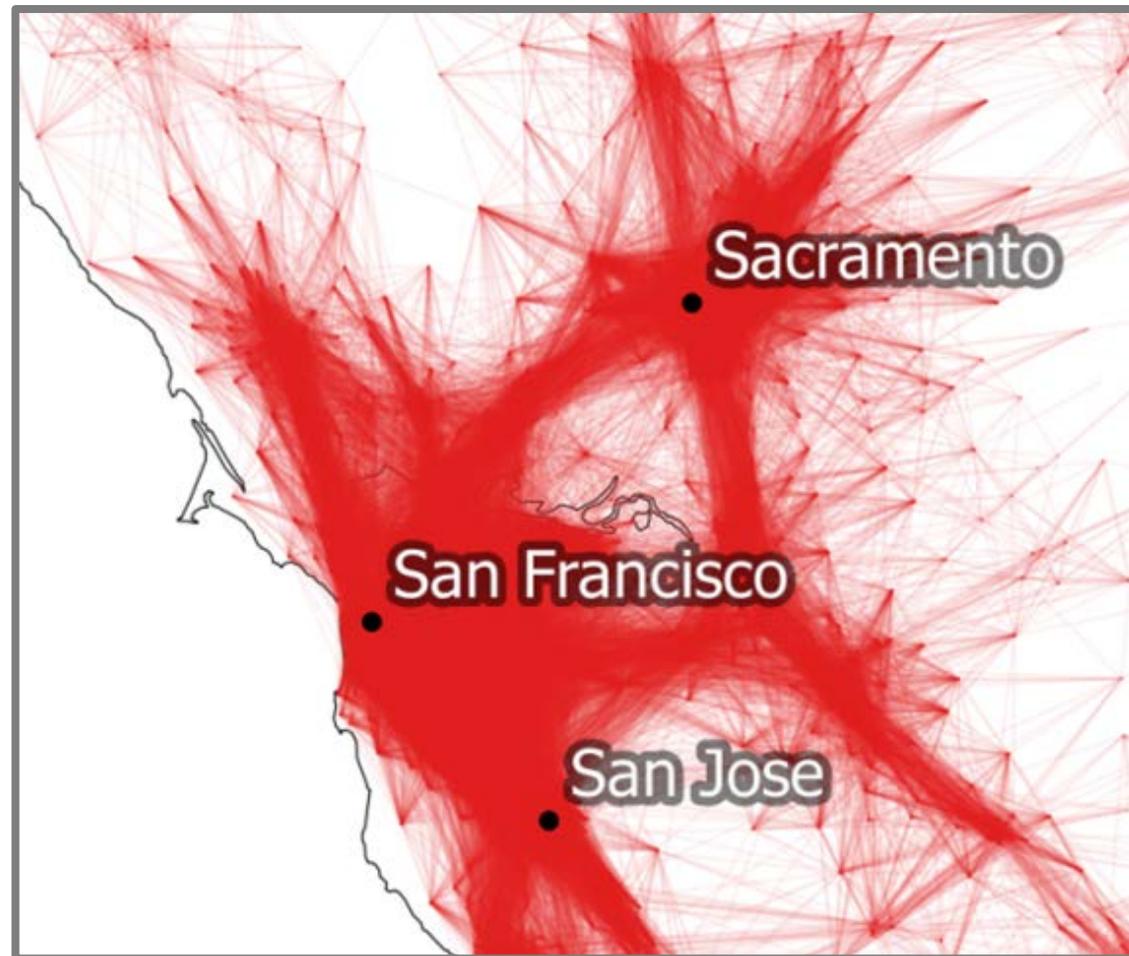
Cross-leveraged Development

Economic development occurs across county and city lines

The Megaregion

We Are No Longer Cities, We Are Megaregions

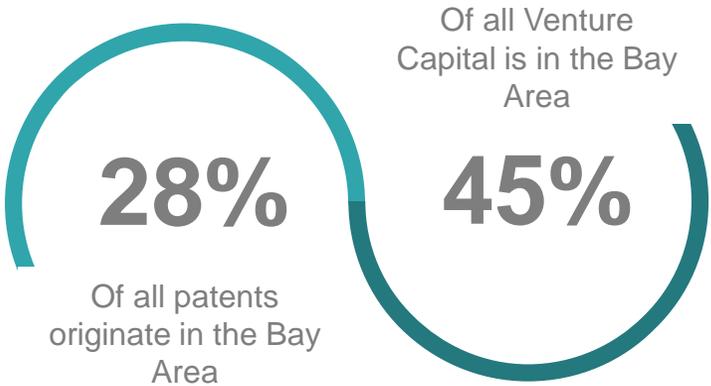
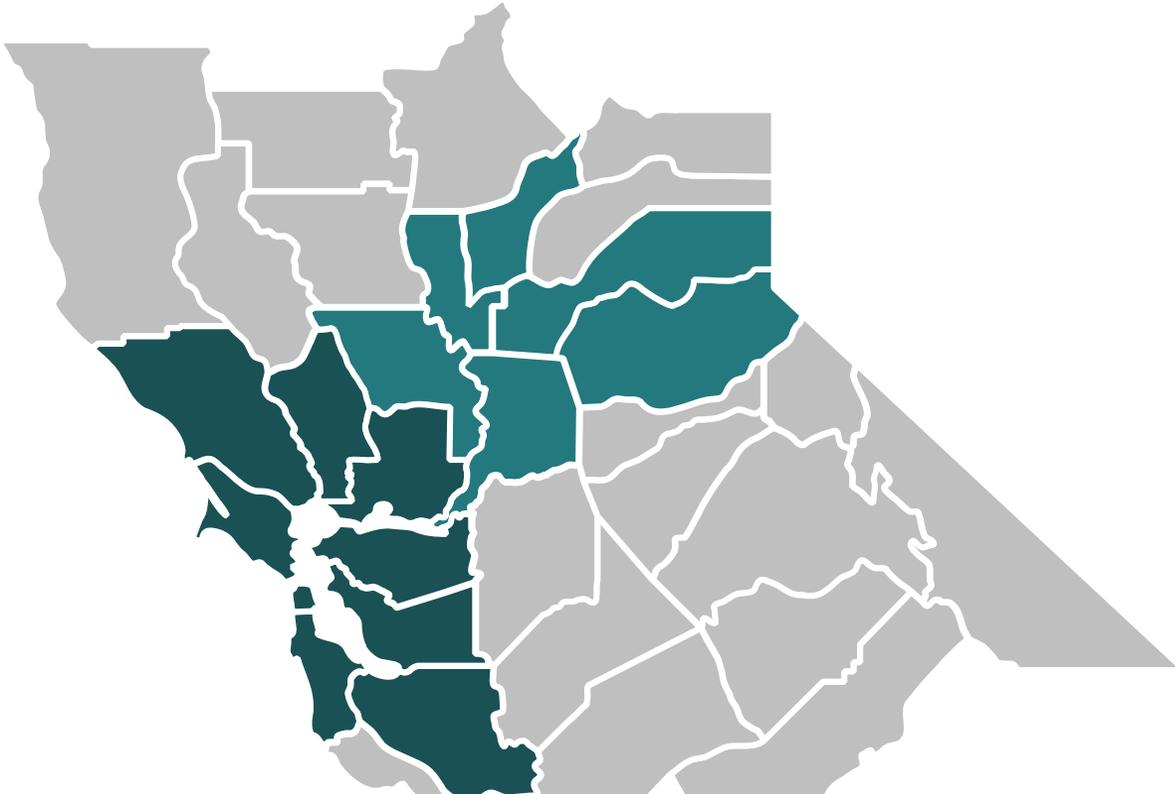
The travel patterns of 130 million Americans reveal that America's economic ecosystems aren't defined by city and state lines. Rather, they are defined by megaregions — massive clusters that center on major metropolitan areas, paying no mind to political borders.



Why #CaliforniaJobsMatter

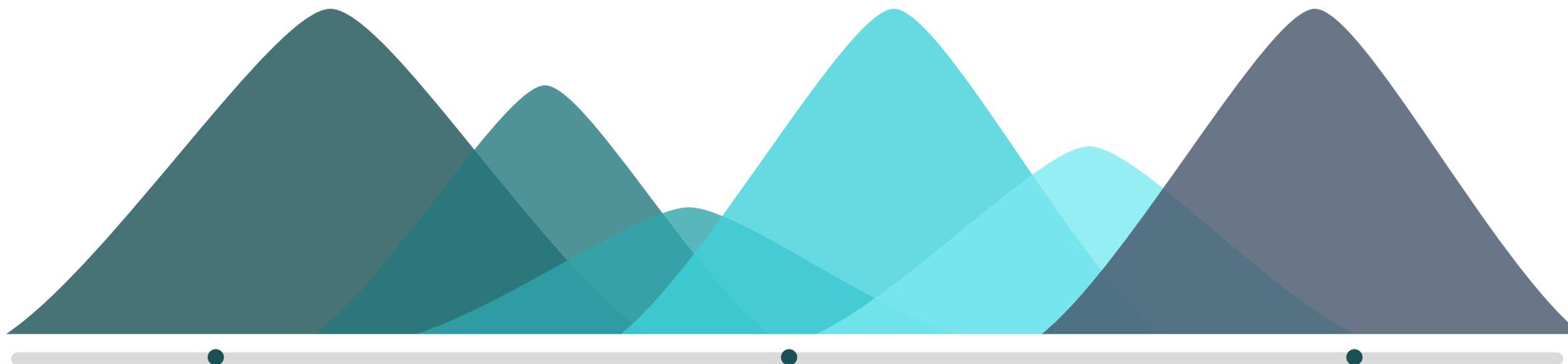
The Bay Area is an epicenter of global innovation. At the moment, jobs are leaving the Bay for competing markets outside of California.

Our #CaliforniaJobsMatter positioning is our competitive response to these competing markets, including Seattle, Portland, and Texas



Linking with the Bay Area
is key to success

Becoming the 'California Option'



Megaregional

Megaregion value proposition emphasizes shared value proposition with the Bay Area, within the context of the #CaliforniaJobsMatter Campaign

National

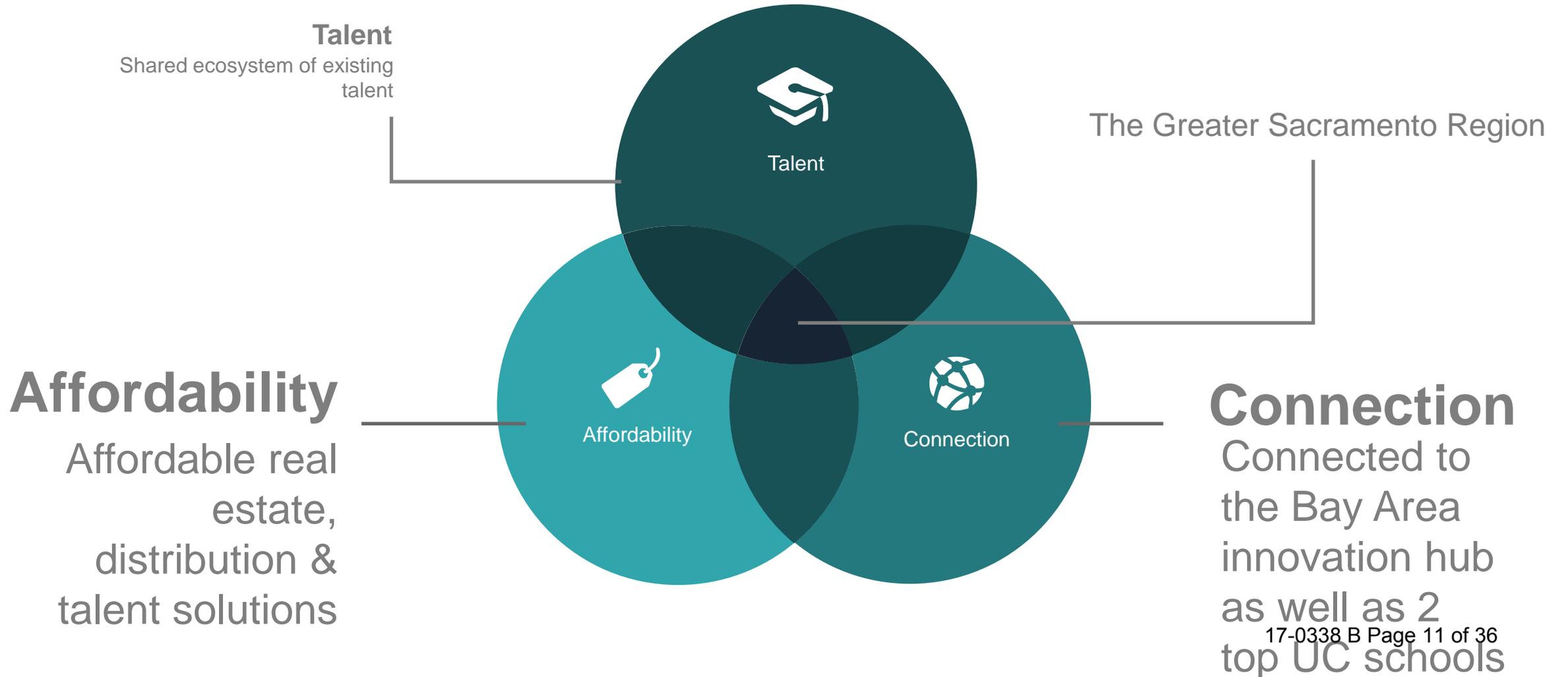
Country-wide sales trips, site selector engagement, PR campaigns and marketing activations ensure consistent visibility on the national stage, highlighting the region as the 'California Option'

Global

Foreign Direct Investment (FDI) direct outreach and marketing campaigns emphasize the value of locating within California's vibrant economic ecosystem and leverage our 'California Option' positioning

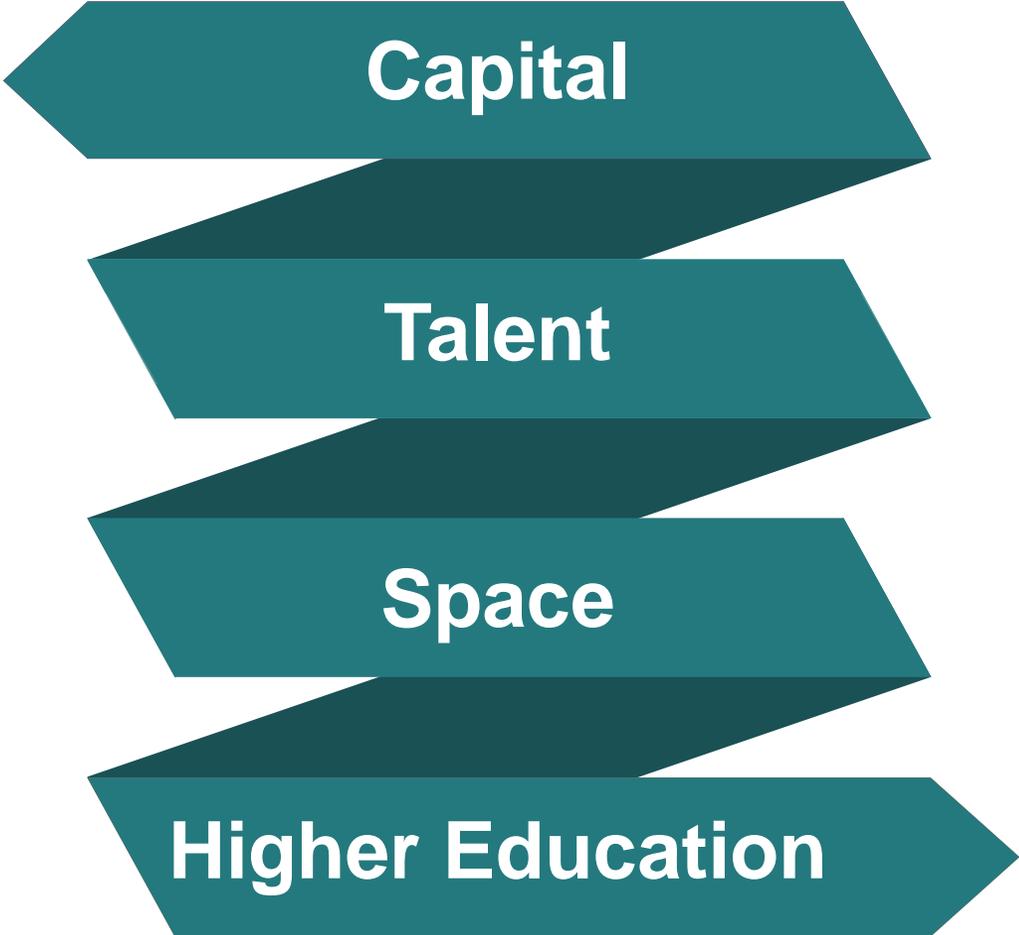
Greater Sacramento's Value Proposition

Greater Sacramento provides access to talent and resources through UC Davis and UC Berkeley, as well as the innovation being developed at both top schools, providing a sustainable environment for the next generation of tech start ups.



Aligning the Community

Towards the achievement of a unique Greater Sacramento value proposition



Ensuring community engagement towards both improving our shared value proposition and communicating it cohesively is paramount to attracting new companies at scale

Engaging our Communities in New Ways



Conversations with the Community

Biannual opportunities for investors and the public to hear updates on strategic initiatives, discuss issues relevant to the region, and collaborate as we build an advanced economy in the Sacramento region.



Sector Councils

The Food & Agriculture Innovation Council and Health & Life Sciences Council focus on industry specific initiatives to drive economic growth in the region.



Certified Champions Program

Certifies investors as experts in economic development based on course and event participation. Champions serve as ambassadors for elected officials, prospective companies, and community leaders as we take our competitiveness agenda to scale.



Marketing and Communications

Our original and curated content harmoniously shares both the inspirational stories of our community and its hard-data selling attributes. From social media to press releases to lengthy blog articles, and everything in between, we engage in two-way conversations with our key audiences



Competitiveness Council & Forums

Biannual events that direct our community's attention towards our opportunities for bolstering our competitiveness regionally and nationally, based on innovative dashboards created by our research team and our Competitiveness Council, which meets quarterly.

These engagements results in clear achievements towards improving our competitive position, including progress on changes to the convention center approach, regional sewer permits, impacts fees and others.



Improving The Competitiveness of the Sacramento Region

Building the Entire Competitiveness Platform



REGIONAL BRAND

Internal & external brand
Set targets
CVB
Functionality



BUSINESS CLIMATE

Competitive environment
Impact fees, taxes
90 Day permitting



INFRASTRUCTURE

Aerotropolis
Regional transit system
Airport



WORKFORCE DEVELOPMENT

Attracting millennials
Sac State grad rates
UC Davis curriculum / cap rates



ADVANCED CLUSTERS

I-5 Corridor
Accelerator
Industry Clusters

Data & Research

Marketing

Moving Forward



DATA, NOT POLITICS

Build and operate on data, not politics



MARKET NATIONALLY

Market ourselves nationally and globally as the 'California Option'



DRIVE CONVERSATIONS

Surrounding infrastructure, the capitol corridor, and regulatory improvement and oversight



BUILD A TOOLKIT

Create a common, state-wide toolkit



JOB'S ENGINE

Create and nurture one cohesive job creation machine



BUILD A BRAND

Market ourselves alongside the San Francisco, San Jose markets



ELEVATE CA DISCUSSION

Rebuild a state-wide ED group, elevate the California conversation on a national stage



CORRECT

Correct local government delivery systems (permits, impact fees, developable sites)



GREATER SACRAMENTO
ECONOMIC COUNCIL

Talent • Access • Sustainable Growth
We are the California Option

Thank You

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What is Economic Development?

- Greater Sacramento's Role - Give the Six-County Region a presence outside of the Region
- El Dorado County's Role – Give the County a presence within the Region



El Dorado County's Role in the Region

- Promote Our Attributes
- Be Easy to Do Business With
- Make our Presence Known in the Region
- Sustain our Role in the Region
- Help Existing Businesses Stay and Grow



Help Existing Businesses Stay and Grow

South Lake Tahoe Business Walk
HighBar Global Presentation

Help Existing Businesses Stay and Grow

- What is a business walk?
- Why do you do it?
- What do you get out of it?

South Lake Tahoe Business Walk Summary

Survey Teams of Volunteers Visited 251 Businesses in Multiple South Lake Tahoe Locations on March 15 and 16, 2016 and Utilized the QuickTap Survey App to Interview Businesses for the Purpose of Assessing the Current State of Workforce Strengths and Gaps.

This Project Is Sponsored by:



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*Michael Ward, Chief Strategy & Innovation Officer,
HighBar Global Consulting*

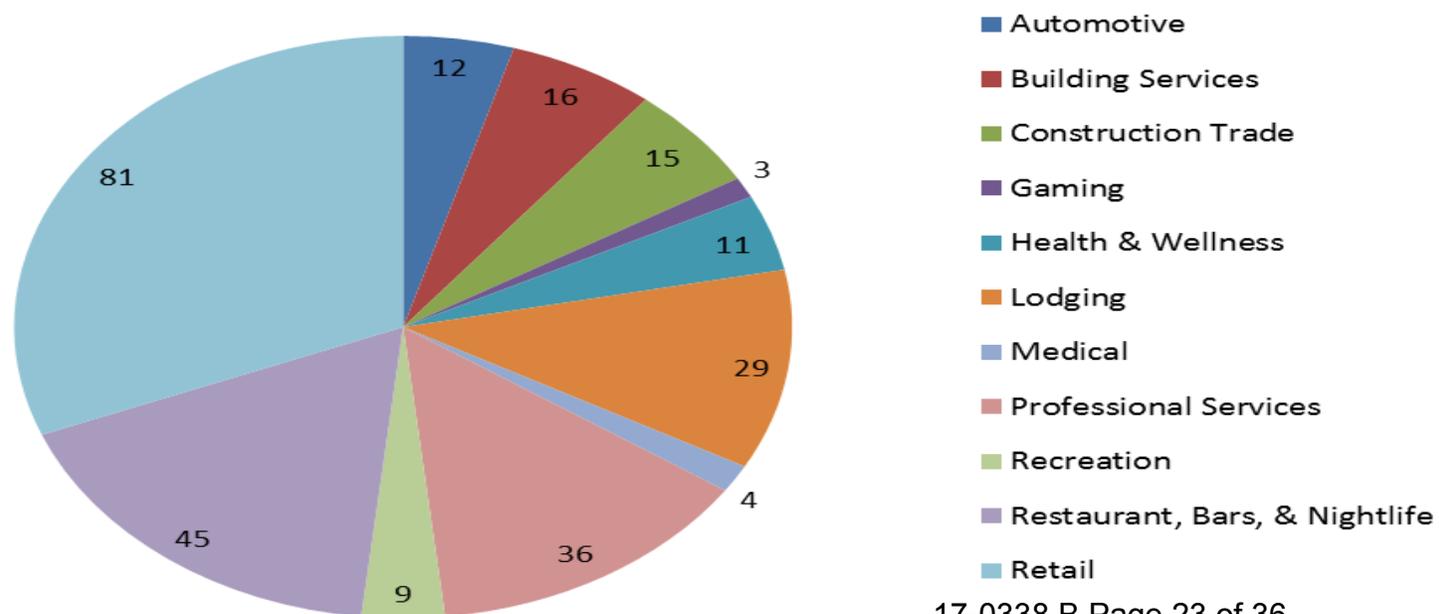
Business Walk Survey (app)

- Type of Business (Checklist: restaurant, lodging, automotive, construction, service...)
- How is business? (Drop down: 1=Great, 3= OK, 5=Poor)
- Are you finding the talent (employees) you need to operate effectively? Yes/ No
 - If “yes”: What is working well with regards to finding and keeping talent?
 - If “No”: Where are you experiencing challenges?
- What skills will you need from your employees in the next 3 to 5 years to keep your business fully operational and competitive?
- Broadband Inquiry: How important is internet and/or wireless connectivity to your business?
 - Scale: 1= Very important, 3= Somewhat Important, 5= Not important)
 - If “Important”: Does your current internet and wireless access meet your needs? Yes/No
- Open Question: What systems, tools, resources, or infrastructure would enable you to grow or maintain your business in the next 3 to 5 years? _____
 - Drop down choices via the app
- Other comments worth recording: _____

Type of Businesses Visited

South Shore Business Walk	Day 1	Day 2	Total
Number Businesses Visited	114	137	251
Businesses by Type:			
Automotive	6	6	12
Building Services	5	11	16
Construction Trade	6	9	15
Gaming	2	1	3
Health & Wellness	3	8	11
Lodging	13	16	29
Medical	1	3	4
Professional Services	21	15	36
Recreation	4	5	9
Restaurant, Bars, & Nightlife	20	25	45
Retail	33	48	81
* HTRR Sectors Subtotal	63%	69%	66.5%
<small>* Hospitality Tourism Recreation Retail</small>			

Businesses Visited by Type



Survey Question: How is Business?

South Shore Business Walk	Day 1	Day 2	Total
How is Business?			
Great	61.40%	62.77%	62%
OK	33.33%	28.47%	31%
Poor	5.26%	8.76%	7%

Survey Question: Are You Finding the Talent You Need?

Finding the talent needed?			
Yes	60.91%	58.96%	60%
No	39.09%	41.04%	40%

How Important Is Internet and/or Wireless Connectivity to Your Business?

How important is internet and/or wireless connectivity to your business?	Day 1	Day 2	Total
Very Important	86.49%	71.97%	78.60%
Somewhat Important	5.41%	15.91%	11.11%
Not Important	8.11%	12.12%	10.29%

Survey Question: If "Important"- Does Your Current Internet & Wireless Access Meet Your Needs?

If "Important": Does your current internet and wireless access meet your needs?			
Yes	Not Recorded	65.60%	65.60%
No	Not Recorded	34.40%	34.40%

THANK YOU!

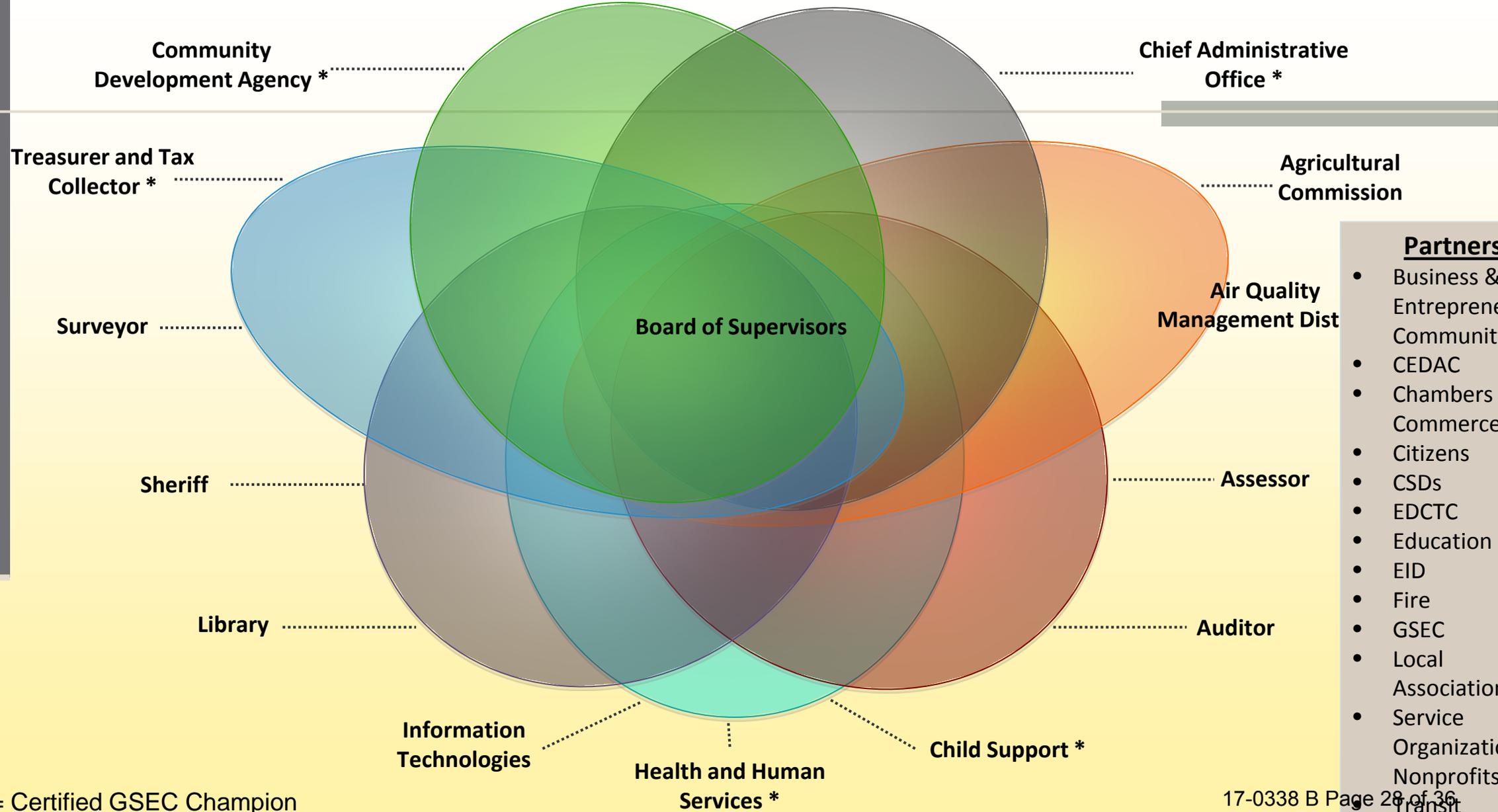


What does El Dorado County's Economic Development System Look like?

- Champions and Partners
- One Goal – Six Objectives
- Commitment

What does El Dorado County's Economic Development System Look like?

CHAMPIONS AND PARTNERS



- Partners**
- Business & Entrepreneurial Community
 - CEDAC
 - Chambers of Commerce
 - Citizens
 - CSDs
 - EDCTC
 - Education
 - EID
 - Fire
 - GSEC
 - Local Associations
 - Service Organizations & Nonprofits
 - Transit

* = Certified GSEC Champion



What does El Dorado County's Economic Development System Look like?

■ One Goal – Six Objectives

■ ***Enable a prosperous and vibrant economy***

1. Attract, develop and retain businesses that provide economic sustainability and quality job creation
2. Increase employment opportunities by improving workforce development skills
3. Invest in infrastructure needs to improve and maintain competitiveness
4. Strengthen the County's business-friendly reputation
5. Develop and maintain an economic development plan that is time relevant and community and market oriented
6. Provide diverse workforce housing options - balance jobs with housing



What does El Dorado County's Economic Development System Look like?

- A sustained effort and commitment:
 - To our Public
 - To our current Business and Entrepreneurial Partners
 - To our future Business Partners



What are the competitive challenges to Economic Development in El Dorado County?

■ Internal:

- Consensus of Approach
- County Impact Fees - TIM, Rare Plants
- County Policy - Measure E, Oak Tree Mitigation
- Infrastructure - Transportation, Water, Sewer, Internet
- Staffing and Funding

■ External:

- Non-County Impact Fees
 - EID, Fire, Schools
- Multiple Approving Authorities
 - No One-stop-shop
- State and Federal Regulations
 - CEQA, Water Quality, Wetlands



What Opportunities Does the County Have?

- Inherent assets – Ability to attract a talented workforce because our quality of life is unmatched
- World-class public education system
- Part of the Capital Region and the Bay Area Megaregion
- A robust Agricultural and Tourism Industry
- Many of our challenges are under our control



What Opportunities Does the County Have?

- TIM Fee Reductions Approved
- IT Infrastructure Improvements Underway – FENIX, MegaByte, SunGard, Broadband
- Multiple Business Parks with existing infrastructure
- Greater Sacramento Economic Council Partners



Conclusion

- **Economic Development:**
 - Is a way of thinking and a way of doing business – it is an organizational culture
 - It includes partnerships among both internal and external County agencies and organizations
 - Requires a commitment from those internal and external County agencies and organizations to implement the foundational work efforts to create a well-functioning system
 - It is a culture that needs to be maintained over a sustained period of time that will yield results in the future
 - Is about prosperity not growth



Staff Recommendation

- Focus Economic Development efforts on the following areas:
 - Building a County-wide Economic Development Team and Culture so that we are in a position to respond quickly to opportunities as they present themselves (In process and ongoing)
 - Improving Communication, Outreach, and Image Development:
 - Website Development (Target release date – September 2017)
 - Branding (In process – Elevate to El Dorado)
 - Marketing (In process and ongoing)
 - Exploring 90-day Permit Processing:
 - Identify barriers and potential solutions (Update in September 2017)



Elevate to El Dorado

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