

Economic Development Strategy

Adopted by City Council on February 8, 2022

VISION

Placerville is the Place for Economic Vitality and a Vibrant Lifestyle that Respects its Historic Identity

MISSION STATEMENT

The Placerville Economic Development Advisory Committee serves to promote business development that will create employment, expand our tax base, and provide services required to enhance the quality of life for the people of Placerville in an atmosphere of compatible growth and preservation of the unique character of the community.

Goal 1: Promote Primary¹ Job Growth – Prepared for the Future

Objective: Support primary job-based businesses through retention, expansion and recruitment programs, through working with partners, local businesses and entrepreneurs.

Strategies:

1.1 Continue Business Outreach Visit Program to Assess Business Needs

Timing: Conduct visits, one – two per month. Visits will be no longer than one hour and will be arranged at the place of business or City Hall at the convenience of the business owner.

Responsibility: PEAC Staff will be responsible for setting up visits. At least two committee members will attend each visit.

Outcome/Measurement: Results of meetings will be reported to PEAC monthly. Responses from business will be monitored to determine common threads of both problems and strengths. Staff/Committee members will prepare a written response to concerns businesses report.

1.3 Identify current priority employers and future industries and their needs.

Timing: Draft document prepared by December 31, 2022 for PEAC review.

¹ “Primary” refers to key industries where there exist, or there is a desire to develop, clusters of a geographic concentration of interconnected businesses, suppliers, and associated institutions in a particular field.

Responsibility: PEAC staff to prepare list to be reviewed and approved by PEAC.

Outcome/Measurement: Document completed identifying priority employers and needs.

1.4 Identify inventory of vacant and/or underutilized commercial buildings and property and prepare websites/brochures for marketing to future users.

Timing: Draft document to PEAC for review by December, 2022.

Responsibility: PEAC staff in conjunction with City Development Services Department to prepare draft document.

Outcome/Measurement: Completion of Inventory.

1.5 Encourage and support the expansion of public infrastructure and services to meet the demands of existing and future targeted industries.

Timing: Draft 5 year CIP identifying infrastructure priorities due by December, 2022.

Responsibility: City Engineering staff to prepare 5 year Capital Improvement Program identifying infrastructure deficiencies and prioritizing those deficiencies. .

Outcome/Measurement: Completion of Report.

1.6 Identify and partner with various stakeholders to attract and retain priority businesses. Implement Collaboration team consisting of City, County and Chamber members to quickly respond to needs of potential businesses. Assign PEAC Chamber representative to participate in Community and Economic Development Advisory Committee (CEDAC) and invite a CEDAC member to attend PEAC meetings.

Timing: July 2022.

Responsibility: City staff to contact County and request consideration for Collaboration team. PEAC Chamber Representative to arrange for Chamber participation.

Outcome/Measurement: CEDAC member attending PEAC meetings. Chamber representative or PEAC Member to report to PEAC monthly on CEDAC meetings.

Goal 2: Enhance and Diversify Cultural and other Tourism Attractions

Objective: Develop a united community tourism direction, including a focused strategy to advance the preservation and promotion of Placerville and the surrounding region's assets, and implement a tourism marketing/promotional strategy.

Strategies:

2.1 Engage and participate with the Visitors Authority on holding tourism conferences to include identifying the needs of the City of Placerville. Assist with the creation of a needs assessment document and distribute to City businesses creating buy-in to a tourism conference. PEAC to appoint a member to engage in Visitors Authority efforts.

Timing: On-going.

Responsibility: PEAC to work and participate with the Visitors Authority in development of a tourism marketing plan and tourism conferences.

Outcome/Measurement:

2.2 Prepare recommended Special Event Program to define types of events, costs, timing sponsorship, etc. Upon completion and adoption of the program, support ongoing efforts to produce special events and activities. Promote and support proposed events that fall within the adopted special event guidelines and bring increased value to the City.

Timing: Special Event Program due to City Council by January 2022.
On-Going.

Responsibility: PEAC and City Staff.

Outcome/Measurement: Completion of Special Event Program and Measurement of Special Event Attendance.

2.3 Support local entities in efforts to preserve and promote Placerville History.

Timing: On-Going.

Responsibility: PEAC and City Staff.

Outcome/Measurement: Inventory of Historical Assets.

2.4 PEAC to assist and actively recruit one or more motel/hotels on identified and approved hotel sites.

Timing: On-going.

Responsibility: PEAC with assistance from City Staff.

Outcome/Measurement: Completion of Plan, Success with recruitment.

Goal 3: Enhance Community Identity – The Look and Feel of a Great Town

Objective: To grow and improve the “Wow” factor for every person coming into our community by enhancing the great places, spaces and “walkability” and accessibility of the community for people to enjoy.

Strategies:

3.1 Establish Community Areas by Uniqueness and Interests

a. Geographic/historical/natural separation/trails/parks, other

b. Live, work, play, learn

Timing: December 2022.

Responsibility: Staff and PEAC.

Outcome/Measurement: Completion of Map designating Community Areas.

3.2 Identify community areas and receive input about communities. Participate in NNO and other community events to obtain input.

Timing: December 2022.

Responsibility: PEAC and Staff.

Outcome/Measurement: Identification of areas.

Goal 4: Pursue New Opportunities for Businesses

Objective: Grow existing, seek new and diversify and enhance businesses, focusing on those that are compatible with our community, to capture a greater share of business activity, an economic hub on the Western Slope of El Dorado County.

Strategies:

4.1 Identify targeted retail properties for development.

Timing: July, 2022.

Responsibility: Staff, PEAC.

Outcome/Measurement: Completion of Report.

4.2 Based on the report from Strategy 4.1 Develop a targeted program to redevelop or develop underutilized and undeveloped properties, including environmental work, with potential for major development.

Timing: April, 2023.

Responsibility: Staff, PEAC

Outcome/Measurement: Completion of Program.

4.3 Explore properties within the City's General Plan and surrounding sphere of influence, for potential annexation to enhance opportunities for business development.

Timing: December, 2023.

Responsibility: Staff.

Outcome/Measurement: Completion of list of potential annexations.

4.4 Identify priority community businesses and develop program to encourage expansion of those businesses.

Timing: April 2023

4.5 Explore opportunities to expand outdoor dining throughout the City.

Timing: January 2022

Responsibility: PEAC Subcommittee and Staff

Outcome/Measurement: Recommendation to City Council

Goal 5: Promote Regulatory Reform

Objective: Work to identify and, where feasible, streamline regulatory processes which potentially constrain the retention, expansion or location of businesses in our community while providing consistency with the region and recognizing and maintaining high quality design standards that reflect the image of Placerville.

Strategies:

5.1 Review Economic Development Strategy to ensure consistency with General Plan Policies.

Timing: July, 2022.

Responsibility: Staff.

Outcome/Measurement: Complete Review.

5.2 Review Economic Development Strategy and revise as necessary to provide consistency with Placerville General Plan Land Use Map.

Timing: July, 2022.

Responsibility: Staff.

Outcome/Measurement: Completion of reports and map amendments to meet consistency.

5.3 Review Planning and Building Policies and Procedures and recommend changes for improvement.

Timing: December, 2022.

Responsibility: Staff.

Outcome/Measurement: Completion of review and implementation of recommendations.