

# Economic Development in Placerville

Notes from July 11, 2012 Neighborhood Chat

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## **What are the current economic strengths of Placerville?**

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1. Position on the Highway 50 Corridor
2. Historical values
3. Friendly and helpful community
4. Long-term businesses
5. Downtown central core
6. Tourism / agritourism
7. Thriving arts programs
8. Experienced retail stores
9. Low crime rate
10. Holiday decorations
11. The Fairgrounds
12. Farmers' markets
13. Ability to maintain originality
14. County Seat
15. El Dorado County Courthouse
16. Good reputation
17. Community banks, e.g. El Dorado Savings Bank
18. Chamber of Commerce
19. Proximity to El Dorado National Forest
20. Variety of merchants, without the need for malls
21. Business investment in public projects (PBIA /PBID)
22. Strong volunteerism
23. Schools

## **In the context of the region, community values and history, what are our economic opportunities?**

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1. Being a destination
2. Overnight accommodations (needed)
3. Now is a good time to plan / implement
4. "Old West" history and themes
5. Affordable business opportunities, e.g. manufacturing
6. Services provided to the Silicon Valley
7. Use of the internet to market the City
8. The ability to close Main Street for events
9. Marketing the City in monthly subscription magazines, e.g. Sunset and Trailer Life
10. Pursuing desirable businesses not already located in the City
11. Attract Highway 50 travelers, e.g. skiers and snowboarders, hunters and hikers

12. Overall quality of life
13. Marshall Hospital
14. Invite industry executives
15. Being what Hollister used to be
16. Create an identity ("destination identity")
17. Utilize the art community to attract an art academy
18. Access to technology
19. Hangtown Creek

## **What economic sectors should we be strengthening?**

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1. Creative sector / the arts, e.g. the performing arts on Main Street
2. Tourism
3. Partnership with Marshall Hospital, e.g. ancillary services
4. Herbal tours along Hangtown Creek
5. Seniors / retirement community
6. Technology
7. Sales tax leakage retail sectors
8. Retail – what don't we already have?
9. Tourism – what don't we already do?

## **What impediments to economic development exist?**

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1. Power structure at the State Capitol
2. Deteriorating infrastructure
3. Development / permit fees
4. Land availability
5. Anti-growth mentality
6. The extremity of Federal and State regulations
7. The lack of a shared community vision
8. Incomplete revitalization plan

## **What are the possible indicators of economic success in Placerville?**

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1. Fewer vacancies along Main Street
2. Community pride / local ownership
3. Median income, pregnancy rates and population growth
4. Sales tax growth
5. Recently renovated streets (businesses located along the street) e.g. upper Main Street