



# El Dorado County Economic Strategy

SEED COMMITTEE  
RECOMMENDATIONS

AUGUST 26, 2025



# SEED Committee

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- 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

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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

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- 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

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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

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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

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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

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# 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



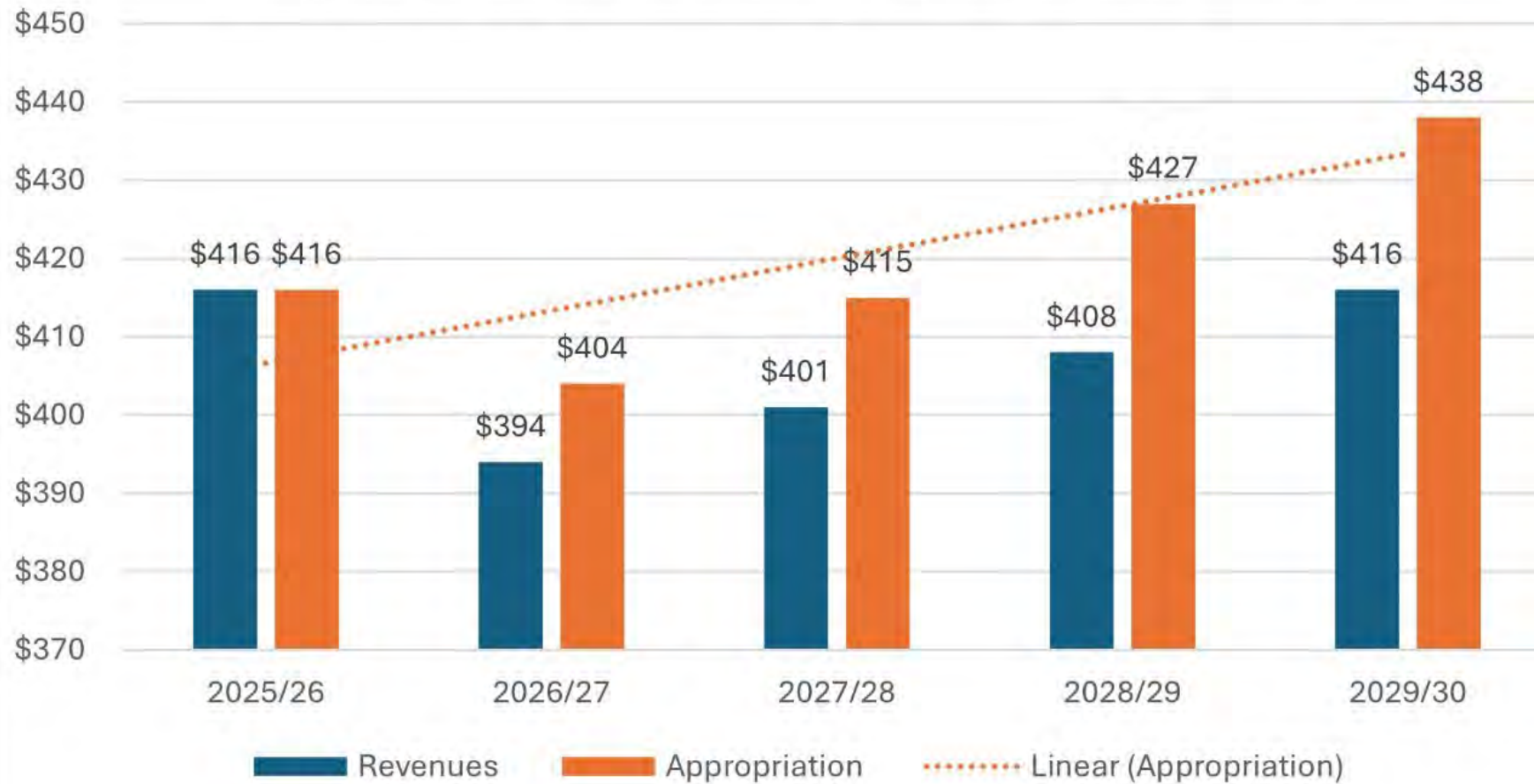
REDUCED FISCAL  
HEALTH & PUBLIC  
INVESTMENT



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

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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.





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Questions?