



## STAFF REPORT

### TOWN COUNCIL MEETING OF SEPTEMBER 13, 2016

To: Town Council

From: Town Manager

Subject: Affirming Placer County Economic Development Board's (PCEDB) Strategic Objectives for 2016-2017

Date: August 25, 2016

#### **RECOMMENDATION:**

Affirm Council concurs with the proposed PCEDB Strategic Objectives for 2016-2017.

#### **DISCUSSION:**

Council heard at its August 9 regular meeting, a presentation from PCEDB's chair, Dave Butler, on that board's draft strategic objectives for the 2016-2017 timeframe. The overall mission is to "position Placer County as "the best" marketplace for business in the six-county Sacramento region, if not all of Northern California". In brief summary, the objectives include:

- developing a marketing strategy
- developing business recruitment materials, resources and activities
- creating a "business ready attitude" to promote business retention and resources
- identify infrastructure/assets to promote the value from an economic development perspective
- collaborate with education institutions and programs on workforce and education proposals as essential economic development drivers
- Support and promote downtown vitality programs and business development in all of the county's downtown districts

Council did indicate at the end of the presentation its concurrence and support of the objectives. However, because the presentation was a non-action item on the agenda, action to formally concur with the strategic plan could not be taken leading to this item being placed on this agenda.

The full draft of the strategic plan was included with the staff report for the August 9 presentation and is on file in the office.

**FINANCIAL IMPLICATONS:**

There are no financial implications.

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                   | Utilities                     |
| Water Supply                     | Airports                      |
| Broadband/Information Technology | 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.