

Guiding Principles to Targeted Economic Development Opportunities report by CEDAC

CEDAC is tasked by the Board of Supervisors in the Board Resolution to:

“analyze economic development opportunities and present recommendations on how best to achieve the goal of creating prosperous and sustainable communities while maintaining the county’s quality of life”¹.

El Dorado County’s Economic Development Element of the General Plan Goal 10.1 Cooperation reads:

“The County shall work with all levels of government and with the various economic development organizations including the business community to cooperatively identify and promote the County’s positive opportunities and strength.”

1. Identify positive opportunities and strength of El Dorado County
2. Promote opportunities for economic development based on 1) El Dorado County’s positive opportunities and strength and 2) the Targeted General Plan Amendment-Zoning Ordinance Update (TGPA-ZOU approved by the Board in December 2015).
3. Develop a strategic and marketing plan for outdoor recreational tourism in El Dorado County
4. Encourage communities to identify opportunities for economic development appropriate for them
5. Develop business clusters and Geographically-Targeted Economic Development Areas
6. Deploy a small business/entrepreneurial development strategy
7. Promote new types of business opportunities (lodging) to increase Transient Occupancy Taxes (TOT)
8. Utilize Transient Occupancy Taxes to help tourist-oriented entrepreneurial business formation and expansion
9. County plans, including the General Plan and Strategic Plan, should have a formal process to evaluate compliance, accountability and end results. We have noted some elements we believe especially warrant further attention for economic development.

¹ Board of Supervisors Resolution No. 147-2015, Passed and Adopted by the Board of Supervisors August 18, 2015.