

El Dorado County CAO - Office of Economic Development

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



Role of Economic Development Practitioner



Resource

Analyst



Steward

Connector

Source: Wayne Schell, CALED, BOS Agenda Item 01 #09-0571, May 4, 2009

Economic Developers are: Stewards of the Economy



“A catalyst ... They are strategists who establish relationships, build networks, and generate resources to meet the needs of businesses.”

Source: Wayne Schell, CALED, BOS Agenda Item 01 #09-0571, May 4, 2009

The Goals and Objectives of our General Plan's Economic Development Element have been implemented through the following Economic Development Strategy:



- Regulatory Reform

- Business Retention and Expansion

- Entrepreneurship/Attraction

Source: *BOS Agenda Item 26, adopted October 2, 2007*

Regulatory Reform



Identify and provide solutions to barriers to economic growth and job creation

- Work with developers and entrepreneurs to provide assistance with development process and improve relationships between industry and government.
- Work with Development Services to identify barriers in G.P. and zoning ordinances.



Regulatory Reform

Successes

- Winery Ordinance 4.27.07 (EDAC per BOS item #06-1814)
- SB 1662 Air Emission Reduction Credits (Cox) 5.25.07
- Building Permit Process Improvements BIAC/OED 6.19.07 (BOS item #07-915)
- Increase Commercial Floor Area Ratio 7.10.07 (EDAC)
- Barriers to Business report 1.29.08 - resulting in ACAO & AD Hoc (BOS item #07-1576)
 - Employment Generating project permit assistance (#3 jobs & 5,000 sq. ft. min.)
 - Establish Permit Ombudsman (Economic Development Coordinator)
- Economic Development Advisory Commission – BOS approved reformulation and member manual 2.10.09 (BOS item #09-0164)

In Process

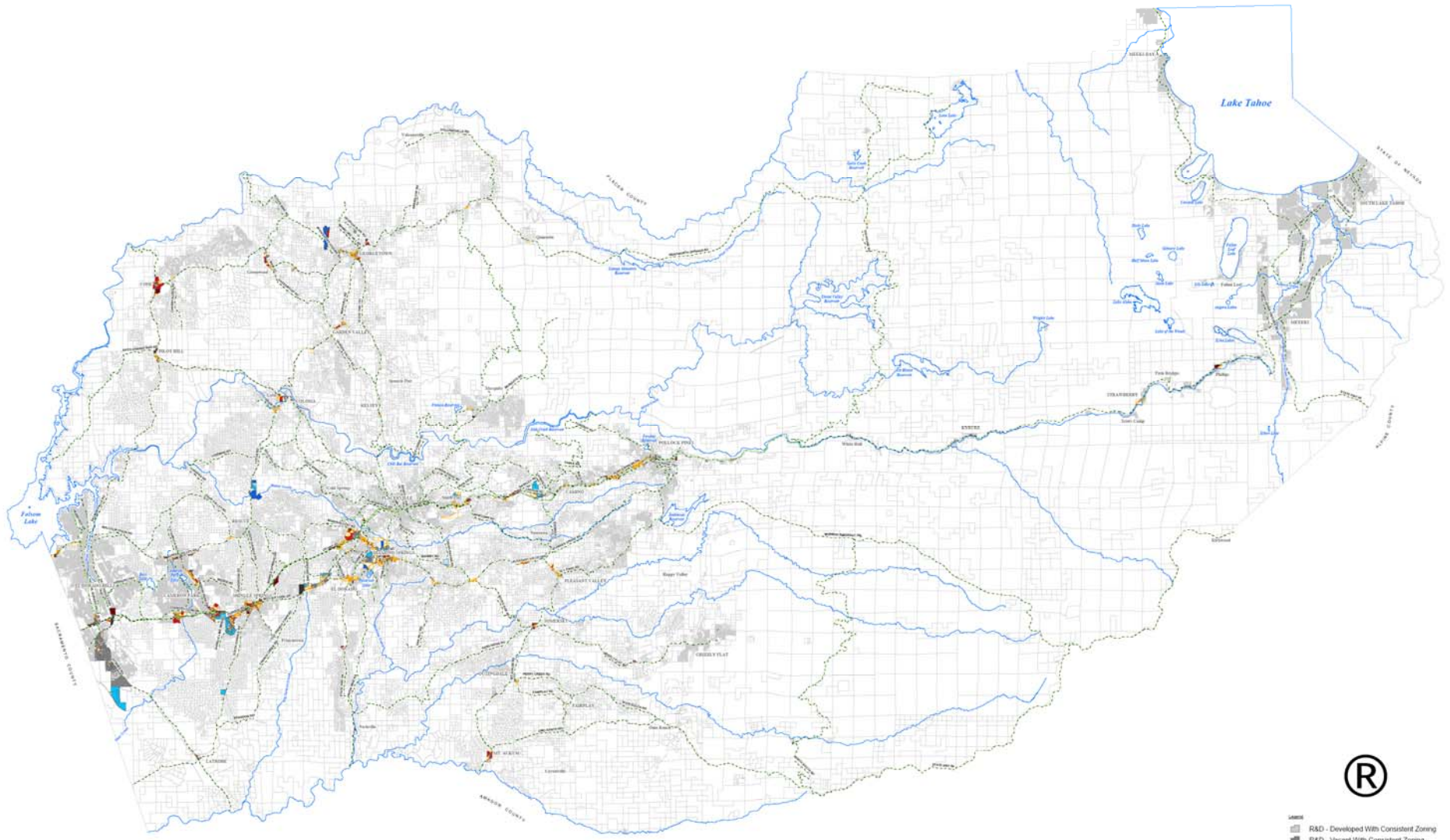
- Early Care & Education socio-economic incentive and Zoning Ordinance revise
- 17.14.210 Communication Facility, Wireless Zoning Ordinance Update
- 10.2.1.5 Public Facilities and Services Financing Plan
- Agricultural Support Facility Zoning Ordinance (Wine Storage)
- Aircraft Hanger Expansion – Fire Code issues

2009 Commercial & Industrial Land Inventory



Commercial & Industrial Land Inventory map

Source: *Surveyors Office, Commercial & Industrial Land Inventory Map*
April 23, 2009



COMMERCIAL & INDUSTRIAL LAND INVENTORY

County of El Dorado, State of California

- LEGEND**
- R&D - Developed With Consistent Zoning
 - R&D - Vacant With Consistent Zoning
 - R&D - Vacant With Inconsistent Zoning
 - IND - Developed With Consistent Zoning
 - IND - Developed With Inconsistent Zoning
 - IND - Vacant With Consistent Zoning
 - IND - Vacant With Inconsistent Zoning
 - COM - Developed With Consistent Zoning
 - COM - Developed With Inconsistent Zoning
 - COM - Vacant With Consistent Zoning
 - COM - Vacant With Inconsistent Zoning
 - Under Utilized Use
 - Parcel Base
 - Major Roads
 - Rivers & Creeks




 PREPARED BY THE COUNTY OF EL DORADO PLANNING AND COMMUNITY DEVELOPMENT DEPARTMENT
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 DATE: 08/18/2015

Business Retention and Expansion



Identify and meet the needs and plans of existing businesses in order to retain jobs and increase revenues

- Collaborate with Federal, State, regional and local economic development entities
- Connect businesses to tools and resources
- Coordinate systematic business visitations

Business Retention and Expansion



Successes FY 07-09

- 534 Business 411 telephone and e-mail inquiries fielded (5.12.09)
- 377 Business visitations in Metro Pulse (5.12.09)
- 169 businesses visited on 2008 EDH Business Walk
- 138 businesses visited 2009 EDH Business Walk & small business event
- 2007-09 Promotions Account RFP revamp
 - Contractors have steadily increased event, visitor, film traffic
- 3 Community Forums – issue ID/Funding Sought/Next Steps
 - El Dorado Hills May 17, 2007 (Business Walk/Retail Tool)
 - Georgetown Divide August 16, 2007 (EDBG grant)
 - South Lake Tahoe November 15, 2007 (DOC-EDA grant)
- Revamp website – 1,862 hits from 43 pages (*Tools for Business/Google Analytics*)
- Conducted 28 community group speaking engagements
- Conducted 2008 & 2009 Economic Development Day - Leadership El Dorado

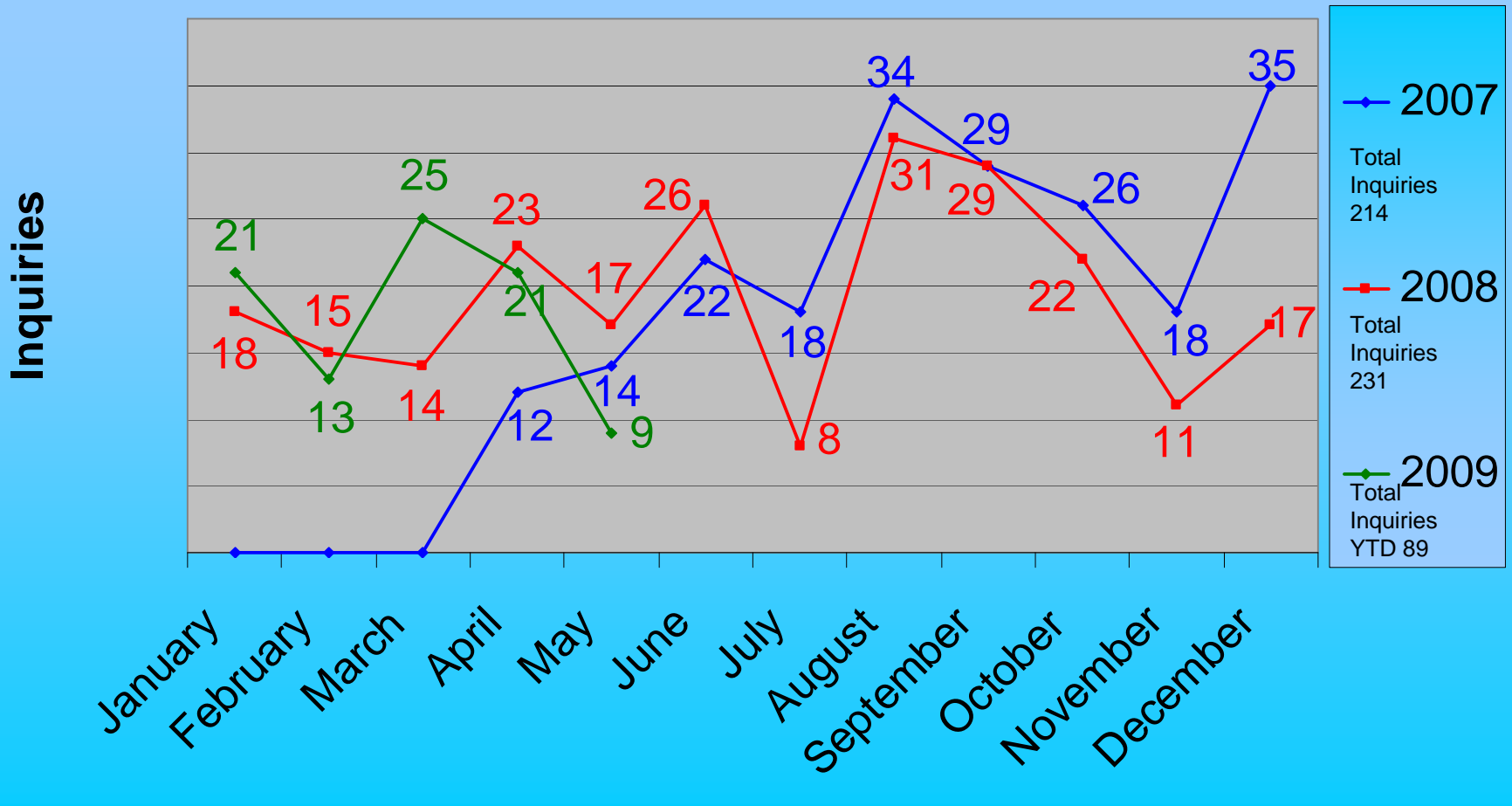
In Progress

- In Progress Lake Tahoe basin Prosperity Plan (EDA & locally funded)
- Fall 2009 Shingle Springs/Cameron Park Chamber Business Walk

Daily Activities – Biz 411

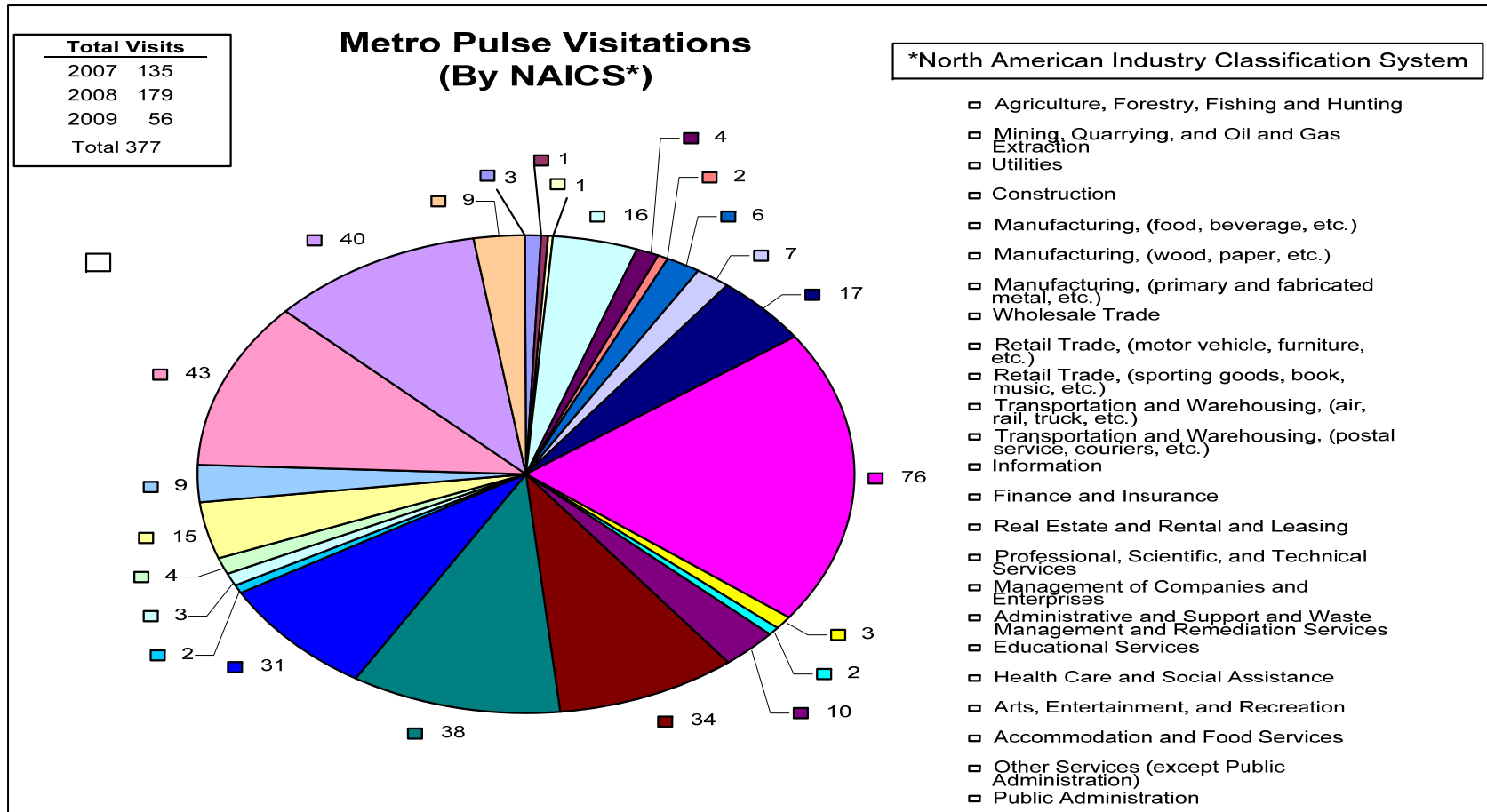


Business 411



Source: Monthly Business 411 Report May 11, 2009

Business Retention & Expansion activities



Source: Metro Pulse database, May 12, 2009

Metro Pulse 2007-2009

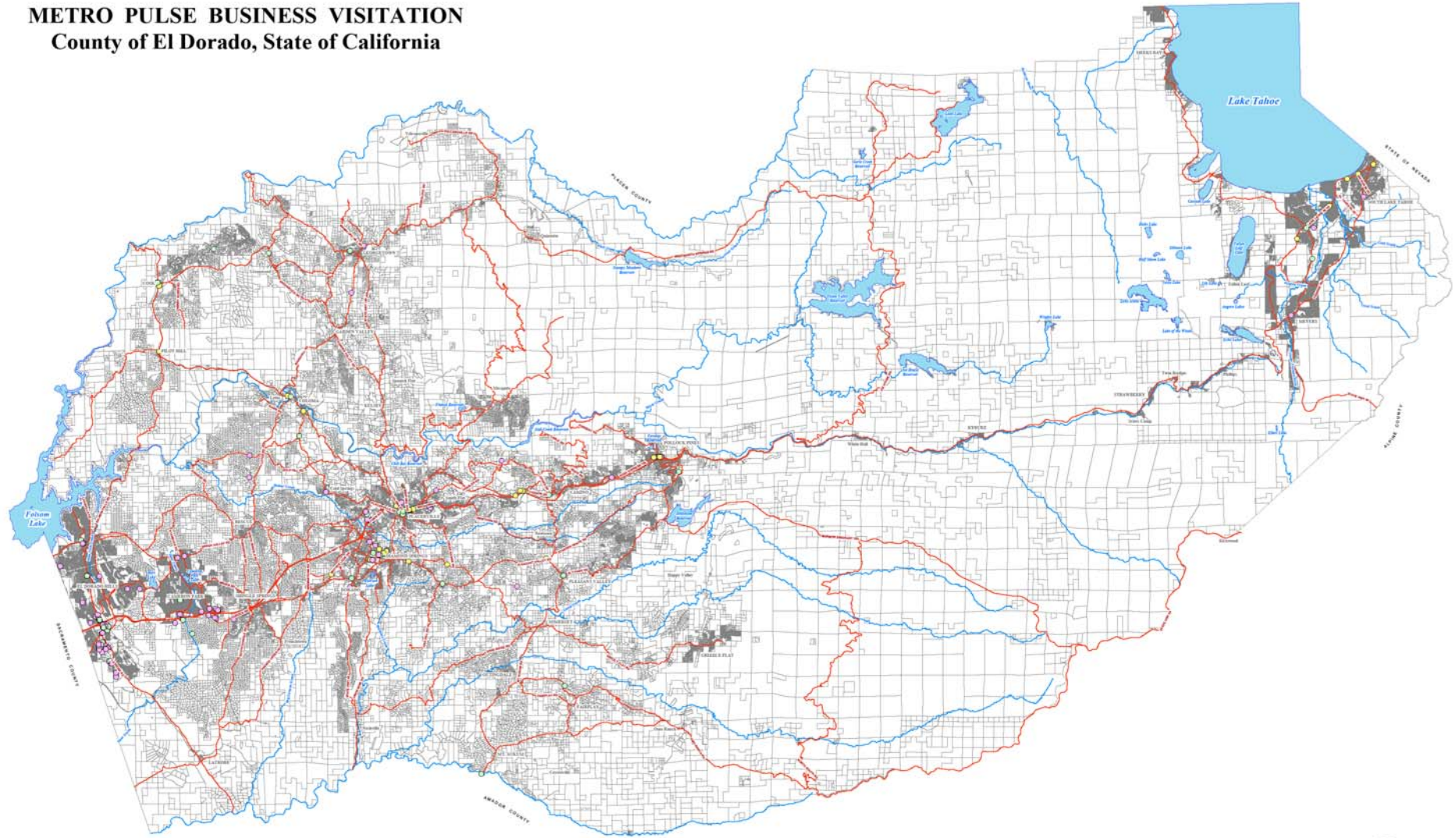


Metro Pulse Business Visitations map

Source: *Metro Pulse database, April 6, 2009*

METRO PULSE BUSINESS VISITATION

County of El Dorado, State of California



NAICS Number	Type of Business	Total Visits 2007	Total Visits 2008	Total Visits 2009
11	Agriculture, Forestry, Fishing and Hunting	1	2	0
21	Mining, Quarrying, and Oil and Gas Extraction	0	0	1
22	Utilities	0	1	0
23	Construction	9	5	0
31 - 33	Manufacturing	3	5	1
42	Wholesale Trade	4	2	0
44 - 45	Retail Trade	19	34	33
48 - 49	Transportation and Warehousing	0	4	1
51	Information	3	3	0
52	Finance and Insurance	8	20	1
53	Real Estate and Rental and Leasing	8	16	4
54	Professional, Scientific, and Technical Services	5	17	2
55	Management of Companies and Enterprises	0	1	0
56	Administrative and Support and Waste Management and Remediation Services	1	1	0
61	Educational Services	2	2	0
62	Health Care and Social Assistance	7	8	0
71	Arts, Entertainment, and Recreation	4	3	0
72	Accommodation and Food Services	6	18	17
81	Other Services (except Public Administration)	11	22	3
92	Public Administration	4	2	0



- Legend**
- 2007 (95 total visits)
 - 2008 (166 total visits)
 - 2009 (63 total visits)
 - ▭ Parcel Base
 - ▬ Major Roads
 - ▬ Rivers & Creeks

Map Does Not Reflect 70 Addresses That Were Unable to Be Mapped

0 0.5 1 2 3 4 5 Miles

View Updated by View Point Computers, Inc. (2010) (R) California Data 1, Inc.



DISCLAIMER
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DATE: 09/14/2010
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Entrepreneurship/ Attraction



Provide the best environment for fostering entrepreneurial growth while attracting new businesses

- Re-brand and market El Dorado County
- Acquire advanced demographics for attraction
- Connect entrepreneurs to tools and resources
- Develop policy criteria for business incentives

Entrepreneurship/ Attraction



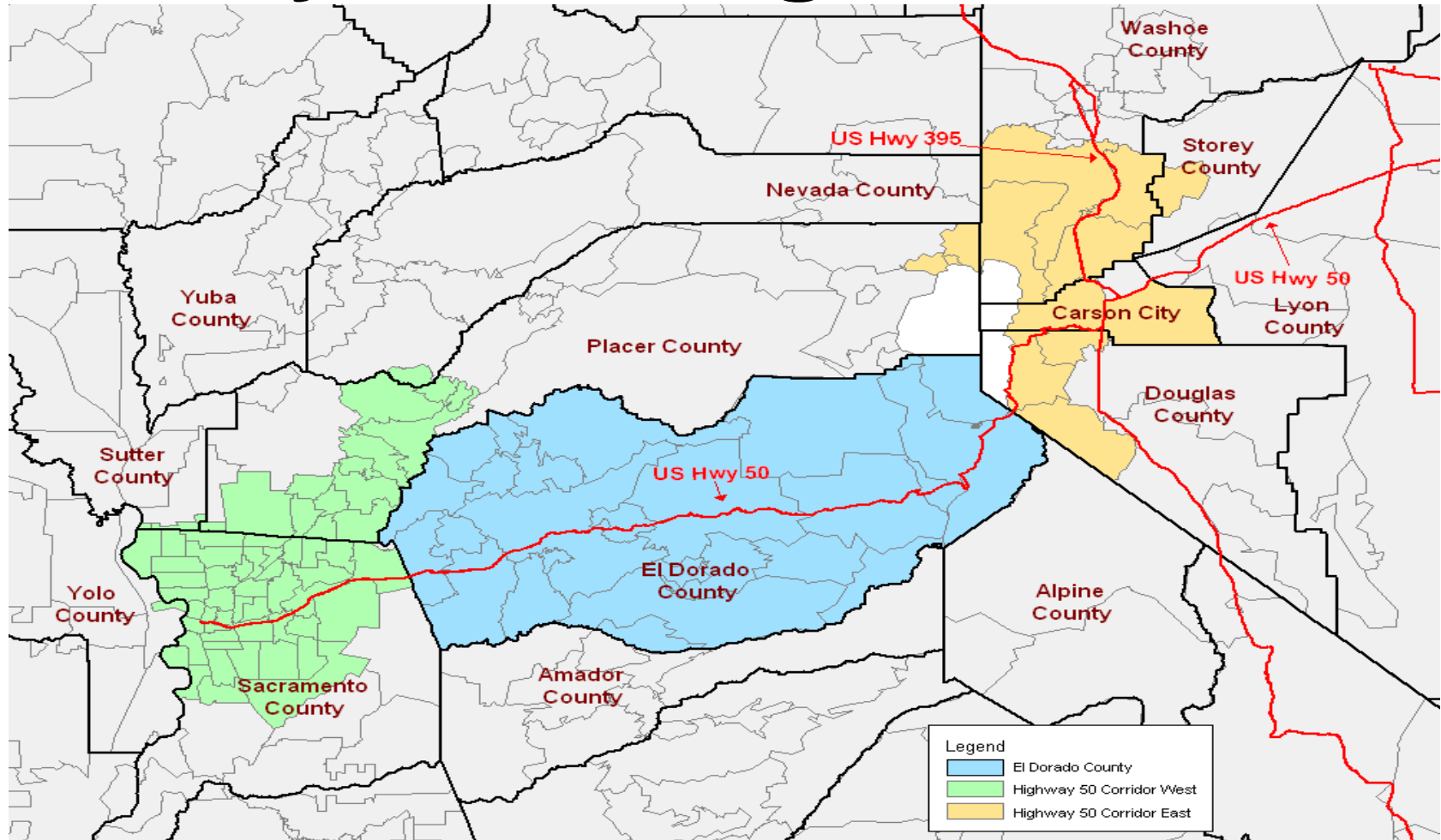
Successes FY 08-09

- OED has successfully assisted 26 businesses open doors/connect to tools and resources
- Experience El Dorado – as Tourism Brand and Marketing platform
- Assisted with rejuvenation of Highway 50 Marcom group activity
- Assisted Bayley House with grant development from Teichert Construction
- Hosted 3 Broadband community service expansion events (SEDCorp sponsored)
- Hosted E.U Ambassador during NorCal tour Fall 2007
- U.S. Dept. of Commerce Export Achievement Award to local Cameron Park firm
- Federal Technology Center procurements assistance 3 clients = 26 contracts = value \$882,190
- Annual EDC Economic & Demographic Profile (*CSU-Chico, CED*)
- Nov. 7, 08 **Understanding Your Local Economy** workshop (*CSU-Chico, CED*)
- April 1, 2009 SME event: **Surviving in a Challenging Economy** (*EDH Chamber/U.S. Small Business Admin.*)
- April 3, 2009 Fabulous 50 Showcase site tour

In Progress

- Establishment of a Small Business Revolving Loan Fund (CRA seeded)
- Establishment of an El Dorado Hills Incubator (EDA funded)

The El Dorado County Advantage!



Source: *Handshake Marketing, December 2007*

Regulatory Reform



To be successful we need

- General Plan and Zoning Ordinance revisions
- Economic Development Advisory Committee and community, to help identify and provide solutions for existing barriers to business
- Explore consolidated fee estimates for employment generating projects

Business Retention and Expansion



To be successful we need

- Continue business visitation and technical assistance outreach programs.
- Obtain econometric studies and analysis in support of key business and industry sectors, and sustainable employment generators.
- Explore and apply for community and economic development grants, State and Federal governmental funding assistance sources.

Entrepreneurship/ Attraction



To be successful we need

- Use Experience El Dorado to develop county brand and business marketing program that highlights the golden opportunities in El Dorado County.
- Develop a commercial/industrial property listing, provides site-specific information and market.
- Explore programmatic incentives (EZ, RDA, Incubators), develop criteria and processes that offer new and existing businesses regulatory and fiscal incentives for sustainable economic development projects.

Really, Economic Development is like fishing!



We need the equipment to catch the fish!

Streamlined Permit & Regulatory Environment

Advanced Demographics

Regulatory & Fiscal Incentives

Prospector Sites

Marketing Materials

Business & Community Involvement

