



GREATER SACRAMENTO  
ECONOMIC COUNCIL

# RETURN ON INVESTMENT AND SERVICE DELIVERY REPORT

Prepared for El Dorado County  
June 2020

# Local Community Return on Investment and Cost/Benefit Analysis

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Delivering economic impact and programs, services and resources at a fraction of independent cost due to economies of scale

# 5-YEAR IMPACTS TO EL DORADO COUNTY

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*Since GSEC's inception in 2015, it has delivered the following impacts to El Dorado County:*



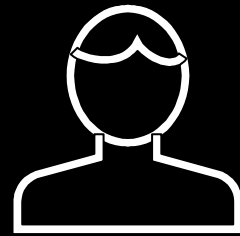
**\$26:1** Return on Investment on Direct Local Tax Revenue

**\$685:1** Return on Investment on Economic Output

# 5-YEAR IMPACTS TO EL DORADO COUNTY

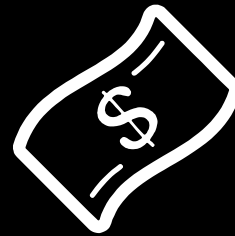
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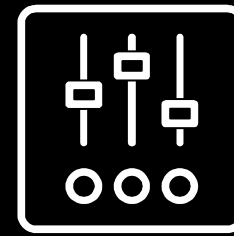
DIRECT & INDIRECT  
JOBS

**437**



PAYROLL  
GENERATED

**\$51 M**

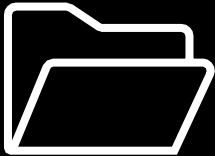


TOTAL ECONOMIC  
OUTPUT

**\$166 M**

# FY 19/20 ADDITIONAL VALUES TO EL DORADO COUNTY

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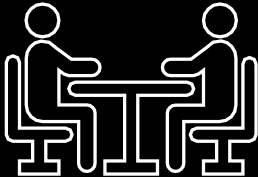
DIRECT PROJECT  
OPPORTUNITIES  
(RFI's) ISSUED

**27**



LOCAL  
ENGAGEMENT  
OPPORTUNITIES

**20**



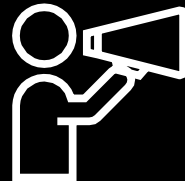
TRADE SHOW AND  
MARKET VISIT  
OPPORTUNITIES

**6**



NEW QUALIFIED  
PROSPECTS

**85**



REGIONAL  
MARKETING  
IMPRESSIONS

**380 m**

*(\$6.9 m ad value)*

# FY 19/20 ADDITIONAL AND CUSTOM SUPPORT SERVICES DELIVERED

- **A specific research request** delivered to El Dorado County to support economic development staff, and sharing of resources to reduce the need for County purchase of real estate tracking licenses (CoStar)
- **El Dorado County pilot webinar program** hosted and produced by GSEC in response to COVID-19 challenges
- **Local El Dorado County businesses and executives** active in leadership in life sciences (StemExpress) and mobility (Terzo) initiatives in partnership with GSEC

**COVID-19 WEBINAR SERIES**  
**GSEC Board Leadership Experts Answer Critical Small Business Questions**

Small businesses across the Greater Sacramento region and communities in the area are not only dealing with pivoting to try and keep businesses afloat, but are also working to determine the best course of action to protect their business or to close it with the least losses possible, while working to protect their employees. GSEC Board representatives are some of the most knowledgeable individuals in the banking and human resources fields who can help connect the dots between the COVID-19 disaster relief program information being circulated and practical applications for business.

**WEDNESDAY, APRIL 15, 2020**  
**1 - 2 P.M.**  
[CLICK HERE TO REGISTER FOR ZOOM WEBINAR](#)

Or enter link: [gsec.com/16](https://gsec.com/16) into your browser  
Technical issues or questions? Contact us at [events@selectsacramento.com](mailto:events@selectsacramento.com).

**FEATURED SPEAKERS**

- Jeffrey Adamski**  
EVP and Senior Loan Officer  
First Northern Bank
- Cindy Arndt**  
Small Business Segment Leader  
Wells Fargo Bank
- Riley Gardner**  
Senior Credit Analyst  
River City Bank
- Cassandra Ferrannini**  
Partner  
Downey Brand

Also featuring opening and closing remarks from John Hilsch, District 1 Supervisor for El Dorado County; Tom Adams, CEO for El Dorado County; and Barry Broome, President/CEO of GSEC.

**GREATER SACRAMENTO ECONOMIC COUNCIL**

@SelectSac | @GreaterSac | @SelectSacramento  
#economicresilience | selectsacramento.com

# DUPLICATION COST OF DATA SOURCES AND SERVICES AVAILABLE TO EL DORADO COUNTY VIA GSEC

## MARKETING & WEB PRESENCE, VIDEO PRODUCTION AND PAID AND EARNED SOCIAL MEDIA

Website hosting and maintenance cost to provide a trackable, regional promotional tool with integrated data sets and sources, along with social media management and tools.

## GIS BASED BUSINESS DATA TOOLS, STORY MAPS AND COMMERCIAL REAL ESTATE LISTINGS

ESRI Business Analytics and Big Data available through GreaterSacramentoSites.com along with property listing tools and custom community demographics, business data and infographics. GSEC also holds licenses to CoStar, allowing access to all marketed listings and analytics.

## GRANULAR LABOR DATA ANALYSIS AND CUSTOM LOCAL DEMOGRAPHICS

Using EMSI, GSEC can analyze labor, job posting, demographic, industry and occupational trends to the 6-digit NAICS code level. Cost of living C2ER database provides cost comparisons to articulate value proposition to prospects. The recently launched SizeUp small business tool supports local small business and is free to all.

## LEAD GENERATION AND PROSPECTING TOOLS FOR NEW OPPORTUNITIES

GSEC, on behalf of the region, subscribes to Pitchbook and other data sets such as external market lists, Hoovers D&B, Fortune 500 and Inc. 5000 for lead generation purposes for the region.

## ECONOMIC IMPACT ANALYSIS AND METRO COMPARISON MODEL

Hosting and maintaining an economic impact model, tourism impact model and a metro comparison model allows GSEC to produce impact reports for all projects and analyze return on investment for local incentives.

***Estimated replacement cost of data services including subscription and hosting costs as well as associated staff management time: \$250,000 + annually***

# Total Impact Through Job Creation and Service Delivery

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Current fiscal year and historical figures



# TOTAL IMPACT DELIVERY SINCE GSEC'S INCEPTION

*The following statistics are the total economic impact to the region and California since 2015:*



Total jobs:  
**14,787**



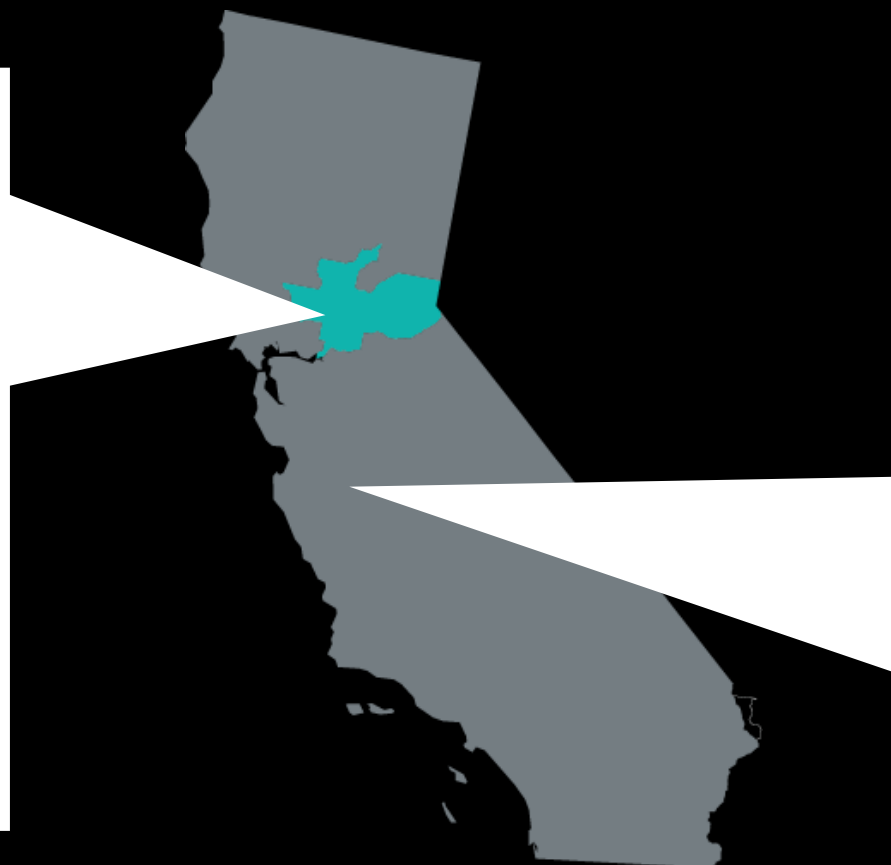
Direct economic impact:  
**\$3.58 billion**



Average wage:  
**\$61,762**



Total local tax revenue:  
**\$76.5 million**




Total economic impact to  
California:  
**\$7.05 billion**

Total jobs added to  
California:  
**15,637**

Total tax revenue to  
California:  
**\$129 million**

# Future Continued Service Delivery Value Examples



FY 20/21 Key Efforts

# RECOVERY MESSAGING MARKETING CAMPAIGN AND REGIONAL RECOVERY STRATEGY

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- Launch of comprehensive marketing strategy to promote recovery and maintain brand visibility
- Continued brand promotion and paid social media campaigns
- National PR efforts for region
- Launch of pivoted regional business retention and attraction strategy with focus on *life sciences, fintech, 5G/broadband, workforce development and talent retention and attraction*

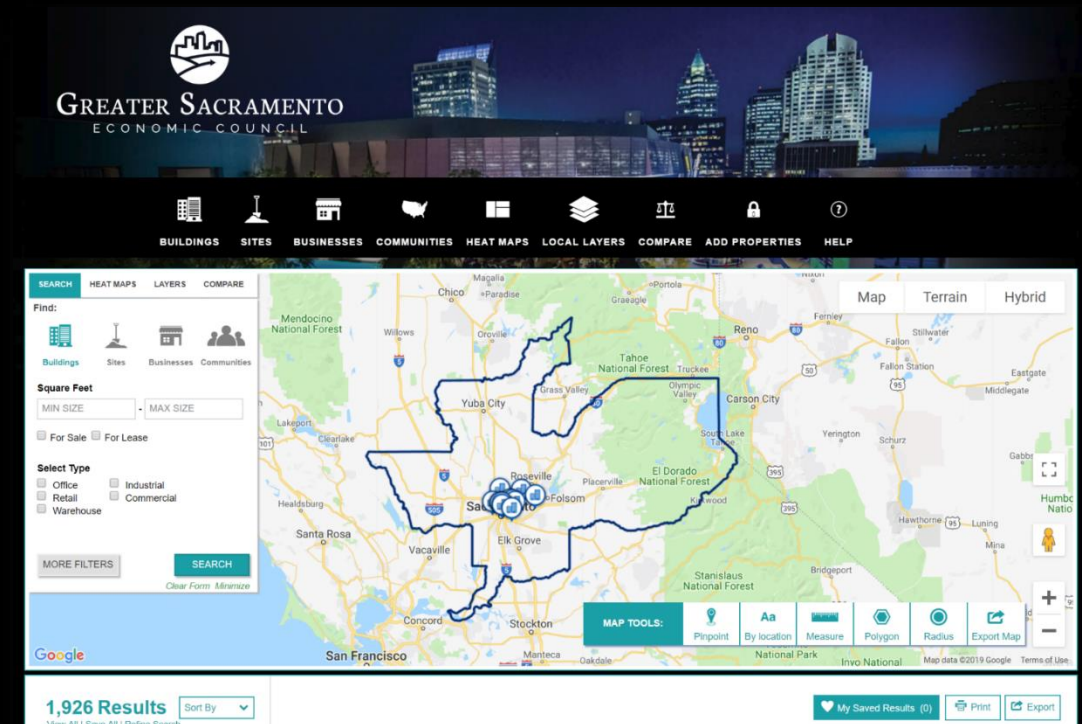
## ***GREATER SAC BOUNCE BACK***

Recovery messaging campaign

**Delivery Value:**  
**\$300,000+**

# RESEARCH SERVICES, LEAD GENERATION, VALUE PROPOSITION REFINEMENT AND ONLINE TOOLS

- GSEC will continue to be the hub for developing critical value proposition data sets.
- It will maintain critical research tool licenses and provide economic impact and labor analyses.



**Delivery Value:**  
**\$200,000+**

# COMPREHENSIVE AND POLISHED NATIONAL SITE SELECTION PROGRAM

- GSEC will continue to host, at no additional cost to communities, at least one annual national site selection consultant tour with up to 10 consultants.
- Quarterly 'Virtual Familiarization Tours' will be continued and perfected.

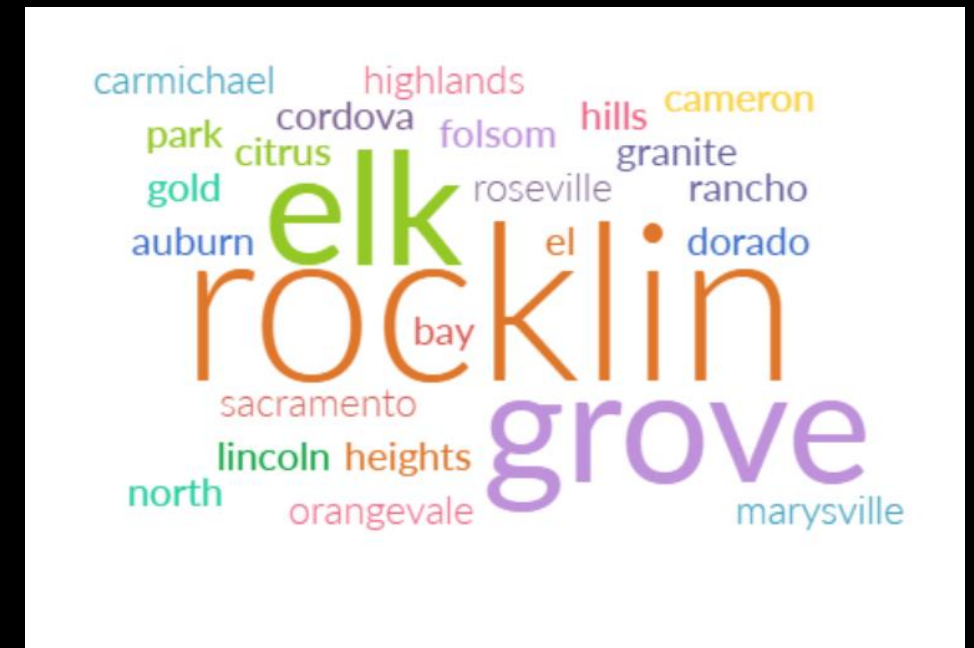


**Delivery Value:**  
**\$25,000**

# BUSINESS RETENTION AND EXPANSION LAUNCH

*517 responses over 3-week period, distributed through newsletter, website, via partners and directly to industry firms*

- Strong mix of respondent companies: **12% healthcare; 24% service; 13% professional, technical and scientific; 8% retail; 3.3% construction; 3% wholesale; 4% real estate and 4% educational**
- Consistently, when asked what was needed, most common answer was **allowing businesses to reopen safely as soon as possible**; next, it was PPE, tax breaks, and other financial support
- **Next steps will include:**
  - Phase 2 survey to launch mid-June
  - Regional database creation and launch
  - Business outreach partnership efforts
  - Utilization of outreach input to inform future strategies



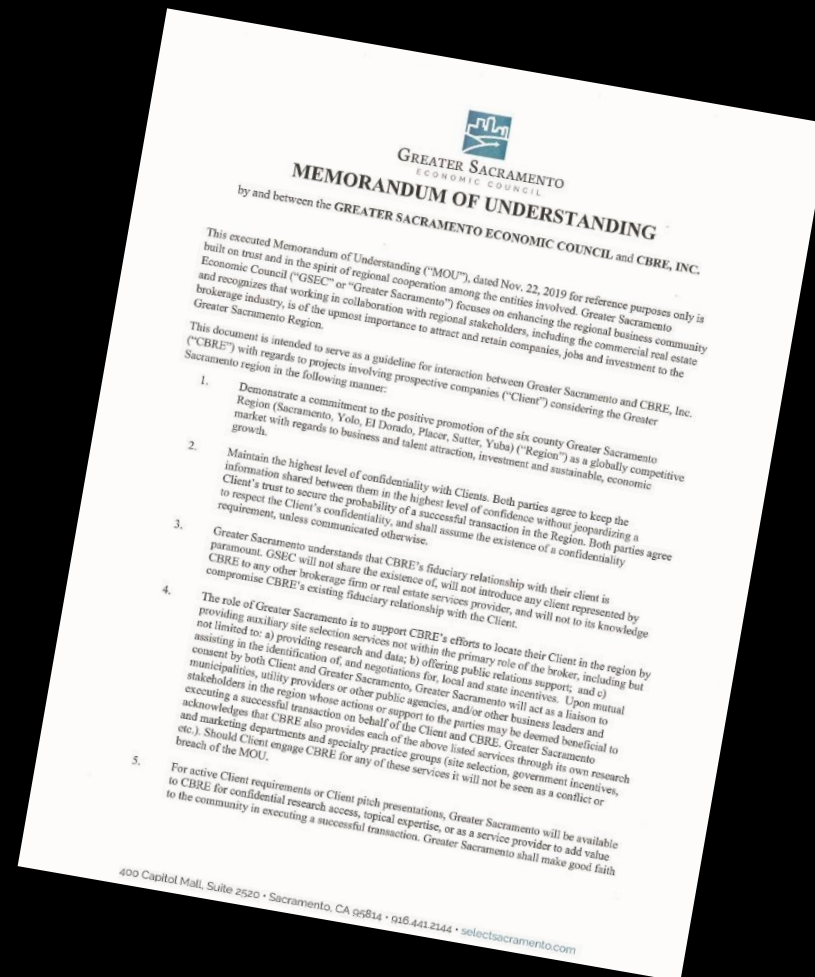


# BROKER MOU'S AND TOOLKIT DELIVERY

Now have SEVEN Memorandums of Understanding executed with brokerage partners

Text messaging campaign provides links and notices for aligned marketing

BrokerToolkit.GreaterSacramento.com (password: mou)





GREATER SACRAMENTO  
ECONOMIC COUNCIL

THANK YOU.

Barry Broome, President & CEO  
Greater Sacramento Economic Council  
GreaterSacramento.com

@selectsac  
@GreaterSac  
@SelectSacramento