

Goal	Macro Measures	Objectives	Tasks/Strategies	Comments
Economic Development Enable a prosperous and vibrant economy	1. Increased percent of population receiving a high school diploma and some further specialized training (i.e. apprenticeship, technical school, college, etc.) 2. Higher median household income 3. Increase the one home to job rate 4. Increase sales tax revenue 5. Increase Transient Occupancy Tax (TOT) revenue 6. Lower unemployment			
		1. Attract, develop and retain businesses that provide economic sustainability and quality job creation	1.1) Implement business attraction and retention incentives. Retain, expand, and import businesses to El Dorado County. - Reach out to targeted business sectors for relocation to the County - Search out to local businesses for expansion incentives - Develop business clusters and Geographically-Targeted Economic Development Areas if deemed feasible 1.2) Deploy a small business/entrepreneurial development strategy 1.3) Implement strategy to promote occupation and telecommuting jobs 1.4) Identify what businesses have left the County in the last five years and why 1.5) Determine appropriate and competitive fee levels 1.6) Promote and expand agriculture and tourism (etc. geotourism and agriculture tourism) and their related businesses 1.7) Increase retail opportunities 1.8) Study the need and resources available to create a business liaison	

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		2. Increase employment opportunities by improving workforce development skills	2.1) Identify current workforce resources 2.2) Identify labor skills gaps and assets - Conduct survey with the business community to determine labor skills gap - Conduct survey with economic development recruiters and regional economic development organizations to determine labor skills gap - identify skills the County's workforce has in abundance for business attraction 2.3) Collaborating with the local school systems, community colleges, and county departments on how to create workforce development classes desired by the market - Start workforce round table with business community, education partners, and local governments	

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		3. Invest in infrastructure needs to improve and maintain competitiveness	3.1) Conduct a comprehensive digital, water/sewer, gas, electricity, etc. infrastructure needs study to identify potential economic development zones or clusters - What does it cost for digital, water/sewer, electricity, and gas in the County - Conduct a County area study of high speed internet service (broadband or Wi-Fi) 3.2) Survey the local business community on what infrastructure the County lacks 3.3) Survey regional economic development agencies and economic development recruiters on what infrastructure the County lacks	

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		4. Strengthen the County's business friendly reputation	4.1) Research methods on how to communicate the County as a business friendly location 4.2) Collect the County's total development fee rates as compared to local and regional alternatives 4.3) Send a survey to local businesses asking how the County could improve its services - Look into County processes that are identified as onerous for the business sector as compared to peer counties 4.4) Collaborate with economic development stakeholders in the County to create a website to communicate the County's economic development message 4.5) Work with regional economic development partners to market the County's economic development advantages	

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		5. Develop and maintain an economic development plan that is time relevant and community and market oriented	5.1) Review past County economic development efforts and current allocated resources 5.2) Research other jurisdictions' economic development programs so the county can implement best practices for acceptable return-on-investment 5.3) Complete County Community Plans to help communities identify economic development opportunities that are appropriate for them 5.4) Develop a economic development strategic plan and prepare an action plan 5.5) Implement the approved General Plan to create an atmosphere that allows long-term stability and economic development	

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		6. Provide diverse workforce housing options - balance jobs with housing	6.1) Do a gap analysis on what housing options the County is lacking for its workforce 6.2) Research what housing options will be needed by the workforce of desired business sectors 6.3) Determine appropriate mix of housing alternatives 6.4) Complete a study of low, moderate, and high income housing stock percentages in peer counties 6.5) Complete a study of housing incentives used by peer counties or cities/towns	