

EI DORADO COUNTY STRATEGIC PLAN

Economic Development

Retain, develop and attract businesses that provide economic sustainability and quality job creation

- **Continue business attraction and retention incentive efforts to retain, expand, and import businesses to El Dorado County.**
 - Business Retention and expansion efforts. Surveyed hundreds of businesses to find out needs and constraints within the county. Continuing these efforts to assist businesses and identify constraints working with John Krueger for this work.
 - Working on updating Economic Development Policies (J-2, J-7 and J-8) and getting BOS direction
 - Researching and vetting alternative incentive policies in the region and discussing with County Counsel their legality and effectiveness. Will bring to the Board for contemplation
 - Completed Temporary Outdoor Dining Ordinance. Brining back to Board to contemplate extending expiration date
 - Completed Tolling Ordinance for building permit expiration date extensions
- **Reach out to targeted business sectors for relocation to the County.**
 - Focusing now on retention and expansion efforts but working in conjunction with regional partners by participating in site selector tours and web conferences
- **Reach out to local businesses for expansion incentives.**
 - Discussions happening with various businesses as we reach out through survey efforts and as calls come to Econ Dev
 - Directing businesses to resources that address impacts of COVID on their operations
- **Develop business clusters and Geographically-Targeted Economic Development Areas if deemed feasible.**
 - Working on clusters with GSEC to identify smaller higher paying jobs i.e. tech jobs. Organizing outreach calls with local businesses that meet this criteria
 - EDCTC El Dorado Hills Transportation Study. Contemplating which businesses to target and envisioning the business park for both housing and commercial projects

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- **Deploy a small business/entrepreneurial development strategy.**
 - Business Protection Workgroup continues to work on grant programs and initiatives to support small businesses and assist entrepreneurial groups to get off the ground and locate potential building
- **Implement strategy to promote occupation and telecommuting jobs.**
 - COVID has changes this paradigm. Bringing Broadband will push this forward
- **Identify what businesses have left the County in the last five years and why.**
 - Workings on this through COVID as more businesses close and change the reasons why businesses leave. Ongoing
- **Continue to monitor appropriate and competitive fee levels.**
 - We keep comparisons with other counties and cities with GSEC. Fee study underway with Planning and Building
- **Promote and expand agriculture, recreation and tourism (etc. geotourism and agriculture tourism) and their related businesses.**
 - Working with several jurisdictions and the El Dorado County Wine Association on promotional ads in Comstock's,
 - Providing support letters for EDWA for grant applications and sign programs.
 - Toured wineries and apple hill ranches with potential locate companies to work on business attraction efforts
 - Participate in Ag in the Classroom

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- **Increase retail opportunities.**
 - Re-envisioning of Prospector's Plaza. New businesses such as Target, Bath and Body works, Habit Burger, Tesla and Mattress Firm
 - Economic Development managed the tractor supply project approval and parcel map
 - Working with several other stores that are trying to locate in the region. Convenient stores, general stores, and grocery stores
 - Attraction efforts at projects/business parks:
 - Crossings
 - Creekside Development
 - El Dorado Hills Business Park
 - Barnet Business Park

Increase employment opportunities by improving workforce development skills

- **Identify current workforce resources.**
 - Working with HNSA one-stop and Golden Sierra Workforce and Tahoe Prosperity for workforce resources
- **Identify labor skills gaps and assets.**
- **Conduct survey with the business community to determine labor skills gap.**
 - Doing this work as part of Business Retention work with John Krueger. Working on a larger effort with Rancho Cordova and Folsom on labor skills gap in region.
 - Greater Sacramento also doing this work for the Sacramento Region.
- **Conduct survey with economic development recruiters and regional economic development organizations to determine labor skills gap.**
 - In progress (see above)
- **Identify skills the County's workforce has in abundance for business attraction.**
 - In progress with John Krueger, GSEC, Golden Sierra, A.R.E.A
- **Collaborating with the local school systems, community colleges, and County departments on how to create workforce development classes desired by the market.**
 - Potential CEDAC item
- **Start workforce round table with business community, education partners, and local governments.**
 - Potential CEDAC item

Invest in infrastructure needs to improve and maintain competitiveness

- **Conduct a comprehensive land use, water/sewer, gas, electricity, multi-modal transportation, etc. infrastructure needs study to identify potential economic development zones or clusters.**
 - EDCTC studies on HWY 50 and EDH Business Park study helping to identify area. Luckily we know where to target our growth.
- **Explore Community Choice Aggregation (CCA) Feasibility.**
 - DONE. Board members appointed. CAO's office took lead on bringing this to the finish line
- **Encourage development of high speed Internet service (broadband and/or Wi-Fi).**
 - EDA Broadband Grant Application in process. Three priority areas of Garden Valley, Cool and Georgetown.
- **Explore the use of special financing districts such as Business Improvement Districts, Tourism Improvement Districts, Agriculture Improvement Districts, Tax Increment Financing, etc.**
 - Conducted briefing with John Krueger, CAO in regards to the Coloma Lotus study and the probability of creating such a district. Undertaking this effort currently within Coloma/Lotus region, could set a template for additional regions
- **Survey the local business community, regional economic development agencies and economic development recruiters on what infrastructure the County lacks.**
 - Survey Monkey tool in place. Currently utilizing it to address small businesses in the pandemic. It is know that Broadband is the main key to addressing businesses being able to accommodate teleworking and telemedicine.

Nurture the County and Community's business friendly environment

- **Continue to evaluate opportunities to improve County processes that are identified as onerous for the business sector.**
 - Ombudsman and Econ Dev manager work with Trakit team to streamline online permit process, online payments
 - Econ Dev staff works on revising Planning and Building applications to streamline processes
- **Actively participate with local, Regional and National organizations to strengthen the County's economic development advantages.**
 - Working with Greater Sacramento Economic Council on regional efforts that get El Dorado County seen nationally and regionally
 - AREA (American River Economic Area) Rancho Cordova, Folsom and El Dorado County. Working on initiatives for this specific region for marketing, retention and expansion.
 - Small business grant program, video series to promote small business in El Dorado County
 - Leadership El Dorado presentations on Economic Development to promote Economic Development at the County
 - Collaboration with Local Chambers and Cities
- **Continue to provide expert assistance and guidance to help navigate regulatory requirements in support of business development.**
 - Continually working with local businesses and constituents to navigate the Planning and Building processes. Senior Planner and Ombudsman positions in place to provide expert as well as Econ Dev manager.
 - Examples:
 - Pre planning research, pre-submittal meetings, quarterbacking permit processes and bringing items to the zoning administrator and planning commission. Updating policies and creating resolutions
 - Organize meetings with businesses in coordination with local chambers to bring walk businesses through the process wit will take to bring projects to completion

Provide attainable housing options - balance jobs with housing

- **Do a gap analysis on what housing options the County is lacking.**
 - Will be addressed in the Housing Element Update and Housing Strategy in conjunction with the El Dorado Community Foundation. Already in process in the Tahoe Basin
- **Research what housing options are needed to support desired business sectors.**
 - Working with the El Dorado Community Foundation on housing strategy for the west slope that will look at housing stock and housing concerns in western El Dorado County
 - Participated in the South Shore Housing Action Plan with Tahoe Prosperity
 - EDCTC El Dorado Hills Business Park working on re-envisioning effort
- **Determine appropriate mix of housing alternatives for all types of housing including transitional housing, very-low, low, moderate, and above-moderate income housing.**
 - Working on this with HCED and the Housing Strategy with El Dorado Community Foundation
- **Complete a study of housing incentives used by peer counties or cities/towns.**
 - Various agencies have these compiled GSEC has these all in one place

Provide attainable housing options - balance jobs with housing

- **Recognize the impact of homelessness on Economic Development and identify methods to assist the chronically homeless associated with mental illness.**
 - Homeless Outreach Team (HOT), in collaboration with County Parks; hope to achieve territorial reinforcement on county owned properties affected by homelessness. (Addressing potential water runoff/environmental impact issues).
 - Implementation of HOT / PERT & Continuing CIT working with County and private partners to work towards solving the homeless and mental crisis.
 - Host monthly MDT meetings with County / private / Other LE in County to help specific citizens and roundtable solutions.
 - Implementation of ArcGIS and survey123 system used by HOT to track and compile data on homeless, used by PERT to track trends of people who are experiencing a mental health crisis to better determine solutions.
 - Information sharing with other County departments who utilize Esri and ArcGIS products for data collection. In data sharing, the county emphasizes the importance of modernizing workflows and creating efficiencies by reducing the duplication of work.