



Land Use & Natural Resources Committee

Item #15-5-3
Information

April 30, 2015

Rural Economic Development Workshops Update

Issue: What were lessons learned from Civilis Consultants' visit to Winters and Esparto?

Recommendation: None; this is for information and discussion.

Discussion: Rural community economic development workshops were conducted in the city of Winters and the community of Esparto the week of April 13 as part of the Yolo County Case Study. The case study utilizes the Rural-Urban Connections Strategy (RUCS) analysis tools, resources and research with the overall goal of enhancing the economic viability of rural areas. The workshops provided direction for amplifying and developing the vibrancy of historic downtowns and main streets by activation of existing buildings and assets. This town-focused technical assistance complements the agricultural economic analysis work of the RUCS portfolio, which leverages agricultural land to operate at higher economic returns.

The workshops were led by Michele Reeves of Civilis Consultants– a development, retail and real estate expert– in partnership with the Local Government Commission. Ms. Reeves spent two days exploring, assessing current conditions, and meeting with community leaders, business owners and property owners in Winters and Esparto. Walking tours were held on Tuesday, April 14 and community presentations on Thursday, April 16. Ms. Reeves discussed in depth a variety of unique strategies to move through stages of downtown and main street economic vitality. Staff will give a visual presentation of lessons learned and highlights from Ms. Reeves' visit and community workshops.

Approved by:

Mike McKeever
Chief Executive Officer

MM:AL:ts

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