

Economic Development Division



Program Update

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Overview



- ⌘ **What is Economic Development?**
- ⌘ **Partners**
- ⌘ **Brief Economic Update**
- ⌘ **Program Update**
- ⌘ **Strategic Direction from Board**

What is Economic Development?

Depends who you ask...

Economists

Businesses

Environmental

Labor Groups

Community leaders

Government Officials

As to the answer received...

Quantifiable economic growth

↓ **Barriers (taxes, regulations)**

Keep ecology & environment

↑ **Wages, training, benefits**

Strengthen local communities

↑ **Jobs, Tax Base, Revenues**

What is Economic Development?

⌘ “The enhancement of the factors of productive capacity – Infrastructure – for community well-being”

☐ Economic “Development” v. “Growth”

☐ “Hard” and “Soft” Infrastructure

☐ Investment Determines Targets

⌘ Must Be A Long-Term Commitment

Economic Development Theories

⌘ **Staple** (*Innis, Watkins*)

- ☒ Dominant export focus

⌘ **Sector**

- ☒ Primary, secondary, & tertiary sector focus

⌘ **Economic Base**

- ☒ Ag, Timber, Mining v. Non-basic industries

⌘ **Growth Pole** (*Perroux, Friedman*)

- ☒ Focus on largest industries/clusters in region

⌘ **Product Cycle** (*Vernon*)

- ☒ New product innovations to market

Economic Development Theories

⌘ Entrepreneurship (*Drucker, Schumpeter*)

- ☒ New firm formation and innovation

⌘ Inter-Regional Trade

- ☒ Equilibrium thru reduced geographic scope

⌘ Neo-Classical Growth (*Wanniski, Laffer*)

- ☒ Supply-side strategies to encourage investment

⌘ Flexible Specialization (*Neo-Smithism*)

- ☒ Agile, adaptive production and workforce

⌘ Regional Concentration & Diffusion

- ☒ Stabilizing inter-region growth volatility
(*Myrdal, Hirschman*)

Economic Development Theories

⌘ Social Capital (*Putnam*)

- ☑ Connected, networked community as driver

⌘ Creative Class (*Florida*)

- ☑ Attracting “Creatives” drives new growth

⌘ “Growth Without Growth” (*Gottlieb*)

- ☑ Income growth without population growth

⌘ Binary Economics (*Kelso*)

- ☑ Labor participates in ownership of firms, ESOP's

⌘ Grand Unified Theory (*Claybaugh*)

- ☑ Balancing economic- and workforce-development

Site Selection Factors



⌘ *Area Development* Bi-Annual Survey

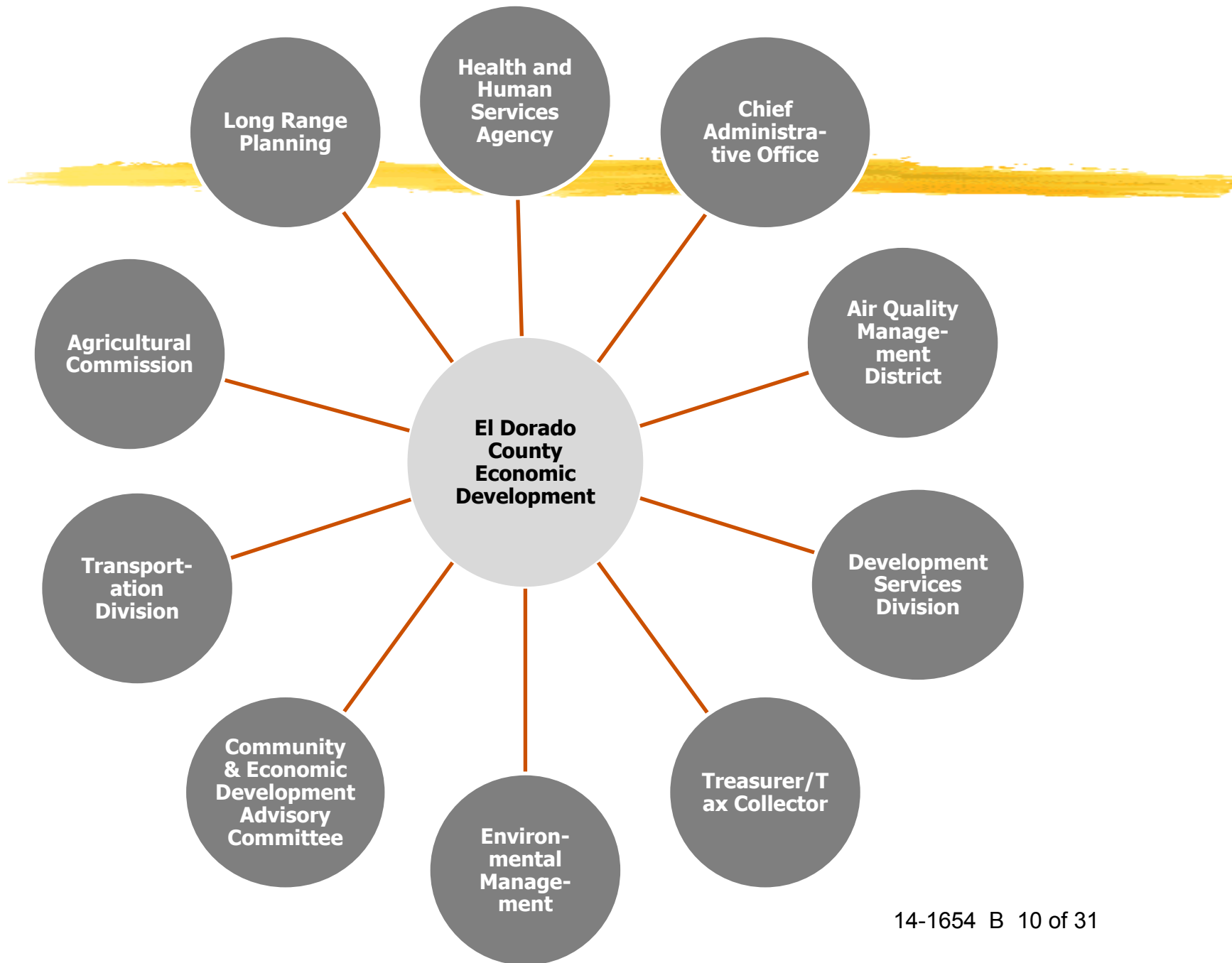
1. Availability of Skilled Labor
2. Transportation/Access to Markets
3. Labor Costs
4. Occupancy vs. Construction Costs
5. High-Speed Communications
6. Affordable Turnkey Facilities
7. Overall Tax Obligations
8. Local Tax Exemptions/Incentives
9. Union Profile/Activity
10. Energy availability and costs

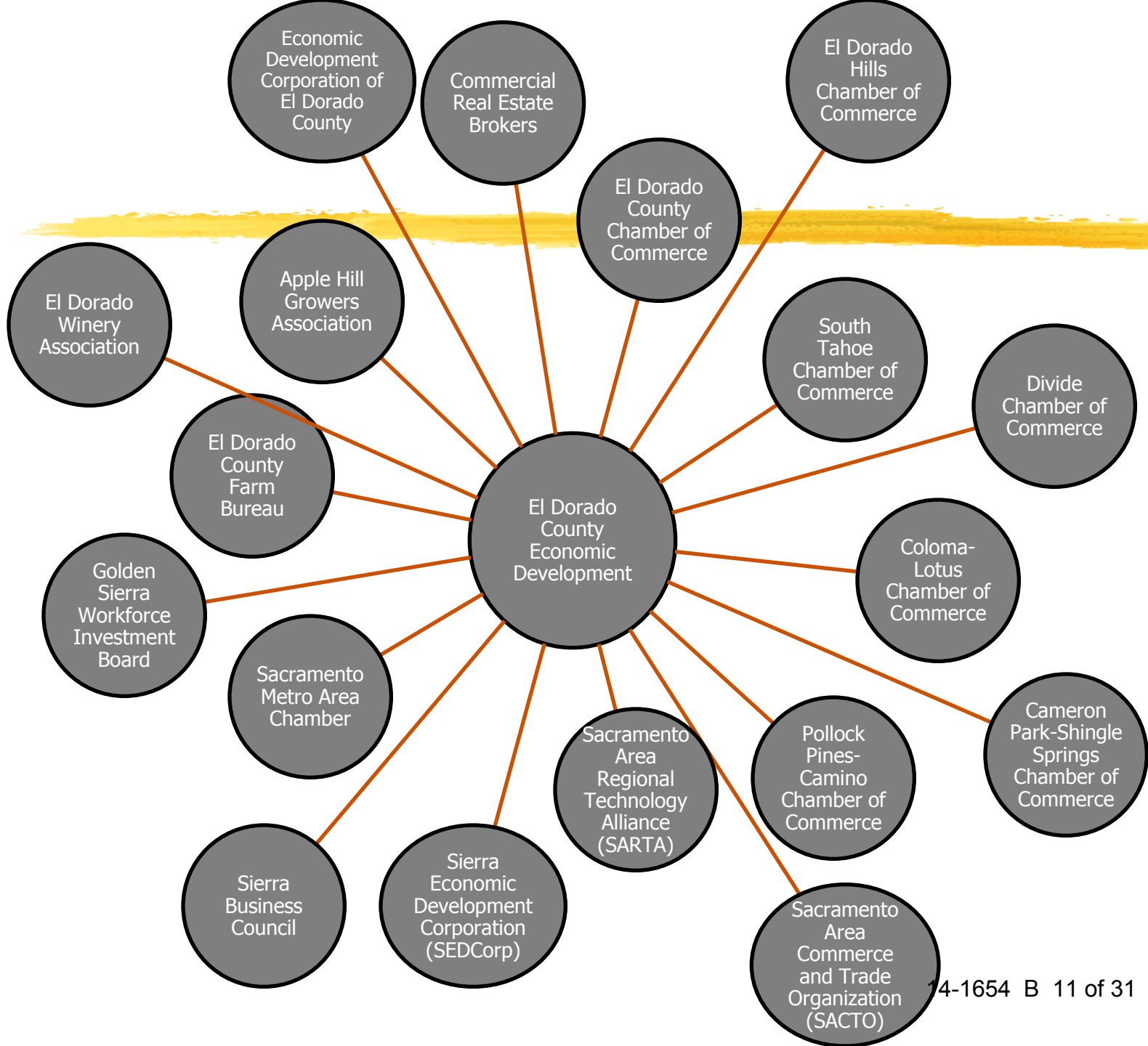
Site Selection Factors



⌘ Conway Data, Inc.

1. Market/Demographic Growth
2. Workforce, Wages, Productivity
3. Transportation Infrastructure
4. Cost/Availability of Energy/Utilities
5. Access to Materials/Suppliers
6. Government Programs/Incentives
7. Water/Wastewater Capacity
8. Environment/Ecology
9. Quality of Life
10. Available Sites/Facilities



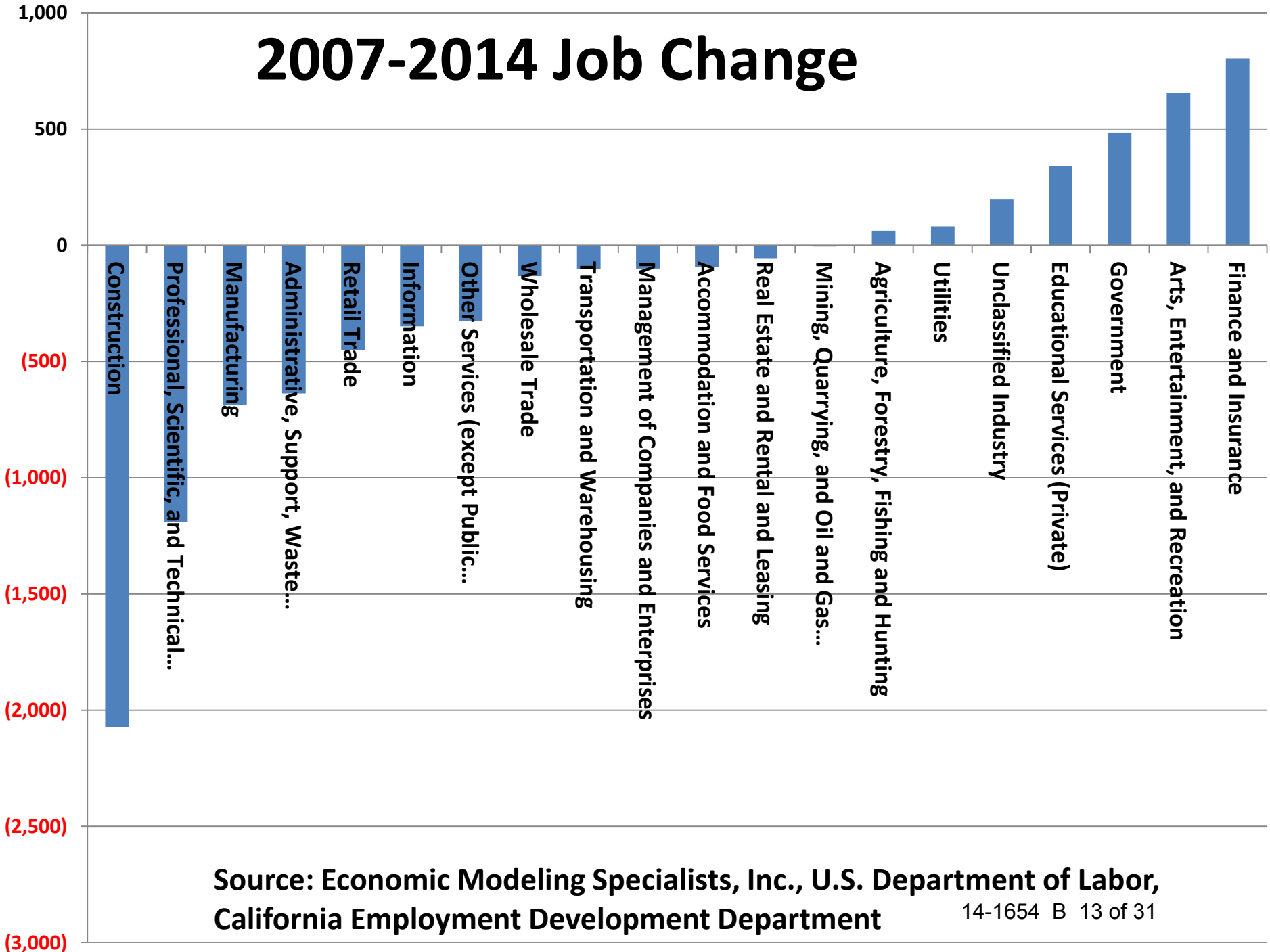


Brief Economic Update



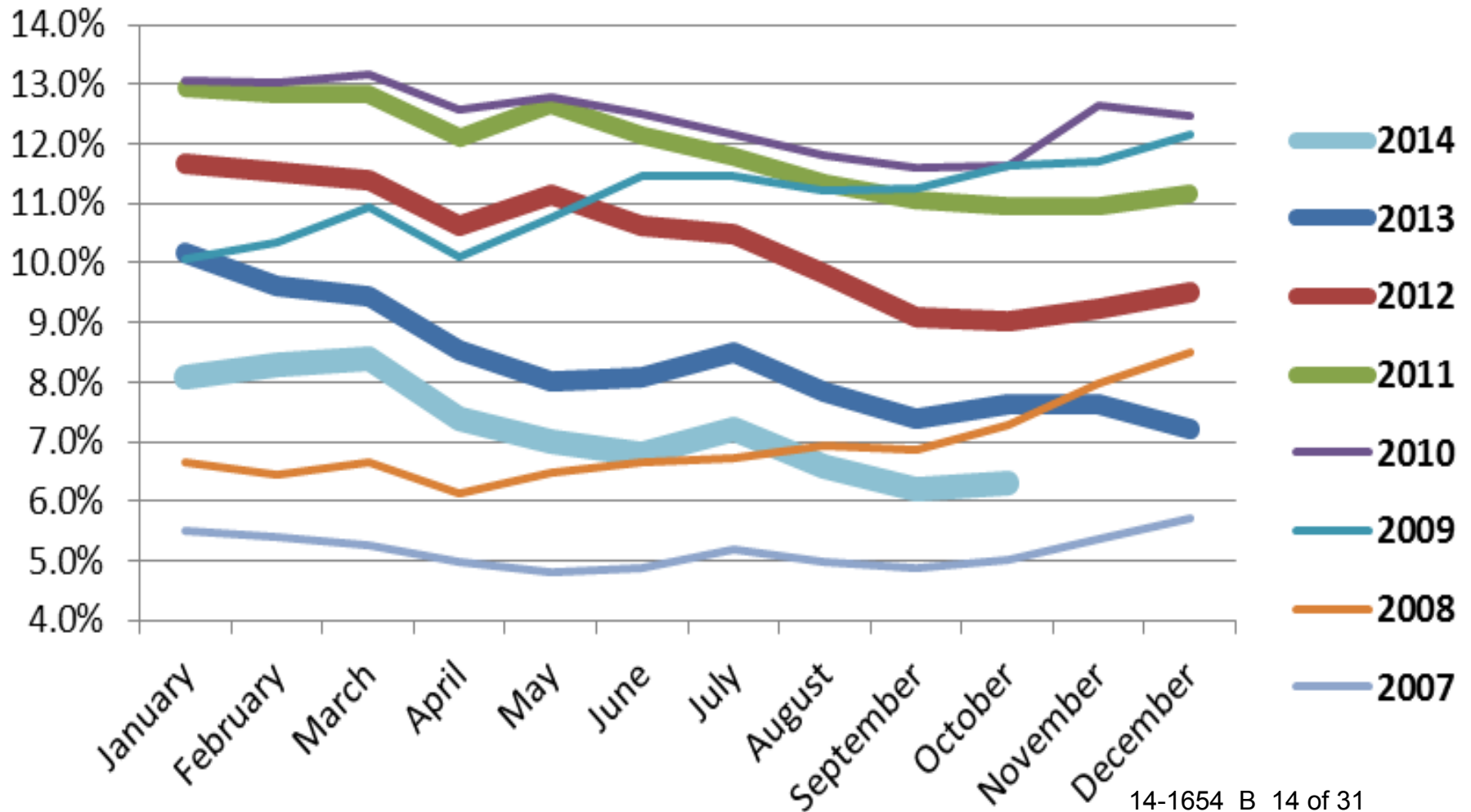
Region	2007 Jobs	2014 Jobs	% Change
El Dorado County	63,627	58,932	-7.4%
Sacramento County, CA	711,217	685,459	-3.6%
Placer County, CA	159,253	161,056	1.1%
Amador County, CA	15,144	12,948	-14.5%
California	17,896,341	17,940,728	0.2%

2007-2014 Job Change



Source: Economic Modeling Specialists, Inc., U.S. Department of Labor,
California Employment Development Department

Unemployment



Job Gain by Job 2014-2024

Description	2014 - 2024 Change	Median Hourly Earnings
Combined Food Preparation and Serving Workers, Including Fast Food	241	\$8.72
Personal Care Aides	227	\$9.45
Customer Service Representatives	224	\$17.21
Waiters and Waitresses	204	\$8.57
Janitors and Cleaners, Except Maids and Housekeeping Cleaners	191	\$11.77
Retail Salespersons	179	\$10.31
Elementary School Teachers, Except Special Education	163	\$31.99
Cashiers	163	\$9.22
Registered Nurses	157	\$48.04
General and Operations Managers	133	\$42.05
First-Line Supervisors of Office and Administrative Support Workers	133	\$26.32
Cooks, Restaurant	132	\$10.18
Home Health Aides	131	\$9.72
Computer Systems Analysts	127	\$37.01
Maids and Housekeeping Cleaners	120	\$11.91
Office Clerks, General	115	\$14.00
Stock Clerks and Order Fillers	113	\$10.95
Insurance Sales Agents	110	\$28.71
Secretaries and Admin Assistants, Except Legal, Medical, and Executive	109	\$15.80
Laborers and Freight, Stock, and Material Movers, Hand	106	\$11.26

14-1654 B 15 of 31

Source: Economic Modeling Specialists, Inc., U.S. Department of Labor, California Employment Development Department

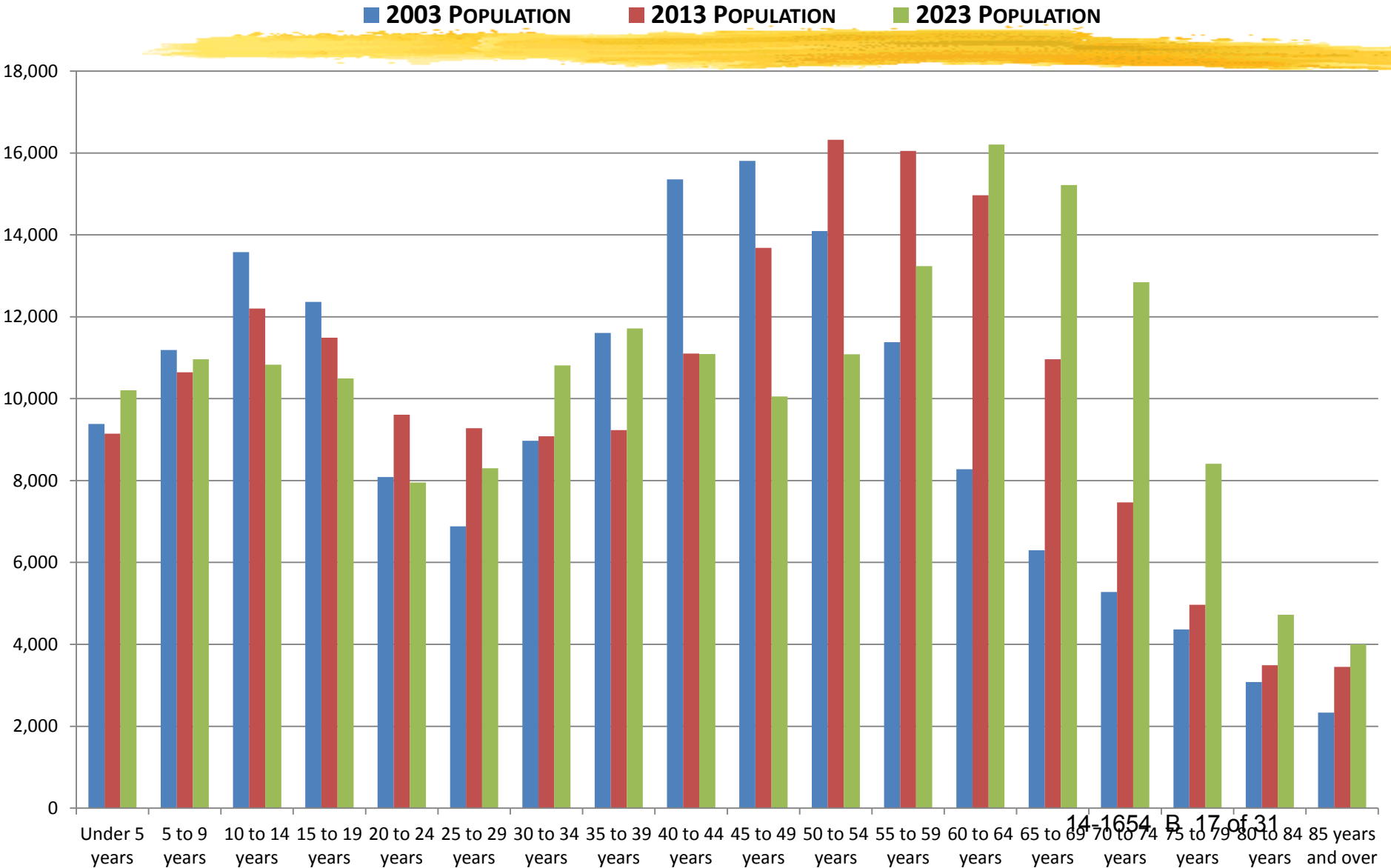
Job Loss by Job 2014-2024

Description	2014 - 2024 Change	Median Hourly Earnings
Painters, Construction and Maintenance	(57)	\$15.24
Military occupations	(45)	\$14.86
Drywall and Ceiling Tile Installers	(28)	\$21.64
Carpenters	(23)	\$22.65
Tax Preparers	(20)	\$15.25
Postal Service Mail Carriers	(19)	\$24.44
Accountants and Auditors	(13)	\$27.58
Data Entry Keyers	(13)	\$14.72
Travel Agents	(12)	\$16.44
Logging Equipment Operators	(11)	\$21.63
Word Processors and Typists	(11)	\$17.18
Postal Service Mail Sorters, Processors, and Processing Machine Operators	(11)	\$22.93
Plumbers, Pipefitters, and Steamfitters	(8)	\$19.44
Cement Masons and Concrete Finishers	(8)	\$23.30
Architects, Except Landscape and Naval	(7)	\$36.22
Construction Managers	(7)	\$45.37
Automotive Body and Related Repairers	(6)	\$18.72
Postal Service Clerks	(6)	\$22.97
Plasterers and Stucco Masons	(6)	\$18.14
Architectural and Civil Drafters	(6)	\$22.83

14-1654 B 16 of 31

Source: Economic Modeling Specialists, Inc., U.S. Department of Labor, California Employment Development Department

Population Age Forecast



Existing Programs



⌘ Housing, Community, & Economic Development (HCED)

☑ Community Development Block Grant (CDBG)

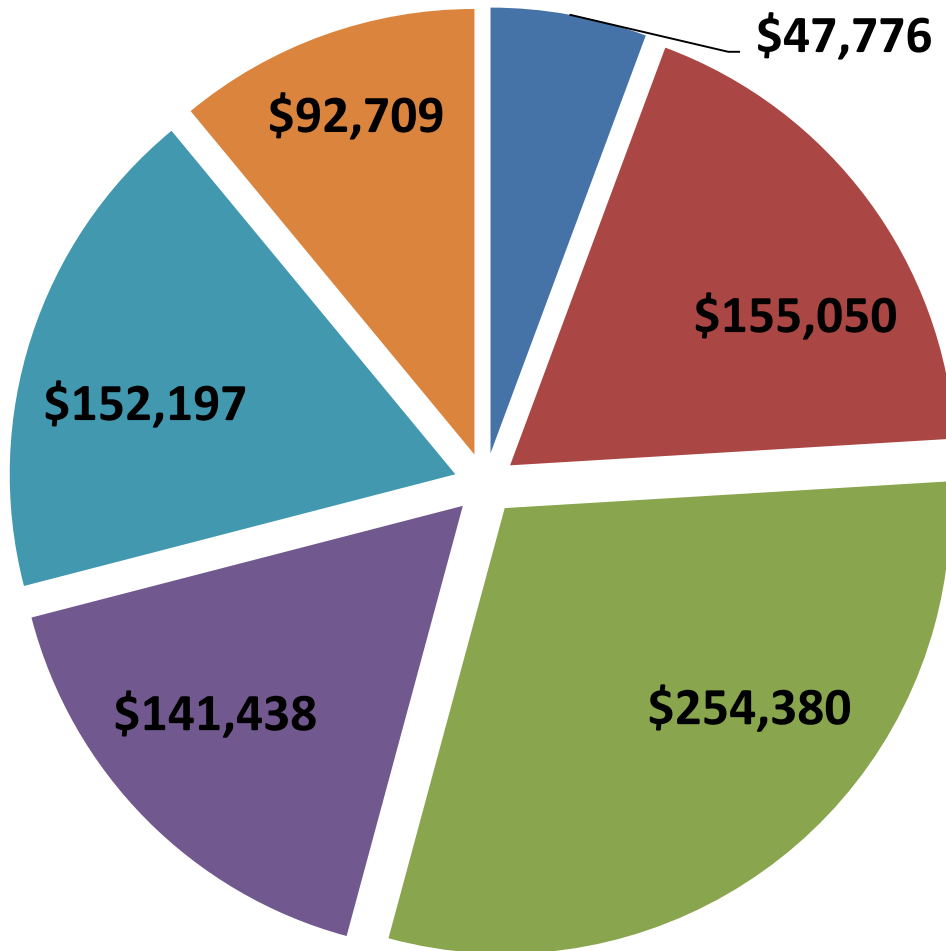
⌘ Business Data Services

⌘ Business Retention Activities

⌘ CEDAC

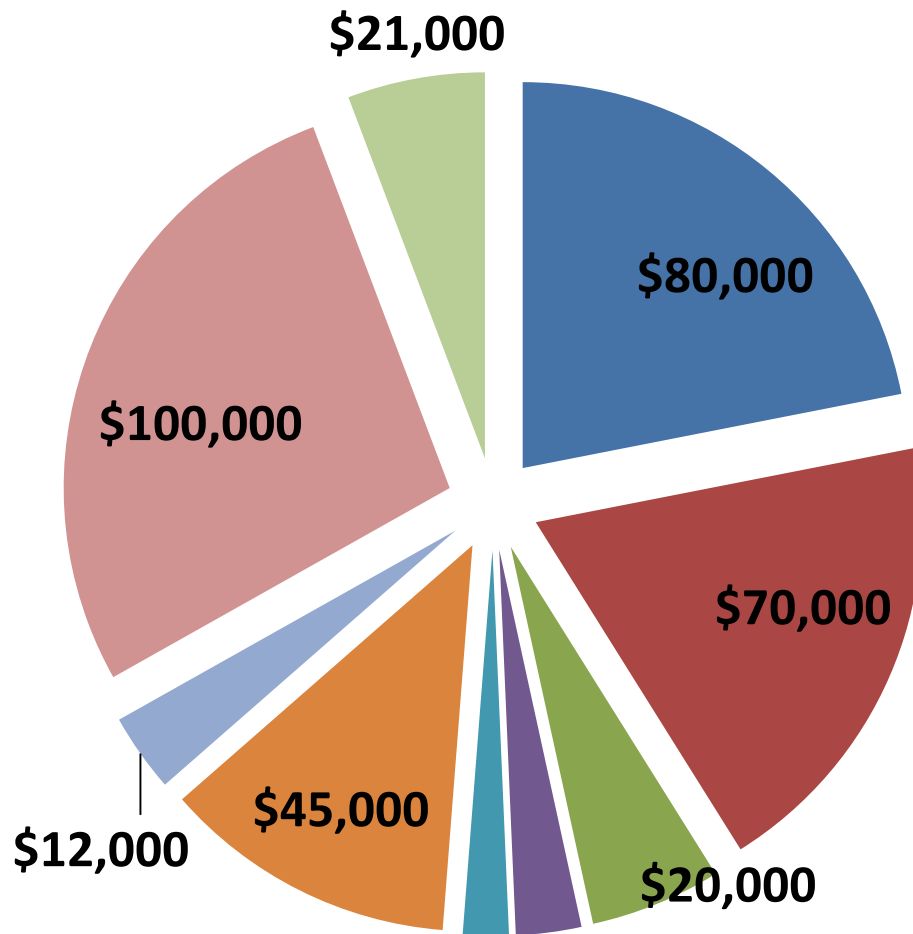
Budgeted Projects 14-15

Promotions Contracts



- American River Music
- Film Commission
- Visitors Authority
- El Dorado Hills Chamber
- El Dorado Arts Council
- South Shore Chamber

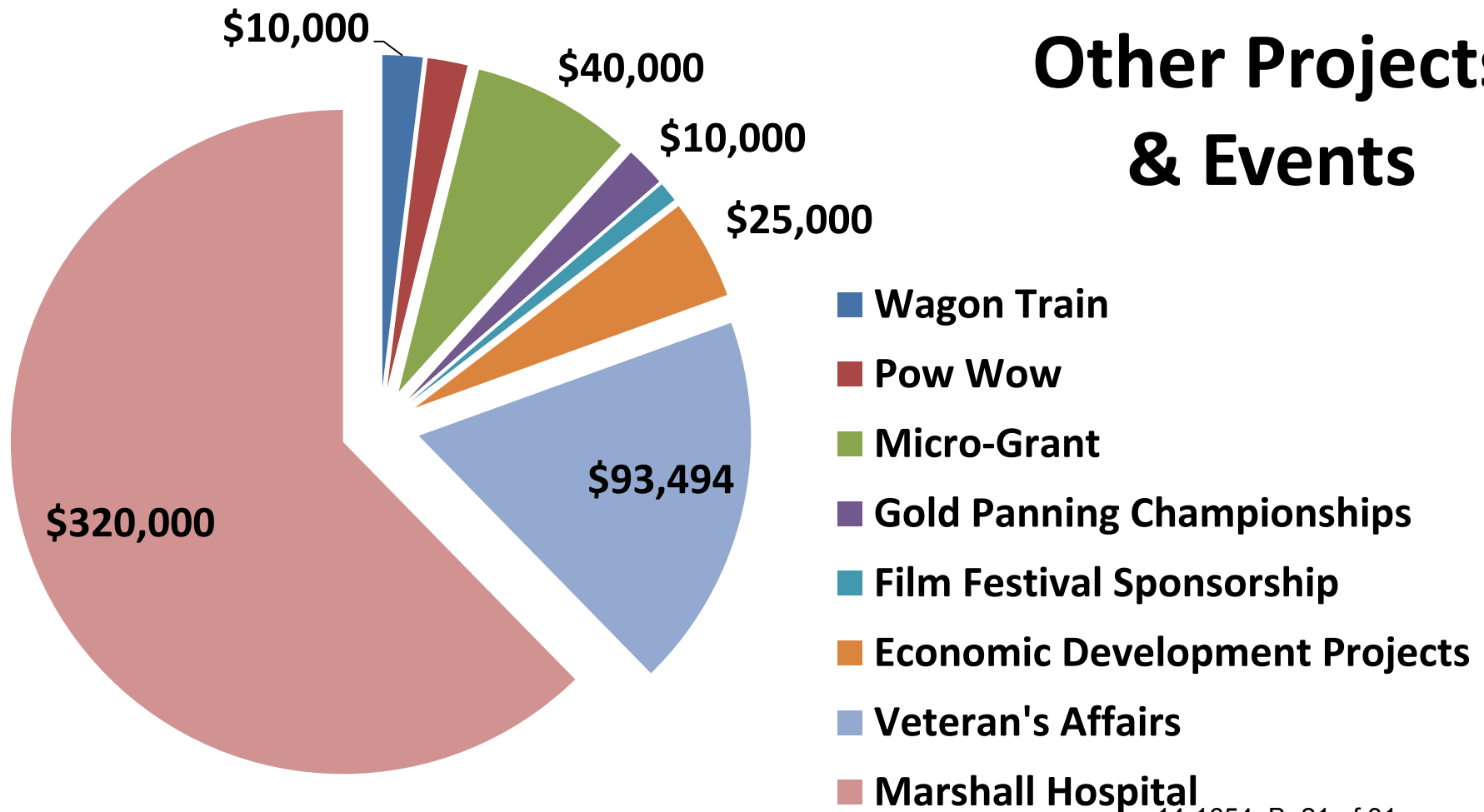
Budgeted Projects 14-15



Special Projects

- Glogou - Web Portal
- Grant Management Associates
- Portal Project Manager
- CalTrans Highway 50 Closure
- Apple Hill Video Funding
- CSER Data & Incentives Study
- Access El Dorado Video Project
- MC&FP Module 2 Cost-Sharing
- Tahoe Prosperity Project

Budgeted Projects 14-15



Current Projects



- ⌘ Center for Strategic Economic Research
- ⌘ Micro-Grant Program
- ⌘ Grant Consultant
- ⌘ Web Portal
- ⌘ Strategic Architecture
- ⌘ Promotions Contracts

Cultural & Community Development Grants FY 2013-2014

Organization	Amount of Funding	Description of Event/Activity	Geographic Location
Art on the Divide Cooperative Gallery	\$3,700	Marketing project to "Keep Art Alive on the Divide"	Georgetown
Cameron Park CSD; Shingle Springs Cameron Park Chamber of Commerce; and Cameron Park Visitors Center	\$5,000	Visit & Enjoy Cameron Park Web Tool	Cameron Park
Clarksville Region Historical Society	\$5,000	Build a wrought iron fence and ornamental gate that will enclose the Old Clarksville Cemetery in El Dorado Hills	El Dorado Hills/Clarksville
Clean Tahoe Program	\$1,075	2014 South Tahoe Cleanup	South Lake Tahoe
Coloma-Lotus Chamber of Commerce	\$3,750	Three gateway signs into the Coloma and Lotus river valley	Coloma-Lotus
Divide Chamber of Commerce	\$5,000	Phase I of a multi-phase North County Community Sign Project	Coloma-Lotus
El Dorado County Farm Trails	\$5,000	Farm Trails Marketing Program	El Dorado County
El Dorado Hills Genealogical Society	\$500	Purchase of materials for the El Dorado County Library	El Dorado Hills
El Dorado Western Railway Foundation	\$5,000	El Dorado Western Railroad - Preservation and maintenance of caboose.	El Dorado & Shingle Springs
El Dorado Wine Grape Growers	\$5,000	Special Wine Country Insert Section to the SF Chronicle	El Dorado County
El Dorado Winery Association	\$5,000	Wine Country "welcome" signs at 4 prominent highway locations.	El Dorado County
Gold Discovery Park Association	\$5,000	Coloma Gold Rush Days	Coloma
Hangtown's Gold Bug Park Dev Committee	\$4,900	2013-14 Expansion of Educational and Outreach Programs at Gold Bug Park	El Dorado County
Lake Tahoe Bicycle Coalition	\$5,000	Promoting Cycling Tourism: Lake Tahoe Bikeway Map	South Lake Tahoe
Lake Tahoe Historical Society	\$5,000	Restoration of Osgood Toll House and Cabin Preservation	South Lake Tahoe
Placerville Drive Business Association	\$5,000	Hangtown Holiday Ice Rink (on Fairgrounds site)	El Dorado County
Tahoe Tallac Association	\$5,000	Valhalla Art, Music & Theatre Festival	South Lake Tahoe
The UC Regents on behalf of ANR	\$4,145	Public Demonstration Garden	Placerville
Troop 858, Pleasant Valley, Boy Scouts of America	\$1,500	Eagle Scout Service Project	Somerset/Mt Aukum
Total Grant Funds	\$79,570	14-1654 B 23 of 31	



Welcome to El Dorado County



SEARCH



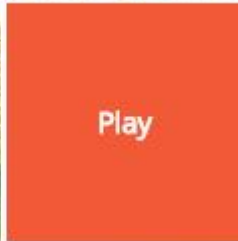
Live



Work



Play



Learn



Placerville | El Dorado Hills | South Lake Tahoe | Somerset/Mt Aukum | Cameron Park/Shingle Springs

Camino/Pollock Pines | North County | El Dorado/Diamond Springs | Coloma/Lotus

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Common Strategies



- ⌘ **Business Recruitment/Attraction**
- ⌘ **Business Retention/Expansion**
- ⌘ **Entrepreneurship Development**
- ⌘ **Workforce Development/Training**
- ⌘ **Neighborhood Revitalization**
- ⌘ **Infrastructure Development**

Business Retention/Expansion



- ⌘ Sector Committees
- ⌘ Individual Visits
- ⌘ Economic Gardening Programs
- ⌘ Incentives for Local Expansion

Entrepreneurship Programs



- ⌘ Accelerator/Incubator Programs
- ⌘ Technical Assistance
- ⌘ Financial Assistance
- ⌘ Youth Business Plan Competitions

Business Recruitment



- ⌘ Marketing Materials – Website Update
- ⌘ Available Site/Facility Database
- ⌘ Site Selector Consultant Meetings
- ⌘ Missions
- ⌘ Print/Broadcast Advertising
- ⌘ Public Relations

Workforce Development



- ⌘ Collaboration with K-14 Education
- ⌘ Collaboration with WIA Programs
- ⌘ Incumbent Worker Training
- ⌘ Career Technical Education

Infrastructure Development



⌘ Identify and Fill Infrastructure Gaps

- ☑ Transportation
- ☑ Communications/Broadband
- ☑ Workforce
- ☑ Regulatory
- ☑ Financial

Recommended Projects 2015



- ⌘ Complete/Implement Architecture
- ⌘ Retail/Hotel Recruitment
- ⌘ Update Incentive Policy
- ⌘ Placerville MOU
- ⌘ Tax Credits & State/Federal Incentives
- ⌘ Sector Committees
- ⌘ UC-Davis Recruitment