



3.0 ECONOMIC DEVELOPMENT

3.0.1 Definitions

In using this element, the following definitions will apply.

Visitor Spending. Retail spending and spending on services by tourists, business visitors, and others not locally based.

Local Spending. Retail spending and spending on services by locally-based residents and businesses.

Resource Industries. Industries that depend on developing existing local resources in the ground, such as mining of all types including sand and gravel and other minerals, grazing, agriculture, and water.

Industrial Development. This term typically means manufacturing businesses and others normally located in industrial zones. These types of manufacturing businesses usually have a customer base located outside the County. However, the term can also include construction firms, auto wrecking, warehousing, recycling, electric generation, pipelines, propane, trucking and other transportation industries, and light industries such as uniform supplies, truck repair, and other service commercial businesses. Many of these industries also serve a local customer base.

3.0.2 Goals & Policies

Tourism

| | |
|----------------------|--------------------------------------------------------------------------------------------------------------------------------------------------------|
| GOAL ED-1 | Promote increased capacity to serve tourists within the County's established urbanized areas, and in those areas with established tourist attractions. |
|----------------------|--------------------------------------------------------------------------------------------------------------------------------------------------------|

Policy ED-1.1 Business Expansion

The County shall encourage existing businesses to expand their own capacities

Policy ED-1.2 Visitor Capacity on Public Lands

The County shall encourage public agencies to develop new tourist serving facilities or otherwise enhance their capacity to serve visitors on the public lands they manage.



Policy ED-1.3 Visitor Usage of LADWP Lands

Encourage the LADWP to continue to allow and expand the recreational uses of their land holdings in the Owens Valley

Policy ED-1.4 Targeted Development

Target development in those areas that are currently under-served to fill specific gaps in visitor serving and retail services

Policy ED-1.5 Downtown Revitalization

Promote downtown revitalization in Lone Pine, Independence, and Big Pine.

Policy ED-1.6 New Visitor-Serving Business

Attract new visitor-serving businesses.

| | |
|----------------------|---------------------------------------------------|
| GOAL ED-2 | Bring more destination spending into Inyo County. |
|----------------------|---------------------------------------------------|

Policy ED-2.1 Collaboration

Support collaborative efforts to market Inyo County as a tourist destination, leveraging County funds through coordinated regional promotion.

Policy ED-2.2 Film Industry

Market to and encourage the film industry to use Inyo County locations for filming activity.

Policy ED-2.3 Higher Education

Support the establishment of educational institutions and facilities that can draw post-secondary students into Inyo County and create new nodes of economic activity and retail spending.

Local Retail & Service Commercial Land Uses

| | |
|----------------------|-----------------------------------------------------------------------------------------------------|
| GOAL ED-3 | Promote increased capacity to serve local citizens within the County's established urbanized areas. |
|----------------------|-----------------------------------------------------------------------------------------------------|

Policy ED-3.1 New Retail Establishments

Encourage the development of retail establishments that will reduce resident spending outside the County for retail purchases, services, and entertainment.

Policy ED-3.2 Public Sector Employment

Work to maintain public sector employment at current levels or to expand it. Maintaining the existing local spending base is important in maintaining existing commercial establishments.



GOAL ED-4

Actively encourage the expansion of existing industry of all types (including resource industries, manufacturing and service industries), and actively recruit new businesses that will bring new jobs to the County.

Policy ED-4.1 Mining Industry

Support the continued operation of existing mining activities within the County as well as new mining in appropriate areas, subject to each operator meeting all applicable safety and environmental laws, regulations, and County policies.

Policy ED-4.2 Manufacturing Growth

Encourage existing manufacturers to expand and create new job diversity. Manufacturers include value-added (bottled) water and other processed mineral export operations.

Policy ED-4.3 Industrial Development Sites, Bishop Area

Within the Bishop area, encourage new stand-alone industrial development to locate within the City of Bishop. At the same time, work with the City of Bishop and LADWP to develop an industrial park at the Bishop Airport.

3.0.3 Implementation Measures

Table 3-0, Economic Development Implementation Measures, identifies the economic development implementation measures that the County should take to implement the goals and policies of this General Plan. The implementation program lists the each specific implementation measure, a reference to which General Plan policy it is implementing, who is responsible to implement the program, and the timeframe for implementation.



Table 3-0. Economic Development Implementation Measures

| Implementation Measure | Implements What Policy | Who is Responsible | Timeframe | | |
|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|------------------------------|-----------------------------------------|---------------|---------------|--------------|
| | | | 2012- 2015 | 2015- 2020 | On- going |
| 1.0 Fast track review for development of new entertainment, retail and other visitor services wherever the land is appropriately zoned. | ED-1.4 | Planning | | | ■ |
| | ED-1.5 | | | | |
| | ED-1.7 | | | | |
| | ED-3.1 | | | | |
| 2.0 Encourage public land management and service agencies, including BLM, USFS, National Park Service (NPS), Caltrans, and LADWP to increase their capacity to serve visitors on properties they manage. | ED-1.2 | Board of Supervisors | | | ■ |
| | ED-1.3 | County Administrator | | | |
| | ED-1.4 | Planning | | | |
| 3.0 Encourage air and bus carriers, tour operators, and charter services to increase trips and stops throughout the County. | ED-1.7 | Board of Supervisors | | | ■ |
| | | Bishop Airport Authority | | | |
| | | County Administrator | | | |
| 4.0 Work with the communities of Lone Pine, Independence, and Big Pine to establish downtown Main Street programs. Jointly work with the California Main Street Program. Adopt the Main Street Principles. | ED-1.5 | Board of Supervisors | | | ■ |
| | ED-3.1 | County Administrator <u>Planning</u> | | | |



Table 3-0. Economic Development Implementation Measures

| Implementation Measure | Implements What Policy | Who is Responsible | Timeframe | | |
|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|------------------------------|----------------------------------------------------------------------|---------------|---------------|--------------|
| | | | 2012- 2015 | 2015- 2020 | On- going |
| 5.0 Study the feasibility of establishing one or more redevelopment project areas in Lone Pine, Independence, and Big Pine to aid in downtown revitalization. | ED-1.5 ED-3.1 | Board of Supervisors Planning | | | |
| 5.0 Locate all future County facilities in unincorporated downtowns whenever practicable. | ED-1.5 ED-3.2 | Board of Supervisors | | | ■ |
| 6.0 Establish a nonprofit Inyo County tourism board with an operating budget. The new entity is to be responsible for promoting tourism Countywide, and for increasing visitor-serving capacity in the County. | ED-2.1 | Board of Supervisors County Administrator | ■ | | |
| 7.0 Continue to support the Eastern Sierra Interagency Visitors Bureau, the Bishop Area Chambers of Commerce, efforts in Death Valley, and other private, public, and nonprofit entities that will in turn aggressively promote regional and Countywide tourism. | ED-2.1 | Board of Supervisors County Administrator County tourism board | | | ■ |
| 8.0 Focus promotional efforts on major population centers, including Los Angeles <u>Southern California</u> , Las Vegas, and the Bay Area. | ED-2.1 | County Tourism Board and marketing partners | | | ■ |



Table 3-0. Economic Development Implementation Measures

| Implementation Measure | Implements What Policy | Who is Responsible | Timeframe | | |
|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|------------------------------|----------------------------------------------|---------------|---------------|--------------|
| | | | 2012- 2015 | 2015- 2020 | On- going |
| 9.0 Promote linked activities and tour packages for a more complete visitor experience. | ED-2.1 | County Tourism Board and marketing partners | | | ■ |
| 10.0 Establish an Continue to support the Inyo County Film Commission with a budget to attract film making to the County. Alternatively, contract with an existing entity to perform that function. | ED-2.2 | Board of Supervisors County Administrator | ■ | | |
| 11.0 Promote Inyo County as an excellent place to retire and live. This promotion program can be an adjunct to the tourism promotion effort. | ED-3.3 | County marketing partners | | | ■ |
| 12.0 Encourage Cerro Coso Community College to expand its curricula and student capacity and attract more students from outside the County, thereby increasing retail demand and increasing the skill level of the local job base. | ED-2.3 | Board of Supervisors County Administrator | | | ■ |
| 13.0 Fast track County review of applications for industrial expansion or for new industry. | ED-4.1 | | | | |
| | ED-4.2 | Planning | | | ■ |
| | ED-4.3 | | | | |



Table 3-0. Economic Development Implementation Measures

| Implementation Measure | Implements What Policy | Who is Responsible | Timeframe | | |
|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|------------------------------|-----------------------------------------------------------------------------|---------------|---------------|--------------|
| | | | 2012- 2015 | 2015- 2020 | On- going |
| 14.0 Study the economic and physical feasibility of establishing an industrial park <u>Promote development</u> at the Bishop Airport. | ED-4.3 | County Administrator Airport Authority City of Bishop LADWP EDC | ■ | | |
| 15.0 Encourage the telecommunications industry to install and maintain state-of-the-art high-speed high-capacity service throughout the County so that established businesses, public agencies, and home businesses may overcome any distance-to-market competitive disadvantages they may currently have. <u>Continue the County's participation in and support for high speed connectivity efforts within the County, such as the Digital 395 Initiative.</u> | ED-3.3 | County Administrator City of Bishop LADWP EDC | | | ■ |