

SUTTER COUNTY GENERAL PLAN UPDATE

ECONOMIC DEVELOPMENT

Fiscal Management

GOAL ED 1 **Maintain and enhance the County's long-term fiscal health.**

Policy ED-1.1 **Services Funding.** Require new specific plans and other large-scale developments to generate the revenue and fiscal resources necessary to fully fund public services and to avoid a decline in current County service levels as development builds out. (New)

Policy ED-1.2 **Development Phasing.** Balance and phase residential and non-residential uses and associated cost burdens within specific plans and other large-scale developments that provide a mix of uses, such that the revenue- and job-generating components of the projects have a reasonable probability of timely completion and financial success. (New)

Policy ED-1.3 **Finance Districts.** Explore the formation of infrastructure financing districts (assessment districts, community facilities districts, etc.) where such mechanisms can provide financing to help pay for existing development's share of new public improvement costs. (New)

Policy ED-1.4 **Development Agreements.** Use development agreements as a tool to implement public facilities financing plans and to secure benefits from significant new development projects. (New)

Business Outreach

GOAL ED-2 **Maintain a business-friendly environment for both existing and new companies.**

Policy ED-2.1 **Infrastructure for New Business.** Ensure the provision of adequate infrastructure for business development, including flood control, road and rail networks, telecommunications backbone, sewer, and water supply. (New)

Policy ED-2.2 **Prudent Incentives.** Create reasonable and fiscally prudent local incentives to attract and support the growth of new and existing businesses. (New)

- Policy ED-2.3** **Joint Marketing.** Promote joint marketing efforts with non-profit business and merchant associations to develop a brand for the region for marketing purposes and create new economic development opportunities. (New)
- Policy ED-2.4** **Training.** Collaborate with workforce development partners to increase the local supply of trained workers. (New)
- Policy ED-2.5** **Assistance.** Coordinate with other organizations (e.g., Chamber of Commerce and Yuba-Sutter Economic Development Corporation) in securing local companies the technical and financial assistance they need, such as grants, loans and similar support from federal, State and private sources. (New)
- Policy ED-2.6** **Inter-Jurisdiction Coordination.** Create alliances with local jurisdictions and agencies to promote economic growth within the county. (New)
- Policy ED-2.7** **Development Review.** Maintain an efficient, consistent, and equitable development review process. (New)
- Policy ED-2.8** **Business Attraction.** Utilize local and outside resources to attract, retain, and expand new and existing businesses in the County. (Modified 1.I-1 and 1.I-4)

Work Force Development

- GOAL ED-3** **Enhance the desirability of the County for new business and business expansion by supporting investment in the professional skills of the work force.**
- Policy ED-3.1** **Stable Jobs.** Encourage future growth that creates stable jobs and provides living wages to families. (Modified 1.I-3)
- Policy ED-3.2** **Financial Independence.** Support economic opportunities that promote the self sufficiency of residents and reduce dependence on County programs and services. (Modified 1.I-3)
- Policy ED-3.3** **Professional Opportunities.** Attract and retain a balance of businesses so that individuals have the choice to both work and reside in the County. (Modified 1.I-1 and 1.I-4)
- Policy ED-3.4** **Jobs Housing Balance.** Encourage a balance of jobs and housing in the County, and seek to match local wages with the local cost of housing. (New)

Policy ED-3.5 **Joint Efforts.** Coordinate with work force development organizations to promote and expand private sector support for education, such as job shadowing, student internships, school partnerships with companies, and faculty internships. (New)

Policy ED-3.6 **Education.** Work with local partners to promote the value of education across all social and income groups living in the County. (New)

Economic Diversity

GOAL ED-4 **Diversify the local economic base to encourage consistent, sustainable long-term growth that positively impacts businesses, residents and public agencies.**

Policy ED-4.1 **Export Sector Base.** Retain and encourage growth in defined economic export sectors, which are sectors that produce goods and services that are purchased and consumed outside of the County, based on periodic analysis of employment clusters by relevant economic development organizations. (New)

Policy ED-4.2 **Economic Diversification.** Support efforts to market new products, services and businesses that provide new wealth and job opportunities for all social and income groups living in the County. (Modified 1.1-4)

Policy ED-4.3 **Reduce Retail Leakage.** Support new retail development in Sutter County that reduces resident spending outside the County. (New)

Policy ED-4.4 **Specialty Retail.** Promote the growth of existing and new specialty retail, restaurants, and services to create a full service retail base in the County. (New)

Policy ED-4.5 **Buy Local.** Purchase products and services for County operations from Sutter County locally-owned businesses, whenever possible and feasible. (New)