



GREATER
SACRAMENTO

The New California Dream

GREATER
SACRAMENTO
CALIFORNIA

400 Capitol Mall, Suite 2500, Sacramento, CA 95814 916.441.2144 **selectsacramento.com**

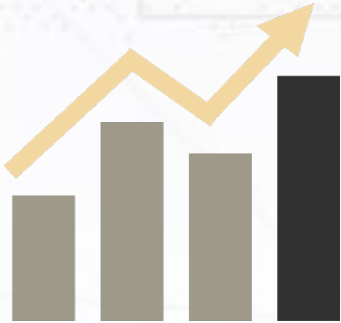
The background features a light gray network diagram with nodes and connecting lines, overlaid on a faint grid pattern.

GREATER SACRAMENTO CALIFORNIA

A \$4 million per year budgeted economic development public/private partnership between 35 CEOs and 19 communities to establish a single point of contact for business growth, a streamlined permitting process, and a customer-focused experience to strengthen the region's job-creating capacity while developing and advancing Sacramento's brand and story.

Greater Sacramento Operational Strategy

“The Engine”
Data & Analytics



Uncovers our competitive position in the marketplace and sets the direction for our organizational strategies. Supports RFIs, regional brand, direct selling, and messaging.



Global Business Development

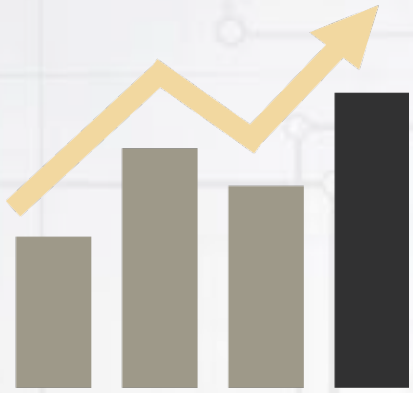
Leads our local, national, and international attraction, retention, and expansion efforts and is guided by “The Engine.” Focuses on increased jobs, investment, and FDI opportunities.



Marketing & Communications

Targets all outreach efforts, including earned media, social media, and owned media. Community branding and “telling the story”.





“The Engine” Data & Analytics

Building new computer and software capabilities that will do the following:

- Provide detailed comparative data for 14 targeted US cities
- Identify 100% of California companies within our wheelhouse
- Deliver sophisticated regional and national information with precise data such as:
 - Real estate analytics to identify expiring leases in key industry clusters in California
 - Comparative analysis on competing cities on a national scale
 - Systemically providing competitive and accurate information to prospects and site consultants through our digital platform



Marketing & Communications

The Marketing & Communications Team is driven by analytics and is responsible for:

- Building & maintaining a web portal around national business platform
- Managing outbound mass media communications, including national publications such as:
 - New York Times, Wall Street Journal, CNN, Bloomberg
- Driving inbound communications to motivate the community toward regional competitiveness
- Constructing industry-specific pitches and support the Global Business Development Team

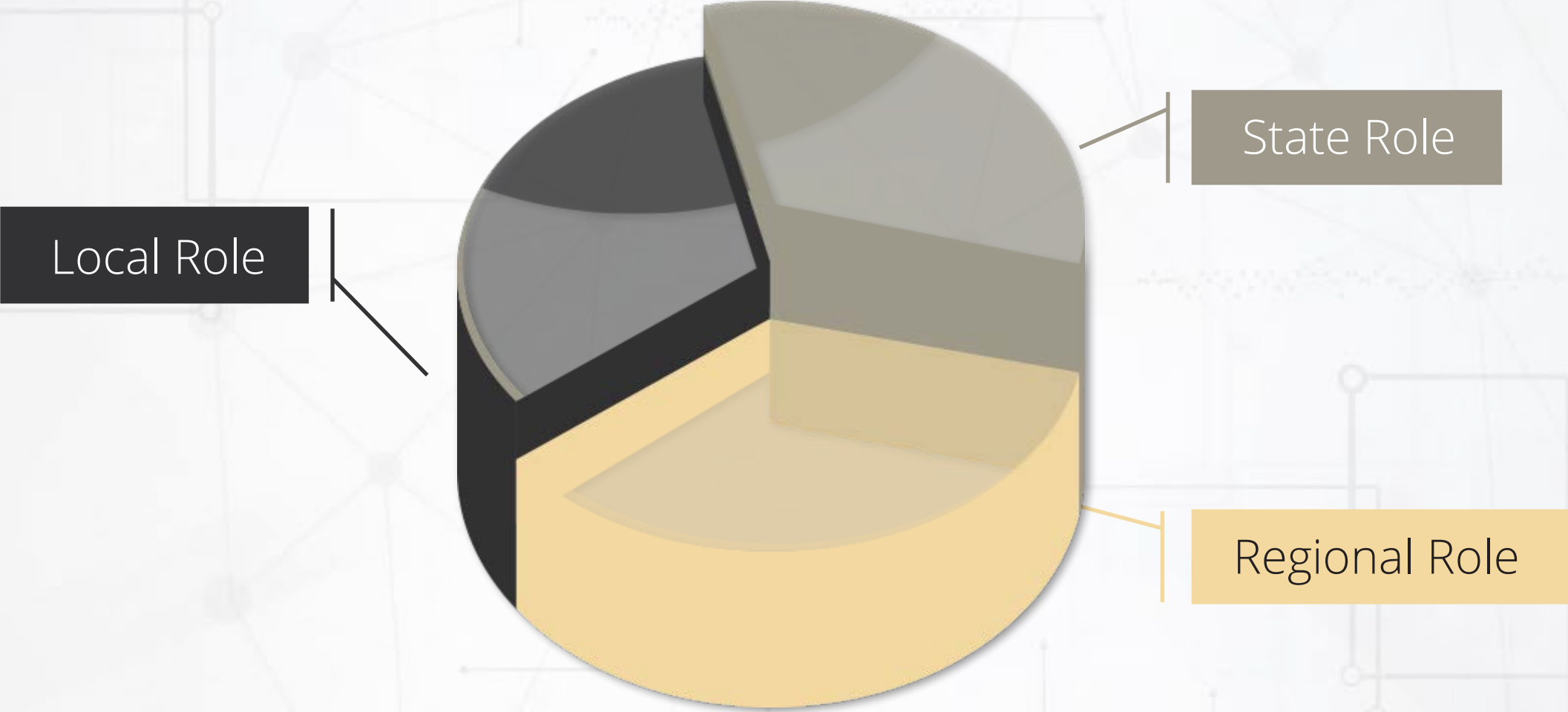


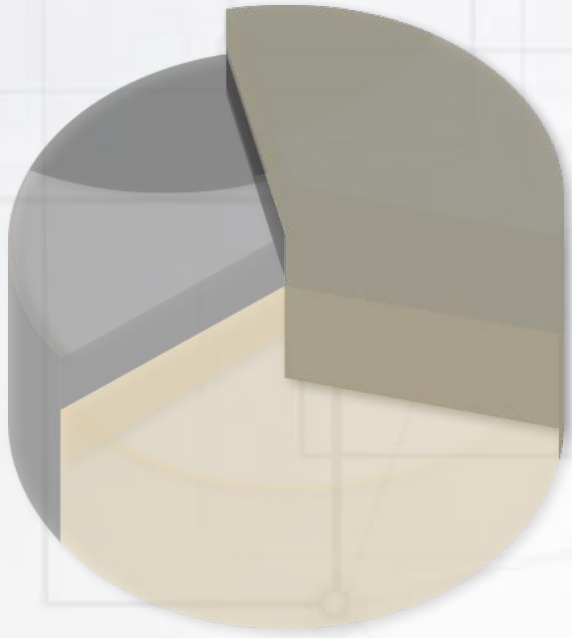
Global Business Development

The Business Development Team consists of talented economic development experts who are responsible for:

- Running our national site selection business platform
- Delivering a direct selling model for our targeted industries:
 - Food, water, biologics, energy, plant science, animal health, and medical technology
- Interfacing with the venture capital community
- Economic Development Directors Taskforce of communities in the Greater Sacramento region
- Leading our Foreign Direct Investment (FDI) initiatives and position in the global market

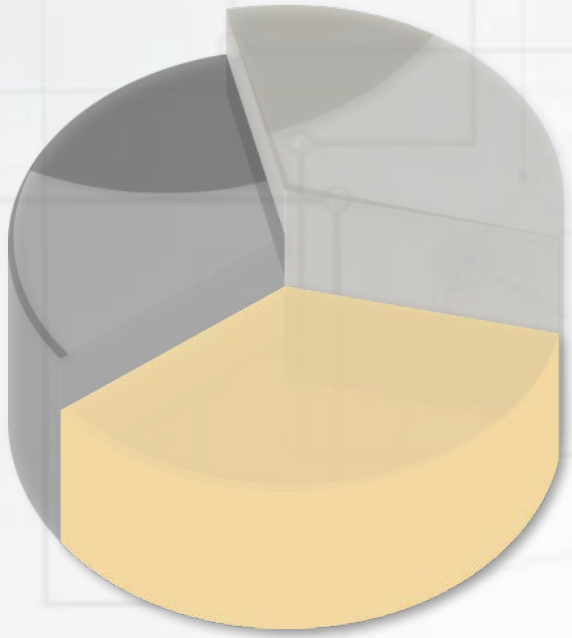
Building an Economic Development Delivery System





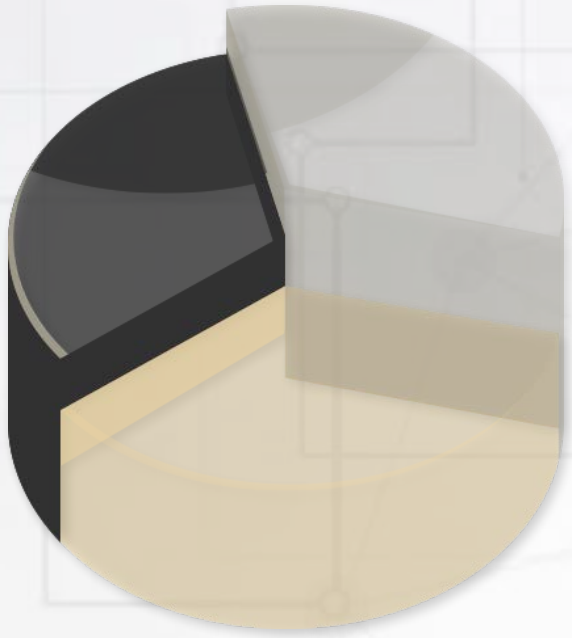
State Role

- Set the strategic direction
- Create California brand and competitive position in the market
- Provide economic development programs and services
- Responsible for international trade and Foreign Direct Investment (FDI)



Regional Role

- Operate a seamless economic development model & platform
- Build & maintain regional analytics
- Strategically position against competing markets
- Channel all corporate interests
- Support strategic planning with local communities



Local Role

- Communities work in cooperation, no competition
- Make investments turnkey
- Deliver an “on the ground” experience for businesses
- Create economic value together as a community

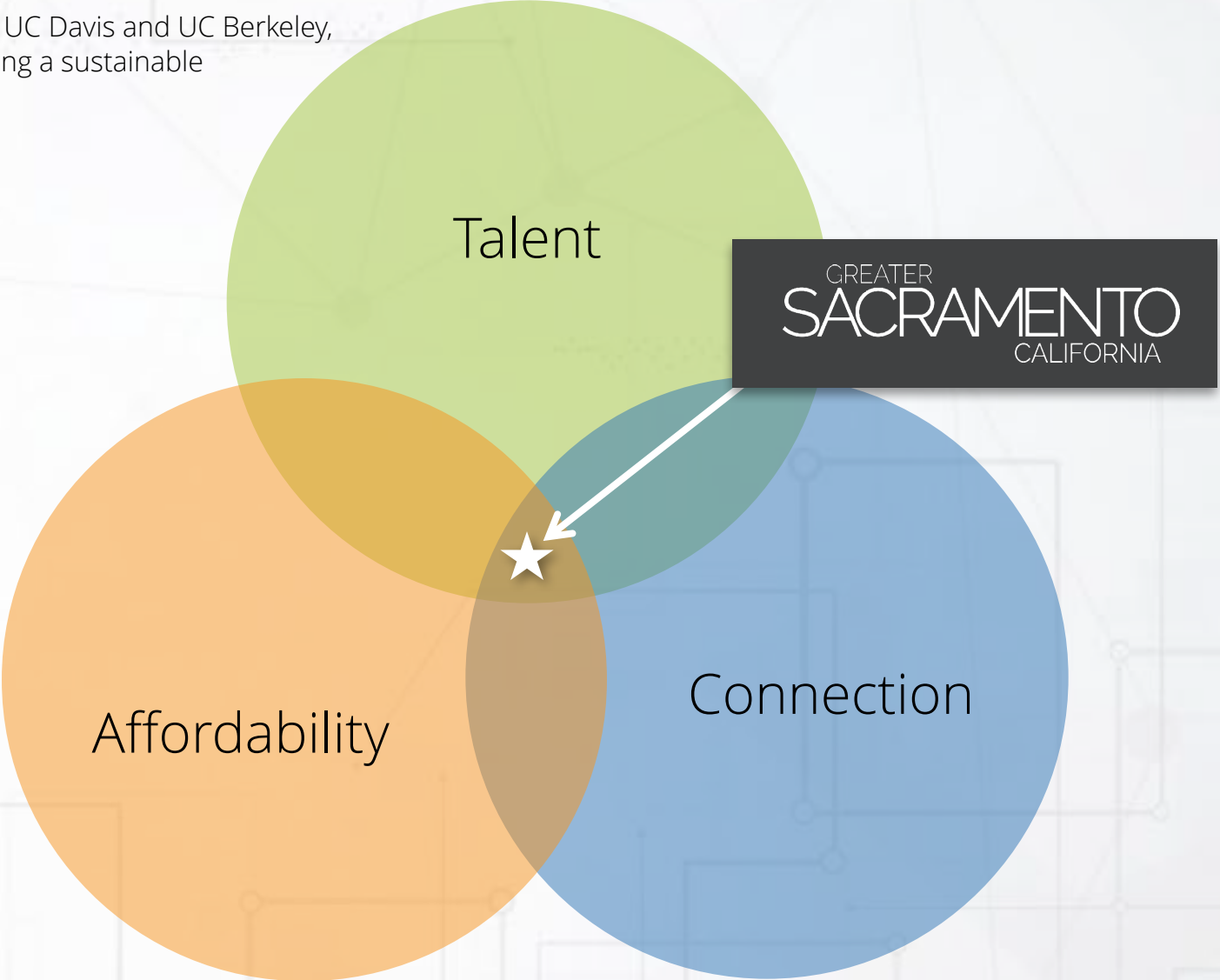
Greater Sacramento's Value Proposition

Greater Sacramento provides access to talent and resources through UC Davis and UC Berkeley, as well as the innovation being developed at both top schools, providing a sustainable environment for the next generation of tech start ups.

1 Talent
Shared ecosystem of existing talent

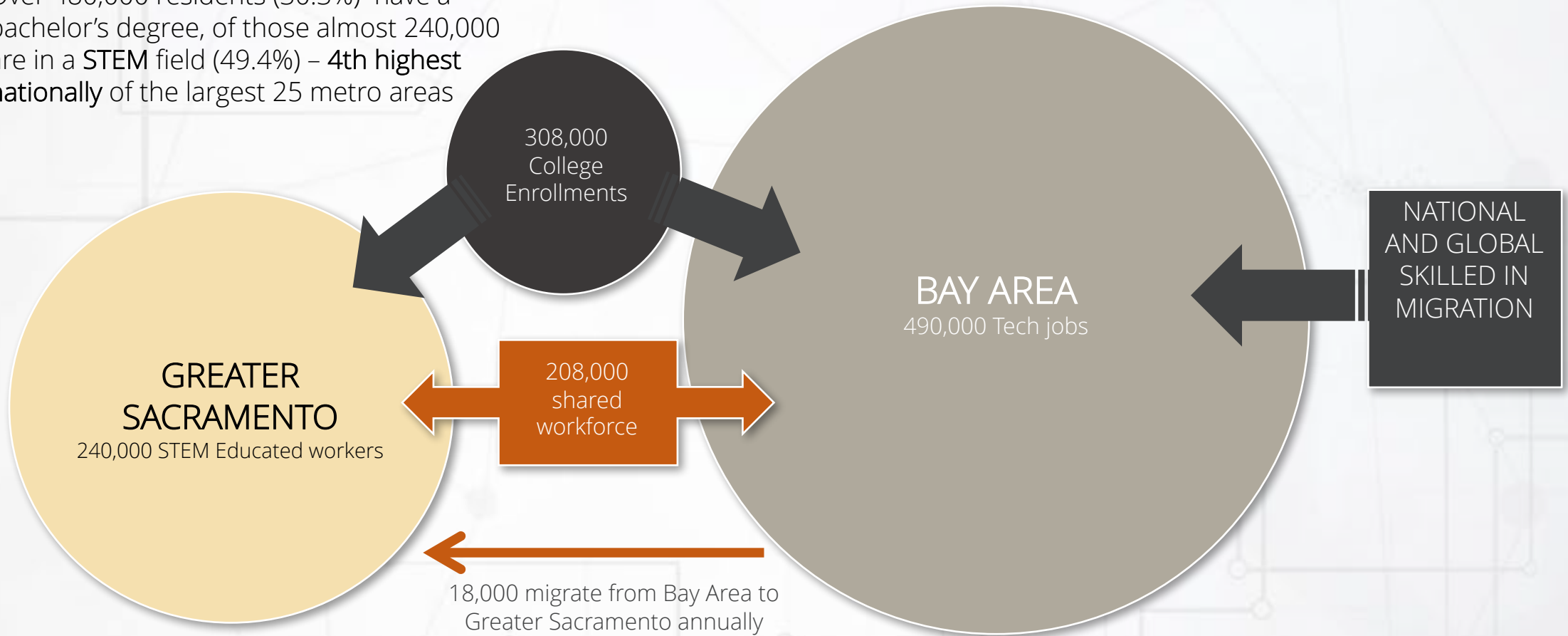
2 Affordability
Affordable real estate, distribution & talent solutions

3 Connection
Connected to the Bay Area innovation hub as well as 2 top UC schools



Greater Sacramento's Talent Ecosystem

- Over 480,000 residents (30.3%) have a bachelor's degree, of those almost 240,000 are in a STEM field (49.4%) – 4th highest nationally of the largest 25 metro areas



The Northern California Megaregion

Innovated, Connecting & Growing

As the population of Northern California continues to grow, challenges in housing, land use, jobs, transportation, and the environment has crossed regional boundaries and are linking cities, counties, and regions together across wider geographies. These issues make planning at a megaregional scale increasingly necessary to achieve a broader footprint of economic prosperity.

- Single megaregion creates a competitive marketplace of 12.2 million people
- GDP regionally is the highest of any US megaregion
- Continued expansion of regional rail service is a top priority
- Economic development occurs across county and city lines



Greater Sacramento Approach

The Greater Sacramento Area Economic Council is the catalyst for innovative growth strategies in the Capital Region of California. The organization spearheads community-led direction to retain, attract, grow, and create new businesses, develop advanced industries, and create jobs throughout a six-county region. Greater Sacramento represents a collaboration between local and state governments, market leaders, influencers, and stakeholders, with the sole mission of driving economic growth. Sacramento was founded on discovery, built on leadership, and fueled by innovation

INITIAL EXCHANGE TO UNDERSTAND BUSINESS NEEDS/CHALLENGES

- Real estate requirements
- Skills gaps/recruitment needs
- Capital investment proposed
- Timing of potential locate

CONNECT WITH TALENT

- Partnerships with universities for workforce delivery programs
- Identify base of qualified graduates/experience workers

PROVIDE OPTIONS

- Provide list of options that meet requirements
- Lead custom tours of shortlisted communities

CONNECT TO LOCAL NETWORK OF VENTURE CAPITAL INVESTORS

- Arrange formal investment pitches

APPLYING THESE STEPS LEADS TO A TURN KEY SOLUTION

We're the New California Dream.



Sequential Locate Model



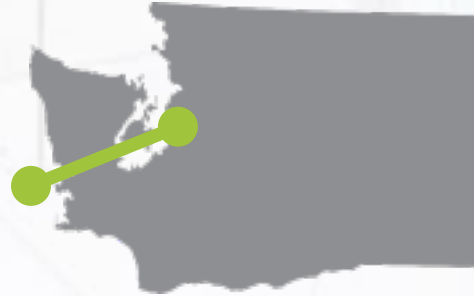
#1

STEM Diversity

Employee Engagement

Most Searched Region
for residents leaving the
Bay Area

Bay Area relocations
Seattle **3.0%**



Bay Area relocations
Sacramento **8.8%**



200,000 people leave the Bay Area each year
18,000 move to California's Capital Region
Only 6,000 move to Seattle



Sacramento is one of the **top 20**
large cities in America

Higher than Dallas, Nashville, Phoenix,
Atlanta, Los Angeles, San Antonio, New York



Sacramento is the
#1 city in the US for
diversity in STEM



Sacramento is the
#1 city in the US for
employee
engagement



Sacramento is the **#1 most
searched region** for Silicon
Valley residents looking to
leave the Bay Area



Sacramento is the **#4 most "hipster" city** in America, after Seattle, Portland, and Denver.

Greater Sacramento's Talent Network

Direct access to a system of universities, anchored by the top UC schools, gives Greater Sacramento a strong workforce

308,000

college students within 100 miles of the region





The Most Efficient & Productive Market in California

18 Communities

Collectively & collaboratively working together toward regional investment

1 Single Point of Contact

Greater Sacramento Area
Economic Council

Affordable Real Estate

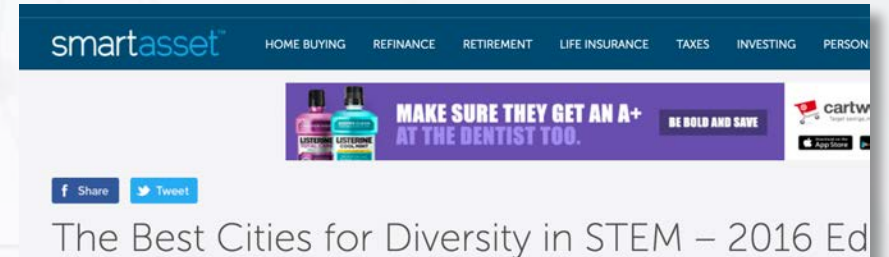
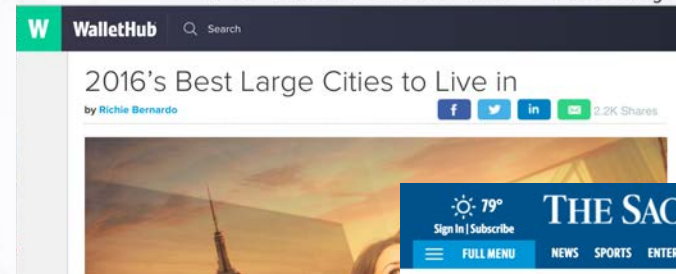
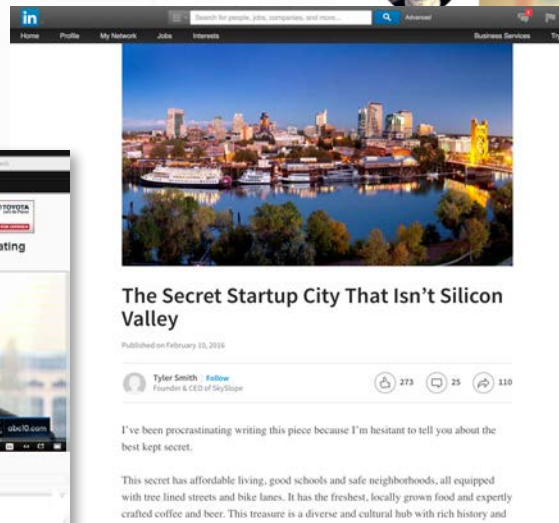
Unlimited surplus ready to be developed

90-Day Permitting Process

Region-wide

\$22 million in Earned Media

- Sacramento Region's reputation is improving
- As region's reputation improves, ability to attract strong and exciting companies increases
- Greater Sacramento press hits have produced over \$22 million in earned media value

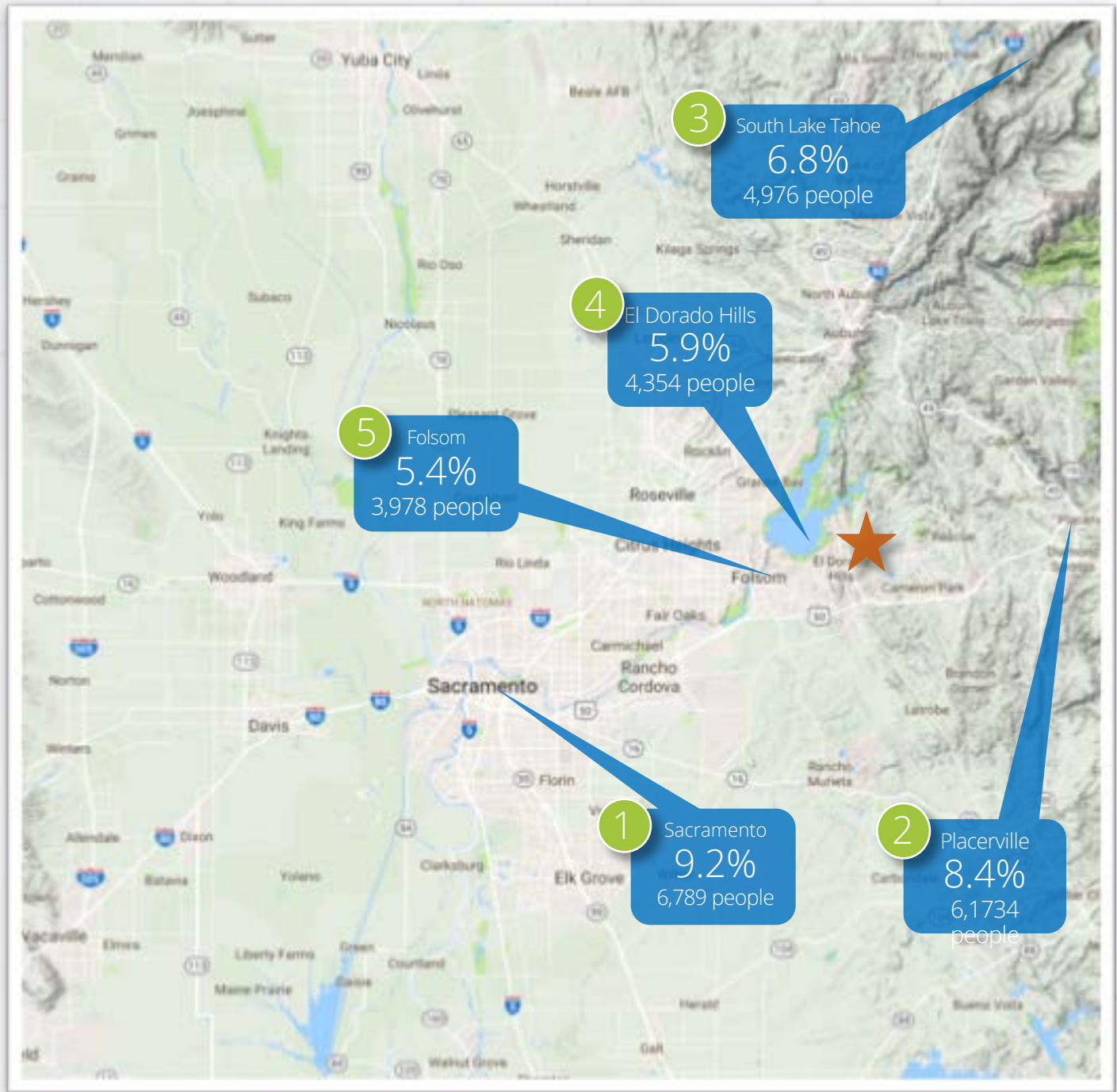


FIRST ROAD SHOW, SALINAS, JULY 18

Forbes AgTech Summit

- Greater Sacramento only economic development organization represented
- Mike Teel & Rabobank traveled to Salinas as part of delegation
- Met with 14 high profile AgTech entities
- 6 company CEOs will be meeting in Sacramento as follow up to this meeting





Total # of workers **73,540**

Where Your Residents Work El Dorado County

Represented are the **top five** locations where residents in your community work.

35% of residents work in the county

METRICS

METRICS	FY 16 GOAL	FY 17 TARGET	FY 17 STRETCH
---------	-------------------	---------------------	----------------------

ATTRACTION

Qualified Prospects	54	62	68
Locates	8	9	10
Payroll Generated (millions)	\$32.6	\$37.5	\$41.3
Jobs Created	800	920	1,012

RETENTION

Qualified Prospects	36	41	45
Locates	4	5	6
Payroll Generated (millions)	\$6.1	\$7.0	\$7.7
Jobs Created	150	173	190

EARNED MEDIA

Earned Media Placement Value (millions)	\$22.0	\$29.0	\$32.0
---	--------	--------	--------

STAKEHOLDER ENGAGEMENT

Stakeholder Satisfaction	N/A	75%	82%
--------------------------	-----	-----	-----

Not just a pitch. A promise.

Regional Strength

Responsive, Engaged Partners

Public-Private Partnership

Return on Investment

Research & Marketing Support

GREATER
SACRAMENTO
CALIFORNIA