



Outlook

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**SEED Meeting 7/17/25 [File #25-1289], Comment on Item 3**

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**From** Michael Ranalli <Mike@ranallivineyard.com>

**Date** Wed 7/16/2025 7:26 PM

**To** Economic Development <economic.development@edcgov.us>; BOS-Clerk of the Board <edc.cob@edcgov.us>

**Cc** Karen L. Garner <Karen.L.Garner@edcgov.us>; LeeAnne Mila <leeanne.mila@edcgov.us>; Kathy Witherow <kathy.witherow@edcgov.us>

 1 attachment (72 KB)

Comment on Item 3-SEED Meeting 7-17-25.pdf;

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Madam clerk, please include my attached comment for your SEED Meeting 7/17/25 [File #25-1289] **Item 3.**

Kind regards,  
Michael Ranalli

**From: M. Ranalli - Comment on Item 3  
SEED Meeting 7/17/25 [File #25-1289]**

**7/16/2025**

**To: Strategic Economic Enhancement Development (SEED) Committee  
RE: Support for the DRAFT El Dorado County Economic Strategy Summary**

Dear SEED Committee Members,

Your El Dorado County Economic Strategy Summary is crucial for the county's future. It's a vital, resident-centered blueprint that directly addresses critical challenges for a more resilient, livable, and equitable future.

A primary concern is the **flat job growth** (2019-2024), a stark contrast to national trends. This stagnation impacts economic mobility, housing affordability, demographic balance, and fiscal health by reducing revenue for essential services. The report's crucial role is proposing **intentional action** to foster job creation, economic diversification, and workforce development, preventing the county from becoming disconnected from economic progress.

The strategy redefines economic success: "economic development is not just about growth—it's about creating a more resilient, livable, and equitable future for all." It emphasizes that **"revenue supports our quality of life,"** with taxes funding essential services like roads, public safety, and parks. By strategically enhancing these revenue streams, the county can invest in public safety, infrastructure, affordable housing, and open space preservation, ensuring economic growth serves community well-being.

Its commitment to **inclusive, transparent community engagement** is key. "Effective economic development... must be done with the community," involving grassroots outreach, engaging small business owners, and clear communication. This ensures growth aligns with local values and aspirations.

Finally, the summary provides crucial direction by identifying **priority sectors**—healthcare, agritourism, outdoor recreation, advanced manufacturing, and creative industries—that align with local values and assets. This strategic focus is vital for moving beyond flat job growth and building a diversified, resilient economic base.

In essence, the strategy is important because it offers a comprehensive, community-driven roadmap to navigate economic challenges, ensure fiscal stability, and build a prosperous, sustainable future preserving El Dorado County's unique character.

Thank you for your continued service and the valuable guidance you provide to County staff and the Board of Supervisors."

Respectfully Submitted,  
Michael Ranalli