

El Dorado County CAO - Office of Economic Development

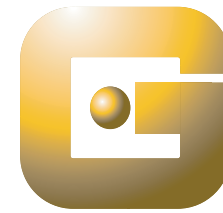


Golden Sierra WIB
Thursday, July 15, 2010

Strategic Alliance Partners



- **City of Placerville**
- **City of South Lake Tahoe**
- **Cameron Park CSD**
- **El Dorado Hills CSD**
- **Los Rios Community College District**
- **Lake Tahoe Community College**
- **Sacramento Metro Chamber**
- **El Dorado Arts Council**
- **El Dorado County Chamber**
- **El Dorado Hills Chamber**
- **Shingle Spring Cameron Park Chamber**
- **Lake Tahoe South Shore Chamber**
- **Broadway Village Association**
- **Placerville Downtown Assn.**
- **Placerville Drive Business Association**
- **Pacific Gas & Electric**
- **Mansour Company**
- **And many, many other private businesses!!!!**



Golden Sierra
Workforce Investment Board

Local Economy Factoids



“Up to 80 percent of almost any area’s job growth is generated by existing companies rather than attraction of new industries.”

It is ten times cheaper to keep existing customers rather than to continually find new ones. Customer retention is the most cost-effective and viable business development strategy.

Source: *Dr. David Birch, MIT and Cognetics, Inc.*

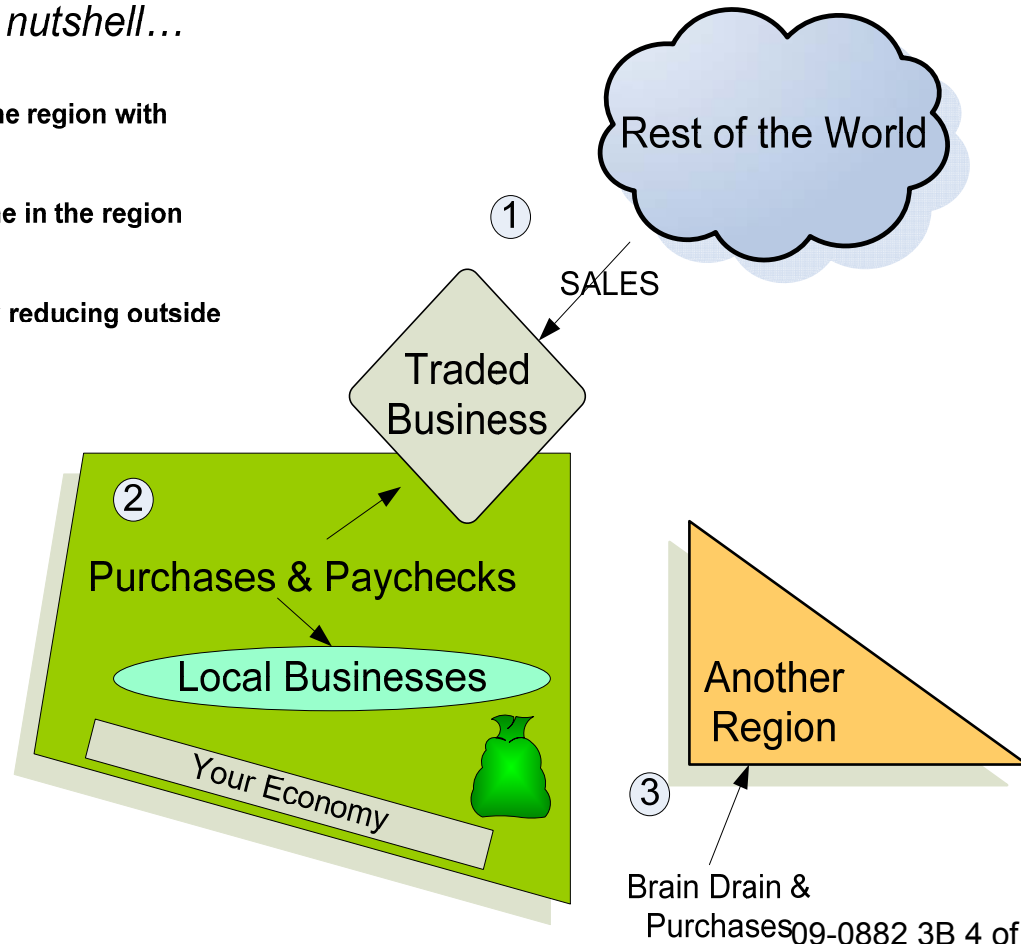
Source: *The Gartner Group*

Dynamics of Our Local Economies



Economic Development in a nutshell...

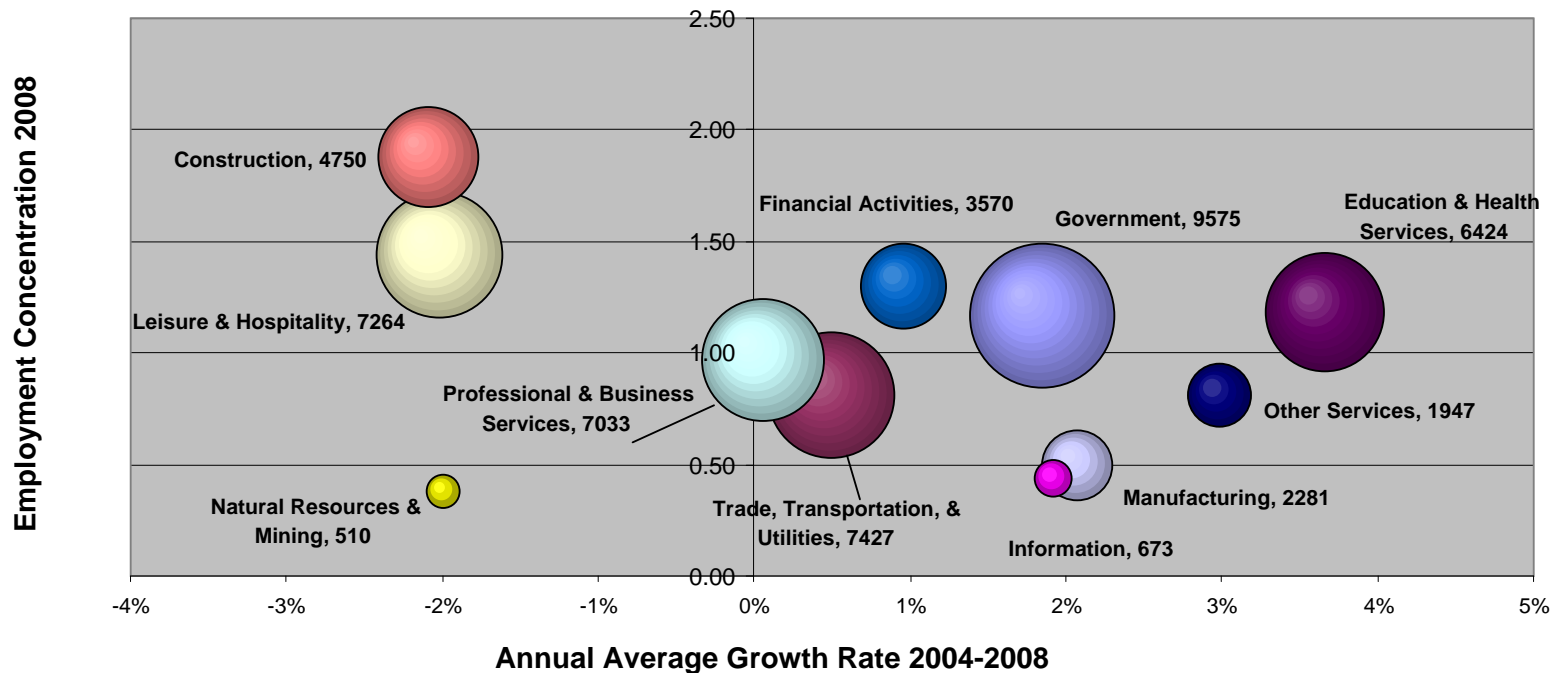
- ① **Good Money:** Import income into the region with traded businesses
- ② **Neutral Money:** Circulate the income in the region with local business and workers
- ③ **Bad Money:** Reduce the leakage by reducing outside purchases and workers



Historical Snapshot of Local Economy



El Dorado County Industry Study 2004-2008



Historical Snapshot of Local Economy



Annual Average Employment Change by Industry 2004-2008 El Dorado County				
Industry	Actual Job Growth/Loss	% Annual Average Growth Rate	% Ranking	Most Growth Ranking
Education & Health Services	1057	3.66%	1	1
Government	836	1.84%	5	2
Other Services	266	2.98%	2	3
Manufacturing	222	2.07%	3	4
Trade, Transportation, & Utilities	180	0.49%	7	5
Financial Activities	165	0.95%	6	6
Information	61	1.92%	4	7
Professional & Business Services	18	0.05%	8	8
Natural Resources & Mining	-54	-1.99%	9	9
Construction	-530	-2.09%	11	10
Leisure & Hospitality	-782	-2.02%	10	11

Source: Employment Development Department, Labor Market Information Division, Quarterly Census of Employment and Wages

Historical Snapshot of Local Economy



Number of Businesses by Size Category (3rd Quarter 2008) El Dorado County					
0-4 Employees	5-9 Employees	10-19 Employees	20-49 Employees	50-99 Employees	100-499 Employees
3,377	809	504	312	127	58

Source: Employment Development Department, Labor Market Information Division, Size of Business Report
 Note: The Size of Business Report provides the employment and count of businesses by size of business and is released annually based on the third quarter of the Quarterly Census of Employment and Wages (based on employer payroll reports).

Number of Employees by Size of Business (3rd Quarter 2008) El Dorado County					
0-4 Employees	5-9 Employees	10-19 Employees	20-49 Employees	50-99 Employees	100-499 Employees
4,859	5,308	6,752	9,426	8,861	10,700

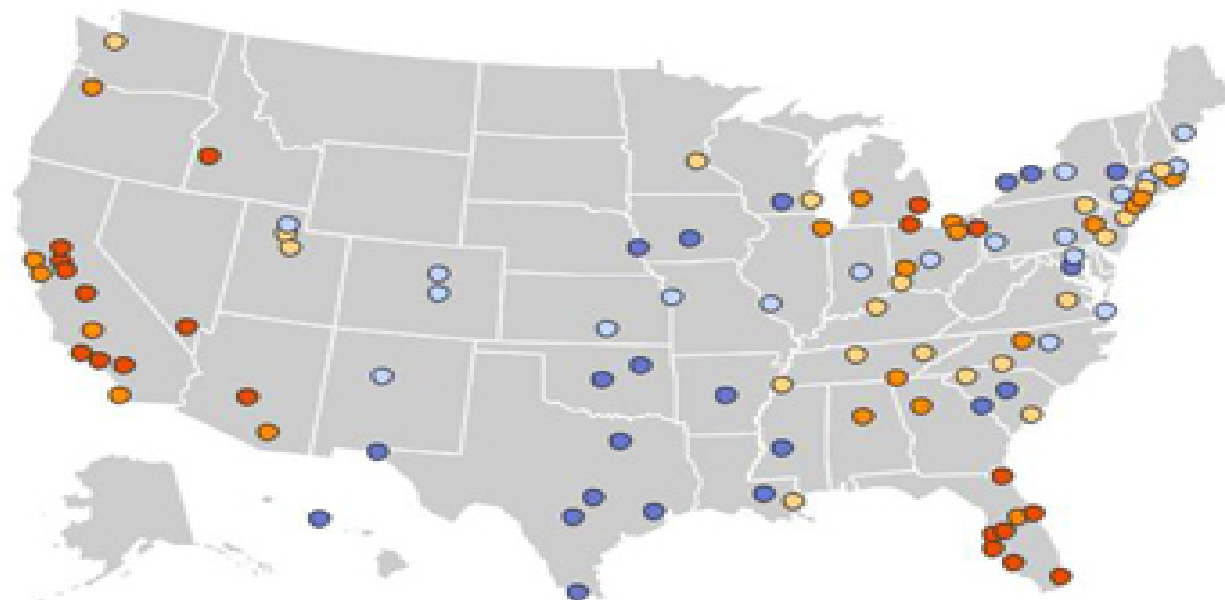
Source: Employment Development Department, Labor Market Information Division, Size of Business Report
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Recession



- In the [United States](#), the Business Cycle Dating Committee of the [National Bureau of Economic Research](#) (NBER) is generally seen as the authority for dating US recessions
- 2007 Liquidity Crisis triggers ...the
- January 2008 – Great Recession begins
- February 13, 2008 - Economic Stimulus Act of 2008
- October 3, 2008 - Emergency Economic Stabilization Act of 2008 (EESA or TARP)
- February 17, 2009 - American Recovery and Reinvestment Act of 2009

Overall Performance of the Largest 100 Metros



- Strongest 21 metro areas*
 - Second-strongest 19 metro areas*
 - Middle 20 metro areas
 - Second-weakest 20 metro areas
 - Weakest 20 metro areas
- [View the Full Rankings >](#)

* Due to tied even numbered groupings are not possible

This MetroMonitor's Overall Performance Index combines metropolitan rankings on four key indicators:

1. Percent employment change from peak quarter to 1st quarter 2010
2. Percentage point change in unemployment rate from March 2009 to March 2010
3. Percent GMP change from peak quarter to 1st quarter 2010
4. Percent change in House Price Index from 1st quarter 2009 to 1st quarter 2010

Vital Assets Grant Timeline



1. April 24, 2009 GSWIB 2nd round of ARRA Economic Development stimulus funding announced
2. May 18, 2009 BOS Agenda #09-0571 approved 12-Month Interdepartmental Action Plan for Economic Development
3. June 30, 2009 BOS Agenda #09-0882 Vital Assets grant application approved
4. July 21, 2009 GSWIB request clarification
5. August 21, 2009 GSWIB awards \$300,000 Vital Assets grant
6. December 15, 2009 BOS Agenda #09-0882 Vital Assets award and contracts approved
7. El Dorado County staff onboarded January/February 2010
8. Business Retention visits begin February 2010
9. Business Walks begin April 7, 2010
10. Business Outreach events begin February 2010

Vital Assets Implementation



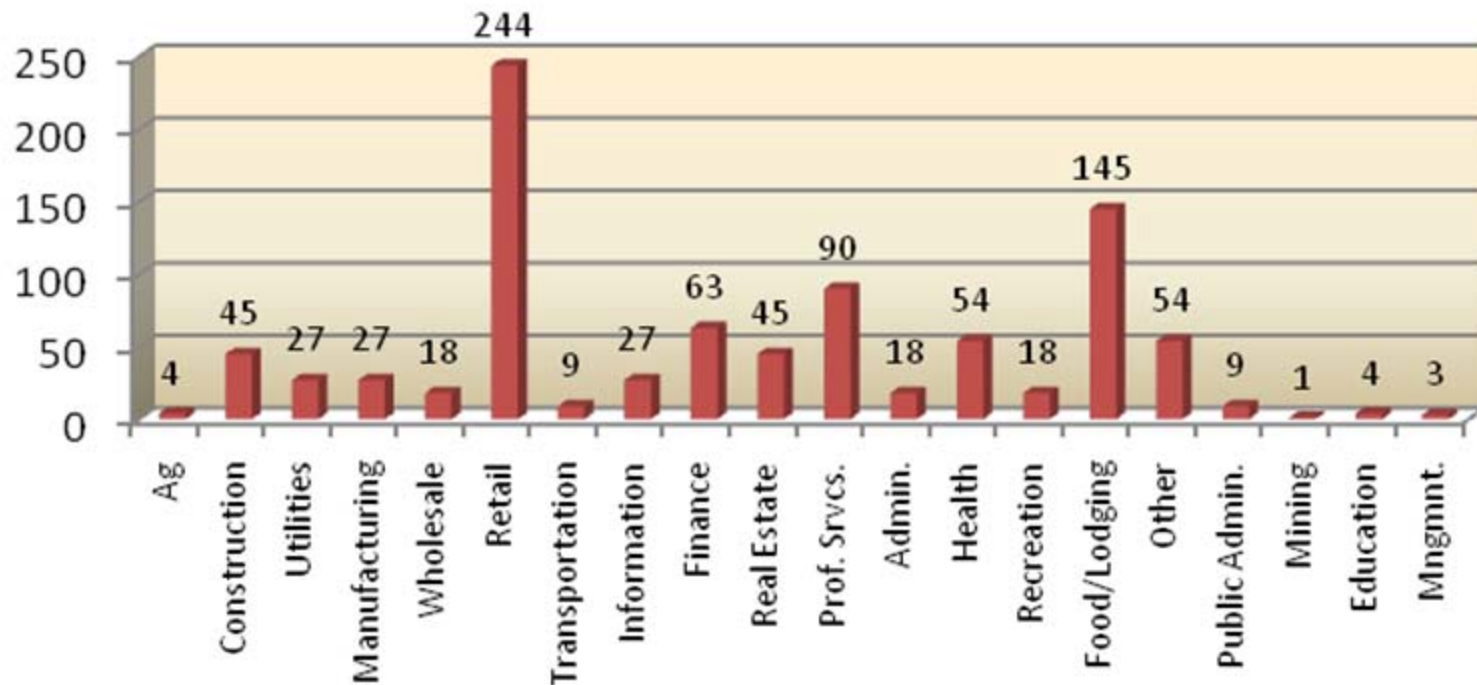
Deploying a **Systematic/Proactive** approach to retaining and growing employment via:

- Business Visitations (Targeted outbound visits)
- Business 411's (inbound calls for help)
- Business Walks (Three in FY 09/10)
- Permit Ombudsman Services
- Web-based Client Service Tracking (Metro Pulse)
- Technical and Financial Assistance referrals
- Community Outreach and Weekly E. G. Column
- Small Business Workshops and Training Seminars
- Regulatory Reform informed by business feedback

VA FY 2009/2010 Business Visitations



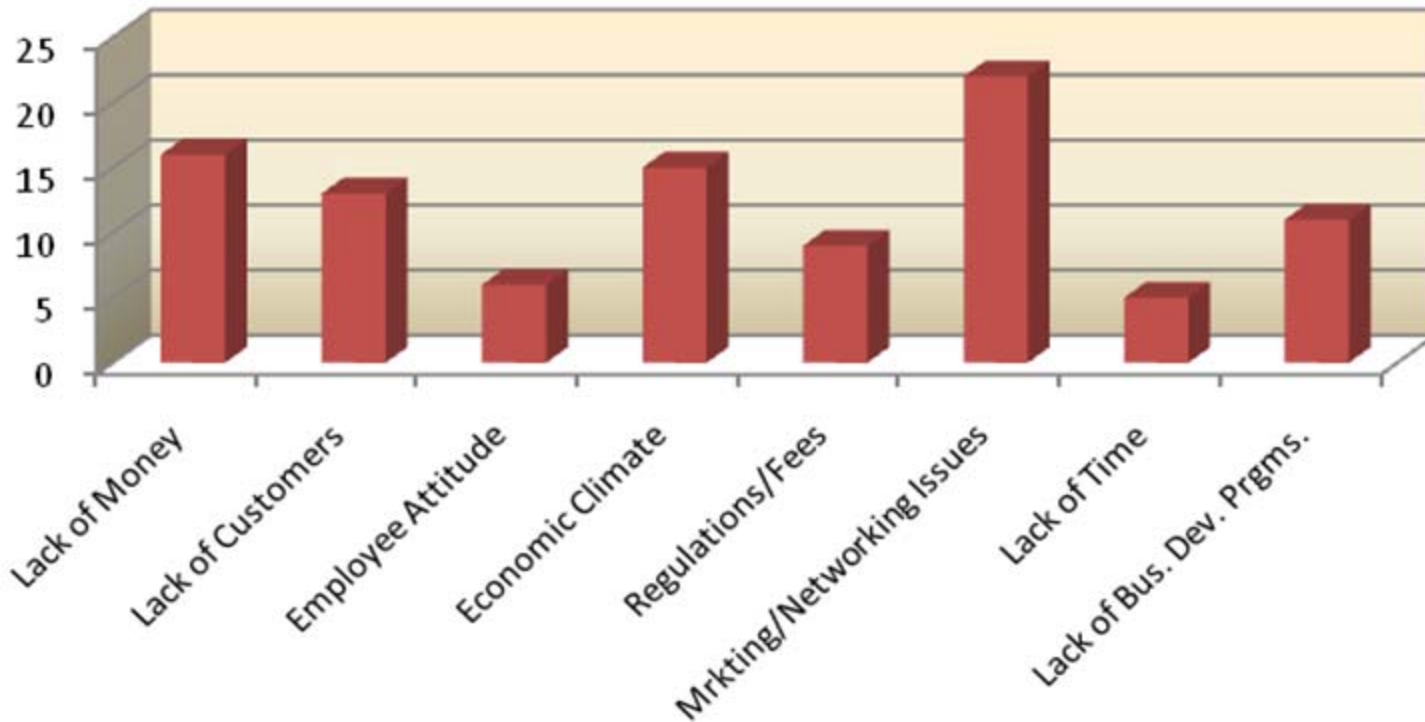
Types of Businesses Contacted/Surveyed 2009/2010



VA FY 2009/2010 Business Visitations



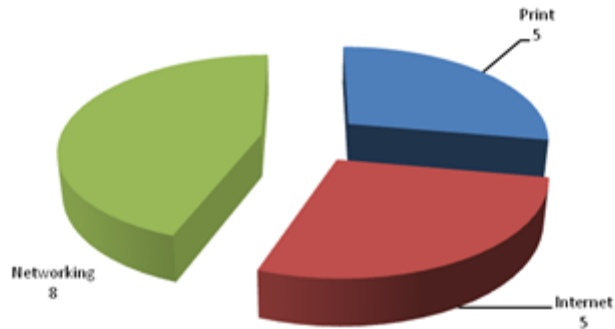
Reasons for Decline in Business



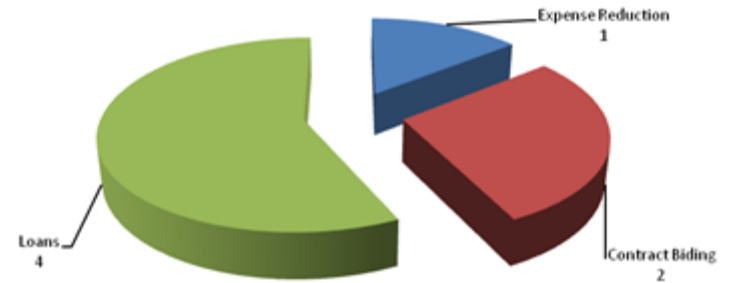
VA Layoff Aversion Strategies/Assistance Referrals



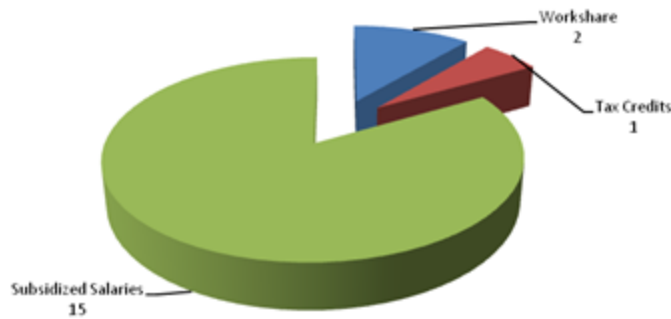
Marketing/Advertising Strategies



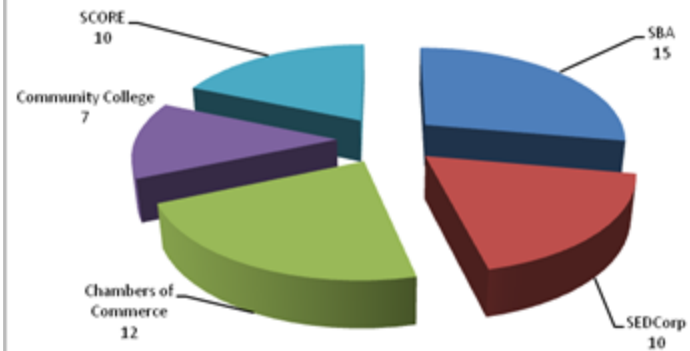
Financial Strategies



Human Resources/Staffing



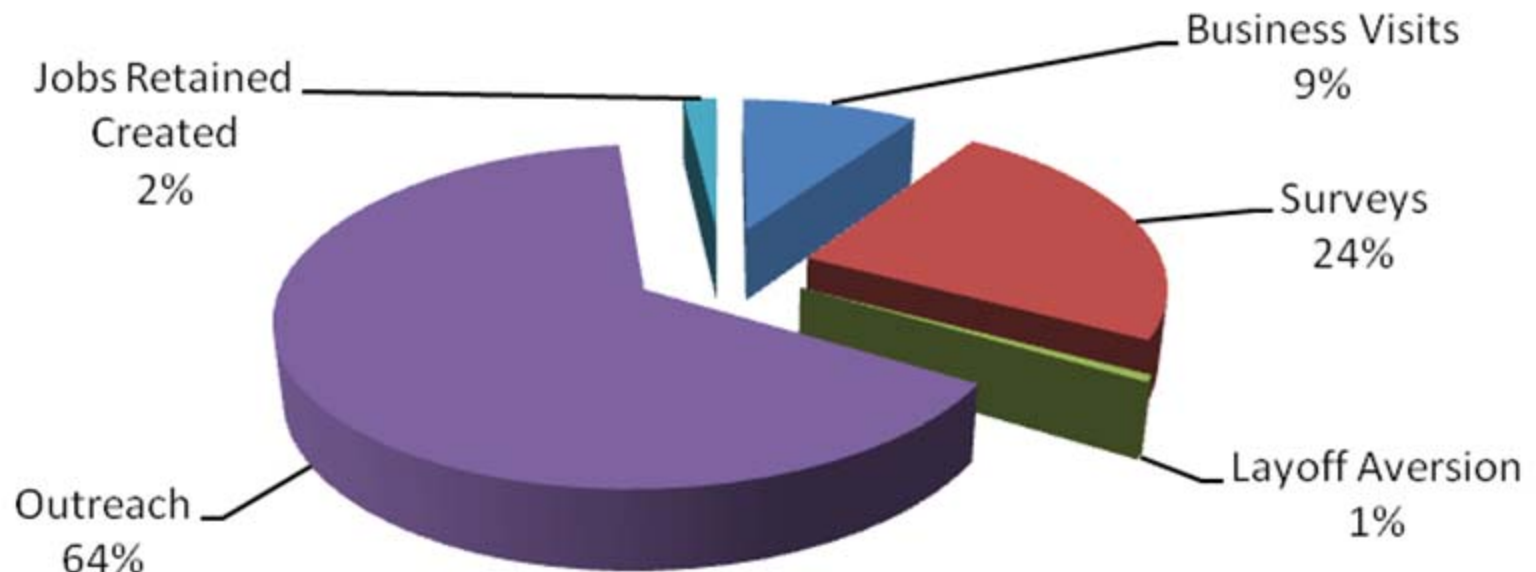
Referrals Recommended



VA FY 2009/2010 Vital Assets Activities



El Dorado County Office of Economic Development Vital Assets Activities 2010



VA FY 2009/2010

Vital Assets Activities



Proposed

- 133 On-site Employer/Business Visits
- 153 Business/Labor Market Surveys
- 8 Layoff Aversion Strategies
- 1,000 Business Outreach via Internet/Mail
- 33 Jobs to be Retained or Created
- Provide Online/Web Materials
- Enhance Collaboration

Completed

- ✓ 230 On-Site Employer/Business Visits conducted
- ✓ 576 Business/Labor Market Surveys Conducted
- ✓ 15 Layoff Aversion Strategies Devised
- ✓ 1,576 Business Outreach via Internet/Mail conducted
- ✓ 44 Number of Jobs Retained or Created
- ✓ Tools for Business
- ✓ Economic Gardening Articles
- ✓ Joint Marketing/Outreach Events