Greater Sacramento Area Economic Council ("Greater Sacramento")
BUILDING A THRIVING ECONOMY

Where We Were

Where We Are

Where We Are Going
THE FORMER OPERATING MODEL

400-500 Investors / (58%) at $1250
Investor-Focused Engagement
Research Team - Consultant Based
$2 Million Budget / 10 Staff Members
<table>
<thead>
<tr>
<th>Organizational Strengths</th>
<th>Organizational Challenges</th>
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<td>40 years of leadership</td>
<td>Didn’t change or adjust after the CA state collapse of ED capacity in 2003</td>
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<td>Developed a Public-Private Partnership model</td>
<td>No capacity for attracting and retaining jobs at scale</td>
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<td>Created a centralized research center in the region</td>
<td>Inability to boost communications platform and brand</td>
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<td>Research division did not align with SACTO’s mission</td>
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<td>Operating on a “Chamber Model”</td>
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NEW OPERATIONAL STRATEGY

“The Shop” - Analytics & Data
Uncovers our competitive position in the marketplace and sets the direction for our organizational strategies. Supports RFI, 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
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 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 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 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
Regional Role
Local Role
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
VSP Global | Rob Lynch, Board Chair

The McClatchy Company | Pat Talamantes, Board Vice Chair

AKT Investments | Kyriakos Tsakopoulos

The Buzz Oates Group of Companies | Larry Allbaugh

California Health & Wellness | Dr. Greg Buchert

California State University, Sacramento | Dr. Alex Gonzalez

Future Ford | Steve Pleau

Fulcrum Properties | Mark Friedman

Kaiser Permanente | Ron Groepper

Pacific Coast Building Products | Dave Lucchetti

The Niello Company | Roger Niello

Raley’s | Michael Teel

Sacramento Kings | Chris Granger

Sacramento Municipal Utility District (SMUD) | Arlen Orchard

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 I VSP Global
Greater Sacramento Board Chair