

The CEDAC ad hoc committee agreed to name this aspect of the Action Plan.....

Collaborations for Success

CEDAC Action Plan - *Project #5*:

“Preserve and expand collaboration with Chambers of Commerce to share news and recognize (business) needs.

- Expand “Buy Local” Campaigns
- Develop marketing materials
- Identify community-wide communication tools (calendar, organizations, etc.)
- Promote destination shopping
- Promote El Dorado County
- Develop a Regional description of EDC to attract prospective businesses to relocate or expand to El Dorado County”

1. General collaboration

Rather than start from scratch, the best path for success in attaining the above-mentioned goals is to partner with the many groups and organizations that already share many of the same objectives. Too often in the past, the silo effect has prevailed where every interested entity has functioned in a vacuum when working together has the potential to realize much better results.

Just some of the potential partners in this task could include:

- ✓ All the Chambers of Commerce – from county-wide to area-specific
- ✓ Realtors Associations and individual real estate businesses
- ✓ The EDC Farm Bureau
- ✓ The Apple Hill Growers Association
- ✓ The EDC Winery Association
- ✓ The EDC Winegrape Growers
- ✓ The Fairplay Winery Association
- ✓ Smaller winery groups
- ✓ The EDC Farm Trails Association
- ✓ The Farmer’s Guild
- ✓ The EDC Chamber Ag Council
- ✓ The EDC Chamber Visitors Authority
- ✓ The Downtown Placerville Association
- ✓ Individual business associations in every region

How to adapt each aspect of this Action Plan item:

“Expand “Buy Local” campaigns”: almost every group mentioned above is trying to increase the “buy local” effort. Working together can multiply the success.

“Develop marketing materials”: It is more realistic to utilize the existing material the groups produce now. A better effort might be to find ways for greater distributions.

“Identify community-wide communication tools”: CEDAC has recommended in the past that the county create a 21st Century way to disseminate information. Until that can be implemented, a strong effort must be made to share information with the existing groups that produce calendars of events.

“Promote destination shopping”: Each group, in its way, is already doing just that. The efforts must be recognized for just that.

“Promote El Dorado County”: Ditto above!

“Develop a Regional description of EDC to attract prospective businesses to relocate or expand to El Dorado County”: This is realistically a job for an economic development individual and office. Until that is established, the exciting reasons these groups ask people to visit their businesses and areas will have to suffice. We have already heard of many businesses that have come to the county for the many attractions we have.

One aspect to understand if success can be attained is the very fact these groups have worked alone in the past to promote their organizations with varying degrees of success. Any possible difficulty in asking them to work together must be addressed. The best way to overcome any potential reluctance is to present the possibilities for added success at informational meetings with the organizations. A common shared vision could magnify the individual actions of these many groups into a greater potential for success in promoting El Dorado County and all it has to offer.

In an ideal world, the County would have a department and staff to accomplish many of these goals. That is not the case we have. This must be a grassroots effort to overcome past reluctance to work together. This in no way would dilute or diminish the success and viability of the individual groups. They should continue their individual efforts, but find ways of working together for broader successes. Looking at our county as a cohesive collection of groups and organizations could result in an amazing increase in recognizing El Dorado County is a place where private entities have worked together to increase individual success, but even greater potentials.

2. Economic Development grants

Since the establishment of the Economic Development Advisory Committee in 2009 (now the Community and Economic Development Advisory Committee), there have been several grant programs to qualified organizations using Transient Occupancy Tax funds to boost economic development throughout El Dorado County. Each program had differing goals and criteria.

Some were tiered toward existing providers. Some were tiered toward new providers. Some required outside assistance. Others did not.

We recommend that El Dorado County develop policies that articulate the goals and criteria that will provide the best possible use of the TOT supported Economic Development Grants. Issues to be addressed include, but are not limited to, the following:

1. Is there a maximum award?
2. Is there a minimum threshold?
3. Is there a mix of geographic areas?
4. May applicants apply for multi-year funding? If so, how many years? What are the standards for multi-year funding?
5. If the applicant has received funding before, did the applicant adhere to the reporting requirements?
6. If the applicant is new, how are prospects for success determined?
7. Is there a “mini-grant” program for community projects?

The results of each year’s program should be used in marketing the County. The new awardees should be publicly recognized.

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