



# *The County of El Dorado*

---

330 Fair Lane  
Placerville, CA 95667

## **Staff Report**

**DATE:** May 4, 2009

**TO:** Board of Supervisors

**FROM:** Ronald Grassi, Assistant Chief Administrative Officer

**SUBJECT:** Economic Development Workshop

---

### **Background:**

On February 24, 2009 the Board of Supervisors adopted a Strategic Direction Framework. Part of the framework included holding a workshop that reviews the interaction between the General Plan and Economic Development.

Within the Economic Development Element of the El Dorado County General Plan there are Goals, Objectives, Policies, and Measures. The main Goals of the Economic Development Element are 10.1 Cooperation and 10.2 Public Service and Infrastructure

#### **Goal 10.1: Cooperation**

The County shall work with all levels of government and with the various economic development organizations including the business community to cooperatively identify and promote the County's positive opportunities and strength.

#### **Goal 10.2: Public Service and Infrastructure**

Provide adequate levels of public services and infrastructure for existing residents and targeted industries and establish equitable methods to assure funding of needed improvements to existing infrastructure and services and new facilities to further economic development consistent with the County's custom, culture, and economic stability.

Taking into consideration these goals, Economic Development is intertwined with various agencies and county departments. The workshop is a collaborative effort to focus on the County department's Economic Development activities and their relation to the General Plan. At the conclusion, of the workshop the Board will be asked to adopt an interdepartmental 12 month action plan.

## **Discussion:**

### **Understanding Economic Development**

The workshop will encompass a general overview of Economic Development, presented by Wayne Schell President, CEO of the California Association of Economic Development. Mr. Schell has practiced economic development in California for over 30 years. He has a wealth of knowledge and experience, as well as an enthusiastic drive to help entities become successful in their pursuit of creating prosperous, sustainable communities.

### **Destination Brand and Marketing**

Experience El Dorado will be presented as an option for the Destination Brand and Marketing of El Dorado County. In 2000/2001 the State of California had a successful marketing campaign with an IMAX film called Wild California. Experience El Dorado was initially designed as a means to attract tourism. However, El Dorado County is not just a great place to visit it also a great place to live and work. Therefore, Experience El Dorado can bring to light the quality of life in El Dorado County as a means of business attraction. Thus, Experience El Dorado is a viable tool for a Brand and Marketing campaign.

### **Defining Your Market and Demographics**

Ryan Sharp is the Director of Sacramento Regional Institute (SRRRI); he will discuss market definitions and demographics as economic development tools. Mr. Sharp performs and directs original analysis and research for all SRRRI projects. He has experience in both the public and private sectors and has developed a wide range of skills in complex economic analyses including input-output analysis, market area and economic development strategies, economic structure and specialization evaluations, occupational skills and labor force assessments, and regional growth and development approaches. The Sacramento Regional Research Institute can provide El Dorado County with some valuable market analysis and advanced demographics to assist with business expansion and attraction.

### **El Dorado County Economic Development Overview**

The presentation will provide a status report and snapshot of activities as they relate to the implementation of the General Plan's Economic Development Element, demonstrate the interconnected nature of the County's economic development efforts both internally and externally with strategic stakeholder groups. The presentation highlights the progress attained and where the Office of Economic Development would like to head over the next 12 months.

### **Economic Development Block Grant and Workforce Development**

The Department of Human Services facilitates economic development through the administration of the Economic Development Block and Workforce Investment Act. Community and Economic Development Block Grants provide State funds, accessed through a California Department of Housing and Community Development application process, for economic development activities. The intent of the EDBG programs is to provide appropriate assistance to entrepreneurs, business owners and real estate development projects, which in turn creates and/or sustains jobs, along with expanding the commercial and industrial base within the community.

## **Infrastructure as a Component of Economic Development**

The Department of Transportation facilitates Economic Development by providing road improvement projects which are prioritized based on a number of factors such as safety, capacity, traffic circulation patterns, level of service (LOS) requirements, available funding, and economic development needs.

## **Development Services role in Economic Development**

The mission of the Development Services Department is to guide land use and development consistent with the General Plan, Building Codes & related regulations, by providing accurate, timely and courteous professional and technical services to our customers, to maintain the County's unique quality of life, protect public safety and the environment & promote economic vitality for current and future generations.

## **12 Month Action Plan**

Through a cooperative effort aligning our public service departments focusing on the key components of Marketing, Incentives, Infrastructure and Regulatory Reform, El Dorado County can move towards the pursuit of economic growth and creating prosperous, sustainable communities.

The following elements are the key components of the interdepartmental 12 month action plan:

### **Marketing –OED**

1. Re-affirm Economic Development Advisory Committee on a volunteer basis
2. Advanced Retail Demographics
  - a. Customer analytics
3. Develop marketing packages for business attraction
  - a. Use Experience El Dorado as a business attraction tool
4. Conduct further targeted business visitations
  - a. Providing technical assistance and access to affordable capital
  - b. Promote greater alignment of county BRE activities
    - i. Rapid Response
    - ii. Small Business Loan Programs
    - iii. Metro Pulse
    - iv. CDBG-EDBG
  - c. Targeting specific industry sectors and geographic areas
5. Economic Base Analysis & Quarterly Industry Sector Reports
  - a. Partner with chambers and local industry and trade groups
  - b. Establish economic indicators project
  - c. Monitor sales tax growth/decline (Mindful of additional CA sales tax)
6. Explore acquisition of web-based Non-residential Property Listing Service
  - a. Partner in developing site specific inventory roster, map, assess and solve challenges, deploy via an industry standard promotional platform.
  - b. Support Development Services through Economic Development Contribution, working on priority economic development projects
7. Evaluate Promotions Account priorities as they relate to sustainable economic development

### **Incentives – OED/DOT/DSD**

1. Develop criteria and process for business incentives
  - a. Review possible expansion of Board Policy J-2

- b. Concurrently, establish an economic development incentive program (with public input and criteria) for critical economic development projects (Pilot with early care and education industry)
  - c. Explore legislative avenues for establishing or reinstating local economic development incentive programs
  - d. Explore establishment of a small business revolving loan fund (Invest in El Dorado) capitalized through Community Reinvestment Act funds
  - e. Explore the possibility of a Enterprise Zone
  - f. Explore the possibility of a Redevelopment Agency
  - g. Explore the possibility of establishing a technology incubator
2. Explore and apply for community and economic development grant funding

**Infrastructure – DOT**

1. Explore way to increase revenues or decrease project costs.  
Options include:
  - a. Sales tax
  - b. Parcel tax
  - c. Mello-Roos tax
  - d. Assessments in special districts (e.g., MC&FP – Master Circulation & Funding Plan)
  - e. Additional State/Federal grants or loan programs
2. Explore the possibility of shifting project funding to facilitate economic development
  - a. Alternatives for several projects that currently have large price tags – e.g., U.S. 50/Cameron Park Drive Interchange, U.S. 50/Silva Valley Interchange
3. Align major economic development opportunity sites with 20 year CIP

**Regulatory Reform – DSD/OED/DOT**

1. Continue to improve the processing of permits in a timely fashion.
2. Maintain or improve staffing levels to complete G.P. zoning ordinance update, Permit Center, Code Enforcement.
3. Identify alternative resources to accelerate zoning ordinance update.
4. Explore Fee Schedule update to cover costs of services
5. Inventory, map, assess development needs, and promote shovel ready non-residential opportunity sites as per G.P. 2.6.1.4
6. Re-affirm Economic Development Advisory Committee on a volunteer basis
7. Working with EDAC and community stakeholder groups identify specific General Plan policy barriers to sustainable economic development

**Board of Supervisors requested Action:**

1. Review and file report consistent with General Plan Measure ED-A
2. Adopt interdepartmental 12-month economic development action plan focusing on:
  - a. Marketing
  - b. Incentives
  - c. Infrastructure
  - d. Regulatory Reform
3. Re-affirm the Economic Development Advisory Committee (EDAC) on a strictly volunteer basis.
4. EDAC and staff are tasked with implementation of the action plan and providing quarterly board updates.