



County of El Dorado

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Legislation Details (With Text)

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Title: Chief Administrative Office and the Planning and Building Department, Economic Development Division, recommending the Board:
1) Receive a presentation from Barry Broome, President and CEO for Greater Sacramento Economic Council (GSEC) on achievements and the County's return on investment for Fiscal Year (FY) 2018-19; and
2) Direct to Staff to return to the Board with an Agreement with Greater Sacramento Economic Council for FY 2019-20 in an amount not to exceed \$62,345. (Est. Time: 1 Hr.)

FUNDING: N/A

Sponsors:

Indexes:

Code sections:

Attachments: 1. A - GSEC PP Presentation

Date	Ver.	Action By	Action	Result
4/23/2019	1	Board of Supervisors	Approved	Pass

Chief Administrative Office and the Planning and Building Department, Economic Development Division, recommending the Board:

- 1) Receive a presentation from Barry Broome, President and CEO for Greater Sacramento Economic Council (GSEC) on achievements and the County's return on investment for Fiscal Year (FY) 2018-19; and
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FUNDING: N/A

DISCUSSION / BACKGROUND

The Greater Sacramento Economic Council (GSEC or "Greater Sacramento") (<http://www.selectsacramento.com/>), is a public-private partnership for growth strategies in the Capital Region of California. The organization spearheads community-led direction to retain, attract, grow, and scale new businesses, develop advanced industries, and create jobs and investment throughout the region. Greater Sacramento represents a collaboration between local and state governments, market leaders, influencers, and stakeholders, with the sole mission of driving economic growth.

On August 2, 2016 the Board of Supervisors approved the first Agreement with GSEC in the amount of \$60,187 with an initial term effective upon execution and continuing through June 30, 2017 (Legistar Item #16-0606 v1). The Agreement provided for the County's participation with GSEC as a voting member, and economic development related services including regional, statewide, and international strategy development, assistance with retention and expansion of existing businesses

within the County, and research on key retention and expansion projects.

The Agreement renews each subsequent fiscal year unless terminated by either party. Compensation under the agreement is based on a rate of \$0.40 per capita applied to the population of the unincorporated areas of the County as reported in 2014 from the California Department of Finance Demographic Research Unit. This population was listed at 150,468 resulting in an a cost of \$60,187.

Staff is seeking direction from the Board regarding the FY 2019-20 Agreement because the amount not to exceed is increasing from \$60,187 to \$62,345. This cost is based on the \$0.40 per capita rate applied to the Public Jurisdiction's population as reported in the 2018 population estimates from the California Department of Finance Demographic Research Unit, which listed unincorporated El Dorado County as having a population of 155,865.

Greater Sacramento Economic Council's Achievement Highlights for Fiscal Year 2018-19:

- GSEC has 44 CEOs from the Region's leading companies serving on our Board of Directors.
- All 18 of the original CEOs have renewed their investment with GSEC for another five years.
- GSEC has exceeded every business development objective laid out in the FY 2018-2019 Annual Action Plan.
- The Greater Sacramento Region has attracted 3,283 direct jobs, generating payroll of \$238,265,800 and delivering over \$2,595,114 in direct tax revenue across the region.
- The Greater Sacramento Region has made strides in elevating the visibility of the communities in our Region.
- An ongoing site selector strategy, including a messaging campaign and a detailed site selection survey, has paved the way for the Region's first site selector familiarization tour.
- A recently launched GIS-based tool provides real-time data on demographics and commercial sites, minimizing search time for business location decision makers across the country.
- The Certified Champions Program has trained 246 graduates (25 from El Dorado County) with the skills and knowledge to be effective advocates for the Greater Sacramento Region and maximizing the reach of Region's message.
- Over 200 real estate executives from CoreNet Global's Northern California Chapter visited the Greater Sacramento Region and participated in an engaging discussion on Greater Sacramento's burgeoning downtown.

ALTERNATIVES

The Board could provide alternative direction to Staff regarding the FY 2019-20 Agreement with GSEC in the amount not to exceed \$62,345.

PRIOR BOARD ACTION

On August 2, 2016 your Board approved the first Agreement with GSEC (Legistar Item #16-0606 v1). The Agreement renews each subsequent fiscal year unless terminated by either party.

On June 6, 2017, your Board approved renewal of the Agreement in the amount of \$60,187 for FY 2017-18 and delegated authority to the Chief Administrative Officer to approve future annual renewals provided the annual renewal rate of \$0.40 per capita does not increase (Legistar Item #16-0606 v2).

Pursuant to this delegated authority, on May 29, 2018 your Board was notified by Don Ashton, Chief

Administrative Officer of his intent to approve the renewal of Agreement 076-S1711 (FENIX #3047) in the amount of \$60,187 for FY 2018-19 at a rate of \$0.40 per capita. The Agreement was renewed on July 1, 2018.

OTHER DEPARTMENT / AGENCY INVOLVEMENT

N/A

CAO RECOMMENDATION / COMMENTS

It is recommended that the Board approve this item.

FINANCIAL IMPACT

N/A

CLERK OF THE BOARD FOLLOW UP ACTIONS

N/A

STRATEGIC PLAN COMPONENT

Economic Development

CONTACT

Don Ashton, Chief Administrative Officer

Tiffany Schmid, Director of Planning and Building