

Economic Development Workshop



**El Dorado County
Board of Supervisors
Monday, May 4 & 18, 2009**

Economic Development Workshop



- 1. Economic Development Overview – Wayne Schell**
- 2. Destination Brand and Marketing of El Dorado County – Experience El Dorado a Todd Stanley Production**
- 3. Defining Your Market and Demographics – Ryan Sharp**
- 4. El Dorado County - Economic Development Collaboration**
 - A. Development Services role in Economic Development**
 - B. Transportation Infrastructure as a component of Economic Development**
 - C. Economic Development Block Grant Program and Workforce Development**
 - D. El Dorado County Economic Development**
- 5. Board of Supervisors Recommended Action:
Adopt a interdepartmental 12-month action plan to facilitate Economic Development**

Economic Development Goal



Creating Prosperous and Sustainable
Communities
While Maintaining our Quality of Life

California Association for Local Economic Development



Wayne Schell, President & Chief Executive
Officer

Great overview on Economic Development
However we need to get our house in order

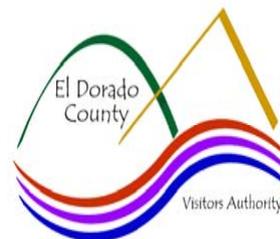


Experience El Dorado!

Live, Work, and Play



EXPERIENCE EL DORADO is a magazine-style, half-hour TV series with seed funding provided in part by El Dorado County Office of Economic Development and the El Dorado County Visitors Authority. Generous programming support has been provided by Red Hawk Casino and the El Dorado Winery Association. The show will promote El Dorado County as a destination recreation tourism locale while sustainably growing the local economy. **EXPERIENCE EL DORADO** will air monthly on KXTV Channel 10 (ABC) and feature the best of where to go and what to do in El Dorado County.



Sacramento Regional Research Institute



Ryan Sharp, Director

Economic and Demographic Profiles provide a comprehensive collection of the latest and most reliable data to assist with local business expansion and business attraction efforts.



Development Services Role in Economic Development

Presented by
Development Services



Transportation Infrastructure as a Component of Economic Development

Presented by Department of
Transportation



Economic Development Block Grant Program and Workforce Development

Presented by
Human Services



El Dorado County Economic Development

Presented by Office of Economic
Development



Economic Development Workshop - Conclusion

Presented by
Ronald Grassi, ACAO

El Dorado County's Economic Development Goal



- **Creating Prosperous and Sustainable Communities While Maintaining our Quality of Life**

Economic Development General Plan Goals

■ **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 strength.

■ **GOAL 10.2: PUBLIC SERVICES AND INFRASTRUCTURE**

- Provide adequate levels of public services and infrastructure for existing residents and targeted industries and establish equitable methods to assure funding of needed improvements to existing infrastructure and services and new facilities to further economic development consistent with the County's custom, culture, and economic stability.



Cooperation

- The Economic Development Workshop has been a cooperative effort between
 - California Association for Local Economic Development
 - Sacramento Regional Research Institute (SRRI)
 - Experience El Dorado
 - Development Services
 - Department of Transportation
 - Department Human Services
 - CAO - Economic Development Team

PUBLIC SERVICES AND INFRASTRUCTURE



- The alignment of our Public Services and Infrastructure will help to promote sustainable economic growth.

Key components include:

- Regulatory Reform
- Transportation Infrastructure
- Economic Development Tools

Proposed 12 MONTH ACTION PLAN



REGULATORY REFORM – DSD/OED/DOT

1. Continue to improve the processing of permits in a timely fashion.
2. Complete G.P. zoning ordinance update, Permit Center, Code Enforcement.
3. Identify alternative resources to accelerate zoning ordinance update.
4. Explore consolidated Fee Schedule to cover costs of services.
5. Working with EDAC and community stakeholder groups to identify specific General Plan policy barriers to sustainable economic development.

Proposed

12 MONTH ACTION PLAN

INFRASTRUCTURE – DOT/OED

1. Explore ways to increase revenues or decrease project costs:
 - a. Examples are: Sales tax, Parcel tax, Mello-Roos tax
 - b. Special District Assessment (MC & FP's or BID's)
 - c. Additional State/Federal grants or loan programs
2. Explore project funding shift to facilitate economic development.
 - a. Alternatives for several projects that currently have large price tags (e.g. US 50/Cameron Park Drive and US 50/Silva valley Interchanges)
3. Align major economic development opportunity sites with 20 year CIP

Proposed 12 MONTH ACTION PLAN



Economic Development Tools for Business Retention, Expansion, Attraction

1. Use Experience El Dorado to support a Brand and Marketing Campaign.
2. Explore avenues to acquire Economic and Demographic Profiles to support key business and industry sectors.
 1. Customer Analytics
 2. Economic Base Analysis
3. Explore and apply for community economic development grants, State and Federal governmental assistance sources.
4. Develop commercial/industrial property listing and marketing program.

Proposed 12 MONTH ACTION PLAN



Economic Development Tools for Business Retention, Expansion, Attraction

5. Develop regulatory and fiscal incentives for new and existing businesses:
 - a. Develop criteria and processes for establishment of an economic development incentive program targeting critical socioeconomic development projects.
 - a. (Early Care and Education industry as Beta Test)
 - b. Explore programmatic opportunities for local economic development incentive programs such as Enterprise Zone, Redevelopment Agency, establishing a technology incubator.



Questions & Comments



Requested Board Action

1. Review and file report consistent with Measure ED-A
2. Adopt interdepartmental 12-month economic development action plan focusing on:
 - a. Regulatory Reform
 - b. Transportation Infrastructure
 - c. Economic Development Tools
3. Economic Development Advisory Committee (EDAC) and staff are tasked with implementation of the action plan and providing quarterly board updates.