



GREATER SACRAMENTO
ECONOMIC COUNCIL

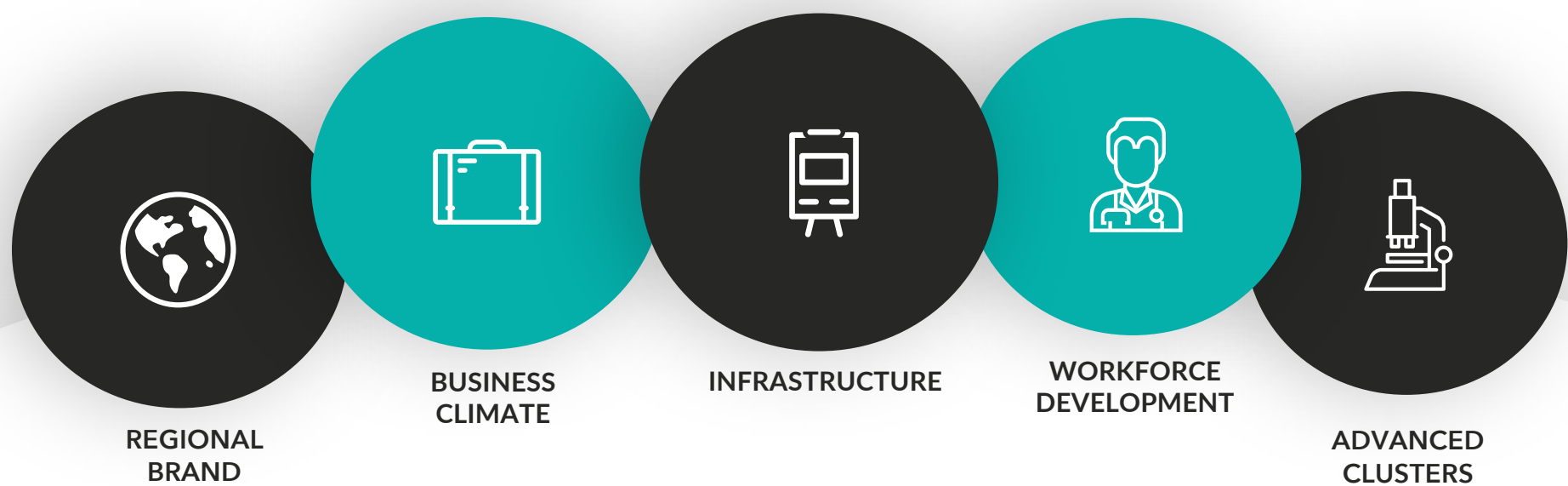
MOVING FORWARD

What is next for Greater Sacramento

3 YEAR OUTLOOK

Improving the Competitiveness of The Sacramento Region

Building the Competitiveness Platform



DATA & RESEARCH

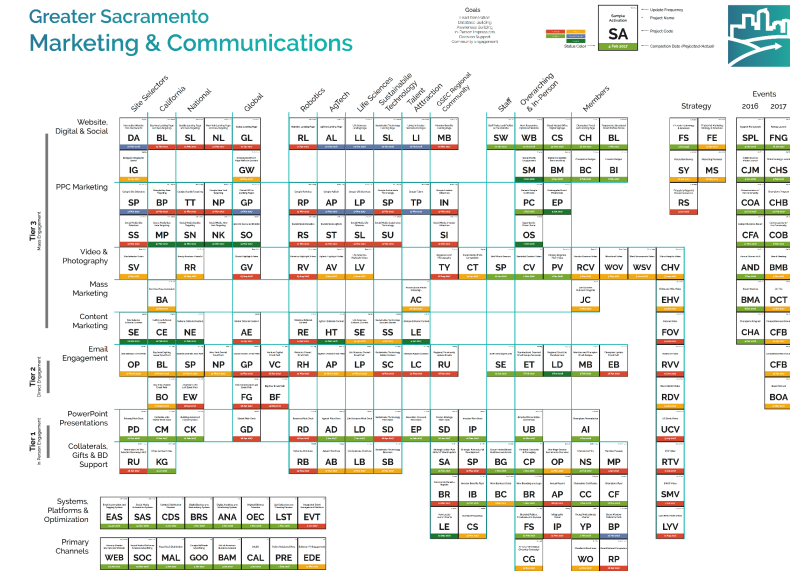
MARKETING

Regional Brand

Looking to the year ahead

Marketing and Communications Dashboard

Greater Sacramento Marketing & Communications



BRAND AND COLLATERAL SOLIDIFICATION

- Consistent look and feel across all products.
- Full set of print and digital materials will be complete, ready for continual improvement.

SPECIALIZATION

- Specialized marketing messages, collaterals, and campaigns
- Specific industry clusters will be catered to, including as robotics, AgTech, Life Sciences, autonomous vehicles.

PR ENGAGEMENT

- Global PR firm Edelman has been retained
- Greater Sacramento will leverage this global PR capacity to promote the vibrant awakening of the region, its upward trajectory, and economic potential.

NEW MARKETS

- Following our campaign into the Bay Area, we will target new markets
- New lead generation campaigns will include Los Angeles, Seattle and New York

Business Climate



States that compete with California boast robust economic development programs that provide easy-to-navigate, business-friendly investment processes, finance employment infrastructure, and offer incentive packages to attract business. California's incentive toolkit, in contrast, is cumbersome, fragmented, and ineffective.

Impact Fee Solutions

Develop aggressive proposal for restructuring the way infrastructure is provided for employment centers

Regional Permitting Dashboard

Finalizing development of a regional permitting dashboard for transparency both within and outside of our community

Statewide ED

The next administration needs to be required to deliver a comprehensive economic development plan to ensure state-wide competitiveness.

Jobs Bill

Introduction of a Jobs Bill that will:

- Increase the State's capacity
- Improve the efficacy of programs
- Maximize the impact of available resources
- Allow for coordination between the multitude of State-level and local actors in the economic development process

Workforce Development



- Improve workforce dashboards to link workforce demands with training program
- Assess all current workforce contracts
- Current workforce model trains people for government, hospitality, and healthcare
- New workforce model trains people for advanced industries and develops the skills required for high-wage jobs
- Align Capital Region should launch parallel to this effort

Total Office Market, Q4 2017

UC DAVIS
UNIVERSITY OF CALIFORNIA

Berkeley
UNIVERSITY OF CALIFORNIA



UNIVERSITY OF THE
PACIFIC



WILLIAM JESSUP
UNIVERSITY

SIERRA
COLLEGE

Building an Advanced Industry Model

Development of advanced industry clusters to spur economic growth

ACCELERATORS

- Region lacks a true accelerator
- Seattle market has as many as 40 connected accelerators
- Accelerators will
 - Lift our brand
 - Add to our transition
 - Require our organization to play a role in building and developing a network.

INDUSTRY LED ECONOMIC MODEL

- Competitiveness increasingly defined by an economy's ability to innovate and commercialize new products
- Combining our higher education community in seamless strategy is critical
- This strategy leverages strengths of all community – to improve regional competitiveness

FDI

- Injects investment into the region
- Introduces new technological capabilities that boost productivity
- Connects local businesses to foreign markets
- Expands the tradable sector of the local economy (essential for increasing the region's growth potential)

NEW MARKETS

- Nurturing industry clusters around new, emerging technologies, will enable regional economic growth within these clusters
- Such growth will spur additional, exponential growth in these areas

Creating Employment Centers for the Future



NORTHERN CA HIGH-TECH MANUFACTURING CORRIDOR

- The corridor will become the next high-tech manufacturing corridor in Norther California.
- Renewable and affordable power from SMUD, proximity to the airport.



UNIVERSITY RESEARCH PARK

- There are over 174 research parks in the US.
- The Capitol Region of California does not have a single one of them.
- We need to leverage UoP, Sac State, UC Davis, California Northstate, and the community college system into a single strategy to execute multiple research parks.



CORPORATE SETTING

- We need to develop a competitive corporate settings in the region, including in Placer County, Folsom, Elk Grove, and the Sleep Train Arena complex.

Site Selection Video





GREATER SACRAMENTO
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THANK YOU

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