

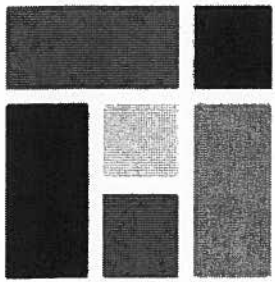


Sacramento Regional Research Institute



Ryan Sharp, Director

Ryan, performs and directs original analysis and research for all SRRI projects. Mr. Sharp has a Master's Degree in International Affairs from California State University, Sacramento with a focus in public policy and administration; a graduate-level certificate in Collaborative Governance from California State University, Sacramento; and a Bachelor's Degree in International Relations specializing in political and economic development from the University of California, Davis. He has experience in both the public and private sectors and has developed a wide range of skills in complex economic analyses including input-output analysis, market area and economic development strategies, economic structure and specialization evaluations, occupational skills and labor force assessments, and regional growth and development approaches.



SRRI

**“Effective economic
development depends
on good data” –
Reamer & Cortright,
Economic Development
Administration, 1999**

Defining your Market and Demographics

El Dorado County Economic Development Workshop

May 4, 2009

Ryan Sharp, SRRI Director





ABOUT SRRI



The Sacramento Regional Research Institute (SRRI) is an economic research and consulting group affiliated with the Sacramento Area Commerce and Trade Organization (SACTO)

SRRI provides a full range of objective **economic and demographic research services** to businesses, government entities, non-profit organizations, and educational institutions throughout the country

SRRI focuses on providing its clients with **credible and objective** research to help them make informed and strategic decisions

Economic Development Strategies

Vision for future economic growth and development

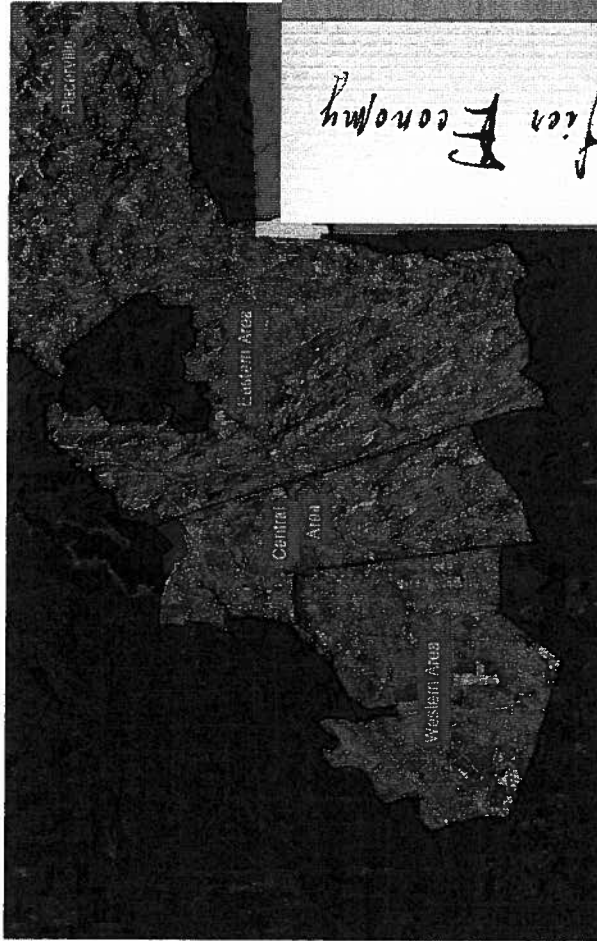
Standard elements of an Economic Development Strategy:

- Vision and goals
- Economic analysis
- SWOT analysis
- Strategies and tactics
- Monitoring

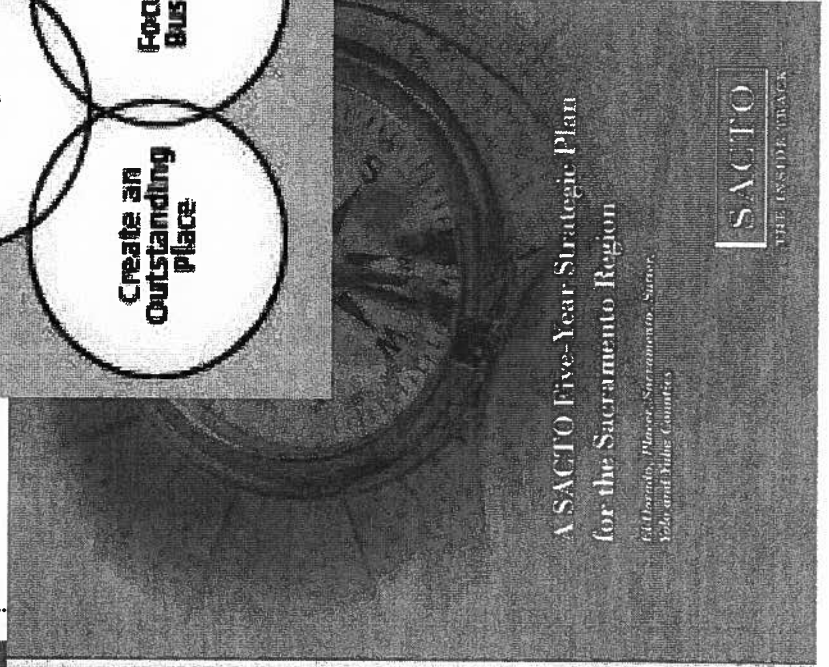
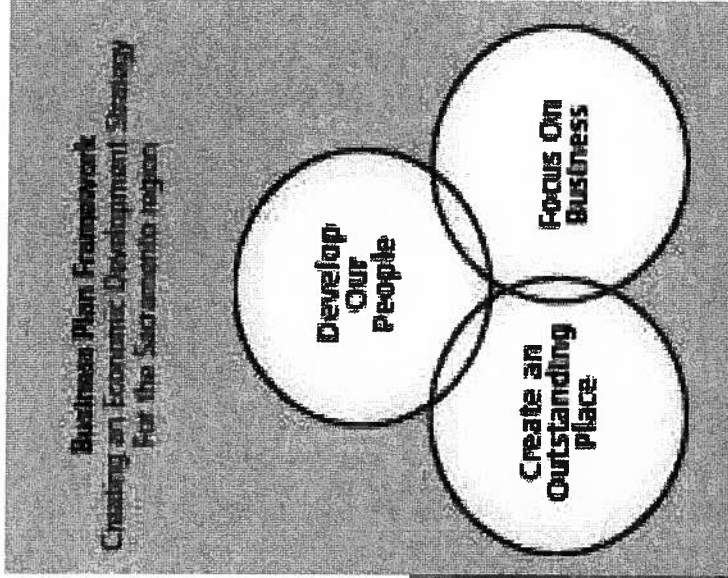
Economic Development Strategies: Long-term economic development planning must consider both the current local environment as well as a vision for future growth and development.

Strategies guiding recent regional efforts

The Highway 50 Corridor: One of the Region's Most Important Nodes



Building a First-Tier Economy

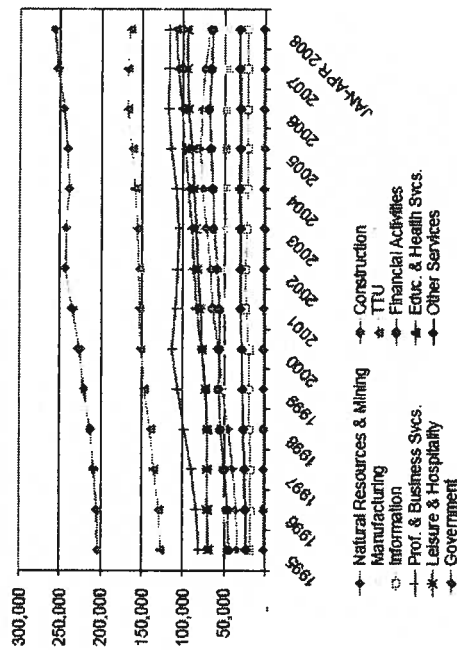


Industry analysis is becoming more sophisticated

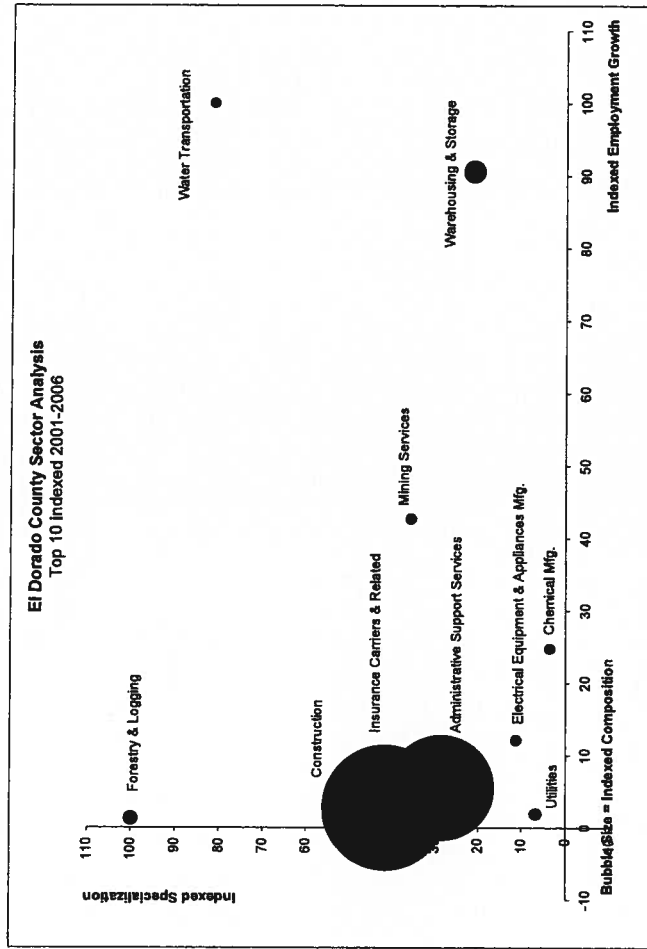
Do you want to be more sophisticated in determining what sectors demonstrate strong development potential in your county?

A traditional sector performance analysis is too narrow.

NONFARM EMPLOYMENT 1995-2008¹



Moving beyond a traditional analysis incorporates elements such as:



Sectors selected using indexed sector performance taking factors such as job growth, composition, specialization, employee compensation, and output into account.

- ✓ Related activities and clusters → value chain
- ✓ Workforce structure and competencies → workforce fluidity
- ✓ Local perspectives and econometric modeling → future performance
- ✓ Lasting benefits in the local economy → high value activities
- ✓ Sustaining and essential attributes → gap analysis
- ✓ Specific types of businesses/activities → scrubbed sector breakdowns
- ✓ Role of specific cities and communities → localized data

Industry and Workforce Studies

Critical tools for targeted business attraction, expansion, and retention efforts

Some focus topics of Industry and

Workforce Studies:

- Targeted industries / clusters
- Workforce supply and demand
- Retail leakage
- Industry requirements
- Rapid response

Industry Studies: An understanding of the economic trends and qualities necessary to foster growth and development is critical for business attraction, expansion and retention efforts aimed at a specific industry.

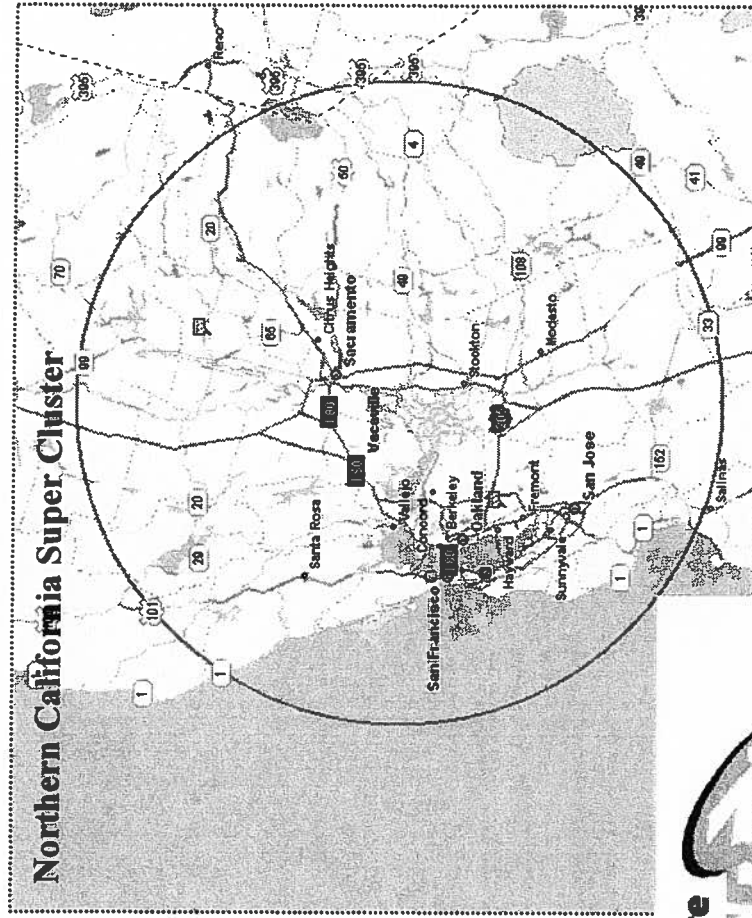
Workforce Studies: An important part of understanding a local economy is evaluating the characteristics of the workforce.

Strategic outcomes from regional industry and workforce studies

cleantech
INNOVATION PARTNERS

The Location for Green Energy.
Intellectinnovationinfluence

Navigate Your Future
CAREERS
GPS.com



Economic and Tax Impact Studies

*Understanding of a project's or company's
impact on the economy*

Typical uses of results from Economic and Tax Impact Studies:

- Project benefits
- Program results
- Return on investment
- Policy / incentive decisions

Economic and Tax Impact Studies: The creation of jobs typically has a ripple effect throughout a region where additional jobs are generated through relationships with linked firms and purchases of goods and services.

Impact studies influencing investment decisions



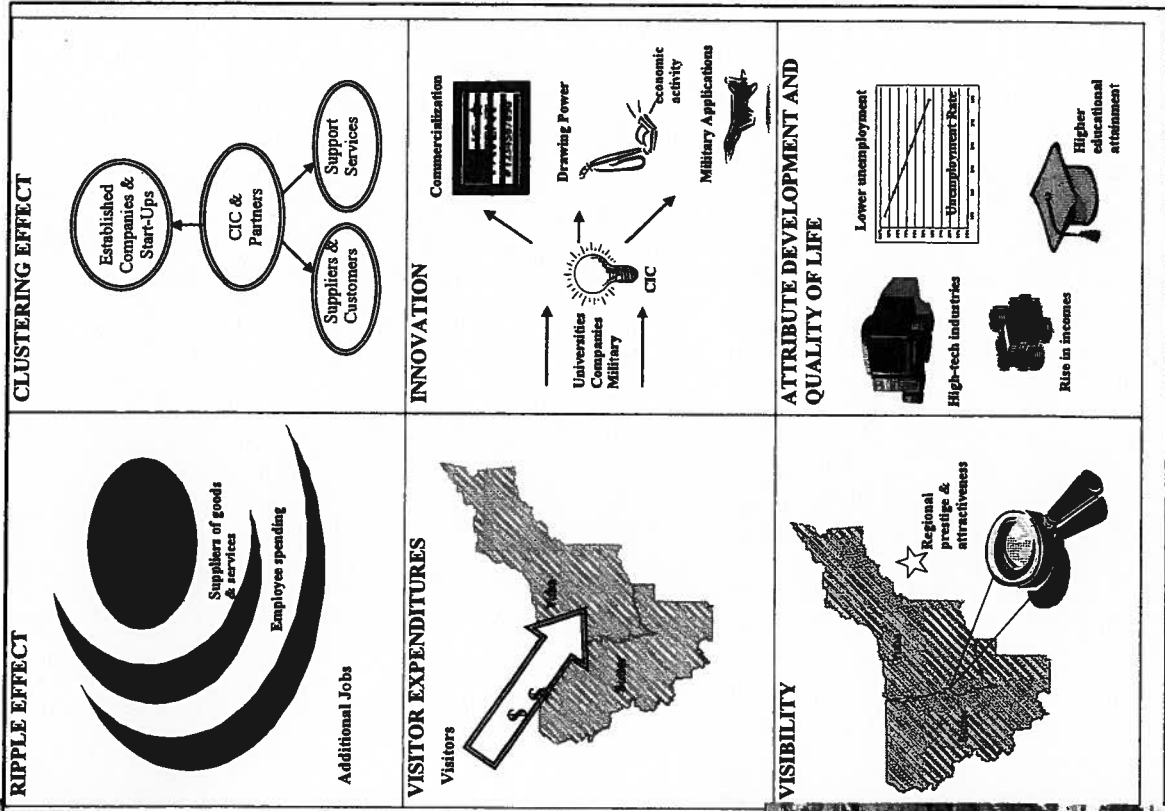
Did you know that...

- SACTO welcomed and honored 11 companies that have located or expanded in the Sacramento Region during the past year at its annual Salute to New Industry Luncheon in March 2009?
- These companies could directly support 1,800 new jobs and contribute \$736 million in capital investment in the Sacramento Region?
- Due to the ripple effect, these companies could generate a total of over 4,000 jobs and \$817 million of output in our regional economy?
- Nine of the 11 companies are classified as high value, supporting over 98 percent of the total honored companies' employment?
- Six of the 11 companies fall within the SACTO-targeted Clean Energy Technology industry, accounting for 90 percent of the total jobs supported by honored companies?
- SACTO's external marketing and public relations efforts have resulted in 37 million print and online impressions in top-tier national and international publications during the past year?

When you invest in SACTO, you are investing in the region—34 years, billions in direct investment, over 100,000 new direct jobs, and over 300 company locations.

Please visit the SACTO website at www.sacto.org for more information.

SIEMENS



Economic and Demographic Profiles

Collateral for enhanced local business attraction and marketing efforts

Benefits of having an Economic and Demographic Profile:

- Readily-accessible and reliable data
- Marketing collateral
- Community features and contributions
- Forecasts of future changes

Economic and Demographic Profiles:

A comprehensive collection of the latest and most reliable data enhances local business attraction and marketing efforts.

Informational pieces in the filed describing the local economy

The screenshot shows a website interface for the Placer County Economic and Demographic Profile. At the top left, it says "Planning for the future" and "Live · Work · Play". The Placer County logo is prominently displayed. Below the logo, there are several menu items, each with a ".pdf" link: "Entire Report", "Introduction", "Demographics", "Quality of Life", "Business Climate", "Education", "Real Estate", "Infrastructure", and "Directory". To the right of these items is a vertical list of categories: "Health Services", "Youth", "Map", "Media", and ".PDF Reports". At the bottom left, there is a "Placer County Economic and Demographic Profile" link. The URL "www.placer.ca.gov" is visible at the bottom right of the interface.



economic profile SACRAMENTO REGION

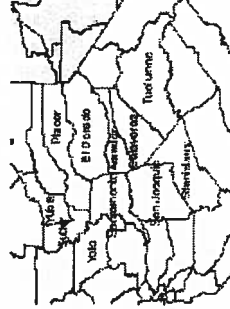


Other economic development activities driven by data

Site Selection Information and Research:

Companies and site selection consultants rely on accurate and comparable information in evaluating areas for expansion or relocation.

databook2009
S A C R A M E N T O R E G I O N



Market and Feasibility Analyses: Determining the market acceptance or feasibility of a specific project is essential to make informed business decisions and ensure success.

2008

Prosperity Index

Measuring the Sacramento Region's Competitive Position

Policy Analysis and Program Evaluation

Support: In some cases, policy analysis and program evaluation activities require an added level of economic or technical support.

Thank You!



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Economic and Demographic Profiles:

A comprehensive collection of the latest and most reliable data enhances local business attraction and marketing efforts.

Site Selection Information and Research:

Companies and site selection consultants rely on accurate and comparable information in evaluating areas for expansion or relocation.

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Industry Studies: An understanding of the economic trends and qualities necessary to foster growth and development is critical for business attraction, expansion and retention efforts aimed at a specific industry.

Workforce Studies: An important part of understanding a local economy is evaluating the characteristics of the workforce.

Market and Feasibility Analyses: Determining the market acceptance or feasibility of a specific project is essential to make informed business decisions and ensure success.

Economic Development Strategies: Long-term economic development planning must consider both the current local environment as well as a vision for future growth and development.

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