

"Placerville, a Unique Historical Past Forging into a Golden Future "



City Manager's Report
December 10, 2013 City Council Meeting
Prepared By: M. Cleve Morris

Item#: // 1

Subject: Adopt the City of Placerville Economic Development Strategy.

Discussion: In August of 2012, the City Council appointed an Economic Development Advisory Committee. The title of the committee was subsequently changed to Placerville Economic Advisory Committee, or PEAC. One of the key duties of PEAC was to create an Economic Development Strategy for the City.

Earlier this year, the Council and Planning Commission reviewed the Mission, Vision, Goals and Objectives, as prepared by PEAC. After further revisions, on June 11, 2013, the Council adopted the Mission, Vision, Goals and Objectives and tasked PEAC with establishing Strategies to accomplish those Goals and Objectives. PEAC has completed their work, and the attached document is being recommended to the Council for adoption.

Although the Goals, Objectives and Strategies are not prioritized, you will note that they are given timelines for completion. These timelines will assist in setting priorities based on the time allocated to accomplish the task.

It should be understood that this is a working document to be reviewed and amended as necessary as we begin implementation of the Strategies. Staff and PEAC are requesting Council's review and suggestions for any modifications. If there are no modifications, staff and PEAC request adoption of the document.

Cost: No costs are proposed at this time. However, there will be costs involved with implementation of the strategies. Prior to implementation, staff will bring back cost proposals for each strategy.

Budget Impact: None at this time. Any costs recommended will be brought back to Council and/or included in the next fiscal year budget.

Recommendation: Adopt the City of Placerville Economic Development Strategy.



M. Cleve Morris, City Manager

Attachment:

-- Placerville Economic Development Strategy



Placerville Economic Advisory Committee

Kevin Brown, Chair Leonard Grado, Vice Chair
Laurel Brent-Bumb John Clerici
John Meuser Debra Miller
Kris Payne



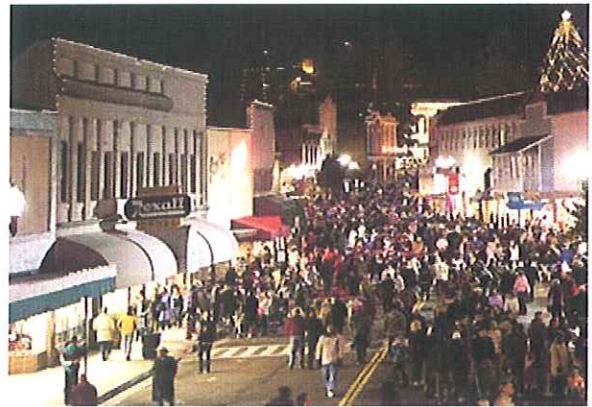
City Council

Wendy Thomas, Mayor
Carl Hagen, Vice Mayor
Patty Borelli
Carol Patton
Trisha Wilkins

Placerville Economic Development Strategy



Late 1800's



Christmas in Placerville Today

Adopted _____

City of Placerville Economic Development Strategy

Adopted by City Council on _____

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 Implement Business Outreach Visit Program To Assess Business Needs

Timing: Begin August 2013. Conduct visits once per week or four times 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 one staff member (City Manager or Director of Development Services) and one of the following will attend each visit: City Council, Planning Commission or PEAC.

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.

1.2 Establish Members only Blog/Website Social Media site to connect and facilitate communication between business owners. Provide opportunities for business to communicate regarding events and opportunities.

Timing: Discuss with City IT Department best platform for this program by January, 2014. Based on that information implement test site by May, 2014.

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: City Staff to implement program, PEAC to review and approve content.
Outcome/Measurement: After the program is up and running for 6 months, survey businesses to determine success/usefulness.

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

Timing: Draft document prepared by April, 2014 for PEAC review.

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 October, 2014.

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 report identifying infrastructure priorities due by March 1, 2014.

Responsibility: City Engineering staff to prepare report identifying infrastructure deficiencies and prioritizing those deficiencies. Prepare Capital Improvement Program to address 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 County Economic Development Advisory Committee (CEDAC) and invite a CEDAC member to attend PEAC meetings.

Timing: March 2014.

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 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 Conduct a tourism conference for identifying the needs of the City of Placerville. Create a needs assessment document and distribute to City businesses creating buy-in to a tourism conference. Consider length of conference and times to accommodate business needs.

Timing: Complete the conference by October, 2014. Staff to compile results for November, 2014 PEAC Meeting.

Responsibility: PEAC and City staff will jointly create the agenda and documents for the Tourism Conference.

Outcome/Measurement: Staff to prepare results of assessment. Initiative prepared to improve tourism.

2.2 Prepare and implement a unified tourism marketing plan utilizing stakeholders including El Dorado Chamber of Commerce, El Dorado County, El Dorado Arts Council, etc.

Timing: April, 2015.

Responsibility: PEAC and City Staff.

Outcome/Measurement: Completion of Marketing Plan.

2.3 Support current and ongoing efforts to produce special events and activities. Promote and support existing and proposed events that bring increased value to the City.

Timing: On-Going.

Responsibility: PEAC and City Staff.

Outcome/Measurement: Measurement of Special Event Attendance.

2.4 Work with and support local entities in efforts to preserve and promote Placerville History, including Placerville Historical Advisory Committee, Eldorado County Historical Society.

Timing: On-Going.

Responsibility: PEAC and City Staff.

Outcome/Measurement: Inventory of Historical Assets.

2.5 Develop marketing program to actively recruit one or more motel/hotels on identified and approved hotel sites.

Timing: April, 2014.

Responsibility: Staff with Assistance from PEAC.

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 of the community for people to enjoy.

Strategies:

3.1 Establish Community Areas by Uniqueness and Interests

a. Geographic/historical/natural separation

b. Live, work, play, learn

Timing: December 2014.

Responsibility: Staff and PEAC.

Outcome/Measurement: Completion of Map designating Community Areas.

3.2 Meet in community areas and receive input about communities

Timing: July 2015.

Responsibility: PEAC and Staff.

Outcome/Measurement: Completion of one meeting in each area.

3.3 Create Web representation about each community area.

Timing: December 2015.

Responsibility: Staff and PEAC.

Outcome/Measurement: Completion of Webpage.

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 in the Western Slope of El Dorado County.

Strategies:

4.1 Through the use of the Buxton ID Program, identify and prioritize retail businesses for location or expansion.

Timing: April, 2014.

Responsibility: Staff, PEAC.

Outcome/Measurement: Completion of Report.

4.2 Based on the results of Strategy 4.1, identify key parcels for locating priority retail businesses.

Timing: December 2014.

Responsibility: Staff, PEAC.

Outcome/Measurement: Completion of report.

4.3 Establish a proactive retail business recruitment program to attract those businesses identified in Strategy 4.1.

Timing: April, 2015.

Responsibility: Staff with PEAC input.

Outcome/Measurement: Completion of Top 5 recruitment package.

4.4 Develop a program to redevelop or develop underutilized and undeveloped properties, including environmental work, with potential for major development. Properties include the Shopping Center at 1514 Broadway, the County Fair Grounds, along Ray Lawyer Drive (including its extension) and 455 Placerville Drive.

Timing: April, 2015.

Responsibility: Staff, PEAC

Outcome/Measurement: Completion of Program.

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

Timing: December, 2014.

Responsibility: Staff.

Outcome/Measurement: Completion of list of potential annexations.

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 General Plan Policies to ensure consistency with Placerville Economic Development Strategy.

Timing: January, 2014.

Responsibility: Staff.

Outcome/Measurement: Complete Review.

5.2 Review General Plan Land Use Map and update for consistency with Placerville Economic Development Strategy.

Timing: July, 2015.

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, 2014.

Responsibility: Staff.

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

Goal 6: Explore Opportunities to Develop a Health and Wellness Industry in Placerville

Objective: Promote Placerville as a community of healthy lifestyles and work with medical providers and research companies to identify opportunities for expansion of the medical research and development and functional medicine industries.

Strategies:

6.1 Convene a Health and Wellness community roundtable to discuss the possibility of a focused effort to expand and diversify the health and wellness offerings in Placerville.

Timing: January, 2015.

Responsibility: Staff and PEAC.

Outcome/Measurement: Completion of Roundtable with results.

6.2 Identify areas of opportunity to expand existing health and wellness businesses in Placerville. Identify areas of unmet needs within the health and wellness industry as well.

Timing: December, 2015.

Responsibility: Staff and PEAC.

Outcome/Measurement: Completion of Report .

6.3 Identify opportunities to brand Placerville as a niche market for healthy lifestyles and a home to the health and wellness community.

Timing: December, 2015.

Responsibility: Staff and PEAC.

Outcome/Measurement: Identification of Branding for Placerville.

6.4 Identify available resources, or the lack of available resources, within and adjacent to Placerville, required to nurture and grow the health and wellness industry in Placerville.

Timing: December, 2015.

Responsibility: Staff and PEAC.

Outcome/Measurement: List of Resources.