



GREATER SACRAMENTO
ECONOMIC COUNCIL

Greater Sacramento: The California Option

Agenda

6 p.m. **Welcome and Introductions**

Diana Langlely

6:10 p.m. **Overview of Economic Development Entities [15 minutes each]**

Core Functions, Role and Services Provided by GSEC – Scott Powell

Core Functions, Role and Services Provided by YSEDC – Brynda Stranix

6:40 p.m.

Resources and Tools Available and How to Maximize Benefit to Yuba City

Diana Langlely

6:55 p.m.

Wrap Up and Closing

Diana Langlely

Overview of GSEC

Core functions, role at local and regional level and services offered

Scott Powell, Senior Vice President



Key functions of local economic development

Strategic planning

Business retention and expansion

Business marketing and attraction

Entrepreneurial and small business development

Workforce development

Real estate development and reuse

Neighborhood redevelopment

Economic resiliency

NATIONAL
LEAGUE
OF CITIES

NLC NATIONAL
LEAGUE
OF CITIES
CITIES STRONG TOGETHER

What You Should Know 2.0:
**Elected Leaders and Economic
Development**

The role of elected leaders in economic development

Be students of the trends and issues

Be conveners of stakeholders

Be listeners

Be policymakers

Be salespeople for your community

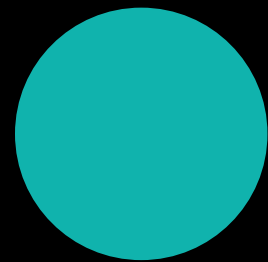
Be ambassadors regionally, nationally and internationally

NATIONAL
LEAGUE
OF CITIES

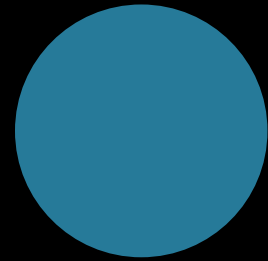
What You Should Know 2.0:
**Elected Leaders and Economic
Development**

NLC NATIONAL
LEAGUE
OF CITIES
CITIES STRONG TOGETHER

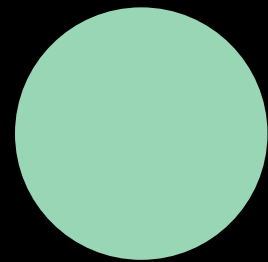
None of us can be successful without working together: workforce is regional and shared



35.4% of Yuba City workers work in **Sutter County**



35.2% of Yuba City workers work in **the Greater Sacramento region**



29.4% of Yuba City workers work **outside the region**

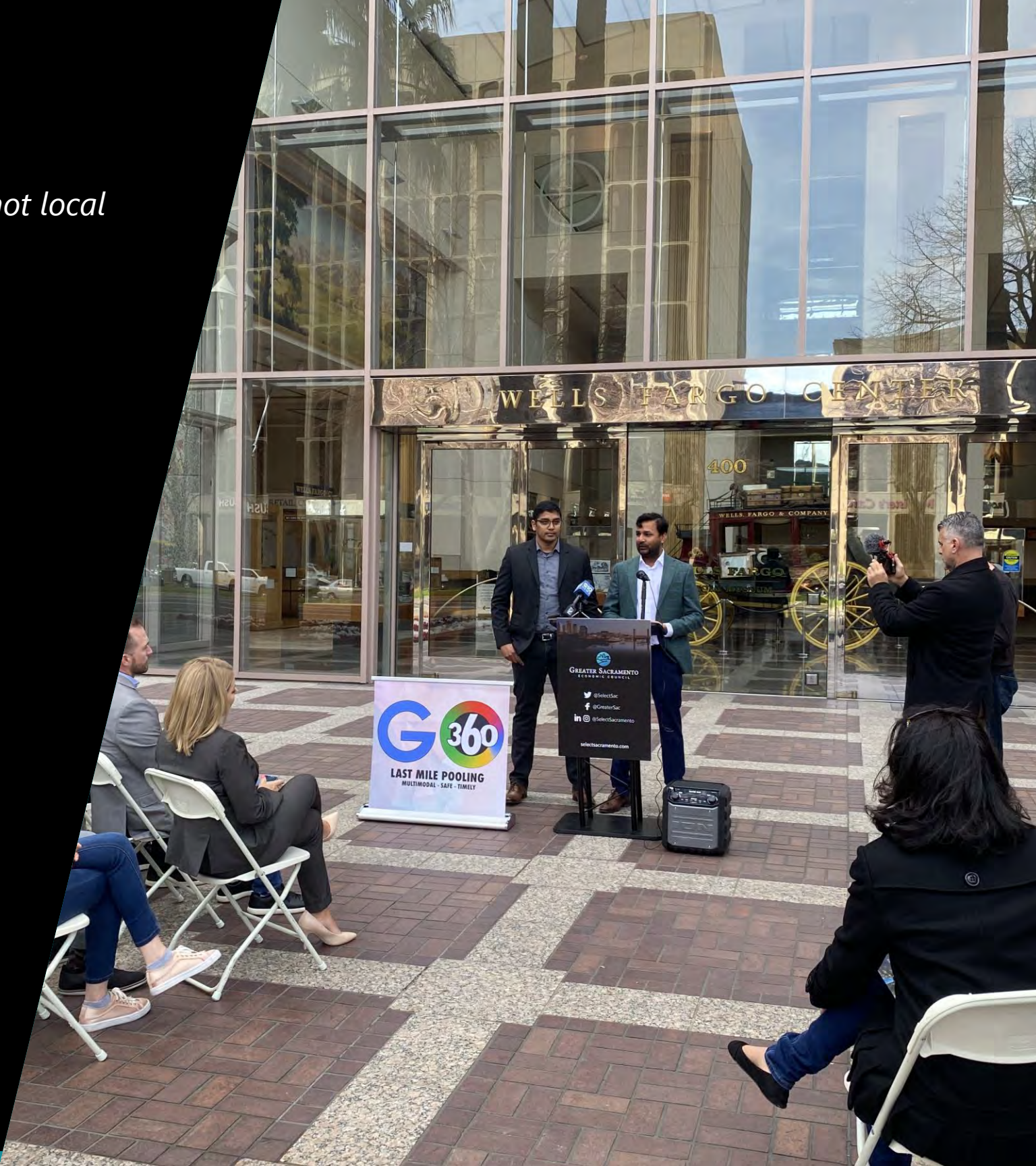


Source: US Census On The Map 2017, <https://onthemap.ces.census.gov/>

GSEC's core functions

Site location decisions are determined **in a MARKET model**, not local community by community

- Lead generation, project responses and site selection assistance
- PR, marketing and branding of the region
- Research and value proposition development
- Positively influencing the overall competitiveness of the region



GSEC's role in local and regional economic development

- 1** Providing regional responses to business requirements, and generating new opportunities
- 2** Driving the innovation ecosystem [attracting VC investment, etc.]
- 3** Business Retention and Expansion support for tradable sector firms – connecting them to resources and other industry leaders
- 4** Regional Talent and Workforce efforts
- 5** Convenor and leader of regional strategies such as business consortium models
- 6** Serving as a value proposition developer and competitiveness analysis and solutions provider

Available resources you may not know about

Online Resources and Tools

- SizeUp small business planning tool online
- Custom Yuba City landing page on our site
- Online sites database
- Jobs board for businesses

PR and Marketing Assistance

On-staff PR, marketing and design team – creating one pagers and other tools and helping promote

Extensive Data Sets We Can Leverage for You

Real estate, labor analytics, economic impact tools for local decision making, business insight, full data entry access to synchronist tool – full list valued at \$175k

Network and Consortia

MOU's with 7 brokerages, opportunity to engage with Food and Ag Council, Fintech Consortium etc.



How can Yuba City ensure a return on investment?

1. **Identify a champion and main point of contact** for economic development to liaise with GSEC – this could be an elected leader, a staff member, etc.
2. **Monitor the RFI opportunities sent** – GSEC can do the research for you but we need to hear from Yuba City as to interest and support
3. Have your champion commit about **2 hours per month** to joining our EDDT meetings – this is where they will represent the City's goals and learn about GSEC's efforts and resources available
4. **Review and abide by the cooperation agreement which sets a code of conduct for regional collaboration and mutual support**
5. **Provide feedback and participate in business retention efforts**



“What we do we do together.”

-Senator Mike Lee, Utah

”

Overview of YSEDC

Core functions, role at local and regional level and services offered

Brynda Stranix, President



Wrap Up and Next Steps Summary

Diana Langley






GREATER SACRAMENTO
ECONOMIC COUNCIL

Thank you.

 @SelectSac

 @GreaterSac

  @SelectSacramento