



# Business Development Status Update

*Key initiatives and projects*

*April 13, 2009*

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# Business Development OVERVIEW



## Goal

Sacramento region will be the best place in California to do business

## Strategies

- Develop a regional business resource portal
- Create a business contact program
- Identify top business priorities using region-wide business outreach efforts
- Create networks and forums to foster collaboration and facilitate problem solving
- Create an atmosphere of mutual respect and support between our region's public and private organizations

# Business Development TEAM MEMBERS



## Sacramento Metro Chamber as lead to develop Metro Pulse program

16 regional partners are engaged

- **Counties of:** El Dorado, Placer, Sacramento and Yolo
- **Cities of:** Folsom, Lincoln, Rancho Cordova, Roseville, Sacramento and West Sacramento
- **Others:** Applied Development Economics, Los Rios Community College District, PG&E, SETA, SMUD, local chambers and business associations

# Business Development RESULTS



## Metro Pulse

Launched as a coordinated effort to more effectively leverage the economic development capacity of our region.

Key Results in FY '07/'08:

- 1,100 total business visits
  - 716 individual business visits
  - 384 contacts made through business walks
- Streamlined communication and information tracking
- Positive perception of the local economy
- Predominantly small businesses that benefited from the program

# Business Development RESULTS



## Metro Pulse Success Case Study

### Experience El Dorado

- Through Metro Pulse, Jaime Tafoya got connected to Todd Stanley, producer of the Discover Channel’s *Deadliest Catch*
- Todd Stanley, who makes his home in El Dorado County, expressed a desire to develop a travel show focused on the County’s travel and tourism amenities
- Following that connection, Jaime spent a year developing the framework with Todd
- That effort has resulted in a 12-episode television show which will launch this summer
- In Jaime’s words: “Without Metro Pulse, the project would not have been possible.”

# Business Development RESULTS



## Sacramento Region's Clean Tech Green Pages

26-page comprehensive directory for clean technology businesses

- Contact information and resource descriptions for solving clean energy technology business challenges
- Connections to organizations and business networks promoting clean tech business success in our region
- Unbiased assessment of our region's commitment to clean energy technology
- Funded by Metro Pulse partner, PG&E
- Once we get the companies here, this is one of the many resources we have to ensure they continue to succeed and grow here

# Business Development

## NEXT STEPS



- For 2008/09 – Plan to visit 500 businesses plus those contacts at Business Walks
- Target healthcare/biosciences industry cluster
- Grow capacity of Metro Pulse program through partner retention and expansion
- Consider a plan to hire staff to run the program on behalf of the partners

### Considerations:

- More regional strategy alignment for business organizations and chambers of commerce
- Additional collaborative meetings with stakeholders



# Clean Energy Technology Status Update

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# Clean Energy Technology OVERVIEW



- Support new CET business and entrepreneur development
- Attract and retain CET businesses
- Develop the regional market for clean energy technologies
- Produce and retain the skilled people needed to support growth in the industry
- Brand the region as a “hotspot” for CET

# Clean Energy Technology TEAM MEMBERS



Eric Stanion, Bank of America

Julia Burrows, City of Roseville

Rob Fong, City of Sacramento

Ingrid Rosten, CleanStart

Jan Schori, Downey Brand & Valley  
Vision

Isabel Domeyko, EPS Sacramento

Jason Buckingham, Golden Sierra  
WIB

Dave Butler & Penny Corrubia, LEED

Dan Throgmorton, Los Rios CCD

Chris Flores, Office of  
Congresswoman Matsui

Jerry Vorpai, Power Inn Alliance

Clay Schmidt, PG&E

Pat Fog Kushida & Lori Soldano,  
Sacramento Asian Chamber

Larry Greene & Jeane Borkenhagen,  
Sacramento AQMD

Matt Mahood & Michael Faust,  
Sacramento Metro Chamber

Phil Garcia, Sacramento State University

Barbara Hayes & Bob Burris, SACTO

JD Stack & Meg Arnold, SARTA

Robin Purdy, SETA/Sacramento Works

Greg Hribar & Ruth McElhinney, SMUD

Keri Thomas, Sutter Health

Marj Dickinson, UC Davis

# Clean Energy Technology RESULTS



- Creation of regional marketing brochures and key messages to attract new green companies
- Completion of CEO roundtables events in 2007 and 2009, engaging a total of >75 company leaders
- Launch of Green Capital Alliance, with new website, e-newsletter, conference display
- Built a broad & expanding base of project sponsors— 13 funders in 2008-2009



# Clean Energy Technology RESULTS



- SACOG launched Climate and Air Quality Committee to unite jurisdictions' efforts
- SACTO attracted 6 new clean technology companies = 1,540 new jobs and \$633.5 million in capital investment in 2008
- Metro Chamber launched “Green Pages” resource guide for growing CET companies
- Los Rios secured \$2M+ Dept. of Labor grant to support GreenForce Initiative
- Asian-Pacific Chamber is hosting a Green Bus Tour of sites in the region.

# Clean Energy Technology

## NEXT STEPS



- Cap-to-Cap Green Team prep
- Continued focus on solar permit streamlining
- Launching AB 811 regional energy savings financing task force
- Partnership with WIBs on achieving workforce goals & aligning ARRA investments
- Work with utilities to help community members reduce energy consumption



# Education Workforce Development Status Update

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# Education Workforce Development OVERVIEW



## Workforce and Education Action Team

### Initial Objectives:

- Inventory our region's training programs and employment needs with an eye for how they can best align;
- Continue to increase business and community involvement in high-school education, since one of the best times to invest in people's interests and cultivate talent is during their formative years;
- Identify, support and grow key post-secondary disciplines that are critical to our region's ongoing competitiveness

# Education Workforce Development TEAM MEMBERS



John DiStasio, SMUD (initial chair)

Champion: LEED

James Beckwith, Five Star Bank (current chair)

## Team Members:

Jason Buckingham, Golden Sierra WIB

Rick Larkey, North State BIA

Dave Butler, LEED

Adrian Lopez, Yuba College

Bill Camp, Central Labor Council

Dennis Morin, Sac Electrical Training Ctr

Bob Carlson, SCOE

Bill Mueller, Valley Vision

Judy D'Amico, Project Lead the Way

Dean Peckham, City of Sacramento

Marj Dickinson, UC Davis

Robin Purdy, SETA

Rosa Escutia, PG&E

Ryan Sharp, SRRI

Phil Garcia, Sacramento State

Annete Smith-Doring, Sutter Health

Dave Gordon, SCOE

Dan Throgmorton, Los Rios CCD

Brice Harris, Los Rios CCD

Maureen White, SAHRA

Kathy Kossick, SETA

Matt Yancey, Sacramento Metro Chamber

# Education Workforce Development RESULTS



## **Regional Workforce Forecast and CareerGPS.com**

### Regional Workforce Forecast

- Occupational Demand Study, concluded Spring of 2008
- 750 Occupations, 75 Industries
- Unique to Six-county Sacramento region
- Identifies growth, salary, skills, education, training

### CareerGPS.com

- Merges Forecast with post secondary inventory
- Improvements: Graphics to enhance visual appeal, direct specific users into site, interest survey, Map, events, sponsor banners
- Hard launch in April, 2009
- Current users: Sacramento Works One-Stop Career Center system, counselors, curriculum developers, economic developers

# Education Workforce Development NEXT STEPS



## **CareerGPS.com:**

- \$125,000 annual budget: offset staff, technical, graphic, interface improvements, update forecast
- Sell sponsorships,
- Embed in K-12 districts and community colleges
- Position as “Clearinghouse”
- Goal: self sustaining

## **Business and community involvement in K-12**

- LEED: CareerGPS 2009, April 14-17
- LEED: CTE Inventory – SETA grant
- LEED: Employer/Career Exploration Survey – Golden Sierra Grant
- Regional Workforce Investment Boards: Summer Youth Employment and Recovery Act Workforce Development Initiatives
- City of Sac/Valley Vision: Youth Services Inventory

## **Identify Secondary Disciplines**

- Los Rios/GCA: Clean, Green
- Los Rios/SB 70 Regional Tech Prep grant



# Civic Amenities Status Update

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# Civic Amenities OVERVIEW



- **The initial PFP Civic Amenities effort aimed to:**
  - Inventory the Sacramento Region’s existing and proposed civic amenities
  - Develop a proactive, realistic “wish list” for our region’s next generation of amenities that avoids preconceived notions about what amenities are most important to our residents
  - Explore the creation of a unified funding strategy

# Civic Amenities TEAM MEMBERS



- B Street Theatre
  - California Arts Council
  - California Musical Theatre
  - Economic Planning Systems
  - Sacramento Convention and Visitors Bureau
  - Sacramento Metro Arts Commission
  - Sacramento News & Review
  - Sacramento Region Community Foundation
  - SKK
  - SRRI
  - Urban Land Institute
  - Williams + Paddon
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# Civic Amenities RESULTS



- The ULI/PFP Civic Amenities and Economic Prosperity conference held on September 28, 2007 showcased best practices in supporting civic amenities as an economic development tool
- The interactive traveling exhibit *Experiences* raised awareness of the region's existing assets and obtained community input from over 1,600 participants on how they would prioritize future investment in civic amenities
- Research conducted by UC Davis examined potential public funding resources

# Civic Amenities RESULTS



- A comprehensive inventory of existing and conceptual civic amenities in the Sacramento Region was produced
- The ULI/PFP Civic Amenities and Economic Prosperity conference held on November 6, 2008 focused on civic amenities master plans in other regions of the country and highlighted several conceptual civic amenities within the Sacramento Region
- A collaborative has been forged between AIA, ULI, Valley Vision, and other partner organizations

# Civic Amenities

## NEXT STEPS



- **Maintain** the strong relationships developed through the PFP Civic Amenities effort
- **Continue** to develop linkages and opportunities for collaboration that moves toward a Civic Amenities Master Plan
- **Create** PR material and messaging showcasing the Sacramento Region's uniqueness and what's to come
- **Explore** the possibilities of a quality of life ballot initiative



# Evaluation of Existing Initiatives

*April 13, 2009*

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