

## Community Economic Development Advisory Committee (CEDAC)

### 2016 Action Plan Development Matrix

PRIORITY POINTS: Yes =2, Maybe =1, No = 0

	PROJECT	DISCUSSION	Priority Points	Whose Job Is this?	Moderate Housing	Job Creation	Sales Tax Capture	Promote Ag or Natural Resource
1.	<p>Identify and promote new Econ Dev opportunities that exist now in General Plan, after the TGPA-ZOU changes. (I.e. Ag support services and Home “based Business”/Occupation.)</p> <p>Add other related topics:</p> <ul style="list-style-type: none"> <li>• Collaborate with LRP</li> <li>• Promote Home based business</li> </ul>		8	<p>Ad hoc Committee Members:</p> <ul style="list-style-type: none"> <li>-Noah Briel</li> <li>-Linnea Marengo</li> <li>-Maryann Argyres</li> </ul>	YES	YES	YES	YES
2	<p><u>Keep and/or Attract young educated people</u> to our county and retain our home grown ones as they complete their studies or trade apprenticeships.</p> <ul style="list-style-type: none"> <li>• Advocate 4-5 yr. college</li> <li>• Talk to HS students/classes</li> <li>• Entrepreneurial start ups</li> <li>• Review results for ED attraction, as appropriate</li> </ul> <p><b>#2 and #3 on list combined</b></p> <p style="text-align: center;">↓</p>	<p>Millennials are the single biggest demographic in American history, bigger than the Baby Boomers. They are the force that will create the jobs of the future and have been described as part of a “Creative Class” that basically will live, work and play anywhere they wish.</p>	7	<p>Ad hoc committee members:</p> <ul style="list-style-type: none"> <li>-David Orr</li> <li>-Noah Briel</li> <li>-Possibly, Charlie Downs</li> </ul> <p style="text-align: center;">↓</p>	MAYBE	YES	YES	MAYBE
3	<p>Develop program to attract and encourage the development of moderate housing for the Millennial generation of homebuyers</p>		5	↓	YES	MAYBE	MAYBE	MAYBE

14	Support efforts to attract reliable high speed Internet access	The lack of reliable high speed internet access has stunted capital investment in our existing communities and their business parks particularly as you move further east, and particularly home-based businesses. High speed access will continue to have a dramatic effect on our ability to attract new business while retaining existing businesses to the county. Recommend start-funds be made available for businesses wireless devices.	7	Ad hoc committee members: -David Orr -Noah Briel -Possibly, Charlie Downs	MAYBE	YES	YES	YES
5	Analyze General Plan 5-year review as it related to ED and non-residential land inventory as part of the LRP effort (including vacant inventory).	Identify key commercial lands (and vacant inventory) with intention to market to prospective employers.	6	Ad hoc committee members: -Noah Briel -Eva Robertson -Maryann Argyres	MAYBE	YES	YES	MAYBE
11	Preserve and expand collaboration with Chambers of Commerce to share news and recognize [business] needs. <ul style="list-style-type: none"><li>Expand “Buy Local” Campaigns</li><li>Develop marketing materials</li></ul>	A collaborative relationship with all the Chambers can help share news and recognize [business] needs. Working together is always preferable to ignoring one another, or	3	Ad hoc committee members: -Noah Briel -Eva Robertson -Maryann Argyres	NO	MAYBE	MAYBE	MAYBE

	<ul style="list-style-type: none"> <li>Identify community-wide communication tools (calendar, organizations, etc.)</li> <li>Promote destination shopping</li> <li>Promote El Dorado County</li> </ul> <p><b>*#11 and #16 on list combined</b> ↓</p>	discounting one entity.						
<b>16</b>	Develop a Regional description of EDC to <u>attract prospective businesses to relocate or expand</u> to El Dorado County.	Market the EDC “brand”	3		NO	YES	NO	MAYBE
<b>15</b>	Invest in the kind of business incubators that attract new business and a young creative workforce.	Build a better foundation for economic growth and demographic diversity	5		NO	YES	MAYBE	YES
<b>19</b>	<u>Create and a moderate housing data base (one stop shopping);</u>	Include locations, management company contacts, types of housing, prices and size availability, etc.	2		YES	NO	NO	NO
<b>22</b>	Promote HHSA Connections - One Stop	Better inform the business community about One Stop employment services.	2		NO	YES	NO	NO
<b>23</b>	<u>Review commercial businesses we already have and those we don't have [and need]</u>	Partner with County Chambers of Commerce to identify type - pharmacies, Big Box, restaurants, hardware, etc. by location, corporation or small business, size by annual retail sales, years in business, number of	1		NO	MAYBE	NO	NO

		similar stores in same business market, etc. (CSER reports)						
<b>24</b>	<u>Revisit/reinstate the Micro-Grant (\$5,000) ED Program for non-profit organizations.</u>	Work in conjunction with EDC2 to revive the micro-grant program.	1		NO	NO	NO	MAYBE

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