



El Dorado County Economic Development Workshop

Monday, May 4, 2009



Economic Development Workshop

- 1. Economic Development Workshop**
Presented by Ronald Grassi, Assistant Chief Administrative Officer
- 2. Understanding Economic Development**
Presented by Wayne Schell, President and CEO, California Association for Local Economic Development (CALED)
- 3. Destination Brand and Marketing of El Dorado County**
Experience El Dorado - Where you can still find Golden Opportunities
Presented by Jaime Tafoya and Todd Stanley
- 4. Defining your Market and Demographics**
Presented by Ryan Sharp, Director, Sacramento Regional Research Institute (SRRI)
- 5. El Dorado County - Economic Development Collaboration**
 - a. El Dorado County Economic Development Overview
Presented Sam Driggers, Econ-Dev. Coordinator, CAO-Office
 - b. Economic Development Block Grant and Workforce Development
Presented by Human Services
 - c. Infrastructure as a component of Economic Development
Presented by the Department of Transportation
 - d. Development Services role in Economic Development
Presented Development Services
- 6. Board of Supervisors Recommended Action**
Adopt a 12 month action plan to facilitate Economic Development
- 7. Q & A and Public Comment**