Butte County Regional Economic Development Strategy

2017-2020 UPDATE

AUGUST 8, 2017

CASEY HATCHER
BUTTE COUNTY
ECONOMIC & COMMUNITY DEVELOPMENT MANAGER
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
- February 11, 2014 – Board of Supervisors approved the 2014-2017 Update.
- Moving forward to 2017-2020
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.
The Foundation 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.
- Completion of a plan for regional tourism.
- Creation of a regional forum of economic and workforce development organizations.
Continuation of many foundational items such as the Business Ombudsman position and review of the permit streamlining process.

Review and improvement of the Economic Development Advisory Committee.

Development of a Butte County Communication Strategy.

Work with hoteliers to form the Tourism Business Improvement District.

Development of marketing materials to respond to businesses interested in Butte County.

Expanding on Success 2014-2017
FOCUS ON THE FUTURE

Program of Work 2017-2020

- Continued Items
- Expanded Items
- New Priority Actions
Highlights 2017-2020

- Explore Energy Project/Program Opportunities.
- Develop a Sector-Based Business Recruitment Program.
- Partner with Explore Butte County to promote tourism.
- Expand branding for Butte County.
- Update the Butte County Communication Strategy.
Priority Actions 2014-2017

- Complete a Planning Study for developing land adjacent to the Neal Road Recycling and Waste Facility.
- Evaluate infrastructure feasibility around the Durham/Dayton and HWY 99 interchange.
- Pursue redevelopment of the Butte County Fairgrounds property.
- Support regional airports including commercial air service.
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
Review and Comments:

- Local Jurisdictions
- Industry Representatives
- Economic & Workforce Development Partners
Questions/Comments

THANK YOU