



Economic Development Strategy

REVISED DRAFT ACTION PLAN

2-Oct-07

Draft Vision Statement

Creating the environment for economic opportunity and job creation

Draft Goals, Objectives and Actions

	OBJECTIVE	TIMELINE			LEAD	SUPPORT	RESOURCES NEEDED
		Short Term (1 - 3 Years)	Mid term (3 10 Years)	Long Term (10 - 20 Years)			
REGULATORY REFORM							
Action (s)							
1.1	Reform and improve regulatory process relating to business development	√	√		OED/DS/DoT/EM	CC	Staff
1.1.1	Economic Development Advisory Commission	√			OED		Staff, \$
1.1.2	Building Industry Advisory Council	√			Dev. Services	OED	Staff
1.1.3	Quarterly Meetings Dev. Services, EDO, Chambers	√			OED	Dev. Services	Staff
1.2	Strengthen the relationship between industry, county government and agencies, and local jurisdictions and other regulatory agencies (EID, Fire, Parks, TRPA, Lahonta, BLM, EPA, etc.)	√	√		OED/DS/DoT/EM	Industry, chambers, assn.s	Staff
1.2.1	Regular quarterly informal meetings amongst key staffers	√			OED	Govt. entities, Industry, chambers, assn.s	Staff

1.2.2	Participate in external committees	√		OED		Staff
1.2.3	Participate on internal committees	√		OED		Staff
1.2.4	Participate on Fabulous 50 corridor campaign	√		OED		Staff, annual fee \$
1.2.5	Conduct Business Walk campaign (partner govt. & Business & Community) in taking the pulse of business	√		OED	El Dorado Hills (1st)	Staff, intern, marcom
Develop a regulatory and business development process to promote entrepreneurial growth in the county						
1.3		√		OED/DS/DoT/E M	Chambers, WIB, Assn.s	Staff
1.3.1	Source data from Metro Pulse, Biz Walks, and other secondary sources	√		OED	EDAC, Chambers, WIB, Assn.s	Staff, program \$
1.3.2	Utilize EDAC, external stakeholders for development of regulatory framework	√		OED	EDAC, Chambers, WIB, Assn.s	Staff
1.3.3	Announce policy/processes at State of El Dorado County, and Community Forums		√	OED/CAO	EDAC, Chambers, WIB, Assn.s	Event funding, marcom \$
1.3.4	Promote and co-market the forthcoming online business license application process	√		OED/Treas.	EDAC, Chambers, WIB, Assn.s	Staff, marcom \$

BUSINESS RETENTION & EXPANSION

2.1	Establish a formal mechanism to track business retention and expansion inquiries	√		OED/Metro	Chambers, WIB, Assn.s	Staff, annual costs, grants
2.1.1	Develop strategy, target industries, strategic alliance partners	√		OED	EDAC, Chambers, WIB, Assn.s	Staff
2.1.2	Launch BRE campaign (Metro Pulse)	√		OED	EDAC, Chambers, WIB, Assn.s	Staff, marcom costs
2.1.3	Conduct visits and service provision, monitor D-base	√		OED	EDAC, Chambers, WIB, Assn.s	Staff, intern \$
2.1.4	Collect and announce BRE program at 2008 State of El Dorado County	√		OED/PIO/CAO	Event and strategic alliance partners	Staff, event, marcom costs
2.1.5	Quarterly updates of progress	√		OED	EDAC, Chambers, WIB, Assn.s	Staff, marcom costs
2.1.6	Align results with technical assistance/service providers, and advise on public policy/govt... policies that would help to grow business (county receipts) within current and target industry clusters	√		OED/CAO		Staff

2.2	Conduct Metro Pulse business visitation campaign	√		OED	Metro, EDAC	Staff
2.2.1	Select target industries	√		OED	Metro, EDAC	Staff
2.2.2	Conduct 35 by Dec 2008	√		OED	EDAC, Chambers, WIB, Assn.s	Staff, circuit rider cost
2.2.3	Monitor service provision, strategic alliance partner activities, quality, add service providers to network	√		OED	EDAC, Chambers, WIB, Assn.s	Staff
2.2.4	Develop scorecard metrics	√		OED	EDAC, Chambers, WIB, Assn.s	Staff, marcom costs
2.2.5	Provide snapshot at State of El Dorado County	√		OED/CAO	EDAC, Chambers, WIB, Assn.s	Staff, consultant, intern, marcom costs
2.3	Build service provider support network for business retention and expansion program	√		OED	Chambers, WIB, Assn.s	Staff
2.3.1	Write into Promotion Account business visitations are required for target industry sectors	√		OED	EDAC, Chambers, WIB, Assn.s	Staff, EDAC, grantees costs
2.3.2	Community outreach and relationship building, demonstrate ROI for organization	√		OED/PIO	EDAC, Chambers, WIB, Assn.s	Staff
2.3.3	Communicate program ROI through media, relationships, marcom materials, business testimony's, web, etc	√		OED/PIO	EDAC, Chambers, WIB, Assn.s	Staff, marcom & event costs
2.3.4	Provide partner recognition on all materials, events, communications	√		OED/PIO	EDAC, Chambers, WIB, Assn.s	Staff, marcom & event costs
2.4	Collect and provide economic and demographic data		√	OED	CSUC-CED, SRRI, UOP, EDD-LMID, Census, SBA	Staff, CED costs
2.4.1	Annual EDC Economic & Demographic survey	√		OED	CSUS-CED	Staff, CED costs
2.4.2	RFP for Bi-annual Economic Base Analysis, 1/4 industry sector reports (2yr contract)	√		OED	TBD, consultant	Staff, consultant and marcom costs
2.4.3	Upload to web and distribute via channels	√		OED	IT	Staff
2.4.4	Provide at Community Forums, State of El Dorado County, regional events, business inquiries, study missions	√		OED/PIO/CAO	EDAC, Chambers, WIB, Assn.s	Staff, marcom and event costs
2.4.5	Reauthorize 2yr contract and revolve through sector analysis	√		OED	Consultant	Staff, consultant cost

2.4.6	Create econometric data vault for service provision, public policy formation, BRE activities, etc	√			OED	IT	Staff, IT, marcom costs
2.4.7	Use research and data to inform the county Economic Development Strategy, while guiding program development and deployment along with formal collaboration with strategic alliance partners	√	√	√	OED	Consultants, Chambers, EDAC	Staff
2.5	Institute “Business & Economic Scorecard” (Key Performance Indicators)	√	√	√	OED/PIO	Consultant	Staff, consult/print costs
2.5.1	Develop KPI's	√			OED/PIO	EDAC/Consultant	Staff, consultant cost
2.5.2	Announce at annual State of El Dorado County 2008	√			OED/PIO	Consultant	Staff, consult/print costs
2.5.3	Develop community economic development organization and services chart	√			OED	EDAC, Chambers, WIB, Assn.s	Staff, consult/print costs
2.5.4	Track, announce results at 2009 State of El Dorado County	√			OED/PIO	EDAC, Chambers, WIB, Assn.s	Staff, consult/print costs
2.6	Re-brand and market El Dorado County/business & economic development	√			OED/PIO, consultant	EDAC, Chambers, WIB, Assn.s	Staff, annual costs
2.6.1	RFP for Brand, Logo, Marcom materials	√			OED/PIO, consultant	EDAC, Chambers, WIB, Assn.s	Staff, costs
2.6.2	Acquire local same resource tool for website (CALED)	√			OED, consultant	EDAC	Staff, consult cost
2.6.3	RFP for site selector tool (GIS Planning)	√			OED, consultant	Chambers, industry assn.s	Staff, consult, marcom costs
2.6.4	RFP for retail attraction and marketing tool (Mapinfo.com)	√			OED, consultant	EDAC, chambers	Staff, consult, marcom costs
2.6.5	Inventory of programs, benefits, incentives for businesses	√			OED/PIO, consultant	Govt., Service providers, EDAC, Chambers, WIB, Assn.s	Staff, Intern \$
2.6.6	RFP development of materials: website, logo, brochure/marcom materials	√			OED/PIO, consultant	EDAC, Chambers, WIB, Assn.s	Staff, material costs

2.6.7	Launch New Brand at 2008/2009 State of El Dorado County event "El Dorado Gold" for buy local and name branding for local products, "Entrepreneurial Spirit" for business and community campaigns	√	√	OED/PIO, consultant	EDAC, Chambers, WIB, Assn.s	Staff, material costs
2.7	Reinstitution of annual State of El Dorado County		√	OED/PIO	EDAC, Chambers, WIB, Assn.s	Staff, event/marcom costs, revenue stream - sponsorships?
2.7.1	Gather event partners	√		OED	EDAC, Chambers, WIB, Assn.s	Staff
2.7.2	Develop event program content & "BRE message"	√		OED/PIO	EDAC, Chambers, WIB, Assn.s	Staff, material costs
2.7.3	Launch 2008 State of El Dorado County	√		OED/PIO	EDAC, Chambers, WIB, Assn.s	Staff, event costs
2.7.4	Follow through on promises	√		OED	EDAC, Chambers, WIB, Assn.s	Staff, marcom costs
2.7.5	2009 State of El Dorado County (ROI message)	√		OED/PIO	EDAC, Chambers, WIB, Assn.s	Staff, material costs

ENTREPRENEURSHIP/ATTRACTION

3.1	Identify, align and support local and regional business and economic development efforts	√		OED	EDAC, Chambers, WIB, Assn.s	Staff, annual costs
3.1.1	Revise promotion account RFP to reflect this philosophy	√		OED	Contracts & Procurement	Staff
3.1.2	Engage strategic alliance partners through their/our initiatives	√		OED	EDAC, Chambers, WIB, Assn.s	Staff, marcom costs
3.1.3	Utilize EDAC monthly meetings and community forums for effort	√		OED	EDAC and attendees	Staff
3.1.4	Promote successful partnerships at events (State of El Dorado), in marcom materials (annual reports, quarterly updates), and provide visibility on revamped website	√		OED	EDAC, Chambers, WIB, Assn.s	Event and marcom costs
3.1.5	Provide seed capital for technical assistance partners efforts in El Dorado County that support growing our business/economy	√		OED	SBDC, FTC, SCORE, chamber events	Promotion account, BRE costs

3.1.6	Fund BRE visitations campaigns in partnership with local, trade/industry and workforce entities	√	OED	Job One, trade groups, promotion account awardees	Staff, promotion account funds, intern and circuit rider costs
3.2	Identify and survey the entrepreneurial business community to determine their needs	√	OED/PIO	Consultants	Survey costs
3.2.1	Conduct annual "Health of El Dorado County" survey of residents, business, and industry	√	OED/PIO	Consultants	Staff, survey, marcom costs
3.2.2	Conduct BRE visitations of target industry sectors	√	OED	Job One, EDAC, Chambers, WIB, Assn.s	Staff
3.2.3	ID, survey home-based business sector	√	OED	SBDC, SBA, Job One, chambers, WIB	Staff, survey, intern costs
3.2.4	Incorporate all surveys from partners into web portal, use as secondary data source	√	OED/IT	Job One, EDAC, Chambers, WIB, Assn.s	Staff
3.2.5	Establish an Entrepreneurial Summit	√	OED	Golden Capital, SBA, Job One, SBDC, chambers etc	Staff, event, marcom costs
3.3	Provide solutions to challenges of this business segment while balancing the fiscal needs and quality of life expectations of residents in El Dorado County	√	OED	EDAC	Staff
3.3.1	Engage via Community Forums	√	OED	EDAC, Chambers, WIB, Assn.s	Staff, event and marcom costs
3.3.2	Engage via Metro Pulse	√	OED	EDAC, Chambers, WIB, Assn.s	Staff, marcom costs
3.3.3	Conduct Business Walk campaign (partner govt. & Business & Community) in taking the pulse of business	√	OED	El Dorado Hills (1st)	Staff, intern, marcom
3.3.4	Engage via Business 411, constituent services	√	OED	EDAC, chambers, neighborhood groups	Staff
3.3.5	Survey residents	√	OED	Consultant	Staff, consultant and marcom costs

3.3.6	Organize community outreach prior to controversial projects	√	OED	Chambers, industry and neighborhood groups	Staff
3.3.7	Organize retail attraction campaign in cooperation with development community, chambers, and other stakeholder groups	√	OED	Chambers, industry and neighborhood groups	Staff, consultant, retail attraction tools, and marcom costs
3.4	Work with existing incubators, business and research parks, higher education, and workforce development officials to connect entrepreneurs to existing financing tools, resources, and facilities	√	OED	SARTA, SACTO, UCD Connect, etc	Staff
3.4.1	Establish Incubator program	√	Job One	Folsom lake College, OED, SARTA, SACTO, UCD Connect	Staff
3.4.2	1/4 industry sector analysis to focus on this industry category	√	OED	Consultant	Staff, consultant and marcom costs
3.4.3	Utilize existing channels (surveys, market information, Metro Pulse) to identify entrepreneurial community issues, the craft solutions	√	OED	Job One, EDAC, Chambers, WIB, Assn.s	Staff, program costs
3.4.4	Launch Small Business Revolving Loan Fund (Grow El Dorado Fund), façade improvement program (National Development Council)	√	OED	Consultants	Staff, marcom, consultant costs
3.4.5	Partner in launching venture capital program	√	OED	Golden Capital, SBA, CDBG	Staff
3.4.6	Host/sponsor technical assistance and event that provide solutions to entrepreneurial businesses	√	Job One	OED, EDAC, Chambers, WIB, Assn.s	Staff, event sponsorship
3.4.7	Collaborate with SBA, SCORE, SBDC, Job One in reaching out to entrepreneurs	√	OED	SBA, SBDC, SCORE, Job One, EDAC, Chambers, WIB, Assn.s	Staff