

# Economic Development Workshop

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





# Economic Development Workshop



- Consistent with the Strategic Direction Framework adopted February 24, 2009 the following presentation will provide an overview of the Economic Development activities relation with the General Plan.
- At the end of today's workshop it is requested that the Board to adopt a interdepartmental 12 month action plan to facilitate economic development in El Dorado County.



- 1. Economic Development Workshop**
- 2. Understanding Economic Development**
- 3. Destination Brand and Marketing of El Dorado County**
- 4. Defining Your Market and Demographics**
- 5. El Dorado County - Economic Development Collaboration**
  1. El Dorado County Economic Development overview
  2. Economic Development Block Grant Program and Workforce Development
  3. Infrastructure as a component of Economic Development
  4. Development Services role in Economic Development
- 6. Board of Supervisors Recommended Action**

Adoption a interdepartmental 12-month action plan to facilitate sustainable Economic Development

## **Q & A and Public Comment**