

## APPENDIX B

# ECONOMIC DEVELOPMENT STRATEGIES

This appendix lists strategies and tactics that could be considered for inclusion in an economic development plan and a tourism development plan for Butte County.

### *A. Economic Development Plan Strategies*

Economic development plan strategies could include the following:

- ◆ Establishing a County-level economic development function.
- ◆ Coordinating with retraining and educational programs.
- ◆ Identifying target industries that provide above-average wages, as defined by the Employment Development Department average wage data for Butte County, and direct retention, expansion and recruitment efforts towards these industries.
- ◆ Identifying key economic development factors that support business development and encouraging excellence in each area, such as education, infrastructure, transportation, availability of appropriately zoned land, and streamlined permit processes.
- ◆ Partnering with existing economic development entities, business development entities and educational institutions to assist in the implementation of countywide economic development projects and programs, such as the development of flexible research and development and incubator spaces.
- ◆ Encouraging Butte County's college graduates to remain as county residents and employees.
- ◆ Recruiting new, high-quality workers to Butte County.

- ◆ Offering fiscal incentives, such as fee and tax reductions, deferrals, rebates, or waivers, to attract new industry.
- ◆ Supporting local Chambers of Commerce and organizations that support small businesses.
- ◆ Promoting sustainable business and new economic opportunities related to renewable energy.
- ◆ Using existing workforce studies to inform the planning process.

### *B. Tourism Development Plan Strategies*

Tourism development plan strategies could include the following:

- ◆ Increasing coordination of tourism and recreation development at a range of scales, including with other counties, with the municipalities in Butte County, among the various sectors of Butte County tourism, and through public/private partnerships.
- ◆ Collaborating with existing tourism and recreation groups, such as the Central Sacramento Valley Resource Conservation and Development Area Council and local Chambers of Commerce, and out-of-state groups.
- ◆ Promoting Butte County as a destination for large events such as conferences and sporting events.
- ◆ Support for the development of conference centers, hotels, restaurants and transit options to serve large events.
- ◆ Promoting Butte County as a destination for recreational, cultural and amenity-based tourism.
- ◆ Promoting the development of high-quality tourist amenities, such as hotels and restaurants, in scenic areas, near such tourist destinations as the Feather River Canyon, Table Mountain and Lake Oroville.
- ◆ Preserving and using historic sites as tourist destinations.

- ◆ Encouraging tour companies to visit historic sites in Butte County.
- ◆ Considering the construction of a visitor center for Butte County.
- ◆ Creating a visitor center kiosk in each County library.
- ◆ Celebrating Native American heritage in marketing Butte County as a tourist destination, in consultation with local tribes.
- ◆ Raising the transient occupancy tax, and using the increase exclusively to fund tourism development efforts.
- ◆ Encouraging the County's municipalities to use a portion of their transient occupancy taxes for tourism development and coordinated tourism development efforts and planning.
- ◆ Prioritizing transportation infrastructure improvements that would support tourism.
- ◆ Encouraging the State to improve roadway access to Lake Oroville.
- ◆ Adding signage on Interstate 5 encouraging travelers to visit Butte County.
- ◆ Encouraging appropriate agencies to consider recreation in determining water levels for Lake Oroville and the Afterbay.

