

# CEDAC Ad Hoc Committee Project 1 Report

CEDAC Communication and Marketing Ad Hoc Committee Report

December 1, 2016

On April 5, 2016, CEDAC presented their Action Plan Matrix to the Board. One of the requests made by the Board to CEDAC members was to serve as ‘the ears of the community.’ We take this direction seriously. To quote from the Economic Development Element, El Dorado County General Plan:

Goal 10.1: Cooperation

*“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 strengths.”*

## **Recommendations:**

Merge CEDAC Action Items 1 and 5 into a single ad hoc committee entitled Communication and Marketing Ad Hoc committee to aid in the above General Plan goal.

Promote economic development opportunities resulting from the Board approved 2016 Targeted General Plan Amendments and Zoning Ordinance updates. The following new opportunities now exist to strengthen our economic options:

- Home-based businesses
- Expansion of Agricultural Districts
- Rural commerce zoning (CRU)
- Ranch marketing on ag grazing lands
- Right to Farm ordinance aligned with state law
- Agricultural Homestays, Guest Ranch and Health Resort and Retreat Centers in rural lands
- Dude Ranches in permitted zoning
- Ag Support Services: e.g., veterinary clinics, custom farming services, ag-related building supply, feed and farm supply stores

Communicate these new economic opportunities to the business communities and established organizations. Education of County staff is also critical. County staff should be knowledgeable of these changes so they can effectively communicate and apply economic opportunities to existing, new and potentially new clients.

Reach out to the following organizations and business types: Chambers of Commerce, Realtors Associations, Farm Bureau, Apple Hill Growers, El Dorado County Winery Association, EDC Winegrape Growers, Fairplay Winery Association, Farm Trails Association, Farmer’s Guild, Ag Council, and Visitor’s Authority Council. These organizations are well connected with their members and can help get the

word out and provide education of the revisions to the General Plan and revised Zoning Ordinances. The Farm Bureau has suggested a symposium to CEDAC and we would like to work with them.

Collaborate with County staff and existing organizations and businesses to:

- Develop marketing materials to show off what our County has to offer to
- Identify and utilize the most effective communications tools
- Promote destination shopping and outdoor recreation
- Promote reasons to live in El Dorado County
- Develop a regional description of El Dorado County to attract prospective businesses
- Promote reasons to start up or relocate a business to El Dorado County
- Determine what gets in the way, including regulations
- Expand and enhance “Buy Local” programs

Determine our Strengths: Determine and promote what El Dorado County does best, even better than others, such as outdoor recreation and ag tourism.

A perhaps under developed industry in El Dorado County is outdoor recreation. We recommend consideration of promoting, in a meaningful way, our natural resources and outdoor recreation industry opportunities. The November 2016 Business Expansion Journal writes: “Often overlooked, the natural resources and entertainment amenities of area can make or break a local or state economy. ...More than 140 million Americans will spend \$646 billion in outdoor recreation – more than they spend on pharmaceuticals, more than they spend on motor vehicles and parts, and more than they spend on household utilities – that includes more than \$120 billion in outdoor products such as footwear, apparel, equipment and services. Annual federal tax revenue from outdoor recreation is \$39.9 billion, and state and local tax revenue is about the same.” We would like to know the current income and number of jobs derived from the recreation industry in El Dorado County and whether/how this can be improved.

Determine Obstacles: For example, one drawback in this county is a lack of adequate overnight lodging. We now have new ways to create exciting and unique lodging, including ag homestays, retreat centers, dude ranches, and guest ranches. Encourage and promote these new types of overnight facilities as they are special.

Another potential drawback is an aging population: Thus, attracting millennials is important to the future of El Dorado’s economic success. We need housing and culture and jobs to attract and retain a younger population.

Leakage of sales tax is a potential obstacle for our county. Determine where and why these leakages occur and how to make corrections. Collaborate with businesses, community and organizations to seek their input and ideas.

To close, we encourage:

1. Collaboration and cooperation for economic success. Collaborate towards a commonly shared vision with business, County staff, community and organizations by working together. Establish focus groups/working groups including from the above mentioned organizations and business types to seek their input.
2. Produce meaningful educational forums, workshops and programs to educate entrepreneurs and business and property owners.
3. Support existing industries in the County and encourage new.
4. Work with County staff to develop important communication tools in order to support existing business revenue and bring in new revenue.
5. Pay attention to County strategic plan and Long Range Planning Division goals.

To quote from the Tahoe Chamber Community Vision 2020:

*“The business and private communities are inter-dependent and mutually supportive. By extension, if the partnership between government and business does not extend to the community at large, change will be unlikely.”*

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