

October 25, 2012

Terri Daly, Chief Administrative Officer  
County of El Dorado  
330 Fair Lane  
Placerville, CA 95667

Dear Ms. Daly,

For 38 years SACTO has assisted with some of the most significant corporate locations and expansions in the Sacramento Region, such as Intel, Apple, Oracle, Franklin Fund, RagingWire, Siemens, NEC (now TELEFUNKEN Semiconductors), Kikkoman, and many, many others. These efforts have resulted in more than 300 corporate locations, over 110,000 new direct jobs, and billions of dollars in direct investment for the Greater Sacramento Region.

**The impact that SACTO's work brings is ongoing and serves as the foundation for our regional economy.** SACTO-assisted corporate locations and expansions generate property tax, sales tax on equipment and goods purchased, and utility user tax revenue (in some jurisdictions) that accrue to local governments; jobs are created for the region's residents at all levels, from senior management and skilled technical levels to assembly line workers and call center operators; small businesses in the community are supported by the new and expanding companies and the people they employ, which in turn generates additional tax opportunities. **The return to the region's local governments on SACTO's activities and success is immense and far reaching.**

Nearly ten years ago, the Sacramento County Board of Supervisors asked if there could be a methodology established for local government contributions to SACTO that would be equitable across the region. After much research, SACTO introduced a per capita methodology of funding for the region's local jurisdictions – this being the most common method utilized across the United States. Unfortunately, due to an on-going state budget crisis and the corresponding effect upon California's cities and counties in the early 2000's and, more recently, the impact of the global economic downturn, contributions from more than a few cities and counties in the region have been significantly reduced.

The time to reverse this trend is now. While there is no question that the cities and counties of the Sacramento Region are facing difficult times, your continued partnership and renewed investment in SACTO is one of the best investments that can be made at this time. This public-private partnership with SACTO has a proven track record of success and direct return on investment that is critically important to the Sacramento Region right now. **We, therefore, are asking for your assistance in bringing your jurisdiction up to the \$0.25 per capita level of investment in SACTO.** This is significantly lower than what cities and counties contribute to regional economic development organizations in other parts of California and Arizona, but is a good start for the Sacramento Area.

<u>Economic Development Corporation</u>	<u>Per Capita Public Contribution</u>
SACTO (Average across region)	\$ 0.09
Greater Phoenix Economic Council	\$ 0.39
San Joaquin Partnership	\$ 0.52
San Diego Economic Development Corporation	\$ 1.20

Throughout its history, SACTO has had the on-going support of its members – financially and through their contributions of professional expertise and resources. **Public sector members**

**are key to our success on behalf of the region, as your work in the areas of land use planning, permitting, and business assistance is critical to the success of any business that chooses to locate in the Greater Sacramento Area. But your financial support matters as well.** The region needs job growth now and an increase in SACTO's recruitment ability made possible by financial contributions is the best way to achieve that regional goal.

The additional funding made available by each city and county in the Sacramento Region investing in SACTO at their full per capita level will enable SACTO to expand its external marketing and corporate outreach efforts in several key ways:

- Increased marketing and public relations resulting in stories about the Sacramento Region appearing in national and international media – thus raising the region's profile.
- Increased opportunities for one-on-one meetings with targeted companies.
- Increased participation in and attendance at targeted industry conferences.
- Increased direct contact with site location consultants.

All of which would result in increased opportunities for successful recruitment of new companies to the Sacramento Region thus increasing jobs and investment for our region's residents and causing a corresponding increase in tax revenues – property, sales, utility, etc. – for our region's cities and counties.

***On behalf of the SACTO Executive Committee and Board of Directors, we ask that you invest in SACTO at your jurisdiction's full per capita level as shown in Attachment 1.***

This is necessary if we are going to attract and grow the companies that will create the jobs and investment that the region so desperately needs. I have attached a copy of an invoice for your jurisdiction's full per capita annual funding level, should you need it to prompt payment.

If you have any questions or concerns, please do not hesitate to contact me.

Thank you for your continued support.

Sincerely,

BARBARA A. HAYES  
President & CEO

Cc: SACTO Executive Committee  
David Parkes, President, Flintco Pacific  
Gary Bradus, Partner, Weintraub Tobin  
Ann Madden Rice, CEO, UC Davis Medical Center  
Cheryl Dell, Publisher & President, The Sacramento Bee  
Larry Booth, President, Frank M. Booth, Inc.  
Steve Burnett, Partner, GALLINA LLP  
Hardy Acree, Director, Sacramento County Airport System

Attachments

Public Member Per Capita Funding Levels  
SACTO Quarterly Business Attraction & Marketing Activity Calendar  
Invoice



**Public Member Per Capita Fund Levels**

	<b>2011 Total Population</b>	<b>\$0.25 Per Capita</b>	<b>SACTO Per Capita (Rounded) Investment</b>
<b>Sacramento Region</b>	<b>2,333,271</b>		
<b>El Dorado County</b>	<b>182,498</b>		
Placerville	10,452	\$2,613.00	
South Lake Tahoe	21,557	\$5,389.25	
Unincorporated*	150,489	\$37,622.25	\$22,200
<b>Placer County</b>	<b>352,380</b>		
Auburn	13,410	\$3,352.50	\$3,400
Colfax	1,971	\$492.75	\$500
Lincoln	43,248	\$10,812.00	\$10,800
Loomis	6,475	\$1,618.75	\$1,600
Rocklin	57,901	\$14,475.25	\$14,500
Roseville	120,593	\$30,148.25	\$30,100
Unincorporated*	108,782	\$27,195.50	\$20,000
<b>Sacramento County</b>	<b>1,428,355</b>		
Citrus Heights	83,618	\$20,904.50	\$20,900
Elk Grove	154,594	\$38,648.50	\$38,600
Folsom**	72,439	\$18,109.75	\$16,500
Galt	23,767	\$5,941.75	\$5,900
Isleton	808	\$202.00	\$200
Rancho Cordova	65,502	\$16,375.50	\$16,400
Sacramento	469,566	\$117,391.50	\$117,400
Unincorporated	558,061	\$139,515.25	\$139,500
<b>Sutter County</b>	<b>95,800</b>		
Live Oak	8,586	\$2,146.50	\$2,100
Yuba City	65,569	\$16,392.25	\$16,400
Unincorporated	21,645	\$5,411.25	\$5,400
<b>Yolo County</b>	<b>201,759</b>		
Davis	65,915	\$16,478.75	\$16,500
West Sacramento	49,160	\$12,290.00	\$12,300
Winters	6,624	\$1,656.00	\$1,600
Woodland	55,549	\$13,887.25	\$13,900
Unincorporated	24,511	\$6,127.75	\$6,100
<b>Yuba County</b>	<b>72,479</b>		
Marysville	12,233	\$3,058.25	\$3,000
Wheatland	3,503	\$875.75	\$875
Unincorporated	56,743	\$14,185.75	\$14,200

\*Adjusted for Western Slope Populations

\*\*Adjusted for Prisoner Population