



GREATER SACRAMENTO
ECONOMIC COUNCIL

Architecting Greater Sacramento's future

July 16, 2024

Who. What. Why.

WHO is GSEC?

A public-private partnership of **50 CEOs and 22 communities** determined to drive economic **growth** throughout the six-county Greater Sacramento region.

WHAT does GSEC do?

Brings CEOs and public leaders together to create one economic vision for the entire region, with an emphasis on elevating Greater Sacramento's global **competitiveness**.

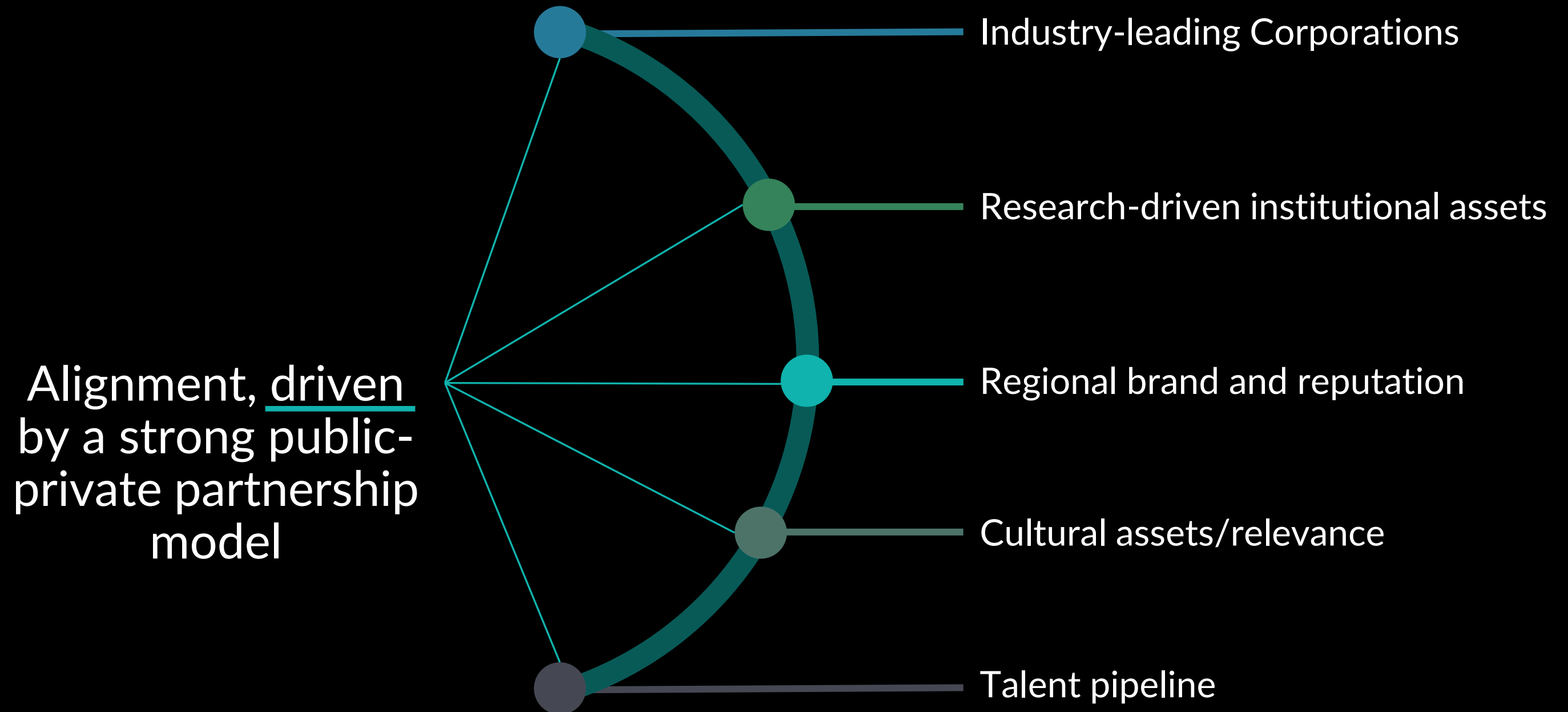
WHY does GSEC's work matter?

Growing tradable sector industries is the key to building a **sustainable** and **equitable** economy, changing the lives of individuals.

Focusing on tradable sectors to drive prosperity



Elements of transformation



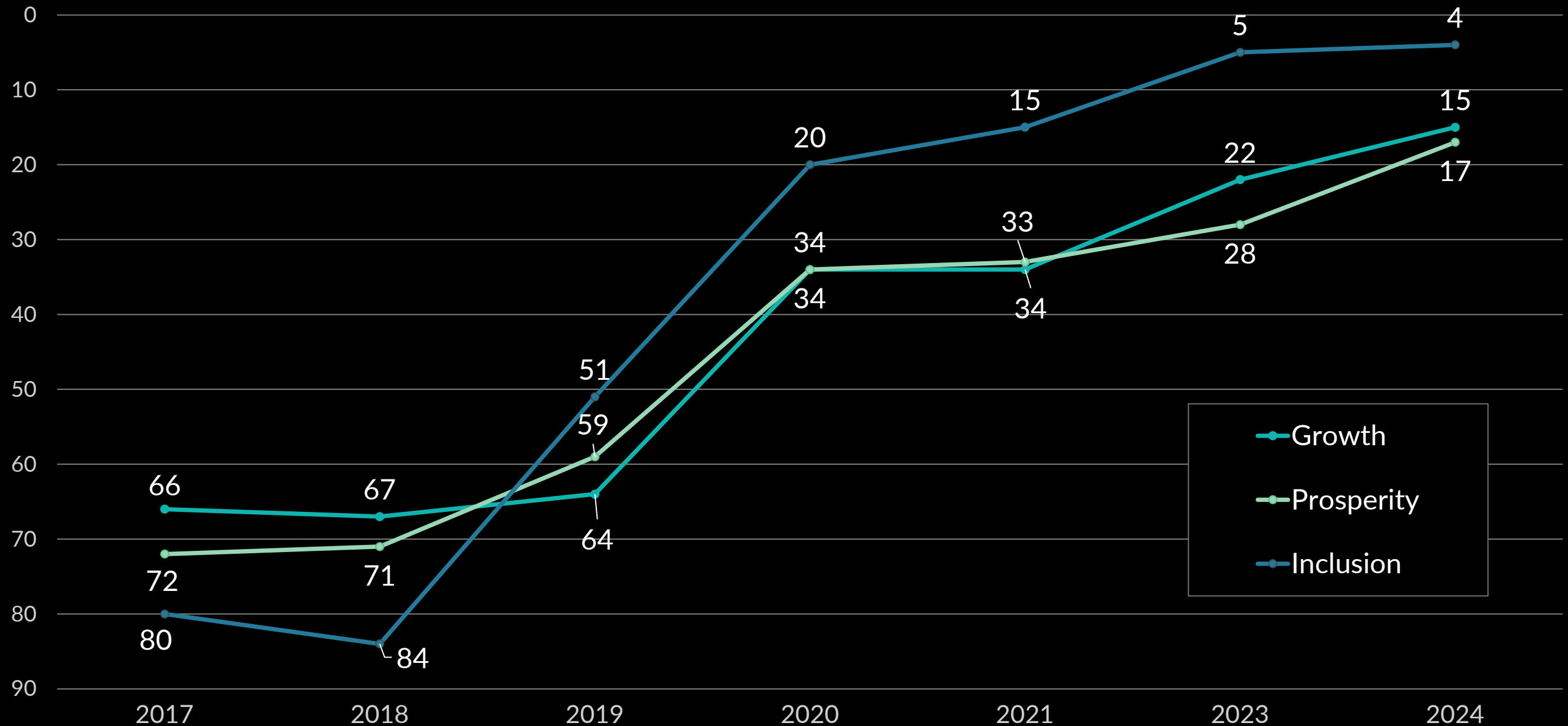
Why regionalism? Communities drive and share the economy

On average, communities in Greater Sacramento produce less than half of jobs held by their residents.

Community	Jobs produced
City of Auburn	45.7%
City of Citrus Heights	25.5%
City of Davis	43.7%
City of Elk Grove	42.5%
City of Folsom	53.3%
City of Galt	23.2%
City of Lincoln	30.0%
Town of Loomis	37.2%
City of Marysville	19.1%
City of Rancho Cordova	43.4%
City of Rocklin	44.6%

Community	Jobs produced
City of Roseville	52.0%
City of Sacramento	60.0%
City of West Sacramento	34.4%
City of Woodland	45.7%
City of Yuba City	47.5%
El Dorado County	66.1%
Placer County	70.9%
Sacramento County	83.5%
Sutter County	54.9%
Yolo County	68.1%
Yuba County	41.3%

Our growth model works: Brookings Metro Monitor 10-year national rankings



Source: Brookings Metro Monitor (2022 data not available)

Objectives for the next three years



Diversify the regional economy



Elevate the region's global profile and connectivity



Prime the region's talent for tradeable sector jobs



Diversify the regional economy

WHY IT MATTERS

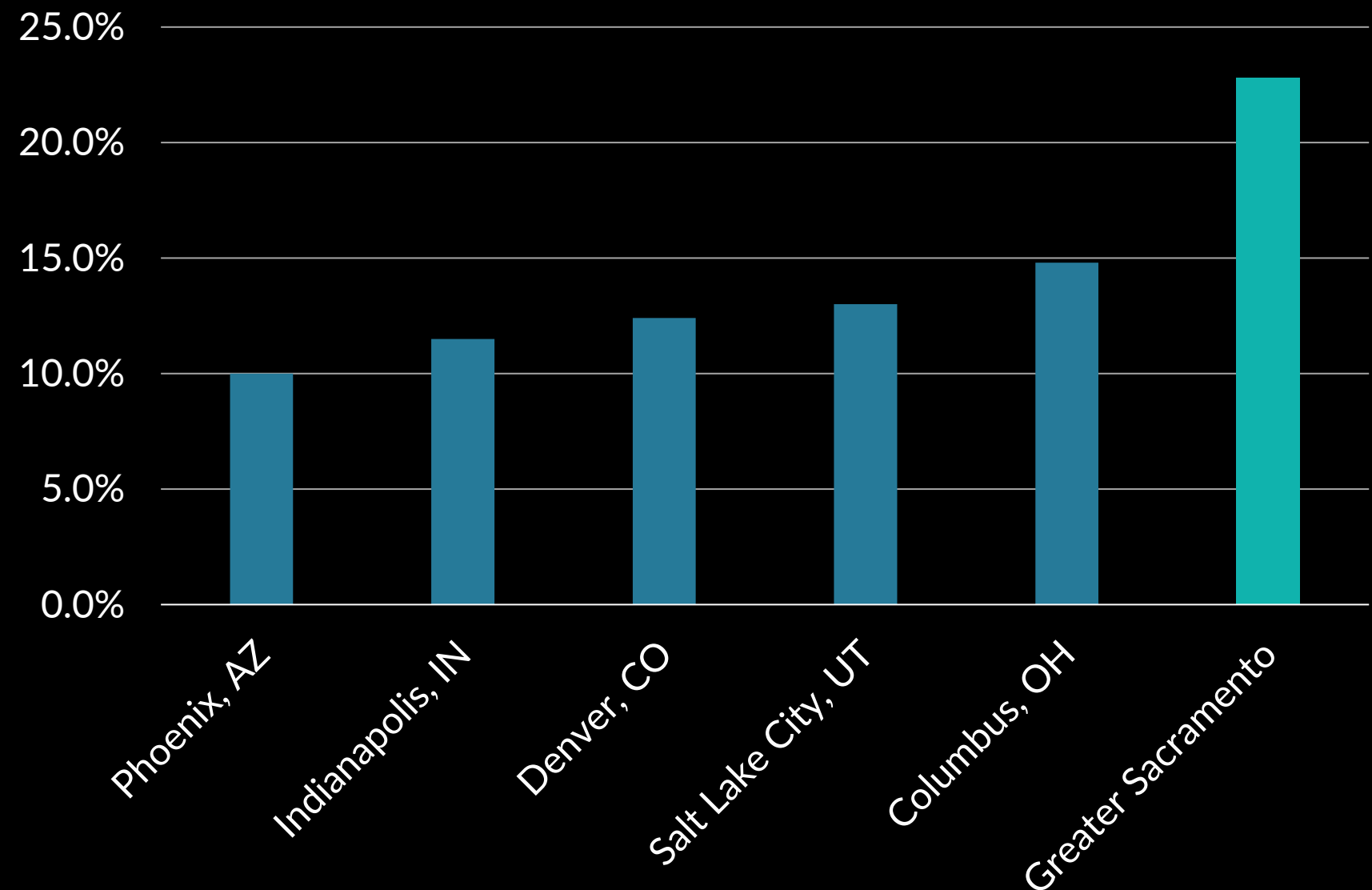
An economy with multiple strong industries is more resilient amid economic downturns and supports sustainable growth.

STRATEGIES

- Focus on high-value, transformational industries
- Accelerate the innovation-driven economy
- Increase number of headquarters and corporate operations

KEY INDICATOR

Government share of employment among peer capital cities



Elevate the region's global profile and connectivity

WHY IT MATTERS

Regional reputation is essential to attracting and retaining business and talent.

STRATEGIES

- Ensure region speaks with one voice when communicating its business value
- Continue Globalizing Greater Sacramento
- Focus awareness building on audiences with opportunity for leverage

KEY INDICATOR

Volume and sentiment of digital media mentions among peers



Prime the region's talent for tradable-sector jobs

WHY IT MATTERS

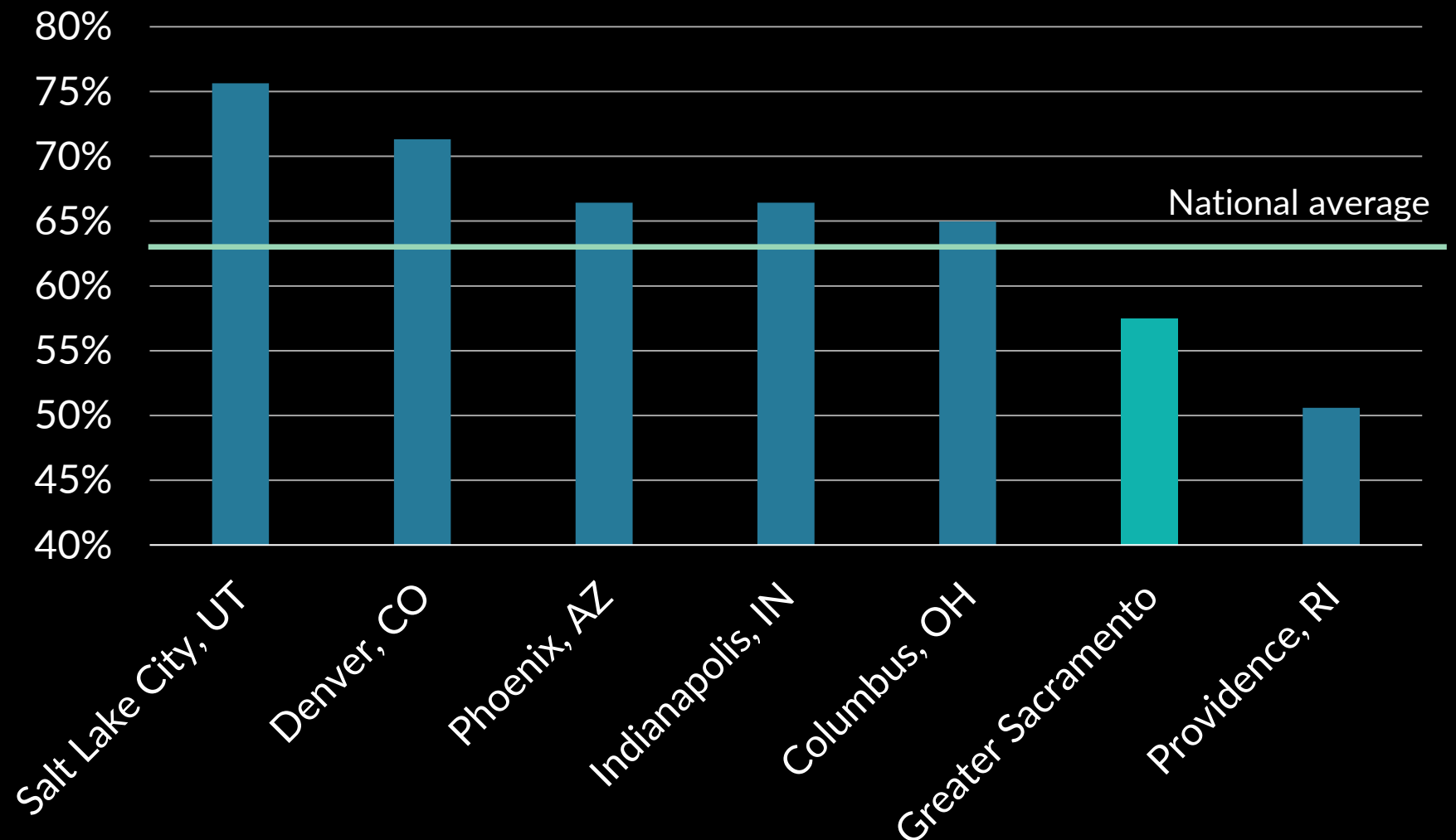
Skills, access and opportunity to fill tradable-sector jobs will be critical to prosperity and industry growth.

STRATEGIES

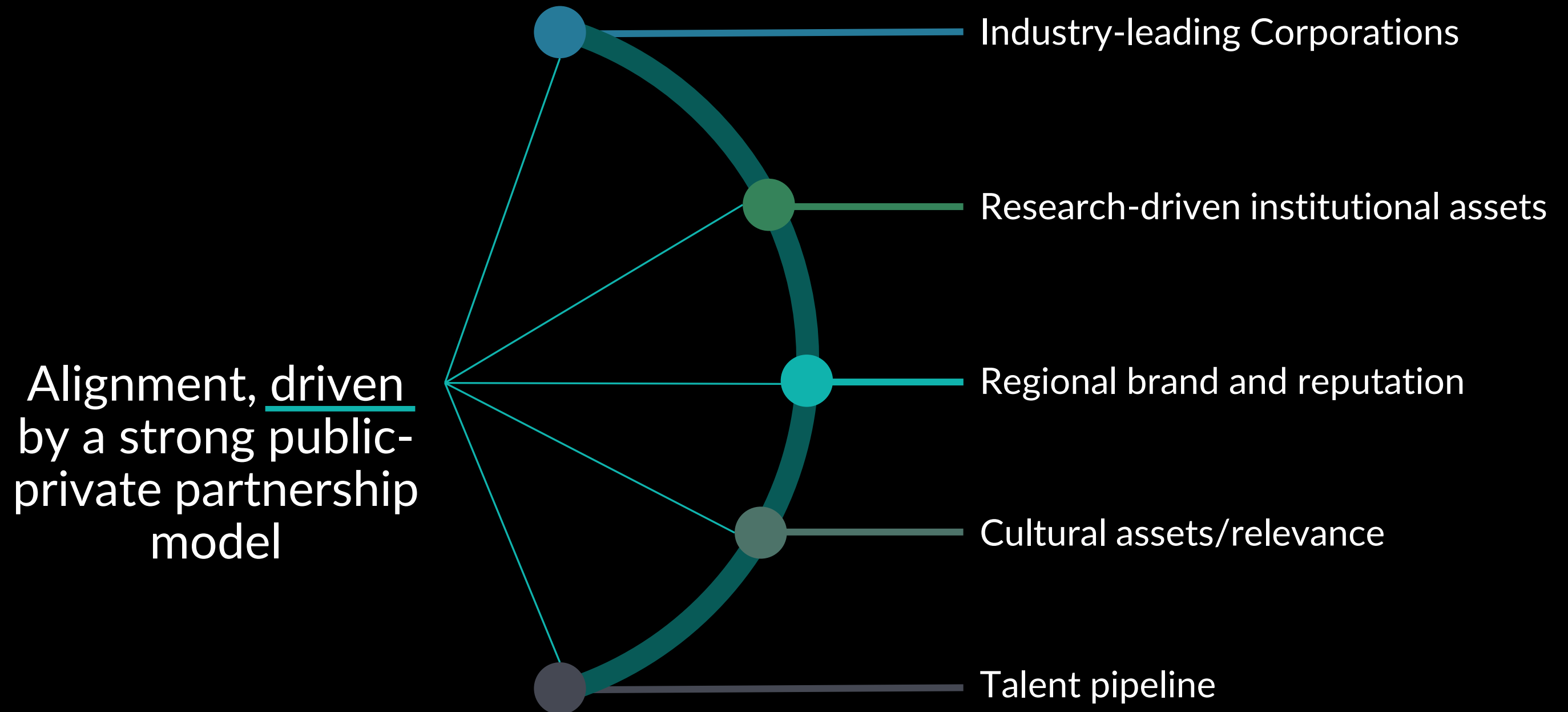
- Forge connection between employers and the right talent
- Reduce barriers to quality jobs
- Align higher education programs with industries of the future

KEY INDICATOR

Labor force participation rate



Elements of transformation



Case study: Austin, TX

- 1984: Dell Computer Corporation
- 1986: SEMATECH
- 1987: SXSW
- 2000: “Keep Austin Weird”
- 2004: Opportunity Austin 1.0



Thank you

GreaterSacramento.com

 @SelectSac

 @GreaterSac

  @SelectSacramento