



GREATER SACRAMENTO  
ECONOMIC COUNCIL

# City of Davis

## Market Velocity

September 2, 2025

# Who. What. Why.

## WHO is GSEC?

A public-private partnership of **50 CEOs** and **22 communities** determined to drive economic **growth** in Greater Sacramento

## WHAT does GSEC do?

Brings CEOs and public leaders together to create one regional economic strategy, with an emphasis on elevating the region's global **competitiveness**

## WHY does GSEC's work matter?

Growing tradable-sector industries is the key to building a **sustainable** and **equitable** economy, changing the lives of individuals

# #1 economic development organization in the world

Board of Directors leadership



GSEC's impact: 2015-2024

**118**  
companies

**\$15.2B**  
economic output

**33.4K+**  
jobs

THE WALL STREET JOURNAL.



# One marketplace: communities drive and share the economy

**On average communities produce 48% of their jobs.**

Community	Jobs produced
City of Auburn	48.8%
City of Citrus Heights	32.9%
City of Davis	39.9%
City of Elk Grove	38.6%
City of Folsom	49.1%
City of Galt	27.0%
City of Lincoln	32.1%
Town of Loomis	38.1%
City of Marysville	27.7%

Community	Jobs produced
City of Rancho Cordova	40.0%
City of Rocklin	32.3%
City of Roseville	56.9%
City of Sacramento	61.6%
City of West Sacramento	38.9%
City of Woodland	47.8%
City of Yuba City	60.0%
El Dorado County	64.0%
Placer County	70.0%
Sacramento County	83.0%
Sutter County	64.8%
Yolo County	71.3%
Yuba County	47.8%

# Market Velocity overview



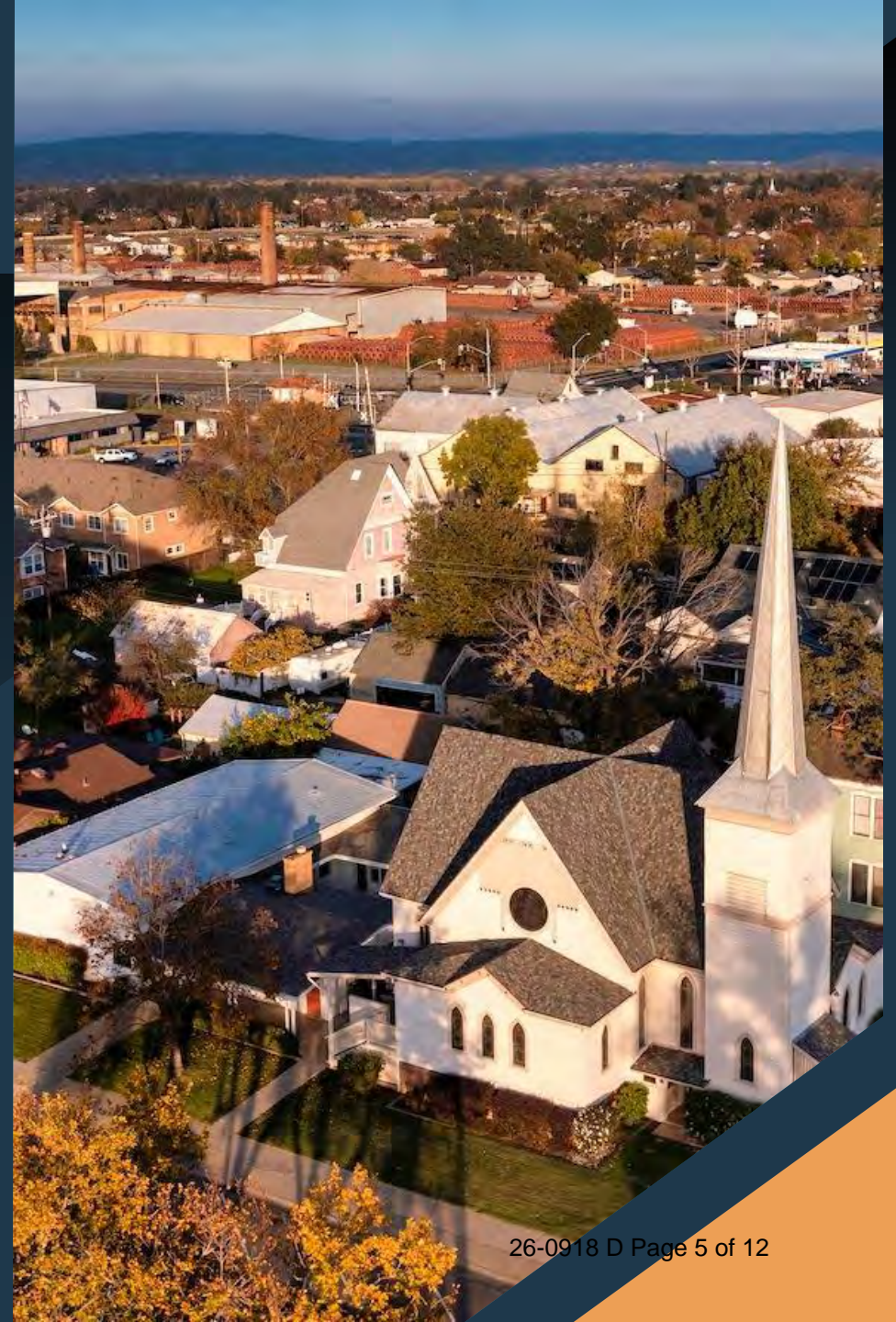
GSEC strategic initiative to assist all 22 member communities in advancing their local economic development agendas



Provide economic analysis, competitiveness research and identifying best practices in economic development



Leverage the expertise of staff, the Competitiveness Council, member investors and third-party experts



# City of Davis Market Velocity



Economic indicator comparative analysis



Regional clusters and Davis targets analysis



Defining and promoting sustainable industries

# Key takeaways and recommendations

## Economic Indicators

- While the City of Davis is highly educated, it lags major Yolo County communities in population and job growth
- Median household income is lower in Davis compared to Greater Sacramento, yet home prices are nearly 50 percent higher

## Tradable Sector Targets

- Davis and regional cluster alignment with precision manufacturing, life sciences, agri-food-tech; R&D and technical services
- City's real estate mix support and reinforce its strengths in regional clusters but additional analysis is necessary

## Sustainable Industries

- Sustainable practices promoted through scorecards, performance contracts, traditional economic development tools (grants, tax abatements, etc.)
- Performance contract milestones could include quality job creation, community benefits and alignment with local climate action and adaptation plans

# Methodology

## Economic Indicators

- Comparison between Davis, Woodland, West Sacramento, Yolo County, Greater Sacramento and California
- Sources: U.S. Bureau of the Census, American Community Survey; JobsEQ labor market research database

## Tradable Sector Targets

- Location Quotient (LQ) analysis
- Comparison of industries with GSEC targets, We Prosper Together/California Jobs First target sectors
- Davis alignment with job clusters along workforce and real estate capabilities

## Sustainable Industries

- Case study analysis of various city policies
  - Sustainable PGH in Pittsburgh
  - City of Austin Business Expansion Program
  - Green Cost Share in Minneapolis
  - San Diego's Business Incentive program
  - Property tax abatement for energy transition and resilience in Houston

# Market Velocity Uses

# Use cases



# Regional context

## Local strategies, plans, and policies

- Local strategies
  - Tax and regulatory, infrastructure, land-use, workforce, innovation policies and programs
- Each community uniquely contributes
- Market Velocity designed to support local efforts

## Regional strategy and alignment

- Regional strategy to align on cluster/target sector driven approach; coordinate execution of strategy
- Clusters drive regional performance
  - Marshall (1920)
  - Porter (1989)
  - Moretti (2012)

## Economies are regional; drive state and national GDP

- 91% of national GDP comes from regions
- U.S. Department of Commerce strategy to support *regionalism*
- California Jobs First takes *regional* approach



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**Thank you**

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