

Economic Development Strategies

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[Applicable Blueprint Principles](#) [1]

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Applicable Community Size

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Economic development strategies are concerted approaches on the part of a city or county to influence the direction of private sector investment toward opportunities that can lead to sustained economic growth within or supportive of that jurisdiction.

Sustained economic growth can provide sufficient incomes for the local labor force, profitable business opportunities for employers and tax revenues for maintaining an infrastructure to support this continued growth. There are many initiatives that you can support to encourage investments where the community feels they are needed the most.

There are three overarching strategy approaches used to enhance local economic development. They are:

- Business Retention and Expansion - enhancing existing businesses
- Business Attraction - luring in new businesses
- Business Start-ups - encouraging the growth of new businesses

A major tool to implement economic development strategies is “redevelopment”.

Related Smart Growth Principal: [Enhance the economic vitality of the region](#) [2]

Related Community Type: [Large](#) [3]

[Medium](#) [4]

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Attachments **Case Studies:** [Town of Truckee Economic Development Strategy \(2009\)](#) [6]

[County of Kern Community and Economic Development Department Economic Development Strategy \(2005\)](#) [7]

[San Joaquin Comprehensive Economic Development Strategy, Volume I: Regional CEDS \(2009\)](#) [8]

[Lodi General Plan Update: Working Paper #3 Growth & Economic Development Strategy \(2007\)](#)

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[Amador County General Plan: Draft Economic Development Element \(2009\)](#) [10]

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Templates: [2008 Citizens Survey on Economic Development \(2008\)](#) [13]

[A Guide to Preparing the Economic Development Element of a Comprehensive Plan \(2003\)](#) [14]

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[Local Government Economic Development Toolbox \(2003\)](#) [17]

[Local Economic Development: A Primer Developing and Implementing Local Economic Development Strategies and Action Plans \(2006\)](#) [18]



Other Resources URL: [California Association for Local Economic Development](#) [19]
[Local Government Guide to the Internet, Chapter 12: Economic Development](#) [20]

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A joint initiative of San Joaquin Valley Councils of Governments representing each of the region's eight counties, the San Joaquin Valley Air Pollution Control District, the Great Valley Center, and the Fresno State Community and Regional Planning Center

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