

CITY OF YUBA CITY
STAFF REPORT

Date: July 21, 2020
To: Honorable Mayor & Members of the City Council
From: Administration
Presentation By: Diana Langley, Interim City Manager

Summary

Subject: Greater Sacramento Economic Council Presentation

Recommendation: Receive a presentation from Barry Broome, President and CEO of Greater Sacramento Economic Council on Return on Investment and Service Deliver Report

Fiscal Impact: The membership dues for FY 20/21 are \$27,014 and are budgeted in Account No. 4120-63101 (Economic Development)

Purpose:

Presentation on the Return on Investment for the City's membership in the Greater Sacramento Economic Council.

Background:

In 2014 a group of CEOs from the Sacramento Region initiated a private sector effort to improve economic growth and prosperity in our region. The group established a private sector led economic development organization named Greater Sacramento Economic Council (GSEC). GSEC, working together with the public and private sectors has strengthened the region's job-creating capacity while developing and advancing the greater Sacramento areas brand and story.

Yuba City has been a member of GSEC since 2015.

Analysis

Barry Broome, President and CEO of GSEC will provide a Return on Investment and Service Delivery Report.

Fiscal Impact:

The cost of membership in GSEC for FY 20/21 is \$27,014, budgeted through Account No. 4120-63101 (Economic Development).

Recommendation:

Receive and file the presentation.

Attachments:

1. Return on Investment and Service Delivery Report

Prepared and Submitted by:

/s/ Diana Langley

Diana Langley
Interim City Manager

ATTACHMENT 1



GREATER SACRAMENTO
ECONOMIC COUNCIL

RETURN ON INVESTMENT AND SERVICE DELIVERY REPORT

Prepared for the City of Yuba City
May 2020

Local Community Return on Investment and Cost/Benefit Analysis

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

5-YEAR IMPACTS TO THE CITY OF YUBA CITY

Since GSEC's inception in 2015, it has delivered the following impacts to the City of Yuba City:

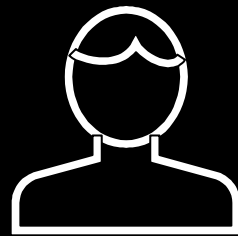


\$9:1 Return on Investment on Direct Local Tax Revenue

\$2,031:1 Return on Investment on Economic Output

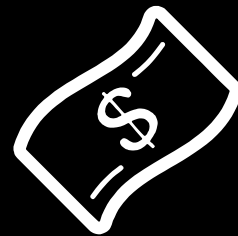
5-YEAR IMPACTS TO THE CITY OF YUBA CITY

Since GSEC's inception in 2015, it has delivered the following impacts to the City of Yuba City:



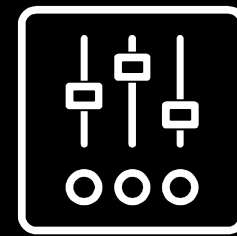
DIRECT & INDIRECT
JOBS

179



PAYROLL
GENERATED

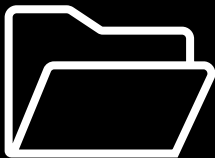
\$80 M



TOTAL ECONOMIC
OUTPUT

\$268 M

FY 19/20 ADDITIONAL VALUES TO THE CITY OF YUBA CITY



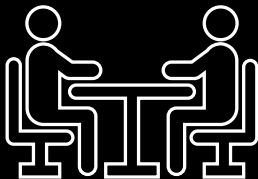
DIRECT PROJECT
OPPORTUNITIES
(RFI's) ISSUED

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

- Featuring of Mayor Shon Harris and Yuba City in “The Download,” at an estimated overall production value of up to \$15,000
- May 2019 exclusive hosting of regional **Champions Program** in Yuba County



DUPLICATION COST OF DATA SOURCES AND SERVICES AVAILABLE TO THE CITY OF YUBA CITY 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



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



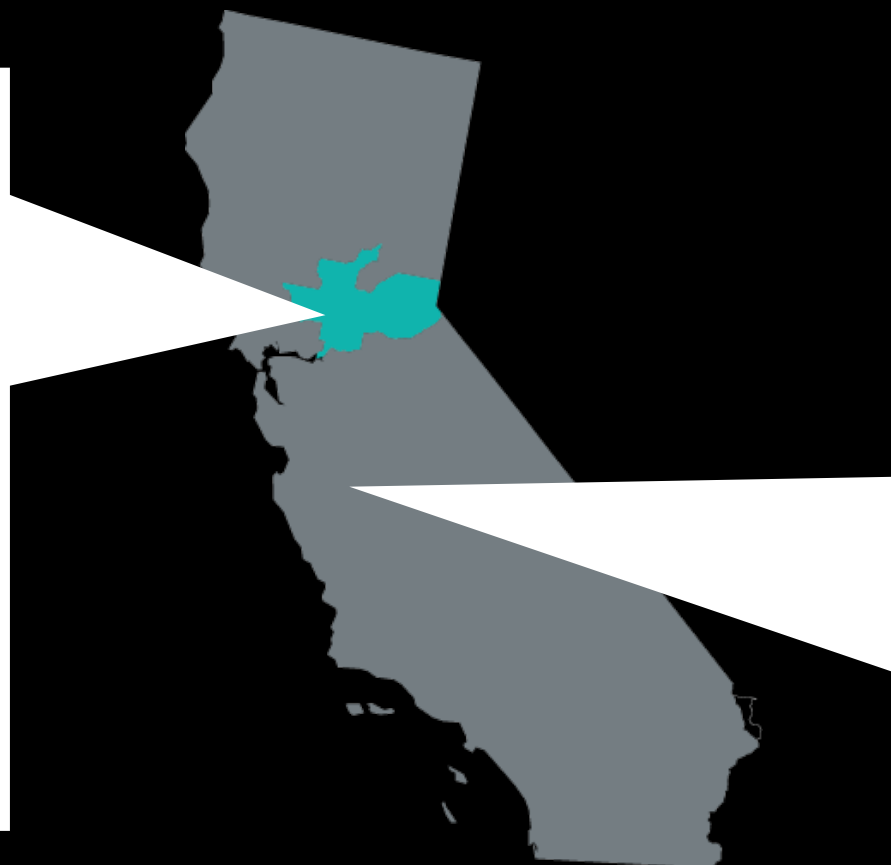
Direct economic impact:
\$3.58 billion



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

- 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*

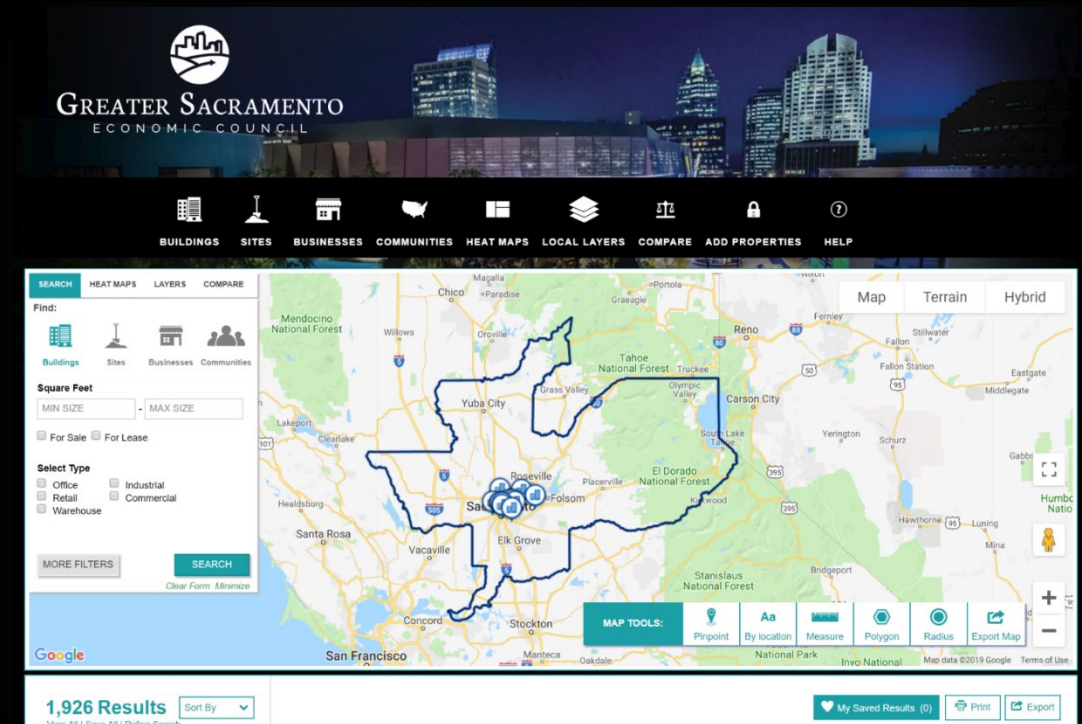
GREATER SAC BOUNCE BACK

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



GREATER SACRAMENTO
ECONOMIC COUNCIL

THANK YOU.

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

@selectsac
@GreaterSac
@SelectSacramento