



El Dorado County Economic Strategy

SEED COMMITTEE
RECOMMENDATIONS

AUGUST 26, 2025



SEED Committee

- SEED formed via Board resolution July 2024
- Seven-member committee
- Broad industry representation
- Create economic development strategic plan
 - David Spaur
 - Perry Mclean
 - Christine Noonan
 - Les Heinsen
 - Bryce Miller
 - Carl Ribaud



Goal

Increase County revenue while improving the quality of life through business growth, sustainable development, community participation, and targeted incentives.

- Economic prosperity & community well-being connection
- Invest in sectors that align with local values
- Revenue to support services



Objectives

- Increase revenue to the County including TOT, sales and property tax
- Retain and expand existing businesses
- Attract new company investments aligned with County values
- Design and implement performance-based incentives
- Foster inclusive, transparent community engagement
- Align programs with sustainability and equity values

Economic Strategy Components

- Short-, mid-, long-term priorities
- SMART framework
- Community engagement
- Measurable outcomes
- Informed decision-making

Recommended Short-Term

1. Reevaluate Vacation Rental Caps and Buffer Zones
2. Support Stable Funding for Tourism Related Organizations
3. Launch a Tourism Business Improvement District (TBID) in Unincorporated Areas
4. Expand Agricultural Lodging Opportunities
5. Evaluate Rental Potential of County-Owned Sites
6. Pilot an Entertainment Zone Designation

Recommended Mid-Term

1. Outreach to identify business needs.
2. Capital access & modernization support.
3. Align workforce training with industry needs.
4. Promote local businesses through community branding.
5. Attract regional expansions & trade events.
6. Implement performance-based incentives for retail and services.

Recommended Long-Term

1. Target high-return industries aligned with County values.
2. Maintain and publicize a site inventory with zoning and infrastructure details.
3. Design incentives tied to property value growth.
4. Invest in infrastructure and affordable housing.
5. Support projects that improve land use and long-term livability.

Key Principles of a Resident-Centric Strategy



REVENUE AS A TOOL FOR
QUALITY OF LIFE



COMMUNITY
PARTICIPATION AS A
CORNERSTONE



QUALITY OF PLACE OVER
QUANTITY OF GROWTH



TARGETED INDUSTRY
SUPPORT ALIGNED WITH
LOCAL VALUES

Data



Economic Overview

Population (2024)	Total Regional Employment	Median Household income (2023)
191,892	69,113	\$108.2K
Population decreased by 1,165 past 5 years Projected to decrease by 2,285 next 5 years Median Home Price \$699,000 Income Required: \$175,000	Jobs increased by one over the past five years and are projected to grow by 3,118 over the next five years.	Placerville: \$70,000 Pollock Pines: \$75,000-\$60,000 South Lake Tahoe: \$73,000 Georgetown: \$90,000

Stagnant Job Growth & Quality of Life



LIMITED
ECONOMIC
MOBILITY &
OPPORTUNITY



HOUSING
AFFORDABILITY
PRESSURE



AGING
POPULATION &
DEMOGRAPHIC
IMBALANCE



LOCAL BUSINESS
SUSTAINABILITY

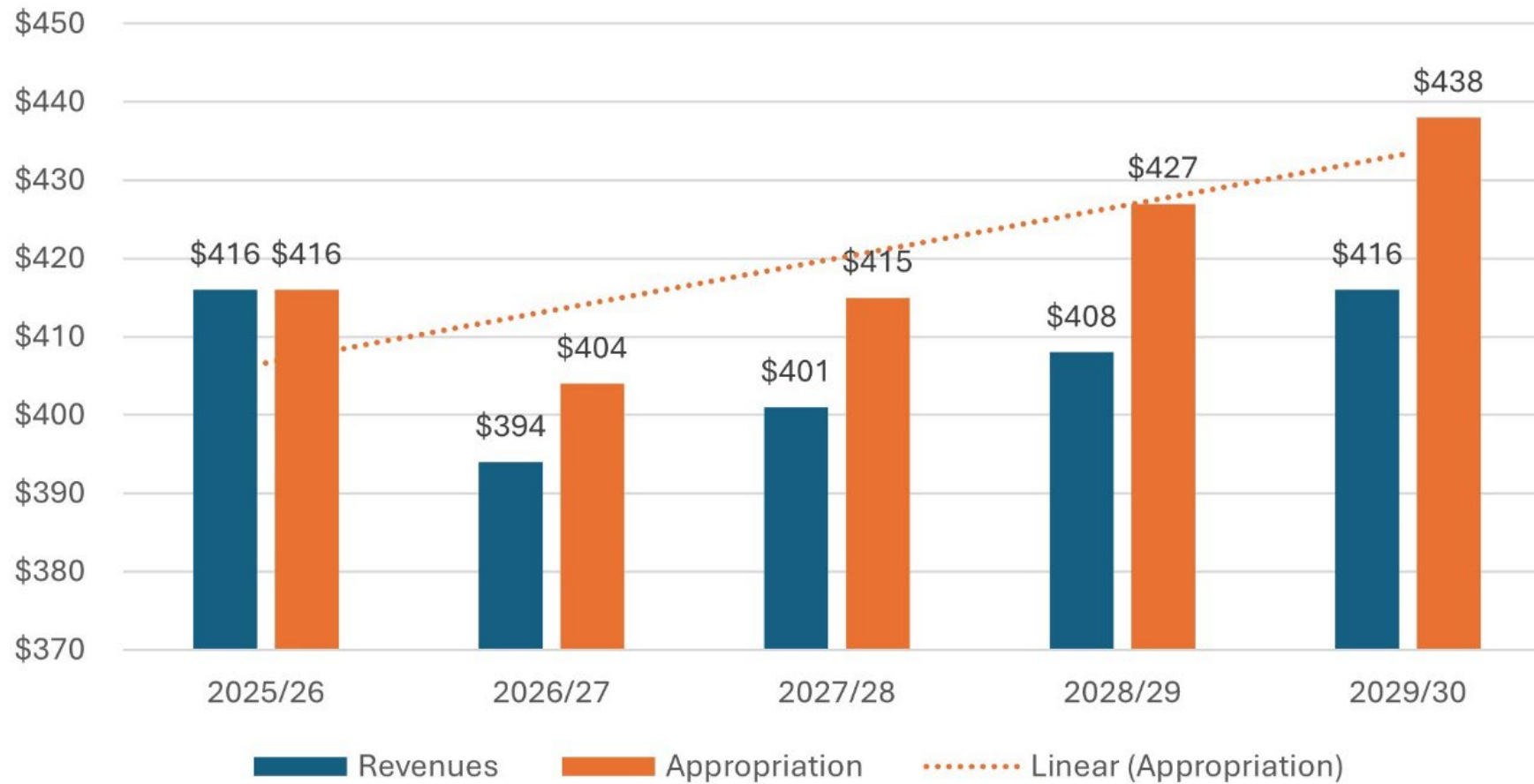


REDUCED FISCAL
HEALTH & PUBLIC
INVESTMENT



EROSION OF
COMMUNITY
CONFIDENCE &
ENGAGEMENT

Projected EDC Revenue and Appropriations Trend



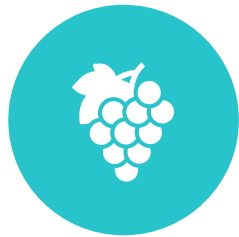
Projected EDC Budget Shortfall Trend



Priority Sectors



HEALTH CARE &
SOCIAL
ASSISTANCE



AGRITOURISM &
SPECIALTY
AGRICULTURE



OUTDOOR
RECREATION &
TOURISM



ADVANCED
MANUFACTURING &
GREEN TECH



CREATIVE
INDUSTRIES &
REMOTE WORK
HUBS

Outreach & Metrics

STAKEHOLDER OUTREACH

- Grassroots outreach and listening sessions.
- Engage small business owners
- County-wide forums and sector-specific summits
- Communicate how revenue supports essential services

METRICS & FISCAL TARGETS

- Quarterly Key Performance Indicators (KPIs)
- Annual KPIs
- Sector-specific metrics
- Ex: Achieve a 5% annual increase in TOT revenue for three consecutive years
- Ex: Are rural and underserved communities feeling heard, supported and engaged?



Recommended Structure

- Leadership Group (5-7 members)
 - Sets priorities and evaluates data
 - County leaders and key staff
- Advisory Group
 - Provide feedback and ensure alignment
 - Reps from local business, nonprofits, community organizations, public agencies



Board Direction

SEED and staff are seeking direction from the Board on the following:

- Short-, mid-, and long-range economic strategies
- Implementation structure (two-tiered structure)
- Plan for outreach and communication
- SEED and staff also welcome feedback on other sections of the Economic Strategy such as industry sectors and metrics.



Questions?