

# **Economic Development Quarterly Report**



**El Dorado County  
Board of Supervisors  
November 3, 2009**

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# **Economic Development Goal**

**Create Prosperous and Sustainable  
Communities**

**While Maintaining our Quality of Life**

# Role of Economic Development Practitioner



**Resource**

**Analyst**



**Steward**

**Connector**

Source: Wayne Schell, CALED, BOS Agenda Item 01 #09-0571, May 4, 2009



# **May 18, 2009 Board of Supervisors adopted a Interdepartmental 12-Month Economic Development Action Plan**

- 1. Regulatory Reform**
- 2. Transportation Infrastructure**
- 3. Economic Development Tools**



# Regulatory Reform

1. Improve the processing of permits in a timely fashion
  - a. Continue to examine process and the steps as set forth in the Ad-Hoc Report.
2. Complete General Plan zoning ordinance update, Permit Center, and Code Enforcement
3. Identify alternative resources to accelerate zoning ordinance update.
4. Review County Fee Schedule.
5. Work with the Economic Development Advisory Committee and community groups to identify specific General Plan policy opportunities.



# Transportation Infrastructure

1. Explore ways to increase revenues and/or decrease project cost
  - a. Examples are: sales tax, Parcel Tax Mello-Roos tax, Special District Assessment (MC & FP's or BID's
  - b. Identify more economical design standards and
  - c. Advocate for full State and Federal funding for projects on State Highway System.
2. Explore project funding to facilitate economic development
  - a. Alternatives that currently have large price tags (e.g. US/ 50 Cameron Park Drive and US 50/Silva Valley Interchange
3. Align major economic development opportunities with the 20 year Capital Improvement Program (CIP)



# **Economic Development Tools**

1. Experience El Dorado as catalyst for a Brand and Marketing Campaign
2. **Explore avenues to acquire Economic and Demographic Profiles**
  - a. **Customer Analytics**
  - b. **Economic Base Analysis**
3. Explore and apply for community and economic development grants, State and Federal government assistance sources.
  - a. Explore ways to implement General Plan 2.4.4 regarding community design guidelines.
  - b. Obtain CDBG or other grant funding



# **Economic Development Tools (Continued)**

4. Develop commercial, industrial, research and development of vacant (and underutilized) land inventory.
5. Develop regulatory and fiscal incentives for new and existing businesses
  - a. Criteria and process for business incentives for establishment of an economic development incentive program targeting critical socioeconomic development projects.
  - b. Explore programmatic opportunities for local economic development incentive programs such as Enterprise Zone, Redevelopment Agency, establishing a technology incubator
6. Identify existing key economic development projects





# **Economic Development Tools**

- 2. Explore avenues to acquire Economic and Demographic Profiles**
  - a. Customer Analytics**
  - b. Economic Base Analysis**



# **Economic and Demographic Profiles**

**Why do we need them?**

**Economic and Demographic Profiles provide a comprehensive collection of the latest and most reliable data to assist local business retention, expansion, and attraction efforts.**



# **Buxton Community ID Targeted Retail Retention/ Development Tool**

**Buxton retail retention and development tool will:**

- Identify retail trade areas;
- Evaluate current and future retail potential;
- Match retailers and restaurants to market potential;
- Deliver customized marketing packages and introductions to national and regional retailers;
- Identify healthcare needs and match existing healthcare supply and demand.



# **Economic Base Analysis and Quarterly Industry Sector Reports**

**Center for Strategic Economic Research (CSER)**

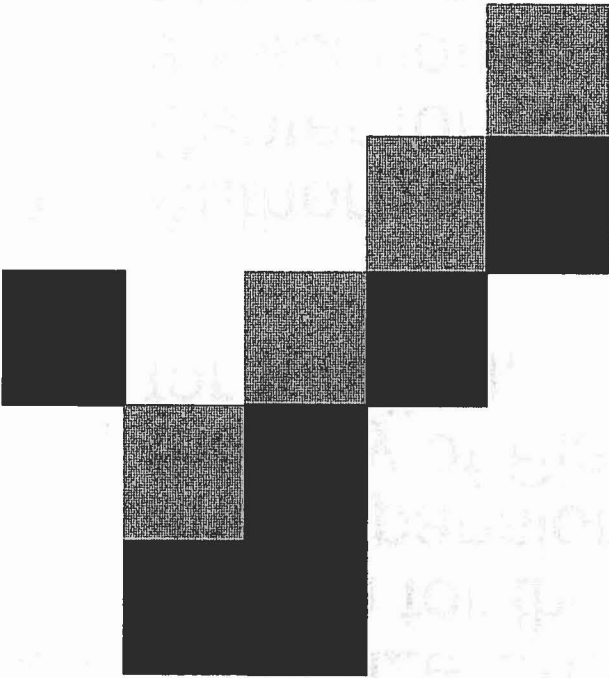
Provides:

- **Analysis of the business environment, identifying high-value business and industry sector;**
- **Produce economic base analysis and quarterly industry sector reports to be used by current and potential industry partners;**
- **Align business retention and attraction efforts with County economic development goals.**

# Requested Board Action:



1. Receive and file the Economic Development Advisory Committee (EDAC) quarterly report;
2. Authorize Chairmen to execute an agreement with Buxton for the provision of a targeted retail retention and expansion development tool. Partnering with the City of Placerville and Marshall Medical Center for funding;
3. Authorize Chairman to execute an agreement with Center for Strategic Economic Research (CSER) for an economic base analysis and quarterly industry sectors reports. Partnering with El Dorado Hills Community Foundation and Marshall Medical Center for funding.



# Questions & Comments