



*Elevate to El Dorado*

A Great Place to Live, Work & Play

# **Economic Development Fiscal Year 2019-20 Work Plan**

**Board of Supervisors Meeting**

**July 23, 2019**



# Purpose

Department Recommendation  


Background  


Strategic Plan  


Proposed Priorities for FY 2019-20  


Economic Development Ongoing Activities  

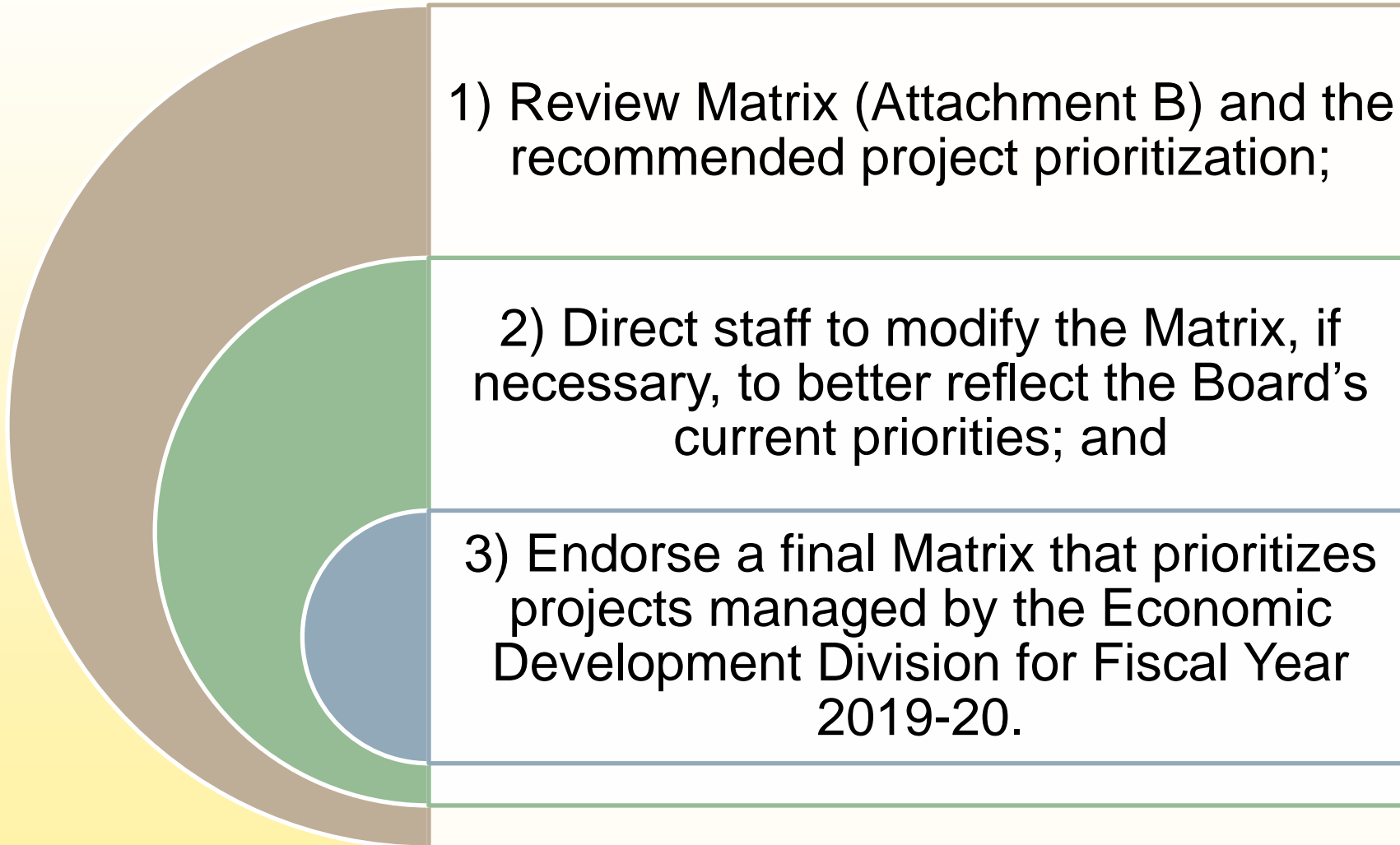

Economic Development Staff Resources  


Agreements  






# Department Recommendation





# Background

**On January 29, 2019, the Board approved the transfer of Economic Development from the Chief Administrative Office to the Planning and Building Department in order to encourage collaborative efforts between Economic Development and the Planning and Building Department.**



# Background

The transfer of Economic Development to the Planning and Building Department brings added capacity to manage Program efforts:

On January 29, 2019, the Board approved the addition of an Economic Development & Business Relations Manager and transfer of an Administrative Assistant I/II to Economic Development (Legistar Item 19-0033)

On March 12, 2019, the Board approved the addition of a Senior Administrative Analyst and reassignment of a Department Analyst I/II-Ombudsman to Economic Development (Legistar Item 19-0175)



# Strategic Plan Goals

Retain, Develop and Attract Businesses that Provide Economic Sustainability and Quality Job Creation

Increase Employment Opportunities by Improving Workforce Development Skills

Invest in Infrastructure Needs to Improve and Maintain Competitiveness

Nurture the County and Community's Business-Friendly Reputation

Provide Attainable Housing Options - Balance Jobs with Housing



# Proposed Priorities for FY 2019-20

## **Retain, Develop and Attract Businesses that Provide Economic Sustainability and Quality Job Creation**

- Business Retention and Expansion Program
  - New Program Analysis (PBID or EIFD)
  - Identify possible Incentive programs
  - Analysis of our market
- Market Area Economic Impact Studies



# Proposed Priorities for FY 2019-20

## **Increase Employment Opportunities by Improving Workforce Development Skills**

- Continue to work with Human Resources department to enhance Countywide Internship Program
- Facilitate collaboration between County Departments, Community & Economic Development Advisory Committee (CEDAC), local Chambers of Commerce and businesses.
- Continue collaboration with Economic Development Corporation of El Dorado County, Workforce Innovation and Opportunity Act, Sierra Business Council





# Proposed Priorities for FY 2019-20

## **Invest in Infrastructure Needs to Improve and Maintain Competitiveness**

- Encourage development of Broadband and/or Wi-Fi infrastructure
- Missouri Flat Area Master Circulation and Financing Plan (MC&FP) Phase II Project
- Economic Development Opportunity Area Analysis
- Collaborate with the El Dorado County Transportation Commission on the El Dorado Hills Transportation Circulation Plan



# Proposed Priorities for FY 2019-20

## **Nurture the County and Community's Business-Friendly Reputation**

- Staff Development Program
- Provide Project Management for high Economic Impact projects
- Zoning Ordinance Minor Updates
- Expanded Social Media Presence
- Implementation of Various Efforts to Improve Customer Service
- Community Planning: Commercial/Multi Family Residential Design Guidelines



# Proposed Priorities for FY 2019-20

## **Nurture the County and Community's Business-Friendly Reputation**

- Continue to evaluate opportunities to improve County processes that are identified as onerous for the public
- Actively participate with local, regional and national organizations to strengthen our Economic Development advantages

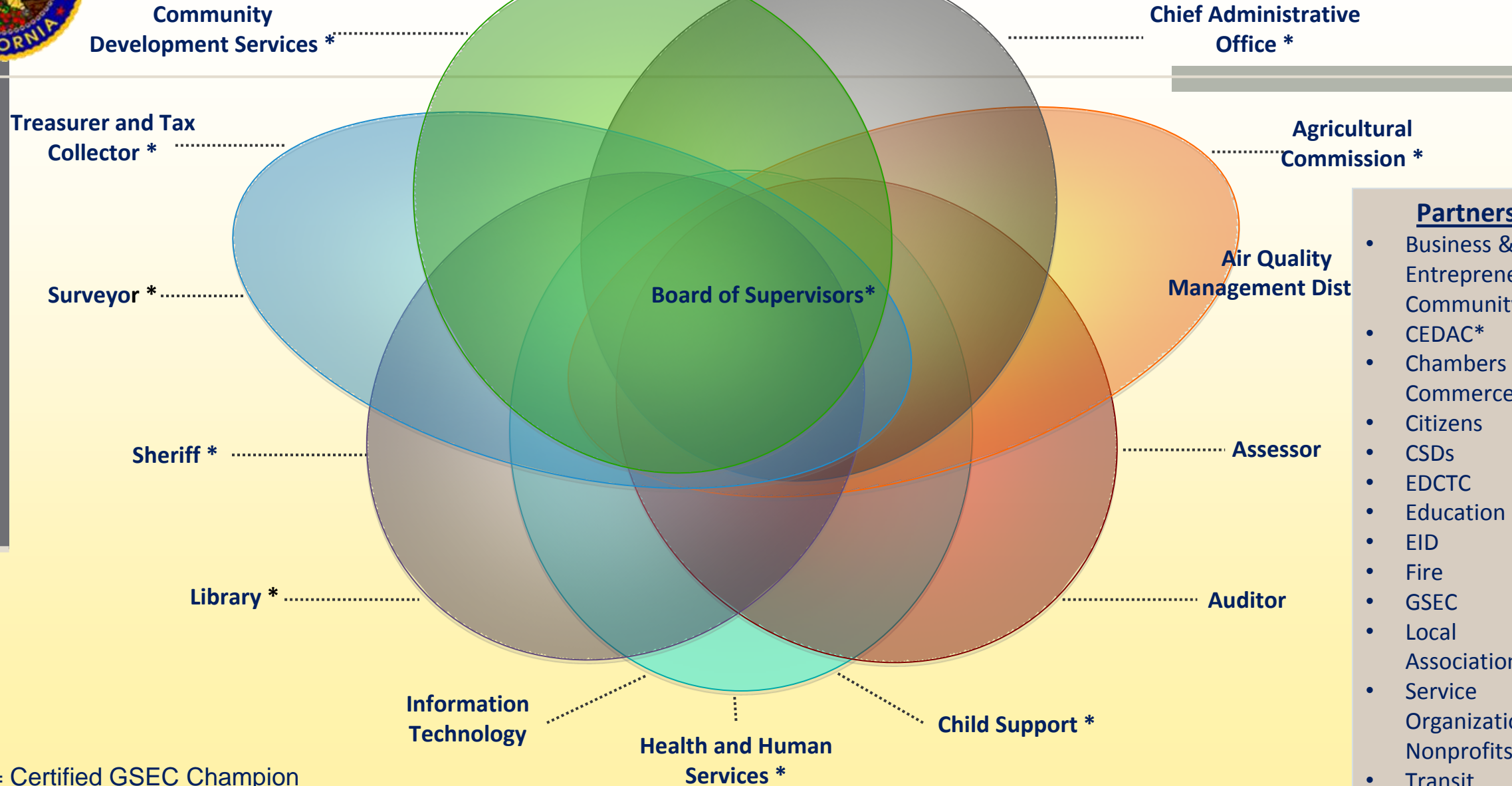


# Proposed Priorities for FY 2019-20

## Provide Attainable Housing Options – Balance Jobs with Housing

- Economic and Business Relations Manager to assist major developers in navigating the planning and permitting process
- BAE Urban Economics – Study of housing related issues
- Obtain Board direction on desire to incentivize housing

# Economic Development Champions and Partners

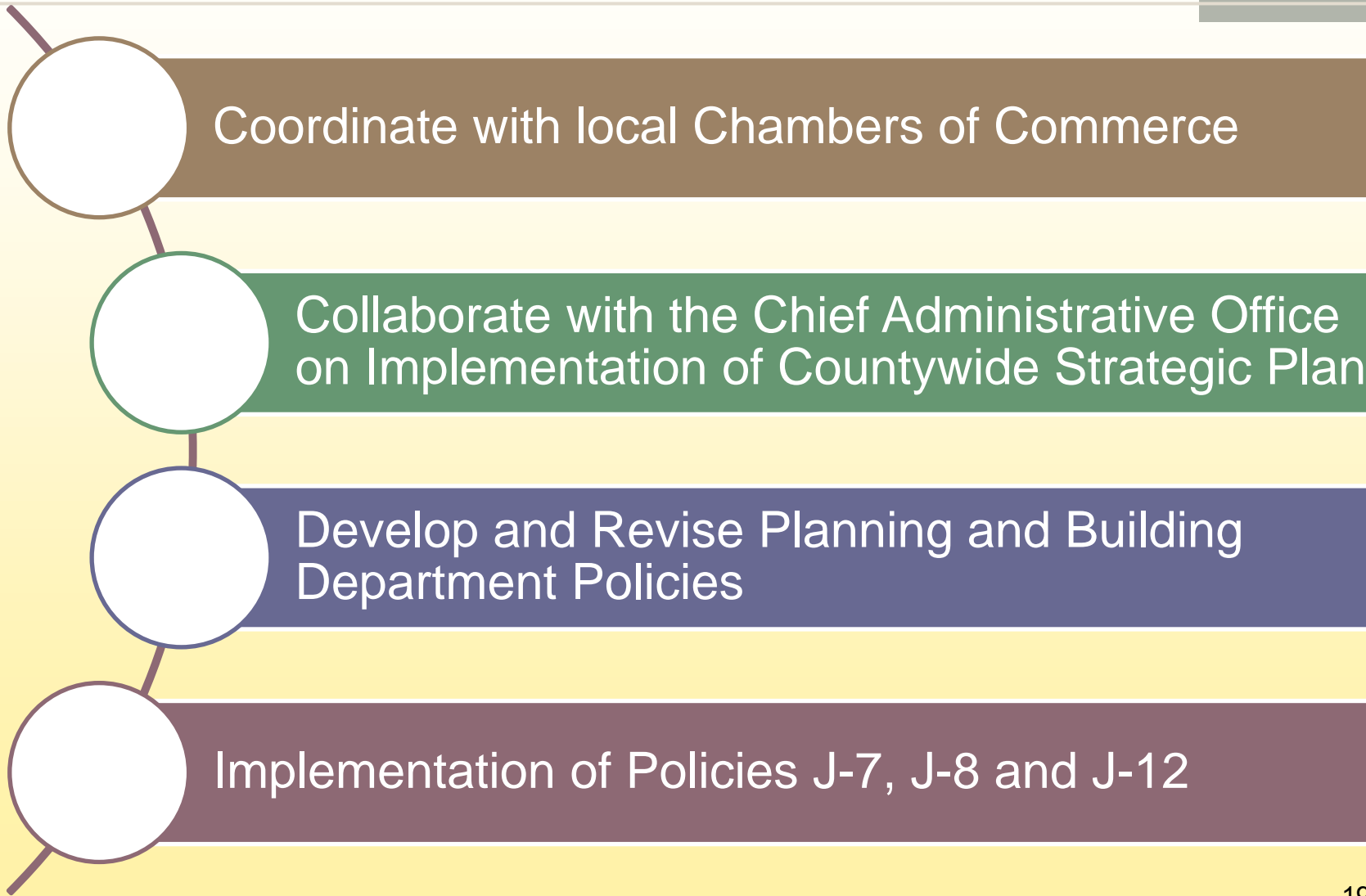


- Partners**
- Business & Entrepreneurial Community
  - CEDAC\*
  - Chambers of Commerce
  - Citizens
  - CSDs
  - EDCTC
  - Education
  - EID
  - Fire
  - GSEC
  - Local Associations
  - Service Organizations & Nonprofits
  - Transit

\* = Certified GSEC Champion



# Economic Development Ongoing Activities





# Economic Development Ongoing Activities





# Economic Development Staff Resources

Kyle Zimbelman

Economic and Business Relations Manager

Jean Warner

Senior Administrative Analyst

Katie Rider

Department Analyst I/II, Ombudsman

Amelia Pedri

Administrative Assistant II

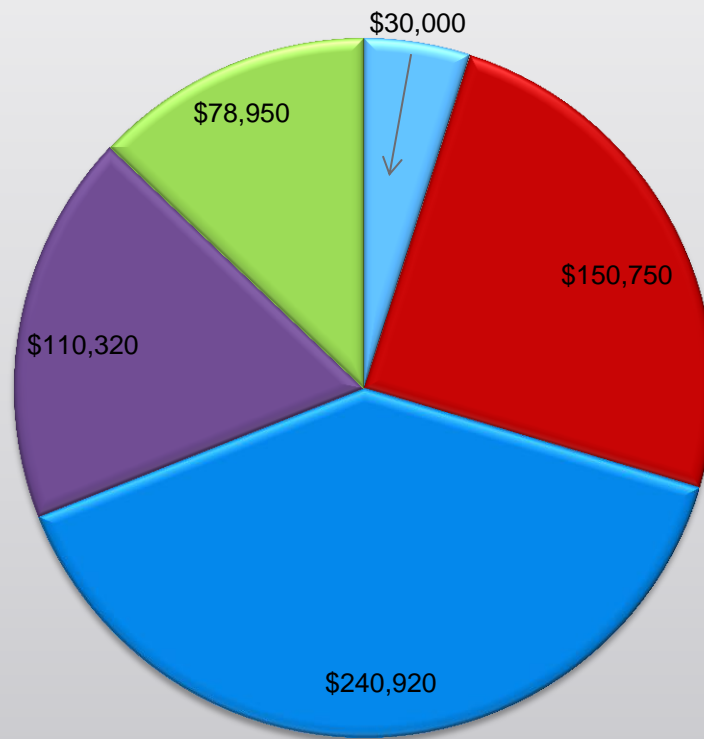






# Agreements

## Funding Agreements FY 2019-20



- Tahoe Prosperity Center - \$30,000
- EDC Chamber of Commerce- Film Commission - \$150,750
- EDC Chamber of Commerce- Visitor's Authority- \$240,920
- El Dorado Hills Chamber of Commerce - \$110,320
- Lake Tahoe South Shore Chamber of Commerce, \$78,950



# Agreements

## Staff Development

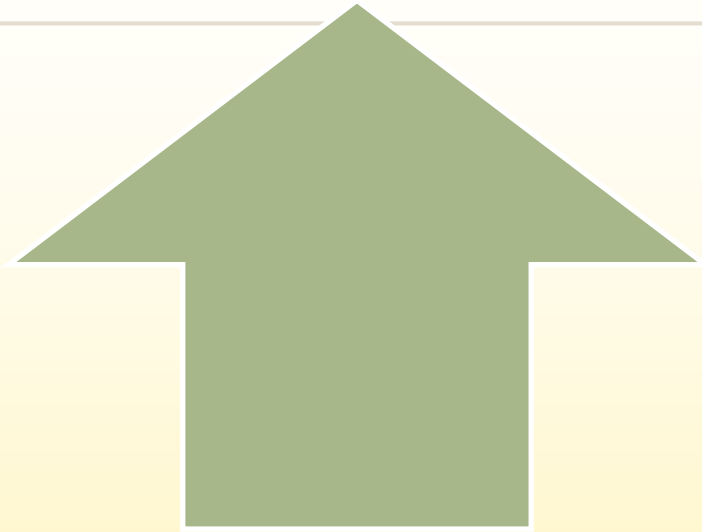
- CPS Human Resources Consulting Firm

## Professional Service Contracts

- De Novo Planning Group
- BAE Urban Economics
- New Economics & Advisory, Inc.
- Economic & Planning Systems, Inc.
- John Krueger, dba National Market Advisors



# Next Steps



Increased workload for  
Planning Services =



Decrease in processing  
time efficiency for non-  
Economic Development  
related projects



# Next Steps

- The Planning and Building Department will analyze staff resources and current workload. Additional staff may be required in Economic Development in order to allow existing Planning employees to manage their ongoing, regular duties.

