

COMMUNITY & ECONOMIC DEVELOPMENT ADVISORY COMMITTEE

The logo for CEDAC is presented within a white-bordered frame. It features the acronym 'CEDAC' in a large, dark grey, sans-serif font. The text is positioned above a solid, dark grey horizontal bar that spans the width of the frame. To the right of this main frame is a vertical, olive-green rectangular bar, also within a white border.

CEDAC

MEMBERS

1. Linnea Marenco, Chair, At-Large Member
2. Vacant as of 10/12/17, District 1
3. Scot Bernstein, District II
4. Maryann Argyres, District III
5. Roberta Long, District IV
6. David Orr, District V
7. Charlie Downs, At-Large Member
8. Kris Payne, Alternate At-Large Member

Targeted Economic Development Opportunities

Recommendations and Key Issues

RATIONALE FOR RECOMMENDATIONS BOARD OF SUPERVISORS RESOLUTION

- ✓ Analyze economic development opportunities
- ✓ Present recommendations on how best to achieve the goal of creating prosperous and sustainable communities
- ✓ While maintaining the county's quality of life

Rationale for Recommendations
General Plan
Economic Development Element

- 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.

RECOMMENDATION 1

- Identify positive opportunities and strength of El Dorado County
 - General Plan Economic Development Goal 10.1

RECOMMENDATION 2

- Promote opportunities for economic development
 - based on EDC's positive opportunities and strength
 - TGPA-ZOU (i.e., home based business, lodging)
- General Plan Economic Dev. Goal 10.1

RECOMMENDATION 3

- Develop a strategic and marketing plan for outdoor recreational tourism in El Dorado County
 - General Plan Objective 10.1.6 – Capture of Retail and Tourism Dollars
 - Principle of Economic Development Element – maximize economic potential of the County's natural resources

RECOMMENDATION 4

- Encourage communities to identify opportunities for economic development
 - Appropriate for them yet not harmful or inappropriate for other parts of the County as a whole
 - Strategic Plan Task 5.4

RECOMMENDATION 5

- Develop business clusters and geographically-targeted economic development areas
 - Strategic Plan Task 1.1

RECOMMENDATION 6

- Deploy a small business/entrepreneurial development strategy
- Over 80% of businesses are small
 - 63% 1- 4 employees
 - remainder have 5-9 employees
- Strategic Plan Task 1.2

RECOMMENDATION 7

- Promote new types of business opportunities (lodging: guest ranch, health resort and retreat center, agricultural homestay); helps to increase Transient Occupancy and economic development opportunities
 - From TGPA-ZOU implemented in 2016
 - Strategic Plan Macro Measure 5
 - General Plan Objective 10.1.6 – Capture of Retail and Tourism Dollars

RECOMMENDATION 8

- Utilize Transient Occupancy Taxes to help tourist-oriented entrepreneurial business formation and expansion
 - Strategic Plan Task 1.2

RECOMMENDATION 9

- County plans, including the General Plan and the Strategic Plan, should have a formal process to evaluate compliance and end results.
- This report has reviewed and utilized the General Plan Economic Development Element and Strategic Plan

TARGETED ECONOMIC DEVELOPMENT KEY ISSUES

- Communicate/promote new land uses/economic opportunities in TGPA-ZOU
- Strategy for outdoor recreation tourism
- Economic opportunities for younger generations important
- Housing is an important factor in determining where people choose to live, work, play; need a variety of housing types
- Work with the General Plan/Strategic Plan
- Collaborations for Success – A Next Step for CEDAC