



BOARD OF DIRECTORS

AGENDA

Date: Thursday, January 27, 2011

Location: Chico Chamber
Conference Room

Time: 7:30 A.M. TO 9:00 A.M.

Address: 300 Salem Street
Chico

Chair: Steve Gonsalves

Attendees: Board of Directors

Guest: Jennifer Macarthy

Preparation for Meeting

	Please bring agenda and packet with you to the meeting. 1. Report from the County of Butte on the Regional Economic Development Strategy
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I Objective for Meeting

1	Objective 1: Participate in discussion with the County of Butte on Economic Strategy	Objective 2: Input on Airport Marketing Strategy, Alignment with Bay Tec Alliance
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II	Action Items from Previous Meeting	Responsible	Due Date
1	CEPCO Endorsement of Chico State Master Plan-Parking Structure	Steve Gonsalves	Report today
2			

III	Agenda Topics	Presenter	Duration
Intro	Welcome- Self Introductions (New Ex-Officio Directors)-BayTec Alliance and Butte County	Steve Gonsalves	
1	Introduction of Presenter	Bob Linscheid	2 minutes
2	Presentation: Butte County Economic Development Strategy	Jennifer Macarthy	15 minutes + questions
3	Chico Innovation Council: Airport Marketing Strategy (Mike Donnelly)	Courtney Nelson	15 minutes
4	Tech Group Report	Bob Linscheid	5 minutes
5	Other Business: Alignment with Bay Tec (Weldon Larsen)	All	5 Minutes
6	Old/New Business	All	10 Minutes

Meeting Schedule- Chico Innovation Council- Feb 10th & 17th. Tech Group luncheon- Jan 27th 11:45 am at La Hacienda
Next Board Meeting- Thursday March 31st, Presenter: Mike Wiltermood

IV Close Meeting



BOARD OF DIRECTORS - MINUTES for January 27th, 2011

Meeting Title / Project Name & Number

Date: Thursday, January 27, 2011

Location: Chico Chamber Conference Room

Time: 7:30 A.M. TO 9:00 A.M.

Called By: Bob Linscheid, CEPCO President/CEO

Address: 300 Salem Street

Attendees: Courtney Nelson (Bidwell Insurance), Steve Gonsalves (Chairman, NMR Architects & Engineers), Mike Donnelly (The Group Commercial Real Estate), Katy Thoma (Rabobank), Jim Walker (Physician, Chico City Council), Fred Davis, Jim Stevens (Northstar Engineering), Weldon Larsen (Hignell, BayTec Alliance), Dick Stein (CSU Chico College of Communication & HJ Promotions), Ken Lange (Dentist), Dr. Willie Hopkins (CSU Chico College of Business), Dr. Jim Morgan (CSU Chico College of Business), Dr. Mike Ward (CSU Chico College of Engineering & Computer Science)

I		Open Meeting
1	Objective 1: Participate in discussion with the County of Butte on Economic Strategy	Objective 2: Input on Airport Marketing Strategy, Alignment with Bay Tec Alliance

II		Action Items from Previous Meeting	Responsible	Due Date
1	CEPCO Endorsement of Chico State Master Plan-Parking Structure		Steve Gonsalves	Support secured, State funding for \$2.8 mil for new University Police Station as well
			N/A	

III		Agenda Topic	Notes
1		Introduction of Presenter	Jennifer Macarthy, County of Butte
2		Presentation: Butte County Economic Development Strategy	An economic development strategy for the county has been a long time coming, and now the 3-5 year document is envisioned to assist in creating job growth, innovation, and a climate businesses wants to come to. Some elements: ensure Butte county's competitive location, create a single-source industrial database, create an economic development ombudsman position, be proactive in business retention, collaboration with other regional entities and organizations.
3		Chico Innovation Council: Airport Marketing Strategy (Mike Donnelly)	All members of the Board are encouraged to attend the Feb. 10 Chico Innovation Council meeting which will be focused on marketing the CMA in preparation for Bob Linscheid and Mike Donnelly's participation in the Cygnus Aviation Trade Show in Las Vegas Feb. 22. In a forum style, all ideas are welcome, and the Council will hear from former Aero Union employees as well. We have opportunities to attract flight-training, as initiated by the President of the National Aerospace Transportation Authority, and could provide a location for companies looking for a west-coast presence. This is a long-term project, we will not offset the loss of Aero Union overnight.
4		Tech Group Report	Luncheon is today at 11:45 am @ La Hacienda
5		Other Business: Alignment with Bay Tec (Weldon Larsen)	Weldon Larsen called CEPCO's alignment with BayTec "Superb" and sees it as a reflection of the need for regional vision in economic development. He says he has never seen such collaboration and is looking forward to pushing it forward. CEPCO members are encouraged to attend a Feb. 10 7-8:30 pm meeting at the Southside Community Center which will deal with regional issues while maintaining a South County focus.

IV		Action Items	Responsible	Due Date
1		Participate in forum on Airport Marketing	Interested parties	Feb. 10
2		Provide photographs, if not already received, to CEPCO	All w/o photo on website	Earliest convenience

V		Decisions
1		Engage the County in the implementation of it's Economic Development strategy by providing feedback and supporting the process via committee participation and advisory roles
2		Recognize the long-term nature of the Airport Marketing project and work to improve the Airport's usage, visibility, and marketability, consider strategies and provide feedback

VI **Close Meeting**



BOARD OF DIRECTORS

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Attendees: Board of Directors

Guest: Jennifer Macarthy

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I Objective for Meeting

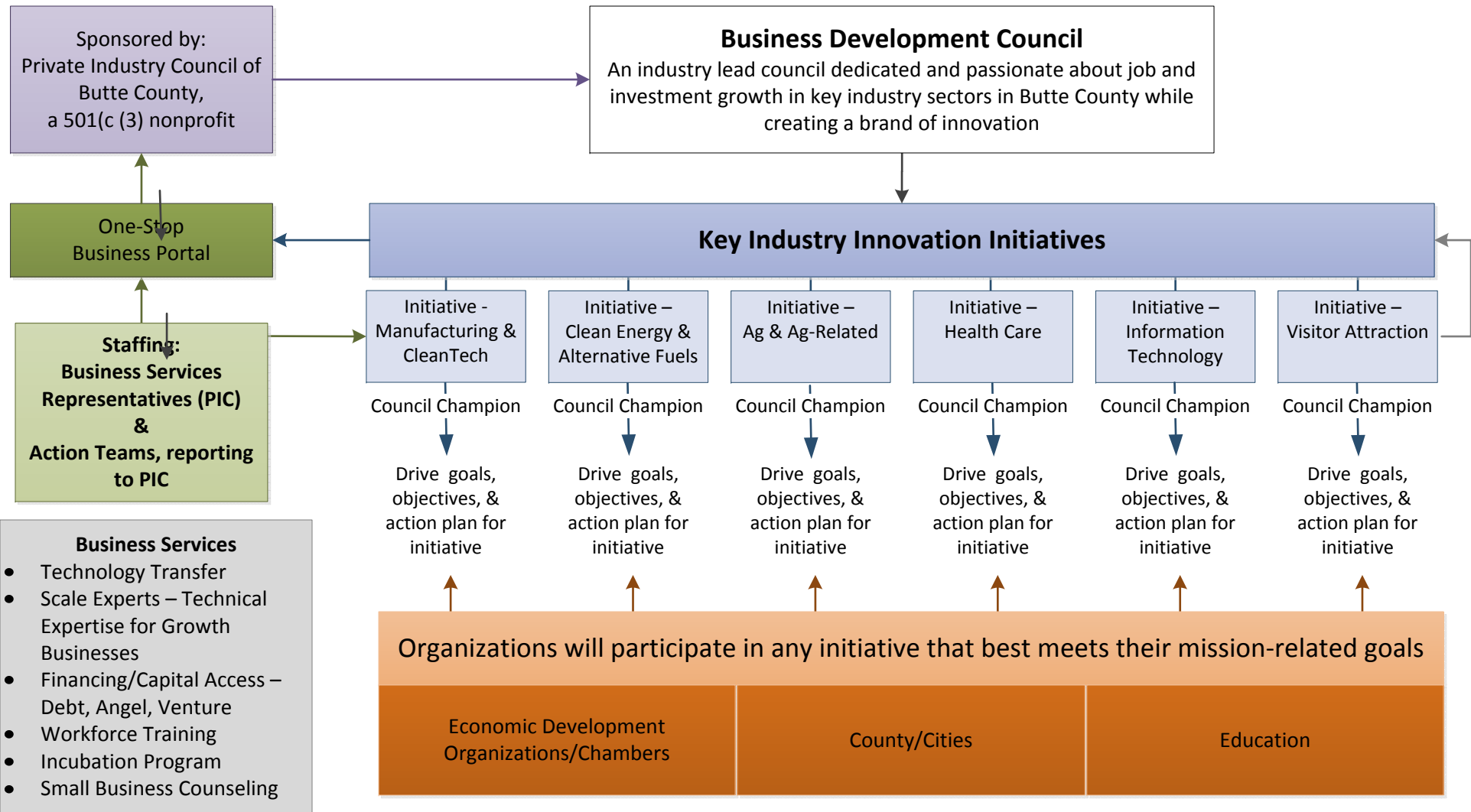
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IV Close Meeting



Business Development Council
 An industry lead council dedicated and passionate about job and investment growth in key industry sectors in Butte County while creating a brand of innovation

Sponsored by:
 Private Industry Council of Butte County, a 501(c 3) nonprofit

Key Industry Innovation Initiatives

One-Stop Business Portal

Staffing:
Business Services Representatives (PIC) & Action Teams, reporting to PIC

Initiative - Manufacturing & CleanTech

Initiative – Clean Energy & Alternative Fuels

Initiative – Ag & Ag-Related

Initiative – Health Care

Initiative – Information Technology

Initiative – Visitor Attraction

Council Champion

Council Champion

Council Champion

Council Champion

Council Champion

Council Champion

Drive goals, objectives, & action plan for initiative

Drive goals, objectives, & action plan for initiative

Drive goals, objectives, & action plan for initiative

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Drive goals, objectives, & action plan for initiative

- Business Services**
- Technology Transfer
 - Scale Experts – Technical Expertise for Growth Businesses
 - Financing/Capital Access – Debt, Angel, Venture
 - Workforce Training
 - Incubation Program
 - Small Business Counseling

Organizations will participate in any initiative that best meets their mission-related goals

Economic Development Organizations/Chambers

County/Cities

Education

BUTTE COUNTY REGIONAL ECONOMIC DEVELOPMENT STRATEGY

Introduction

Local economic development is a process by which public, business and nongovernmental sector partners work collectively to create better conditions for economic growth and employment generation. Strategic economic development efforts are typically organized around a set of key initiatives. Local government utilizes these key initiatives as decision making points when determining program and project actions. The successful implementation of an economic development strategy allows communities to continually improve their investment climate and business enabling environment to enhance their competitiveness, retain jobs and improve incomes.

In addition, due to the pressure to provide essential public services in the face of constraints on local government finances it is important for local jurisdictions to consider an advanced role in economic development. Successful economic development efforts add to sales tax, transient occupancy tax, and other revenues while contributing to a higher quality of life for residents.

Purpose

Given current economic conditions and limited local, state, and federal economic development resources, it is extremely important for all entities within Butte County to leverage those resources that are available, coordinate business and economic development efforts, and create an environment for business growth and investment.

The Butte County Economic Development Strategy includes a set of initiatives that implement relevant goals, policies, and actions of the Butte County General Plan and other directives from the Board of Supervisors. Successful implementation of the strategy over the next three (3) years will:

- grow existing businesses,
- ensure Butte County is a competitive location for new investment,
- create a sustainable business friendly reputation for the County, and
- improve the coordination of regional economic development resources and efforts.

Relationship to the General Plan

Butte County General Plan 2030, adopted by the Board of Supervisors on October 26, 2010, established three primary economic development goals:

Goal ED-1

Improve the local economy by diversifying the economy, reducing the unemployment rate, increasing business revenues to the County, and increasing wages.

Goal ED-2

Promote and support the local agricultural economic sector.

Goal ED-3

Improve the County's fiscal health.

To support these goals a series of General Plan Action Items was established including Action Item ED.A1.1 which calls for the creation of a ***“bold, powerful, forward-looking countywide Economic***

Development Strategy that identifies key sectors and sites for business expansion and programs to achieve that expansion”.

The Butte County Economic Development Strategy supports the long-term planning goals of Butte County General Plan 2030 while providing three key initiatives to guide economic development efforts in the County over a three-year period.

Economic Development Strategy Key Initiatives

The following details the three initiatives that will guide economic development process and program decisions through the year 2014. Under each initiative are listed projects or programs to be accomplished in support of that initiative. It is understood that additional projects or programs not listed may be undertaken as long as it is determined that they are consistent with the strategy’s key initiatives.

Initiative #1 - Ensure Butte County is a competitive location for new investment.

Achieving sustained job growth in Butte County requires the creation of a positive location for business investment. The ability to move a project through from concept to construction in an efficient manner requires the re-evaluation of the interaction with business both internally and externally. In order to accomplish this, the following actions will be taken:

1. **Create a Business Ombudsman** – Create a single point of contact for business inquiries. This person will be responsible for assisting the business through the project approval process including coordinating with various County departments.
2. **Reinstate Development Review Committee** – Coordinate project review with all potentially impacted County departments and outside agencies (i.e. Agriculture Department, Butte County Fire, CAL FIRE, Development Services, Environmental Health, PG&E, etc...)
3. **Streamline Project Review/Approval Process** – Evaluate current project review processes within the County and implement necessary changes to streamline the processes within the parameters of County, state and federal regulations.
4. **Develop an Industrial Database** – Create a web-based tool for businesses interested in locating or expanding to Butte County. The tool will detail available land/buildings, noting development-ready status. The information on the unincorporated area of the County will be seen as a component of a larger database which will include other local jurisdictions within the County.
5. **Area Branding** – Work to brand Butte County as a business friendly area, and work with other northern California agencies toward creating the image of northern California as an innovation hub.
6. **Market Butte County to Prospective Businesses** – Utilize cost effective marketing tools such as TeamCalifornia and Upstate California to market Butte County as a potential location for business expansions, start-ups and relocations.

Initiative #2 - Grow existing key industry sectors – manufacturing/cleantech, agriculture and agriculture related, healthcare, information technology, and visitor attraction.

Strong local economies have thriving businesses and a local workforce with the skills to match the needs of those businesses. Butte County has a number of key industries identified through the General Plan 2030 process that have a strong foundation and have been identified as growth industries. The following actions will enable the County to work with these industries to enhance an environment for growth:

1. **Creation and Implementation of a Business Development Council** – Engage key industry sector leaders to participate in the Council and champion the creation of industry sector strategies. Each key industry initiative would create a vision and work plan for growing businesses in that sector. Examples of action items would include:
 - Business visitation
 - Determination of needs
 - Coordination of industry outreach
 - Talent pool development
2. **Continue to Support Business Incubation and Innovation** – Continue to pursue funding to assist existing Butte County microenterprises and entrepreneurs to grow their business concepts and expand their profitability.
3. **Provide Business Financing** – Pursue and collaborate with other partners to fulfill the unmet financial needs of healthy small and medium sized businesses.
4. **Enhance Regional Tourism** – Evaluate opportunities for regional tourism including the creation of a regional visitor center.

Initiative #3 – Coordinate Business Development Services on a Regional Basis

Butte County is fortunate to have a wide variety of economic development and workforce development partners including local governments, education, for-profit, and non-profit organizations. Unfortunately the actions of these organizations are often seen as independent. A coordinated approach to economic development will enable a more focused, cost-effective provision of services. In addition, the business community will be well served by a coordinated and results oriented approach to business service. In order to coordinate services, the following actions will be taken:

1. **Consider Regional Permitting Process** – Work with local jurisdictions to determine the feasibility of developing a similar permitting and project approval process.
2. **Develop a Business Attraction Team** – Work with local jurisdictions and existing economic development and business development organizations to develop a single team to respond to business inquiries within Butte County. County to act as lead to follow up on status of inquiries and the coordination of responses.

3. **Develop a Business Retention Team** – Work with local jurisdictions and existing economic development and business development organizations to develop a single team to assist at-risk local businesses. County to act as lead to follow up on the provision of services.
4. **Update Business Resources Webpage** – Update existing ButteBusinessResources.com website to provide comprehensive information on countywide economic development resources.

Program of Work

Effective implementation of the Butte County Economic Development Strategy will require coordination and collaboration on two distinct levels: (1) internally between various County departments, and (2) externally with various economic development and business development partners and other local jurisdictions. With County staff taking the lead in organizing and implementing the action items detailed in the strategy, the following program of work will be accomplished:

Year 1

- Create a Business Ombudsman
- Re-Instate Development Review Committee
- Initiate Streamlining of Project Review/Approval Process
- Create a Business Development Council
- Support Business Incubation
- Provide Small Business Financing
- Develop a Business Attraction Team
- Develop a Business Retention Team

Year 2

- Develop an Industrial Database
- Implement a Business Development Council
- Complete Streamlining of Project Review/Approval Process
- Market Butte County to Prospective Businesses
- Develop Regional Permitting Process – Pilot Program

Year 3

- Develop Regional Permitting Process
- Area Branding
- Enhance Regional Tourism

Conclusion

The Butte County Economic Development Strategy describes a roadmap for the County and its partners to work together to enhance employment, investment, and quality of life opportunities. Successful implementation of the three key initiatives will create a positive business environment, positioning the County for private investment and job growth.



January 11, 2011

Mr. Steve Lambert, Chairman of the Board
Butte County Board of Supervisors
25 County Center Drive, Suite 200
Oroville, California 95965

Re: Butte County Economic Development Strategy

Dear Chairman Lambert and Member of the Board of Supervisors,

On behalf of the Chico Economic Planning Corporation (CEPCO) I am pleased to provide this letter of endorsement of the efforts of the Butte County Board and Staff in the development of the Butte County Economic Development Strategy.

As an active participant in the Butte County General Plan process, we believe that the aforementioned Strategy is in lock-step with the policies established in the General Plan. Furthermore, the focus on opportunities for collaboration will enhance the innovative outcomes we all strive for in creating jobs.

While we will not be in attendance at the Board meeting on January 25th, please know that we stand ready to assist in any way to help Butte County come together for the benefit of our citizenry in the area of job creation.

If you have any questions, please let me know.

Sincerely,

Bob Linscheid
President/CEO

cc: Paul Hahn
Jennifer Macarthy



January 12, 2011

Dr. Paul Zingg, President
CSU Chico
400 W. First Street
Chico, CA 95929

Re: 2005 CSU Chico Master Plan & Second Street Parking Structure

Dear President Zingg,

On Thursday January 6, 2011 the CEPCO Chico Innovation Council met with representatives of the City of Chico, Downtown Chico Business Association (DCBA), Chico Chamber of Commerce and the University to participate in a discussion about the proposed Second Street Parking Structure.

The Chico Economic Planning Corporation (CEPCO) has been on record since 2005 supporting the University Master Plan. The discussion of January 6th indicated to us that the City of Chico and University have been strong collaborators on this project. We also see the benefit the structure will provide to the campus as well to Downtown Chico.

Therefore I am pleased to tell you that CEPCO has reaffirmed our support for the 2005 Master Plan and the proposed Second Street Structure. If we can assist the University further, please contact me directly at 891-1710.

Sincerely,

Steve Gonsalves
Chairman of the Board

cc: Lori Hoffman
Ann Schwab
Dave Burkland
Fritz McKinley
Jolene Francis



BUTTE COUNTY ADMINISTRATION

25 COUNTY CENTER DRIVE, SUITE 200
OROVILLE, CALIFORNIA 95965-3380
Telephone: (530) 538-7631 Fax: (530) 538-7120

MEMBERS OF THE BOARD

BILL CONNELLY
MAUREEN KIRK
STEVE LAMBERT
LARRY WAHL
KIM K. YAMAGUCHI

Paul Hahn
Chief Administrative Officer

January 11, 2011

To: Board of Supervisors
From: Paul Hahn, Chief Administrative Officer

RE: Butte County Regional Economic Development Strategy and Plan for Implementation

Economic Development Strategy

On October 26, 2010 the Board of Supervisors adopted General Plan 2030. Included in the General Plan is an Economic Development Element, which establishes the economic development goals, objectives, and action items through the year 2030. Since the adoption of the plan, County staff has been reviewing the approved General Plan action items and developing a plan for implementation.

Action Item ED.A1.1 calls for the creation of a “***bold, powerful, forward-looking countywide Economic Development Strategy that identifies key sectors and sites for business expansion and programs to achieve that expansion***”. The development of such a strategy is the first step in fulfilling the County’s goal of improving the local economy, and creating an environment for business growth and investment.

Strategic economic development efforts are typically organized around a set of key initiatives. These key initiatives are used as decision making points when determining program and project actions. While the planning timeframe for a General Plan is 20 years, an economic development strategy typically covers a three year timeframe in order to ensure that programs and policies are specific to current economic and workforce conditions.

Taking into consideration the adopted General Plan 2030, comments from local jurisdictions, and economic and workforce development partners, staff has developed the attached draft Butte County Regional Economic Development Strategy. The strategy includes a set of initiatives that implement relevant goals, policies, and actions of the Butte County General Plan. Successful implementation of the strategy over the next three (3) years will:

- grow existing businesses,
- ensure Butte County is a competitive location for new investment,
- create a sustainable reputation for the County, and
- improve the coordination of regional economic development resources and efforts.

Each initiative is supported by various action items. A program of work is provided to detail the proposed timing for implementation of the action items. A draft strategy document was sent to approximately 30 economic and workforce development organizations, education partners, and local jurisdictions requesting their feedback. In addition, these partners were invited to a public presentation on the draft on January 7, 2011 at the Clean Tech Innovation Center at the Oroville Airport. Positive feedback and excellent suggestions were received during the meeting. The attached document has been amended taking into consideration comments and questions received.

Implementation

Successful implementation of the Butte County Regional Economic Development Strategy will require coordination and collaboration on two distinct levels: (1) internally between various County departments, and (2) externally with various economic and business development partners, non-profit organizations, and other local jurisdictions. Currently the County does not have a staff function charged with economic development. Any economic development related tasks are currently done by the Program Development Manager in the Administration Department. The economic development tasks typically accomplished by the Program Development Manager are limited to those tasks associated with funding through the Community Development Block Grant (CDBG) program.

In response to the Board of Supervisors' priority for encouraging economic growth in Butte County, and in order to adequately implement the Butte County Regional Economic Development Strategy, I recommend the following restructuring of my office:

1. Establishment of an Economic and Community Development unit within the Administration Department

The unit will be within the Administration Department and funded by a combination of General Fund resources, County Service Area 114 assessments, CDBG funding, and other grant resources. It is recommended that the unit include the following positions:

- Manager of Economic and Community Development – This newly created position will report directly to the Chief Administrative Officer (salary/benefits approximately \$150,000/year); and
- Program Development Manager/Management Analyst (full series) – This is an existing position that is flexibly allocated and funded in the existing budget by a combination of CSA 114 and CDBG funding (salary/benefits approximately \$124,000/year).

2. Functions of the Economic and Community Development Unit

The unit will be responsible for economic development activities, including, but not limited to:

- Developing and implementing the County's economic development strategy;
- Facilitating coordination among economic development stakeholders in Butte County;
- Identifying grant opportunities and applying for funds to support economic development activities; and
- Managing and implementing economic development grant activities.

The unit will be responsible for administration of community development activities, including but not limited to:

- Writing, implementing, and managing community development and housing grants through such sources as Community Development Block Grant (CDBG), HOME, and the CDBG Disaster Recovery Initiative (DRI);
- Administrative and oversight tasks associated with the Nitrate Compliance Program and County Service Area 114;
- Identifying additional grant opportunities and applying for funds to support community development and housing activities; and
- Implementing Housing Element Action Items of the General Plan identified to be accomplished by the Administrative Office.

3. Funding of the Economic and Community Development Unit

Initially, the unit can be supported by a combination of existing appropriations within the Administration Department budget, grant funding, and an additional \$150,000 in General Fund resources for implementation of an industrial database, update of the Business Resource website, and streamlining of the development project review/approval process. Most of these costs are one-time in nature, with approximately \$20,000 needed on an annual basis to maintain the industrial database and the Business Resource website.

On an annual basis, it is conservatively estimated that the unit will require approximately \$350,000 in appropriations, with approximately \$180,000 available from outside funding sources, including CDBG (includes the DRI grant), County Service Area 114, and Transient Occupancy Tax (TOT). The budget would cover staff costs, as well as office supplies, travel and training, contract services (such as the industrial database), memberships, support service costs, tourism contract, publications, and printing. There will be a cost to the General Fund of approx \$150,00-\$200,000 annually, a portion of which is already allocated to the Administration Department and a portion that would be new General Fund resources specifically for economic and community development functions. It is my intent, though, that the unit also seek additional economic and community development grant funding to offset some portion of the General Fund commitment over time.

Recommendation

The Butte County Economic Development Strategy describes a roadmap for the County and its partners to work together to enhance employment, investment, and quality of life opportunities. Successful implementation of the three initiatives contained in the strategy will create a positive business environment, positioning the County for private investment and job growth. Implementation will require strong leadership from the County Administrative Office. Therefore, it is recommended that an Economic and Community Development unit be created within the Administrative Department.

The details of the positions within the unit and the proposed funding structure which includes General Fund, grant resources, and CSA 114, will be detailed to the Board in February if the Board approves the Butte County Regional Economic Development Strategy and the conceptual creation of the Economic and Community Development unit within the Administrative Office.

**BUTTE COUNTY
BOARD OF SUPERVISORS
AGENDA TRANSMITTAL**

CLERK OF THE BOARD USE ONLY

MEETING DATE:
AGENDA ITEM:

AGENDA TITLE: Consideration of the Draft Butte County Regional Economic Development Strategy and Conceptual Plan for Implementation.

DEPARTMENT: Administration

DATE: 01/12/11

MEETING DATE REQUESTED: 01/25/11

CONTACT: Paul Hahn, CAO

PHONE: 538-7224

REGULAR CONSENT

DEPARTMENT SUMMARY AND REQUESTED BOARD ACTION:

Background

Butte County General Plan 2030, adopted by the Board of Supervisors on October 26, 1010, included an Economic Development Element. The Element details the goals, objectives, and action items associated with economic development planning over the next twenty years. Action Items ED.A1.1 calls for the creation of a **“bold, powerful, forward-looking countywide Economic Development Strategy that identifies key sectors and sites for business expansions and programs to achieve that expansion”**.

To support this action item, staff has worked to create the attached draft Butte County Regional Economic Development Strategy (Exhibit A). The strategy provides a three year program of work based around three key initiatives:

1. Ensure Butte County is a competitive location for new investment,
2. Grow existing key industry sectors, and
3. Coordinate business development services on a regional basis.

The attached memo provides additional information on the draft Economic Development Strategy and outlines a plan for implementation through the creation of a new unit in the Administration Department, the Economic and Community Development Unit. If the Board of Supervisors approves the Economic Development Strategy, and provides conceptual approval of the implementation plan, staff will come back to the Board in February with the details on the positions and the proposed funding structure for the Economic and Community Development Unit.

See the attached memo for additional information on the Economic Development Strategy and proposed implementation.

ACTION REQUESTED:

1. Approve the Butte County Regional Economic Development Strategy.
2. Conceptually approve the creation of an Economic Development and Community Development Unit within the Administrative Office.

**AGENDA ITEM SUBMITTALS REQUIRE THE ORIGINAL AND TWELVE (12) COPIES
ATTACH EXPLANATORY MEMORANDUM AND OTHER BACKGROUND INFORMATION AS NECESSARY**

Budgetary Impact: Yes No
If yes, complete Budgetary Impact Worksheet on back
Budget Transfer Requested: Yes No
If yes, complete Budget Transfer Request Worksheet on back. (Deadline is one business day prior to normal agenda deadline)
Will Proposal Require an Agreement: Yes No
Auditor-Controller's Number (if required): _____
County Counsel's Approval: Yes No
Will Proposal Require Additional Personnel: Yes No
Number of Permanent: _____ **Temp** _____ **Extra Help** _____

CAO OFFICE USE ONLY

Administrative Office Review _____
Administrative Office Staff Contact _____

4/5's Vote Required: Yes: _____ No: _____

Date Received by Clerk of Board: _____

Previous Board Action Date: _____ **Additional Information Attached:** Yes No
Describe: Board memo, draft economic development strategy (Exhibit A), and letters of support (Exhibit B)