

2023

Economic Development Study Mission

Folsom | Rancho Cordova | El Dorado Hills | El Dorado County



Slide 1

LFO Group slides into different categories - P3, amenities/hospitality, economic development, etc..

Laura Fickle, 2023-09-20T19:47:52.438



Why Study Austin

- Align around a common vision, strengthen relations, and collaborate on building a more vibrant community at home.
- The delegation representing civic, business, and elected leadership gleaned insights from a cross section of Austin's leaders through dozens of presentations, conversations, cultural experiences, and guided tours.
- The goal is for the delegation to gain understanding of Austin's leading economic, cultural, recreational and civic approaches.



In This Presentation

Relive our journey with us as we review what was studied and the opportunities that were identified from each.

Hospitality and Tourism Programs

Sports and Entertainment Facilities

Community Solutions

Public and Private Partnerships



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Hospitality & Tourism Programs

Visit Austin

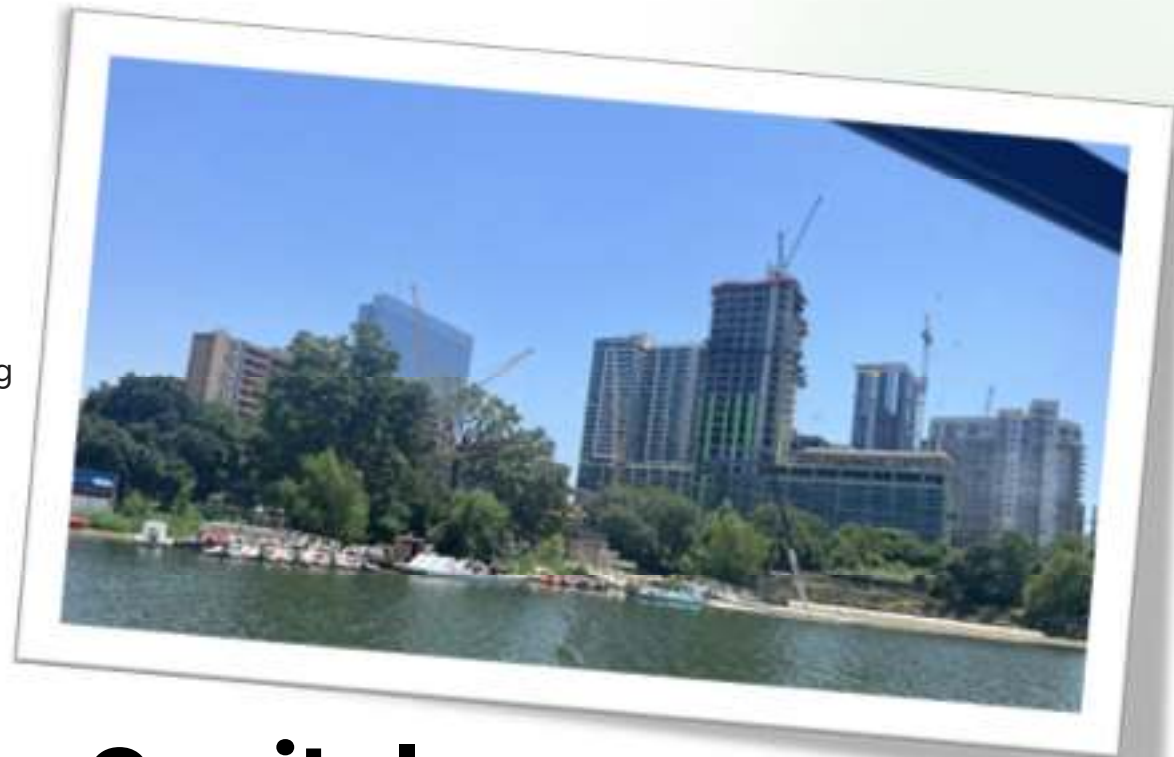
Develop community brands or coordinated efforts to promote music as an economic catalyst.

"Keep Austin Weird" brand makes Austin unique and can be seen intertwined throughout the city.



Keep Austin Weird Tour

Create a consistent, informative, fun, and entertaining bus tour to enhance tourism offerings.



Capital Cruise Tour

Consider starting unique boat tours or rentals of Duffy Boats in Lake Natoma or Folsom Lake. Boat tours would create innovative event venues.

Biker Gang Tour

Implement guided tours using electric bikes, enhancing accessibility and social interaction.





Austin Proper Boutique Hotel

Develop accommodations with flexible meeting space and a cool vibe. This boutique hotel featured a rooftop pool and a bar that was busy all day long.



North Italia Restaurant

Consider programs to attract and encourage unique restaurants and amenities. The restaurant featured easy, group dining, a need in Folsom.



Guero's Taco Bar

Incentivize businesses to locate in areas needing revitalization, embracing unique styles. This bar was originally a feedstore and was reimagined to a unique taco bar with group dining.



Little Longhorn Saloon

Iconic, unique small business that drove supported the Keep Austin Weird brand with their "Chicken Sh** Bingo" concept.

We could collaborate with Folsom small businesses that support our overall brand.

Mozarts

- Coffee shop and restaurant located on the waterfront.
- The space was activated from the early morning to the evening.
- The venue has meeting space as well as areas for live music.
- The business also operated without serving alcohol.



Cork And Barrel

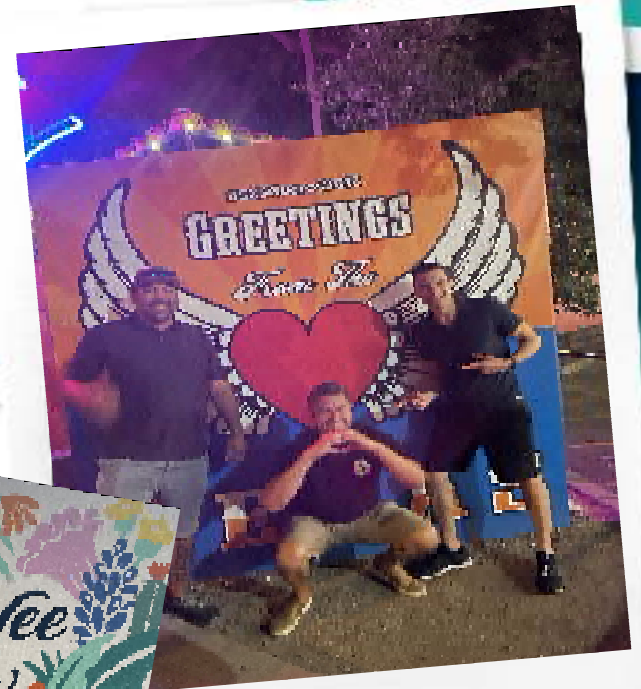
Develop comprehensive marketing materials for local breweries, wineries, and distilleries, leveraging them as destinations. Identify opportunities in zoning codes to reduce barriers for these types of amenities to locate along the corridor.

This venue features large outdoor area for groups. Despite high temperatures, cooling measures were taken so guests could enjoy outside.



Murals and Art

Instagram worthy photo backdrops create an organic marketing opportunity. Reimagine areas of Folsom by creating an art tour.





Sports & Entertainment Facilities

Austin City Limits

- Commit to developing music venues and artists, possibly considering interactive audience participation at the Harris Center.





H.E.B. Center in Cedar Park

Enhance the development of meeting and sporting facilities in the Highway 50 corridor by drawing insights from others' experiences. Collaborate to ensure projects complement, rather than duplicate, each other's unique elements.

This venue accommodates about 5,000 and was located 30 miles outside of Austin. The venue is home to a minor league hockey team and also welcomes events like rodeos and Disney on Ice.



The Crossover Athletic Facility

Ensure viability and non-duplication in the development of athletic and meeting facilities to drive regional tourism and economic development.



Stubb's BBQ

Draw inspiration from Stubb's to reimagine existing venues for music and live entertainment in places like Folsom's Rodeo Grounds, El Dorado County's Fairgrounds, or Rancho Cordova's Mine Shaft.

Esther's Follies

Encourage local talent to produce unique shows that would be a draw for locals and tourism alike.





Electric Shuffle

Introduce and incentivize specialty operations like this to entertain diverse groups in local communities for both residents and tourists.


The image features a teal-tinted photograph of a city skyline, with a prominent tower in the center. The photograph is presented as if it were a piece of paper that has been torn at the top and bottom edges, revealing a white background. The text "Community Solutions" is centered on this white background.

Community Solutions

Community First Village



Consider a development like Community First Village to provide dignified support for those in need, including those who suffer from mental health issues and/or addiction.

The background is a solid teal color. A white, torn paper effect runs horizontally across the middle of the image, creating a white space where the text is located. The text is centered and consists of three lines.

**Economic Development
& Public Private
Partnerships**

Austin Parks

Austin's approach to park development, including Public-Private Partnerships (P3s) for Operation & Maintenance.



Conservancies / Trusts

Austin's use of P3s for amenities like the boardwalk around [Lady Bird Lake](#) and the establishment of the Trail Conservancy was noted. The [Waterloo Greenway](#) was another example of the use of a conservancy while improving flood control, beautifying a creek bed, and developing an amenity along the creek that can generate community interaction and potential operational income.

Austin Economic Development



01

Redevelopment - Public Private Partnerships

- Utilize city-owned properties and private sector collaboration for revitalization projects throughout the corridor.

02

Austin Downtown Alliance

- Pursue collaboration through P3s, focusing on safety, amenities, and innovation.

03

Austin Healthcare Council

- Convene healthcare stakeholders to facilitate collaboration, education, and support for innovation.

04

Innovation District (Healthcare)

- Create an innovation district centered around health-focused innovation in the highway 50 corridor.

Opportunities to Implement in Folsom

- **Economic and Community Development**
 - Activate our waterfront, trails with unique amenities
 - Healthcare (Council, Innovation District)
 - Public Private Partnerships
 - Murals & Public Art
 - Advanced Education Opportunities/Workforce
- **Sports & Entertainment**
 - Folsom Ranch Sports Complex
 - Reuse of Rodeo Grounds
 - Harris Center Partnership
 - Music venue(s)
- **Tourism**
 - Marketing & Branding
 - Bike/Bus/Boat Tours
 - Themed Boutique Hotel
 - Outdoor activation
- **Programs**
 - Innovative unhoused solutions
 - Unique private entertainment establishments



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