

Meeting Date: 9/17/2013

Report Type: Consent

Report ID: 2013-00705

Title: California Capital Region Metro Export Plan

Location: Citywide

Issue: On June 11, 2013, the Sacramento City Council approved Resolution #2013-0190, adopting the City's 2013 Economic Development Strategy. One of the Strategy's five strategic goals is to "Invest in the Global Economy." Authorizing the City Manager to sign a letter of support for the California Capital Region-Metro Export Plan is consistent with the adopted strategy.

Recommendation: Pass a Motion authorizing the City Manager to sign the attached letter of support for the submittal of an application for the California Capital Region - Metro Export Plan by the Northern California World Trade Center to the Brookings Institution.

Contact: James Rinehart, Director, (916) 808-5054; Dean Peckham, Senior Development Project Manager, (916) 808-7063, Economic Development Department

Presenter: None

Department: Economic Development Dept

Division:

Dept ID:

Attachments:

1-Description/Analysis

2-Background

3-City Letter of Support 09/17/2013

City Attorney Review

Approved as to Form
Michael Sparks
9/10/2013 4:31:06 PM

City Treasurer Review

Reviewed for Impact on Cash and Debt
John Colville
8/30/2013 9:23:46 AM

Approvals/Acknowledgements

Department Director or Designee: Jim Rinehart - 9/6/2013 3:46:21 PM

Description/Analysis

Issue Detail:

The Brookings Institution, a research institute based in Washington D.C., has assisted other regions in the U.S. to develop metro export plans through the Metropolitan Export Initiative (MEI), in an effort to create and implement customized Metro Export Plans (MEPs) in selected U.S. cities. These localized plans apply research data to develop targeted export strategies and streamline currently existing services to move local companies to export further. So far, Brookings implemented MEPs in twelve metro areas. On the west coast, Portland is the closest region to implement an MEP. In 2013 the California Capital Region (CCR) will apply to participate in the MEI, with the goal of receiving support from Brookings.

The Northern California World Trade Center (NCWTC) is building a team of partner organizations, including federal, state, local leaders, as well as business leaders to develop a regional export ecosystem where companies, including manufacturers and service providers, can find extensive local support and resources to succeed internationally.

By aligning economic development activities and focusing resources toward opportunities that generate new jobs and attract increased investment, the region can respond to the challenges of jump-starting the area economy which has been hit hard by the global recession and continues to lag behind other regions in the state and nation.

Policy Considerations: Staff's recommendation supports the City's 2013 economic development strategic goal of investing in the global economy through our partnership with the Northern California World Trade Center, the Center for International Trade Development (CITD), and the ethnic chambers. Development of a Metro Export Plan for the region will help identify key industries that have export growth potential and lay out a strategy to grow our regional exports.

Economic Impacts: None

Environmental Considerations: The proposed action would involve support of a program that promotes intergovernmental cooperation. This involves an administrative activity of government that would not result in any direct or indirect physical change in the environment, and is exempt from CEQA pursuant to CEQA Guidelines section 15378(b)(5).

Sustainability: None

Commission/Committee Action: None

Rationale for Recommendation: To achieve a sustainable economic base and to be competitive in the global marketplace, it is imperative that the City play a more direct and active role in the region, supporting actions to increase global trade opportunities, create local jobs, and develop a sound economic base.

The letter of support for the California Capital – Metro Export Plan is consistent with the City’s adopted 2013 economic development strategy.

Financial Considerations: None at this time. Implementation of the Metro Export Plan presents opportunities to generate revenues and investments for the City in the future.

Emerging Small Business Development (ESBD): None

BACKGROUND:

Since 2008 the Sacramento region has seen its economy decline under the pressures of a long and deep recession. While improving, the regional economy is expected to remain stressed for some time and job growth will lag behind neighboring regions, the state and the nation.

Recognizing there are systemic challenges to the region's economy and the realization that we will need to chart our own course, the region developed and adopted March 2013 the Next Economy Capital Region Prosperity Plan. Simultaneously, the City developed and adopted its own Economic Development Strategy in May 2013, reflecting the unique assets, characteristics and needs of the City's economy. Both plans address the needs to diversify the region's economy by developing strategies and implementation actions to increase exports from local businesses to the rest of the world.

In 2012, the City adopted Resolution No. 2012-305 ratifying the memorandum of understanding (MOU) between the City of Sacramento and the Municipality of Chongqing, China. The approval of the MOU and subsequent trade missions are the initial implementations actions by the City to increase local exports to other countries.

The California Capital Region-Metro Export Plan application, to be submitted by the Northern CA World Trade Center (NCWTC), is the first step by the Next Economy regional partners to develop a strategy to increase the region's exports.



September 17, 2013

Ms. Renee Taylor, President
Northern California World Trade Center
1 Capitol Mall, 3rd Floor
Sacramento, CA 95814

SUBJECT: California Capital Region-Metro Export Plan Letter of Support

Dear Ms. Taylor,

On behalf of the Sacramento City Council, I am writing to express the City's enthusiastic support for the California Capital Region-Metro Export Plan (CCR-MEP). Founded in 1849, the City of Sacramento is the oldest incorporated city in California and is the metropolitan hub of the Capital Region with a population of 470,956.

The California Capital Region has already laid the foundation for a strategic collaboration aimed at amplifying the region's global market transactions through the Next Economy prosperity plan. We expect the CCR-MEP will ignite our efforts to accomplish the regional goals set out in this plan.

As the global economy expands, we anticipate the Capital Region will be a driver for international export growth. To position us for these emerging trends, the City recently adopted an economic development strategy that includes, as one of its five strategic goals, the growth of international trade between Sacramento businesses and their partners around the world.

The research, market assessments and community collaboration of the MEP process will provide the Capital Region with essential insights on maximizing our economic strengths and positioning the region for export growth. This information can then be used to increase the number of export-ready firms and improve local, state and federal collaboration on international policies.

The City of Sacramento supports the export promotion effort the CCR-MEP will bring to our more than 20,000 businesses and the greater Sacramento region. I look forward to the opportunity to collaborate on the development of a Metro Export Plan!

Sincerely,

John F. Shirey
CITY MANAGER