



The County of El Dorado

Office of Economic Development

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www.co.el-dorado.ca.us/economic/edac.html

**SUBJECT: Golden Sierra Job Training Agency
Vital Assets Program
Bidder's Response Information/Checklist**

Contact Information

1. Name of Organization:

El Dorado County, Chief Administrative Office - Office of Economic Development is the contract bidder.

2. Region of Services:

The El Dorado County, Office of Economic Development serves the 1,094,910 total square miles of unincorporated El Dorado County and works in conjunction with the incorporated Cities of Placerville and South Lake Tahoe.

3. The contact for the bidder's response is:

Sam Driggers, Economic Development Coordinator
Chief Administrative Office
330 Fair Lane
Placerville, CA 95667
Samuel.driggers@edcgoc.us
Tel: (530) 621-5595
Fax: (530) 642-0508

4. Statement of Authorization:

On Tuesday, June 30, 2009 the El Dorado County Board of Supervisors approved and authorized County staff to prepare and submit a **Vital Assets** grant application and conduct work as identified in the grant.

History of Organization

5. Description of your organization.

The El Dorado County, Chief Administrative Office's, Office of Economic Development (OED) coordinates and conducts county-wide economic development efforts (retention and expansion, attraction, and entrepreneurial growth), while promoting sustainable local economic growth.

The El Dorado County 2004 General Plan contains an Economic Development Element which emphasizes the importance of preparing and implementing an Economic Development Strategy. The implementation of this strategy was adopted October 2, 2007 by the Board of Supervisors and focuses on three core components:

- Regulatory Reform
- Business Retention & Expansion
- Entrepreneurship/Attraction

This program is responsible for stimulating sustainable business growth and economic expansion, while averting business closures and employee layoffs. Activities include assessing, matching, and assisting businesses in accessing technical assistance programs, financing, and programs designed to retain and expand, attract and promote business development. OED assists employment generating businesses through the County's business development permitting process. In addition, OED also oversees the annual Promotions Account awards and monitors service providers' annual performance.

The Board of Supervisors recently adopted a 12-month action plan for county-wide economic development activities. This plan focuses on three areas:

- Regulatory Reform
- Transportation Infrastructure
- Economic Development Tools

Precisely because of the contracting local economy, the interconnected nature of activities affecting our local economy, the Board of Supervisors has designated the Chief Administrative Office - Office of Economic Development as the lead office to coordinate County economic development efforts and work with our partners in growing a sustainable and diverse economy.

6. Description of your organization's connection to local business and business services.

The El Dorado County, Office of Economic Development has a strong track record of working with local businesses directly and in conjunction with our local and regional partners. (Attachment A, page 1) Our office provides access to tools, resources, technical assistance and entitlement permit process navigation assistance to the County's approximately 8,023 businesses and budding entrepreneurs. (Attachment A, page 2) Since April 2007, the Office of Economic Development's "Business 411" Program has directly assisted over 534 local companies and connected them to small business and entrepreneurial services such as: financing; procurement opportunities; workforce development and training programs; small and medium enterprise technical assistance; along with offering a Permit Ombudsman service to those seeking to navigate the County entitlement process. (Attachment A, page 3)

In addition, we reach out to local businesses through the Business Visitation and Business Walk programs. This allows us to leverage an existing regional internet based

service provider network, Metro Pulse. The Business Visitation program has conducted 399 business visits with local companies, providing a variety of information and technical assistance. (Attachment A, page 4) The Business Walk program, held in partnership with the El Dorado Hills Chamber of Commerce, has held two annual events and visited with 305 businesses. (Attachment B)

7. Description of your organization's relationship with county or city economic development efforts.

The Office of Economic Development encourages and coordinates collaborative efforts among the multiple jurisdictions in El Dorado County. Examples of this collaboration include: a multi-jurisdictional basin-wide effort to develop a strategic prosperity plan for the Lake Tahoe basin; information sharing between the City of Placerville and County to support the needs of regional business and employment clusters. The OED is an investor in the Sacramento Region's Metro Pulse Business Retention & Expansion program, which is managed by the Metro Chamber. OED is also a member of the Sacramento Area Commerce and Trade Organization (SACTO), a regional business attraction and marketing organization supporting the six-county region. OED has also developed a strong partnership with the local Workforce Investment Act programs by coordinating economic development training for the County and coordinating outreach efforts aimed at local businesses.

8. Describe your ability to manage or your history with managing, grant based programs (provide examples).

The Chief Administrative Office is extremely competent at managing grant based programs. In addition to managing an annual distribution of Hotel & Motel Tax funds for underwriting County promotional activities, the Chief Administrative Office has secured and efficiently managed the following grant funds. (Attachment C)

- El Dorado County, Human Services, WIA program has received \$670,510 in 2007/08, and a further \$805,010 in Workforce Investment Act monies for 2008/09;
- 2006 Office of Economic Development received a Pacific Gas & Electric grant for \$7,500;
- 2006 Office of Economic Development, working in conjunction with community partners in the Cameron Park area were awarded a \$35,000 Economic Development Block Grant (EDBG-877) for a Farmers market feasibility study;
- Since 2001 El Dorado has been awarded \$773,100 from Federal and State for the Rubicon Trail. Staff in CAO's office has been responsible for all reporting, invoicing and have had no issues with the audits of these funds. Additionally, the County recently received an additional \$209,036 in funding for 09/10 for the Rubicon Trail.

Services/Deliverables

9. What services from the "Examples of Categorization of Rapid Response Activities" matrix do you propose to provide?

The Office of Economic Development, in collaboration with the County's Human Services – Workforce Investment Act, regional and local regional community economic

development partners (Los Rios Community District, Folsom Lake Community College – El Dorado Center, Lake Tahoe Community College, Sacramento Metro Chamber, El Dorado County Chamber, El Dorado Hills Chamber, Lake Tahoe South Shore Chamber, Shingle Springs Cameron Park Chamber, Divide Chamber of Commerce, and the Economic Development Advisory Committee of Pollock Pines), will provide all of the required services from the “Examples of Categorization of Rapid Response Activities”. The specific focus will be the following:

- Conduct collaborative on-the-ground business walk and business visitation activities, identifying vulnerable or At-Risk businesses for in-depth follow-up counseling;
- Customize services for the specific population being laid off to enhance the success of Rapid Response in helping people transition back to employment;
- Expand the existing business outreach visitation program with additional contractual staff “Circuit Riders” and volunteers. The Circuit Riders will be trained on the latest WIA Business Services/Rapid Response assistance. They will then offer in-depth counseling to those identified vulnerable and At-Risk businesses;
- Provide One-Stop and Rapid Response materials – both electronically and during on-site visits;
- Expand online small business and industry specific literature offerings in conjunction with local and regional chamber and community college workforce experts;
- Refer employers to business services and industry sector specific workshops;
- Utilize existing business service referrals notification systems, Metro Pulse, to speed and monitor service delivery, maintain quality control, and determine successful completion of At-Risk and Rapid Response assistance.

10. How will you coordinate with or communicate services to businesses with other partners (i.e. WIA mandated partners)?

The Office of Economic Development and its partners, propose to utilize the following:

- Through County staff, community college, and chamber resources to conduct Business Walks;
- Through Circuit Riders and volunteers will conduct targeted Business Visitations;
- Via a wide distribution of information and materials, in electronic and hard copy format, by our partners communication channels;
- During monthly meetings of the El Dorado County, Economic Development Advisory Committee;
- During the monthly meetings of the El Dorado County Joint Chambers;
- Via El Dorado County, Economic Development web presence, media campaigns and announcements;
- During the Monthly Roundtable meetings among the initiatives partner organizations and the County Office of Economic Development;
- During quarterly reporting and presentations of economic development activities to the El Dorado County Board of Supervisors.

We will identify and direct training/employment/skills development requests to the local WIA operator. For those partners not members of the Metro Pulse regional system, we will invite them to participate, providing both on-site hands-on training of the system as well as make available the Metro Pulse 24-hour customer assistance all at no cost to the WIA partners.

11. Specific activities and program deliverables to meet the goals of this contact are:

The Office of Economic Development, in cooperation with our local and regional partners, will conduct the following business outreach and counseling activities:

- **Business Walks** - Business walks facilitate meetings with a large number of businesses in a very short period of time. During each visit, the “walkers” will assess the potential for layoffs and/or permanent closure. Following each business walk, the information gathered will be uploaded to Metro Pulse and a report of the key findings will be prepared. The County Human Services’ Workforce Investment Act, Folsom Lake College’s El Dorado Center, and the Lake Tahoe Community College will assist in workforce transition and training assistance. What we learn from these visits will help the County and its partners identify systemic challenges that could lead to layoffs and/or closures across large clusters of businesses. Conditions unique to the Lake Tahoe business community limit the effectiveness of the traditional business walk model. Therefore, a hybrid version of a traditional business walk will be implemented utilizing the communication function of the Metro Pulse platform to illicit initial feedback.
 - **DELIVERABLE: 3 business walks per year/ averaging 120 business per event = 360 businesses annually/720 businesses per term of the grant.**
 - **DELIVERABLE: 1 hybrid business walk in Tahoe Basin targeting 50 industry specific IT, green construction and technology, and location neutral businesses annually/100 businesses per term of the grant.**
- **Business Visitations** – Intensive business visitations, conducted by trained Circuit Riders, will be target based on data gathered during the business walks and Dunn & Bradstreet Business Risk Assessment Reports. The Circuit Rider assigned to the business will devise a game plan for mitigating the challenges that threaten to lead to layoffs and/or closure. Utilizing the communications features in the Metro Pulse system, the Circuit Riders will be responsible for assembling the team of technical service provider(s) best suited to averting the layoff threat.
 - **DELIVERABLE: Conduct a minimum of 100 business visitations annually (200 two years) to the targeted businesses, providing technical assistance, employee workforce transitional assistance, skills development, and One-Stop Center referrals.**
- **Circuit Rider and Volunteer Training Development** – Los Rios Community College District, Business and Economic Development Center (BEDC) and the Lake Tahoe Community College, Institutional Research and Planning Unit (IRPU) will collaborate and develop comprehensive matrix’s of available training, retraining and support

organizations for El Dorado County's potentially dislocated workers and their employers. The matrixes' will include a detailed description of resources and contact information and will be offered in both paper and web formats to business communities both on the Western Slope and in the Tahoe basin. Materials and links will be provided during business visitations conducted as part of this grant project. BEDC and IRPU staff assigned to this project will conduct the necessary research with regional Workforce Investment Boards, secondary and post-secondary educational institutions (in both public and private sectors), non-profit organizations and other service providers and will review and update information quarterly.

BEDC will lead develop of and conduct three twelve hour training programs, in collaboration with the IRPU and El Dorado Center college staff, on methods to successfully conduct visitations to businesses at-risk for layoffs and/or closure. The program will be geared towards enhancing the skills and effectiveness of economic and workforce development professionals to collect pertinent information in a way that is non-threatening and results in the most accurate accounting of the current status of the business. The course will include topics such as but not limited to:

1. Effective interviewing skills
 2. Understanding the at-risk business
 3. The use of the Metro Pulse business retention and expansion database as a tool for information collection and collation
 4. Available training, retraining and support services organizations in the El Dorado County region
 5. Developing rapid responses to projected layoffs and/or closure
- **DELIVERABLE: A comprehensive matrix of available training, retraining and support organizations for El Dorado County businesses. Distributed to 6,000 businesses electronically and in hard-copy via our grant partners.**
 - **DELIVERABLE: Trained Circuit Riders and volunteers. Training materials and Circuit Rider business visitation processes that can be adapted for use elsewhere in the region.**
- **Central Business Data Base - Office of Economic Development will utilize and consolidate County Business License data, Dunn & Bradstreet Risk Assessment Reports, existing Metro Pulse business data, Buxton – Customer Analytics tool, and Sacramento Regional Research Institute industry sector analysis to formulate the appropriate mix of outreach strategies, geographic focus, and partnership organizations to enlist when conducting outreach and assessment, training efforts.**

Utilizing data gathered during ongoing collaboration between County departments (DOT, Development Services, Human Services, and Economic Development), the partnership will target outreach efforts in the following key economic centers. (Attachment A, page 5)

- El Dorado Hills and Bass Lake Grade
- Lake Tahoe and Meyers and Alpine County
- Camino, Apple Hill, and Pollock Pines
- Divide North County (Georgetown, Greenwood, Pilot Hill, Cool, Kelsey, Swansboro, Coloma/Lotus)
- Fair Play South County (Mt. Akum, Pleasant Valley, Somerset, Grizzly Flats)
- Shingle Springs and Cameron Park
- Placerville - Missouri Flat (Diamond Springs, El Dorado, Pleasant Valley)

These outreach activities shall not be limited to these above listed key economic and geographic areas, yet will spread throughout the County via direct and indirect marketing and communication channels as previously mentioned.

Industry Sectors:

The following industrial sectors have been collectively identified as vulnerable and prioritized for initial outreach:

- Health, Wellness, Medical Services, and Senior Services Community
 - Leisure, Recreation, and Hospitality Services
 - Accommodation and Food Services
 - Professional, Scientific, Technical Services
 - Business and Real Estate Services
 - Construction and Green Technologies
 - Retail and Wholesale Trades
- **DELIVERABLE: Creation of community and/or industry specific forums that identify challenges and help in creating solutions that could avert layoffs and/or plant closures in geographically specific areas and/or within industry clusters of businesses**
- Project Coordination – The Office of Economic Development will organize and coordinate the initiative with partnering organizations eliminating duplicative efforts, segmenting outreach activities via geographic and/or industry sectors as deemed appropriate by the group. We will establish regularly scheduled meetings among the partnership, completing all required WIA mandated documents.
 - **DELIVERABLE: Improved service delivery to the business community.**
 - **DELIVERABLE: Monthly meetings with partner organizations.**
 - **DELIVERABLE: A comprehensive, county maintained, web presence offering businesses materials developed through this grant.**
 - **DELIVERABLE: Creation of industry specific solutions that avert layoffs and/or business closures across large clusters of businesses.**

Budget

12. Full Amount of Proposal (2 years): **\$342,728.80**

Number of Full-Time Equivalent (FTEs) and their title associated with the provision of Vital Assets services:

The El Dorado County, Chief Administrative Office – Office of Economic Development will hire outside contractors (Circuit Riders) and a data entry coordinator.

Circuit Rider (Business Outreach Professional)	
½ time = 1040 hours at \$23.50 per hour with no benefits =	\$24,440.00
Circuit Rider (Business Outreach Professional)	
½ time = 1040 hours at \$23.50 per hour with no benefits =	\$24,440.00
Data Entry Coordinator	
½ time = 1040 hours at \$10.93 per hour with no benefits =	\$22,734.40
El Dorado County, Human Services, Workforce Investment Act Reimbursement to Dept. of Human Services for cost of WIA Case Managers and Work Experience Program clients	\$15,000.00

Annualized amount of Request: \$171,364.40

Annualized wages associated with FTEs: \$86,614.44

Annualized amount associated with benefits: N/A

Average cost per business served: \$336.00

The annual average cost of business served through Business Walks (410) and Circuit Rider Business Visitations (100) is \$336.00. This assumption does not take in account the distribution of information and materials nor those businesses accessing the business retention and layoff aversion initiative through alternative means.

Average cost of job created/retained:

With the economy likely to be operating below capacity for a couple of years, job creation and, primarily, retention are an essential community, economic, and workforce development strategy into the foreseeable future. Assigning an accurate probability cost to the number of jobs created and/or retained through future activities of the VITAL ASSETS grant is undeniably difficult. The partnership endeavors to utilize these grants funds in the direct support of employee retention and job creation.

Other annualized expenses, materials, etc.:

Sacramento Metropolitan Chamber of Commerce

Four annual area Business Walks (materials and event support) \$34,000

The County will contract with the Metro Chamber to conduct four business walks in each of the next two years (8 during the term of this grant).

Folsom Lake College, Free Enterprise Club \$5,000

The Folsom Lake College Students in Free Enterprise Club will recruit students, organize and participate in business walks to businesses on the western slope of El Dorado

County. That will serve as the foundation for further efforts by Circuit Riders and others to conduct in-depth assessments of vulnerable and at-risk businesses.

Lake Tahoe Community College

Green Education Program \$15,000

Lake Tahoe Community College, through its Green Education Program, and in collaboration with the Lake Tahoe South Shore Chamber of Commerce will develop and provide workforce training in the industry sectors identified from area business walks. LTCC will assess employer needs for training and certification and align the development and implementation of training and educational curriculum.

Los Rios Community College District, Business and Economic Development Center (BEDC)

Development of Resource Matrix (research and development):

Economic Development Liaison: \$96.25/hour for 120 hours \$11,550

Training Program (development and implementation)

Course Developer: \$200/hour for 80 hours \$12,000

Training for three (3) eight hour programs: \$2400 X 3 \$7,200

Subtotal Los Rios BEDC \$30,750

In-kind Support: El Dorado County, Office of Economic Development and Human Services, Workforce Investment Act program will provide office space, computers, materials and supplies to support the hiring, training, and program staffing of Circuit Riders and the Office Assistant.

The El Dorado County, Human Services, Workforce Investment Act staff will provide and share the results of the Dunn and Bradstreet Risk Assessment reports, work with the Office of Economic Development, and coordinate Rapid Response efforts throughout the County.

The Sacramento Metropolitan Chamber of Commerce (Metro Chamber) will provide office space, computers, materials and supplies for the business walk coordinator. An estimate of \$2,000, per business walk, has been assigned as the value of in-kind contributions of staff and volunteer time associated with this portion of the grant. Additionally, access to and training with the Metro Pulse BRE tool, and 24-hour customer service will be provided – at no cost - to each of the WIA partners and local agencies/organizations not already utilizing the Metro Pulse regional Business Retention and Expansion system.

The Lake Tahoe Community College (LTCC), working in conjunction with the City of South Lake Tahoe and the Lake Tahoe South Shore Chamber of Commerce will perform business visitation outreach utilizing the Circuit Rider model in order to assess the needs of local employers for training and education in targeted emerging industry sectors. LTCC will develop institutional capacity to provide access to training in key growth

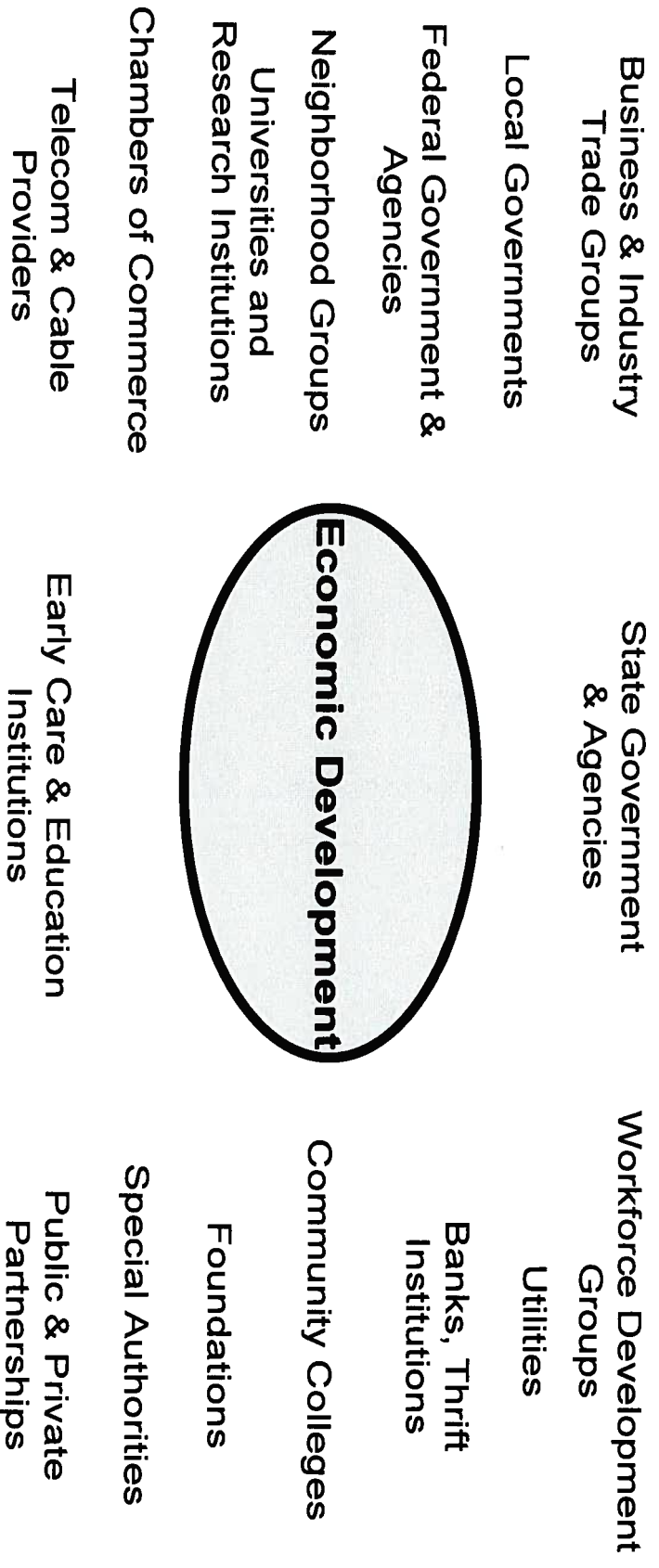
sectors, such as green building and information technology, in order to support the broader goals and objectives of the *Prosperity Plan* for the Lake Tahoe basin. The *Prosperity Plan* is a bi-state, multi-jurisdictional/organizational collaborative for the purposes of developing consensus around a community and economic development plan for the Tahoe basin future. This plan is currently under final review for U.S. Department of Commerce, Economic Development Administration funding.

DRAFT

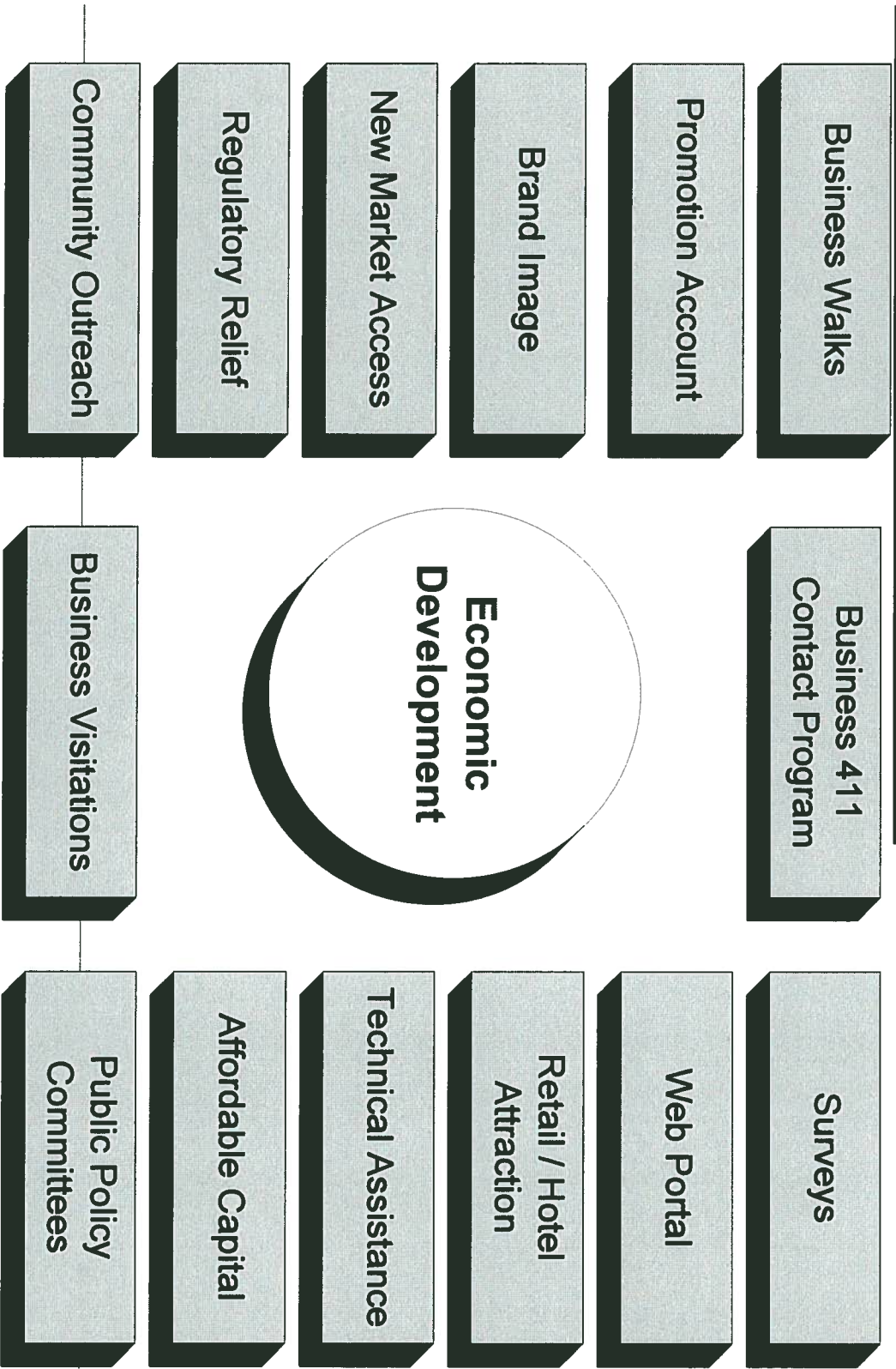


Economic Development Collaboration Matrix

Economic Development is a collaborative effort.



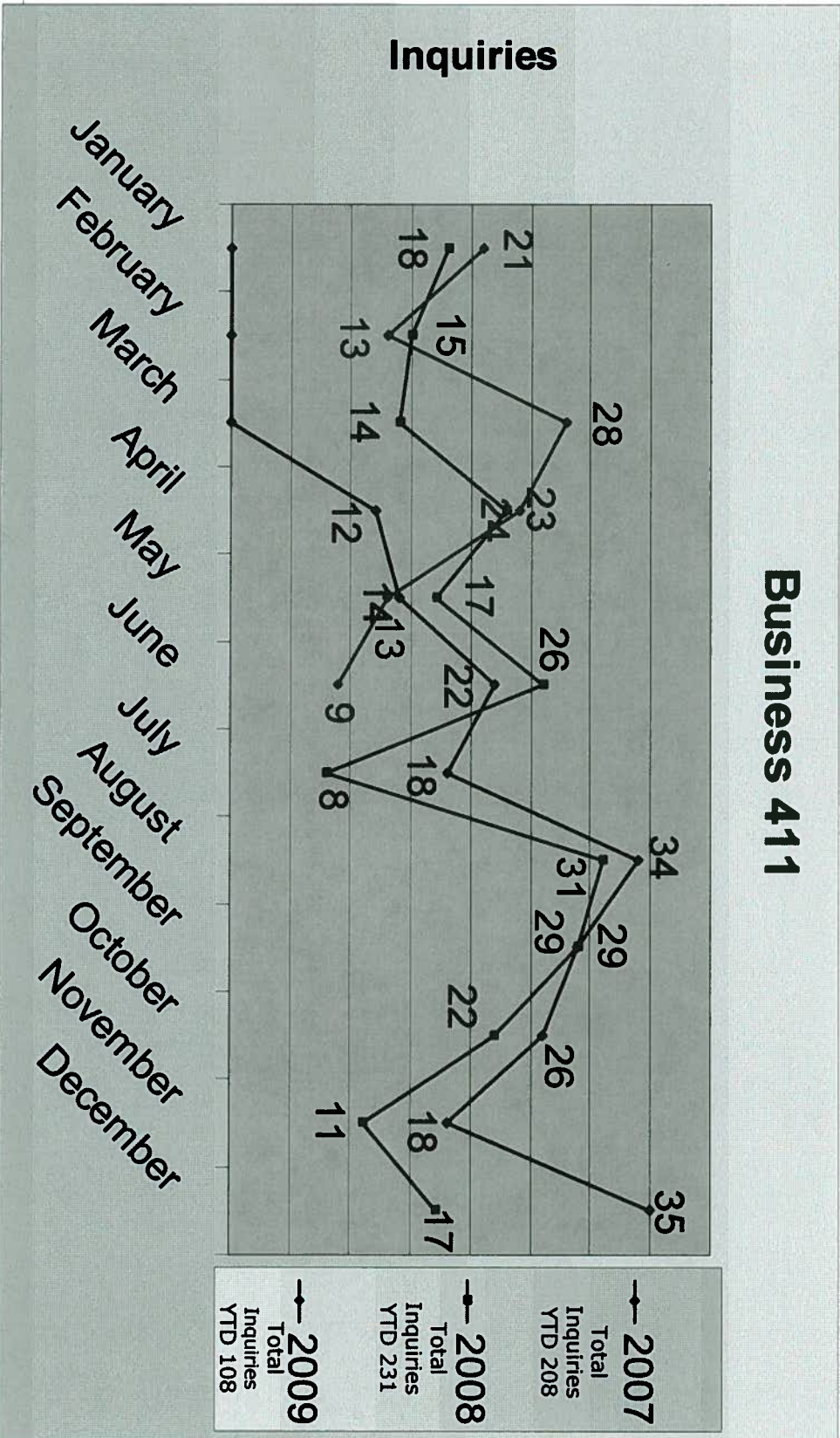
OFFICE OF ECONOMIC DEVELOPMENT ACTIVITIES



Daily Activities - Biz 411



Business 411

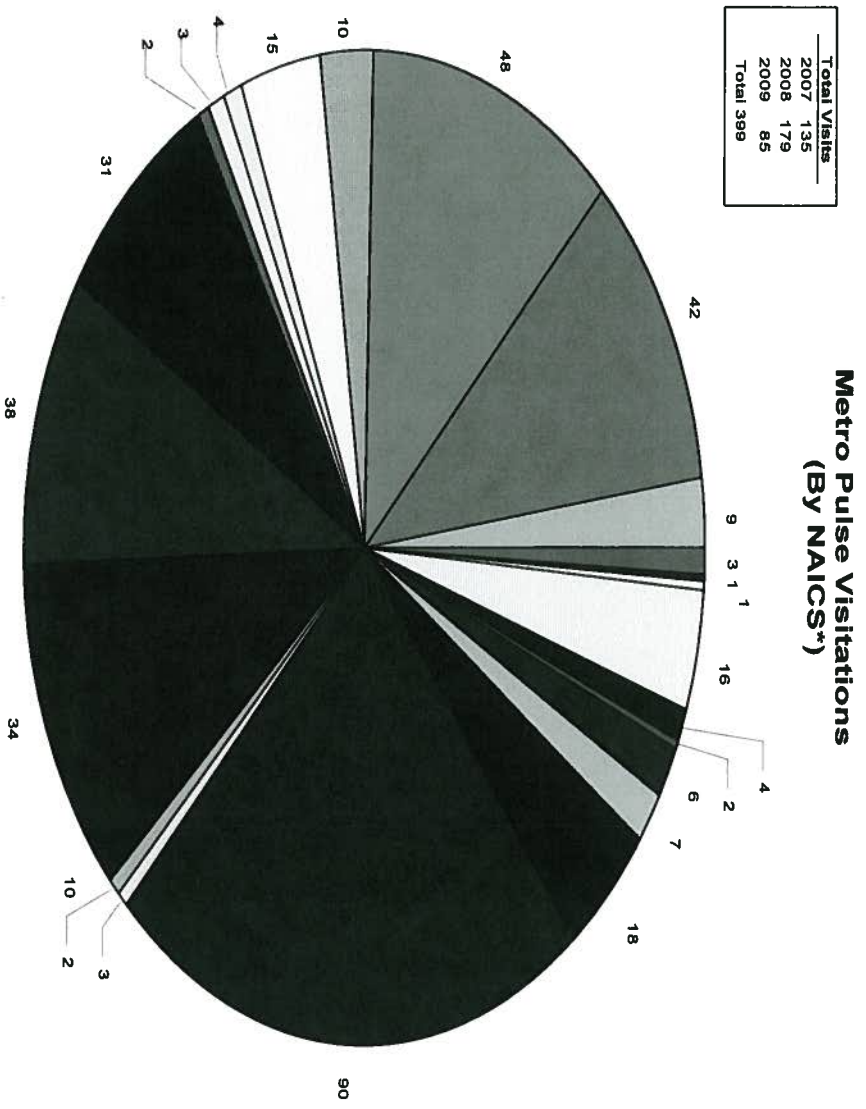


Source: Monthly Business 411 Report June 10, 2009

Business Retention & Expansion activities



Total Visits	
2007	135
2008	179
2009	85
Total	399



*North American Industry Classification System

- Agriculture, Forestry, Fishing and Hunting
- Mining, Quarrying, and Oil and Gas Extraction
- Utilities
- Construction
- Manufacturing, (food, beverage, etc.)
- Manufacturing, (wood, paper, etc.)
- Manufacturing, (primary and fabricated metal, etc.)
- Wholesale Trade
- Retail Trade, (motor vehicle, furniture, etc.)
- Retail Trade, (sporting goods, book, music, etc.)
- Transportation and Warehousing, (air, rail, truck, etc.)
- Transportation and Warehousing, (postal service, couriers, etc.)
- Information
- Finance and Insurance
- Real Estate and Rental and Leasing
- Professional, Scientific, and Technical Services
- Management of Companies and Enterprises
- Administrative and Support and Waste Management and Remediation Services
- Educational Services
- Health Care and Social Assistance
- Arts, Entertainment, and Recreation
- Accommodation and Food Services
- Other Services (except Public Administration)
- Public Administration

Source: Metro Pulse database, June 10, 2009

ECONOMIC DEVELOPMENT AREAS
(IDENTIFIED BY ECONOMIC DEVELOPMENT COORDINATOR)

- ADDITIONALLY:
- SOMERSET/MT ALKUM
 - LOTUS/COLUMA
 - COOL/GEORGETOWN
 - MEYERS
 - GEORGETOWN AIRPORT
 - PLACERVILLE AIRPORT

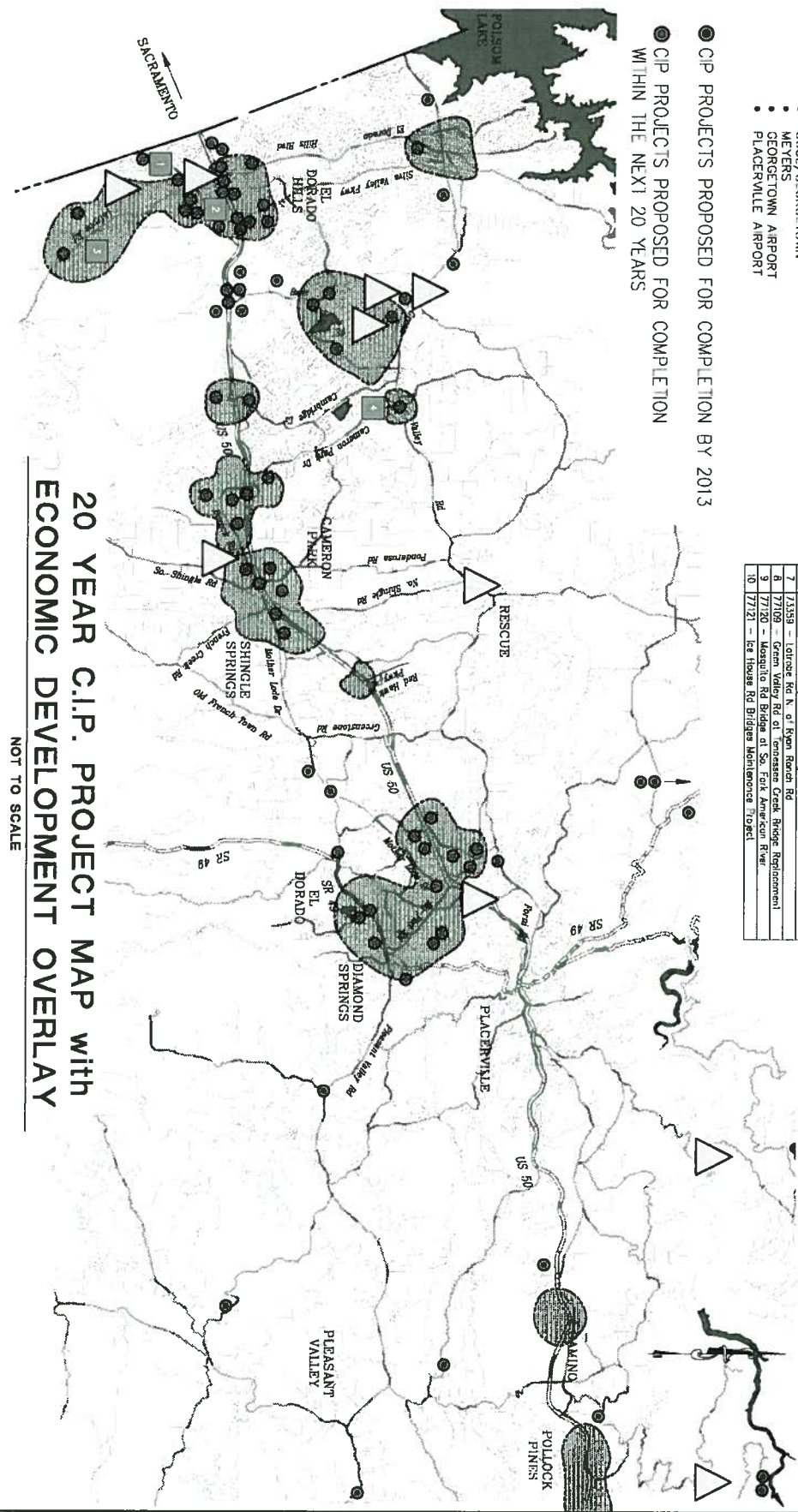
- CIP PROJECTS PROPOSED FOR COMPLETION BY 2013
- CIP PROJECTS PROPOSED FOR COMPLETION WITHIN THE NEXT 20 YEARS

PROJECTS PLANNED TO START CONSTRUCTION IN FY 2009/2010

NO.	PROJECT NAME
1	66106 - Green Valley Rd Signal at Silver Springs
2	66107 - Silver Springs Pkwy to Green Valley Rd
3	66114 - Green Valley Rd/Bone Valley Rd Turn Lanes
4	71336 - US 50/Missouri Foul Rd Interchange Phase B
5	73310 - White Rock Rd/Val St Intersection Signalization
6	73354 - Drock Rd/Business Dr Signalization
7	73358 - Lotrose Hg N. of Ryan Roman Rd
8	77169 - Green Valley Rd at Greenstem Creek Bridge Replacement
9	77180 - Mariposa Rd Bridge at St. Felix American River
10	77181 - Lee House Rd Bridge Maintenance Project

PROJECTS IN CONSTRUCTION NOW

NO.	PROJECT NAME	COMPLETION E/Y
1	72401 - WHITE ROCK RD - Replacement	2008/2009
2	53110 - US 50-HOV Lane E/HJ Blvd to Brass - one Urban	2010/2011
3	72403 - AROBER RD Suroast Ln to Carsten - oachin Pkwy South	2009/2010
4	72356 - CAMERON PARK DR-La Canada Intersection Signalization	2009/2009



20 YEAR C.I.P. PROJECT MAP with
ECONOMIC DEVELOPMENT OVERLAY

NOT TO SCALE



El Dorado Hills Business Walk

A Business Retention and Expansion Initiative



El Dorado Hills Business Walk, March 28, 2008 Post-Event Evaluation

Background

The El Dorado Hills Chamber of Commerce, in cooperation with the El Dorado County Office of Economic Development, launched the first Business Walk on March 28, 2008. The purpose of this one-day community-based business visitation program was to encourage the growth of local business. The Business Walk promotes sales and job growth by helping to identify the concerns and barriers local businesses are facing. This approach is based upon a set of national studies demonstrating that upwards of 80% of an area's job growth is generated by existing companies rather than attracting new industries to a community. Coupled with the fact that business attraction efforts are less likely to succeed if existing businesses are not happy with the local business climate, it is imperative that we focus our efforts on helping existing businesses stay and grow in El Dorado Hills.



Eleven Business Walk teams visited
169 businesses and asked three questions:

1. How is Business?
2. What do you like about doing business in the area?
3. What needs to be done to make it even better?

The El Dorado Hills Chamber of Commerce is an association of businesses and individuals that provide the ideas, the energy, and the voluntary efforts that make El Dorado Hills a special place to live and work. The Chamber acts as a catalyst in bringing businesses together for the common good of the community.

Results

The feedback garnered during this year's one-day event indicated that overall the local business community held a positive view of the business climate. More than 64 percent of those visited indicated business was good to great, while another 22 percent indicated it was steady to fair. Variations in the responses occurred when tracking industry sectors. Construction companies and their suppliers indicate that a weakening regional and local economy was impacting their bottom-lines; manufacturers were providing exactly opposite feedback indicating that they were extremely positive about business and the economy in general. Retailers' comments were mixed with factors such as product/service offering, clientele and demographic audience, consumer traffic, and location as key factors in their economic outlook. A vast majority, nearly two-thirds of businesses visited, felt that their location and clientele/demographics were what they liked most about doing business in the area as well as a significant contributing factor to their success. 52 percent of businesses interviewed described proximity as an important asset for their operations in El Dorado Hills. Drilling down, the businesses explained proximity to be a relation to their clients, their home, their suppliers, other amenities, and the regional marketplace. When asked what could be done to make business better in El Dorado Hills, traffic was the most often cited issue. El Dorado Hills businesses are concerned about traffic congestion and the need to speed along promised traffic construction projects.



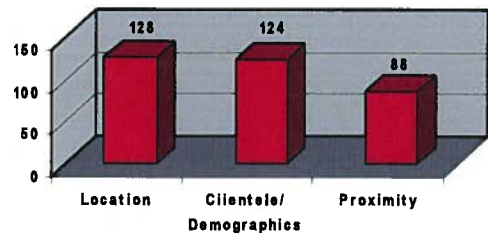
Results Continued

22 percent of businesses rated bureaucracy, signage, and increased sales and marketing as top issues. A number of businesses interviewed cited the following, ranked in descending order of priority, as issues that should either be enhanced or addressed: security/crime, community events, parks/golf course, eateries/shopping, beautification, telecom/communications, city-hood, and parking.

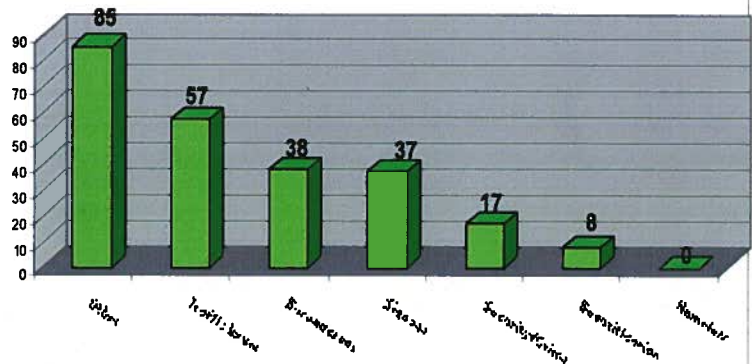
Common Issues/Themes Identified

- **Overall strong sense of community pride** (location, clientele/demographics, proximity, schools, quality of life, investment in and commitment to the community)
- **Traffic Concerns** (easier access and flow, congestion relief, maintenance, safety, fees, residential pedestrian related concerns,) - 33% of respondents
- **Bureaucratic Hurdles** (permit process, regulatory hoops, conflicting instructions, ordinances confusing, slow processing) - 23% of respondents
- **Signage Issues** (visibility, business ordinance, permit process delays) - 22% of respondents
- **Sales/Marketing** (grow awareness, shop locally, collective marketing options) - 22% respondents
- **Community Events** (desire to connect, enjoy the community, enhance quality of life, kids and family social activities) – 8% of respondents

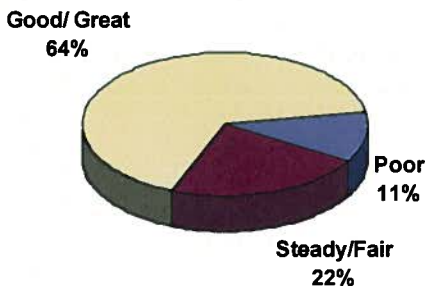
What do you like about doing business in the area?
(N=169)



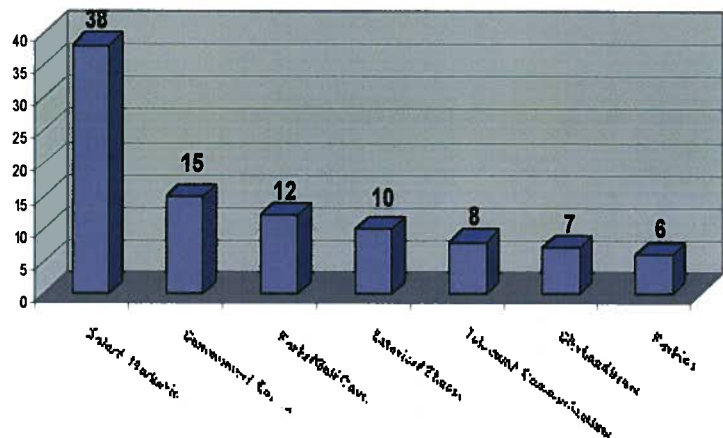
What needs to be done to make it even better?
(N=169)



How is Business?
(N=169)



OTHER: Further Segmentation
(N=85)



Commercial Center Snapshots



Commercial Center: La Borgata/ Raley's Shopping Center

Number of Businesses Surveyed: 35

Response Summary

Quality of life and the need to balance business and family were the overarching themes in this center. 12 businesses interviewed cited that the people are the best thing about doing business in El Dorado Hills. Location, lack of a commute and other civic amenities were mentioned by 10 respondents as a draw for their business and for doing business in the area.

A myriad of issues and solutions were voiced by businesses ranging from attracting customers to regional promotion of El Dorado Hills. Advertising and marketing, freeway issues, streetscape signage comments, investing locally, fixing street lights and traffic congestion and keeping tax dollars in El Dorado Hills were other issues discussed. Several businesses inquired about the reopening of a golf course for the area. Gasoline prices were cited as putting a dent in some businesses.

Name of Business	Location
Secure a Quote	3941 Park Drive
El Dorado Hills Travel	3919 Park Drive, Suite 60
The UPS Store	3941 Park Drive, Suite 20
Swansons Dry Cleaning	3919 Park Drive, Suite 100
Bella Bru Café & Catering	3941 Park Drive, Suite 79
Taco Bell	3967 Park Drive
El Dorado Hills 76	1020 Saratoga Way
Jack-In-The-Box	1023 Saratoga Way
El Dorado Home Theater	3919 Park Drive, Suite 50
El Dorado Savings Bank	3963 Park Drive
KinderCare	3959 Park Drive
Subway	3941 Park Drive, Suite 40
Financial Title Company	3905 Park Drive, Suite 200
Body Restore	3905 Park Drive, Suite 210
David R. Datwyler, Orthodontics	3907 Park Drive, Suite 240
Old Republic Title Company	3907 Park Drive, Suite 245
Bank of America	3901 Park Drive
Stockdale Law Firm	3840 El Dorado Hills Blvd., Suite 301
Beretta Physical Therapy	3840 El Dorado Hills Blvd., Suite 202
Capital Sierra Insurance Services LLC	3840 El Dorado Hills Blvd., Suite 103
The Spa at La Borgata	3905 Park Drive, Suite 1
Beach Hut Deli	3955 Park Drive, Suite 2
Glaser Vision Optometry	3919 Park Drive, Suite 80
Raley's: Store # 424	3935 Park Drive
Masque Ristorante	3909 Park Drive
Solare	3907 Park Drive, Suite 115
RBC Wealth Management	3860 El Dorado Hills Blvd., Suite 501
Sartory Coffee	3907 Park Drive, Suite 110
Aladino Financial Services, Inc.	3907 Park Drive, Suite 230
Placer Title Company	3860 El Dorado Hills Blvd., Suite 502
The Whitney Group	3907 Park Drive, Suite 225
One 2 One Dental	3863 El Dorado Hills Blvd., Suite 602
GreenRock Holdings	3907 Park Drive, Suite 235
Coldwell Banker	3860 El Dorado Hills Blvd.
Umpqua Bank	3880 El Dorado Hills Blvd.
Sky Sushi	3907 Park Drive, Suite 125

Commercial Center Snapshots Continued

Commercial Center: Lake Forest Plaza

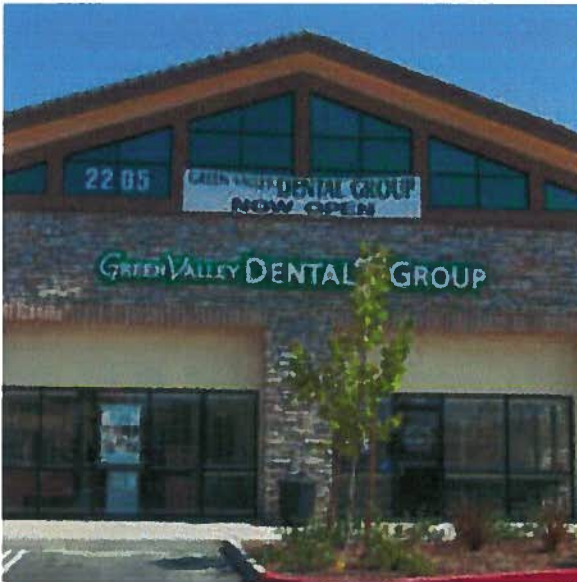
Number of Businesses Surveyed: 16

Response Summary

All Lake Forest Plaza merchants responded that one of the best things about doing business in the area was the people. Location was also important, with several respondents stating that they live in the area and expressed a sense of pride and ownership of the community.

Three businesses expressed concern about the timing of traffic lights adjacent to the center; stating that customers complain to merchants regarding this issue. Several more commented that they would like to see a marketing campaign to generate more clientele traffic to the center. Three merchants mentioned lowering taxes while four others brought up concerns over lease rates in a down market.

Name of Business	Location
Peak Health & Fitness	2222 Francisco Drive, Suite 290
Lakeforest Nails	2222 Francisco Drive, Suite 420
MRI Network Management Recruiters	2222 Francisco Drive, Suite 430
Cardinal Shower Enclosures	2222 Francisco Drive, Suite 435
Dry Clean Today	2222 Francisco Drive, Suite 470
76 Station	2222 Francisco Drive
Chateau Arme	2222 Francisco Drive, Suite 500
PAK Mail	2222 Francisco Drive, Suite 510
Blockbuster Video	2222 Francisco Drive, Suite 270
Montessori School	2222 Francisco Drive, Suite 400
Floral Fantasies	2222 Francisco Drive, Suite 220
Lake Forest Wines	2222 Francisco Drive, Suite 230
Lake Forest Pet Hospital	2222 Francisco Drive, Suite 150
Asian Bistro	2222 Francisco Drive, Suite 200



Name of Business	Location
Jordan's Closet	2201 Francisco Drive, Suite 130
El Dorado Hills Sun Spa	2222 Francisco Drive, Suite 210
Mountain Mikes Pizza	2201 Francisco Drive, Suite 110
Green Valley Dental Group	2205 Francisco Drive, Suite 150
Leslies Pool Supplies	2203 Francisco Drive, Suite 110
Center Stage Dance Academy	2222 Francisco Drive, Suite 140

Commercial Center: Safeway Center

Number of Businesses Surveyed: 6

Response Summary

All six businesses visited identified their location and proximity to the customer base and clientele as positive for their business. Five of the businesses indicated that business was either good to great; with a seasonal operator indicating it was just ready to pick-up.

Several stated that the county sign ordinance, delays in tenant improvement approvals and loitering kids and skateboarders have been barriers to their business success.

All indicated community events in the center and access to alternative marketing would help drive foot traffic even further.

Commercial Center Snapshots Continued

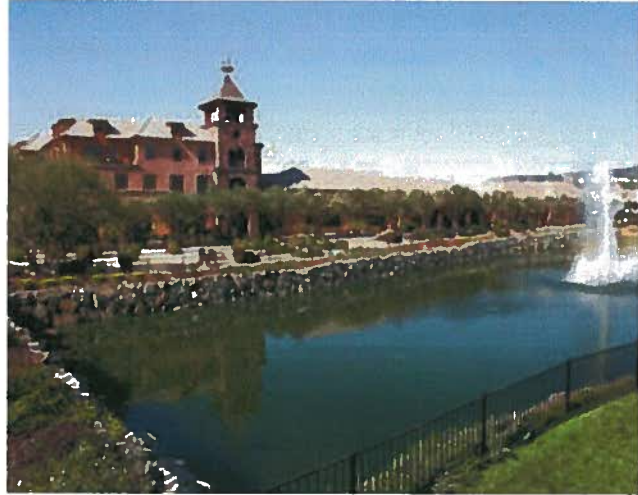
Commercial Center: Town Center (East & West)

Number of Businesses Surveyed: 31

Response Summary

No less than 13 Town Center business owners responded that the best thing about doing business here was the clientele/demographics, or as many put it; the people. The majority of comments received reflected that the look and feel of Town Center itself was the major contributing factor for doing business here. Several cited anchor tenants as drivers for creating more customer traffic in the area, with location mentioned less frequently.

Despite growing pains, traffic, and a shaky economy, optimism is reflected in the comments regarding what needs to be done to improve business. 19 merchants specified that to help their business the following areas could be enhanced or improved: promotion, events and communication. Overall, businesses expressed a desire to increase customer attraction and retention while dealing with current traffic hassles and predicted future congestion issues. Merchants want to grow, but in a sustainable manner so that the ambiance of Town Center is not spoiled..



Name of Business	Location
Bistro 33	4364 Town Center Blvd.
Madd Tea Party Café	4355 Town Center Blvd., Suite 114
Mon Bijou Jewelers	4356 Town Center Blvd., Suite 122
Cooks Collision	4624 Post Street
Big O Tires and Service Center	4640 Post Street
Suds	4364 Town Center Blvd.
Jiffy Lube	4616 Post Street
ERA Realty Center	4601 Post Street
Mechanics Bank	4354 Town Center Blvd.
Post Net	4354 Town Center Blvd., Suite 114
Wells Fargo Bank	4355 Town Center Blvd., Suite 110
Mama Anns Deli & Bakery	4359 Town Center Blvd., Suite 111
Juice It Up!	4355 Town Center Blvd., Suite 113
Insight Real Estate	4357 Town Center Blvd., Suite 214
Anew Skin	4355 Town Center Blvd., Suite 210
Adam's Cigars	4634 Town Center Blvd., Suite 112
Starbucks-Town Center Marketplace	4311 Town Center Blvd.
Regal Cinemas	2101 Vine Street
Chili's	2085 Vine Street, Suite 201
Maui Tacos	20850 Vine Street, Suite 101
Longs Drugs	4560 Post Street
Round Table Pizza	4510 Post Street
Holiday Inn Express & Suites	4360 Town Center Blvd.
Nugget Markets	4500 Post Street
Bark Avenue	4540 Post Street, Suite 250
Naked Lounge	4364 Town Center Blvd.,
Tramonto Jewelry	4359 Town Center Blvd., Suite 114
Hang It Up Custom Framing and Gallery	4359 Town Center Blvd., Suite 113
Veda Home	4356 Town Center Blvd., Suite 118
Posh Pumpkins	4356 Town Center, Blvd., Suite 120e
The Olive Tree	4357 Town Center Blvd., Suite 118

Commercial Center Snapshots Continued

Commercial Center: El Dorado Hills Business Park

Number of Businesses

Surveyed: 65

Response Summary

Manufacturers dominate within this commercial center. 44 respondents stated that business was booming, great, or good. 15 reported business was fair to middling and 6 reported that business was down from previous years. The respondents that identified their business as declining were all dependent upon the housing boom; either providing financial services, home remodeling, small construction starts, or retailing to young families. Responding to the question of "what do you like about doing business in the area?", 52 stated location, 46 mentioned clientele, and 43 cited proximity.

Traffic is the foremost issue facing businesses in the El Dorado Hills Business Park according to 29 respondents. 22 businesses stated county bureaucracy as an impediment, 8 desired more sales and marketing opportunities, 7 tied between signage issues and parks and golf course issues. Other comments included the need for more restaurants, a desire for another attempt at cityhood, a shortage of skilled employees, concerns over skateboarders and a request to learn how to expand internationally.

Name of Business	Location
Capital Valley	1020 Suncastr Lane, Suite 105
The Financial Corner	3430 Robin Lane, Suite 8
Impax Healthprime, Inc.	5151 Golden Foothill Parkway, Suite 150
Project Threshold Rehabilitation Engineering Center	5145 Golden Foothill Parkway., Suite 170
Paragon	4476 Golden Foothill Parkway
The Mansour Company	4477 Golden Foothill Parkway
CO2 Direct Airgas, Inc.	4980 Hillsdale Circle
Resource Design Technology, Inc.	4509 Golden Foothill Parkway, Suite 2
Aleph America Corp.	4790 Golden Foothill Parkway, Suite 130
Peter Eells, Investment Advisor Representative	5045 Robert J. Mathews Parkway, Suite
Sierra Financial Group	889 Embarcadero Drive, Suite 104
Caldwell Systems Corporation	4659 Golden Foothills Parkway
Investment Retrievers, Inc.	4511 Golden Foothill Parkway, Suite 3
Aerometals	3920 Sandstone Drive
Curves	3919 Park Drive, Suite 70
Digital Doc, LLC	4511 Golden Foothill Parkway, Suite 1
Aleph America Corporation	3921 Sandstone, Suite A
David Lopes, DDS	1150 Suncastr Lane, Suite 6
James Cope, DDS, APC & Associates	1220 Suncastr Lane
Private Equity Group, LLC	1216 Suncastr Lane, Suite 2
Arnold Almonte, D.O.	1208 Suncastr Lane, Suite 4
Village Financial	1212 Suncastr Lane, Suite 1
Best Solar Control Co.	1204 Suncastr Lane, Suite 5
Personal Management Consultants	1204 Suncastr Lane, Suite 2
Peliks Dental Practice	1204 Suncastr Lane, Suite 1
AKM-VC	1107 Investment Blvd., Suite 180
CEMO Commercial	1107 Investment Blvd., Suite 150
Crocker Securities	1107 Investment Blvd., Suite 175
NeuralStar Ai Metrix System Technologies	1101 Investment Blvd. Suite 200
ECO:LOGIC	1101 Investment Blvd. Suite 175
Amdocs BCS, Inc.	1104 Investment Blvd.
Wendi.com Change Your Mind	1101 Investment Blvd., Suite 100
Sierra Custom Faux & Interiors	1136 Suncastr Lane, Suite 6
Fantastic Play Centers	1136 Suncastr Lane, Suite 9
Pure Athletics Human Performance Center	1136 Suncastr Lane, Suite 9
Ribeiro Development	1140 Suncastr Lane
Armourend CAD	1136 Suncastr Lane, Suite 3
K&H Sales, Inc.	1136 Suncastr Lane, Suite 5
Global Med Technologies	4925 Robert J. Mathews Parkway, Suite
Genesis Microwave	4921 Robert J. Mathews Parkway, Suite 1
Central Valley Floor Design	4925 Robert J. Mathews Parkway, Suite 135
Synvasive Technology, Inc.	4925 Robert J. Mathews Parkway, Suite
The Phoenix Schools	4940 Robert J. Mathews Parkway
E. J. Masonry, Inc.	4488 Golden Foothill Parkway

Commercial Center Snapshots Continued

Name of Business	Location
Find John Doe	1162 Suncastr Lane, Suite 101
Foothill Physical Therapy	1200 Suncastr Lane, Suite 5
Countrywide Home Loans	1200 Suncastr Lane, Suite 3
Soul-er IT Solutions	1144 Suncastr Lane, Suite 5
My E Check	1190 Suncastr Lane, Suite 5
Blue Point Energy	1190 Suncastr Lane, Suite 2
El Dorado Hills Fire Department	4680 Golden Foothills Parkway
Children's Dental Practice	1158 Suncastr Lane, Suite 8
Romo & Associates, Inc.	1156 Suncastr Lane, Suite 3
Simple Serenity Spa and Wellness, LLC	4989 Golden Foothills Parkway, Suite 5
Pacific West Healthcare Supply/Pharmacy	5151 Golden Foothill Parkway, Suite 140
American Services, Incorporated	5151 Golden Foothill Parkway, Suite 110
IntelliQuote Insurance Services	5170 Golden Foothill Parkway
Crown Engineering & Construction Inc.	5151 Golden Foothill Parkway, Suite 100
Cemex	5180 Golden Foothill Parkway
Mason West, Inc	5141 Golden Foothill Parkway
Alarm Point Systems	5047 Robert J. Mathew Parkway, Suite 600
Yellow Book USA	5041 Robert J. Mathews Parkway, Suite 400
Logosol, Inc.,	5041 Robert J. Mathews Parkway, Suite 100
RFgen Software The DataMAX	5049 Robert J. Mathews Parkway, Suite 100
Software Group, Inc.	5049 Robert J. Mathews Parkway, Suite 100
Helm Technical Services	5050 Robert J. Mathews Parkway
Ambrose Chiropractic	2222 Francisco Drive, Suite 440

Commercial Center: El Dorado Hills Business Park Continued

PG & E field representative Lorie Rodgers met with an established business customer who was experiencing service connection problems. PG & E was able to identify the cause and found a solution so that the business was able to get the power connected.

Overall, business comments in the Business Park reflected a view that quality of life is paramount and reinforces their business investment in El Dorado Hills.



Commercial Center: Embarcadero

Number of Businesses Surveyed: 15

Response Summary

Embarcadero businesses interviewed stressed location and proximity as driving forces for doing business in the area. With further discussion, location and proximity were defined as being close to home, to work, to schools, to family, and to a better quality of life. The small town charm and feeling of personal safety was a strong draw to doing business in the area.

Several businesses indicated that building upon the areas charm and quality of life would be the best driver for improved economic health. More community events, enhanced public safety, more Sheriff patrols to check skateboarders and speeders along Green Valley, and a regional business marketing campaign that would attract shoppers from Folsom to this area, would benefit area merchants.

Name of Business	Location
Z's Wine Bar & Bistro	879 Embarcadero Drive, Suite 1
Star Ray	895 Embarcadero Drive
North Ranch Builders, Inc.	895 Embarcadero Drive, Suite 104
JDS Products, Inc.	895 Embarcadero Drive
MBA Business Services	895 Embarcadero Drive, Suite 203
Law Offices of Jackson H. Mason, Jr.	897 Embarcadero Drive, Suite 103
Alfred A. Nickel, Jr., D.D.S., Inc.	897 Embarcadero Drive, Suite 102
El Dorado Physical Therapy & Associates	907 Embarcadero Drive
Jennings & Julien Construction, Inc.	899 Embarcadero Drive, Suite 1
El Dorado Hills Eyecare	899 Embarcadero Drive, Suite 3
Fortune Garden Chinese Restaurant	899 Embarcadero Drive, Suite 4
Tax Wise	893 Embarcadero Drive, Suite 104
Kim Phillips: Edward Jones	881 Embarcadero Drive, Suite 1
EDH Custom Tailoring & Alterations	881 Embarcadero Drive, Suite 3
El Dorado Hills Salon	881 Embarcadero Drive, Suite 5

2008 Insights and Observations

- The General business climate is overall healthy.
- Businesses indicate a stronger sense of ownership and personal investment in the community.
- Traffic issues remain a top priority and continue to require considerable attention into future.
- El Dorado Hills is not immune to regional and national economic trends as witnessed by housing, construction, and realtor industry comments.
- Commercial businesses, adjusting to an economic downturn, are seeking alternative ways in which to drive revenue, as evidenced by a spike in signage, local events, and sales and marketing comments.
- Quality of life will remain a strong driver for many small to medium sized businesses as people seek to relocate and establish themselves in El Dorado Hills.



The Chamber Thanks our Event Sponsors:

The Design Principle, Inc., Sierra Fine Living Magazine, Peggie Ryan-Lanigan, Realtor, Mercy Hospital of Folsom, and Dixon Painting Company

The Purple Place –Breakfast Sponsor

Fed Ex Kinkos - Printing Sponsor



STOCKDALE LAW FIRM, INC.
MARRIAGE & FAMILY LAW PROFESSIONALS



GRANTS DETAIL FORM

FY 2009-10
GRANTS DETAIL FORM

Dept: Human Services

Grant Name	Grant Source	Grant Period	Total Grant Amount	FY 09-10 Amount	Index Code	# of Employees Funded by Grant	Purpose
CSBG	DHHS	1/1/08-12/31/09	\$ 486,108	\$ 243,054	531010	5.75	Admin. Support for Low-Income Services
LIHEAP	DHHS	1/1/09-12/31/10	\$ 1,550,000	\$ 760,950	531100	13.50	Energy Assistance/WX Programs
LIHEAP(Estimate)	DHHS	1/1/10-12/31/10	\$ 1,521,911	\$ 789,050	531100	"	Energy Assistance/WX Programs
DOE (Estimate)	Dept of Energy	7/1/09-6/30/10	\$ 60,000	\$ 60,000	531100	"	Weatherization Program
WIC	USDA	10/1/08-9/30/11	\$ 2,626,000	\$ 870,000	531100	"	Nutrition Support for Women/Infants/Children
CDBG/EDBG P&T Farmer's Market Feasibility	HUD	2/5/08-12/31/09	\$ 18,375	\$ 18,000	531100	0.00	Planning & Technical Assistant-Farmer's Market Feasibility Study
CDBG/EDBG P&T (Est)	HUD	n/a	\$ 70,000	\$ 70,000	531100	0.00	Planning & Technical Assistant
WIA	DHHS	7/1/09-6/30/10	\$ 892,000	\$ 892,000	531182	6.15	Workforce Investment Act
PHA (Est)	HUD	7/1/08-6/30/09	\$ 3,305,292	\$ 3,305,292	531210	5.60	Housing Choice Voucher Rental Assistance Program
HMIS	HUD		\$ 40,017	\$ 40,017	531234	0.00	Purchase and implementation of a Homeless Management Information System.
Econ. Dev -Bus Loan and Microenterprises	HUD	9/21/07-2/28/10	\$ 500,000	\$ 195,971	531282	0.23	Business Loan & Microenterprise Tech. Asst. and Training
Housing Acquisition and Rehabilitation	HUD	12/13/05-12/31/09	\$ 1,499,000	\$ 211,496	531277	0.38	First-time Homebuyer and Rehabilitation Loans
HOME 1st Time HB	HUD	1/15/09 - 04/30/11	\$ 800,000	\$ 797,090	531253	0.55	First-Time Homebuyer Loan Program
Homeless Shelter Grant	HUD	1/22/09 - 06/30/11	\$ 1,470,975	\$ 1,422,544	531284	0.10	Public Facility/Public Service
NSP	HUD		\$ 1,610,096	\$ 1,610,096	531235	0.00	Purchase, rehabilitation and resell of foreclosed properties
MAA	DHHS	7/1/08-6/30/09	\$ 3,000,000	\$ 400,000	531410 531160	1.00	Medi-Cal Related Earned Revenues - Supports Services
OAA -Title III/VII, CBSP	DHHS	7/1/07-6/30/08	\$ 1,232,627	\$ 879,450 \$ 353,177	531301 531421	25.90	Nutrition, Support & Community-Based Services for Seniors
MSSP	DHHS	7/1/07-6/30/08	\$ 291,380	\$ 291,380	531430	2.90	Support Services for Frail, Medi-Cal Eligible Seniors
IHSS PA	DHHS	7/1/07-6/30/08	\$ 1,064,689	\$ 1,064,689	531510 531520	3.30	Facilitate IHSS Provider Representation & Training & IHSS Recipient Referrals & Provide Medical Benefits for Providers



FOLSOM LAKE COLLEGE
EL DORADO CENTER ♦ RANCHO CORDOVA CENTER

June 25, 2009

Golden Sierra Job Training Agency
Vital Assets Program
C/O: Jason Buckingham
11549 F Avenue
Auburn, CA 95603

Dear Jason:

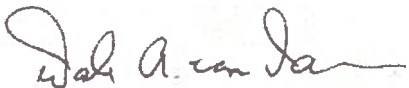
I am writing to you on behalf of the Los Rios Community College District (LRCCD), including the El Dorado Center of Folsom Lake College to lend support for and confirm our collaboration with the El Dorado County, Office of Economic Development (OED) "Vital Assets" grant funding application request.

Our organizational support of this application will include one or more of the following key components:

- Training and orientations for personnel (to include students) conducting Business Walks – strategic meetings with local businesses to identify "at-risk" employers;
- Assistance with training of "circuit riders" identified by the OED to provide Business Visitations – tactical meetings between circuit riders and identified "at-risk" local employers (using business walk results and Dunn & Bradstreet Business Risk Assessment Reports) to assess their needs and connect to them to tools, resources, and programs aimed at helping businesses avert layoffs;
- Participation with OED and other El Dorado County (as well as applicable state and federal) agencies to provide services to adversely affected businesses and employees, including information regarding workforce transition and training assistance to displaced employees.
- Assistance with the development and distribution of an "employment resources matrix" along with informational materials for employees and employers to be distributed electronically and in-person.

This grant application will fund not only the expansion of business and employee outreach efforts, but will integrate the multiple organizations that provide business assistance, targeting their efforts towards those businesses most at-risk of layoffs. The LRCCD and the El Dorado Center of Folsom Lake College urge you to look favorably upon this funding request.

Sincerely,



Dale A. van Dam
Dean of Instruction, El Dorado Center
Folsom Lake College
6699 Campus Drive
Placerville, California 95667
vandamd@flc.losrios.edu
530/642-5615
530/642-5601 (fax)

6 6 9 9 C a m p u s D r i v e , P l a c e r v i l l e C A 9 5 6 6 7
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OFFICE OF THE PRESIDENT

June 29, 2009

Jason Buckingham, Executive Director
Golden Sierra Job Training Agency
11549 F Avenue
Auburn, CA 95603

Dear Mr. Buckingham:

I am writing to you on behalf of the Lake Tahoe Community College District to lend support for and confirm our collaboration with the El Dorado County, Office of Economic Development "Vital Assets" grant funding application request.

Our organizational support of this application will include one or more of the following key components:

- Business Visitations – tactical meetings between circuit riders and identified "at-risk" local employers (using business walk results and Dunn & Bradstreet Business Risk Assessment Reports) to assess their needs and connect them to tools, resources, and programs aimed at helping businesses avert layoffs; and for those adversely affected, the County Human Services – Workforce Investment Act, Folsom Lake College - El Dorado Center and The Lake Tahoe Community College District will assist in workforce transition and training assistance;
- Develop business and employment resources matrix along with informational materials for employees and employers to be distributed electronically and in-person.

This grant application will fund not only the expansion of business and employee outreach efforts, but will integrate the multiple organizations that provide business assistance, targeting their efforts towards those businesses most at-risk of layoffs. We, Lake Tahoe Community College District, urge you to look favorably upon this funding request.

Sincerely,

Paul Killpatrick
Superintendent/President

PKT:lmr

LAKE TAHOE COMMUNITY COLLEGE DISTRICT
One College Drive • South Lake Tahoe, California, 96150-4500
(530) 541-4660, extension 210 • For the Deaf: TTY (530) 541-1870 • FAX: (530) 541-7852
e-mail: killpatrick@lccc.edu

09-0882.1.A126

LOS RIOS

COMMUNITY
COLLEGE
DISTRICT



June 25, 2009

Golden Sierra Job Training Agency
Vital Assets Program
C/O: Jason Buckingham
11549 F Avenue
Auburn, CA 95603

Dear Jason:

I am writing to you on behalf of the Los Rios Community College District's (LRCCD) Business and Economic Development Center to strongly support for and confirm our collaboration with the El Dorado County, Office of Economic Development (OED) "Vital Assets" grant funding application request.

Our organizational will support this important project include in several ways including but not limited to:

- Developing a training, retraining and support informational matrix useful to at-risk businesses
- Developing a training program for workforce and economic development professionals on how to conduct effective business visits
- Conducting a series of workshops based on the new curriculum
- Participating in the identification of partners and businesses who would benefit from the services available through the proposed project

This grant application will fund not only the expansion of business and employee outreach efforts, but will integrate the multiple organizations that provide business assistance, targeting their efforts towards those businesses most at-risk of layoffs. I encourage urge you to look favorably upon this funding request.

Sincerely,

A handwritten signature in black ink, appearing to read "Walter Di Mantova".

Walter Di Mantova
Director, Workforce and Economic Development
Los Rios Community College District
1410 Ethan Way
Sacramento, CA 95608

American River College
Cosumnes River College
Folsom Lake College
Sacramento City College

1919 Spanos Court
Sacramento, CA 95825
Phone: 916 568-3021
Fax: 916 568-3023
www.losrios.edu



Sierra Economic Development Corporation
Serving El Dorado, Sierra, Nevada, Placer, Plumas, Lassen and Modoc Counties

June 25, 2009

Jason Buckingham, CEO
Golden Sierra Job Training Agency
11549 F Avenue
Auburn, CA 95603

Jason
Dear Mr. Buckingham:

This letter is in support of the application being submitted by the El Dorado County (EDC) Office of Economic Development for the Vital Assets program. El Dorado County was one of the four original signatories to the Joint Powers Agreement (JPA) that created SEDCorp. Over the nearly forty years since then, we have enjoyed a very positive, mutually reinforcing working relationship. The GSJTA's funding of the EDC application will afford another opportunity to synergistically increase the effectiveness of all three of our organizations in accomplishing the objectives of the Vital Assets program. By coordinating our targeted businesses lists and outreach materials, we will insure that more businesses are reached with a consistent message and, correspondingly, that there is greater reinforcement of the GSJTA brand among employers in El Dorado County. Additionally, since the greatest support we can provide the businesses in the GSJTA's service area is access to resources to solve their problems, the collaboration between our three organizations will provide a more comprehensive view of the resources we collectively provide, promoting the effectiveness of each of our organizations.

I urge your approval of the EDC application. If I may be of assistance in any way during your deliberation on their request, please do not hesitate to contact me. I look forward to the EDC team joining us in the execution of the Vital Assets program, and to working with you to advance the GSJTA brand.

Sincerely,

Brent Smith
Brent Smith
Chief Executive Officer



COLDWELL BANKER COMMERCIAL
NRT.
111 Main Street
Placerville, California 95667
BUS. (530) 642-2715
FAX (530) 642-9267

June 23, 2009

Jason Buckingham, CEO
Golden Sierra Job Training Agency
11549 F Avenue
Auburn, CA 95603

Dear Mr. Buckingham:

I am writing to you on behalf of the El Dorado Commercial Real Estate Forum to lend support for and confirm our collaboration with the El Dorado County, Office of Economic Development "Vital Assets" grant funding application request.

Our organizational support of this application will include one or more of the following key components:

- Business Walks – strategic meetings with local businesses to identify "at-risk" employers;
- Develop business and employment resources matrix along with informational materials for employees and employers to be distributed electronically and in-person.

This grant application will fund not only the expansion of business and employee outreach efforts, but will integrate the multiple organizations that provide business assistance, targeting their efforts towards those businesses most at-risk of layoffs. We, the Eldorado Commercial Real Estate Forum urge you to look favorably upon this funding request.

Sincerely,

A handwritten signature in blue ink, appearing to read 'Gerald M. Garvin'.

Gerald M. Garvin, Chairperson
El Dorado Commercial Real Estate Forum



Still Finding Gold In El Dorado County

June 23, 2009

Golden Sierra Job Training Agency
Vital Assets Program
C/O Jason Buckingham
11549 F Avenue
Auburn, CA 95603

Dear Jason:

I am writing to you on behalf of the El Dorado County Chamber of Commerce to lend support for and confirm our collaboration with the County of El Dorado, Office of Economic Development "**Vital Assets**" grant funding application request. Our organizational support of this application will include one or more of the following key components:

Business Walks – strategic meetings with local businesses to identify "at-risk" employers;

This grant application will fund not only the expansion of business and employee outreach efforts, but will integrate the multiple organizations that provide business assistance, targeting their efforts towards those businesses most at-risk of layoffs. We, urge you to look favorably upon this funding request.

Sincerely,

Laurel Brent-Bumb
Chief Executive Officer

EL DORADO COUNTY CHAMBER OF COMMERCE

542 Main Street, Placerville, California 95667
(530) 621-5885 (800) 457-6279 Fax (530) 642-1624

09-0882.1.A130



El Dorado Hills Chamber of Commerce

June 23, 2009

Jason Buckingham, CEO
Golden Sierra Job Training Agency
11549 F Avenue
Auburn, CA 95603

Dear Mr. Buckingham:

I am writing to you on behalf of the El Dorado Hills Chamber of Commerce to lend support for and confirm our collaboration with the El Dorado County, Office of Economic Development "Vital Assets" grant funding application request.

Our organizational support of this application will include one or more of the following key components:

- Business Walks – strategic meetings with local businesses to identify "at-risk" employers;
- Business Visitations – tactical meetings between circuit riders and identified "at-risk" local employers (using business walk results and Dunn & Bradstreet Business Risk Assessment Reports) to assess their needs and connect to them to tools, resources, and programs aimed at helping businesses avert layoffs; and for those adversely affected, the County Human Services – Workforce Investment Act, Folsom Lake College - El Dorado Center and The Lake Tahoe Community College will assist in workforce transition and training assistance;
- Circuit Rider – inform, train and deploy personnel to meet with identified "at-risk" local business owners for the assessment and provision of technical assistance leading to layoff aversion;
- Develop business and employment resources matrix along with informational materials for employees and employers to be distributed electronically and in-person.

This grant application will fund not only the expansion of business and employee outreach efforts, but will integrate the multiple organizations that provide business assistance, targeting their efforts towards those businesses most at-risk of layoffs. We, The El Dorado Hills Chamber of Commerce, urge you to look favorably upon this funding request.

Sincerely,

Debbie Manning



June 26, 2009

Golden Sierra Job Training Agency
11549 F Avenue
Auburn, CA 95603

Dear Mr. Buckingham:

I am writing to you on behalf of the Lake Tahoe South Shore Chamber of Commerce and its 800 members to lend support for and confirm our collaboration with the El Dorado County, Office of Economic Development "Vital Asssets" grant funding application request. Our chamber represents businesses located throughout the South Shore of the Tahoe Basin and as such we are increasingly aware of the devastating effect of the recession and continue to seek mechanisms to restore health and build a more sustainable economy. This grant application and the work that could be accomplished via the funding would be a vital component of our community's recovery efforts.

Our organizational support of this application will include one or more of the following key components:

- Business Walks – strategic meetings with local businesses to identify "at-risk" employers;
- Business Visitations – tactical meetings between circuit riders and identified "at-risk" local employers (using business walk results and Dunn & Bradstreet Business Risk Assessment Reports) to assess their needs and connect to them to tools, resources, and programs aimed at helping businesses avert layoffs; and for those adversely affected. Partners in this effort for our community will include the County Human Services, El Dorado Center and The Lake Tahoe Community College to assist in workforce transition and training;
- Circuit Rider – inform, train and deploy personnel to meet with identified "at-risk" local business owners for the assessment and provision of technical assistance leading to layoff aversion;

This grant application will fund not only the expansion of business and employee outreach efforts, but will integrate the multiple organizations that provide business assistance, targeting their efforts towards those businesses most at-risk of layoffs. We, urge you to look favorably upon this funding request.

Sincerely,

A handwritten signature in black ink that reads "Betty Gorman".

Betty "B" Gorman
President & CEO



P.O. Box 424, POLLOCK PINES, CA 95726
"THERE'S GOLD IN THEM THAR HILLS!"

June 25, 2009

Jason Buckingham, CEO
Golden Sierra Job Training Agency
11549 F Avenue
Auburn, CA 95603

Dear Mr. Buckingham:

I am writing to you on behalf of the Community Economic Development Association of Pollock Pines (CEDAPP) to lend support for and confirm our collaboration with the El Dorado County, Office of Economic Development "Vital Assets" grant funding application request/

Our organizational support of this application will include one or more of the following key components:

- Business Walks – strategic meetings with local businesses to identify "at-risk" employers
YES WE WILL SUPPORT THIS COMPONENT
- Business Visitations – tactical meetings between circuit riders and identified "at-risk" local employers (using business walk results and Dunn & Bradstreet Business Risk Assessment Reports) to assess their needs and connect them to tools, resources, and programs aimed at helping businesses avert layoffs; and for those adversely affected, the County Human Services – Workforce Investment Act, Folsom Lake College – El Dorado Center and the Lake Tahoe Community College will assist in workforce transition and training assistance.
YES WE WILL SUPPORT THIS COMPONENT
- Circuit Rider – inform, train, and deploy personnel to meet with identified "at-risk" local business owners for the assessment and provision of technical assistance leading to layoff aversion.
YES WE WILL SUPPORT THIS COMPONENT
- Develop business and employment resources matrix along with informational materials for employees and employers to be distributed electronically and in-person.
YES WE WILL SUPPORT THIS COMPONENT

This grant application will fund not only the expansion of business and employee outreach efforts, but will integrate the multiple organizations that provide business assistance, targeting their efforts towards those businesses most at-risk of layoffs. In the small community of Pollock Pines that does not have many of the important economic growth stabilizers, this is critically important. CEDAPP urges you to look favorably upon this funding request.

Most sincerely,


Jeanne Harper, Executive Director

Al Manard
3591 Coloma Canyon Rd
Greenwood, Ca
June 23, 2009

Jason Buckingham, CEO
Golden Sierra Job Training Agency
11549 F Avenue
Auburn, CA 95603

Dear Mr. Buckingham:

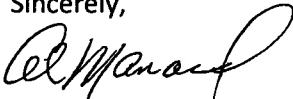
I am writing to you on behalf of the Divide Chamber of Commerce to lend support for and confirm our collaboration with the El Dorado County, Office of Economic Development "**Vital Assets**" grant funding application request.

Our organizational support of this application will include one or more of the following key components:

- Business Walks – strategic meetings with local businesses to identify "at-risk" employers; and
- Business Visitations – tactical meetings between circuit riders and identified "at-risk" local employers (using business walk results and Dunn & Bradstreet Business Risk Assessment Reports) to assess their needs and connect to them to tools, resources, and programs aimed at helping businesses avert layoffs; and for those adversely affected, the County Human Services – Workforce Investment Act, Folsom Lake College - El Dorado Center and The Lake Tahoe Community College will assist in workforce transition and training assistance;

This grant application will fund not only the expansion of business and employee outreach efforts, but will integrate the multiple organizations that provide business assistance, targeting their efforts towards those businesses most at-risk of layoffs. We, Divide Chamber of Commerce urge you to look favorably upon this funding request.

Sincerely,



Al Manard, president Divide Chamber of Commerce

Peter McQuillen
7533D Green Valley Road
Placerville, CA 95667
June 25, 2009



Jason Buckingham, CEO
Golden Sierra Job Training Agency
11549 F Avenue
Auburn, CA 95603

Dear Mr. Buckingham:

I am writing to you on behalf of the Placerville Drive Business Association to lend support for and confirm our collaboration with the El Dorado County, Office of Economic Development "**Vital Assets**" grant funding application request.

Our organizational support of this application will include all of the following key components:

- Business Walks – strategic meetings with local businesses to identify "at-risk" employers;
- Business Visitations – tactical meetings between circuit riders and identified "at-risk" local employers (using business walk results and Dunn & Bradstreet Business Risk Assessment Reports) to assess their needs and connect to them to tools, resources, and programs aimed at helping businesses avert layoffs; and for those adversely affected, the County Human Services – Workforce Investment Act, Folsom Lake College - El Dorado Center and The Lake Tahoe Community College will assist in workforce transition and training assistance;
- Circuit Rider – inform, train and deploy personnel to meet with identified "at-risk" local business owners for the assessment and provision of technical assistance leading to layoff aversion;
- Develop business and employment resources matrix along with informational materials for employees and employers to be distributed electronically and in-person.

This grant application will fund not only the expansion of business and employee outreach efforts, but will integrate the multiple organizations that provide business assistance, targeting their efforts towards those businesses most at-risk of layoffs. We urge you to look favorably upon this funding request.

Sincerely,


Peter McQuillen, Secretary, PDBA



Broadway Village
ASSOCIATION

1390 BROADWAY
SUITE B, PMB #207
PLACERVILLE, CALIFORNIA
95667

(OFFICE) 530.620.6000
(FAX) 530.642.9995

June 25, 2009

Jason Buckingham, CEO
Golden Sierra Job Training Agency
11549 F Avenue
Auburn, CA 95603

Dear Mr. Buckingham:

I am writing to you on behalf of the Broadway Village Association, Inc. to lend support for and confirm our collaboration with the El Dorado County, Office of Economic Development "Vital Assets" grant funding application request.

Our organizational support of this application will include one or more of the following key components:

- Business Walks – strategic meetings with local businesses to identify "at-risk" employers;
- Business Visitations – tactical meetings between circuit riders and identified "at-risk" local employers (using business walk results and Dunn & Bradstreet Business Risk Assessment Reports) to assess their needs and connect to them to tools, resources, and programs aimed at helping businesses avert layoffs; and for those adversely affected, the County Human Services – Workforce Investment Act, Folsom Lake College - El Dorado Center and The Lake Tahoe Community College will assist in workforce transition and training assistance;
- Circuit Rider – inform, train and deploy personnel to meet with identified "at-risk" local business owners for the assessment and provision of technical assistance leading to layoff aversion;
- Develop business and employment resources matrix along with informational materials for employees and employers to be distributed electronically and in-person.

This grant application will fund not only the expansion of business and employee outreach efforts, but will integrate the multiple organizations that provide business assistance, targeting their efforts towards those businesses most at-risk of layoffs. The Broadway Village Association urges you to look favorably upon this funding request.

Sincerely,

Wendy Mattson
President—Broadway Village Association

June 23, 2009

Jason Buckingham, CEO
Golden Sierra Job Training Agency
11549 F Avenue
Auburn, CA 95603

Dear Mr. Buckingham:

I am writing to you on behalf of the The Shingle Springs/Cameron Park Chamber of Commerce to lend support for and confirm our collaboration with the El Dorado County, Office of Economic Development "Vital Assets" grant funding application request.

Our organizational support of this application will include one or more of the following key components:

- Business Walks – strategic meetings with local businesses to identify “at-risk” employers;
- Business Visitations – tactical meetings between circuit riders and identified “at-risk” local employers (using business walk results and Dunn & Bradstreet Business Risk Assessment Reports) to assess their needs and connect to them to tools, resources, and programs aimed at helping businesses avert layoffs; and for those adversely affected, the County Human Services – Workforce Investment Act, Folsom Lake College - El Dorado Center and The Lake Tahoe Community College will assist in workforce transition and training assistance;
- Circuit Rider – inform, train and deploy personnel to meet with identified “at-risk” local business owners for the assessment and provision of technical assistance leading to layoff aversion;

This grant application will fund not only the expansion of business and employee outreach efforts, but will integrate the multiple organizations that provide business assistance, targeting their efforts towards those businesses most at-risk of layoffs. We, The Shingle Springs/Cameron Park Chamber of Commerce, urge you to look favorably upon this funding request.

Sincerely,



Judy Mathat - Chairperson
Economic Development Committee
Past President
Shingle Springs/Cameron Park Chamber of Commerce

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