

Greater Sacramento Area Economic Council ("Greater Sacramento")



**Greater
Sacramento**

START | LOCATE | GROW

BUILDING A THRIVING ECONOMY



THE FORMER OPERATING MODEL



400-500 Investors / (58%) at \$1250

Investor-Focused Engagement

Research Team – Consultant Based

\$2 Million Budget/10 Staff Members

SACTO MODEL: LESSONS LEARNED

Organizational Strengths

40 years of leadership

Developed a Public-Private Partnership model

Created a centralized research center in the region

Organizational Challenges

Didn't change or adjust after the CA state collapse of ED capacity in 2003

No capacity for attracting and retaining jobs at scale

Inability to boost communications platform and brand

Research division did not align with SACTO's mission

Operating on a "Chamber Model"

NEW OPERATIONAL STRATEGY

"The Shop" – Analytics & Data

Uncovers our competitive position in the marketplace and sets the direction for our organizational strategies. Supports RFIs, regional brand, direct selling, and messaging.

Global Business Development Team

Leads our local, national, and international attraction, retention, and expansion efforts and is guided by "The Shop." Focuses on increased jobs, investment, and FDI opportunities.

Marketing and Communications Team

Leads our inbound and outbound communication strategies, spearheads our regional and international PR, and supports our business development efforts.

“THE SHOP” – ANALYTICS & DATA

Building new computer and software capabilities that will do the following:

- Provide detailed comparative data for 14 targeted U.S. cities
- Identify 100% of California companies within our wheelhouse
- Deliver sophisticated regional and national information with precise data such as:
 - Labor analytics in the region
 - Prospect data: i.e. size, scope, IPOs, etc...
 - Comparative analysis on competing cities for specific projects
 - UC Davis's, Sacramento State's, and the local community colleges' competitive performance in the global market

"THE SHOP"

This division will be a robust operation to fuel economic activity and be a catalyst for change in the Sacramento Region.

Staff Operation

- Hire a Project Leader and 1 full-time Analyst
- Hire 5 interns from local universities:
 - Currently have 3 interns from Sacramento State
 - Andrew Fox
 - Nick Hladek
 - Sean Fisher
- Internship program is designed to build future leaders in our community through hands-on experience driving economic results, training, and mentorship.

“THE SHOP” → GLOBAL BUSINESS DEVELOPMENT TEAM

The Business Development Team will consist of 5 to 8 talented economic development experts who will be responsible for the following:

- Running our national site selection business platform
- Delivering a direct selling model for our targeted industries:
 - Food, water, biologics, energy, plant science, animal health, and medical technology
- Interfacing with the venture capital community
- Developing an economic task force with 29 communities in the Sacramento Region
- Leading our Foreign Direct Investment (FDI) initiatives and position in the global market

“THE SHOP” → MARKETING AND COMMUNICATIONS TEAM

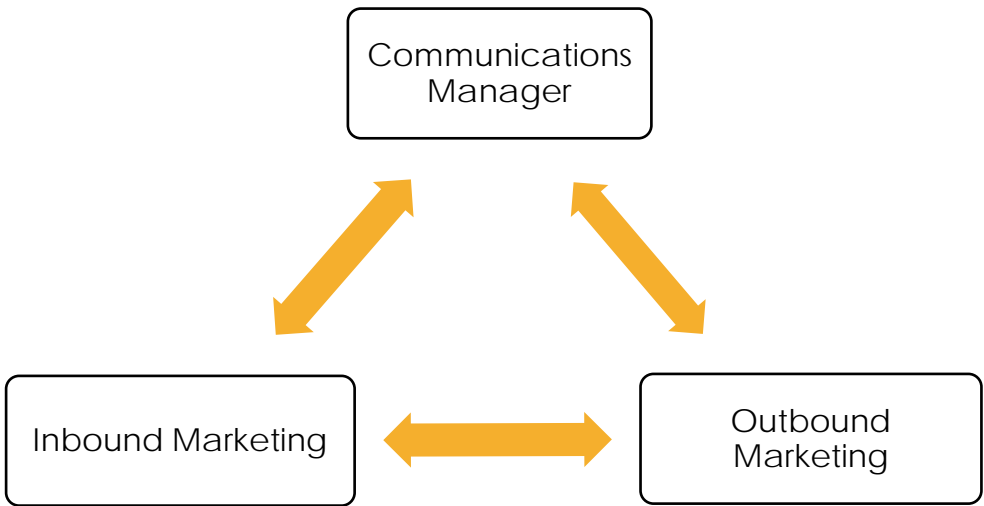
The Marketing and Communications Team will be driven by analytics and responsible for the following:

- Building and maintaining a web portal around national business platform
- Managing outbound mass media communications, including national publications such as:
 - New York Times
 - Wall Street Journal
 - For Example: Inbound media tours
- Driving inbound communications to motivate the community towards regional competitiveness
- Constructing industry specific pitches and supporting the Global Business Development Team

“THE SHOP” → MARKETING AND COMMUNICATIONS TEAM

The Communications Manager will design, develop, and execute our regional *SMART Digital Play*, a comprehensive digital marketing strategy:

- \$650,000 to saturate the San Francisco and Silicon Valley markets
- Leverage regional wins and activities into outbound selling strategies and publicity campaigns to attract more jobs and investment



BUILD AN ECONOMIC DEVELOPMENT DELIVERY SYSTEM





State Role

Set the strategic direction

Create California brand and competitive position in the market

Provide economic development programs and services

Responsible for international trade and Foreign Direct Investment

Regional Role



Operate a seamless economic development model and platform

Build and maintain regional analytics

Strategically position against competing markets

Channel all corporate interests

Support strategic planning with local communities



Local Role

Communities work in cooperation, not competition

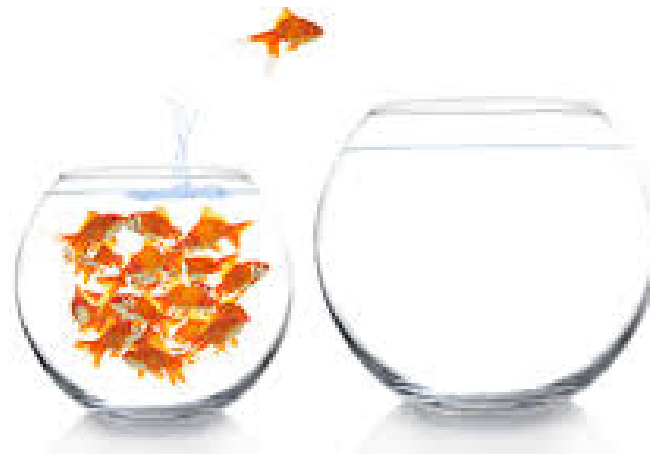
Make investments turnkey

Deliver an “on the ground” experience for businesses

Create economic value together as a community

GREATER SACRAMENTO STRATEGY

- Identify and recruit a narrow group of investors for a strong organizational launch
- Create and build a true public-private partnership focused on the intense execution of the mission
- Leverage “The Shop” for competitive positioning, organizational direction, and implementation
- Gain market feedback ➡ Self correct ➡ Continue to evolve
- Enhance the sophistication of the Economic Development Model



GREATER SACRAMENTO PRE-LAUNCH PLAN

Timeline:

Merger Approved → **February 28, 2015**

Current: 20 CEOs committed (\$2 million per year for 5 years)

Action: Build comprehensive analytics platform

March 1, 2015 → **April 9, 2015**

Goal: Grow to 30 CEOs (\$3 million per year for 5 years)

Action: Recruit talent and develop a business plan

April 15, 2015 → **June 30, 2015**

Goal: Secure 18 communities at \$0.40 / per capita (\$1 million per year)

Action: Recruit additional talent and capabilities for new operational model

Greater Sacramento Launch:

July 1, 2015 → **June 30, 2016**

Goal: \$4 - \$4.5 million operating budget

Action: Build digital campaign, launch national site selection strategy, perfect the web portal, and expand team to execute overall business plan

FOUNDING INVESTORS | BOARD OF DIRECTORS

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Sleep Train | Dale Carlsen

Sutter Health | Pat Fry

Teichert, Inc. | Jud Riggs

University of California, Davis | Dr. Linda Katehi

Wells Fargo | David Galasso



“As chief executives of some of this region’s largest organizations, we are committed to a high level of engagement in achieving success for Greater Sacramento. Barry’s undeniable track record of success, tremendous breadth and depth of knowledge, and his passion for building communities are what the region needs at this pivotal time in our history.”



ROB LYNCH, President/CEO | VSP Global
Greater Sacramento Board Chair