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# Progress Toward Goals

## APRIL GOAL STATUS ANALYSIS

PERFORMANCE METRICS	ANNUAL CONTRACT/GOAL	ACTUAL YTD	GOAL YTD	% OF GOAL YTD	YTD GOAL STATUS
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### Business Attraction Metrics

QUALIFIED PROSPECTS	54	66	45	147%	+
LOCATES	8	6	7	90%	-
PAYROLL GENERATED (MILLIONS)	\$32.6	\$33.7	\$27.2	124%	+
JOBS	800	1010	667	152%	+

### Business Retention Metrics

QUALIFIED PROSPECTS	36	8	30	27%	-
LOCATES	4	2	3	60%	-
PAYROLL GENERATED (MILLIONS)	\$6.1	\$32.0	5	629%	+
JOBS	150	430	125	344%	+

### Business Attraction

COMPANY	FACILITY TYPE	OPERATION
TriWest	Office	Customer Service Center
VoxPro	Office	Customer Service Center
Project Sugar Cane	Industrial	Technology Manufacturing
SBP/Flipbox	Office	Corporate HQ
NRC	Industrial	Technology Manufacturing
Project Ink	Industrial	Advanced Manufacturing

### Business Retention/Expansion

COMPANY	FACILITY TYPE	OPERATION
PowerSchool	Office	Software Development
Project Sugar Cane	Industrial	Technology Manufacturing

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# Bay Area Outreach Plan

## MARKET INSIGHT REPORT

Since September 1, 2015, the Greater Sacramento Area Economic Council has been executing a strategic effort to expand its reach, network, and brand awareness by engaging Bay Area leaders throughout San Francisco and San Jose.

The Bay Area Outreach Plan combines strategic tactics to ensure maximum reach across a diverse range of industries and geographic subsectors. Most meetings in the real estate and financial services sectors were sourced through introductions by local contacts with close ties to the Bay Area.

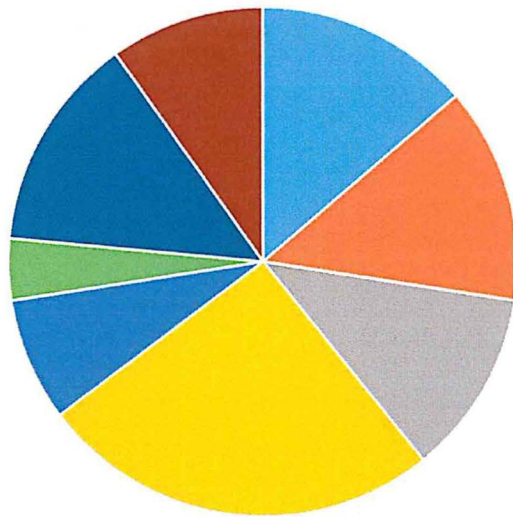
Greater Sacramento was able to penetrate the market through a digital campaign, tapping strategically sourced leads via cold e-mail messages tailored to specific industries. Elements from our earned media campaign were included in outreach communications.

To date, our Executive and Business Development teams have met with more than 142 contacts based out of the Bay Area and Silicon Valley.

## Results Report

### Targeted Industry Sectors

Market Breakdown by Industry



- Construction Management
- Technology
- Venture Capital and Accelerators
- Brokers
- Biosciences and Healthcare
- Other
- Consulting and Services
- Financial Services

### Overview

Initial goal of 300 appointments set

#### Market Insight:

Discovered reluctance to meet, difficulty establishing connections through local relationships with contacts in the Bay Area. A "peer-review" approach was more accepted than a direct business development/deal pitch.

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Greater Sacramento Area Economic Council

# Bay Area Outreach Plan

## Target Leads Profile

Multinational companies with plans to expand

Real Estate and Workplace Management contacts at multinational companies located within the Bay Area

Technology companies

Healthcare, Bioscience, AgTech, and Insurance Tech companies

Incubators/Accelerators, Venture Capital firms, Investment Funds

Brokers and Site Selectors across the Bay Area and Silicon Valley

Professional Services: Insurance, Financial, Recruitment

Networking Groups and Regional Non-Profits

## Outreach Methodology

Networking-based appointments yielded a large number of contacts within the first month of outreach, as well as candid referrals to other companies or individuals that could help fulfill Greater Sacramento's goals.

Cold-calling and e-mailing leads through a digital campaign resulted in new branding processes and tools for the organization to implement internally and a larger volume of meetings with Silicon Valley-based companies.

Setting appointments for Executive and Business Development teams on the ground resulted in:

- Shortened prospecting cycle

- Directly confirmed initial interest in our region from target company

- Cost-effective trip management and scheduling

- Market insight and testing new communication methods

## Reach

E-mails sent: 2,070 • E-mails opened: 505 • Contacts in pipeline: 375

## Process & Tools

Developed contacts and target database for future outreach and integration into CRM system.

Identified periodical and research sources for future market intelligence purposes.

E-mail campaigns (14), industry targeted pitches (5), written and phone scripts (2).

Acquired membership to networking groups: CoreNet Global, NAIOP, and SIOR.

## Periodicals & Sources

Bay Area TechWire

Bloomberg Businessweek

CrunchBase

Fast Company

Inc.com

Owen Thomas (Journalist/Blogger)

San Jose Mercury News

Silicon Valley Business News

San Francisco Business Times

Silicon Valley Business Journal

TechCrunch

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# Bay Area Outreach Plan

## Target Leads Profile

### PR & Communications

#### Events Attended

- Bisnow Oakland Construction & Development Event
- Bisnow San Francisco Capital Market Trends
- CoreNet Awards Dinner
- Urban Land Institute Event
- SIOR Northern California Chapter Holiday Luncheon

#### LinkedIn Stats (Barry Broome)

- 45 new connections
- 30-35 views per week
- Top profile among similar professionals - #4 out of 96



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# BUSINESS DEVELOPMENT & MARKETING OUTREACH STRATEGY

**All marketing lead sources point to website**



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Greater Sacramento Area Economic Council

# Competitiveness Council

**co-chairs**

**Dr. John Jackson**

President

William Jessup University

**William H. Duncan, IV**

President

Sierra College District

The Competitiveness Council's mission is to provide strategic direction to assist Greater Sacramento's regional ecosystem, define its current competitive position, elevate our regional brand, and chart the course toward the creation of a Mega Region including the Bay Area and Silicon Valley markets.

The Council advises and promotes regional economic development efforts to execute qualitative research, gather market intelligence, perform strategic outreach, and ultimately produce a Competition Position report and Strategic Plan.

Identify Greater Sacramento's competitive markets across the Mountain West and benchmark the areas of:

**Business  
Climate**

**Educational  
Attainment**

**Organic Talent  
Production**

**Advanced Industry  
Capabilities**

**Target markets** to study include Austin, Albuquerque, Dallas, Denver, Las Vegas, Omaha, Portland, San Antonio, Salt Lake City, Phoenix, and Seattle.

- Develop workforce & training initiatives and identify infrastructure needs for employment centers
- Establish common permitting policies to achieve 90-day permit processing across all communities
- Expand student capacity across higher education, increase Bachelor's degree grads as a percentage of our workforce
- Increase percentage of STEM professions & position GS as center of excellence in talent development
- Explore Renewable & Alternative Energy spaces such as automotive, grid & solar

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# Food & Agriculture Innovation Council

## co-chairs

### **Mike Teel**

President & CEO  
Raley's

### **Mark Borrecco**

President  
Rabobank

The Food & Agriculture Innovation Council acts as the business development arm to implement the Central Valley AgPlus Food & Beverage Manufacturing Consortium's strategic plan (AgPlus).

They champion the region's existing food processing and farm operations. The Council explores the AgTech space and evaluates the Central Valley's potential to innovate across strategically identified subsectors.

They provide leadership regarding job creation opportunities for new technologies relating to Biomaterials and Biochemicals, Food Technology, Sustainable Protein, Soil and Crop Technology, and Drones and Robotics across existing agricultural activity.

Function as the business arm for the implementation of the Central Valley AgPlus Food and Beverage Manufacturing Consortium's strategic plan.

Build a competitiveness agenda to redirect technology and digital focus toward agriculture in Greater Sacramento and the Central Valley so the regions can offer players in the Food and Agriculture space:

- Benchmark economic development initiatives within the space across competitive markets against California.
- Economic development tax credits and incentives.
- Long-term financing for farming operations.
- Operational financing for small and medium food processors.
- A unique farm-to-store model for new product placement.

Evaluate Greater Sacramento's capacity to adopt drone technology applications for agriculture and evaluate drone and robotics as a potential target industry sector.

Create an ecosystem that facilitates innovation across food processing to develop cutting-edge products, place them across retail platforms through a farm-to-store model, and broaden access to, funding for family farms and new food manufacturers.

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INVESTMENT PROFILE:  
GREATER SACRAMENTO

## Front Door to The Silicon Valley

The 'Sustainability Corridor' of Greater Sacramento provides the highly skilled talent coveted by Apple, Oracle, HP, Intel and other tier-one employers in Northern California.

by RON STARNER  
ron.starner@siteselection.com

**A**s a capital city, Sacramento flexes considerable muscle as the governmental hub of America's most influential state.

What many outside of California may not know, however, is that the Greater Sacramento region also serves as the intellectual front door to the Silicon Valley.

With a shared workforce of 208,000 people, Greater Sacramento and the Bay Area are within close proximity for collaboration and same day work trips. Many stalwart Bay Area companies — household names such as Apple, HP, Intel and Oracle — do business in Sacramento.

Business leaders who call Sacramento home say that the region has more in common with places like Austin, Denver and Columbus — capital cities that have become thriving centers of commerce in the new millennium.

Rob Lynch, President and CEO of VSP Global and Chair of the Greater Sacramento Area Economic Council, says he knows the Sacramento region is one of the best locations on the West Coast for business because it has enabled his own company to flourish.

As one whose personal story includes conversion from



Downtown Sacramento serves as the economic hub for a region of 2.4 million people in Northern California.

Sacramento skeptic to true believer, Lynch speaks with authority.

"Back in the late 2000s, we took a hard look at whether it made sense to keep the company and production in California," he says. "We crunched the numbers and did the math, and we came to the conclusion that the best path forward for VSP was staying here in Sacramento."

The largest vision care insurer and provider in the nation, VSP had been recruited heavily to relocate to Phoenix. A change in attitude made all the difference, says Lynch.

### Community Effort Saved Kings

"Mayor Kevin Johnson led a community effort to save the Sacramento Kings and keep the team here in the city," Lynch notes. "He put together a meeting of community business leaders, based on his experience in Phoenix, and that meeting led to an organized effort to promote the region."

The Greater Sacramento Area Economic Council was born, and the rest was history.

Not only did VSP stay put, but others soon followed, and before long companies from other states were knocking on Sacramento's door. A six-county region of 2.4 million people, Greater Sacramento has racked up an

impressive roster of success stories in recent years. Bayer CropScience, Sutter Health, Nippon Shokken USA Inc. and Mori Seiki Co. Ltd. are just a few of the firms that have made decisions recently to invest heavily in the region.

Barry Broome, President and CEO of the Greater Sacramento Area Economic Council, says the region anchors a "Sustainability Corridor" that links the state capital with Silicon Valley and the Bay Area.

"Number one, we give people the most efficient and productive access to the California market," says Broome. "Whether you are a Fortune 500 company or in real estate or financial services, businesses in California make more money here than in any other state in America. They are more profitable here, and people are in business to make money."

Secondly, we are only 90 minutes from the Bay Area and Silicon Valley. We offer access to the most innovative market in the world and we do this with Midwest prices. And thirdly, we have the same weather and quality of life that the rest of California has."

The presence of University of California at Davis also gives Greater Sacramento a competitive edge. Broome notes, "We have one of the top 20 medical schools in the US at UC Davis. Sacramento has a world-class life science and biomedical position in its own right and we are just 90 minutes from San Francisco — a top one or two market in the world for life sciences. Our capabilities here put us on a world-class level and we can connect you to another world-class market in the Bay Area. Between UC Davis and UC Berkeley, those two institutions do about \$1.6 billion in research between the two of them. This is very much a research-based and scientific community."

With a three-year combined research and innovation fund of \$2.2 billion, UC Davis has surpassed UC Berkeley



University President Dr. Robert Nelsen and wife Judy pose for a selfie with Patsy Jimenez, a student assistant at the Sac State Multi-Cultural Center.

in research dollars, and the relationship that has been in existence since UC Davis' inception continues. UC Davis also boasts the nation's No. 1 School of Veterinary Medicine as well as a Medical Center that ranks among the country's best in its specialties.

### Millennials Flock to State Capital

With a strong and growing cadre of millennial workers, Greater Sacramento is making a bold play to recruit more talent-dependent employers to the region. Representing 18 percent of the population, millennials make Greater Sacramento younger than San Francisco, San Jose and Seattle.

Dr. Robert S. Nelson, President of Sacramento State, says the region's educational assets compete with the best found anywhere in the country. "We provide the workforce for the Greater Sacramento region," he says. "We have 30,243 students, and I would like to see us grow that even more. We want to be the center of education in the state capital."

With strong programs in health sciences, biomedicine, power engineering, business management, education and the visual arts,

Sacramento State has positioned itself to be one of the most influential institutions of higher learning in the West, notes Nelson.

Yolo County Supervisor Don Saylor says, "I believe our region is rising. As chair of the Sacramento Area Council of Governments, I can see that there is a plethora of big ideas in motion. The public sector plays a significant role in partnership with our business community in advancing the future of our region. We have very good rail, highway and waterway access. We have the top-ranked agricultural research university in

the world. We have the highest concentration of farm seed companies in the world, and we have some of the best emerging biomedical firms. My advice for any executive is simple: If you're looking for a place on the rise, you can't beat the Sacramento area."

This Investment Profile was written under the auspices of the Greater Sacramento Area Economic Council. For more information, contact Judy Sheldon at 916-441-2144 or [jsheldon@SelectSacramento.com](mailto:jsheldon@SelectSacramento.com). On the Web, go to [www.SelectSacramento.com](http://www.SelectSacramento.com)

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11/22/2015

MiBiz

Former Southwest Michigan First CEO Broome says Michigan's economy needs to adapt

<http://mibiz.com/item/23092-barry-broome,-president-and-ceo,-greater-sacramento-area-economic-council>

11/20/2015

Comstock's

Investment in Higher Education is Essential to Regional Business Growth

<http://www.comstocksmag.com/article/investment-higher-education-essential-regional-business-growth>

11/18/2015

Business Leaders for Michigan YouTube Channel

Word on the Street: A Frank Conversation about Michigan's Progress

<https://www.youtube.com/watch?v=Jwe4fEXpC3U&feature=youtu.be>

11/3/2015

Sacramento Business Journal

GO-Biz hires new director

<http://www.bizjournals.com/sacramento/news/2015/11/03/go-biz-hires-new-director.html>

10/27/2015

Sacramento Business Journal

After Hours: Sacramento Region Study Mission

<http://www.bizjournals.com/sacramento/news/2015/10/27/after-hours-sacramento-region-study-mission.html>

10/21/2015

PRWeb

Report Warns of Millennial Mass Migration Out of Bay Area

<http://www.prweb.com/releases/2015/10/prweb13036526.htm>

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10/21/2015

Sacramento CBS TV, 11:00 p.m.

Report: Bay Area Millennials Eyeing Sacramento as Future Home

<http://sacramento.cbslocal.com/2015/10/21/report-bay-area-millennials-eyeing-sacramento-as-future-home/>

10/20/2015

KOGO News Radio, San Diego

Report: Two Thirds of Millennials Will Look to Move Out of Bay Area

<http://www.kogo.com/articles/california-news-489209/report-two-thirds-of-millennials-will-14052316>

10/14/2015

Sacramento Business Journal

Sacramento can't get respect in San Francisco, Barry Broome says

<http://www.bizjournals.com/sacramento/news/2015/10/14/sacramento-cant-get-respect-in-san-francisco-barry.html>

10/7/2015

The Sacramento Bee

Chinese Medical Technology Firm Eyes Sacramento

<http://www.sacbee.com/news/business/article38087100.html>

10/6/2015

Sacramento Business Journal

Region Builders expands mission to advocate for other industries

<http://www.bizjournals.com/sacramento/news/2015/10/06/region-builders-expands-mission-to-advocate-for.html>

10/1/2015

Comstock's

Is it Time for a Technological Shift?

<http://www.comstocksmag.com/commentary/it-time-technological-shift>

9/30/2015

Sacramento Business Journal

After Hours: BERC Sustainable Business awards

<http://www.bizjournals.com/sacramento/news/2015/09/30/after-hours-berc-sustainable-business-awards.html>

9/10/2015

Sacramento Business Journal

CEO group recruits first company to Sacramento region

<http://www.bizjournals.com/sacramento/news/2015/09/10/ceo-group-recruits-first-company-to-sacramento.html?ana=twl>

9/2/2015

Sacramento Business Journal

Did new CEO group kill SARTA? No way, says Barry Broome

<http://www.bizjournals.com/sacramento/news/2015/09/02/did-new-ceo-group-kill-tech-no-way-says-barry.html>

9/1/2015

Sacramento Business Journal

SARTA abruptly shuts down

<http://www.bizjournals.com/sacramento/news/2015/09/01/sarta-abruptly-shuts-down.html>

9/1/2015

The Sacramento Bee

Citing funding woes, Sacramento tech alliance folds

<http://www.sacbee.com/news/business/technology/article33182907.html>

8/31/2015

Comstock's

Minimum Wage Increase: Bad Medicine for a Recovering Economy

<http://www.comstocksmag.com/commentary/minimum-wage-increase-bad-medicine-recovering-economy>

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8/28/2015

ABC10

Meet Sacramento's new economic development director

<http://www.abc10.com/story/money/2015/08/29/meet-sacramento-new-economic-development-director/71340060/>

8/6/2015

Sacramento Business Journal

Why Sacramento made Entrepreneur Magazine's hot 9 startup cities?

<http://www.bizjournals.com/sacramento/news/2015/08/06/why-sacramento-made-entrepreneur-magazines-hot.html>

7/31/2015

Sacramento Business Journal

Spotlight On John Krueger, Greater Sacramento Area Economic Council

<http://www.bizjournals.com/sacramento/print-edition/2015/07/31/spotlight-john-krueger-greater-sacramento-econcomi.html>

7/23/2015

Sacramento Business Journal

Barry Broome says Sacramento's sales pitch has to change

<http://www.bizjournals.com/sacramento/news/2015/07/23/barry-broome-says-sacramentos-sales-pitch-has-to.html>

7/17/2015

Studio Sacramento

Economic Development with host Scott Syphax

<http://vids.kvie.org/video/2365524599/>

6/24/2015

The Sacramento Bee

Another View: Economic development is a team sport

<http://www.sacbee.com/opinion/op-ed/soapbox/article25510444.html>



STUDIO SACRAMENTO

## Dave McClure - 500 Startups

+ ADD

Aired: 01/29/2016 | 26:29 | Rating: NR |

Super Angel Investor Dave McClure is a founding partner of 500 Startups, a

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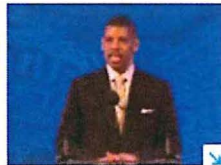
### Mayor Kevin Johnson: \$14.6M to new, job-creating initiatives

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Kevin Johnson proposes job creation at State of the City address. KXTV

Gabrielle Karol, ABC10 News 11:37 p.m. PST January 28, 2016



(Photo: ABC10/KXTV)

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It may have been Sacramento Mayor Kevin Johnson's eighth and final State of the City address, but he showed no signs of slowing down.

Johnson proposed three new initiatives aimed at creating jobs in Sacramento. As described, the initiatives would require \$14.6 million in city funding.

# Meet two new companies that got shout-outs last night from Kevin Johnson

Jan 29, 2016, 6:56am PST Updated Jan 29, 2016, 8:57am PST

INDUSTRIES & TAGS Technology, Commercial Real Estate, Health Care, Jobs, Entrepreneurs

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**Allen Young**  
Staff Writer  
Sacramento  
Business Journal



Mayor **Kevin Johnson** introduced two firms in his State of the City address on Thursday, casting them as success stories in Sacramento's business-recruitment efforts.

The two companies are Anpac Bio-Medical, a Chinese medical technology company, and Flippbox, a new cloud storage firm similar to Dropbox.



Randy Huoks, CEO of... more  
DENNIS MCCOY | SACRAMENTO  
BUSINESS JOURNAL



Chris Yu, CEO of Chinese firm Anpac Bio-Medical, talks Thursday about his company's new... more  
DENNIS MCCOY | SACRAMENTO  
BUSINESS JOURNAL

Anpac, based in Shanghai, is now hiring for 20 positions at its new U.S. headquarters in East Sacramento, but has ambitious plans to rapidly grow into a



# Johnson calls for action to boost entrepreneurs in Sacramento

Jan 28, 2016, 7:28pm PST Updated Jan 29, 2016, 8:56am PST

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**Allen Young**  
Staff Writer  
Sacramento  
Business Journal



Mayor Kevin Johnson offered a sunny vision of Sacramento's future economy in his eighth and final State of the City address on Thursday night. And he focused on ideas that he said would attract entrepreneurs to the city.

Johnson wants to find physical space and capital to early-stage entrepreneurs. "When we create jobs for our residents, and grow and diversify the economy, we give people hope," Johnson said. "I truly believe that we are on the verge of greatness."



Mayor Kevin Johnson offered a sunny vision of Sacramento's future economy in his eighth... more

ALLEN YOUNG | SACRAMENTO BUSINESS JOURNAL

The mayor also introduced two entrepreneurs who already plan to move their companies to Sacramento. One of them, Shanghai-based Anpac Bio-Medical, will start with 25 jobs but has aggressive plans to go for an IPO and expand to



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## Sacramento Mayor Hails Success, Brighter Tomorrow With More High-Tech Jobs

January 28, 2016 11:33 PM By Steve Large

Filed Under: [Mayor Kevin Johnson](#), [Sacramento](#), [State of the City](#)



**Dr. Chris Yu**  
ANPAC BIO FOUNDER


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 SACRAMENTO (CBS13) — In his final State of the City address, Sacramento Mayor Kevin Johnson predicted there would soon be more

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(Shutterstock)

## Anpac Bio-Medical to Set Up U.S. Headquarters in Sacramento


BACK WEB ONLY JAN 28, 2016 By Kelly Higgins

During his final State of the Address, held Jan. 28 at the Crest Theatre, Mayor Kevin Johnson announced that Anpac Bio-Medical Science Company has selected Sacramento as the location for their U.S. headquarters. The cancer screening and treatment company is regarded for their breakthrough early cancer screening, detection and



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## Two high tech firms coming to Sacramento

UPDATED 7:53 PM PST Jan 28, 2016

By Sharokina Shams  
BIO >>



RANDY HUCKES  
FLIPPBOX, FOUNDER & CEO

3 KCRA

00:44 02:23

Two high tech firms are coming to Sacramento, which may mean more jobs for the city. KCRA 3's Sharokina Shams spoke to the CEOs of both companies about why they chose the capital city

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CITY BEAT JANUARY 28, 2016 7:33 PM

# State of the City: Two tech firms to bring hundreds of jobs, mayor announces

HIGHLIGHTS

Kevin Johnson focuses on growing city's economy during talk

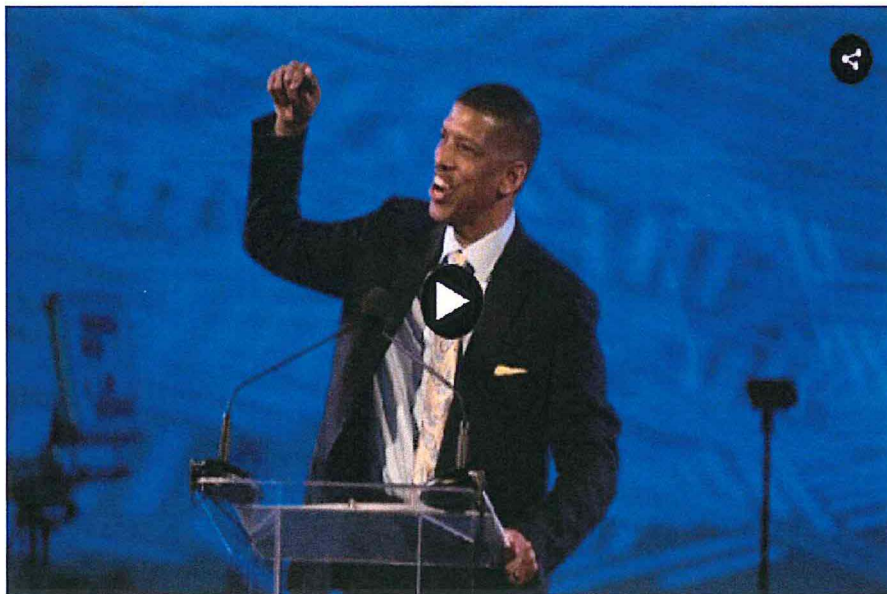
AnPac Bio-Medical Science Co., Flipbox plan to open shop in Sacramento

Mayor gives final State of the City speech at Crest Theatre

If you want to pay less,  
**that's our business**  
Dave Rogers VP, Roseville Toyota

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MARCOS BRETON JANUARY 30, 2016 4:07 PM

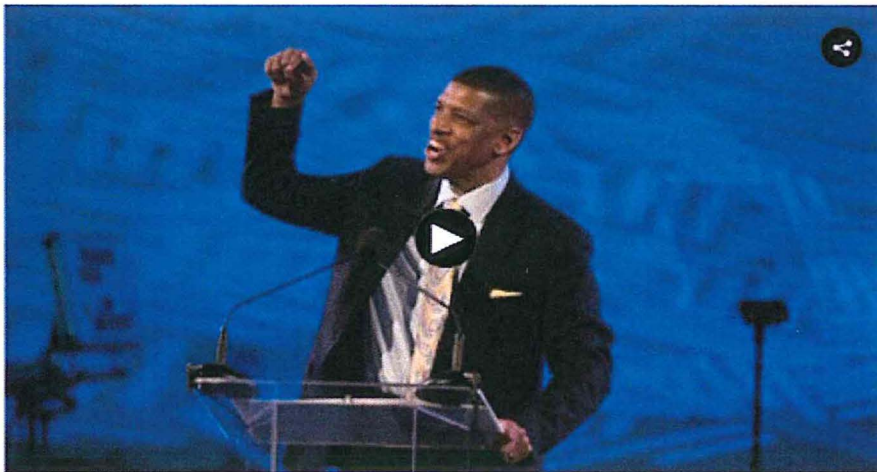
# Marcos Breton: Should Silicon Valley be worried about Sacramento's charms?

### HIGHLIGHTS

Shanghai-based AnPac Bio-Medical Co. recently chose Sacramento over the Silicon Valley for its new U.S. headquarters

Mayor Kevin Johnson teamed up with local business leaders to sell AnPac on Sacramento's virtues

The arrival of AnPac and Flippbox signals a paradigm shift for the capital city



The mayor gave his last State of the City address Thursday night to a packed auditorium at the Crest Theatre. Ellen Garrison - The Sacramento Bee



BY MARCOS BRETON  
[mbreton@sacbee.com](mailto:mbreton@sacbee.com)



If a Chinese biomedical firm chose to locate its new U.S. headquarters in Silicon Valley with a goal of hiring 250 employees in two years, it would hardly be news.



But in Sacramento, where the economy is still fragile and where high-end jobs remain too scarce, it is. That's why Mayor Kevin Johnson recently bounded out of his chair and hugged Chris Yu, CEO of Shanghai-based AnPac Bio-Medical Co., after Yu told Johnson that he was bringing his early-cancer screening and detection technology firm to Sacramento.



"In China, people don't hug each other (when closing a



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Business

### Venture Capitalists Plan To Bet On Sacramento Entrepreneurs

Bob Moffitt  
Friday, January 29, 2016 | Sacramento, CA | Permalink



500 Startups founder Dave McClure says it will likely be a couple of months before the first Sacramento entrepreneurs receive startup funds

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Sacramento Bee

Should Silicon Valley be worried about Sacramento's charms?

<http://www.sacbee.com/news/local/news-columns-blogs/marcos-breton/article57500683.html>

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Capital Public Radio

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Central Valley Business Times

Tech firm brings jobs back from Florida

<http://www.centralvalleybusinesstimes.com/stories/001/?ID=29884>

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FOX40

Mayor Kevin Johnson Delivers Final State of the City Address

<http://fox40.com/2016/01/29/mayor-kevin-johnson-delivers-final-state-of-the-city-address/>

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KFBK News Radio

Major Bio-Medical Company Will Move Headquarters to Sacramento

<http://kfbk.iheart.com/articles/morning-livelines-496070/major-biomedical-company-will-move-headquarters-14327114>

1/29/2016

KVIE-PBS, Studio Sacramento

Dave McClure – 500 Startups

<http://vids.kvie.org/video/2365654282/>

1/28/2016

KOVR-CBS

Sacramento Mayor Hails Success, Brighter Tomorrow With More High-Tech Jobs

<http://sacramento.cbslocal.com/2016/01/28/sacramento-mayor-hails-success-brighter-tomorrow-with-more-high-tech-jobs/>

1/28/2016

KXTV-ABC

Mayor Kevin Johnson: \$14.6M to new, job-creating initiatives

<http://www.abc10.com/story/news/local/sacramento/2016/01/29/mayor-kevin-johnson-146m-new-job-creating-initiatives/79504286/>

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1/28/2016

Sacramento Bee

State of the City: Two tech firms to bring hundreds of jobs, mayor announces

<http://www.sacbee.com/news/local/news-columns-blogs/city-beat/article57200158.html>

1/28/2016

Sacramento Business Journal

Meet two new companies that got shout-outs last night from Kevin Johnson

<http://www.bizjournals.com/sacramento/news/2016/01/29/meet-two-new-companies-thatgot-shoutouts-lastnight.html>

1/28/2016

Sacramento Business Journal

Johnson calls for action to boost entrepreneurs in Sacramento

<http://www.bizjournals.com/sacramento/news/2016/01/28/johnson-calls-for-action-to-boost-entrepreneurs-in.html>

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Comstock's

Anpac Bio-Medical to Set Up U.S. Headquarters in Sacramento

<http://www.comstocksmag.com/web-only/anpac-bio-medical-set-us-headquarters-sacramento>

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Sacramento Business Journal

It was a big year for leadership change in the Sacramento

region <http://www.bizjournals.com/sacramento/news/2015/12/28/it-was-a-big-year-for-leadership-change-in-2015.html>

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Capital Public Radio

Kings Have Lots Of Ideas For Sleep Train Arena Site

<http://www.capradio.org/articles/2015/12/15/kings-have-lots-of-ideas-for-sleep-train-arena-site/>

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The Sacramento Bee

Sacramento Kings eye reuse of Sleep Train Arena land in Natomas

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The Sacramento Bee

Proximity to Bay Area yields big tech-support company for Sacramento area

<http://www.sacbee.com/news/business/article44462025.html>

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Sacramento News & Review

SN&R's interview with new Sacramento State president Robert Nelsen

<https://www.newsreview.com/sacramento/snrs-interview-with-new-sacramento/content?oid=18939198>

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Sacramento Business Journal

Turning page on Next Economy, Sacramento embarks on a new economic plan

<http://www.bizjournals.com/sacramento/news/2015/11/04/turning-page-on-next-economy-sacramento-embarks-on.html>

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Sacramento airport smooths over turbulence with Southwest

<http://www.sacbee.com/news/local/transportation/article43052889.html>

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Learning Curves (Sacramento State / President Nelsen)

<http://www.comstocksmag.com/qa/learning-curves>

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5 things to know today, and why Rodney Dangerfield feels our pain: No love for Sacramento in the City

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The Sacramento Bee

A new era for Sacramento's budget

<http://www.sacbee.com/opinion/op-ed/soapbox/article23531449.html>

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Lincoln News Messenger

Regional economic development planner visits Lincoln

<http://www.lincolnnewsmessenger.com/article/6/19/15/regional-economic-development-planner-visits-lincoln>

7/1/2015

The Galt Herald

# Galt joins regional economic council

http://www.galtheraldonline.com/articles/2015/07/01/news/doc55947a254ba34139744064.txt

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## Galt joins regional economic council

*City has seat on board of directors*

By Bryan M. Gold - Staff Writer

Published: Wednesday, July 1, 2015 7:09 PM CDT

Galt City Council members on June 16 approved spending \$9,715 to join the recently formed Greater Sacramento Area Economic Council.

This organization was created and is led by regional chief executive officers. Companies including developers, Kaiser Permanente, Raley's, the Sacramento Kings, and SMUD each paid \$100,000 to financially help launch the organization.

There are also more than 20 local governments from the six counties in the Sacramento region that serve as partners.

A goal of the organization is to retain, attract, and grow sustainable businesses throughout the region.

John Krueger, Greater Sacramento's executive vice president, told Galt's Council members on June 16 that the organization could show data that could save jobs and investment regionally.

He said traditional research methods used to take about 200 hours to generate specific information. With advancements in technology and new capabilities, mining existing data could produce that same specific information in about 15 minutes.

Krueger also said that the organization would create a profile of each member jurisdiction.

If a company from outside of the region expresses interest in operating in the local region, Greater

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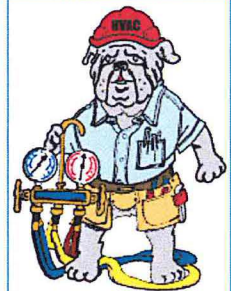
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CBS Sacramento TV

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Sacramento Business Journal

5 things to know today, and how about that Apple: Apple's expansion could signal new era

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12/8/2015

Sacramento Business Journal

Why Apple's big expansion in Elk Grove could be just the start of something bigger

<http://www.bizjournals.com/sacramento/news/2015/12/08/why-apples-expansion-elk-grove-is-just-the-start.html>

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Elk Grove Citizen

Elk Grove launches permit simplicity program

<http://www.egcitizen.com/articles/2015/07/07/news/doc559c67e21b633721356461.txt>

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# Health care company to hire 235 in Sacramento area

## HIGHLIGHTS

Arizona's TriWest Healthcare to hire nurses, other professionals

Announcement is first for new Sacramento economic development group



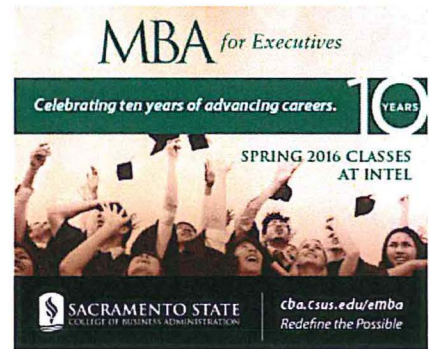
BY DALE KASLER  
[dkasler@sacbee.com](mailto:dkasler@sacbee.com)



An Arizona health care company is opening an operations center in Rancho Cordova this fall and will hire 235 nurses, patient-service representatives and others.



TriWest Healthcare Alliance is the first company lured to the



9/11/2015

The Sacramento Bee

Health care company to hire 235 in Sacramento area

<http://www.sacbee.com/news/business/article34916889.html>

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INDUSTRY NEWS > TECHNOLOGY

# SARTA's AgStart program finds a home in Woodland

Oct 13, 2015, 2:37pm PDT

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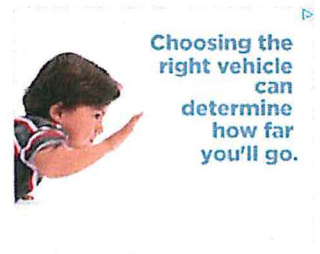
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**Mark Anderson**  
Staff Writer  
Sacramento  
Business Journal



At least one program run by the now-defunct [Sacramento Regional Technology Alliance](#) will live on. AgStart, which supports new food and agricultural technology companies, has found a new home.

Using existing grants to get started, supporters have created a new nonprofit organization called AgStart to continue the mission. The operation is moving into offices in downtown Woodland with help from the property owner, who offered six months of free rent.



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An electric car on display at a past SARTA AgStart event. An offshoot of the... [more](#)

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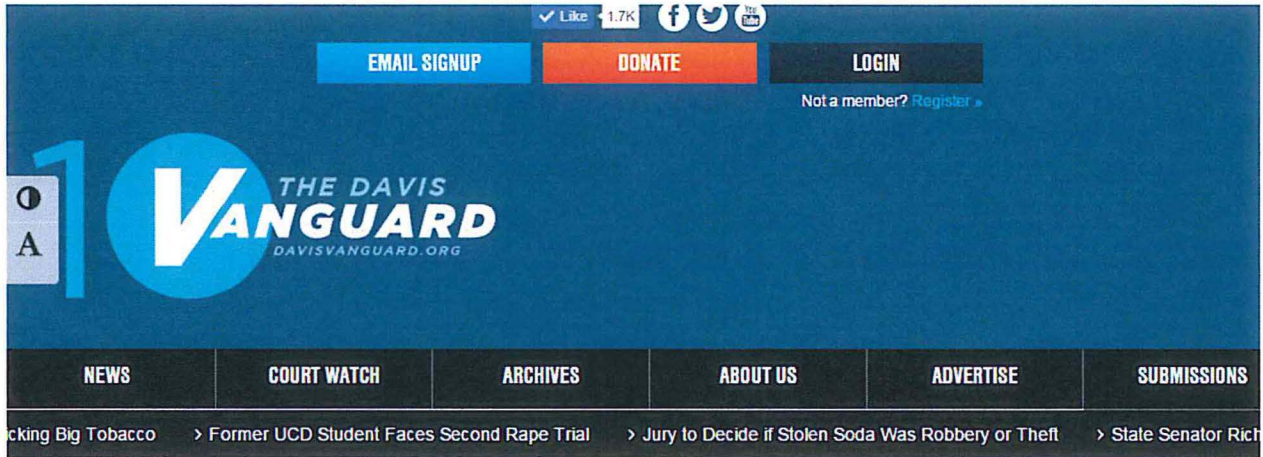
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## Monday Morning Thoughts: Davis and Regional Economic Development

Posted by [David Greenwald](#) Date: October 19, 2015  
in: [City of Davis](#) [UC Davis](#) [Economic Development](#) [Breaking News](#) [Economic Development](#)  
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Last week, we noted that on Tuesday Night, UC Davis Assistant Vice Chancellor for Campus Planning and Community Resources Bob Segar presented to the Davis City Council a report on UC Davis's LRDP (Long Range Development Plan), which is a comprehensive

[UC DAVIS Long Range Development Plan Update](#)

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The Peoples Van Guard of Davis

UC Davis-Based Innovation Center Appears Off the Table

<http://www.davisvanguard.org/2015/10/uc-davis-based-innovation-center-appears-off-the-table/>

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## MEDIA REPORT - FOLSOM

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Benzinga

PowerSchool LLC Expands Operations in Greater Sacramento

<http://www.benzinga.com/pressreleases/15/12/p6013553/powerschool-llc-expands-operations-in-greater-sacramento>

12/1/2015

The Sacramento Bee

Rancho Cordova software firm to add 200 jobs, move to Folsom

<http://www.sacbee.com/news/business/article47358570.html>

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Sacramento Business Journal

School information company doubles in size with Folsom lease

<http://www.bizjournals.com/sacramento/news/2015/11/30/school-information-company-doubles-in-size.html>

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Sacramento Business Journal

Voxpro plans 'futuristic' Folsom call center with 750 jobs

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