

The Business Plan for the Sacramento Region

Menu of Catalytic Strategies, October 2005

The Partnership has distilled a large body of research, analysis, and decision-making to develop a discussion draft of catalytic strategies for the economic future of the Sacramento region. A final, shortened list of strategies is anticipated to be completed by mid-November.

Focus on Business

The region will make this an exemplary place to do business.

Entrepreneurship & Business Development Strategies

- 1) Be the best place for business in California.
 - a. Develop cutting edge programs to grow headquarters here and attract businesses.
 - b. Focus on retention and expansion of existing businesses.
 - c. Create a supportive environment for doing business (good policies, responsive public sector).
- 2) Increase the research capacity at UC Davis, Sacramento State University, community colleges, and other institutions.
 - a. Focus on building, funding, and diffusing knowledge – make sure there are connections between research focus areas and regional economy.
 - b. Become the patent capitol.
 - c. Increase the number of spin-off businesses linked to the colleges and universities.
- 3) Become a center for clean energy and

Develop Our People

The region will develop a first class work force aligned with the local economy.

Education & Workforce Development Strategies

- 1) Build on the unique strengths of each post-secondary education institution in the region, while forging connections to strengthen the overall learning network.
 - a. The region's post-secondary schools and training programs will be coordinated to collectively fulfill the needs of the local economy.
 - b. Inventory our educational assets, weaknesses and needs for growth. Support expanding programs in growing areas (like health care, international relations, administration, etc.).
 - c. Become a center for community college education – feed all universities in the state.
 - d. Create a center for students to make the region feel more like a "University Town." Make our education assets visible and create economic energy.
 - e. Support creation of new schools and programs to fill special niches.

Create an Outstanding Place

The region will be an exceptional place to live, which will appeal to high quality workers and businesses.

Quality of Life Strategies

- 1) Fund and sustain open spaces that contribute to the region's identity as a hotbed for outdoor recreation and unique natural resources.
 - a. Link this to creating a regional approach to flood control.
 - b. Support affordable, healthy options for entertainment – like bike paths, parks, etc.
- 2) The whole region helps to build a strong central city, riverfront, and associated amenities. Be the best at investing in inner cities, and revitalizing all of our older urban core areas.
 - a. Support the creation of a new arts, cultural, sports, and/or entertainment attraction(s) that meets the demands of the local market and contributes to our identity.
- 3) Become the innovators in home ownership. Address housing affordability challenges in new ways.

Entrepreneurship & Business Development Strategies

- transportation technologies – be the “Green Place.”
- a. Focus on attracting, retaining, and developing businesses centered on clean energy, and alternative transportation technologies.
 - b. Local institutions should amplify the amount of research focused in these areas.
 - c. Support alternative transportation choices within the region—like the streetcar initiative.
 - d. Partner with SARTA and SMUD as they launch their clean technology incubators.
 - e. Create a top-notch transportation logistics center that minimizes traffic congestion & associated pollution.
- 4) Focus on growing our life sciences and biotechnology industry cluster.
- a. Zone biotech regions where permits are fast-tracked.
 - b. Create the specific infrastructure needed to support innovation & entrepreneurship in this arena.
- 5) Develop multifaceted approach to support innovation and entrepreneurship.
- a. Build training and screening programs – “one stop” support infrastructure.
 - b. Build seamless connections with UC, and improve tech-transfer and spin-off opportunities.
 - c. Increase visibility and access to existing programs at community colleges and local organizations.
 - d. Tap into local wealth to develop new ways to support entrepreneurship and

Education & Workforce Development Strategies

- 2) Become the center of continuous, life-long learning. Direct our energy towards increasing participation metrics at all levels.
- a. The region should aim to raise the involvement of every age group (from pre-school through seniors) in completing educational programs.
- 3) Make sure all of the region’s high school students are ready-for-school-ready-for-work.
- a. Create a region-wide internship program.
 - b. Develop career pipelines. Expose students to all of the pathways and opportunities that are possible in the Sacramento region.
 - c. Ensure that all students complete a standard, “high-expectations” curriculum that prepares them for post-secondary education, work, and life.
 - d. Link education to jobs in a region-wide way – use data to connect school focus areas to business needs.

Quality of Life Strategies

- a. Provide diverse housing choices, and address housing affordability challenges in creative ways.
- b. Expand our thinking around how home ownership is funded and defined (like combining leased property with building ownership, etc).

**Entrepreneurship & Business Development
Strategies**

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Education & Workforce Development Strategies

Quality of Life Strategies

