

Community Economic Development Advisory Committee (CEDAC)

2016 Action Plan Development Matrix

PROJECT	DISCUSSION	PRIORITY POINTS Yes =2 Maybe =1 No = 0	Moderate Housing	Job Creation	Sales Tax Capture	Promote Ag or Natural Resource
Does "Project" meet an overriding priority/objective?						
Note: Projects could be ranked differently if CEDAC determines a higher priority should be given to any one objective.						
Identify and <u>promote new ED opportunities that exist now in General Plan, after the TGPA-ZOU changes.</u> (i.e. Ag support services and Home Occupation.)		6	MAYBE	YES	MAYBE	YES
<u>Attract young educated people</u> to our county and retain our home grown ones as they complete their studies or trade apprenticeships.	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.	5	MAYBE	YES	MAYBE	MAYBE
<u>Develop program to attract and encourage the development of moderate housing</u> for the Millennial generation of	Economists predict Millennials – those between 20 and 37 years old – will begin buying homes en masse over the	5	YES	MAYBE	MAYBE	MAYBE

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homebuyers.	next 5 years. The County has limited options to attract these business entrepreneurs and workforce.					
Empower this committee with one significant goal (such as attracting the relocation of a large employer) and let it run with that.	Given our size and limited resources, we're better off trying to accomplish one realistic goal rather than contributing a little bit everywhere.	5	MAYBE	YES	MAYBE	MAYBE
Participate in General Plan 5-year review as it related to ED and non-residential land inventory.	Identify key commercial lands with intention to market to prospective employers.	5	NO	YES	YES	MAYBE
<u>Promote Home Based Businesses</u>	It is critical that these new opportunities be publicized and allowed to grow. A plan needs to be developed to accomplish both of these things....and rapidly.	4	NO	YES	MAYBE	MAYBE
<u>Expand "Buy Local" Campaigns</u>	With Folsom on our doorstep and their overabundance of destination shopping, this will be a difficult obstacle to overcome.	4	NO	MAYBE	YES	MAYBE

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<u>Develop marketing materials</u>	Create marketing documents to reflect who we are and what we have to offer as a county which address all four categories suggested by Supervisor Ranalli: Moderate Housing; Job Creation; Sales Tax Capture; and Promotion of Agriculture and Natural Resources.	4	MAYBE	MAYBE	MAYBE	MAYBE
The Home Occupation Ordinance is a good idea.	Expand on that to attract home occupations that will employ more people.	4	NO	YES	MAYBE	MAYBE
<u>Promote Connection-One Stop Workforce Development</u>	The more businesses that know they can find support, the better.	3	NO	YES	MAYBE	NO
<u>Preserve and expand collaboration with Chambers of Commerce to share news and recognize [business] needs</u>	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 discounting one entity.	3	NO	MAYBE	MAYBE	MAYBE

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<u>Develop County-wide calendar of events</u>	This is an aspect of the proposed CEDAC web portal that never came to fruition. Every one of the over a hundred groups we worked with said this was necessary.	3	NO	NO	MAYBE	YES
<u>Promote El Dorado County</u>	Partner with Visitors Authority, County Chambers of Commerce, Agricultural Commission, Farm Bureau, Wineries, etc. (Farm to Fork, World Gold Panning Championship, Placerville Brewfest, etc. Promote El Dorado County History by Partnering with the El Dorado County Historical Museum, the El Dorado County Historical Society, the Museums Foundation, the El Dorado Western Railway Foundation, Clarksville Regional Historical Society, Rescue Historical Society, Gold Bug Park, Gold Discovery Park, etc.)	3	NO	MAYBE	MAYBE	MAYBE

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<u>Attract reliable high speed internet access</u>	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. High speed access will continue to have a dramatic effect on our ability to attract new business while retaining existing businesses to the county.	3	NO	MAYBE	MAYBE	MAYBE
<u>Invest in the kind of civic amenities that attract new business and a young creative workforce.</u>	Build a better foundation for economic growth and demographic diversity.	3	NO	NO	MAYBE	YES
Develop a Regional description of EDC to <u>attract prospective businesses to relocate or expand</u> to El Dorado County.	Site decision assistance for businesses interested in relocating to EDC. Provide to realtors and chambers in hard copy and for web links.	3	NO	YES	NO	MAYBE
Create some annual event on the El Dorado Trail...like a three day hike/bike/eat/drink that would <u>showcase our wines and food products.</u>	We have interesting things to do here (river rafting, Passport Weekend/wine tasting, El Dorado Trail, Apple Hill) that would	3	NO	MAYBE	MAYBE	MAYBE

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	appeal to millennials but I think most of it is unknown outside the county					
Participate in CIP/TIM Fee discussion with a focus on TIM Fee impacts on moderate housing.	Prioritize incentives for moderate housing.	3	YES	MAYBE	NO	NO
<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
Develop and adopt an Affordable Housing Ordinance as Sacramento County recently did.	Such an ordinance could be drafted to encourage the development of a few areas within the county that would provide an active lifestyle, urban amenities and good-paying jobs. Urban-style housing within business parks is an interesting idea that has worked elsewhere and might work in the Durock and/or EDH business parks.	2	YES	NO	NO	NO
<u>Revisit/reinstate the Grant</u>	The company ultimately	1	NO	NO	NO	MAYBE

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<u>Development Program for non-profit organizations</u>	chosen may have found grants, but some of the most important aspects of what CEDAC envisioned as the most critical needs of a program were not part of what was offered					
<u>Create and maintain an employment/jobs data base and partner with HSSA Connections - One Stop</u>	Include companies, job types, salaries, number of employees, location, educational requirement, etc. and attract a major university (4-year) to the County such as UC Davis or other prominent institution.	1	NO	MAYBE	NO	NO
<u>Identify types of 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 similar stores in same business market, etc.;	1	NO	MAYBE	NO	NO