



GREATER SACRAMENTO
ECONOMIC COUNCIL

RETURN ON INVESTMENT AND CURRENT STRATEGIES OVERVIEW

As presented to the El Dorado County Board of Supervisors

April 23, 2019



ABOUT OUR ORGANIZATION

Structure, pillars, and regional impacts

OUR PUBLIC/PRIVATE PARTNERSHIP

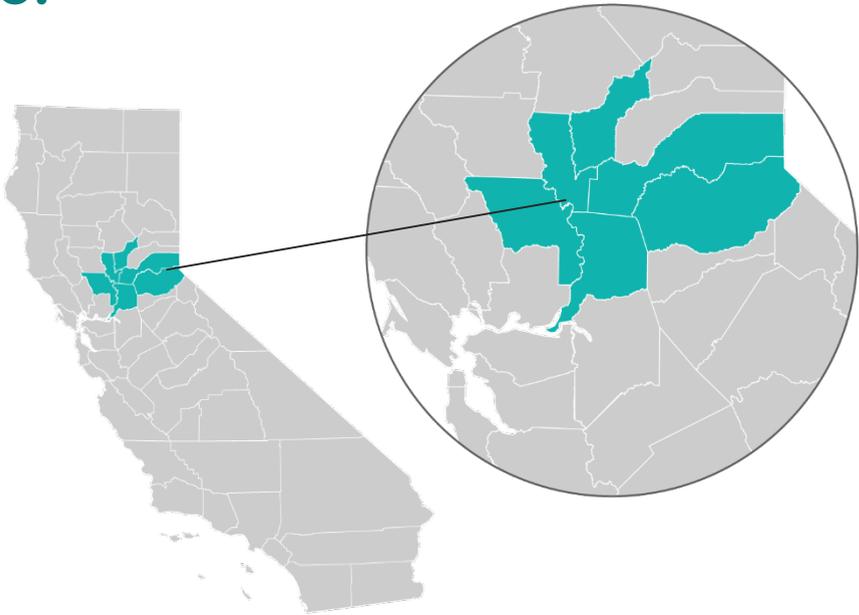
The Greater Sacramento Economic Council is the catalyst for innovative growth strategies in the Capital Region

Counties:

El Dorado, Placer, Sacramento, Sutter, Yolo and Yuba

Primary functions are to:

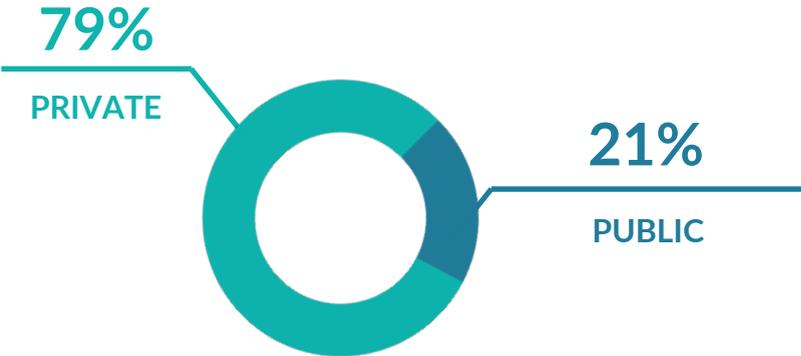
- Retain business
- Attract business
- Grow business
- Create jobs
- Grow investments
- Develop industries



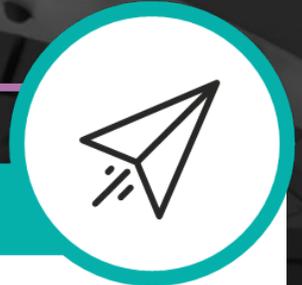
BOARD REPRESENTATION



BOARD INVESTMENT



PARTNERS DRIVE ORGANIZATIONAL SUCCESS



Competitiveness Council – Leading strategic discussions

Industry Councils – Helping to develop approaches for target industry growth

Champions Program:

A manner for education and engagement of the general public and stakeholders, as well as a way to offer higher level connectivity for Certified Champion investors.

Economic Development Directors Taskforce:

Monthly connectivity with all community economic development staff leaders and support through research, marketing/public relations and business development services.

INTERNAL ORGANIZATIONAL PILLARS

01

Engagement

Board, Councils,
Champions, Economic
Development Directors
Taskforce, Community
Programs

02

03

Marketing & PR

Telling our story on a
local, regional and
national platform for
brand awareness and
economic development

04

Business development

Lead generation,
prospect handling,
project management,
deal closing, and job
creation

THE COMMUNITY AS A MARKET



Eliminating barriers to entry

Access to assets

- Leveraging partnership of member communities and 44 CEO's
- Creating a seamless process for company locates through delivery systems
- Easy higher education interface
- Brand development of the market
- All economic benefits are shared – no community is its own economy

HIGH QUALITY DELIVERY SYSTEM

STATE: CA

- Brand
- Capability
- Capacity

REGION: GSEC

- Coordination among communities, industries, and ecosystems

COMMUNITY

- El Dorado, is a catchment for regional industry spinoff

CALIFORNIA SETS THE BRAND AND POSITION



- Sets local policy capabilities and capacity
- Tax increment financing
- Sets tax and regulatory policy
- Drives higher education, K-12 policy
- State economic plan and state agency investment are lacking

SUBMARKET, REGION AND MEGAREGION MARKET

REGION SNAPSHOT

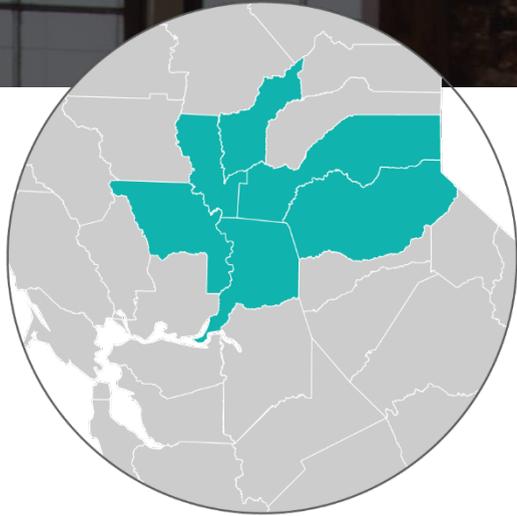
- \$142.4 billion GRP
- 2.5 million population
- 1.2 million jobs

GSEC UNIQUE ROLE

- Manage economic data evidence for the region
- Delivers site selector strategy
- Opens new markets – foreign and domestic
- Changes local economy with centers of excellence
- Coordinates communities

ECONOMIES ARE REGIONAL

		Counties Where People Work					
		El Dorado	Placer	Sacramento	Sutter	Yolo	Yuba
Counties Where People Live	El Dorado	52%	3.4%	3.2%	0.7%	1.1%	0.8%
	Placer	4.7%	39%	7.7%	4.4%	3.6%	6.1%
	Sacramento	19%	29%	62%	6.6%	30%	6.6%
	Sutter	0.5%	1.3%	1.0%	48%	2.3%	27%
	Yolo	1.0%	1.7%	3.9%	2.5%	33%	1.9%
	Yuba	0.4%	1.5%	0.6%	14%	1.1%	36%



When GSEC helps a company locate within the region, every community experiences economic growth due to resident activity spanning multiple jurisdictions.

SHARED ECONOMIC IMPACTS OF JOB GROWTH

Year to date FY18/19 locates through Greater Sacramento have provided shared economic benefit across the region, spurring in El Dorado County:

- ~213 Jobs
- ~\$940,698 in local tax revenue
- ~\$29.4 m in economic impact

Amounting to \$1.1 Billion in economic output regionally

Community job growth and economic impact from GSEC FY18/19 business locates

Communities	Total Jobs	Total Output	Total Local Revenues
City of Citrus Heights	82	\$ 11,259,743	\$ 386,894
City of Davis	72	\$ 9,944,036	\$ 233,160
City of Elk Grove	152	\$ 21,106,556	\$ 808,817
City of Folsom	168	\$ 23,146,534	\$ 313,892
City of Galt	16	\$ 2,202,478	\$ 78,497
City of Lincoln	44	\$ 6,108,944	\$ 314,354
City of Loomis	17	\$ 2,403,482	\$ 47,448
City of Rancho Cordova	231	\$ 31,535,579	\$ 345,560
City of Rocklin	99	\$ 13,580,714	\$ 422,606
City of Roseville	666	\$ 103,075,585	\$ 1,204,235
City of Sacramento	4,218	\$ 697,359,648	\$ 5,224,040
City of West Sacramento	134	\$ 24,689,267	\$ 330,322
City of Woodland	87	\$ 12,481,327	\$ 175,646
City of Yuba City	87	\$ 246,975,309	\$ 201,111
Unincorporated El Dorado County	115	\$ 15,896,419	\$ 760,234
Unincorporated Placer County	54	\$ 7,667,385	\$ 574,418
Unincorporated Sacramento County	218	\$ 31,296,520	\$ 2,793,346
Unincorporated Sutter County	6	\$ 893,204	\$ 63,649
Unincorporated Yolo County	21	\$ 2,885,937	\$ 116,628
Unincorporated Yuba County	9	\$ 1,229,409	\$ 137,815
El Dorado County	213	\$ 29,444,322	\$ 940,698
Placer County	959	\$ 143,526,576	\$ 2,670,788
Sacramento County	5,086	\$ 818,204,793	\$ 9,953,198
Sutter County	98	\$ 13,499,246	\$ 286,123
Yolo County	321	\$ 50,992,934	\$ 874,358
Yuba County	46	\$ 6,382,764	\$ 172,796
Total	6,721	\$ 1,062,003,177	\$ 14,897,962

FY2018/19 ACTION PLAN

STRATEGIC INITIATIVES SUPPORTING OUR PILLARS



**REGIONAL
BRAND**



**BUSINESS
CLIMATE**



INFRA-STRUCTURE



**WORKFORCE
DEVELOPMENT**



**ADVANCED
CLUSTERS**

Board of Directors | Competitiveness Council | Champions | Young Professionals Council | Higher Education Innovation Council | Economic Development Directors Taskforce | Food And Agriculture Innovation Council | Health & Life Sciences Innovation Council

Conversations With The Community
Community Forum | Annual Dinner
Asset Tours | Site Selector Familiarization Tour

GSEC TARGET INDUSTRY INITIATIVES

Food & Agriculture

- 27,723 Tradable Jobs
- 8.7% 5 Year Growth

Comparable models – like RTP – have created 48,000 jobs and 70 company spinoffs

UCDAVIS
UNIVERSITY OF CALIFORNIA

Research Park

Health & Life Science

- 150,000 Regional Jobs
- 17% 5 Year Growth

Aggie Square +10,000 jobs



AGGIE
SQUARE

Future Automotive

- 50% of US EV sales occur in CA

PEM in Germany has created 3 spinoff companies & 1,500 jobs in four years





DELIVERING RETURN ON INVESTMENT

Highlights of regionally impactful efforts

GSEC OVERALL ACTION PLAN ACHIEVEMENTS FISCAL YEAR TO DATE



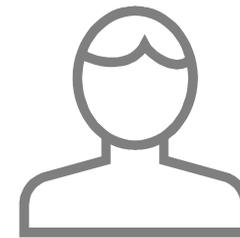
LOCATES

126% of goal
YTD



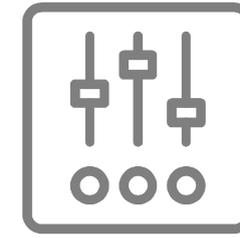
PAYROLL

GENERATED
4,141% of goal
YTD



JOBS

406% of goal
YTD



**QUALIFIED
PROSPECTS**

106% of goal
YTD

246 graduates of Champions training program | DOUBLE overall social media engagements compared to same period last year, and 260% increase in link clicks and posts
203.4M media impressions in last quarter alone with publicity value of \$275,900
first ever regional site selector familiarization tour | CoreNet Global event with 200+ attendees

EL DORADO COUNTY RETURN ON INVESTMENT FISCAL YEAR TO DATE



- Total Economic Output: \$29,44,322
- Total Local Revenues: \$940,698
- Direct Tax Revenue return on investment: 15:1
- Total Economic Impact return on investment: 489:1

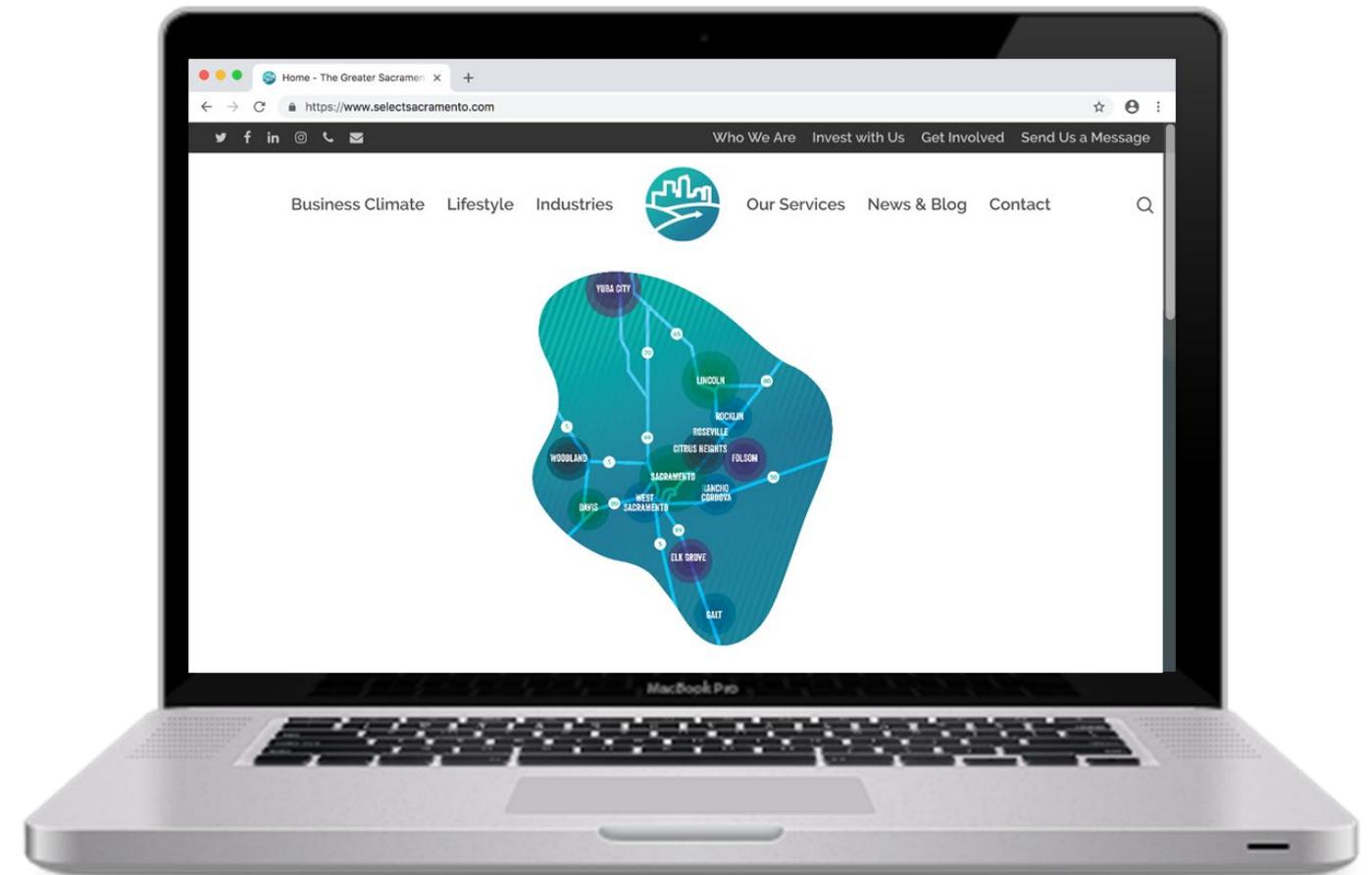
PUBLIC SECTOR GSEC INVESTMENT STRUCTURE AND COMPARISONS

County	State of CA Pop. Estimate	Investment
El Dorado	155,865	\$62,346
Placer	113,313	\$45,325
Sacramento	588,798	\$235,519
Sutter	21,117	\$8,447
Yolo	30,685	\$12,274
Yuba	59,347	\$23,739

Public sector investments are all calculated with same rate

- Per capita rate for all public sector investors is \$0.40 based on the most current State of California Dept. of Finance estimates
- City examples: Roseville with 137,213 residents @ \$54,485; Folsom with 78,447 @ \$31,379; Elk Grove with 172,116 @ \$68,846.

NEW RESOURCES AND TOOLS LAUNCHED TO BENEFIT LOCAL JURISDICTIONS



NEW RESOURCES AND TOOLS LAUNCHED TO BENEFIT LOCAL JURISDICTIONS, CONTINUED...

The screenshot displays the Greater Sacramento Economic Council's interactive map tool. At the top, the logo and name "GREATER SACRAMENTO ECONOMIC COUNCIL" are visible against a night cityscape background. Below this is a navigation bar with icons and labels for "BUILDINGS", "SITES", "BUSINESSES", "COMMUNITIES", "HEAT MAPS", "LOCAL LAYERS", "COMPARE", "ADD PROPERTIES", and "HELP".

The main interface features a search panel on the left with the following sections:

- Find:** Includes icons for Buildings, Sites, Businesses, and Communities.
- Square Feet:** Fields for "MIN SIZE" and "MAX SIZE", and checkboxes for "For Sale" and "For Lease".
- Select Type:** Checkboxes for Office, Industrial, Retail, Commercial, and Warehouse.
- MORE FILTERS** and **SEARCH** buttons.

The central map shows a region in Northern California with a blue outline. A "MAP TOOLS" bar at the bottom of the map includes "Pinpoint", "By location", "Measure", "Polygon", "Radius", and "Export Map".

At the bottom of the interface, it shows "1,926 Results" with a "Sort By" dropdown, "My Saved Results (0)", and "Print" and "Export" buttons.

SITE SELECTOR FAMILIARIZATION TOUR AND NATIONAL SURVEY



“This was, no doubt, one of the best run such events that I have participated in during my almost 30 years as a site selector. ”

- Andrew Shapiro, Managing Director, Biggins Lacy Shapiro & Co.

DIRECT ENGAGEMENT WITH THE EL DORADO COUNTY COMMUNITY AND ECONOMIC DEVELOPMENT EFFORTS

Champions on the Road Program

- 44 attendees, 25 of which were from El Dorado County



Prospect Requests for Information

- 30 RFI's have been e-tracked since July 1 to all investor communities
- El Dorado County has submitted proposal sites and information for 4 of these RFI's

Opportunities to Engage and Attend

- Monthly EDDT meetings
- Industry Councils
- Community Forum
- Annual Dinner
- CoreNet Broker Event
- Trade shows, market visits – Site Selector Guild, SXSX, etc.



EXAMPLE OF RESEARCH AND DATA SERVICES TO INVESTOR COMMUNITIES: \$150K+ VALUE

Economic Impact Analysis

Custom economic impact analysis and market comps for locates, prospects or other projects

Labor and cost of living analysis

'Telling a story' with labor data for your community

Property and CRE trends and data listings

Property in your community and regional trend analysis

Company analysis and vetting

In depth data pull on a prospect or existing company

Marketing & web presence support

Comprehensive marketing strategy and web microsite support

Additional enhanced support services include: Cooperative website/microsites for communities; video and marketing promotion efforts; economies of scale for trade show attendance and event hosting; community presentations on targeted topics; policy analysis, etc.



GREATER SACRAMENTO
ECONOMIC COUNCIL

Thank You.

Barry Broome
President & CEO
Greater Sacramento Economic Council
bbroome@selectsacramento.com

@selectsac 

Facebook.com/GreaterSac 

selectsacramento 