

Reconsideration - Reasons the El Dorado Western Railway Foundation should be given a 2016 El Dorado County Economic Development Grant for the Hyrailer and Chipper:

1. Economic development is represented in many forms - According to (Gustav) Ranis (international expert in development economics) et al., "economic growth and development is a two-way relationship." According to them, "the first chain consists of economic growth benefiting human development, since economic growth is likely to lead families and individuals to use their heightened incomes to increase expenditures, which in turn furthers human development. At the same time, with the increased consumption and spending, health, education, and infrastructure systems grow and contribute to economic growth."
(https://en.wikipedia.org/wiki/Economic_development)

A case can be made that the 26 mile Sacramento Placerville Transportation Corridor (SPTC) is an economic engine that has the potential to drive international attention to El Dorado County given enough capital. The model is in place, though at a smaller scale through the operation of El Dorado Western Railroad, the living history program of the El Dorado County and through actions that the Board of Supervisors have taken. It cannot be denied that El Dorado Trail is identified as a premier experience by both class 1 and mountain bikers, as well as walkers and equestrian users.

Spending is occurring. Families (locals, regional and even international) are making the purchases to experience these amenities unique to El Dorado County, therefore economic development is occurring. This effort can be expanded to a much greater degree with capital expenditure as this grant provides.

2. In economics, the term [well-being] is used for one or more quantitative measures intended to assess the quality of life of a group, for example, in the capabilities approach and the economics of happiness. As with the related cognate terms 'wealth' and 'welfare', economics sources often contrast the state with its opposite. (Wikipedia)

The ability to provide the necessities, i.e. public safety, infrastructure, etc. makes for a higher quality of life and therefore happiness and well-being. These necessities lead to reduced concerns and improved mental health.

The importance of the SPTC has been expressed in different forums of discussion including the El Dorado County Fire Safe Council. As a 26 mile fire break, it provides the residents a comfort and deduction in apprehension about wildfire going unchecked without the possibility of control. This grant makes a capital investment to reduce risk and provide economic well-being, reducing the risk of unchecked wildfire.

3. Adam Smith (father of modern economics) defined four types of fixed capital (which is characterized as that which affords a revenue or profit without circulating or changing masters). The four types were:
 - a. useful machines, instruments of the trade;
 - b. buildings as the means of procuring revenue;
 - c. improvements of land; [and]
 - d. the acquired and useful abilities of all the inhabitants or members of the society.

Once the capital investment is made, all the work is done by volunteers.

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ECONOMIC DEVELOPMENT OPPORTUNITY GRANTS REPORT

Roberta Long
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June 14, 2016

Transit Occupancy Tax – Money received from overnight stays at hotels, motels, B&Bs and inns

70% comes from South Lake Tahoe

30% comes from around the Western Slope-Cameron Park, Placerville, Pilot Hill, Georgetown, Pollock Pines/Camino

Highway 50 entrance

El Dorado Hills

Holiday Inn Express 93 rooms

One exit west E Bidwell Street – four hotels and one under construction

Marriott Courtyard 125 rooms

Marriott Residence Inn 105

Hampton Inn & Suites 140

Staybridge Suites 106

Fairfield Inn & Suites Four stories, opening in fall

Folsom Boulevard exit

Larkspur Landing 84 and wanting to expand

Hilton Garden Inn 100

660

All of this lodging is within walking distance of restaurants, shopping and theaters. Some hotels shuttle guests to the nearby Harris Center for the Arts and the Historic District.

The same situation is true on Highway 49 north. Visitors entering El Dorado County from Interstate 80 will often stay in Auburn and visit in El Dorado County.

Events in El Dorado County are attracting visitors, but not capturing the TOT we need.

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Times are changing: technological, generational and international.

People are booking reservations online. Sometimes they go to the lodging site, younger people tend to go through sites such as TripAdvisor.

They want more than just a bed and a television. They want free Wi-fi, activities for themselves and for children, good food and good coffee.

Some want accommodations for their dog.

We need hotels in strategic locations. We also need to implement our new policies with respect to our rural areas. The Sacramento Business Journal on June 10 led with the headline, "Appetite for agritourism is growing." We know that. The CEDAC Action Plan lists them:

- Home-based business ordinance
- Expansion of Agricultural Districts
- Rural commerce zoning
- Ranch marketing on grazing lands
- Right to Farm ordinance aligned with state law
- Agricultural Homestays in rural lands
- Health Resorts and Retreat Centers
- Dude Ranches in permitted zoning

*rural activities
hiking
mountain biking
swimming
at public ranches
equine
ranch
rural*

We cannot have a "rural atmosphere" unless we have a "rural economy. Right now, we have a sweet spot in our agricultural lands. Most of the farmers, grape growers, ranchers and vintners are local families who have put their hearts and financial investments into their businesses. But unless they can stay in business, ranches can become subdivisions, local vineyards and wineries can be part of a Napa company, and the rural atmosphere will be only a whiff and a plaque on a building.

We have an opportunity now to help our County thrive by expanding the lodging options in our County, both in our corridor areas and in the rural areas. All we need is the vision and will to make that happen.