

6. ECONOMIC DEVELOPMENT ELEMENT



This element seeks to sustain and diversify the County’s economy, recognizing the importance of supporting existing and local businesses while broadening the economy to meet the needs of a growing and increasingly diverse population. Long-term economic growth will include increasing the range of businesses and industrial sectors provided in the County, increasing access for residents to local goods and services and local employment opportunities. This element supports the County’s agricultural heritage while encouraging development of new businesses, such as distribution, production, and packaging, that are related to the agricultural and farm sector.

This Economic Development Element is an optional element. A description of existing economic conditions in the County is provided in the Colusa County General Plan Background Report.

Goal ED-1: Diversify the County’s Economic Base and Create Sustainable Long-Term Economic Growth that will Benefit County Residents and Businesses by Providing High-Paying Jobs, and Reducing Unemployment, and Broadening the Range of Industries

Objective ED 1-A: *To Diversify the Local Economy through Encouraging Commercial and Industrial Development that Increases Local Employment and Career Opportunities, Especially those Businesses that Offer Stable, Year-Round, High-Paying Jobs and Attracts Emerging Market Sectors*

Policy ED 1-1: Attract commercial and industrial development.

Policy ED 1-2: Support local efforts to create and provide new products and services that will expand employment opportunities, such as technology and research centers, business parks, manufacturing nodes, and shipping centers

Policy ED 1-3: Maintain and attract a broad range of businesses that offer a diverse range of career opportunities.

Policy ED 1-4: Ensure that an adequate supply of industrial and commercial land, in locations appropriate for future growth, is designated for development.

Policy ED 1-5: Promote the use of solar technology, cogeneration, biomass systems, and water reuse to reduce the long-term operational costs for businesses and provide a sustainable approach to water and energy use.

Policy ED 1-6: Encourage the telecommunications industry to install and maintain high-speed broadband, wireless, and other state-of-the-art communication services throughout the County.

Policy ED 1-7: Require new office and industrial park developments to be pre-wired for comprehensive and advanced communications technology.

Policy ED 1-8: Ensure that all new commercial development creates a net fiscal benefit to the County.

Policy ED 1-9: Encourage economic investments in the downtowns of the unincorporated communities by creating a vibrant mix of retail, office, commercial, health services, and recreational opportunities that draw visitors and provide residents local options to shop and dine.

Policy ED 1-10: Assist efforts to attract new industries and businesses that develop new products and expand markets, particularly those that involve research and development of agricultural and food products.

Objective ED 1-B: *Promote and Expand the County's Agricultural Sector*

Policy ED 1-11: Encourage development of a variety of agricultural businesses, including agricultural technology and research, processing facilities, sustainable energy, commercial sales, and agricultural tourism, on lands designated for agricultural use.

Policy ED 1-12: Encourage attraction and expansion of agricultural support industries, including processing, distribution, manufacturing, shipping, and assembly of agricultural products and by-products.

Policy ED 1-13: Support increased processing and manufacturing of agricultural commodities grown in Colusa County.

Policy ED 1-14: Promote the use of agricultural by-products, such as rice bran and hulls, and recycled materials to capture the manufacturing and distribution market for re-use of local materials and waste.

Objective ED 1-C: *Promote a Welcoming and Positive Business Climate that Retains Existing Businesses and Attracts New Companies in Order to Advance Economic Growth*

Policy ED 1-15: Provide a streamlined, consistent, and efficient development review process.

Policy ED 1-16: Support the efforts of the Chamber of Commerce, merchant associations, and other organizations to promote a strong business base through joint business attraction and retention efforts that include marketing and outreach, technical assistance to businesses, and workforce development and training.

Policy ED 1-17: Work with the local business community and outside resources to attract new businesses and encourage expansion of existing businesses.

Objective ED 1-D: *Attract Recreation and Tourism Visitors*

Policy ED 1-18: Actively promote and market the County's recreational areas and opportunities, including river activities, the Mendocino National Forest, wildlife viewing, hiking, camping, and biking.

Policy ED 1-19: Promote the expansion of tourist opportunities, especially agritourism (farm products and education) and outdoor recreation, including boating, rafting, fishing, hunting, horseback riding, bird watching, hiking, and camping.

Policy ED 1-20: Develop a visitor network that links the County's attractions, including recreational activities, historic homes and properties, local events, lodging, dining, and shopping opportunities near the primary travel corridors.

Policy ED 1-21: Support the development of visitor-serving businesses that complement the County's rural character, such as bed and breakfast facilities and cafes, and provide key retail stores that are activity-specific, such as bait and tackle shops near the river and lakes, hunting supplies at entrances to wildlife/hunting areas, outdoor equipment at gateways to campground and outdoor recreational areas.

Policy ED 1-22: Support the development of public amenities, such as boat ramps, picnic facilities, and/or restrooms at public access locations along or near the Sacramento River, East Park Reservoir, the wildlife refuges, Mendocino National Forest, and the proposed Sites Reservoir.

Action ED 1-A: Amend the Zoning Ordinance and Zoning Map to create an Energy Park Overlay Zone and identify areas within the County suitable for this designation. The Energy Production Overlay Zone will allow for the development of sustainable energy production facilities within the County on non-prime agricultural lands.

Action ED 1-B: Maintain an inventory of vacant and underutilized commercial and industrial sites so that they may be targeted for development and redevelopment opportunities.

Action ED 1-C: Coordinate with the Chamber of Commerce and other local entities to identify specific industry and business sectors that are appropriate for Colusa County. Develop an outreach and marketing program to attract these sectors.

Action ED 1-D: Every five years, review lands designated for industrial and commercial uses to ensure an adequate supply of available commercial, industrial, and agricultural lands. This action would ensure that potential businesses and developers, including desired industry and business sectors, have adequate market choice and flexibility in finding available land that is near transportation corridors and other amenities or uses that support development of industrial, agricultural and tourism/recreational-oriented businesses. If there is a shortage of available commercial, agricultural, and industrial lands, initiate a General Plan Amendment and rezone lands to address the identified deficiency.

Action ED 1-E: Evaluate new commercial and industrial development to ensure that it has a net fiscal benefit to the County.

Action ED 1-F: Seek feedback from the Chamber of Commerce, local businesses, and other relevant entities regarding: 1) effectiveness of business attraction programs, and 2) quality-of-life needs (e.g., schools, health care, community services) to ensure that the County's ongoing approach to economic development is effective. If issues are identified, identify specific changes (e.g., business attraction procedures, revisions to the Zoning Ordinance, coordination with service providers) that will improve the business attraction and retention climate.

Action ED 1-G: Develop a business incentives program that will encourage businesses to locate in Colusa County. Incentives may include property tax abatement and/or deferrals, deferred development impact fees, flexible development standards, and priority development application processing for desired types of businesses (e.g., high-skill, high-pay industries). Evaluate potential financial incentives to ensure that there will not be a significant detrimental effect on the County's ability to provide services.

Action ED 1-H: Coordinate a unified economic development program with the Chamber of Commerce, cities of Colusa and Williams, grower associations, and other business associations to prepare marketing materials that identify benefits of locating in Colusa County, lands designated for industrial and commercial development, and commercial and

industrial space that is available for sale or rent. This program should include branding the County as “business friendly,” provide technical assistance and training to local businesses, and preparation and dissemination of marketing materials that present the benefits of conducting business in Colusa County.

Action ED 1-I: Develop a themed sign program to direct visitors to key attractions and project a consistent Colusa County “brand” or image.

Goal ED-2: Increase Available Resources to Implement Economic Development Strategies

Objective ED 2-A: Capitalize on Existing Economic Development Resources

Policy ED 2-1: Support the Chamber of Commerce as a collaborative economic development entity, including providing funding when feasible.

Policy ED 2-2: Continue to coordinate with the cities of Colusa and Williams, the Chamber of Commerce, and other growers/merchants associations to have a consistent approach to economic development, including marketing activities, identifying desired business and industry sectors, and seeking available funding.

Objective ED 2-B: Identify and Procure Additional Funding Sources

Policy ED 2-3: Explore creation of a Redevelopment Agency and establishment of redevelopment areas in order to encourage private investment in distressed areas of the County and communities and to provide a method and funding source for increasing funding for commercial and industrial development, downtown improvements, rehabilitation of existing businesses, and expansion of public services and amenities.

Policy ED 2-4: Collaborate with businesses to obtain Community Development Block Grant Economic Development Allocation funds and other available funds to supplement public and private financing for business attraction and development.

Action ED 2-A: Consider creation of the Colusa County Redevelopment Agency. If the Colusa County Redevelopment Agency is formed, the Redevelopment Agency will:

- 1. Conduct a Redevelopment Study to survey potential areas for redevelopment potential and suggest boundaries of potential redevelopment project areas. It is recommended that the study address the redevelopment potential for the unincorporated area adjacent to Colusa, the community of Arbuckle and nearby industrial areas, and the community of Maxwell and nearby industrial areas.*
- 2. Adopt Redevelopment Project Area(s).*
- 3. Prepare a Redevelopment Plan and Five-Year Implementation Plan.*

Action ED 2-B: Apply for Community Development Block Grant Planning/Technical Assistance and Economic Development Allocation funds and coordinate the preparation of a business incentive program, sign program, and development of marketing materials and a

marketing strategy. Other programs should include preparation of economic development strategic and downtown revitalization plans for the communities of Arbuckle, Maxwell, Princeton, College City and Grimes.

Action ED 2-C: Recruit vocational and/or professional institutions to the County.

Action ED 2-D: Assist businesses and interested parties in establishing Main Street Programs and business districts in established communities, particularly in Arbuckle and Maxwell.

Action ED 2-E: Enhance the appearance of declining retail space in downtown areas by providing incentives to property owners and businesses wishing to upgrade their appearance. These incentives may include fee reductions and expedited development review.