

# SUSTAINABLE ECONOMY

## DIVERSIFICATION & STABILIZE

Goal 5.01 Preserve agriculture while increasing the sustainability, stability of, and diversifying, the county's economy. (CDG-19)

Policy 5.01.01 Actively support regional, countywide and local economic development initiatives and programs, through funding, staff responsiveness and assistance, and development policies and project review processes ~~which~~ that encourage economic growth. (CDP-142)

Policy 5.01.02 Encourage the recruitment and establishment of non-agricultural industries and employment-generating land uses ~~which~~ that do not conflict with the County's environmental goals and do not compromise the overall integrity and viability of the agricultural sector of the economy. (CDP-143)

Policy 5.01.03 Cooperate with the cities of Willows and Orland in land use and infrastructure planning, and coordination of services, essential to creating an environment in which economic development can occur. (CDP-144)

Policy 5.01.04 Encourage commercial and industrial development to locate in areas where adequate facilities and services exist or where facilities and services can be made available. (CDP-145)

Policy 5.01.05 Publicly supported economic development programs, investments, and subsidies should be evaluated on their long-term benefits and impacts on the whole community, not on short-term job or revenue increases. Public investments and subsidies should be equitable and targeted, support environmental and social goals, and prioritize infrastructure and supportive services that promote the vitality of all local enterprises, instead of individual firms. (Ahwahnee Principles)

Policy 5.01.06 Communities should use and invest in technology that supports the ability of local enterprises to succeed, improves civic life, and provides open access to information and resources. (Ahwahnee Principles)

## Retention & Expansion

## Goal 5.02 Retain and undergo expansion of existing businesses and industries in Glenn County. (CDG-20)

- Policy 5.02.01** Cooperate with countywide, local and State economic development efforts to assist local business through facilitated application and permit review process, through priority responses by staff to requests for data and assistance, and through political advocacy and support. (CDP-146)
- Policy 5.02.02** To the fullest extent reasonably possible, procure goods and services needed by the County from local (Glenn County) vendors and suppliers. All other factors being equal, give preference to vendors and suppliers located within the county; give secondary preference to vendors and suppliers located outside the county but employing Glenn County residents; preference should also be given to vendors and suppliers who utilize products and/or services originating in Glenn County. (CDP-147)
- Policy 5.02.03** Ensure that County codes and regulations do not impose excessive, unnecessary and/or unreasonably costly conditions or constraints upon local businesses. (CDP-148)
- Policy 5.02.04** Maintain its schedule of development-related fees at levels proportionately favorable to employment-generating land uses and projects. (CDP-149)
- Policy 5.02.05** Actively support initiatives at the State level to reform workers' compensation insurance requirements and other State and federally-imposed regulations and requirements which adversely affect California's business climate. (CDP-150)
- Policy 5.02.06** Ensure contact, by appropriate staff and/or elected officials, regularly with the owners/operators of large local employers to discuss the local business environment and to identify ways in ~~which~~ that the County might facilitate or promote the continuing success and long-term viability of local industries and commerce. (CDP-151)
- Policy 5.02.07** Encourage existing business owners to retrofit their property to improve efficiency. (EEP-3.5.1: COMMERCIAL AND INDUSTRIAL BUILDINGS) Encourage that existing

commercial and industrial buildings be retrofitted for energy efficiency before they are made available for sale, rental or lease to new tenants. The owners of such buildings shall also obtain an energy audit of the buildings before sale, rental or lease, and make the audit results available to potential buyers or renters. (EEP-3.5.3: COMMERCIAL AND INDUSTRIAL BUILDINGS)

**Policy 5.02.08** Because each community's most valuable assets are the ones they already have, and existing businesses are already contributing to their home communities, economic development efforts should give first priority to supporting existing enterprises as the best source of business expansion and local job growth. Luring businesses away from neighboring communities is a zero-sum game that doesn't create new wealth in the regional economy. Community economic development should focus instead on promoting local entrepreneurship to build locally based industries and businesses that can succeed among national and international competitors.  
(Ahwahnee Principles)

## Attraction

**Goal 5.03** Attract new business and industry to locate in Glenn County. (CDG-21)

**Policy 5.03.01** Project a pro-growth, pro-business image through its planning and regulatory policy framework, through its responses to economic and business development initiatives, and through the public statements and actions of its elected and appointed officials. Encourage the use of inducement agreements to attract new businesses to Glenn County. (CDP-152)

**Policy 5.03.02** Encourage the cities of Willows and Orland to accommodate and facilitate economic and business development proposals initiated within their respective jurisdictions. (CDP-153)

**Policy 5.03.03** Through its land use, circulation and transportation, and infrastructure planning, create areas within the county ~~which~~ that will be appealing to, and capable of accommodating, industrial and other employment-generating development. (CDP-154)

**Policy 5.03.04** Actively support and cooperate with regional, countywide and local economic development programs and initiatives in their efforts to attract new business and industry to Glenn County and its communities. Support and cooperation may include, but shall not be limited to: Data and technical assistance provided by County staff; Participation of the County's elected and appointed officials in

"hosting" of industrial and business development prospects; Priority processing of development/building permit applications; and Contributions to funding of business and industrial recruitment activities. (CDP-155)

**Policy 5.03.05** Actively support the construction and establishment of a Butte College Technology Center (BCTC) in Glenn County. (CDP-156)

**Policy 5.03.06** Require developers to build efficient new commercial and industrial buildings. (EEP-3.5.2: COMMERCIAL AND INDUSTRIAL BUILDINGS)

**Policy 5.03.07** Communities and regions should identify specific gaps and niches their economies can fill, and promote a diversified range of specialized industry clusters drawing on local advantages to serve local and international markets. (Ahwahnee Principles)

## Market

**Goal 5.04** Capture new, or underutilized, market potentials and attract business dollars from outside Glenn County. (CDG-22)

**Policy 5.04.01** Encourage and promote the utilization of sites along the I-5 corridor by uses ~~which~~ that would attract business activity from traffic passing through Glenn County. (CDP-157)

**Policy 5.04.02** Support the expansion of the county's recreational and tourism industries by: Encouraging private sector initiatives to develop recreational and tourist-oriented facilities; Seeking opportunities for cooperative development of resources with the U.S. Forest Service, the U.S. Fish and Wildlife Service, the Army Corps of Engineers, the Bureau of Reclamation and other public agencies with jurisdiction over, or interests in, the county's forest, water, and wildlife assets; and Coordinating with regional, countywide and local economic development organizations and programs to ensure that the county's recreational opportunities and tourism potential are included in promotional activities undertaken by those organizations and programs. (CDP-158)

**Policy 5.04.03** Encourage the identification, formulation and on-going staging of one or more "events" in Glenn County (e.g. festival, pageant, performance, etc.) by private sector interests ~~which~~ that would attract substantial numbers of visitors to the area. (CDP-159)

**Policy 5.04.04** Promote the concept of "doing business locally", by: County acquisition of goods and services with preference to local vendors and suppliers; and Support for, and endorsement of, local business promotion activities. (CDP-160)

**Policy 5.04.05** Encourage regional and local business recruitment efforts, under the auspices of the various economic development programs operating in the county, ~~which that~~ target businesses who require goods and support services capable of being provided by existing businesses. (CDP-161)

## Workforce Preparation

**Goal 5.06** Stimulate local workforce preparation and development to facilitate its placement and utilization in expanding local trade and employment. (CDG-24)

**Policy 5.06.01** Actively participate in and support the provision of education and training programs made available under the federal Job Training Partnership Act, through the Private Industry Council, and other, similar programs. (CDP-165)

**Policy 5.06.02** Actively support and administer linkage between public social assistance and job training programs. (CDP-166)

**Policy 5.06.03** Accommodate, encourage and support programs and facilities ~~which that~~ advance education, training and job readiness at Butte College, through California State University, Chico and at local public schools. (CDP-167)

**Policy 5.06.04** Assist and support local and regional economic development programs and private employers in efforts to obtain job training aid through State and federal programs. (CDP-168)

**Policy 5.06.05** Because human resources are so valuable in the information age, communities should provide life-long skills and learning opportunities by investing in excellent schools, post-secondary institutions, and opportunities for continuous education and training available to all. (Ahwahnee Principles)

## Employment

**Goal 5.05** Create new employment opportunities for county residents. (CDG-23)

- Policy 5.05.01** Provide a planning and regulatory policy framework which accommodates and encourages the development and expansion of businesses, consistent with the County's environmental goals. (CDP-162)
- Policy 5.05.02** Actively oppose prospective State and federal regulations and legislation ~~which~~ that would discourage new business development and operations. (CDP-163)
- Policy 5.05.03** Cooperate with and support the business recruitment programs conducted by regional, countywide and local economic development organizations. (CDP-164)

## Income

- Goal 5.07** Increase the average annual net income earned by Glenn County residents. (CDG-25)
- Policy 5.07.01** Support the development of employment-generating land uses ~~which~~ that utilize semi-skilled and skilled labor and which offer non-seasonal employment. (CDP-169)
- Policy 5.07.02** Encourage the recruitment, by economic development organizations active in the county, of industries and businesses ~~which~~ that will spend their income in the county, benefiting existing local businesses. (CDP-170)
- Policy 5.07.03** Enterprises should work as civic partners, contributing to the communities and regions where they operate, protecting the natural environment, and providing workers with good pay, benefits, opportunities for upward mobility, and a healthful work environment. (Ahwahnee Principles)

## Regional Coordination

- Goal 5.08** Coordinate the efforts of economic development groups, planning efforts and regulatory processes in the county and region to maximize results and effectively utilize economic development resources. (CDG-26)
- Policy 5.08.01** Actively support, and be adequately represented on, regional e.g., Tri-County Economic Development Corporation, and countywide e.g., Glenn Chamber of Commerce Economic Development, Inc., economic development organizations' programs. (CDP-171)

- Policy 5.08.02** Ensure that Glenn County remains informed of, and sensitive to, the needs and priorities of regional, countywide and local e.g., Orland Economic Development Commission, economic development organizations and programs. (CDP-172)
- Policy 5.08.03** Maintain contact, and a working relationship, with representatives of the State Department of Commerce. (CDP-173)
- Policy 5.08.04** Support and participate in the preparation of the Overall Economic Development Plan for the tri-counties area, as administered by the federal Economic Development Administration. (CDP-174)
- Policy 5.08.05** Government, business, education, and the community should work together to create a vibrant local economy, through a long-term investment strategy that: encourages local enterprise; serves the needs of local residents, workers, and businesses; promotes stable employment and revenues by building on local competitive advantages; protects the natural environment; increases social equity, and; is capable of succeeding in the global marketplace. (Ahwahnee Principles)

## Financial

- Goal 5.09** Expand and diversify the County's tax base and fiscal stability by achieving economic growth without offsetting environmental, social, and fiscal cost impacts. (CDG-27)
- Policy 5.09.01** Encourage the recruitment, and accommodate and facilitate the location, of businesses and industries which generate sales tax and other local government revenues under current California financing and tax law. (CDP-175)
- Policy 5.09.02** Consider extension of infrastructure improvements and other material assistance, within the parameters of applicable statutes and governing regulations, to prospective new (or expanding) industries and businesses for which it can be demonstrated that substantial County tax benefits will result. (CDP-176)