

NEWS RELEASE



**Chief Administrative Office
El Dorado County**

EL DORADO COUNTY RECOGNIZED FOR ECONOMIC DEVELOPMENT EFFORTS

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(PLACERVILLE, CA) – The Greater Sacramento Economic Council (GSEC) selected El Dorado County as the recipient of its 2017 *Paving the Way* award. The award, given to one recipient annually, recognizes a community that has achieved exceptional economic development results.

“For the last 18 months, El Dorado County has developed and executed a strategic approach to economic development in order to elevate the profile of our part of the Greater Sacramento Region,” said Don Ashton, the County’s Chief Administrative Officer.

“We’re honored to be recognized for the efforts to make El Dorado County a place that new businesses consider and current companies choose to remain and expand in, all while maintaining the rural beauty that attracts so many people. This award is a reflection of the support of our community stakeholders, including the El Dorado Hills Chamber of Commerce, the El Dorado County Chamber of Commerce, the Tahoe Chamber, and our County office of Education,” added Ashton.

The County joined GSEC in 2016 as a way to leverage the innovative growth strategies it brings to the Region. For example, when GSEC developed its bid for Amazon’s headquarters, it provided County leaders the opportunity to think differently about the very real possibility of attracting a large company to the County, as well as shine a light on the assets of the County for business leaders in and out of California who may not have ever considered it.

“The County of El Dorado has shown a deep commitment to engaging public and private leaders within our economic development strategies and to creating County-wide momentum around building an advanced economy,” said Dave Lucchetti, GSEC Chairman of the Board, in a letter to Ashton.

In the past year, the County has launched Elevate to El Dorado, a multi-media tool which includes easy-to-use mapping showing land use, vacant parcels, amenities, and schools; updated demographic data compiled by California State University, Chico’s Center for Economic Development; and promotional videos. These have all been developed to attract and retain business and help guide interested parties through the steps needed to start or expand a business in El Dorado County. The County has also sponsored 22 people through GSEC’s Certified Champion program where they learn some of the inner workings of economic development and current and future efforts, as well as network with business and community leaders throughout the Region.

The award was presented at GSEC’s annual dinner, with more than 500 business and community leaders in attendance.

For more about Elevate to El Dorado, please visit www.elevatetoeldorado.com

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Providing safe, healthy and vibrant communities; respecting our natural resources and historical heritage.