

# BUTTE COUNTY REGIONAL ECONOMIC DEVELOPMENT STRATEGY 2014-2017



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BUTTE COUNTY**

**ECONOMIC & COMMUNITY DEVELOPMENT MANAGER**

# GENERAL PLAN 2030



- ❖ Goals, Policies, and Action Items defined Butte County as a region interested in supporting business.
- ❖ Economic Development Element – Action Item ED.A1.1 called for the creation of a *“bold, powerful, and forward-looking countywide Economic Development Strategy”*.

# BACKGROUND



- January 25, 2011 – Board of Supervisors approved the 2011-2014 Butte County Regional Economic Development Strategy
- 2011-2014 Program of Work complete
- Moving forward to 2014-2017

# INITIATIVES



**INITIATIVE #1** – ENSURE BUTTE COUNTY IS A COMPETITIVE LOCATION FOR NEW INVESTMENT.

**INITIATIVE #2** – GROW EXISTING KEY INDUSTRY SECTORS.

**INITIATIVE #3** – COORDINATE BUSINESS DEVELOPMENT SERVICES ON A REGIONAL BASIS.

# HIGHLIGHTS 2011-2014



- ❖ Creation of a Business Ombudsman
- ❖ Creation of business resources webpage
- ❖ Review and implementation of permit streamlining process
- ❖ Development of a land/building inventory tool
- ❖ Development and execution of a Customer Service Training Program
- ❖ Completed a plan for regional tourism
- ❖ Creation of a regional forum of economic and workforce development organizations



**WHAT'S  
NEXT**

**Program of Work 2014-2017**

- Continued Items
- Expanded Items
- New Items

# HIGHLIGHTS 2014-2017



- Review & Improve the Economic Development Advisory Committee.
- Develop a Butte County Communication Strategy.
- Develop a funding Mechanism in Support of Regional tourism.
- Improve Necessary Infrastructure to Support Business Growth and Development.

# HIGHLIGHTS 2014-2017



- Develop and Implement a Business Retention Program.
- Explore Energy Project/Program Opportunities.
- Expand and Maintain Available Land/Building Inventory.



# HIGHLIGHTS 2014-2017



- Review the Project Review/Approval Process.
- Assist Local Jurisdictions with the Expansion of the Regional Retail Market.
- Monitor Existing Incentive Programs & Distribute Information.

# QUARTERLY OUTCOME REPORTING



## **Report to identify level of support provided to Butte County business:**

- Permit activity
- Economic Development Assistance Committee activity
- Number of business contacts
- Permit process changes/improvements
- Business success stories – testimonials and/or other info
- Status of Economic Development Strategy Program of Work



**2014-2017  
Program of  
Work  
Development  
Process**

**Review and Comments:**

- Local Jurisdictions
- Industry Representatives
- Economic & Workforce Development Partners

# QUESTIONS/COMMENTS



**THANK YOU**