



GREATER SACRAMENTO
ECONOMIC COUNCIL

RETURN ON INVESTMENT AND SERVICE DELIVERY REPORT

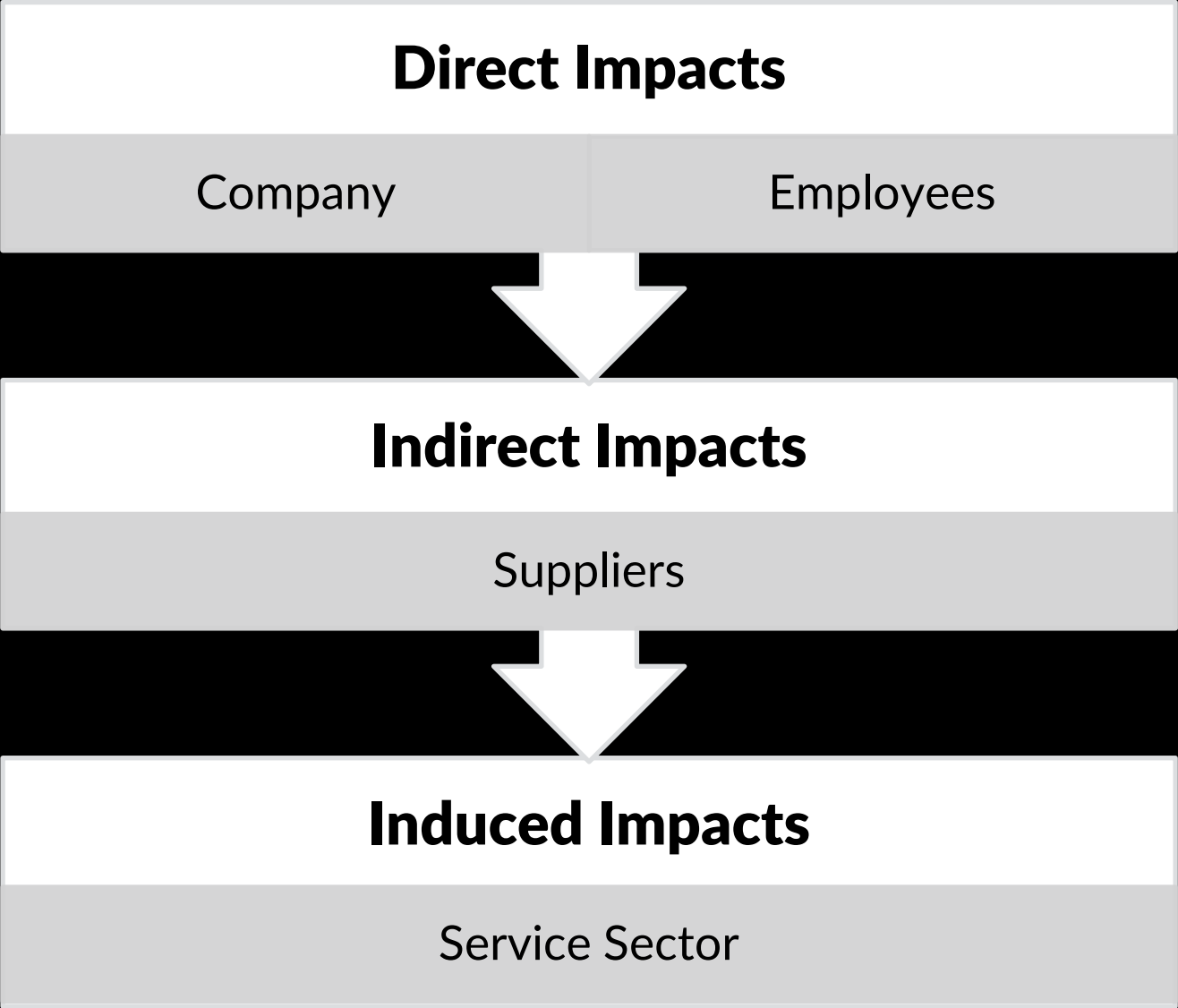
Prepared for the City of Yuba City
July 21, 2020

Economic Impact Model Overview



How local impacts occur when companies locate in the region
but not in your community

HOW MONEY MOVES THROUGH THE ECONOMY



The Multiplier Effect

JOB TYPES	ADDITIONAL JOBS FOR EVERY 1 JOB CREATED
Professional and technical	4.1
Durable manufacturing	7.4
Information	5.7
Government	0.2
Restaurants	0.2

Source: Economic Policy Institute

For every job created by a company other jobs are created by indirect and induced activities. The number created varies by the industry of the primary job created.

AS MANY OF YOUR WORKERS WORK ELSEWHERE IN THE REGION AS IN YOUR OWN COUNTY



Source: US Census On The Map 2017, <https://onthemap.ces.census.gov/>

Economic Impact Results



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

TOTAL IMPACT DELIVERED SINCE GSEC'S INCEPTION

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



Total jobs:
14,787



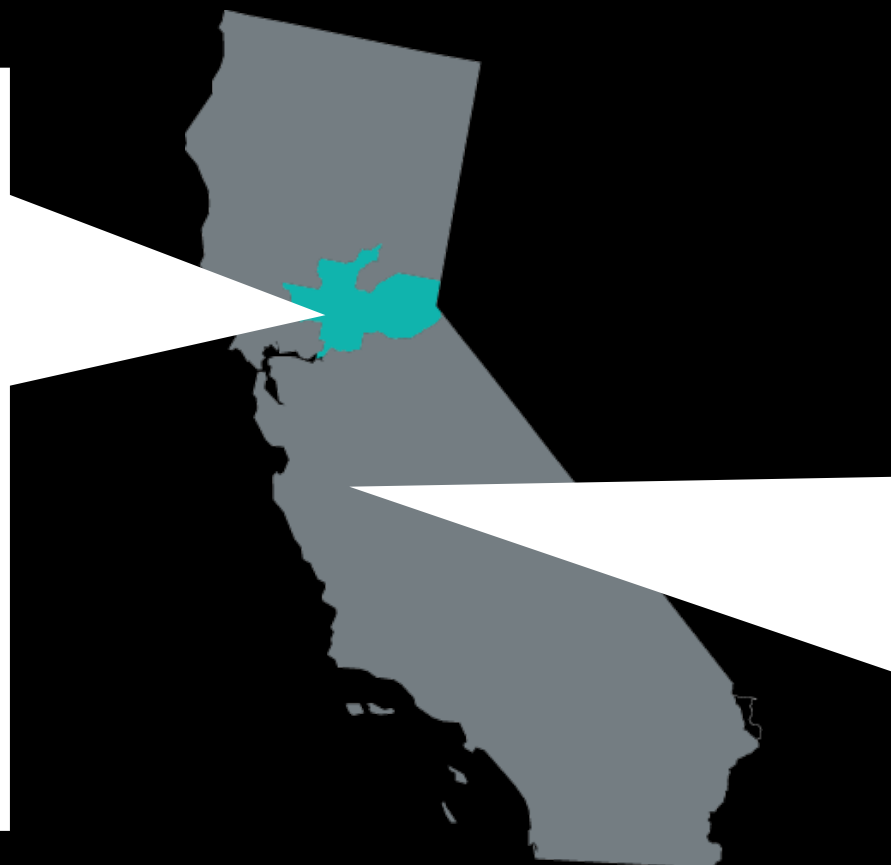
Direct economic impact:
\$3.58 billion



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

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

DIRECT & INDIRECT
JOBS

179

PAYROLL
GENERATED

\$80 M

TOTAL ECONOMIC
OUTPUT

\$268 M

FY 19/20 ADDITIONAL SERVICES DELIVERED

- **Featuring of Yuba/Sutter leadership in “The Download,”** - production value of up to \$15,000
- May 2019 exclusive hosting of regional **Champions Program** in Yuba County
- **Yuba/Sutter County webinar** produced and hosted to promote community efforts across the region (64 registrants, 36 post program YouTube views, promotion across all GSEC social media channels)
- **Three custom data requests completed** since May for Yuba/Sutter EDC for research
- Data services and online tools as well as associated staff management time: **\$250,000 + annual value**
- The **Yuba Water Agency** (Jackie Sillman) is now serving on the GSEC Competitiveness Council

COVID-19 WEBINAR SERIES
Business Guidance on Next Steps in Recovery for Yuba and Sutter Counties
Produced in coordination with Yuba and Sutter County


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. This webinar will feature a demo of business planning tool SizeUp, as well as presentations from industry experts on best practices for those re-opening their offices.


FRIDAY, MAY 15, 2020
1 P.M. – 2 P.M.
[Register at GreaterSacramento.com/Events](https://www.greatersacramento.com/Events)

Technical issues or questions? Contact us at events@greatersacramento.com.


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FEATURED SPEAKERS


Mario Ubalde
Director of Customer Service
SizeUp 

Jamie Dreher
Partner
Downey Brand 

Todd Sanfilippo
Senior Vice President
CBRE 

Mark BIRTHA
President
Hard Rock Hotel & Casino
Sacramento at Fire Mountain 

This panel will be moderated by Brynda Stranix, President, Yuba-Sutter Economic Development Corporation. This webinar will also include welcoming comments from Yuba County Supervisor Mike Leahy, closing commentary from Sutter County Supervisor, Dan Flores, and featuring remarks from Barry Broome, President & CEO of GSEC.

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COMPLIMENTING, NOT DUPLICATING, SERVICES

GSEC

Yuba/Sutter EDC

Lead generation



Local response to opportunities

Developing innovation ecosystem



Supporting local entrepreneurs

Tradable industry consortiums



Small business networks

Regional workforce strategies



Career pathways and outreach

Megaregional transportation



Yuba/Sutter infrastructure

Data sets and research tools



Local utilization of data

NEW TOOLS AND SERVICES FOR FY 20/21

- Regional, comprehensive **talent attraction and recovery messaging campaign** and employee experience microsite
- New tools for local businesses such as **SizeUp for small business planning** and TrueJob online job board
- Business retention and expansion program for **tradable industry**, offering company **connections to regional supply chain partners and industry leaders**

GREATER SAC BOUNCE BACK

Recovery messaging campaign

According to Redfin, **72% of housing searches from outside our region** for the Greater Sacramento area are from the San Francisco area.

Strategic Economic Development Recommendations



Areas of focus for Yuba City to increase its success

YUBA CITY ECONOMIC DEVELOPMENT: INCREASING OPPORTUNITIES FOR LOCAL WINS

1. Engage with GSEC by assigning a staff member **to attend EDDT meetings** – all have a call-in option (*only one meeting joined by Yuba/Sutter EDC in last 12 months*)
2. **Update your online presence** – currently no link to numerous GSEC resources on your sites
3. **Attend our site selection consultants' programs** (no attendance in the past, a direct annual \$15k value)
4. **Leverage tools to offer value to your local business** (SizeUp tool for small business) and to **promote site opportunities** like the Garden Highway Industrial Area (using our sites listing database) - \$45k total value
5. **Utilize our team** as an extension of your staff and research arm
6. **Engage your businesses in our industry consortiums** (numerous companies for Food and Ag Council, Sierra Central Credit union in Fintech discussions, Baked Industries for regional innovation)
7. **Respond to request for information opportunities** sent in e-tracks (0 of 27 responded to last year)
8. Work with us on **regional strategic planning and recovery** strategies, a key one which would be working with **Yuba College and leveraging GSEC to connect them to UC Davis, Sac State and Chico**

CLOSING THOUGHTS

- **Yuba City was the first to join GSEC** when it was established
- Regions and communities are **evaluated in a MARKET**, not local community by community, model
- We are better together as **partners with an aligned regional strategy**
- GSEC private sector Board members like Steve Pleau are making investments in Yuba City
- Yuba City taxpayers have **received a significant return** (\$9:1 in direct tax revenue) from GSEC investment
- To do your part, **City representatives must do a better job engaging and representing the community in the region**



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THANK YOU.

Barry Broome, President & CEO
Greater Sacramento Economic Council
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