



California Association for Local Economic Development



Wayne Schell, President & Chief Executive Officer

Wayne has practiced economic development in California for over 3 decades. It only takes a couple of minutes in conversation with Wayne to see he has a wealth of knowledge and experience, as well as an enthusiastic drive to help economic developers be successful in their pursuit of creating prosperous, sustainable communities. It is no wonder that he has lead the CALED team for over 15 years and is one of the founders of the association.

Defining Local Economic Development



What It Means

✓ Economic Means Household
✓ Development Means Growth/Advancement

Economic
+ Development
= Growing/Advancing Households



Distinctions

- **COMMUNITY DEVELOPMENT** is a capacity building process for making a community a better place to live and work.
- **ECONOMIC DEVELOPMENT** is purely and simply the creation of wealth in which community benefits are created.



Government Role:

Try to Influence

Business Investment and Location Decisions with:

- Taxes
- Incentives
- Spending
- Services
- Investment
- Marketing
- One-Stops
- Quality Service



Governments' Motives

Revenues (Profit)

Better Households



Local (Public) Economic Development

- ✓ An Investment Program
- ✓ Leveraging Private Sector Capital
- ✓ Inducing Actions that:
 - * Improve Business Activity
 - * Increase Employment
 - * Increase Wages



REMEMBER

**Government Can Only
Be as Healthy as its
Economy!**



Fundamental Forms



The California Association for Local Economic Development

1) Existing Business

Typical Activities

- ✓ Backward Linkages
- ✓ Export Assistance
- ✓ Resources of Capital
- ✓ Government Purchasing
- ✓ Regulatory Issues
- ✓ Revolving Loan
- ✓ Workforce Training



2) Start Up of New Business

Typical Activities

- ✓ Grow Your Own Providing Exceptional Business Assistance
- ✓ Venture Capital
- ✓ Incubators
- ✓ Business Training
- ✓ Home-based Businesses



3) Attraction of New Business

Typical Activities

- ✓ Targeted Industry Study
- ✓ Marketing Strategy
- ✓ Community Profile
- ✓ Vacant Industrial Site & Facilities Inventory
- ✓ Business Familiarization Tours



“TOOLS”

- ✓ Redevelopment
- ✓ Enterprise Zones
- ✓ Recycling Zones
- ✓ One-stop Permits
- ✓ Permit Financing
- ✓ Federal Funds
- ✓ Revolving Loan Funds
- ✓ Incubators



Some “Resources”

- ✓ Small Business Development Centers
- ✓ Workforce Agencies
- ✓ Community Colleges
- ✓ Manufacturing Technology Centers
- ✓ Employment Training Panel



Remember

**Economic Developers
Do Not Create Jobs...**

BUSINESSES DO!

We Are Facilitators



The California Association for Local Economic Development

Role of ED Practitioner

Resource

Analyst



Steward

Connector



Economic Developers Are: Stewards of the Economy

“A catalyst... They are strategists who establish relationships, build networks, and generate resources to meet the needs of businesses.”



California

70 Public/Private Econ. Dev. Corps.:

- 28 Sub-county
- 35 Single-county
- 7 Multi-county

30 County Programs

200+ City Programs

300+ Full-time Programs

Over 1,000 Practitioners



Nationally

Organizations:

15,000-20,000

Public vs. private:

(49%) Private nonprofits

(41%) gov

(10%) other

Practitioners:

50,000-75,000



What's Next For El Dorado County



"CRITICAL SUCCESS FACTORS"

STRATEGIC FOCUS:

- ✓ Government Commitment
 - Invest
 - Strategy
 - Resolution
 - Leadership
- ✓ Organizational Capacity
 - Staff
- ✓ Partnerships
 - Local
 - Regional



"CRITICAL SUCCESS FACTORS"

STRATEGIC FOCUS:

- ✓ Know Your Workforce
- ✓ In It For The Long Haul
- ✓ Harvest Your Own
- ✓ Measure Success (Long Term Process/
Short Term Results)
- ✓ Communicate Success



"CRITICAL SUCCESS FACTORS"

LAND:

- ✓ Inventory of Public & Private Sites
- ✓ Certified Sites
- ✓ Red Carpet Not Red Tape
- ✓ Customer Service is Critical



Your Greatest Resource

GALEED

California Association for Local Economic Development

- **Founded in 1980**
- **900 Members**



CALED Members

- ✓ Cities (45%) and Counties (9%)
- ✓ Nonprofit E.D. Organizations (9%)
- ✓ Education and Training Agencies (7%)
- ✓ Private Sector (14%)
- ✓ State and Federal Agencies (3%)
- ✓ Other (13%)



CALED Mission to Support Local ED

- Build Local Effectiveness and Capability
- Promote Local Success
- Enhance Image/Awareness of Profession
- Be a Player on Behalf of Local ED



Professional Advisory Service

Bring team of ED leaders to a community to help jump start their economic development program



Local Elected Official Training

Educate community leaders on the meaning and value of economic development



CA Enterprise Development Authority (CEDA)

- Non profit bonds for growing non profit infrastructure
- Industrial Development Bond program for growing manufacturing businesses



Customer Service Academy

Academy for teaching public-sector employees how & why they should deliver high quality customer service



Impact Calculator

Uses updated Implan data to quickly calculate the impact of a project and summarizing into a thumbnail report

Measures jobs, taxes, economic vitality



Tools for Business Success

Be the one-stop place for your businesses and entrepreneurs to get information on:

- Business Formation
- Government Regulations
- Business Planning
- Funding & Incentives
- And much more!



Business Expansion Program

B2B & G2B program that uses procurement
as an economic driver to keep money in a
community



**Wayne Schell
President/CEO
The California Association
For Local Economic Development**

**550 Bercut Dr. Suite G
Sacramento, CA 95814**

(916) 448-8252

Fax (916) 448-3811

www.caled.org

wshell@caled.org



masruti@calnet.org

www.calnet.org

Fax (916) 448-3811

(916) 448-8325

21850 A Alhambra

220 Bldg Dr. Ste 10

For Total Economic Development

The California Association

President/CEO

Mauro Schell