

CEDAC 2017 - Promoting Economic Development

Positive Opportunities and Strengths of El Dorado County

“Economic competitiveness and access to opportunity are the foundation for a prosperous and thriving community and region.”¹

General Plan Economic Development Element Goal 10.1

“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.”

Recommendation

2017 Recommendation: identify and promote economic development based upon the County’s positive opportunities and strengths. See Page 2 for Governing Documents and Pages 3-4 for Strategy.

This could replace the first item on the CEDAC 2016 Action Plan Matrix: identify and promote new economic development opportunities in the General Plan after the TGPA-ZOU changes became effective in January 2016. See Pages 5-6 for CEDAC 2016 Results.

¹ *Economic competitiveness and access to opportunity are the foundation for a prosperous and thriving community and region. Without a diversified, innovative, equitable, and resource efficient economy that produces a range of quality jobs, it will be difficult to generate the economic opportunity necessary to raise living standards and provide the public revenues and services that contribute to the community’s quality of life.* From 2010 California Regional Progress Report, One State, Many Regions, Our Future

Governing Documents

CEDAC: Roles and Responsibilities; Board of Supervisor Resolution # 069-2014

- A. Analyze economic development opportunities and present recommendations on how best to achieve the goal of creating prosperous and sustainable communities while maintaining the county's quality of life.
- B. Advise the Board of Supervisors on matters relating to economic development: business retention and expansion, entrepreneurial business formation, business attraction, infrastructure needs, job creation, and workforce development.
- C. Identify economic development tools for funding and promoting business attraction and retention and advise the County on how these resources can be used locally.

2016-2019 County Strategic Plan - Economic Development Goal: Enable a Prosperous and Vibrant Economy

Objective 1: Attract, develop and retain businesses that provide economic sustainability and quality job creation

- Task 1.1: Implement business attraction incentives to retain and expand businesses to El Dorado County by developing business clusters and Geographically-Targeted Economic Development Areas.
- Task 1.2: Deploy a small business/entrepreneurial development strategy.
- Task 1.3: Implement strategy to promote home occupation and telecommuting jobs.
- Task 1.6: Promote and expand agriculture and tourism (etc. geotourism and agriculture tourism) and their related businesses.
- Task 1.8: Study the need and resources available to create a business liaison.

Objective 5: Develop and maintain an economic development plan that is time relevant and community and market driven

Task 5.4: help communities identify economic development opportunities that are appropriate for them

Objective 4: Strengthen the County's business friendly reputation

Macro Measure 5: Increase Transient Occupancy Taxes_(TOT)

CEDAC Action Plan Matrix

2017 Recommendation and Strategy

Objective: identify and promote economic development based upon the County's positive opportunities and strengths. (General Plan Economic Development Element Goal 10.1)

- Strategy:

1. Identify strengths of El Dorado County.
(General Plan Economic Development Element Goal 10.1)
2. Identify positive opportunities for business development (define what constitutes positive; remember the C in CEDAC = community. The County's Vision Statement calls for "Safe, healthy and vibrant communities, respecting our natural resources, and historical heritage.")
(General Plan Economic Development Element Goal 10.1)
 - ⇒ promote and expand agriculture and tourism (etc. geotourism and agriculture tourism) and their related businesses.
(Strategic Plan Task 1.6) (CEDAC Action Item 1)
 - ⇒ promote home based occupations and telecommuting jobs
(Strategic Plan Task 1.3) (CEDAC Action Item 1)
3. Identify areas for economic development based upon County strengths and community input.
 - ⇒ develop business clusters and Geographically-Targeted Economic Development Areas. (Strategic Plan Task. 1.1)
 - ⇒ help communities identify economic development opportunities appropriate for them. (Strategic Plan Task 5.4)
4. Work with Community Outreach Manager and other CAO staff as appropriate to communicate/promote positive business opportunities and strengths of EDC.
 - ⇒ deploy a small business/entrepreneurial development strategy.
(Strategic Plan Task 1.2)

5. Encourage the County to develop the Customer Ombudsman, or another, as a business liaison; communicate how to navigate the process of opening a business in EDC; communicate what makes EDC a great place to establish a business; demonstrate El Dorado County is business friendly.
(Strategic Plan Task 1.8) (Strategic Plan Objective 4) (Strategic Plan Goal 3.2.3.3)
6. Identify and promote County Staff and organizations able to help with entrepreneurial business formation and business growth, including business plan development, loan/financing possibilities, business development consulting.
(Strategic Plan Task 1.2)
7. Promote new business opportunities (lodging) ^{that} which can increase Transient Occupancy Taxes (TOT).
(Strategic Plan Macro Measure 5)
8. Utilize Travel Occupancy Taxes to help entrepreneurial business formation.
(Strategic Plan Task 1.2)
9. Collaborate for Success: “the best path to success is to partner with groups and organizations which share many of the same objectives”. This will include chambers of commerce and others.
(CEDAC ad hoc sub-committee report December 2016)
10. Create a slogan, perhaps via a contest, to identify what makes El Dorado County special, e.g., Land of Opportunity, Go for the Gold, the Land of Plenty. Find a descriptive theme which encourages prospective business owners and visitors to El Dorado County to Live/Work/Play. Consider the El Dorado County logo:



CEDAC Action Plan Matrix: First Project

2016 Results

The first action item or project listed in the CEDAC action plan matrix for 2016 was *to identify and promote new economic development opportunities in the General Plan after the TGPA-ZOU changes became effective in January 2016*. After reviewing the Targeted General Plan Amendment-Zoning Ordinance Updates (TGPA-ZOU), two key areas of positive strength and thus business opportunities were noted: agriculture/agricultural tourism and outdoor recreation/natural resources tourism.

Why agriculture/agricultural tourism and outdoor recreation/natural resources tourism?

1. El Dorado County excels at both and has earned a positive reputation extending beyond El Dorado County.
2. Not only do these strengths help set El Dorado County apart from others, they maintain the County's cherished quality of rural life.
3. These can be areas of interest to millennials. Demographic trends currently portray an aging peak population while the younger population is declining in El Dorado County - we need to create an environment inviting to those who are younger.
4. The General Plan supports these industries. General Plan Goal 9.3 encourages the development of additional recreation/tourism businesses and industries. The Economic Development Element of the General Plan (Policy 10.1.4.1 - Program 10.1.4.1.2) recommends promotion of increased tourism. General Plan Policy 10.1.5.4 promotes agricultural based industries in El Dorado County and provides for the expansion of value added industries.
5. Tourism can be an important means of helping generate revenue to the County.
 - Tourism in California annually generates more than \$95.1 billion in direct travel spending into the economy
 - Tourism directly supports jobs for 873,000 Californians
 - Tourism generates \$6.1 billion in direct state and local tax revenues in California²
6. The County already has already accomplished a great deal to promote tourism: the El Dorado County Visitor's Authority, Farm Trails and Visitors Guide, VisitElDorado.com, El Dorado Farm Trails Association, Eldoradoadventureloop.com to name a few. Continue to build on what has already been developed.

² White Paper on California Tourism, produced by multiple key professional travel organizations, June 2011

New land uses were identified for several new types of lodging facilities resulting from the TGPA-ZOU implemented in January 2016 - guest ranches, health resort and retreat centers, and agricultural homestays. These new lodging facilities provide new business opportunities, create jobs, promote agriculture and natural resources, and showcase the County as unique. They also generate Transient Occupancy Taxes (TOT). They are supported by General Plan Policy 9.3.9.1 which encourages the development of private lodging facilities for tourists.

The new home-based business ordinance and agricultural support services were also noted as important in creating new business opportunities and jobs.

These business opportunities and strengths were reviewed with key staff in Long Range Planning and the Agriculture Department with status reports presented to CEDAC in November and December, 2016.