



Update Strategic Plan Goal - Economic Development

Board of Supervisors Meeting
11/7/2017



March 28, 2017 Staff Recommendation

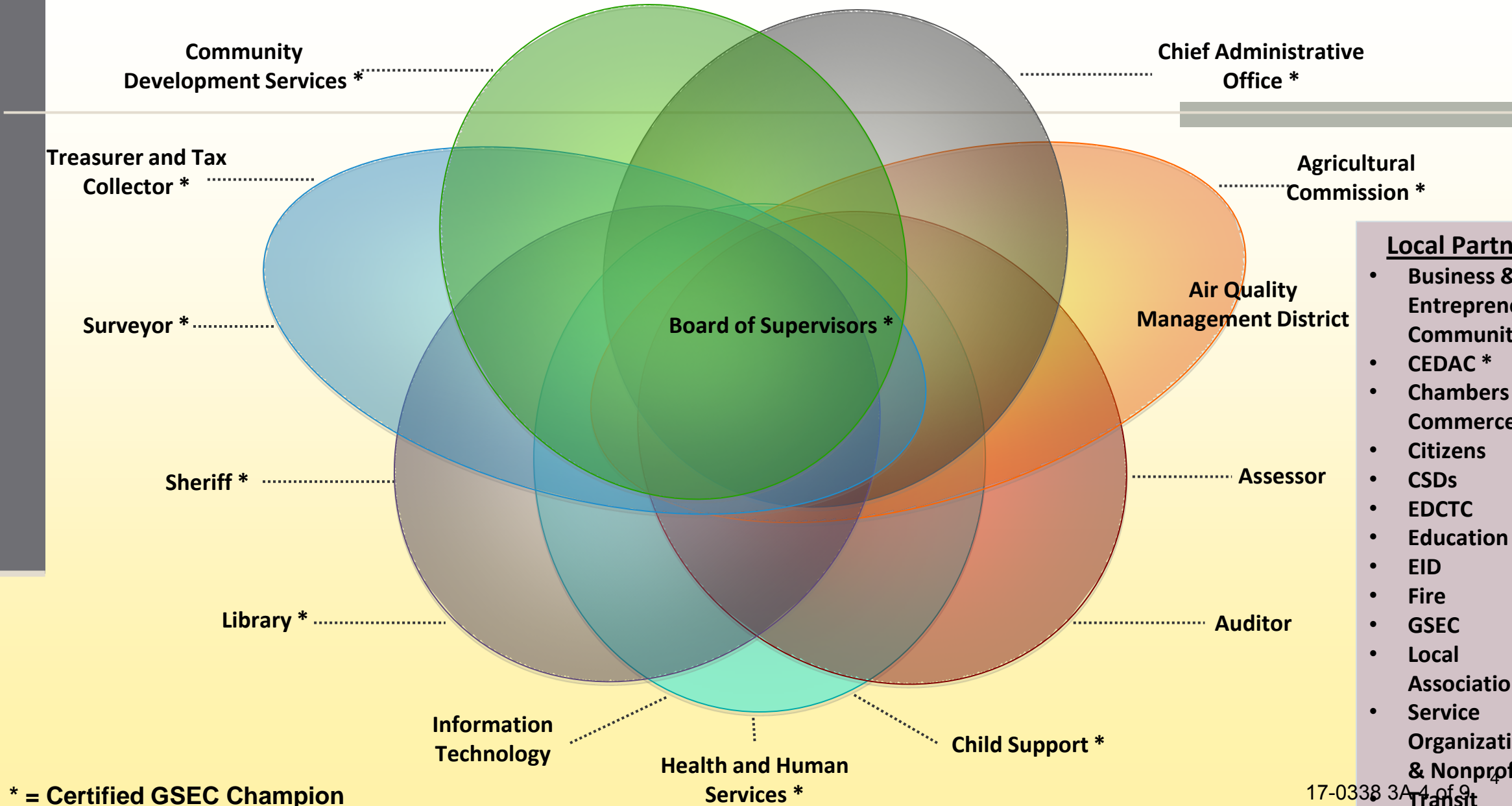
- Focus Economic Development efforts on the following areas:
 - Building a County-wide Economic Development Team and Culture so that we are in a position to respond quickly to opportunities as they present themselves
 - Improving Communication, Outreach, and Image Development:
 - Website Development
 - Branding
 - Marketing
 - Exploring 90-day Permit Processing:
 - Identify barriers and potential solutions

Building a County-wide Economic Development Team and Culture

- ✓ El Dorado County Champions and Partners
- ✓ Commercial Project Referral Program
- ✓ Coordination Meetings
- ✓ Staff Resources

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

CHAMPIONS AND PARTNERS



* = Certified GSEC Champion

Improving Communication, Outreach, and Image Development:

- ✓ Branding
- ✓ Marketing:
 - County Economic and Demographic Profile
 - Demographic Snapshot
 - Greater Sacramento Economic Council County Profile
 - [Commercial Project Referral Program](#)
 - New Business Report and Welcome Letter
 - [Business Park Story Map](#)
 - [New Promotional Video](#)
 - Established Social Media Presence: Facebook, Twitter, Pinterest, Instagram, and YouTube
- ✓ [Website Development](#)

Improving Communication, Outreach, and Image Development Continued

- ✓ Requests for Information:
 - 01/13/17 - Flicker
 - 02/06/17 - R-Crio
 - 02/07/17 - Class A Manufacturing
 - 04/07/17 - Project Spectrum
 - 09/11/17 - Brasport
 - 10/04/17 - Amazon
- ✓ On August 17th we attended and hosted a table at the Tri-County Job Fair
- ✓ Shop Local Banner on Main Street (November 13th - 19th)

Explore 90-day Permit Processing:

- ✓ Identify barriers and potential solutions

Staff Recommendation

- Continue to Build a County-wide Economic Development Team and Culture
- Continue to Improve Communication, Outreach, and Image
- Continue to Explore 90-day Permit Processing
- Initiate a Sales Tax Retention Program(s)
- Direct the Chief Administrative Officer, Auditor-Controller and Assessor to return to the Board with recommendations to implement Policy J7 (Economic Development Incentives), including providing the Chief Administrative Officer the delegated authority to negotiate incentives under specific criteria.



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