

Supplemental Material

For

City of Sacramento

City Council

Housing Authority

Redevelopment Agency

Economic Development Commission

Sacramento City Financing Authority

Agenda Packet

Submitted: October 27, 2005

For the Meeting of: November 1, 2005 (afternoon)

- Additional Material
- Revised Material

Subject: Report back on the Economic Development Strategy and 5 Year Work Plan
PowerPoint presentation.



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Economic Development Strategy Update

Sacramento City Council
November 1, 2005

Councilmember Interviews

- Establish/Maintain high quality of life in within City
- Participate in regional economic dynamics
- Identify City's role in promoting economic development
- Promote workforce development

Councilmember Interviews

- Develop a vision and identity for downtown Sacramento
- Recover retail sales tax revenues
- Redevelop commercial corridors, particularly the older ones
- Prioritize Economic Development Department activities

Clusters of Opportunity

- Biomedical & Health
- Computer/Electronic Manufacturing
- Education & Training
- Management, Creative & Business Services
- Construction

Clusters of Opportunity

- Information Services, Telecom, and Software
- Finance and Insurance
- Visitor Services
- Industrial Machinery

Outreach Process - Priorities

- Marketing – Need to Improve City's Image
- Physical Infrastructure
- Human Resources
- Finance
- Governance/Business Climate
- Quality of Life
- Innovation/Technology

CITY OF SAKAMENTO
ECONOMIC DEVELOPMENT DEPARTMENT

Producers, People & Places

Producers – Strengthening Business – the City’s Economic Engine

- Retaining and expanding existing businesses
- Facilitating formation of new businesses
- Attracting and recruiting new businesses

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Producers, People & Places

People – Linking Residents to the Economy

- Job Opportunities
- Skills Readiness
- Housing Affordability
- Quality of Life/Livability

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ECONOMIC DEVELOPMENT DEPARTMENT

Producers, People & Places

Places – Building Strong Neighborhoods

- General Plan Update
- Infrastructure: Transportation, Sewer/Water, Energy
- Anchors: Neighborhoods, Districts, Corridors
- Image: Identity, Marketing Strategy

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ECONOMIC DEVELOPMENT DEPARTMENT

Future Focus Groups

- Enterprise Formation/Assistance
- Business Retention & Expansion
- Business Recruitment & Attraction
- Key sector: Government-Related Services
- Large and Important Employers
- Commercial Corridors and Districts