



News Release

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Partnering Organizations

Sacramento Area Commerce & Trade Association
Sacramento Metropolitan Chamber of Commerce
Valley Vision
American Electronics Association
Building Industry Association of Superior California
California Alliance for Jobs
California State University, Sacramento
Community Services Planning Council
El Dorado County, Office of Education
LEED-Sacramento
Los Rios Community College District
Nehemiah Corporation
Pacific Gas & Electric Company
Regional Water Authority
Roseville Electric
Sacramento Area Council of Governments
Sacramento Area Human Resources Association
Sacramento Area Regional Technology Alliance
Sacramento Arts & Business Council
Sacramento Asian Pacific-Islander Chamber of Commerce
Sacramento Association of Realtors
Sacramento Black Chamber of Commerce
Sacramento Builders' Exchange,
Sacramento Central Labor Council
Sacramento Convention & Visitors' Bureau
Sacramento County Airport System
Sacramento Works/Sacramento Employment & Training Agency
Sacramento Hispanic Chamber of Commerce
Sacramento Municipal Utility District
Sacramento Sports Commission
Sacramento-Sierra Building & Construction Trade Council
University of California, Davis
Pacific McGeorge School of Law
Urban Land Institute

Unveiling of Regional Business Plan Marks Major Milestone *Breadth of involvement, commitment to action make effort unique*

SACRAMENTO – After an intense 15-month-long collaborative effort among 34 leading organizations, private and public sector leaders unveiled an unprecedented regional business plan this week that will strengthen the region's competitive position and quality of life when executed over the next three to five years.

The effort, called "Partnership for Prosperity," includes the Sacramento Area Commerce and Trade Organization, the Sacramento Metro Chamber, Valley Vision and a long and wide-ranging list of public and private agencies, universities and associations.

They aim to improve the area's business climate, develop a first-class workforce and enhance the civic amenities in the six-county region that includes El Dorado, Placer, Sacramento, Sutter, Yolo and Yuba counties.

The region has enjoyed excellent health in both areas in recent years. However, rising direct and indirect costs of doing business have convinced economic development stakeholders that it's time to move past our *de facto* economic strategy – the marketplace.

The new regional business plan taps the collective expertise and research of leading organizations across an unprecedented range of sectors: business, economic development, ethnic business, labor, education, technology, government, transportation, the arts and utilities. All of the 34 partners helped build the plan step-by-step and are infusing the results into their own work.

While many economic development plans traditionally focus on the business climate alone, the Partnership plan takes a three-legged approach that includes developing and retaining a quality workforce and boosting quality of life, which is increasingly central to where high-skill businesses and employees choose to work and live.

The plan centers around five key strategies:

- 1. Business and government leaders will cooperate better to make this the best place to do business in California.** Collaboration will maximize use of resources and create new tools that help result in successful businesses – and the high-paying jobs, increased home ownership and charitable giving that accompany them.
- 2. We will prove our innovation by growing our unique green energy sector.** Studies show clean energy investment is ripe for growth nationwide. With a solid base of clean energy companies, academic excellence and close access to regulatory knowledge, the Sacramento region is poised to take full advantage.
- 3. We will ensure high school grads are ready to continue their education and join our quality workforce.** By increasing enthusiasm and the relevance of classroom lessons to the world, we can expand horizons and renew our pool of skilled workers.
- 4. We will support our colleges to produce the skilled people and new initiatives that align with our regional economic needs.** Boosting collaboration between

Creating a business plan for the Sacramento Region

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business and our impressive mix of colleges and universities helps retain talent and drive innovation – and align those efforts to benefit local companies.

5. We will invest more in civic amenities that enhance our identity and our quality of life. High-growth businesses and high-skill workers have great flexibility to choose where they go to work and live – and increasingly they choose regions with a wide range of amenities and a unique sense of place.

Each strategy has an “action team” of stakeholders and “champion” organizations to help execute and deliver change. Partnership leaders will continue to meet to coordinate the effort and to measure progress, ensuring the plan will not “sit on the shelf.”

Leaders expect the region’s businesses will benefit from better understanding of their needs and from an increase in the amount of tools available to address them. Everyday residents will reap outcomes through better jobs, educational opportunities, civic amenities and a healthy quality of life.

The new regional business plan follows and complements the award-winning “Blueprint” regional land-use plan adopted by the Sacramento Area Council of Governments.

Partnership leaders unveiled the plan Monday during a press conference from the 25th floor of the 801K Street building (formerly the Renaissance Tower), with sweeping views of the region’s vitality and potential as a backdrop. Jones Lang LaSalle and 801K Street hosted the press conference.

Visit: <http://www.valleyvision.org/partnership/index.html>

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