

# CAO/Economic Development Division

## Goals and Objectives

1. Establish a cohesive effective economic development strategy for El Dorado County that is amplified across all planning and implementation documents.
2. Work internally to streamline processes and develop incentives to attract preferred development partners.
3. Liaison with countywide partners to retain and expand existing businesses.
4. Market El Dorado County as a place where the beauty of nature meets a 21<sup>st</sup> century economy ready to attract high quality economic development.

# CAO/Economic Development Division

## Core Investments

- ▶ **Development of a County Business Attraction brochure \$30,000**
  - Development of Ancillary Economic Development Materials (Airports)
  
- ▶ **Development of a stand-alone website devoted to business attraction \$25,000**

<http://www.siskiyoucounty.org/>

<http://www.ontariothinksbusiness.com/>

<http://riversideoed.com/>

# CAO/Economic Development Division

## Potential Projects

- ▶ **Broadband Planning** \$75,000 (EDA Grant Match)
- ▶ **“Targets of Opportunity” Economic Development Grants/Loans** \$100,000 (or 10 micro-loans)
- ▶ **Shop Local/Shop Small Initiative** \$5,000
- ▶ **Grant Consultant Services** \$25,000
- ▶ **2016 International Gold Panning Championships** \$40,000 (Premier Sponsorship)

Total Request: \$300,000

# CAO/Economic Development Division

## Metrics for Success

- ▶ Website and Brochures – Increased traffic in business location and retention requests
- ▶ Broadband Planning – Planning to allow for the County to apply for rural infrastructure funding from EDA, HUD, USDA, and the California PUC for a mix of internet deployment strategies
- ▶ Gold Panning Championships – Event sponsorship that will bring in at least 15,000 people over its 6 day run
- ▶ Targets of Opportunity Grants and Loans – Micro-loans to at least 10 businesses and ancillary support for at least 5 County events
- ▶ Grant Consultant Services – Application for at least \$500,000 in HUD, USDA, EDA, California Competes funds in El Dorado County with an emphasis on underserved rural areas