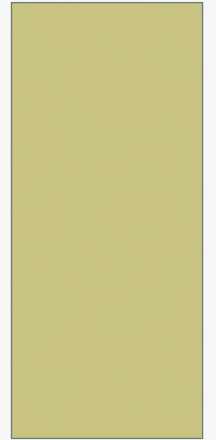


BUSINESS ATTRACTION, RETENTION AND EXPANSION PROGRAM

EL DORADO COUNTY ECONOMIC DEVELOPMENT



BUSINESS RETENTION & AND EXPANSION PROGRAM

- Program development
- Company Target List
- Target Company Outreach
- Company Meetings/Survey
- Workshops
- Plan Implementation

NEW FINANCE AND INCENTIVE TOOL IDENTIFICATION AND ANALYSIS

- Identification of programs
- Analysis of incentive programs (surrounding areas and throughout the state)
- Program Briefing
- Internal Staff Meetings
- Internal Staff meetings re: incentive programs with CAO, Auditor, Board of Supervisors, Planning & Building

MARKETING/BUSINESS ATTRACTION OUTREACH PROGRAM DEVELOPMENT & IMPLEMENTATION

- Evaluation of current attraction/marketing efforts
- Message development
- Assessment of outreach mediums
- Coordination with County PIO
- Program Launch
- Program Evaluation
- Ongoing implementation

BUSINESS ATTRACTION PROGRAM DEVELOPMENT & IMPLEMENTATION

- Company & Influencer List development
- Survey development
- Launch campaign
- Program Evaluation
- Meeting with potential clients