



Update Strategic Plan Goal - Economic Development

Board of Supervisors Meeting
10/17/2017



March 28, 2017 Presentation Recap

- What is Economic Development?
- What does El Dorado County's Economic Development System Look like?
- What are the constraints to Economic Development in El Dorado County?
- What Opportunities does El Dorado County have?
- Greater Sacramento's Role
- El Dorado County's Role



What does El Dorado County's Economic Development System Look like?

■ One Goal – Six Objectives

■ ***Enable a prosperous and vibrant economy***

1. Attract, develop and retain businesses that provide economic sustainability and quality job creation
2. Increase employment opportunities by improving workforce development skills
3. Invest in infrastructure needs to improve and maintain competitiveness
4. Strengthen the County's business-friendly reputation
5. Develop and maintain an economic development plan that is time relevant and community and market oriented
6. Provide diverse workforce housing options - balance jobs with housing



March 28, 2017 Staff Recommendation

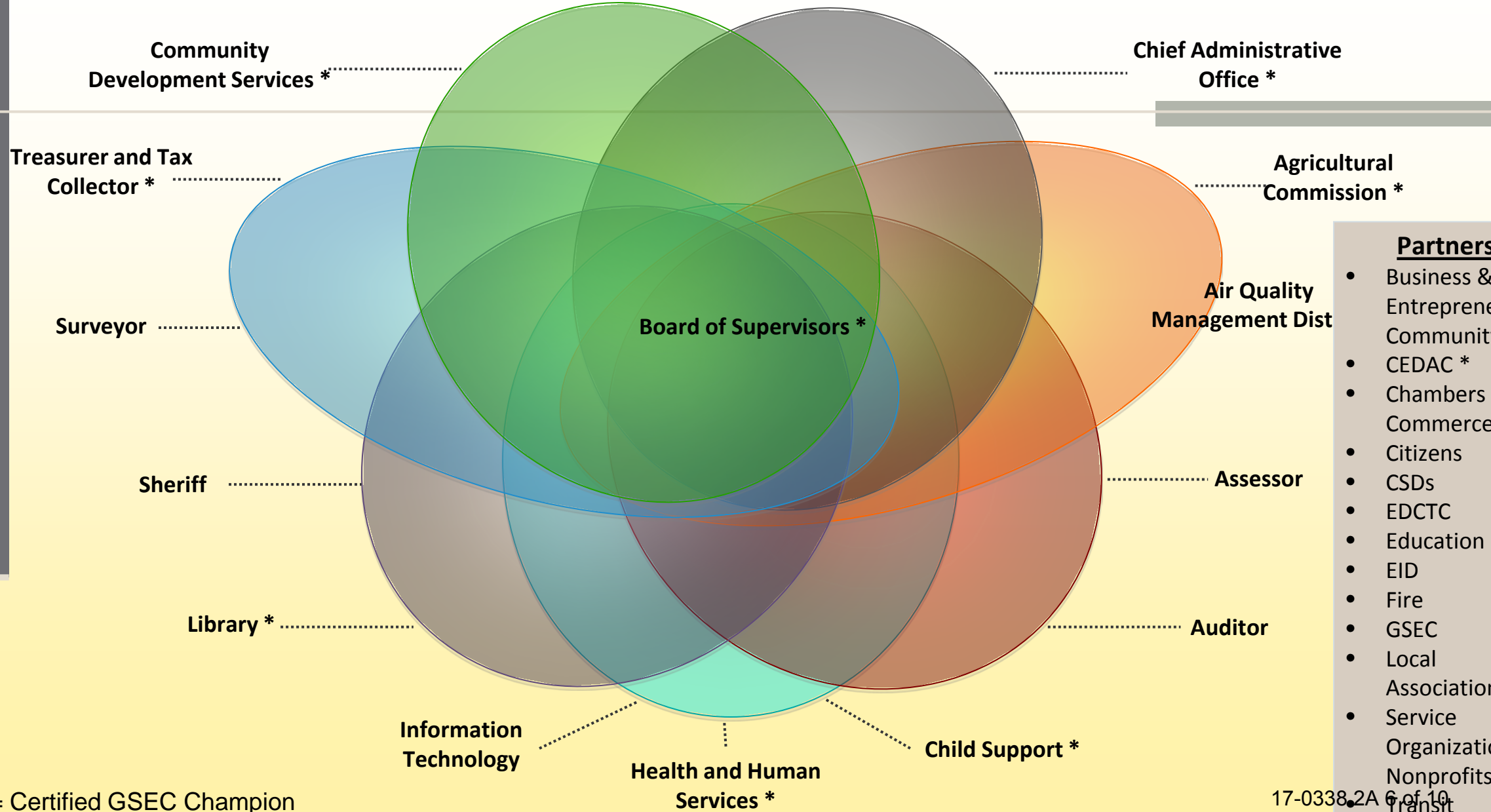
- Focus Economic Development efforts on the following areas:
 - Building a County-wide Economic Development Team and Culture so that we are in a position to respond quickly to opportunities as they present themselves
 - Improving Communication, Outreach, and Image Development:
 - Website Development
 - Branding
 - Marketing
 - Exploring 90-day Permit Processing:
 - Identify barriers and potential solutions

Building a County-wide Economic Development Team and Culture

- ✓ El Dorado County Champions and Partners
- ✓ Commercial Project Referral Program
- ✓ Coordination Meetings
- ✓ Staff Resources

What Does El Dorado County's Economic Development System Look like?

CHAMPIONS AND PARTNERS



- Partners**
- Business & Entrepreneurial Community
 - CEDAC *
 - Chambers of Commerce
 - Citizens
 - CSDs
 - EDCTC
 - Education
 - EID
 - Fire
 - GSEC
 - Local Associations
 - Service Organizations & Nonprofits
 - Transit

* = Certified GSEC Champion

Improving Communication, Outreach, and Image Development:

- ✓ Branding
- ✓ Marketing:
 - County Economic and Demographic Profile
 - Demographic Snapshot
 - Greater Sacramento Economic Council County Profile
 - Commercial Project Referral Program
 - New Business Report and Welcome Letter
 - Business Park Story Map
 - New Promotional Video
 - Established Social Media Presence: Facebook, Twitter, Pinterest, Instagram, and YouTube
- ✓ Website Development

Improving Communication, Outreach, and Image Development Continued

- ✓ Requests for Information:
 - 01/13/17 - Flicker
 - 02/06/17 - R-Crio
 - 02/07/17 - Class A Manufacturing
 - 04/07/17 - Project Spectrum
 - 09/11/17 - Brasport
 - 10/04/17 - Amazon
- ✓ On August 17th we attended and hosted a table at the Tri-County Job Fair
- ✓ Shop Local Banner on Main Street (November 13th - 19th)

Explore 90-day Permit Processing:

- ✓ Identify barriers and potential solutions



Elevate to El Dorado

A Great Place to Live, Work & Play