



**GREATER SACRAMENTO**  
ECONOMIC COUNCIL

February 25, 2021

Don Ashton  
Chief Administrative Officer  
County of El Dorado  
330 Fair Lane  
Placerville, CA 95667

RE: Fiscal Year 2021/2022 Annual Commitment Estimate

Dear Don,

I am inspired by the rapid evolution of our region and the organization. Over the past six years, GSEC has been a catalyst in economic development, forming a true public-private partnership in California and setting the standard for measuring economic development success.

**To date, our public sector members contributed over \$5.5 million to help grow the local economy.**

Leveraging your investment with our private sector investors who have renewed for another five years, together we achieved the following in the region:

- **16,098 jobs created**
- **Produced economic output of \$6.54B**
- **Added \$79.4M to the local tax benefits**
- **Return on Investment for community: \$222.57**

Greater Sacramento is here to be a resource for you – to provide the information, tools and platform to make our region successful. During the past year we have added a regional business retention and expansion program. In partnership with your economic development team's effort, we will visit with 100 companies throughout the region. We are looking to expand this partnership next year. Additionally, we are looking forward to adding the following efforts over the next three years to ensure an expedited recovery as we put the economic impacts of the pandemic behind us:

- Continue to grow our **business retention and expansion** efforts so that our existing tradable sector businesses are supported and continue to choose our region as a place to invest
- Launch a **foreign direct investment (FDI)** initiative that will bring in capital and companies from outside country. This will add another channel to grow our economy and as California remains the top location for this type of investment and this effort provides a global opportunity to grow our economy.
- Greater Sacramento is completing its pilot project "Digital Upskill Sacramento" that has provided digital skills to some of our most underserved and COVID19 impact members of the community. This **workforce initiative** program has provided an opportunity for upward social mobility that not only will change the trajectory of the economy but the trajectory of these learners for their lifetime.

The Greater Sacramento Economic Council is committed to ensuring that population estimates, and contribution per capita rates remain unchanged for the upcoming fiscal year. **To assist you in budget preparation and planning for Fiscal Year 2021/2022, your annual contribution will remain \$63,252 even while our commitment and added services continue to grow.**



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The support of our communities is paramount to our success. Only through a true public-private partnership will we achieve the results this region deserves. We are looking forward to your involvement and focusing on economic recovery.

Sincerely,

A handwritten signature in black ink, appearing to read "Barry Broome". The signature is fluid and cursive, written over the printed name.

Barry Broome  
President & CEO