

Board of Directors

December 10, 2020

Agenda

- 9 a.m. **Incoming Chairperson's Call to Order**
Michael Guyette
- 9 a.m. **Approval of Minutes**
Michael Guyette
- 9 a.m. **Governance – ACTION**
Michael Guyette
- 9:30 a.m. **Progress Toward Goals**
Scott Powell
- 9:40 a.m. **State's Plan for Future Needs**
Barry Broome
- 10 a.m. **Our Work on Inclusion**
Scott Powell, Cassandra Jennings, Barry Broome
- 10:30 a.m. **Talent Attraction Campaign**
Acknowledgement
Adjournment

Incoming Chairperson's Call to Order

Michael Guyette

*President & CEO,
VSP Global*



Approval of Minutes

Michael Guyette

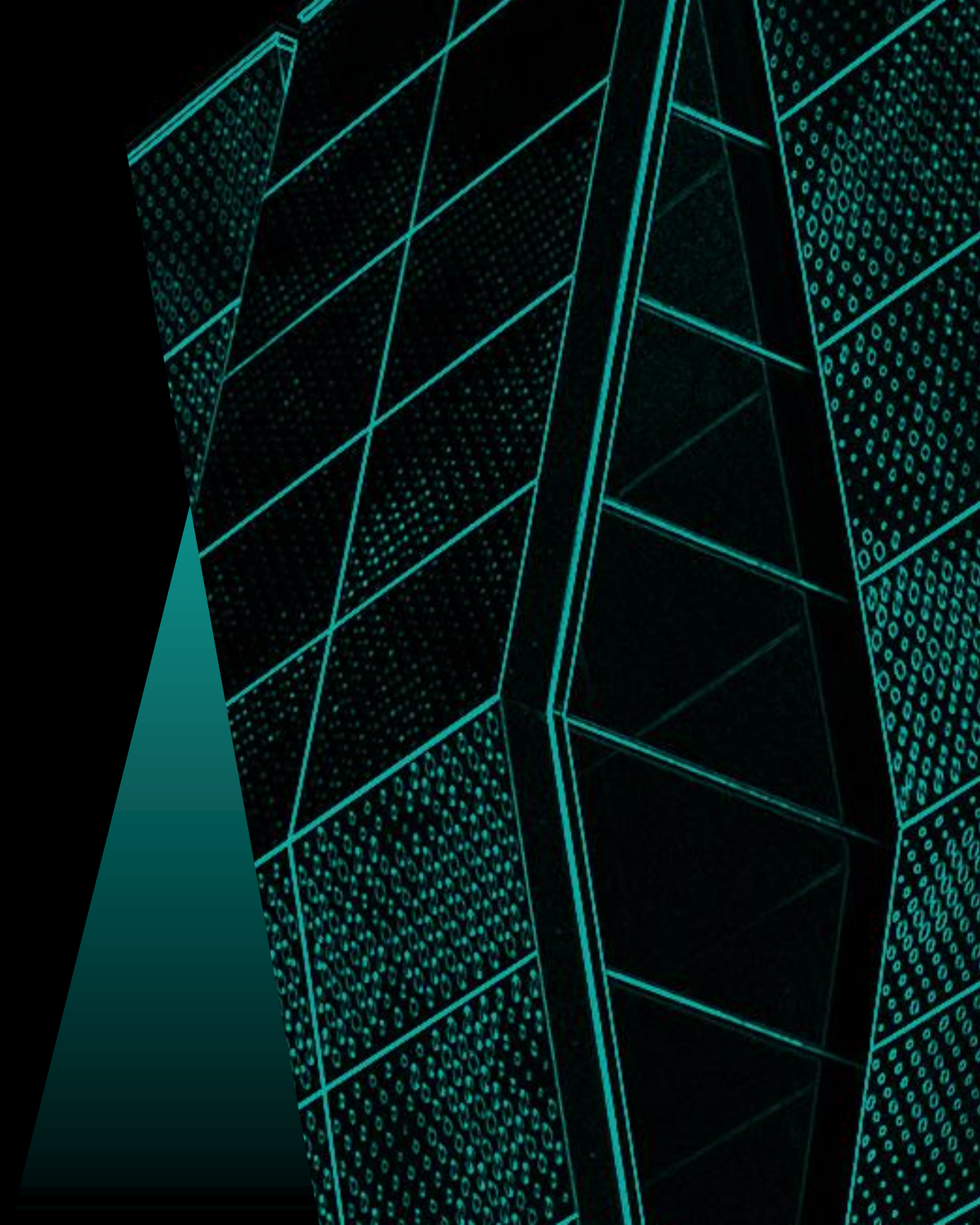
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Governance

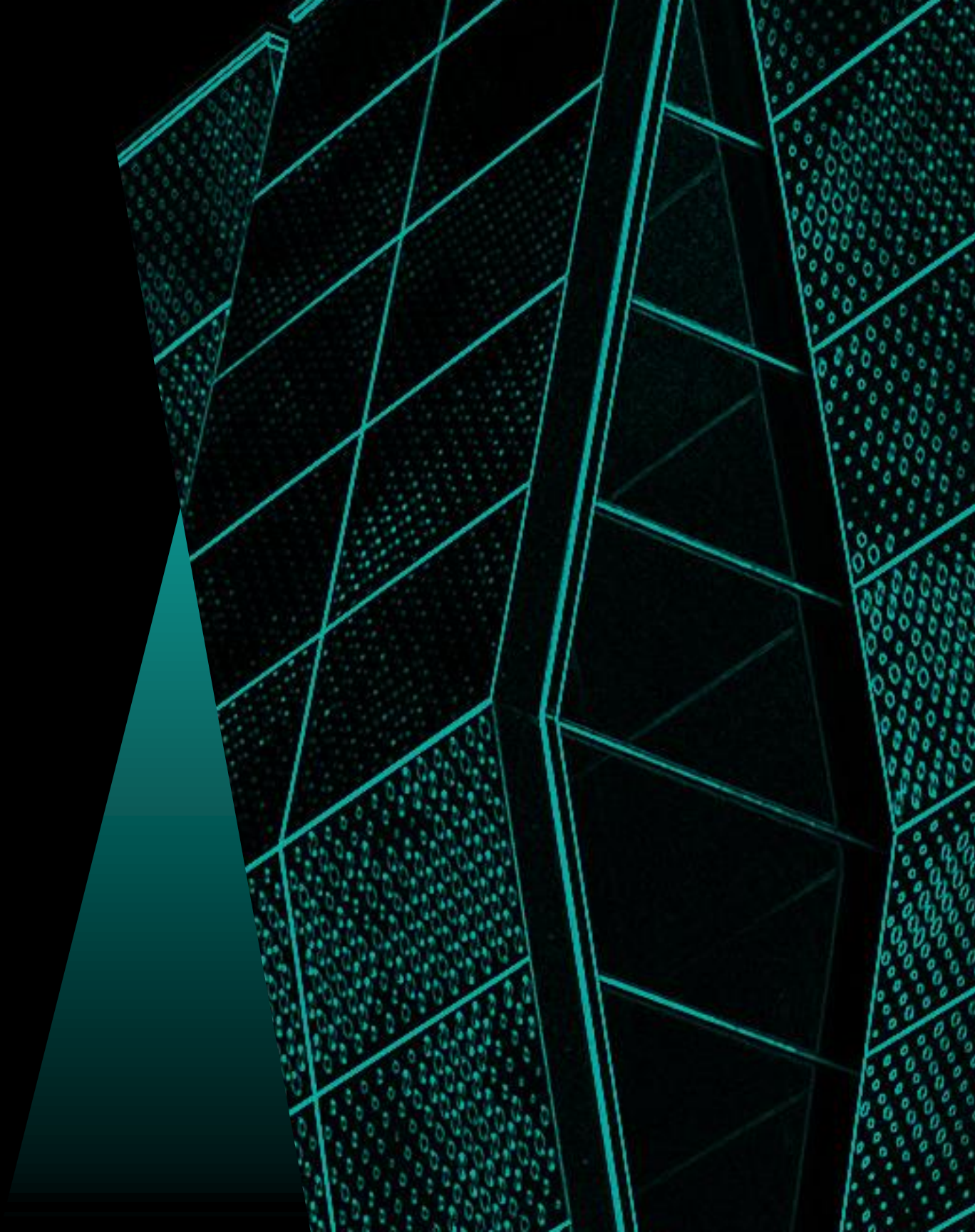
Michael Guyette

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Bylaws Amendment

Michael Guyette



Appointment of Directors



Bobbie Singh-Allen
Mayor, City of Elk Grove



Paul Lau
CEO & General Manager,
SMUD



Mark Noriega
Managing Director,
Accenture



Michael Olague
Executive Vice President &
Chief Banking Officer, Bank
of the Sierra



Dave Shaw
Vice Mayor, City of Yuba
City



Alyssa Silhi
Mayor, City of Lincoln

Appointment of Officers



Michael Guyette
Chair

*The above individual is proposed for consideration and approval for Chair of Greater Sacramento's Board of Directors in accordance with the organization's Bylaws effective January 3, 2021

Appointment of Committees

The listed individuals are proposed for consideration and approval for a seat on Greater Sacramento's Bylaws, Compensation, Executive and Nominating Committees in accordance with the organization's Bylaws effective January 3, 2021.

TO SERVE AS CHAIR ON THE BYLAWS COMMITTEE:

Michael Guyette
(replaces Laurie Harting)

TO SERVE AS CHAIR ON THE COMPENSATION COMMITTEE:

Michael Guyette
(replaces Laurie Harting)

TO SERVE AS CHAIR ON THE EXECUTIVE COMMITTEE:

Michael Guyette
(replaces Laurie Harting)

TO SERVE AS CHAIR ON THE NOMINATING COMMITTEE:

Michael Guyette
(replaces Laurie Harting)

Board of Directors Meeting Calendar

Please mark your calendars for the following meetings for 2021 & 2022

BOARD OF DIRECTORS MEETINGS

March 11, 2021 (Thursday) | 9 – 11 a.m.

June 10, 2021 (Thursday) | 9 – 11 a.m.

September 9, 2021 (Thursday) | 9 – 11 a.m.

December 9, 2021 (Thursday) | 9 – 11 a.m.

March 10, 2022 (Thursday) | 9 – 11 a.m.

June 9, 2022 (Thursday) | 9 – 11 a.m.

EXECUTIVE COMMITTEE MEETINGS

(Executive Committee: Allbaugh, Conforti, Galasso, Guyette, Harting, Kolokotronis, Langeland, Lucchetti, Maisel, May, Nelsen, Pleau, Sharon, Teel)

March 1, 2021 (Monday) | 11 a.m. – 12 p.m.

June 7, 2021 (Thursday) | 11 a.m. – 12 p.m.

Board of Directors Retreat

Wednesday, August 18 – Friday, August 20

Location: The Ritz-Carlton, Lake Tahoe (13031 Carlton Highlands Ct, Truckee, CA 96161)



October Financials

James Conforti / Brian Conner



Revenue and Expenditure Information

Revenue	YTD 10/31/2020
Total Contributions – Private Sector	5,075,000
Total Contributions – Public Sector	767,908
Corporate Memberships	10,000
Grant Revenue	125,000
TOTAL REVENUE	\$ 5,977,908

Revenue and Expenditure Information

Expenditures	YTD actual 10/31/2020	YTD budget 10/31/2020	Variance
Total Personnel	738,105	866,858	(128,754)
Total Office	240,913	270,794	(29,882)
Total Professional Services	78,107	69,400	8,707
Total Community Outreach	15,209	38,897	(23,688)
Total Events/Meetings	820	8,414	(7,594)
Total Contingency	32,686	32,686	0
TOTAL EXPENDITURES	1,105,838	1,287,050	(181,211)
NET OTHER REVENUE	(51,653)	(60,000)	8,347
NET EXPENDITURES	\$ 1,054,185	\$ 1,227,050	(\$ 172,865)

Cash Summary

	Month 10/31/2020	YTD 10/31/2020
Opening Cash	7,730,945	5,418,374
Receipts	144,108	3,122,675
PPP Loan	-	331,302
Interest Income	1,968	14,913
Expenses	(276,971)	(1,287,216)
Change in Cash	(130,895)	2,181,675
Ending Cash	\$ 7,600,050	\$ 7,600,050

Pledges Receivable

	Month 10/31/2020	YTD 10/31/2020
Opening Pledges Receivable	9,295,000	7,405,000
New Pledges	650,000	4,750,000
Collected Pledges	(150,000)	(2,360,000)
Change in Pledges	500,000	2,390,000
Ending Pledges	\$ 9,795,000	\$ 9,795,000

Pledges 5-Year Look Forward

Year Ended	Pledges Outstanding
Prior Year(s)	125,000
June 2021	1,075,000
June 2022	2,710,000
June 2023	2,485,000
June 2024	2,450,000
June 2025	950,000
Total	\$ 9,795,000

**As of 10/31/2020*

Fiscal Year 2020/21 Private Sector Renewals

Company	Agreed to Renew	Commitment Letter Received
Markstein Beverage Co.	√	

All other 11 Investors have committed: Five Star Bank, Clark Pacific, Dignity Health, Fulcrum Property, Holt of California, JPMorgan Chase (grant application), Los Rios Community College District, McClellan Park, Golden 1 Center, Sacramento Soccer & Entertainment Holdings and River City Bank

Fiscal Year 2021/22 Private Sector Renewals

Company	Agreed to Renew	Commitment Letter Received
California Northstate University		
University of the Pacific		
AKT Investments, Inc.		
PRIDE Industries		
Eskaton		
Kaiser Permanente		
Wells Fargo (<i>grant application</i>)		
JPMorgan Chase (<i>grant application</i>)		

Fiscal Year 2020/21 Public Sector Renewals

Jurisdiction	City of Citrus Heights	City of Davis	City of Elk Grove	City of Folsom	City of Galt	City of Lincoln	City of Rancho Cordova	City of Rocklin	City of Roseville	City of Sacramento
Per Capita (40 cents)	\$35,238.00	\$27,904.40	\$69,610.00	\$31,934.00	\$10,595.60	\$19,310.80	\$29,788.40	\$27,699.60	\$55,857.20	\$203,268.80
Contract Signed	✓	✓	✓	✓	✓	✓	✓	✓	✓	
Payments Received	✓	✓	✓	✓	✓	✓	✓	✓	✓	
Jurisdiction	City of West Sacramento	City of Woodland	City of Yuba City	County of El Dorado	County of Placer	County of Sacramento	County of Sutter	County of Yolo	County of Yuba	Town of Loomis
Per Capita (40 cents)	\$21,564.40	\$24,116.80	\$27,014.40	\$63,252.40	\$46,468.00	\$237,686.40	\$8,445.60	\$12,480.00	\$24,634.40	\$2,754.80
Contract Signed	✓	✓	✓	✓	✓	✓		✓	✓	✓
Payments Received		✓	✓			✓		✓	✓	✓

Progress Toward Goals



Progress Toward Goals

Performance Metrics	Annual Goal	Actual Year to Date	% of Goal Year to Date	Year to Date Goal Status
Qualified prospects	95	28	70.7%	-
Locates	15	4	64.0%	-
Payroll generated	\$70.0 m	\$27.1m	92.3%	-
Jobs	1,400	516	88.5%	-
Direct economic impact	\$200 m	\$103.3 m	124.1%	+

As of December 3, 2020

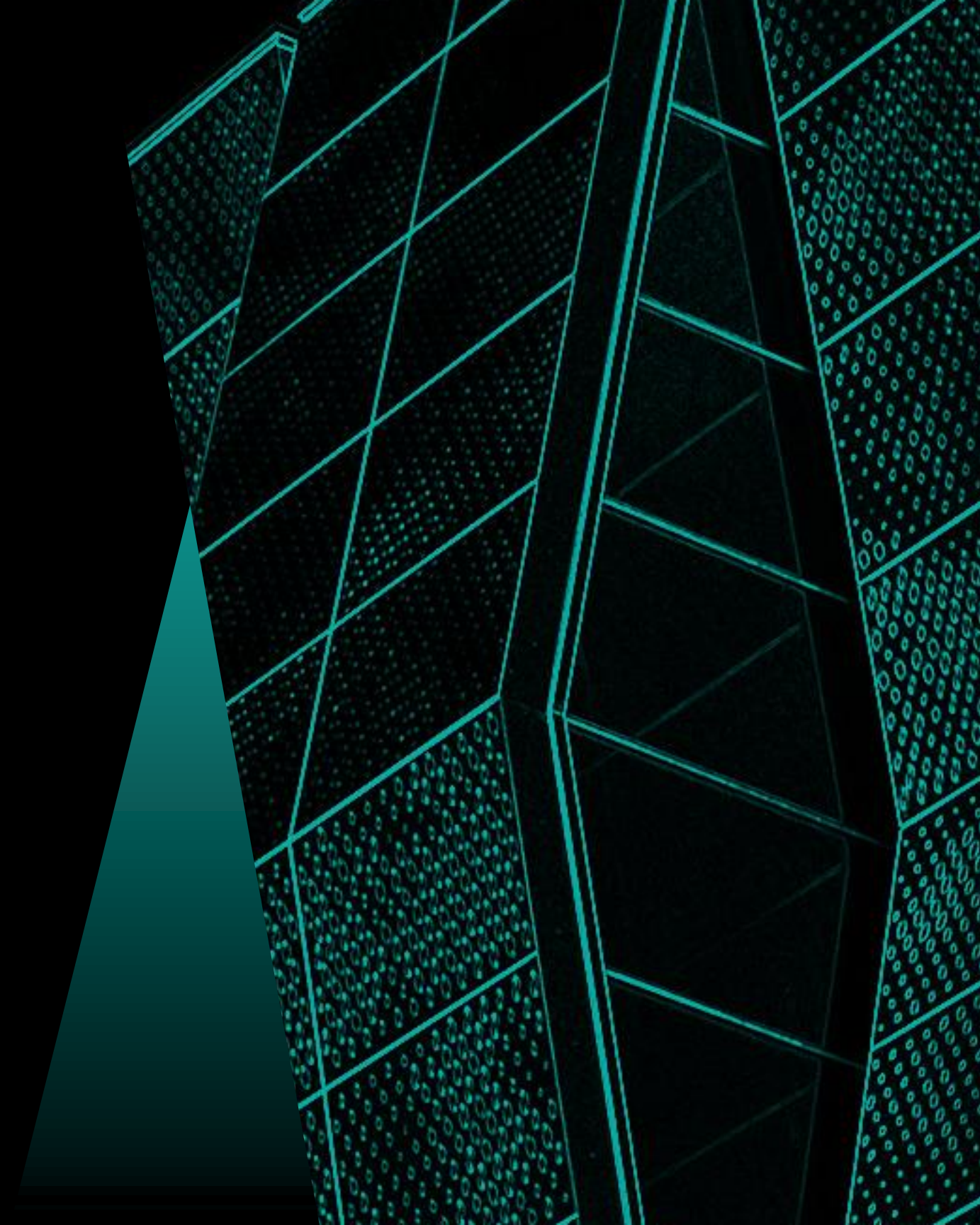
High Close Probability

Prospect	BD Rep	Jobs	Property Type	Sq. Ft.	Referral Source	E-Track	Eval Status	Qualified Date
Cancer	LL	200	Industrial	35,000	Broker/ Multiplier	N/A	Late	8/10/20
Digi	HB	400	Office	50,000	Client Direct	7/10/20	Late	7/8/20
Goosebumps	NB	250	Industrial	30,000	Staff Sourced	N/A	Late	7/9/19
Shark Tooth	NB	50	Industrial	30,000	Broker/ Multiplier	N/A	Late	8/19/20
Topeka	NB	750	Office	75,000	Site Selector	N/A	Late	8/5/20
Total High Close		1,650		220,000				

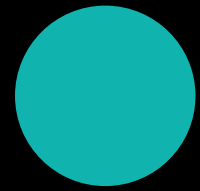
As of December 3, 2020

State's Plan for Future Needs

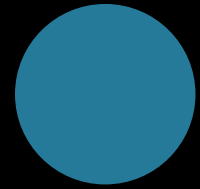
Barry Broome



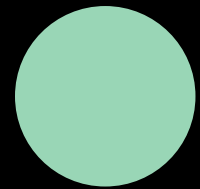
State-Owned Buildings



DGS estimates that post pandemic that 70% of its workforce will telecommute resulting in the need for 20-30% less space



State of California has over 10 million sq. ft. of real estate in the Greater Sacramento Area and is actively looking to downsize their footprint

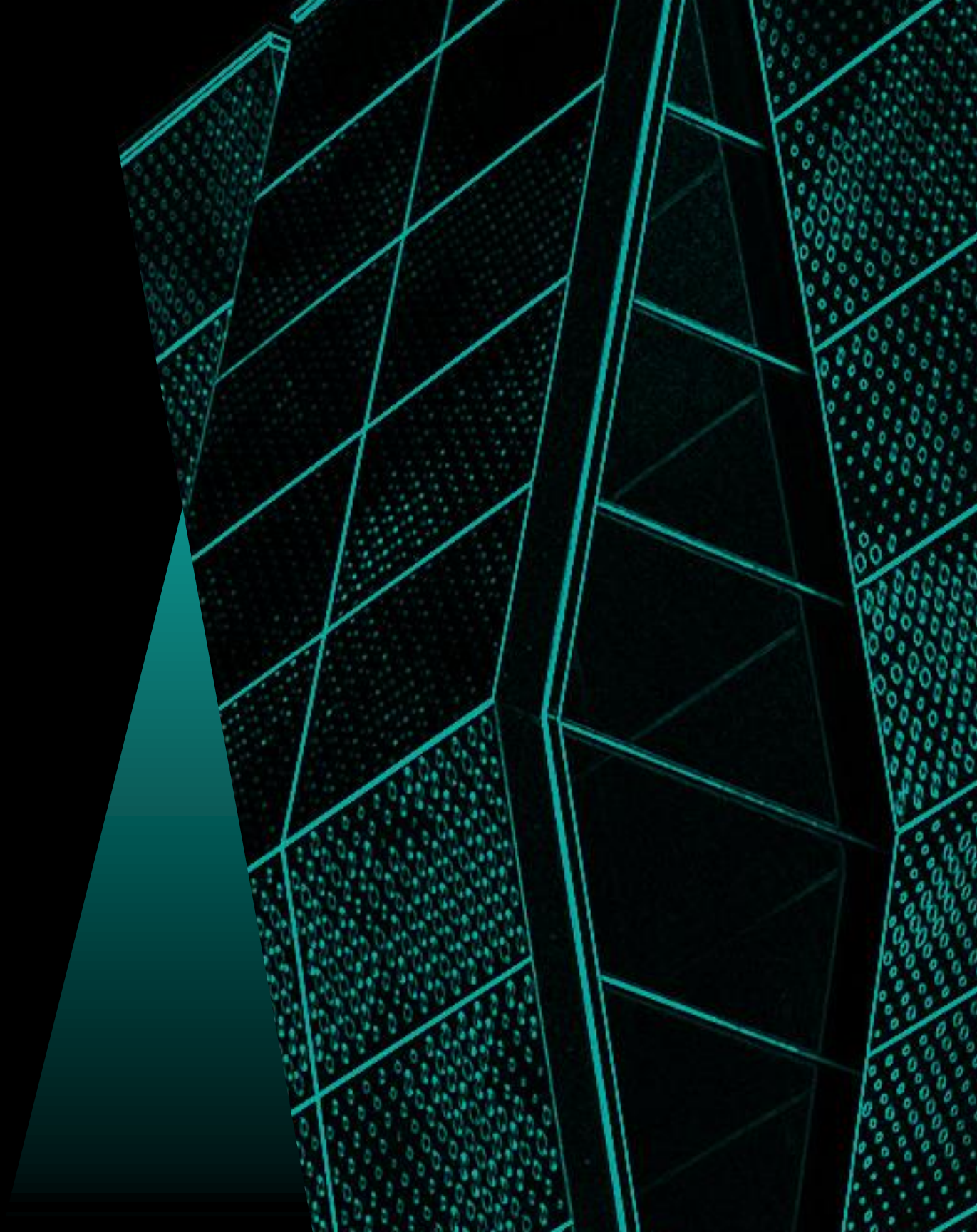


40% of downtown Sacramento towers are occupied by state agencies




Our Work on Inclusion

Barry Broome / Scott Powell
/ Cassandra Jennings



Digital Upskill Sacramento Update

- In September GSEC was awarded \$787,650 for the program
- 40 students enrolled
- Received: \$600 per week/ Computer/Internet/Training
- Two Programs: IT Support and Data Analytics

A photograph of a woman and a man looking at a laptop screen. The woman is in the foreground, looking down at the screen. The man is behind her, also looking at the screen. They appear to be in a classroom or training environment.

Level up your workforce with new tech grads

40 students from underrepresented communities in Sacramento are graduating in December with digital certificates from General Assembly and Merit America. They'll be ready for employment in entry level positions in IT Support or Data Analytics.

Visit GreaterSacramento.com/tech-grads to learn more.

Digital Upskill Sacramento Update

- Press Release in October had over 5,000 inquiries
- 500 met minimum qualifications and 40 students selected
- 6 weeks in and 37 are on track to complete
- Completed by December and job placement

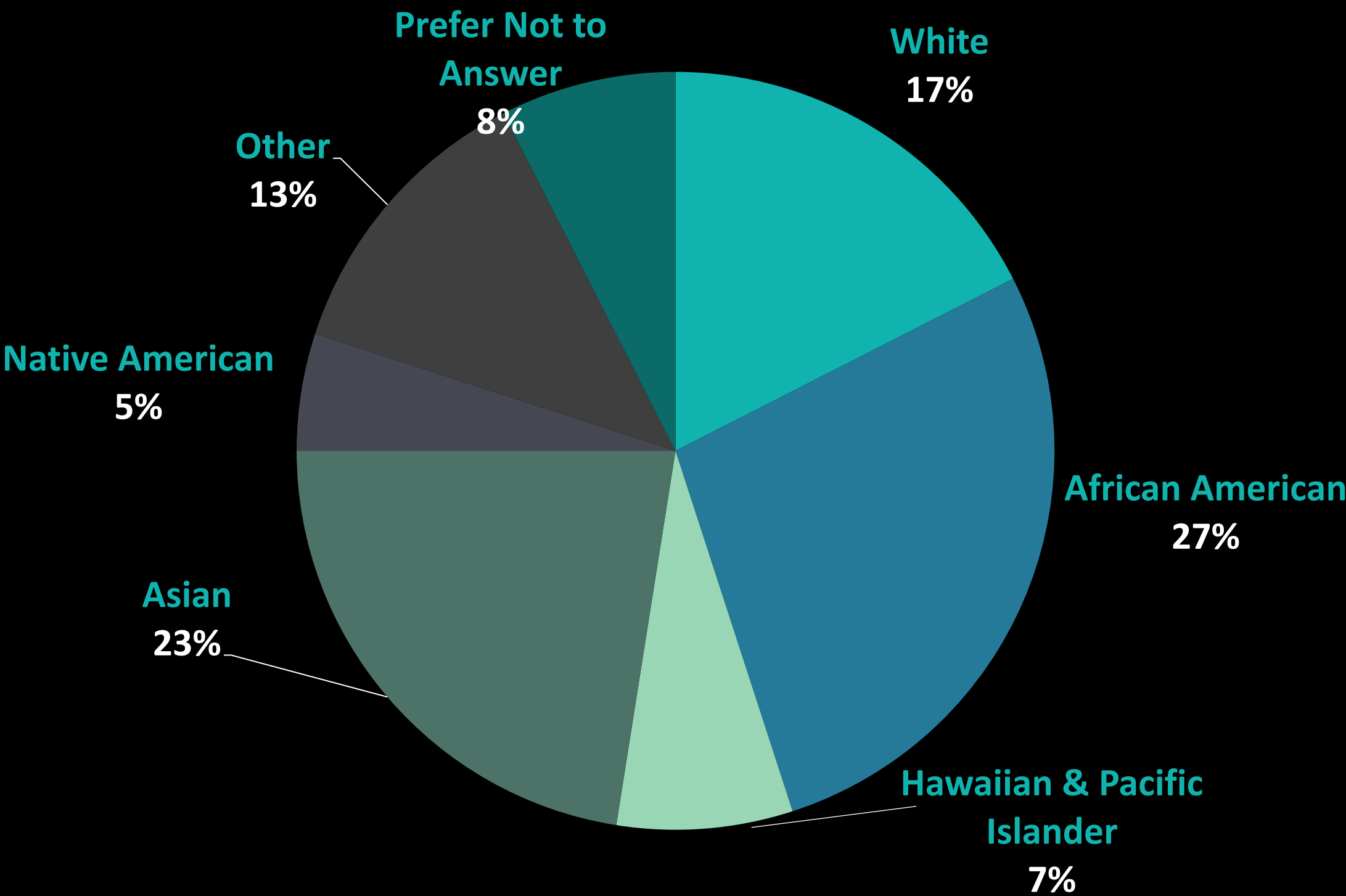
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Demographic Breakdown of Digital Upskill Students



How to Support

Connect with Us

Need you or your HR team if they have openings in IT Support or Data Analysts

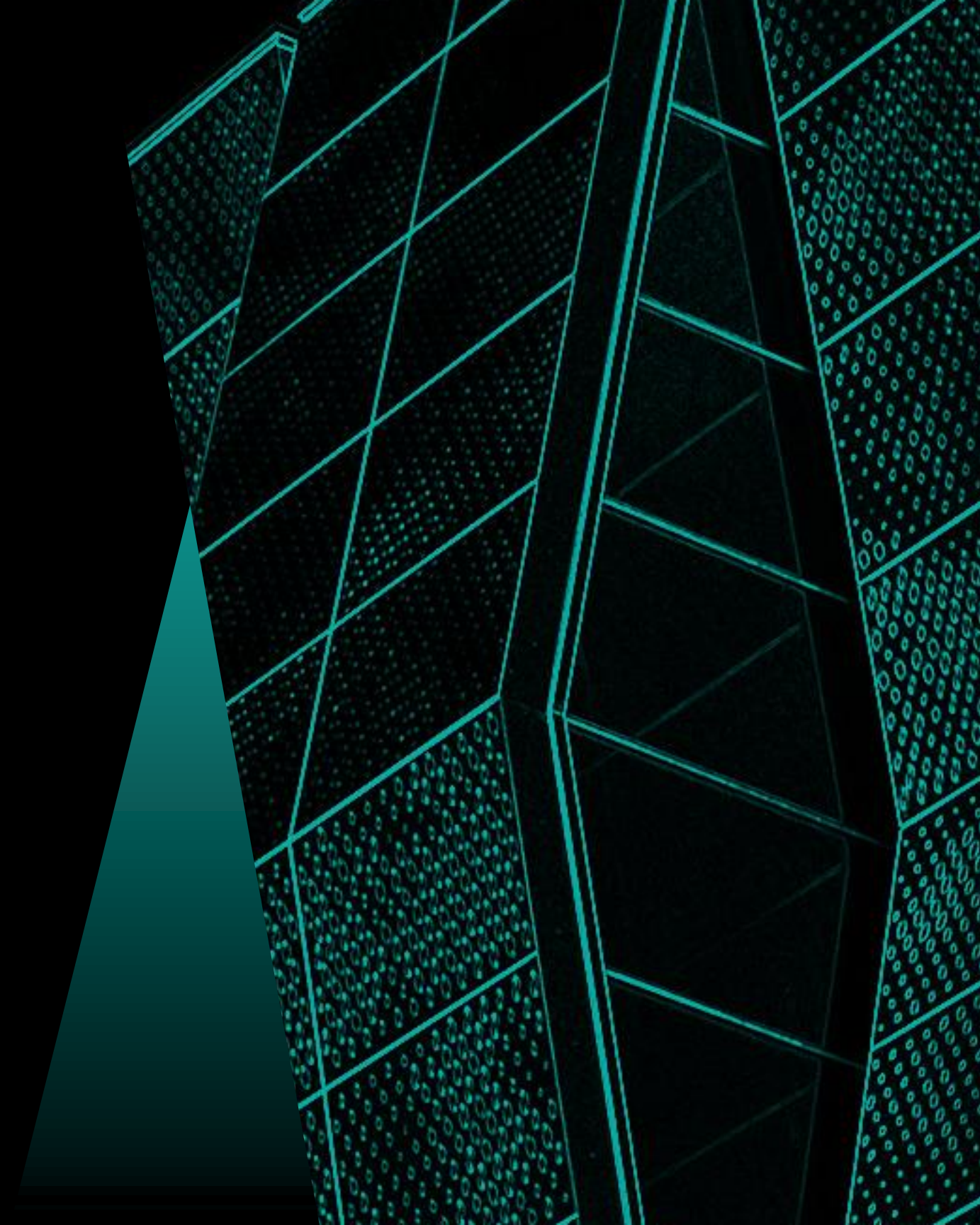


Share

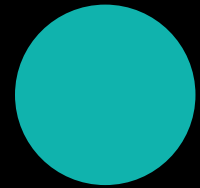
Please let others in your network know about these opportunities

Restructuring of the Workforce

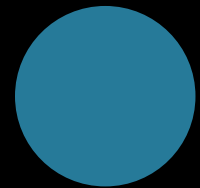
Barry Broome / Cassandra
Jennings



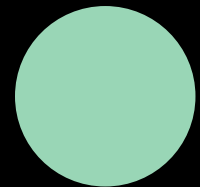
Black Star Fund



Founder and General Partner is Sacramento-based Stanford grad, Kwame Anku



Founder is only venture fund manager that has created two funds with all-Black portfolios



Is actively raising for its second fund

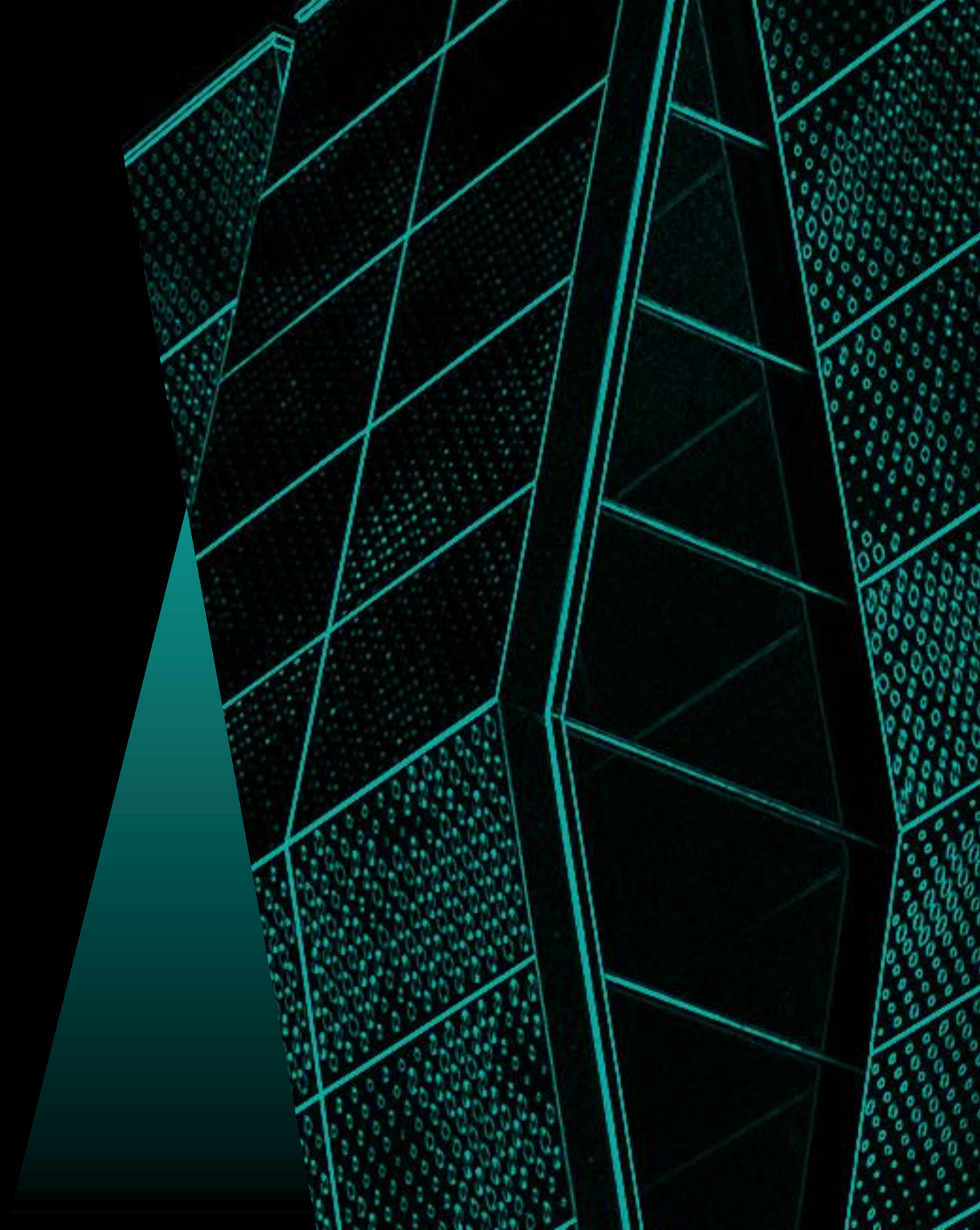


BLACK STAR ★ FUND



Talent Attraction Campaign

Scott Powell



Socially distant but digitally connected to Silicon Valley

within easily accessible
physical proximity to
innovation when needed

San Francisco

San Jose

Greater
Sacramento



Sacramento is the #1 city in the U.S. for Homebuyers Considering Relocating

Where Bay Area residents are moving

29,000

move to Greater
Sacramento
annually

3,017

move to
Austin
annually



Greater Sacramento is
#1
for projected sales growth by
Realtor.com in 2021



Greater Sacramento is
#3
in the U.S. for population inflows
according to LinkedIn

Greater Sacramento & Bay Area Shared Tech Talent

Caleb Reid, Buxton



WHO ARE WE?

ABOUT BUXTON

Since 1994

25 Years of Consumer Analytics Experience

4,000 Clients, Diverse Industries

Retail, Restaurant, Healthcare, Public Sector

Millions of Dollars Annually Invested in Data and Technology

- Over **500** Unique Datasets (Experian, Dunn & Bradstreet, Truven Health, Cuebiq, Alteryx, SAS, etc)
- In-house data of over **116 Million** U.S. Households – up to **6 individuals**
- Psychographic, Lifestyle, Behavioral, GPS and Financial data
- Buxton Analytics Platform – Mobile Capabilities
- Safe and Secure Environment – Solutions, Tech & Data Reside in AWS

Buxton Team

- 130 Total Employees
- 25+ Account Management Team Members
- 20+ Software Engineers Internally
- 40+ Predictive Analysts & Database Managers



buxton®



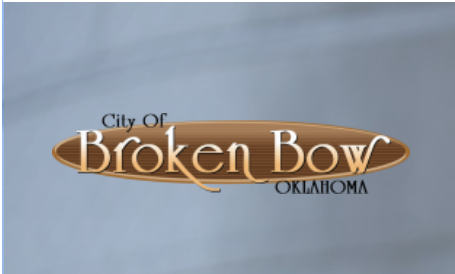
RETAIL EXPERIENCE

GREAT BRANDS GROW WITH BUXTON



PUBLIC SECTOR EXPERIENCE

TRUSTED ADVISOR FOR 850+ COMMUNITIES



OBJECTIVES

GSEC

Recruitment of Tech Companies currently located in Bay Area

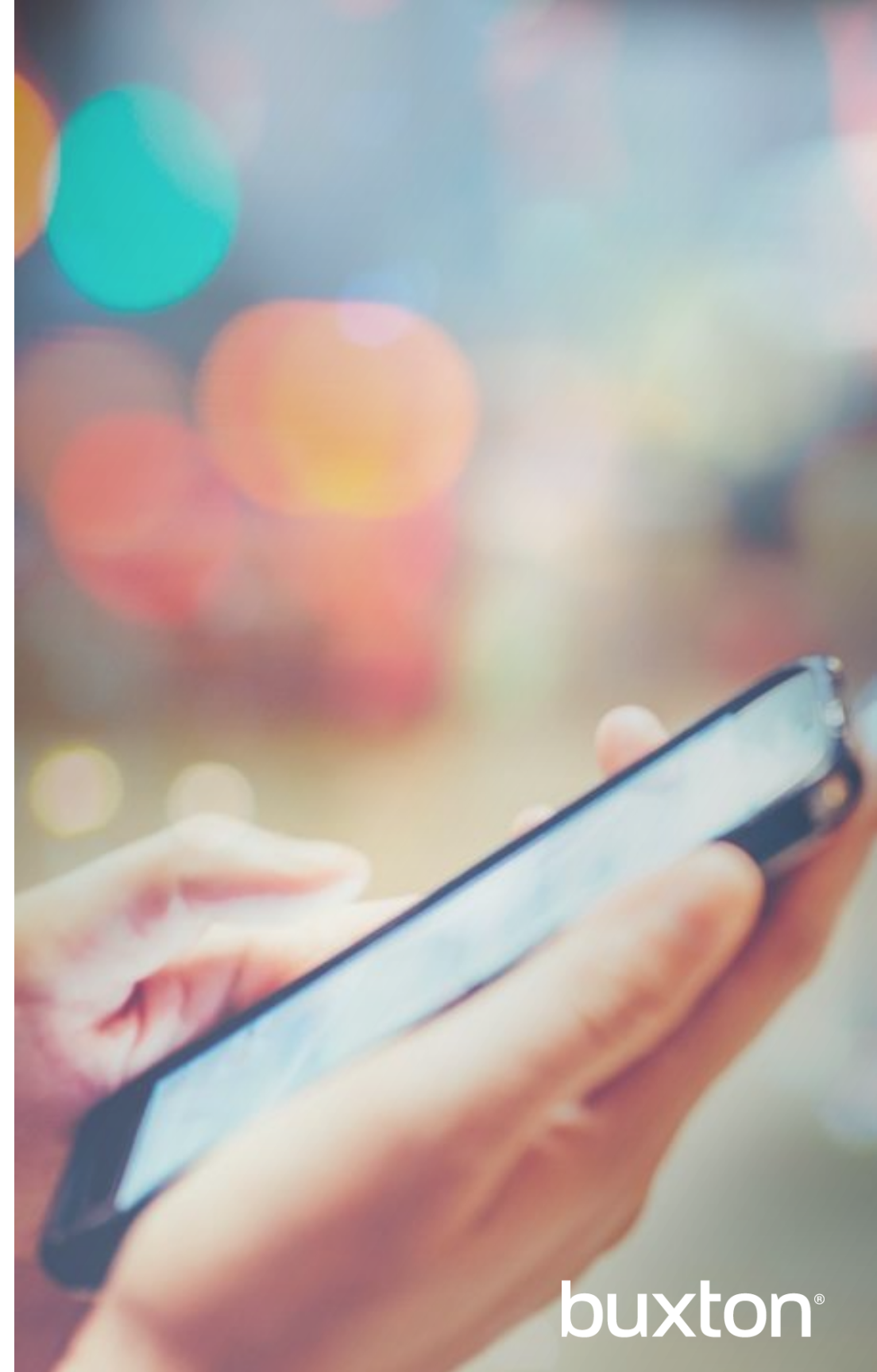
- Profile workforce of 50+ tech companies
- Understand demographic & psychographic attributes of these employees.

Tech company employee presence and workforce potential of Greater Sacramento

- Which companies have a current workforce footprint in Sacramento
- Quantify the workforce potential of Sacramento to mirror the employee profile of these brands to aid in recruitment efforts.

Tech Companies include:

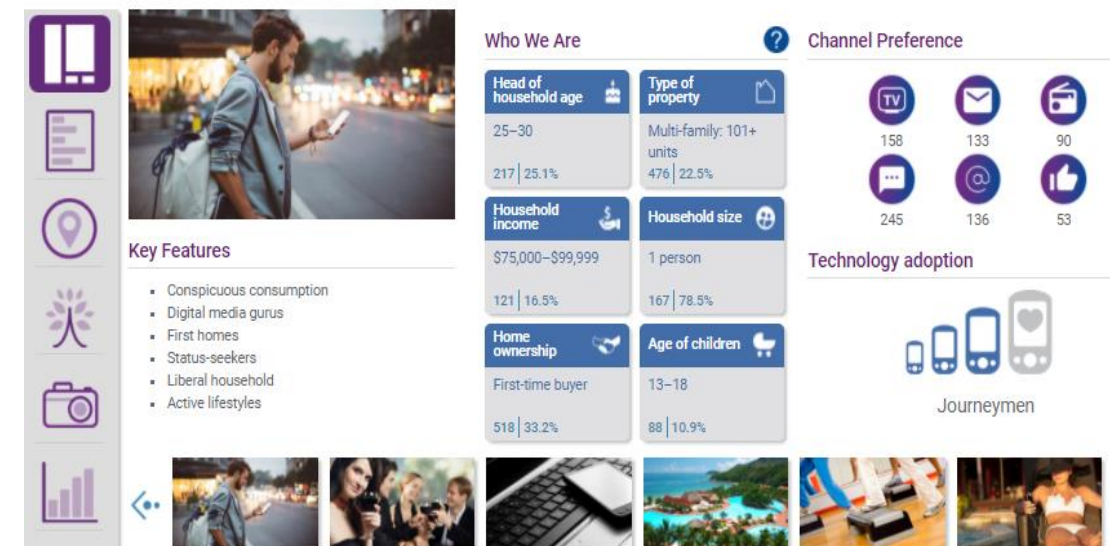
- Facebook, Microsoft, Google, Salesforce
- Apple, Twitter, Yelp, Netflix
- Many more...



IDENTIFY YOUR WORKFORCE (HOW?)

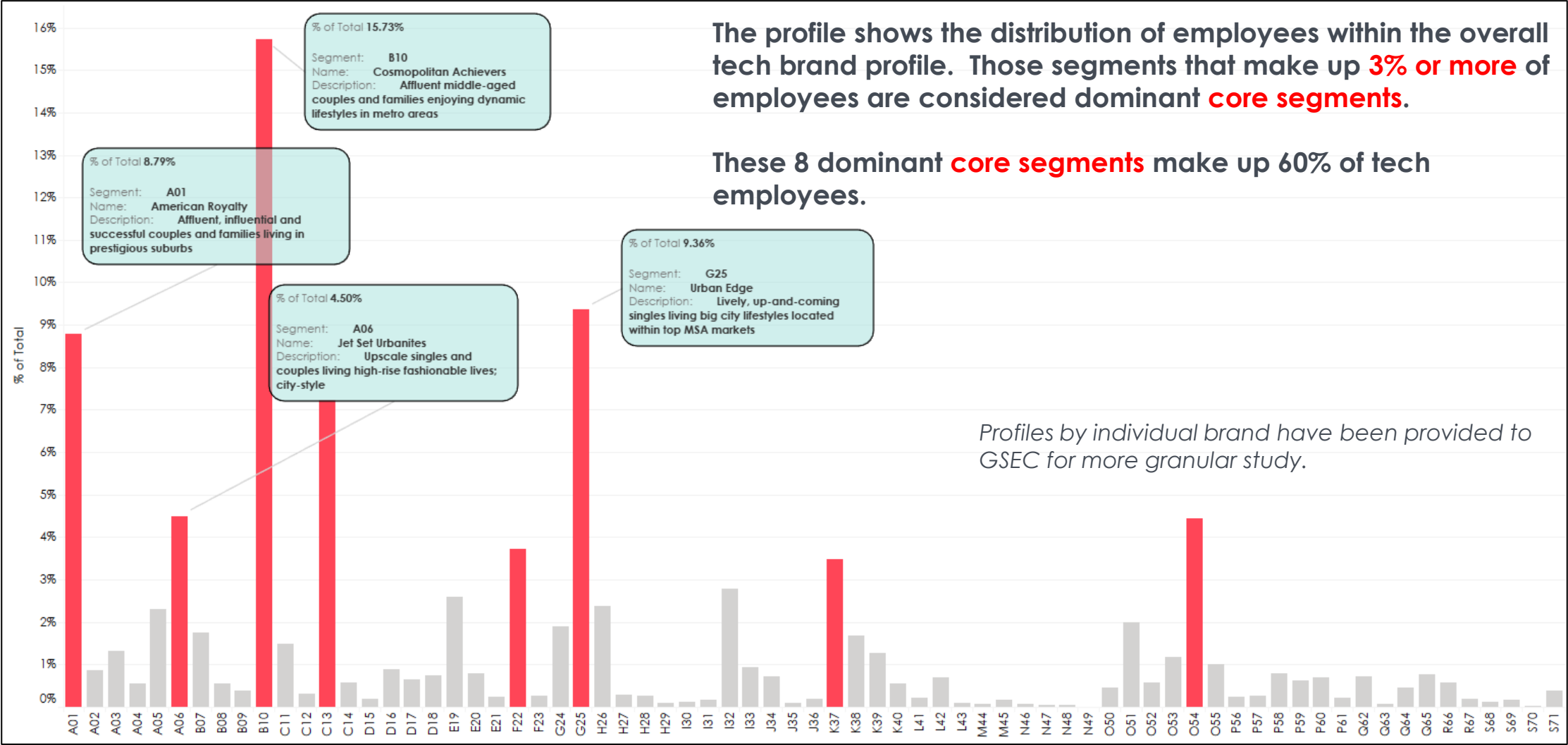
Mobile/GPS Data + Household Data

- Brand headquarters/offices are geofenced
- GPS devices are captured within the boundaries of the geofence based on device latitude/longitude
- Devices are mapped back to households based on geospatial and behavioral patterns
- Household Mosaic segmentation along with demographic/psychographic attributes are appended
- Segmentation profiles are developed by brand to understand who these people are and what they look like



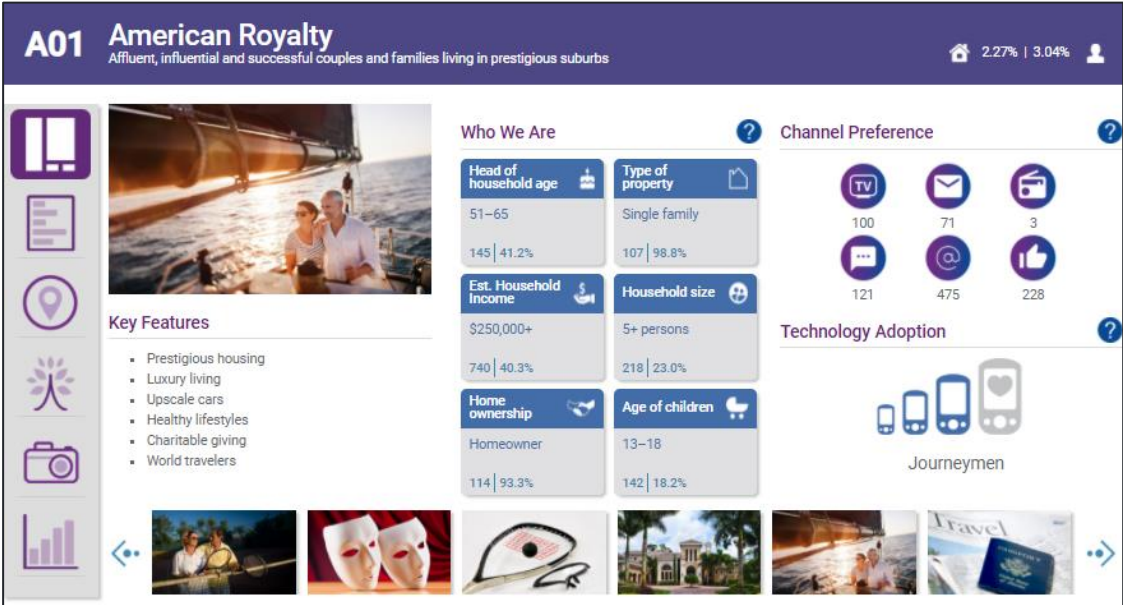
IDENTIFY YOUR WORKFORCE

Tech Profile (Overall)



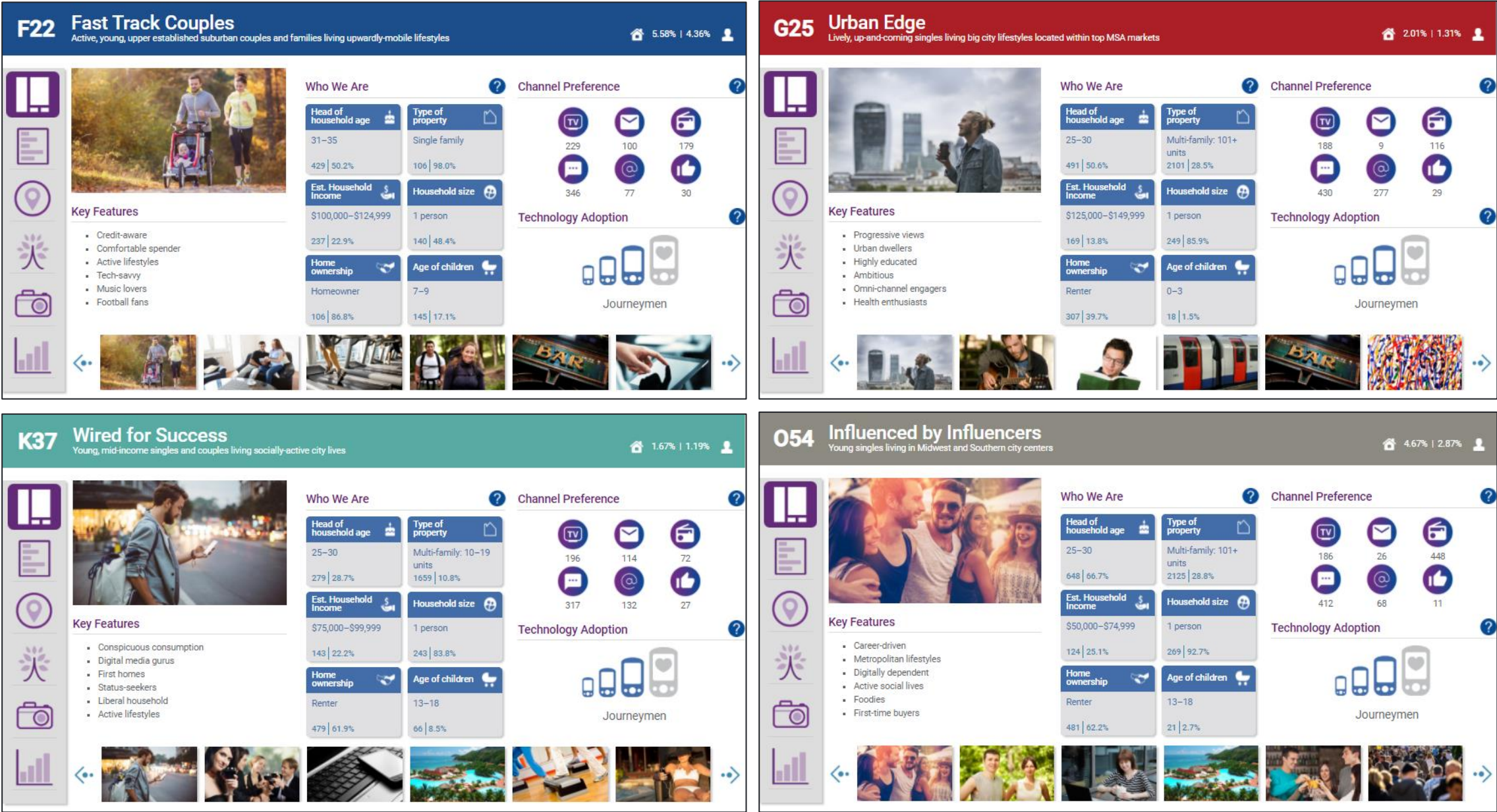
IDENTIFY YOUR WORKFORCE

Tech Profile (Overall)



IDENTIFY YOUR WORKFORCE

Tech Profile (Overall)

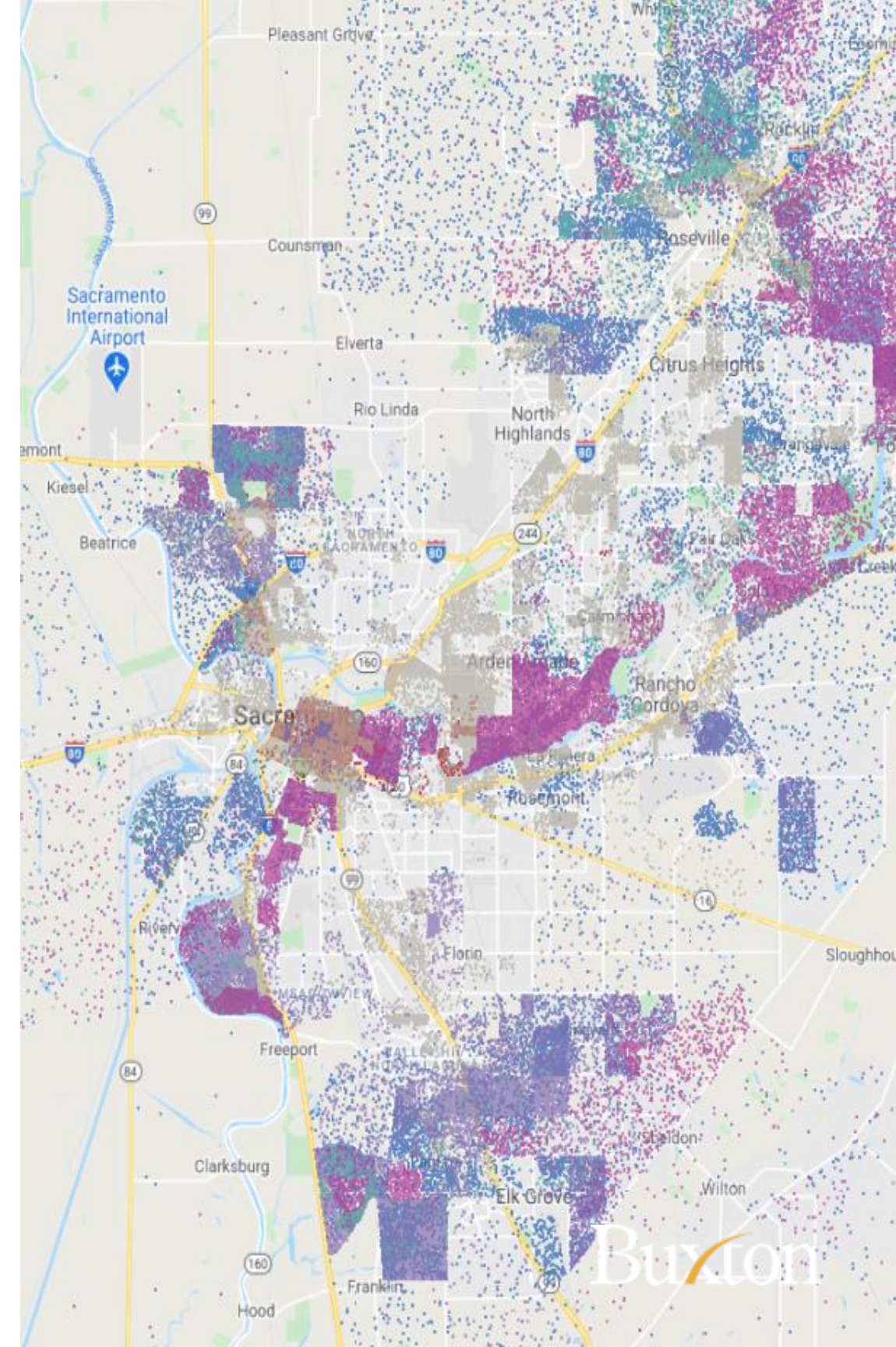


RESULTS

GSEC

Dominant segments of the overall tech profile were mapped to Sacramento to understand and quantify how the workforce aligns with these profiles.

- Each dot represents a household with the same Mosaic segment as the dominant segments in the overall tech profile.

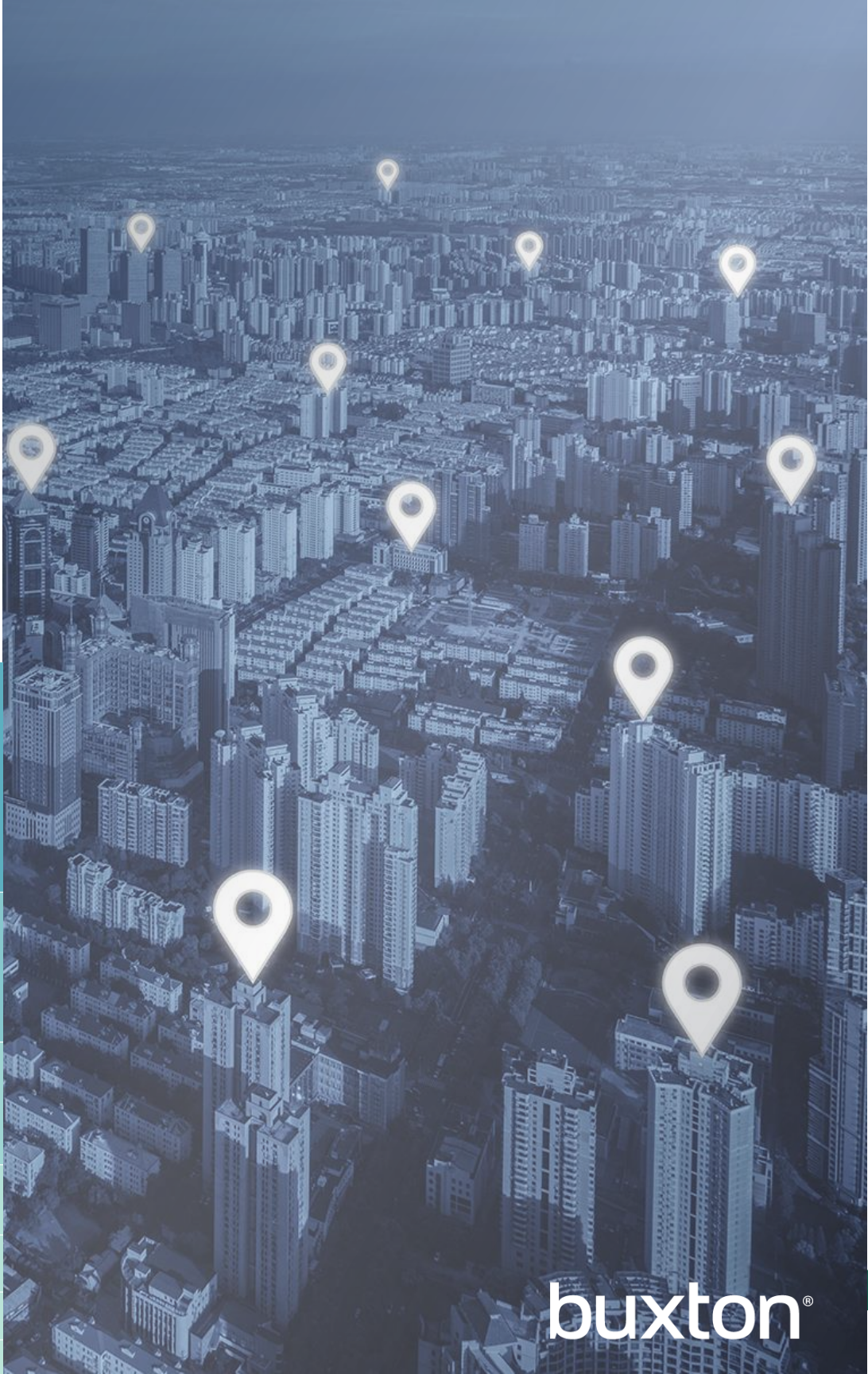
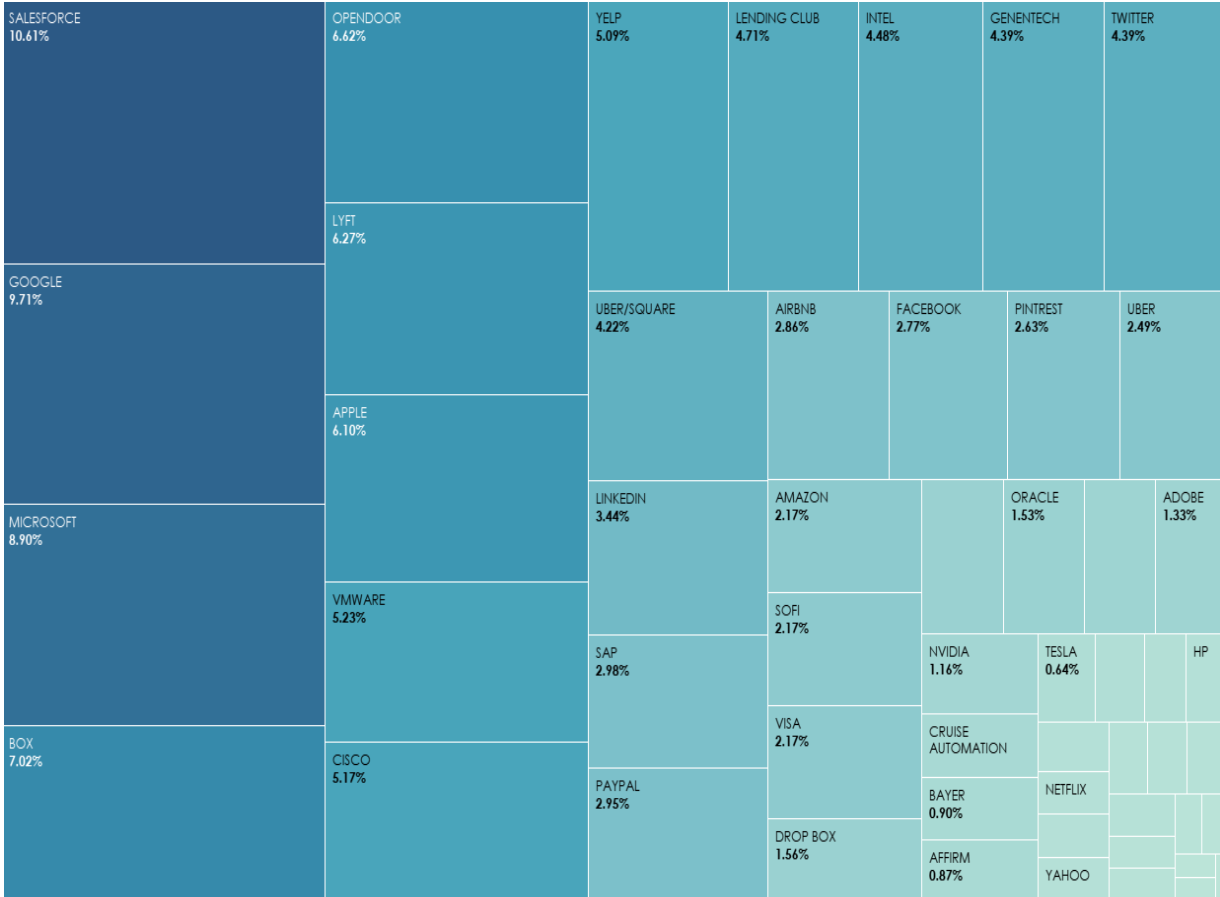


RESULTS

GSEC

Understand which brands have a current footprint in Greater Sacramento based on number of captured records.

- Top 5 Brands: (# of captured employees)
 - Salesforce (367)
 - Google (336)
 - Microsoft (308)
 - Box (243)
 - Opendoor (229)



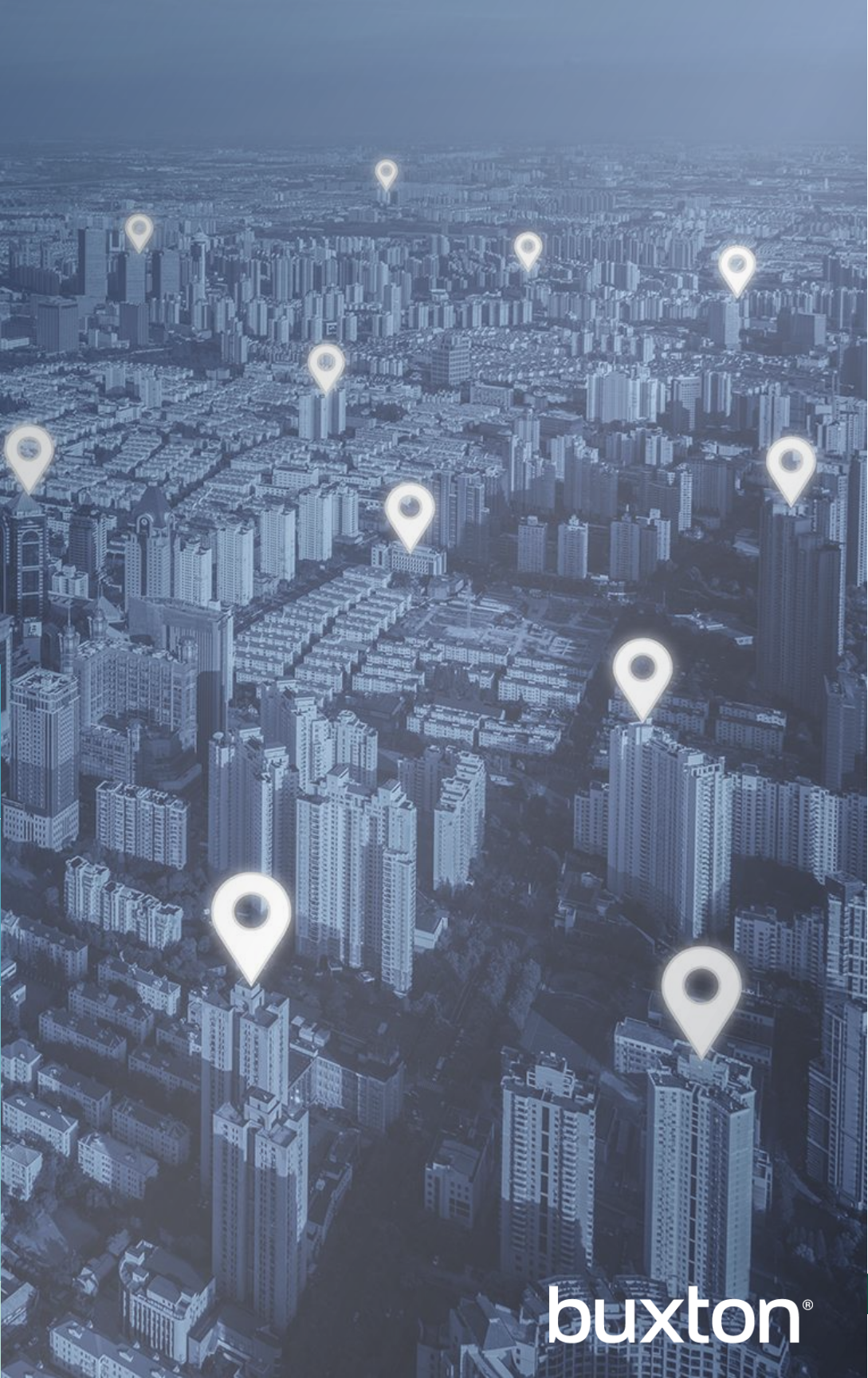
RESULTS

GSEC

Understand which brands you have the most potential with based on how well Sacramento households mirror the brand profiles.

- Top 5 Brands w/ most workforce potential:
 - Novartis
 - Lucid Motors
 - SOFI
 - SAP
 - Box

NOVARTIS 24.49% 224,248	BAYER 17.67% 180,142	EBAY 17.56% 160,796	APPLE 15.45% 141,473	FACEBOOK 15.45% 141,473	PAYPAL 15.45% 141,473	YAHOO 15.45% 141,473	INUIT 15.42% 141,227	NVIDIA 15.42% 141,227
LUCID MOTORS 23.88% 218,675	VMWARE 19.67% 180,142	PENUMBRA INC 17.29% 158,283	TESLA 15.42% 141,227	GOOGLE 14.62% 133,888	LINKEDIN 14.62% 133,888	ORACLE 14.62% 133,888	ROBINHOOD 14.62% 133,888	VISA 14.62% 133,888
SOFI 22.19% 203,157	HP 19.27% 176,480	NETFLIX 17.18% 157,348	DROP BOX 15.17% 138,867	CISCO 13.73% 125,709	AMAZON 12.06% 110,449	MICROSOFT 12.06% 110,449	OPENDOOR 12.06% 110,449	
SAP 21.93% 200,829	LAM RESEARCH 19.07% 174,652	YOUTUBE 16.89% 154,631	SALESFORCE 15.17% 138,867	LENDING CLUB 12.96% 118,628	TWITTER 12.06% 110,449	AIRBNB 10.63% 97,291	PINTEREST 10.63% 97,291	
BOX 21.11% 193,300	INTEL 18.86% 172,667	JUNIPER NETWORKS 16.58% 151,775	UBER 15.17% 138,867	YELP 12.96% 118,628	CRUISE AUTOMATION 11.52% 105,470	GILEAD SCIENCE 8.70% 79,705	STRIPE 7.01% 64,187	
WORKDAY 21.11% 193,300	LYFT 18.78% 171,963	GENENTECH 16.06% 147,038	UBER/SQUARE 15.17% 138,867	SQUARE 12.64% 115,772	ADOBE 14.62% 133,888			
	BROADCOM 18.61% 170,374	EA 15.77% 144,436						





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What's **#NextOutWest** Campaign

Michelle Willard



Talent Attraction Campaign



WhatsNextOutWest.com
#NextOutWest #RethinkRemote



Launched December 8: Millennial
talent attraction campaign for region



Video, social media and digital ad
campaigns targeting big tech talent

GREATER SACRAMENTO


LIVE ▾

WORK ▾

EXPERIENCE ▾


LEARN ▾

CONNECT ▾



THE BEST OF EVERYTHING.


Enjoy the best of everything in Greater Sacramento, California's best kept secret.

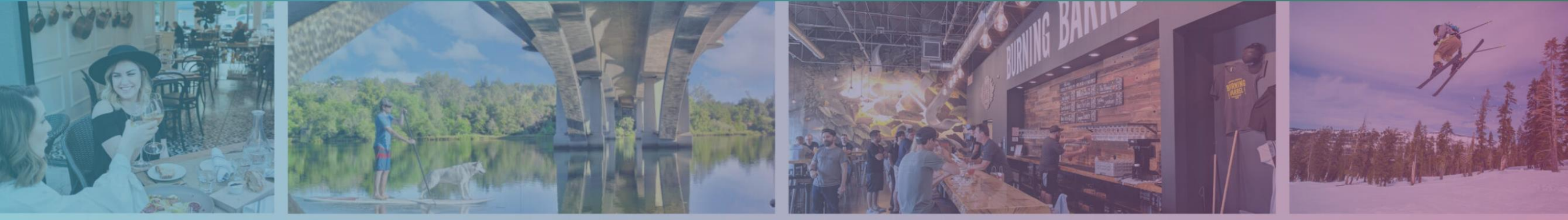


LIVE.

Greater Sacramento is a diverse region with neighborhoods to fit every lifestyle, from our lively urban core to family-friendly suburbs and picturesque rural communities. We have all the appeal of larger cities at a fraction of the cost.

LEARN MORE





One, central robust location with content promoting the lifestyle and career opportunities available across the region

#NEXTOUTWEST

Follow #NextOutWest to see the boundless adventures Greater Sacramento has to offer.



California's Best Kept Secret



Supporting the Talent Attraction Launch



Thank You

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