

Economic Development Project Priority Matrix Fiscal Year 2019-20	Stage	Implementation Status	Estimated Completion Date
Retain, Develop and Attract Businesses that Provide Economic Sustainability and Quality Job Creation			
Business Retention and Expansion Program - John Krueger, dba National Market Advisors	Initiating	Board approved contract on 6/4/19. Work to begin 6/19.	June 2022
Market Area Economic Impact Studies, Coloma/Lotus Area Analysis	Initiating	Contract with New Economics and Advisory, Inc. in process	June 2020
Increase Employment Opportunities by Improving Workforce Development Skills			
Strategize with Human Resources Department to develop a Countywide Internship Program.	Initiating	Gathering data, researching, initial meetings.	June 2020
Facilitate collaboration between County Departments, Community and Economic Development Advisory Committee (CEDAC), local Chambers of Commerce and businesses to develop potential industry partnerships	Ongoing	Ongoing collaboration	N/A
Continue association with Workforce Innovation and Opportunity Act (WIOA)	Ongoing	Ongoing collaboration	N/A
Promote the Economic Development Corporation of El Dorado County (EDC ²)	Ongoing	Ongoing collaboration	N/A
Continue partnership with CEDAC	Ongoing	Ongoing collaboration	N/A
Invest in Infrastructure Needs to Improve and Maintain Competitiveness			
Missouri Flat Area Master Circulation and Financing Plan (MC&FP) Phase II - Economic and Planning Systems (EPS)	Executing	EPS is currently developing the Financing Plan for this project.	Dec. 2019
Economic Development Opportunity Areas Analysis - EPS	Initiating	Staff is negotiating a contract with EPS to study potential Economic Development Opportunity Areas in the County.	June 2020
Encourage development of Broadband and/or Wi-Fi infrastructure	Ongoing	Ongoing meetings and activities.	N/A
Collaborate with the El Dorado County Transportation Commission on the El Dorado Hills Transportation Circulation Plan	Ongoing	Staff is providing economic development data.	Oct. 2020
Nurture the County and Community's Business Friendly Environment			
Staff Development Program: Development and implementation of an internal cross-training program, workshops and trainings.	Initiating	Development and implementation of an internal cross-training program, workshops and trainings.	TBD
Zoning Ordinance Minor Update	Planning	Zoning Ordinance Minor Update is expected to be presented to the Board in the fall.	Nov. 2019
Expanded social media presence: Facebook, Twitter, LinkedIn, Economic Development Website	Initiating	Research and data gathering in process.	TBD
Implementation of various efforts to improve customer service	Planning	Staff is gathering data now, with the goal of developing a continuing improvement process.	TBD
Commercial/Multi Family Residential Design Guidelines/Standards for Community Regions with De Novo Planning Group	Initiating	Contract with De Novo Planning Group in process - work to begin July, 2019.	July 2022
Provide Diverse Workforce Housing Options- Balance Jobs with Housing			
The Economic and Business Relations Manager will assume a project management role to assist major developers in navigating the planning and permitting process	Ongoing	This effort will encompass all stages of the planning and permitting process, ideally, from inception to doors opening for business.	N/A
BAE Urban Economics study of economic issues in the County	Ongoing	BAE will study economic issues in the County related to housing.	Oct. 2020
Staff will obtain a clear understanding from the Board on their desire to incentivize housing	Planning	An ongoing process, as the Board continues to refine their goals based on the results of Economic Development studies.	N/A

Update on Economic Development and Business Relations Manager Activities:

1	Build a County-wide Economic Development Team	
2	Improve Communication, Outreach, Image Development - Website Development, Branding and Marketing	
3	Policy J7 & J8 Implementation Procedures	
4	Other	
5	Funding Contributions	
6	Board of Supervisors Presentations, Updates, and Memos	
7	Contracts	
Complete	Task	Notes/Funding
1	Build a County-wide Economic Development Team	
01/11/19	Brian Veerkamp, Board Of Supervisors District 3	
01/11/19	Kathy Witherow, Board Of Supervisors Assistant District 3	
2	Improve Communication, Outreach, Image Development - Website Development, Branding and Marketing	
01/11/19	El Dorado County Tourism Summit	Improve communication, outreach
01/23/19	Building Industry Advisor Committee (BIAC) Meeting at Offices of Parker Development	Improve communication, outreach
01/25/19	Housing Panel Discussion	Discussion
01/28/19	ThinCI Meeting	Improve communication, outreach
01/31/19	Gryphon Capital at Prospector's Plaza	Developer request for information
02/01/19	Tahoe Chamber Meeting	Improve communication, outreach
02/04/19	Costco	Developer request for information
02/06/19	Leadership El Dorado Presentation	Improve communication, outreach
02/08/19	El Dorado County Transportation Commission (EDCTC) /El Dorado County	Improve communication, outreach
02/27/19	Goldline	Improve communication, outreach
03/05/19	Ranch Marketing Review	Improve communication, outreach
03/07/19	Prospector's Plaza Meeting	Developer request for information
03/12/19	Rail Bike Project	Developer request for information
03/12/19	Spanos Apartments Town Center	Developer request for information
03/14/19	Greater Sacramento Economic Council Reception- El Dorado Hills Mixer	County presence, public relations
03/18/19	Recycling Market Development Zone Program Discussion	Improve communication, outreach
03/18/19	Meeting with Jeff Short, Building Industry Advisory Residential Development	Developer request for information
03/22/19	Chamber Mixer	County presence, public relations
04/18/19	Meeting to coordinate South shore housing opportunity.	Improve communication, outreach
04/25/19	AMGEN Meeting	County presence, information
05/01/19	Hacker Labs Tour	Information session, outreach, development
05/03/19	Greater Sacramento Economic Council and Danielle Casey Meeting	County presence, information
05/07/19	Farm Day- Agriculture in the classroom	County presence, information and education of County Agriculture program
05/10/19	Valley Vision meeting- Economic Development Plan	County presence
05/13/19	AMGEN Event	Marketing & Image development
05/17/19	Economic Development Director Task Force Meeting with Greater Sacramento Economic Council	County presence
05/23/19	Chamber Familiarization Tour	Improve communication, outreach
05/29/19	Highway 50 Hotspot Meeting	Improve communication, outreach
05/29/19	Veteran Incubator at El Dorado County Office of Education	Improve communication, outreach
05/30/19	Tahoe Tourism Event	County presence

06/07/19	El Dorado County Transportation Commission- El Dorado Hills Business Park Transportation Study	Improve communication, outreach
06/11/19	Request for Information with Mike Elmore	Developer request for information
6/21/19	Economic Development Director Task Force Meeting with Greater Sacramento Economic Council	County presence
6/24/19	Request for Information with Bob Leach	Developer request for information regarding EDH.
6/24/19	Costco Meeting offsite	Improve communication, outreach
6/28/19	John Krueger Meeting with Economic Development Team offsite.	Improve communication, outreach, information session.
3 Policy J7 & J8 Implementation Procedures		
01/18/18	Meeting with Assessor, Auditor and Chief Administration Office to discuss incentive options	
04/24/18	Board of Supervisors direction to develop Special District Impact Fee Incentive Policy - Policy J8 has been drafted and is being reviewed.	
10/9/18	Board of Supervisors Adopted Incentive Policy J8	
4 Other:		
02/22/19	Greater Sacramento Economic Council Certified Champions Program in El Dorado County at Holiday Inn Express, El Dorado Hills.	Attendees: T. Schmid, J. Salmon, K. Zimelman, D. Ashton, C. Hass
5 Funding Contributions		
4/1/2019	City of Placerville - Cow Bells for AMGEN	\$484
6/1/2019	Wagon Train	\$30,000.00 over 3 years
7/1/2019	El Dorado Chamber of Commerce- Film Commission	\$301,500.00 over 2 years
7/1/2019	El Dorado Chamber of Commerce- Visitors Authority	\$481,840.00 over 2 years
7/1/2019	El Dorado Hills Chamber of Commerce	\$220,640.00 over 2 years
7/1/2019	Lake Tahoe South Shore Chamber of Commerce	\$157,900.00 over 2 years
7/1/2019	Tahoe Prosperity Center	\$60,000.00 over 2 years
6 Board of Supervisors Presentations, Updates, and Memos		
01/08/19	Board of Supervisors Strategic Plan Update (Tahoe Prosperity)	Strategic plan
1/29/19	Board of Supervisors Economic Development Transient Occupancy Tax (TOT) Update	Update to Board of Supervisors
02/12/19	Board of Supervisors Steve Teshara	Update to Board of Supervisors
03/06/19	Board of Supervisors Strategic Plan Update	Update to Board of Supervisors
03/19/19	Board of Supervisors Strategic Plan Update	Strategic plan
04/23/19	Board of Supervisors Update on Greater Sacramento Economic Council	Update to Board of Supervisors
04/30/19	Board of Supervisors Presentation on Apple Hill-Camino Economic Impact Study.	Apple Hill Presentation
06/04/19	Board of Supervisors Presentation John Krueger doing business as (dba) National Markets	John Krueger Presentation
06/18/19	Board of Supervisors Greater Sacramento Economic Council Contract Update	Update to Board of Supervisors
7 Contracts		
TBD	BAE Urban Economics - Commercial Land Inventory Update	\$88,000.00
TBD	Economic & Planning Systems, Inc. - Opportunity Areas Analysis Planning Systems Incorporated	\$56,690.00
06/06/19	New Economics & Advisory- Coloma/Lotus Study.	\$50,623.00
08/15/19	Esri Business Analytics	\$800.00
06/11/19	Greater Sacramento Economic Council	\$62,345.00
6/21 & 7/6	Square Space (Domain renews 6/21) (Website renews 7/06)	\$236.00
06/10/19	John S. Krueger dba National Real Estate Market Advisors	\$100,000.00