



STAFF REPORT

TOWN COUNCIL MEETING OF AUGUST 9, 2016

To: Town Council

From: Town Manager

Date: July 30, 2016

Subject: Placer County Economic Development Board (PCEDB) Chair Presentation (Dave Butler)

RECOMMENDATION:

Hear presentation. No action is requested at this time.

DISCUSSION:

PCEDB Chair Dave Butler, Rocklin Councilmember, has requested to make a presentation of the PCEDB Strategic Framework with objectives for 2016-17. A copy is attached. The purpose of the presentation is to review the components of the document, seek your input, and that the Council will affirm its contents.

CEQA

There are no CEQA issues involved.

FINANCIAL IMPLICATIONS

There are no financial implications at this time.

Placer County Economic Development Board of Directors
Strategic Objectives for 2016-17
January, 2016

(Draft)

The Placer County Economic Development Board of Directors (PCEDB) has a tremendous opportunity to provide critical leadership from the private sector and the public sector on issues that enhance the economies of the Placer County and its individual jurisdictions.

However, to be effective, the PCEDB, working in conjunction with county and city economic development staff and in partnership with the board of supervisors and city councils, must be focused on **a defined set of specific objectives that we can measure and directly influence.**

Economic Development can be divided into several buckets, which apply to the opportunities before us in Placer County.

- Marketing & Research
- Business Recruitment
- Business Retention/Resources
- Infrastructure/Assets/Opportunity Sites
- Workforce and Education
- Downtown Vitality

As chair of the PCEDB for the 2016-17 calendar years, I'm pleased to submit this draft economic development framework for review and discussion by the board at its January meeting.

Once discussed, developed and approved, I am suggesting that we present to the Placer County Board of supervisors and to the city councils of Roseville, Rocklin, Auburn, Colfax, Lincoln and Loomis for their information and, ideally affirmation

Overall

Our objective **must be** to position Placer County as "**the best**" **marketplace for business** in the six-county Sacramento region, if not all of Northern California.

Marketing

Develop a set of measurable statistics that demonstrate Placer County's position as the best marketplace in the six county region and compares to other Northern California communities.

Develop and execute a plan to promote on-line, in earned media and at selected events throughout the year.

Develop on-line, social media and earned media strategies to celebrate successes that point back to Placer County's competitive position vis a vis our competition.

Business Recruitment

Develop material, resources and activities that leverage Greater Sacramento's business recruitment efforts and position the county and the cities as "the preferred location" within the six county Sacramento region.

Business Retention/Resources

"Business-Ready" Attitude

Ensure all jurisdictions in Placer County have established "streamlined" permitting processes, per Greater Sacramento's recommendations. Develop marketing material that establishes Placer County's "business-ready" approach. Celebrate business recruitment/retention successes that results from Placer County's "business-ready" attitude.

Small Business

Survey small businesses and determine the top two or three business resources they need to grow their business. Establish partnerships with entities committed to serve Placer County's businesses. Develop and execute a marketing strategy with local cities and chambers of commerce to connect small business to these priority resources. Develop tracking system, regularly report outcomes and celebrate successes.

Top employers

Survey top employers in priority industry clusters (Health, IT, Manufacturing, Finance, Agribusiness, Tourism/Leisure) and determine two or three common needs/requirements. Develop and publicize a strategy to meet those needs.

Infrastructure/Assets

Identify "top three" county-wide infrastructure needs and develop a communications strategy to promote the value of key infrastructure from an economic development perspective and promote solutions. Suggested priorities:

Transportation

Water Supply

Broadband/Information Technology

Utilities

Airports

Industrial/Employment Centers

Workforce and Education

Higher Education

Promote university proposals as essential economic development drivers for Placer County's economic future. Collaborate with jurisdictions, current education institutions and university proponents to reduce/eliminate barriers, cultivate support and ensure that higher education thrives and expands in Placer County.

STEM Education/Career Technical Education

Promote and Support CRANE high school career academy initiative, connecting employers in Placer County with related programs, promoting internships and other opportunities.

Downtown Vitality

Look for opportunities to support and promote downtown development, programming and business development in each of Placer County's downtown districts.