



Economic Development Division Program Update

El Dorado County
Chief Administrative Office

March 17, 2015

Overview

- What is Economic Development?
- History of Economic Development in El Dorado County
- Economic Development Partners
- Current Programs, Projects and Funding
- Future Direction and Priorities

What is Economic Development?

- Creation of wealth through which community benefits are created
- Three primary and inter-related approaches:
 - **Business Attraction**
 - **Business Expansion**
 - **Business Retention**
- Local government plays a key role

Benefits of Economic Development

- Economic development helps communities:
 - Increase Tax Base
 - Job Development, Retention and Attraction
 - Business Retention
 - Economic Diversification
 - Self-sufficiency
 - Productive Use of Property
 - Recognition of Local Products
 - Improved Quality of Life

History of Economic Development in El Dorado County

- Primarily Chambers of Commerce until late 1990's
- County included Economic Development Element in General Plan 1996
 - Officer at County level to coordinate and implement Economic Development programs
 - County hires first dedicated staff person in 1998
 - Identifies “Economic Development Services Provider Network” (now CEDAC)
 - Economic Development Element - Principles

Economic Development Partners

- Economic development requires collaboration among many partners
 - County staff
 - Economic Development Division, other departments
 - Community & Economic Development Advisory Community (CEDAC)
 - Other organizations

Current Programs, Projects & Funding

- Fiscal 2014-15 Adopted Budget
\$2,281,975
- Funding provides for:
 - Operations
 - Programs
 - Projects
 - Contributions

Programs

- Internal Programs
 - Business Services
 - Business Retention Activity
 - Housing, Community and Economic Development (HCED) Program
(Federal and State Funding)

Programs

- County Promotions Contracts - \$843,550
 - Services and events to support new and existing businesses and increase tourism
 - American River Music Festival
 - El Dorado Arts Council
 - El Dorado Hills Chamber
 - Film Commission
 - South Shore Chamber
 - Visitors Authority

Projects

- Special Projects - \$301,000
 - Web Portal
 - Grant Consultant
 - Cultural and Community Development (Micro) Grants
 - CSER Data & Incentive Study
 - Existing Conditions Study
 - Apple Hill 50th Anniversary Video
 - Caltrans Apple Hill Traffic Management

Contributions

- Contributions in support of promotional, cultural and other community activities - \$469,550
 - Marshall Hospital
 - El Dorado Community Foundation - Veteran Services
 - Tahoe Prosperity
 - Pow Wow
 - Wagon Train

Services and activities that have a significant impact on the local economy.

Other Current Projects

- UC Davis Satellite Campus Proposal
- Traffic Impact Mitigation Fee/Capital Improvement Program 5-year Major Update
- Strategic “Framework”
 - CEDAC proposal for sustainable economic development

Future Direction and Priorities

- Business Retention and Expansion
- Business Recruitment and Attraction (including site selection assistance)
- Improve the business climate
- “Ease-of-entry” for businesses
 - Regulatory and permitting reform, impact fees
- Infrastructure Development (including high speed Internet)
- Create Economic Incentives
- Workforce Development and Training

Potential Economic Development Initiatives

- Recruitment of Retail
- Hotel and Conference Center Attraction
- Traffic Impact Mitigation Fee Hotel Deferral
- Tax Credits and Incentives
- Entrepreneurship Development
- Promotional Activities
- Other suggested programs or initiatives?

Future Direction and Priorities

- Receive report and preliminary Board direction
- Identify next steps...
 - Strategic Plan Workshop 3/17/15
 - Input from CEDAC 3/31/15
 - Additional input from staff as requested
 - Establish budget and work plan for FY15-16