

## 5.0 ECONOMIC DEVELOPMENT

---

### 5.1 INTRODUCTION

An Economic Development Element is not one of the required topics of the General Plan. However, the County believes that economic development is an important component that requires inclusion in the County's General Plan. The Tri-County Economic Development Corporation (EDC), with oversight and input by the County, developed an Economic Development Element for inclusion in the Tehama County General Plan.

#### PURPOSE AND INTENT

---

The purpose of including an Economic Development Element in the General Plan is to provide policy guidance for the economic stability and overall development of the County. Economic opportunities must be present for community members to free themselves from concerns of their ability to meet basic economic needs. Heads of households need to be able to locate jobs that provide sufficient income to afford decent housing and raise their families in a satisfying environment. Young adults should have confidence that there will be employment opportunities in Tehama County should they wish to remain in the area beyond High School. Local educational institutions and business assistance organizations should be strong to adequately prepare residents for various business opportunities.

Development of new businesses can expand the property tax base and increase sales tax, both directly and indirectly. Increasing County revenues has become important due to declining revenues from the effects of the State of California budget and the decline in natural resource-related industries, including major declines in timber related industries.

The retention and expansion of existing businesses is of equal importance. Existing businesses provide the foundation from which new business attraction efforts can be based. They can often be assisted to expand more economically than new business can be attracted. If existing businesses are successful, new businesses will be attracted to the community. Therefore, efforts should be focused on understanding local business needs and providing assistance to existing businesses to make expansion more attractive within the community.

An Economic Development Element can address a wide variety of economic development issues and, by inclusion in a General Plan, is required to be compatible with other elements of the plan. The County of Tehama and the Cities of Red Bluff and Corning believe that an Economic Development Element will be an effective planning tool for managing growth to achieve a broad range of community goals and objectives, including: economic diversification, entrepreneurial development, human resource development, job retention, and growth of the tax base.

The County of Tehama and the Cities of Corning and Red Bluff urgently need to coordinate their approach to economic development in response to cutbacks in logging, closures of lumber mills, and other structural changes in the economy. The County and the incorporated cities in the County recognize that economic development problems and solutions cross jurisdictional lines and that cooperation, rather than competition, will position the County as a whole to take advantage of development opportunities and funding resources. The purpose of this element is to carry out a collaborative process for preparing an economic development element that can be adopted by the County as part of their general plan. The Economic Development Element will reflect consistency





among goals, objectives, and implementation measures. This Element will create a rational framework for economic development, giving private and public decision-makers a level of coherence and predictability that has been missing.

### **Assets of Community**

In spite of current distress factors, the County of Tehama possesses many key assets that can contribute to the economic development revitalization of the region. The largest communities within the County of Tehama, Corning, and Red Bluff, are located at the heart of Northern California on the state's major north-south corridor along Interstate 5. The location is complemented by their close proximity to three metropolitan growth centers: Shasta/Redding, Butte/Chico, and the Sacramento MSA.

Other assets include a large supply of entry-level labor; a comparatively low-cost business environment; low-cost, yet quality, housing; an abundance of cultural and recreational opportunities; and a rich agricultural history. Except for urbanized centers, most of the County's landscape retains its agricultural or natural appearance. Natural (ecological) processes dominate the County. They provide an asset that can be utilized by business. Publicly-owned lands contribute to this natural endowment and can help to support the business economy.

Additionally, resource-based businesses are encouraged within the County by re-utilizing traditional timber and agricultural industries. The changing demographic and culture shifts promote ecotourism, slow and organic food, non-consumptive recreation, field schools, and boutique agricultural projects.

### **5.2 GOALS, POLICIES, AND IMPLEMENTATION MEASURES**

The following narrative outlines the proposed goals, policies, and implementation measures relating to Tehama County economic development. The content of the Tehama County Economic Development Element was derived from a variety of sources including, existing Tehama County plans, information obtained from various County and city plans, community visioning workshops, community planning workshops, and other economic development resources. It is important to recognize the essential need for the integration of the Economic Development Element into the General Plan.

#### ***Subject Categories***

The plan attempts to group the specific goals, policies, and implementation measures by subject category. These categories include:

- Economic Development Programs
- Economic Development Funding
- Employment
- Infrastructure
- Agriculture and Natural Resources

## 5.0 ECONOMIC DEVELOPMENT

---

### ECONOMIC DEVELOPMENT PROGRAMS

#### GOAL ED-1

To encourage public awareness and support for local economic development issues.

##### ***Policy ED-1.1***

*Encourage citizen and business participation in County policy decisions and civic affairs and assure that all of the County's residents have equal opportunities to participate.*

##### **Implementation Measure ED-1.1a**

The County shall provide notice of public meetings or hearings regarding economic development issues through the appropriate means governed by law as stated in California Government Code Sections 65090 - 65096.

##### **Implementation Measure ED-1.1b**

The County shall provide notice of all County economic development meetings, including County government meetings and Tehama Local Development Corporation meetings to economic development partners as appropriate such as the Tri-County Economic Development Corporation, Chambers of Commerce, Farm Bureau, Tehama County Resource Conservation District, local communities, and like organizations and encourage them to post the agendas on their respective websites when appropriate.

##### **Implementation Measure ED-1.1c**

The County shall develop a list of economic development stakeholders

##### ***Policy ED-1.2***

*The County shall utilize the Tehama Local Development Corporation or other County- designated private economic development corporation, the Tri-County Economic Development Corporation, or other Board of Supervisors recognized economic development organizations to advise and recommend to the Board of Supervisors policies and any course of action related to economic development.*

##### **Implementation Measure ED-1.2a**

The County shall annually review the Economic Development Element and establish the project priorities for the upcoming year through the Tri-County Economic Development Corporation Comprehensive Economic Development Strategy (CEDS) process as long as the County is a member of the Economic Development District.

##### ***Policy ED-1.3***

*Assist in the retention and expansion of existing businesses through focused outreach and incentive programs and target new industries that diversify and strengthen the local economy.*





### **Implementation Measure ED-1.3a**

The County shall develop a list of target industries that will diversify and strengthen the local economy (see Implementation Measure ED-3.1a).

### **Implementation Measure ED-1.3b**

The County shall work to attract selected targeted industries that are consistent with the County's goal of balancing economic vitality and environmental protection as provided for in the County's General Plan.

### **Implementation Measure ED-1.3c**

The County shall develop an action plan to encourage retention and expansion of existing target industry businesses.

### **Implementation Measure ED-1.3d**

The County shall survey the community periodically and utilize existing and/or current surveys conducted by the Planning Department when appropriate to determine the public's evaluation of County services and to seek suggestions for improvement.

### **Implementation Measure ED-1.3e**

The County shall develop a site inventory of potential vacancies in office, commercial, and industrial space to facilitate the movement of businesses from one facility to another. The information system should include data that characterizes the type and source of utilities available at each vacancy.

## ECONOMIC DEVELOPMENT FUNDING

### **GOAL ED-2**

**To obtain funding for economic development projects and programs through legislative and other means.**

#### ***Policy ED-2.1***

*Maintain strong relationships with Tehama County legislative representatives.*

#### **Implementation Measure ED-2.1a**

The County shall continue to meet with legislative representatives to discuss legislative issues that may impact the Tehama County area.

#### ***Policy ED-2.2***

*The County shall actively pursue State and Federal funding for local economic development projects and programs.*

#### **Implementation Measure ED-2.2a**

The County shall update the County's list of priority projects to be included in the Tri-County Economic Development Corporation's long-term planning document, the Comprehensive Economic Development Strategy (CEDS).

## 5.0 ECONOMIC DEVELOPMENT

---

### **Implementation Measure ED-2.2b**

The County shall work to obtain Federal, State, and local funding for projects listed as priorities within the CEDS document



### EMPLOYMENT

---

#### **GOAL ED-3**

**Expand the economic base while maintaining a healthy and diverse local economy that meets the present and future employment, shopping, recreational, public safety, and service needs of Tehama County residents.**

#### ***Policy ED-3.1***

*The County shall prioritize the recruitment of appropriately suited industries that provide above-average wages to employees as described by the Employment Development Department average wage data for the County of Tehama, thereby broadening employment opportunities for County residents.*

#### **Implementation Measure ED-3.1a**

Complete an analysis of suitable growth industries for Tehama County (see Implementation Measure ED-1.3a).

#### **Implementation Measure ED-3.1b**

The County shall continue to work with the Tehama Local Development Corporation or other County designated private economic development corporation to provide the necessary business recruitment services for the County (see Implementation Measure ED-3.4b).

#### **Implementation Measure ED-3.1c**

The County shall promote the siting and provision of additional high-quality daycare to facilitate employment.

#### **Implementation Measure ED-3.1d**

The County shall continue to work with the Nomlaki Indians in their effort to develop the Rolling Hills Casino recognizing the significant economic impact, that Indian Gaming has on the Tehama County region.

#### ***Policy ED-3.2***

*The County shall promote the expansion of educational and career advancement training opportunities for the unemployed, underemployed, and seasonal workers.*

#### **Implementation Measure ED-3.2a**

The County shall promote the availability of educational and training resources for the Tehama County labor force including the development of higher education facilities such as the future Shasta College Technology Center.

#### ***Policy ED-3.3***

*The County shall promote access to training programs to meet labor force needs.*



### **Implementation Measure ED-3.3a**

The County shall assist in the completion of the Tehama County One-Stop Employment Center.

### ***Policy ED-3.4***

*Support land use policies that provide diversified commercial, industrial, agriculture, educational, and recreational development and that will attract non-agricultural industries to reduce seasonal instability in the local economy.*

### **Implementation Measure ED-3.4a**

The County shall complete an analysis of suitable growth industries for Tehama County (see Implementation Measures ED-1.3a, ED-3.1a).

### **Implementation Measure ED-3.4b**

The County shall continue to work with the Tehama Local Development Corporation or other County-designated private economic development corporation to provide the necessary recruitment services for the County (see Implementation Measure ED-3.1b).

### **Implementation Measure ED-3.4c**

The County shall periodically review the policies set forth in the Land Use and Agriculture and Timber Elements of the County General Plan, the Zoning Ordinance, and the Subdivision Ordinance.

### ***Policy ED-3.5***

*Promote Tehama County's unique recreational opportunities and natural resources.*

### **Implementation Measure ED-3.5a**

The County shall evaluate existing recreational opportunities and the potential creation of additional recreational opportunities.

### ***Policy ED-3.6***

*Focus economic development efforts on projects that will maximize long-term net revenues to the County's General Fund.*

### **Implementation Measure ED-3.6a**

The County shall complete any required financial impact analysis prior to authorizing financial assistance to businesses for public infrastructure improvements. The analysis shall evaluate the impact the business will have on the County in terms of estimated revenues (sales tax, property tax, or other revenue), the stability of the company, and the amount of funding assistance being requested.

### ***Policy ED-3.7***

*Continue to provide expedited permit review processing for time sensitive development proposals, which assist in diversifying the economy and expanding the economic base.*

### **Implementation Measure ED-3.7a**

The County shall continue to expedite the permit review process in order to assist with time sensitive development projects that meet the goals of the County General Plan.

## 5.0 ECONOMIC DEVELOPMENT

---

### INFRASTRUCTURE

---

#### GOAL ED-4

Work toward providing adequate infrastructure to support commercial, industrial, and recreational development within Tehama County including clean up of contaminated industrial sites.

***Policy ED-4.1***

*Give a high priority to funding quality civic, public, and community facilities, and basic infrastructure that serve a broad range of needs.*

**Implementation Measure ED-4.1a**

The County shall pursue private, regional, State, and Federal funding sources to reduce local public infrastructure cost burdens to targeted businesses consistent with Implementation Measure ED-1.3a.

***Policy ED-4.2***

*Determine the economic and technological feasibility of demonstration projects for certain public infrastructure items including, but not limited to, wastewater treatment and methane gas.*

**Implementation Measure ED-4.2a**

The County shall pursue funding for various infrastructure demonstration projects.

***Policy ED-4.3***

*Promote a development pattern that, whenever possible, maximizes the use of existing public roads prior to constructing new roads.*

**Implementation Measure ED-4.3a**

The County shall develop a computer database of vacant development property to be used by County staff, the public, potential businesses coming to the area, and existing local businesses looking to expand. The database shall include information on public infrastructure available at or adjacent to the site, acreage, proximity to highway, and other relevant facts.

#### GOAL ED-5

To provide and maintain safe and adequate airports in the County.

***Policy ED-5.1***

*Support land use decisions that recognize the importance of airports to commercial, agricultural, and general aviation users.*

**Implementation Measure ED-5.1a**

The County's Airport Land Use Commission shall promote land use decisions that are focused on maintaining or enhancing the City's airports for commercial, agricultural, and general aviation related uses.





### AGRICULTURE

#### GOAL ED-6

To encourage retention and expansion of the agriculture industry including: agriculture production, agriculture related manufacturing, and agriculture related services.

##### ***Policy ED-6.1***

*Protection of agricultural lands from development pressures or uses that will adversely impact or hinder existing or foreseeable agricultural operations and consider land use alternatives such as buffers, green belts, and other methods.*

##### **Implementation Measures ED-6.1a**

The County shall periodically review the policies set forth in the General Plan Agriculture and Timber Element, Zoning Code, and the Subdivision Ordinance.

##### **Implementation Measure ED-6.1b**

The County shall secure and develop water resources to sustain agriculture production.

##### ***Policy ED-6.2***

*Recognize and promote agricultural based industries, and provide for the expansion of value added industries in an economically viable manner consistent with available resources.*

##### **Implementation Measure ED-6.2a**

The Zoning Code shall provide for agriculture dependent commercial and industrial uses.

##### **Implementation Measure ED-6.2b**

The County shall continue to allow the sales and marketing of products grown and/or produced in Tehama County in areas designated for agricultural related use.

##### ***Policy ED-6.3***

*Accommodate urban growth and other non-agricultural development by utilizing, whenever possible, lands that do not have agricultural viability as defined in the Agriculture and Timber Element of the County General Plan.*

##### **Implementation Measure ED-6.3a**

The County shall periodically review the policies set forth in the General Plan Agriculture and Timber Element, Zoning Ordinance, and the Subdivision Ordinance to assure these policies meet the goals established in the General Plan to protect environmentally sensitive lands while providing business opportunities. Report to the Planning Commission and Board of Supervisors assessing the development of urban uses and the loss/protection of agricultural and timber lands.

## 5.0 ECONOMIC DEVELOPMENT

---

### NATURAL RESOURCE PRESERVATION

---

#### GOAL ED-7

Protect and enhance environmentally sensitive lands and natural resources while, at the same time, promoting business expansion, retention, and recruitment.

##### ***Policy ED-7.1***

*Continue to preserve Tehama County's natural resources including: agriculture, timberlands, water and water quality, wildlife resources, minerals, natural resource lands, recreation lands, scenic highways, and historic and archaeological resources. The protection of natural resources is of the utmost importance and promoting business expansion, retention, and recruitment should compliment and enhance the natural resources while reducing negative impacts.*

##### **Implementation Measure ED-7.1a**

The County shall periodically review the policies set forth in the General Plan Open Space and Conservation Element, Zoning Ordinance, and the Subdivision Ordinance to assure these policies meet the goals established in the General Plan to protect environmentally sensitive lands while providing business opportunities. Report to the Planning Commission and Board of Supervisors assessing the development and interaction between commercial/industrial development and the protection of the County's the natural resources.

