



EXECUTIVE SUMMARY

Tuolumne County's Economic Development Strategy for 2025-2030 outlines a comprehensive plan to foster sustainable growth, enhance the quality of life for residents, and ensure economic resilience. It argues true progress must address the root issues and create a foundation from which to grow.

The five key priorities identified are:

1

TOWN CENTER REJUVENATION

Revitalizing town centers focuses on enhancing the town centers within the county in order to encourage more foot traffic with longer stays from both residents and visitors, leading to more commerce, and leading to business attraction. This is accomplished through aesthetic appeal, functionality, and efforts to attract and retain businesses. This would be accomplished through:

- **Improving Access:** Upgrading sidewalks, lighting, and public spaces to create inviting environments for residents and visitors.
- **Business Attraction and Retention:** Providing incentives and support for local businesses to thrive, thereby attracting new enterprises and fostering entrepreneurship.
- **Developing Services and Amenities:** Providing amenities that cater to pedestrians and supporting businesses that serve specific needs, town centers can attract a wider range of visitors. Additionally, creating public spaces and parks will offer inviting areas for locals and travelers to gather, fostering a vibrant community atmosphere and supporting sustained economic growth in the town center.
- **Creating a Sense of Arrival and Place:** Create an environment which is welcoming and accommodating to many groups of people will encourage visitation.
- **Marketing and Promotion:** Highlighting what makes the town distinctive and accessible will draw attention from both regional and broader audiences.



2

HOUSING

Addressing housing availability is crucial for community well-being and economic stability. The strategy proposes:

- **Diverse Housing Options:** Encouraging the development of various housing types, including affordable units, to meet the needs of all income levels.
- **Streamlined Permitting:** Simplifying the approval process for housing projects to accelerate development timelines.
- **Public-Private Partnerships:** Collaborating with developers and non-profits to expand housing availability and affordability.

3

CHILDCARE

Recognizing the role of childcare in economic development, the strategy aims to:

- **Expand the Number of Facilities:** Increase the number of childcare centers to support working families.
- **Subsidize Costs:** Offer financial assistance to families transitioning from public assistance to ensure continuous access to childcare.
- **Workforce Development:** Provide training and support for childcare providers to enhance service quality.



4

INFRASTRUCTURE

Robust infrastructure is the backbone of economic growth. The strategy includes:

- **Transportation Enhancements:** Improving road networks, public transit, and pedestrian pathways to facilitate mobility.
- **Digital Connectivity:** Investing in high-speed internet access to support businesses and remote work opportunities.
- **Utility Upgrades:** Ensuring reliable water, sewer, and energy services to meet current and future demands.

5

MESSAGING

Effective communication is essential for community engagement and external promotion. The strategy focuses on:

- **Brand Development:** Crafting a cohesive brand identity that reflects Tuolumne County's unique attributes.
- **Marketing Campaigns:** Implementing targeted campaigns to attract tourists, new residents, and investors.
- **Community Outreach:** Engaging residents through transparent communication to foster a sense of ownership and participation in economic initiatives.

Community Engagement and Implementation

The strategy was developed through extensive community consultations, ensuring that initiatives align with local needs and aspirations. Implementation will involve collaboration among government agencies, businesses, and community organizations, with regular assessments to adapt to emerging challenges and opportunities.

By focusing on these strategic areas, Tuolumne County aims to create a vibrant, inclusive, and resilient economy that benefits all residents.