

Board of Directors

September 10, 2020

Agenda

- 9 a.m. **Chairperson's Call to Order**
Laurie Harting
- 9 a.m. **Approval of Minutes**
Laurie Harting
- 9 a.m. **Governance – ACTION**
Laurie Harting
- 9:30 a.m. **Action Plan Strategy Session Follow-up**
Tracye McDaniel
- 10:15 a.m. **Organizational Update**
Danielle Casey
- 10:30 a.m. **Split Roll Tax – ACTION**
Barry Broome
- 10:40 a.m. **Board of Directors Discussion**
Acknowledgement
Adjournment

Chairperson's Call to Order

Laurie Harting

*President & CEO,
Greater Sacramento Division*

Dignity Health



Approval of Minutes

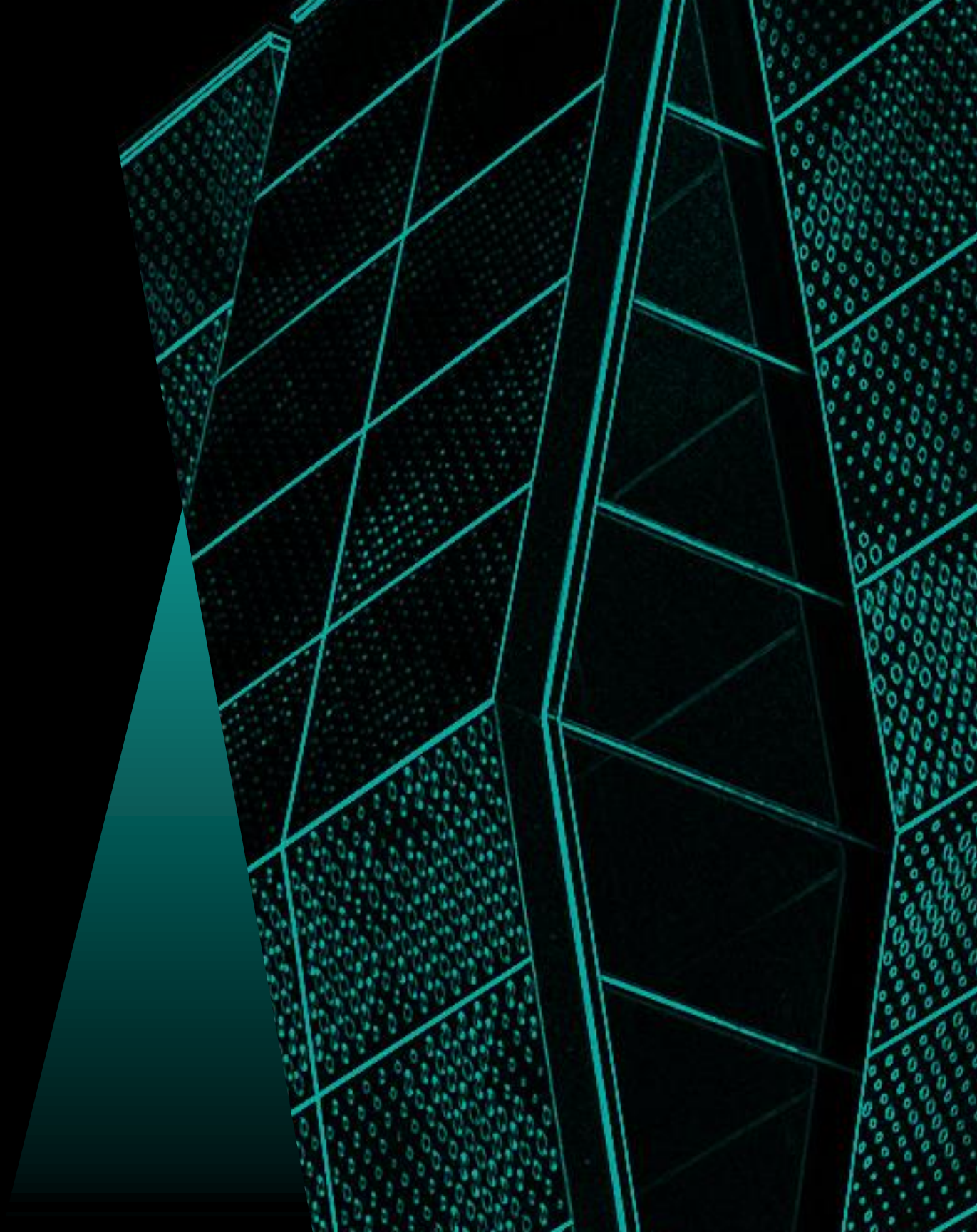
Laurie Harting

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Governance

Laurie Harting



Appointment of Directors & Committees



Christopher Callahan
President, University of the
Pacific



Wendy Cohen
President, Kitchell



Brian Ternan
President & CEO, Health
Net, Inc., a Centene
Company



Lorenzo Hines Jr., ICMA-CM
City Manager, City of Galt



Gloria Partida
Mayor, City of Davis



Melissa Anguiano
Deputy Director, City of
Sacramento
EDDT Chair



Dr. John Jackson
President, William
Jessup University
Competitiveness Council Co-Chair



Jeff Dern
President & CEO, PRIDE
Industries

Board of Directors Meeting Calendar

Please mark your calendars for the following meetings for 2020 and 2021

BOARD OF DIRECTORS MEETINGS

September 10, 2020 (Thursday) | 9 – 11 a.m.

December 10, 2020 (Thursday) | 9 – 11 a.m.

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

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

EXECUTIVE COMMITTEE MEETINGS

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

September 1, 2020 (Tuesday) | 3-4 p.m.

December 7, 2020 (Monday) | 4-5 p.m.

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

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

Revenue and Expenditure Information

| Revenue | FYE19/20 |
|--------------------------------------|------------------|
| Total Contributions – Private Sector | 7,354,812 |
| Total Contributions – Public Sector | 964,608 |
| Corporate Memberships | 67,500 |
| Grant Revenue | 200,000 |
| TOTAL REVENUE | 8,586,920 |

Revenue and Expenditure Information

| Expenditures | FYE19/20 Actual | FYE19/20 Budget | Variance |
|-----------------------------|--------------------|--------------------|-----------|
| Total Personnel | 2,890,803 | 3,242,738 | (351,935) |
| Total Office | 829,751 | 773,449 | 56,302 |
| Total Professional Services | 279,883 | 205,000 | 74,883.12 |
| Total Community Outreach | 278,361 | 239,945 | 38,416 |
| Total Events/Meetings | 317,508 | 625,768 | (308,260) |
| Total Special Projects | 16,471 | - | 16,471 |
| TOTAL EXPENDITURES | 4,612,776 | 5,086,900 | (474,124) |
| NET OTHER REVENUE | (419,724) | (586,900) | 167,176 |
| NET EXPENDITURES | 4,193,052 | 4,500,000 | (306,948) |

Revenue and Expenditure Information

| Revenue | YTD 07/31/2020 |
|--------------------------------------|-------------------|
| Total Contributions – Private Sector | 3,575,000 |
| Total Contributions – Public Sector | 503,208 |
| Corporate Memberships | 7,500 |
| Grant Revenue | 100,000 |
| TOTAL REVENUE | 4,185,708 |

Revenue and Expenditure Information

| Expenditures | YTD actual 07/31/2020 | YTD budget 07/31/2020 | Variance |
|-----------------------------|--------------------------|--------------------------|-----------------|
| Total Personnel | 183,633 | 216,293 | (32,660) |
| Total Office | 65,259 | 71,686 | (6,428) |
| Total Professional Services | 7,405 | 11,000 | (3,595) |
| Total Community Outreach | 3,321 | 5,701 | (2,380) |
| Total Events/Meetings | 1 | 413 | (412) |
| Total Special Projects | 1,500 | 1,500 | 0 |
| TOTAL EXPENDITURES | 261,119 | 306,593 | (45,475) |
| NET OTHER REVENUE | (14,201) | (15,000) | 799 |
| NET EXPENDITURES | 246,918 | 291,593 | (44,675) |

Cash Summary

| | YTD 07/31/2020 | FYE19/20 |
|-----------------|-------------------|-------------|
| Opening Cash | 5,418,374 | 4,498,668 |
| Receipts | 1,544,414 | 5,743,463 |
| PPP Loan | 331,302 | - |
| Interest Income | 5,016 | 68,475 |
| Expenses | (348,580) | (4,892,232) |
| Change in Cash | 1,532,152 | 919,706 |
| Ending Cash | 6,950,526 | 5,418,374 |

Pledges Receivable

| | Month 07/31/2020 | FYE19/20 |
|----------------------------|---------------------|------------------|
| Opening Pledges Receivable | 7,405,000 | 4,131,500 |
| New Pledges | 3,000,000 | 8,826,003 |
| Collected Pledges | (1,210,000) | (5,552,503) |
| Change in Pledges | 1,790,000 | 3,273,500 |
| Ending Pledges | 9,195,000 | 7,405,000 |

*As of 07/31/2020

Pledges 5-Year Look Forward

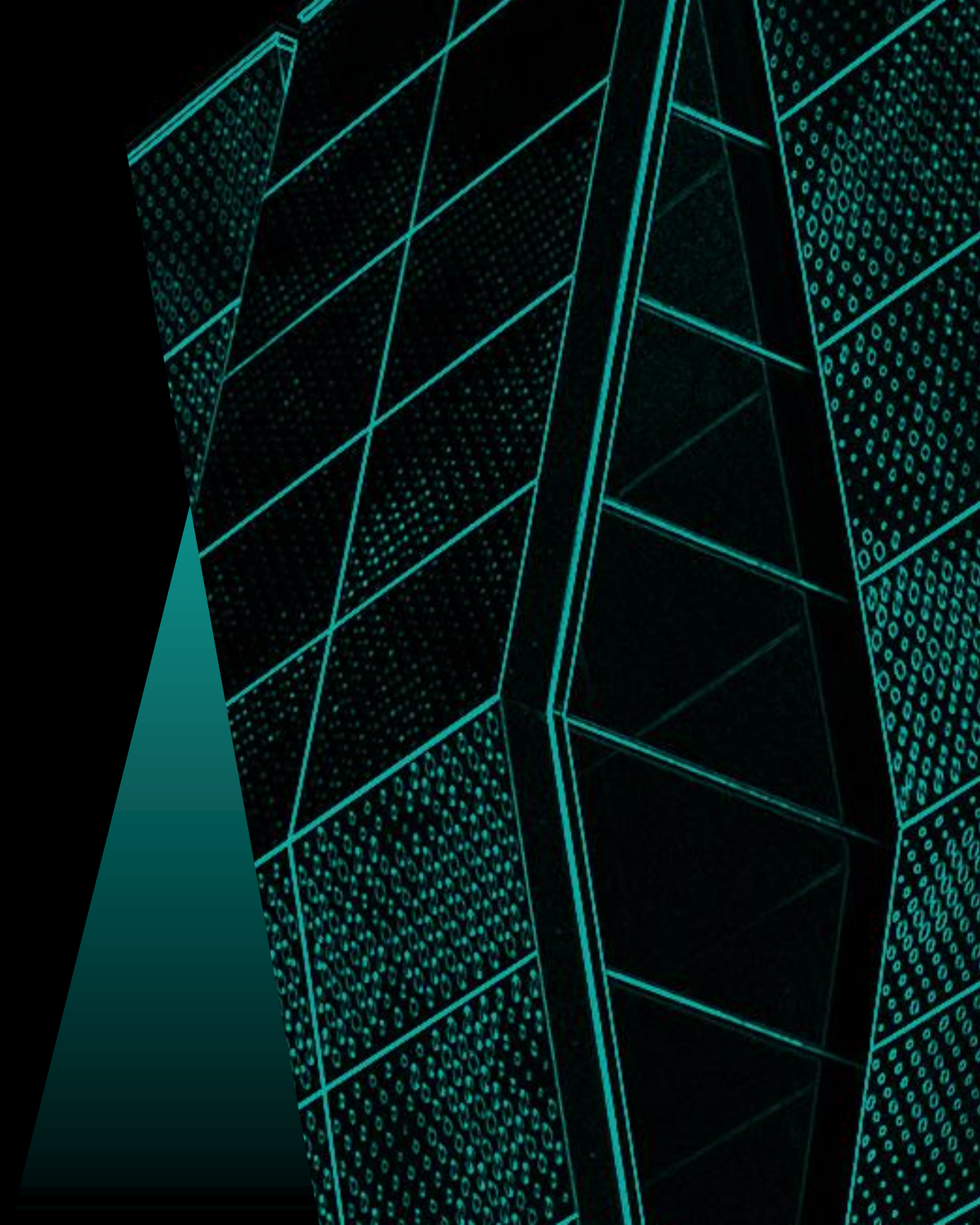
| Year Ended | Pledges Outstanding |
|---------------|---------------------|
| Prior Year(s) | 225,000 |
| June 2021 | 1,725,000 |
| June 2022 | 2,360,000 |
| June 2023 | 2,135,000 |
| June 2024 | 1,500,000 |
| June 2025 | 1,500,000 |
| Total | 9,195,000 |

**As of 07/31/2020*

Public Funds Memo

Steve Hymas

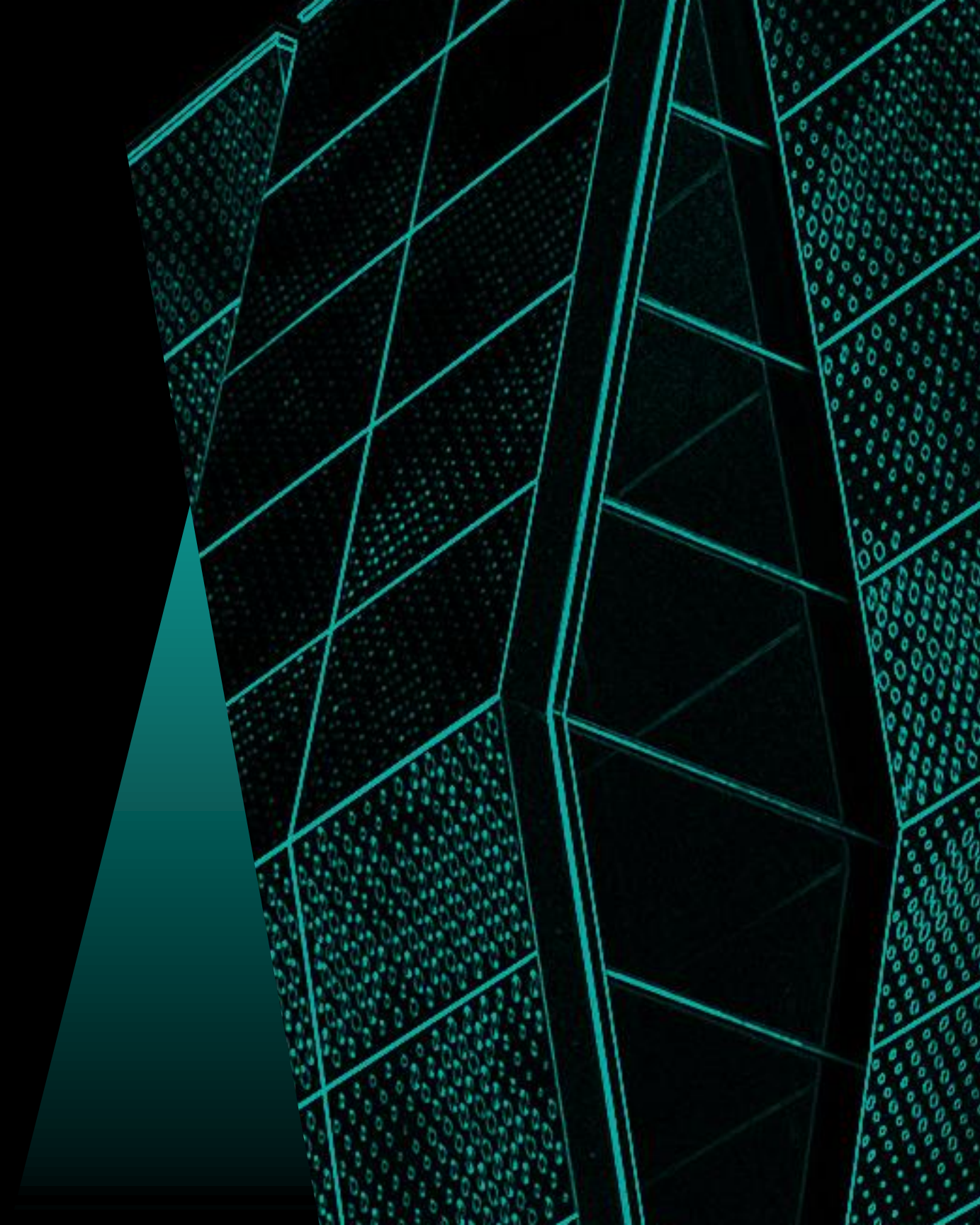
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Digital Upskill Program

Barry Broome

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Fiscal Year 2020/21 Private Sector Renewals

| Company | Agreed to Renew | Commitment Letter Received |
|--|-----------------|----------------------------|
| Golden 1 Credit Union | √ | |
| Markstein Beverage Co. | √ | |
| Sacramento Soccer & Entertainment Holdings | √ | |

All other 9 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 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>) | | |

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 | | ✓ | | | | | | ✓ | ✓ | ✓ |

Proposed Bylaws Amendment

Proposed Amendment. Any proposed change would amend Section 4.5.4 of Greater Sacramento's Amended and Restated Bylaws. An example of the amendment could be as follows:

4.5.4 Public Entities. Each City, Town, Municipality, County, and/or other governmental entity ("Governmental Entity"), that is in good standing, makes a long-term commitment to carry out the mission and purpose of the Corporation, and commits to make an annual contribution at an amount equal to or greater than its full formula allocation, as determined from time to time by the Board of Directors, shall have a single voting representative to serve as director on the Board of Directors so long as such director will not cause the Corporation to exceed the maximum number of authorized directors. The director under this paragraph shall be the highest-ranking non-elected official with the Governmental Entity. This highest-ranking non-elected official shall be permitted to delegate his or her position as director to the highest-ranking elected official with the Governmental Entity to serve as an alternate to the director, provided, however, that (a) in the case that the Governmental Entity is a county, the highest-ranking elected official may be any one of the county supervisors and need not be the chair of the county supervisors, and (b) in the case that the Governmental Entity is a city with a rotating mayor from among the city council members (and not a mayor that is elected as mayor by the voters), the highest-ranking elected official may be any one of the city councilmembers and need not be the then-current rotating mayor. Any such director (the representative or his or her alternate) will be qualified to serve on the Board only if the Governmental Entity is current on its required annual contribution.

Action Plan Strategy Session Follow-up

Tracye McDaniel

President, TIP Strategies



GREATER SACRAMENTO ECONOMIC COUNCIL

FINAL ACTION PLAN STRATEGY SESSION



AGENDA

- ▶ How we got here
- ▶ Context: national trends
- ▶ What we heard + recommendations
- ▶ Discussion





HOW WE GOT
HERE

PROCESS OVERVIEW

July

TIP/GSEC Kickoff

Board Member Survey

August 4th

Board Strategy Session #1

August 6th

Board Strategy Session #2

August 12th

Board Strategy Session #3

September 10th

Wrap Up: Feedback Summary + Action Plan Updates



CONTEXT: NATIONAL TRENDS

HOW DO THESE TRENDS IMPACT GSEC?



SOCIAL EQUITY

Economic disparities
& racism



HEALTH

Covid-19 economic
effects



LEADERSHIP

The new face of
leadership



ENVIRONMENT

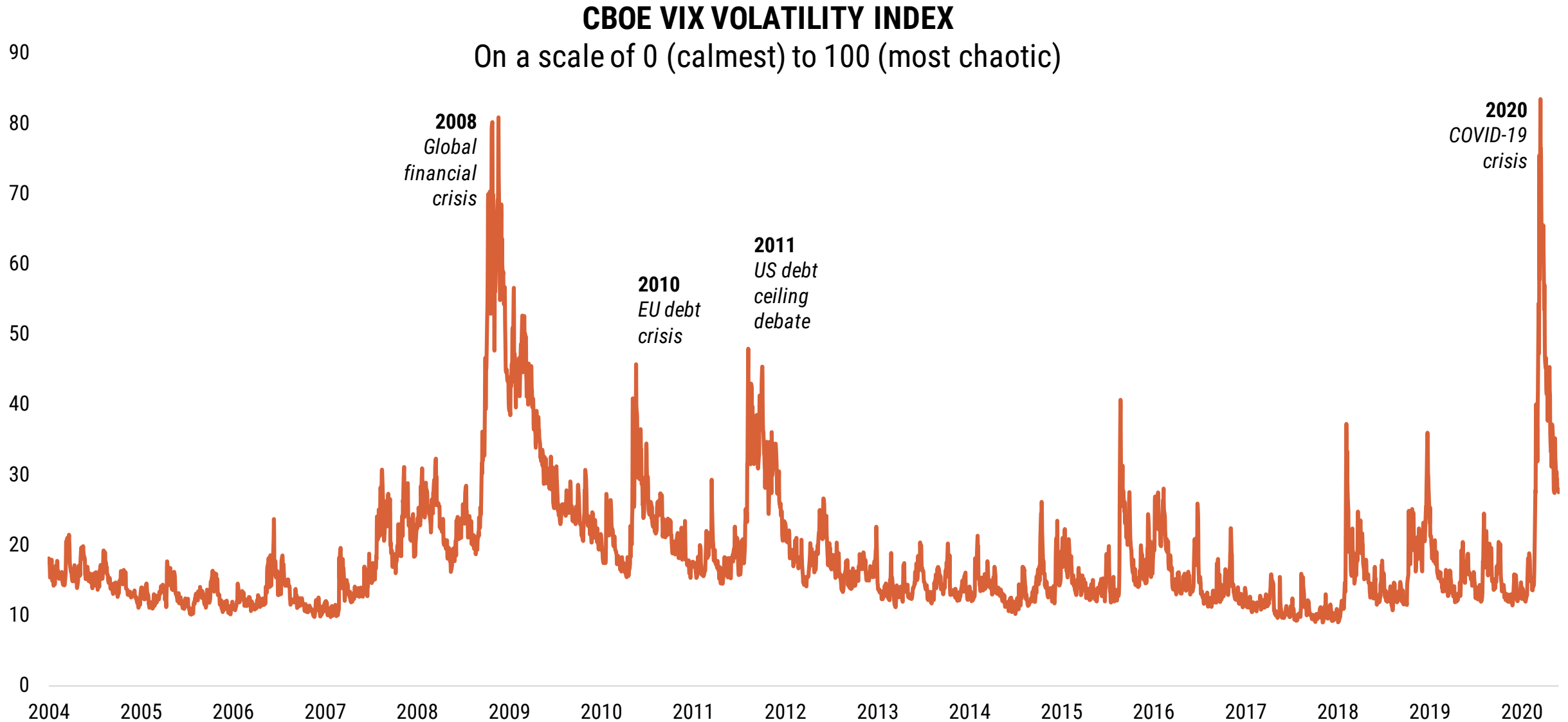
Climate change &
climate migration



TECH

New opportunities &
new vulnerabilities

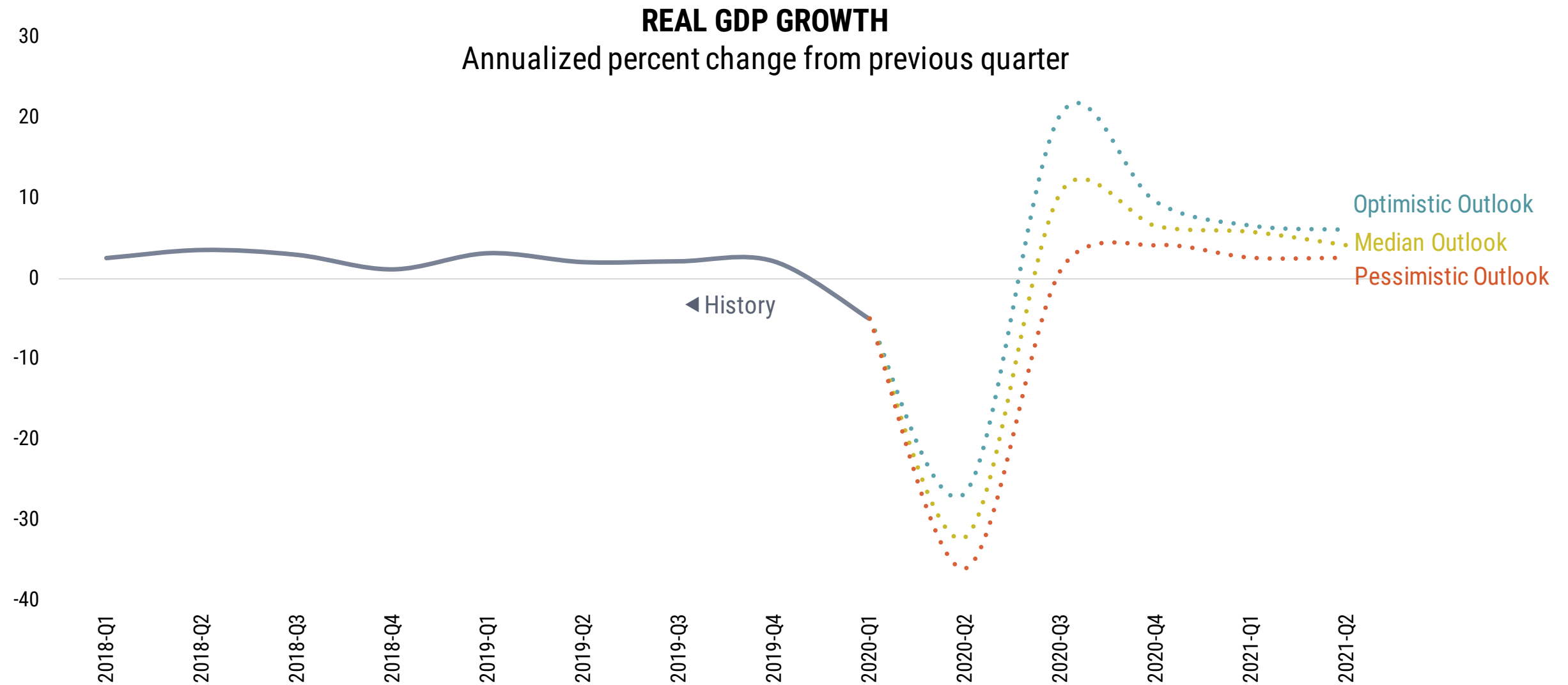
WALL STREET'S "FEAR INDEX" REACHED ITS HIGHEST POINT SINCE 2008



Source: Chicago Board Options Exchange (CBOE).

Notes: The VIX Index is a daily indicator of 30-day expected volatility of US equities markets. It is derived from real-time, mid-quote prices of the S&P 500 Index call and put options, and it is a recognized global measures of volatility.

ECONOMISTS DISAGREE ABOUT THE SEVERITY OF THE CRISIS



US Bureau of Economic Analysis (history); and National Association of Business Economics, Quarterly Outlook Flash Survey (forecast scenarios)
The median forecast reflects the views of the 45 panelists who responded to the NABE April survey. The optimistic and pessimistic forecasts are the averages of the five highest and five lowest forecasts, respectively. The organizations with contributing panelists included Action Economics, LLC; Bank of the West; BBVA; Carranco Lunettes; CERF @ Cal Lutheran University; Coast Economic Consulting; Conference of State Bank Supervisors; CoreLogic; Deloitte Services L.P.; GT Economics; EAA, Inc.; East Carolina University; Eaton; Econometric Studios; Evercore ISI; Fannie Mae; Georgia State University; GLC Financial Economic; Goldman, Sachs & Co.; Kleinhenz & Associates; Loomis Sayles & Co. LP; IHS Markit; MacroFin Analytics; Moody's Analytics; Morgan Stanley; MUFG Union Bank; Naroff Economic Advisors; National Association of Home Builders; Nationwide Insurance; Northern Trust; NTEA; Oxford Economics; Parsec Financial; PNC Financial Services Group; Point Loma Nazarene University; Ramapo College New Jersey; Robert Fry Economics, LLC; RSQE (University of Michigan); Titan RM; University of Maryland; Visa, Inc; Wells Fargo; Woods & Poole Economics, Inc.; and Zempel Strategic.

THE CASCADING EFFECTS OF UNEVEN PROLONGED SHUTDOWNS...

- ▶ Simultaneous shocks to supply and demand (e.g., oil and gas)
- ▶ Inevitability of further turmoil related to global recessionary trends
- ▶ Disruption of established patterns of work, consumer spending, and social norms: The “new abnormal”
- ▶ The importance of social justice in recovery and growth

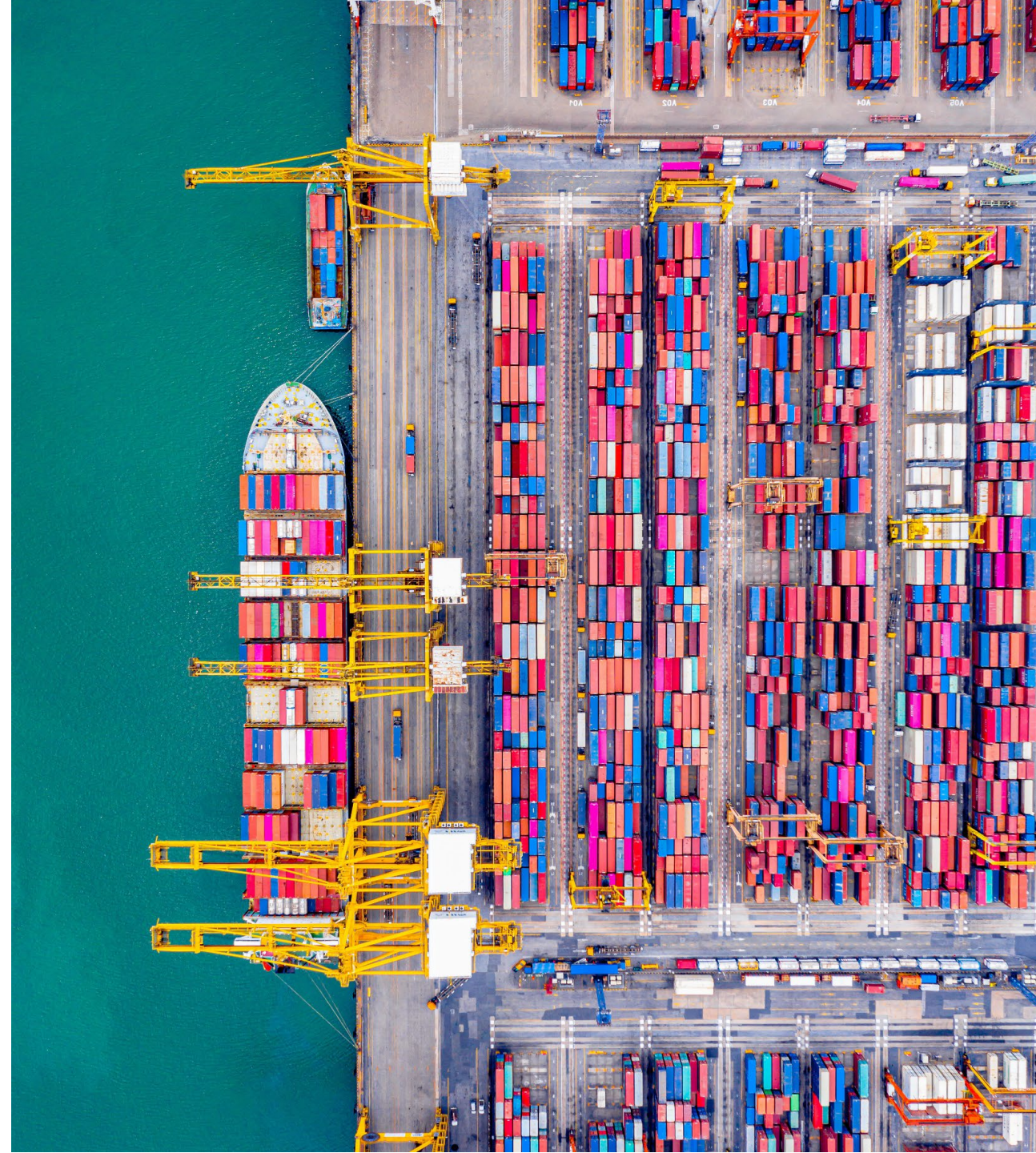


SUPPLY CHAIN RESTRUCTURING

Resiliency – not just “cost and efficiency”

Driven by:

- ▶ Trade policy (tariffs and protection of national industries)
- ▶ Immigration restrictions
- ▶ Vulnerabilities (climate, health, geopolitics)
- ▶ Time to market
- ▶ Rising labor costs in developing nations





ACCELERATION OF EXISTING TRENDS

- ▶ Supply chain restructuring
- ▶ Online retail sales
- ▶ Flexible workspace
- ▶ Health and medicine
- ▶ Composition of the workforce
- ▶ Social inequity

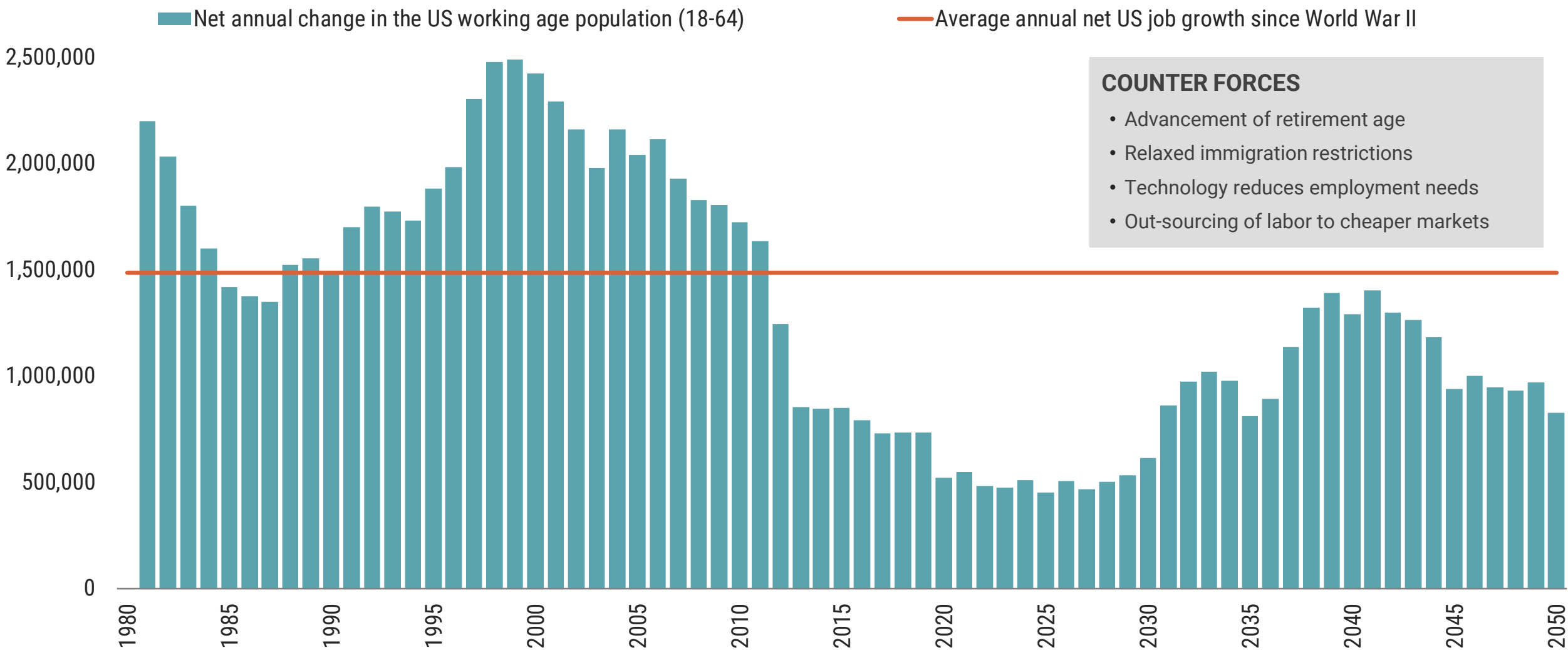


SLOWING TRENDS

- ▶ Global foreign direct investment down 40% in 2020
- ▶ Tourism and hospitality
- ▶ Small business start-ups and expansions
- ▶ Migration and business site selection

THE TALENT SHORTAGE IS EXPECTED TO CONTINUE

A DEFICIT OF US WORKERS



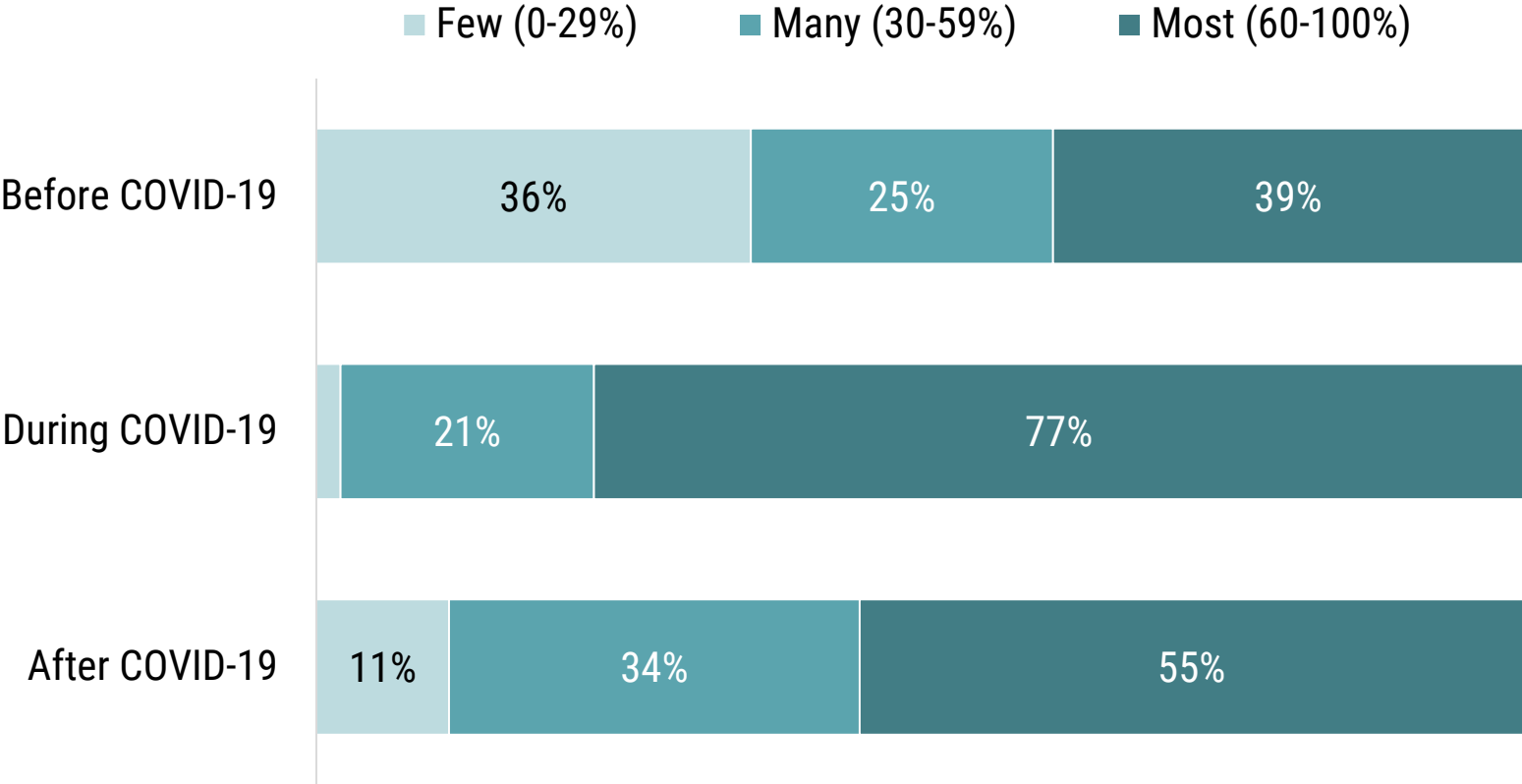
Source: US Census Bureau, International Database; US Bureau of Economic Analysis, Current Employment Statistics

Notes: Population estimates and projections are for the resident population. Population estimates for 2010-2017 are consistent with the 2010 Census. Population data in the IDB for 2018-2050 are based on the 2014 National Projections.

EXECUTIVES AND WORKERS EMBRACE REMOTE WORK MODELS

“72% of office workers would like to work remotely at least two days a week.”

PERCENT OF OFFICE EMPLOYEES EXECUTIVES ANTICIPATED WILL WORK REMOTELY AT LEAST ONE DAY PER WEEK



Source: PwC US Remote Work Survey, June 25, 2020.
Note: PwC surveyed 120 US company executives and 1,200 US office workers between May 29 and June 4, 2020, to see how effective remote work has been.

COMMERCIAL REAL ESTATE

A changing office market

- ▶ Emptier offices and parking lots.
- ▶ Increasing reliance on hoteling and flex space.
- ▶ The meaning of productivity is changing.
- ▶ Equity impacts:
 - ▶ Fewer in-office networking opportunities.
 - ▶ Home environments and access to high speed internet are not equal.

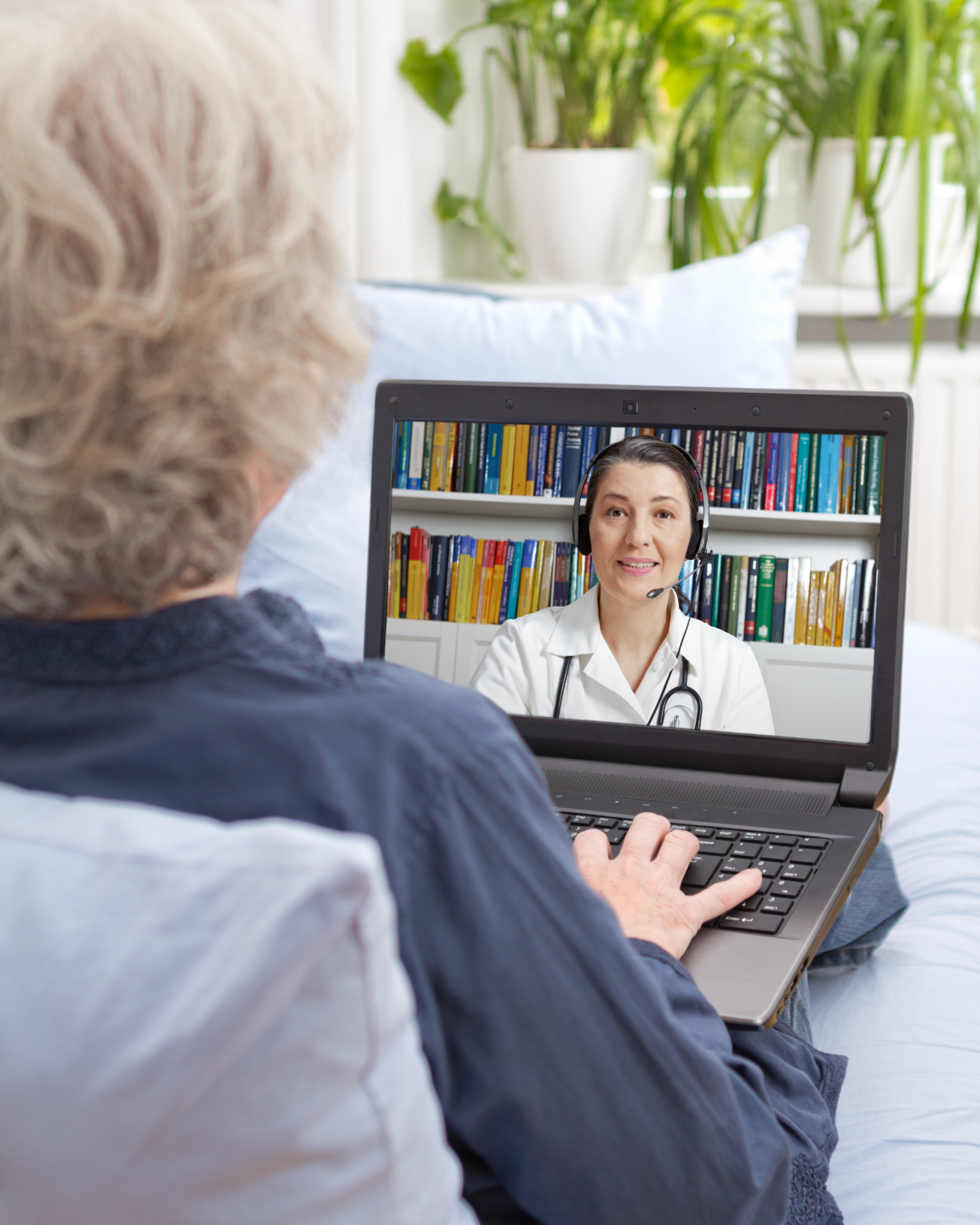


MOVING TOWARD A CASHLESS FUTURE

Far reaching disruptions

- ▶ Existing trend of “going cashless” is being accelerated.
- ▶ Efficiencies and safety gained through touchless transactions.
- ▶ Disruptions to the banking system (ATMs).
- ▶ Unbanked individuals *and* businesses will be affected.
- ▶ New apps will challenge elderly.










HEALTHCARE WILL CHANGE

Telehealth was already building momentum

CLAIMS FILED FOR ALTERNATIVE SETTINGS OF CARE FROM 2016 TO 2017

| | % change 2016 to 2017 |
|------------------------------------|--|
| Telehealth | 53%  |
| Urgent care centers | 14%  |
| Retail clinics | 7%  |
| Ambulatory surgical centers (ASCs) | 6%  |
| Emergency departments | -2%  |

Source: FH Healthcare Indicators and FH Medical Price Index 2019: An Annual View of Place of Service Trends and Medical Pricing via the American Medical Association. <https://www.ama-assn.org/practice-management/digital/telehealth-53-growing-faster-any-other-place-care>

*The future is uncertain... but this
uncertainty is at the very heart of
human creativity.*

- Ilya Prigogine, Nobel laureate and author of "The End of Certainty"



WHAT WE
HEARD

ACTION PLAN: KEY INITIATIVES



Action Plan

FISCAL YEAR 2020/21

1. **Be a leader in talent development, attraction, and retention** strategies to attract talent and provide upward mobility paths for members of the community.
2. **Execute the launch of a comprehensive, regional business retention and expansion program** with a priority on the recovery and growth of local business.
3. **Grow and attract industries of the future** to the Greater Sacramento Region.
4. **Advance and grow positive local, national, and international recognition** of the Greater Sacramento region and GSEC organizational brands.

BOARD FEEDBACK: LEADING REGIONAL COMPETITIVENESS

Common Themes

- Push/pull between region and state.
- Emphasize the region's quality of life and the benefits it brings to business.

Opportunities

- Equip board members to be champions for regional ED efforts. (*Action Plan #1, 2, 3, 4*)
- Educate communities and elected officials: GSEC's role and the benefits of ED, CMC, and Aggie Square. (*Action Plan #4*)



BOARD FEEDBACK: ECONOMIC RECOVERY AND RESILIENCY

Common Themes

- Talent is critical to the region's competitiveness and resiliency.
- Adapt to a changing environment: technology, new performance-based incentives.

Opportunities

- New concepts for working remotely, and commercial space use. (*Action Plan #1, 2, 3*)
- Economic recovery strategies focused on inclusion. (*Action Plan #1, 2, 3*)



BOARD FEEDBACK: ENGAGING IN AND INFLUENCING STATE POLICY

Common Themes

- General interest in this area, but uncertainty about direction since it would be a new effort.
- Desire to define GSEC's role.

Opportunities

- Identify 1-2 key objectives in the policy arena to pursue. (*Clarity in Action Plan*)
- Policies that can be implemented locally or regionally that are different from other regional strategies in SF or LA. (*Clarity in Action Plan*)



RECOMMENDATIONS

ACTION PLAN ADDITIONS

- Ensure the Action Plan reflects and clarifies GSEC's role influencing and engaging in state policy.
 - Identify key state policy priorities.
 - Define the scope of GSEC's role in influencing state policy.
- Reimagine marketing efforts to retain Bay Area remote workers and recruit their employers.

TOOLS FOR SUCCESS

- Equip board members to be the region's champions.
 - Develop short, impactful narratives that tell your story.
 - Create materials for educating communities and elected officials.
 - Materials should be physical and online.
- Create materials to engage/educate local communities and elected officials.

A large, stylized number '3' is positioned on the left side of the slide. It is composed of two overlapping circles of a medium teal color, with a horizontal bar connecting them. The background is a solid, slightly darker teal color.

DISCUSSION

THANK YOU



2905 San Gabriel Street
Suite 309
Austin, TX 78705

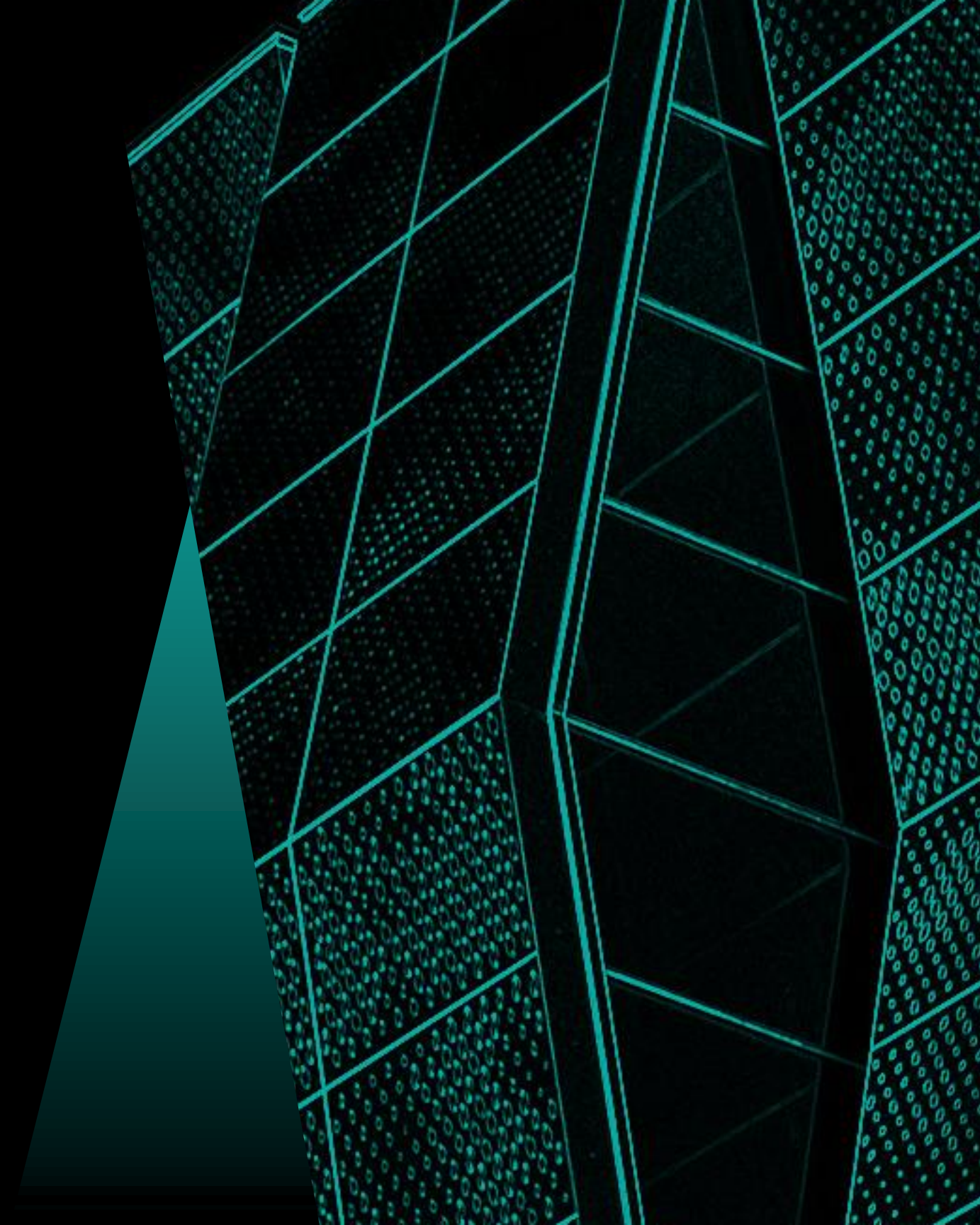
512.343.9113

www.tipstrategies.com

AUSTIN — BOSTON — SEATTLE

Organizational Update

Danielle Casey



Welcome BACK to the team

Michelle Willard

Vice President of Public Relations and Communications



NEW LOCATE

Reviver Auto

Mobility

Placer County

REVIVER
AUTO



45

jobs



\$105,000

average wage



\$32,602,213

total economic
impact year one



\$17,048,375

direct impact to local
community in year one

NEW LOCATE

Dollar General Fresh

Warehouse Distribution

West Sacramento

DOLLAR GENERAL®



65

jobs



\$37,000

average wage



\$9,050,000

total economic
impact year one



\$4,800,000

direct impact to local
community in year one

Our pipeline has never been stronger



Year to date locates UP

Locates are 100% higher and jobs 440% higher in 2020 calendar year vs. 2019 calendar year; 152 (2020) vs. 68 (2019) sourced leads



Average project size UP

Average job count per prospect is 48% higher than before



Life science activity UP

Compared to 2019, our percentage of life science projects is UP by 43%



Reflects COVID impacts

Industrial projects are up 61%

Office projects are down by 50%

Business retention and expansion launched

Why conduct interviews

To establish a shared, comprehensive understanding of issues

Strategic and targeted

A selection of 200 firms in the region in target industries – looking for red flags and opportunities for growth

The outreach approach

Firms identified, working directly with local ED staff to coordinate outreach

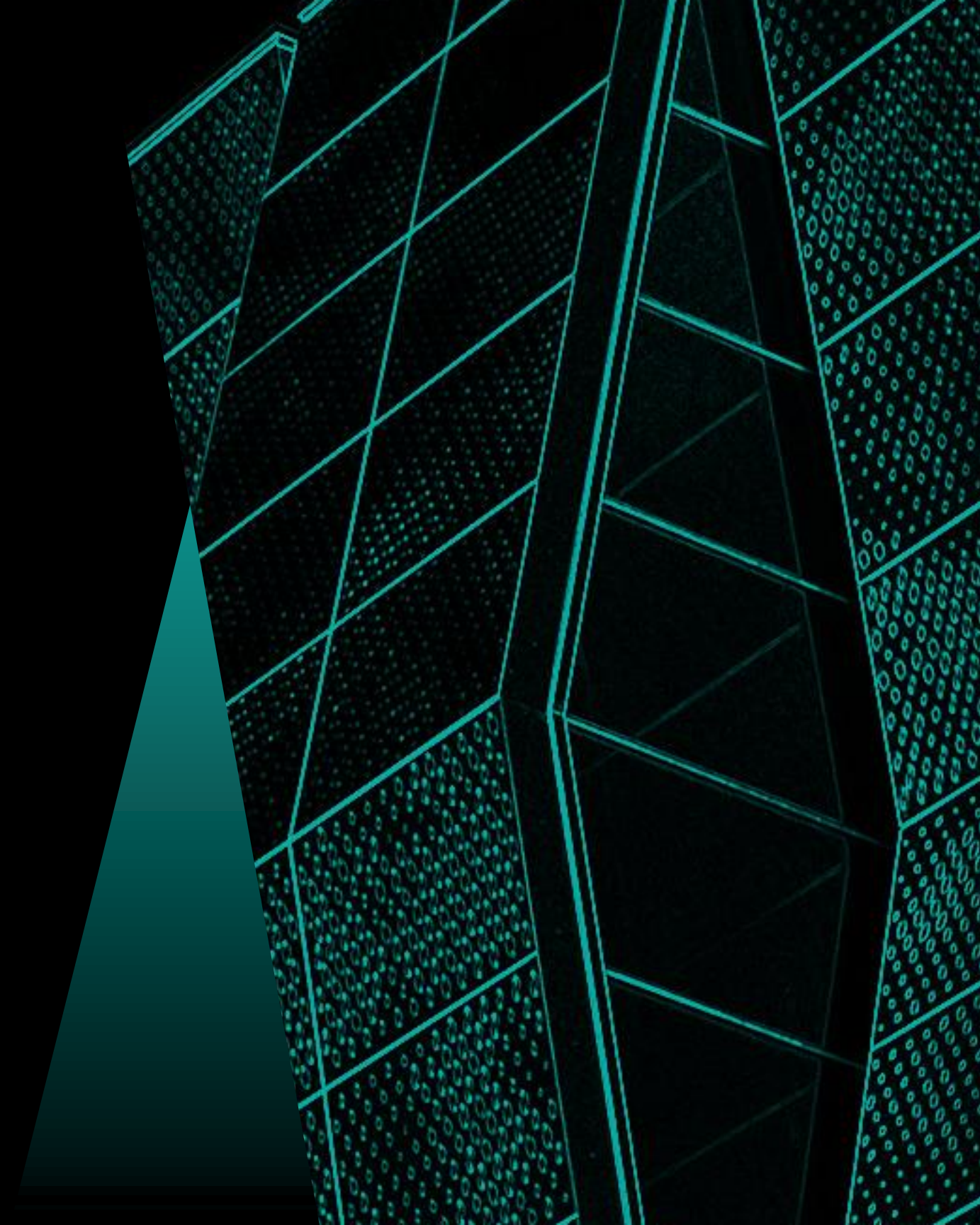
Shared tools

National best practices data collection tool allows for shared data along with confidentiality to businesses



The Greater Sacramento Employee Experience

A comprehensive talent
attraction and branding
strategy for the region



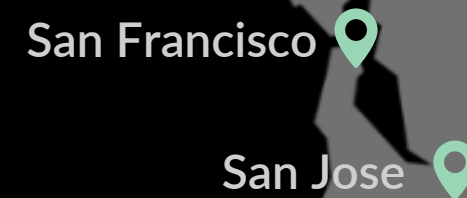
Socially distant but digitally connected to Silicon Valley

within easily accessible
physical proximity to
innovation when needed

San Francisco

San Jose

Greater
Sacramento



An optimal location for hub-and-spoke models



Low COVID-19 infection rates



Diverse portfolio of 2- to 3-story office campuses



5G connectivity to support a remote workforce



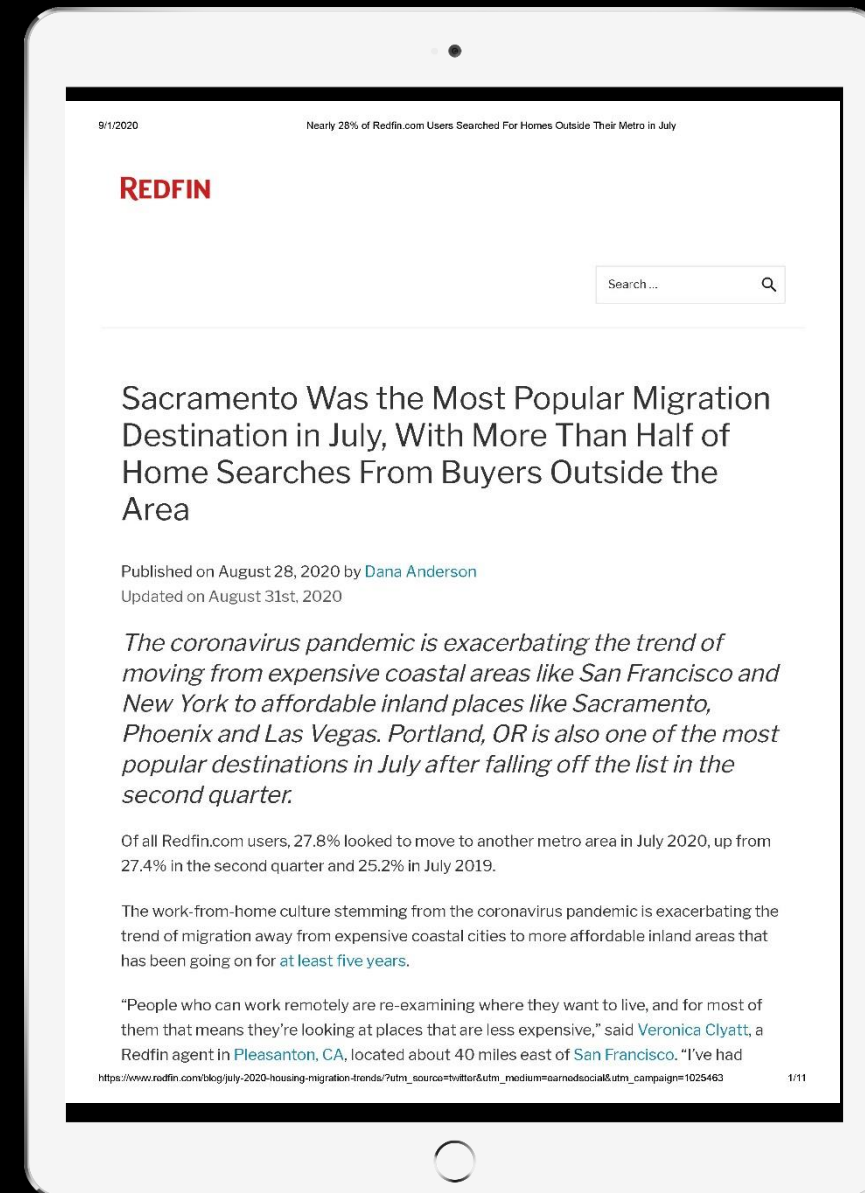
#2 for resilient industries



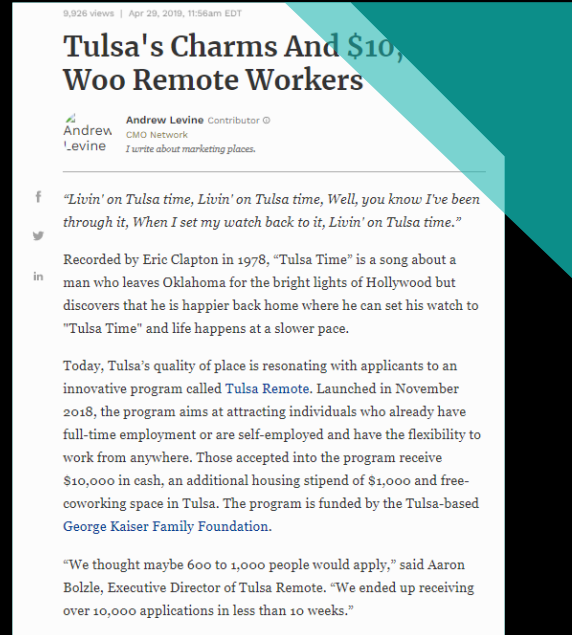
FEATURED NEWS

Most popular migration destination

- As long-term and permanent work-from-home opportunities increase, residents from high-cost metros are increasingly looking to relocate
- Recent data from Redfin shows the region is the #1 destination in the country where people are looking for houses

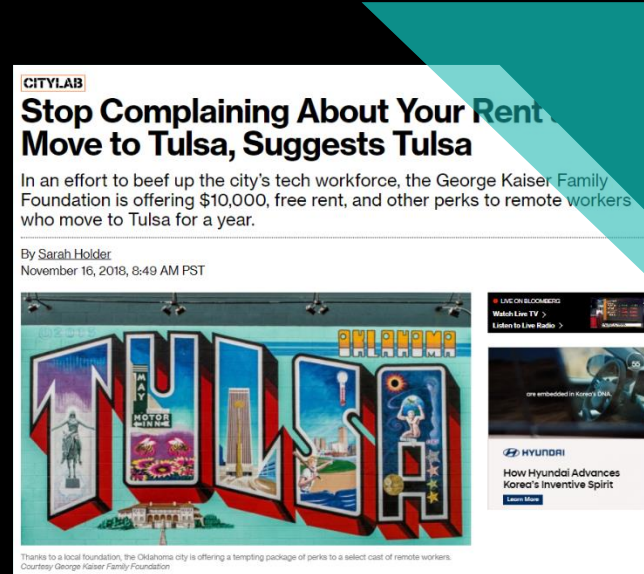


Tulsa, Oklahoma: TulsaRemote.com



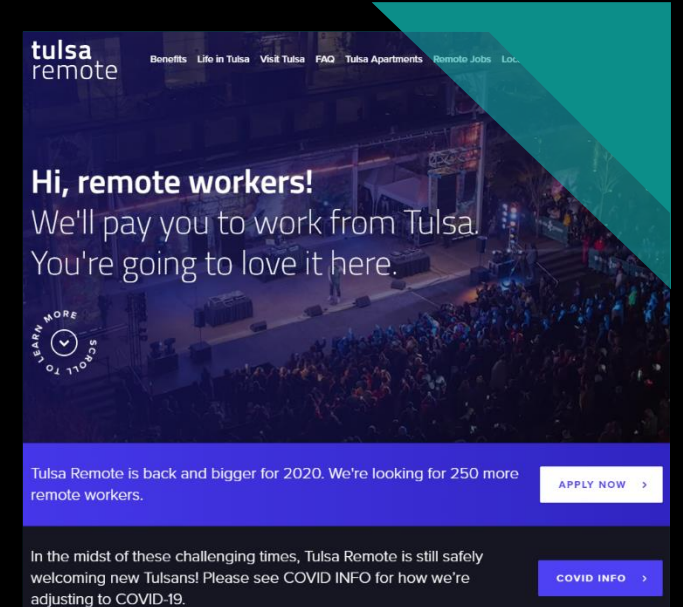
Forbes & CNBC

Overview of Tulsa’s creative incentive offering \$10,000 to remote workers who move to Tulsa



Bloomberg CityLab

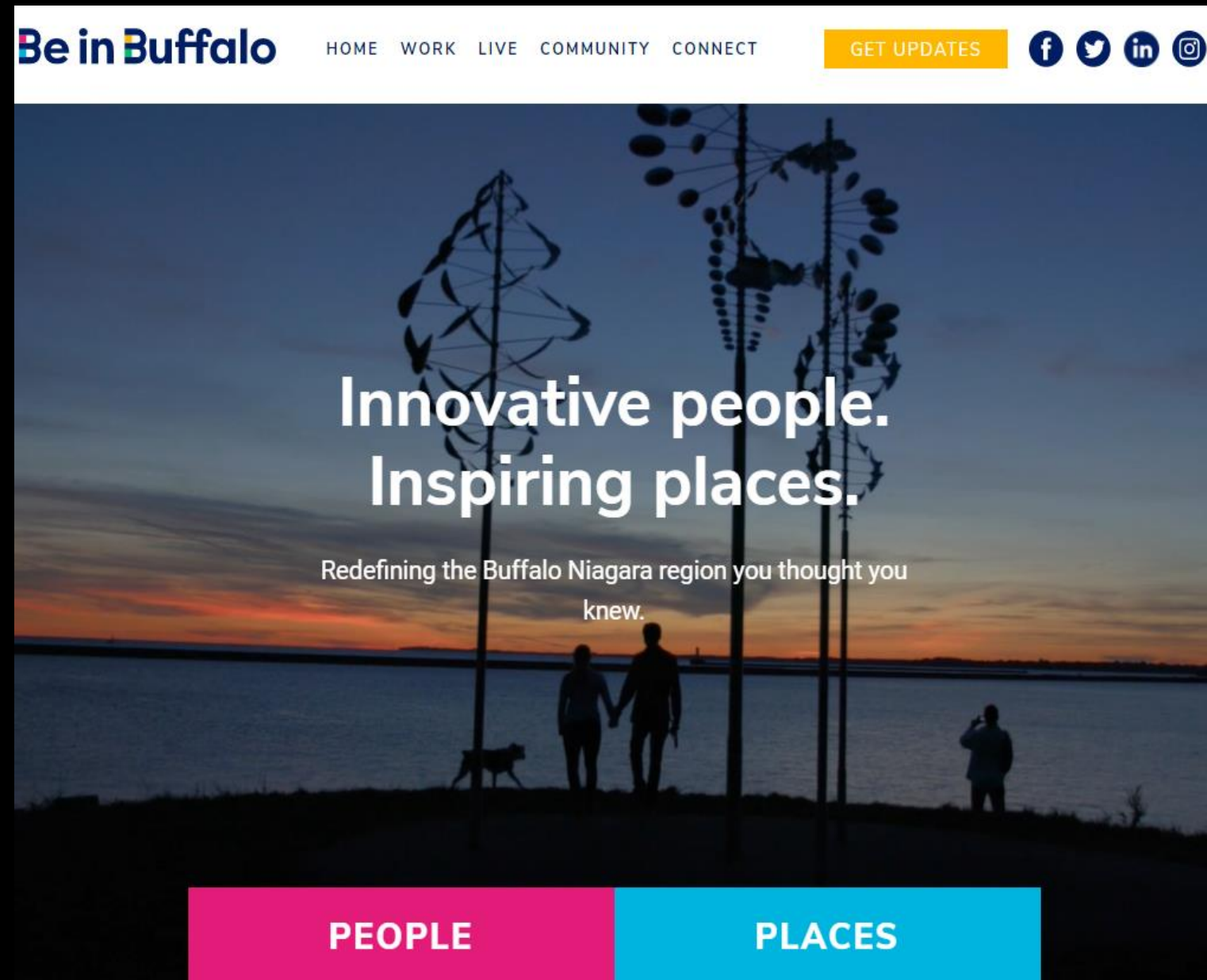
Refers to the community as the “Paris of the Heartland”



Dedicated Website

Site provides an overview of the community and job boards for local and remote work jobs

Buffalo, New York: BeInBuffalo.com



Jacksonville, Florida: FindYourJax.com

The screenshot shows the homepage of FindYourJax.com. At the top left is the logo, which includes a magnifying glass icon and the text 'FIND YOUR JAX'. To the right of the logo is a navigation bar with links: 'Advance Your Career', 'Find Your Source', 'Nourish Your Being', and 'Currents'. A hamburger menu icon is on the far right. Below the navigation bar is a large hero section with a background image of people in lab coats. On the right side of the hero section, there is a weather widget showing a sun icon and '91°'. The main heading in the hero section is 'Find Your Career and Passion in JAX'. Below this heading is a paragraph: 'Located in the Northeast corner of Florida, JAX is bounding with possibilities for talented professionals, making it one of the best places to live and work. But don't take our word for it, explore the site to find out what aspects of JAX would make this the right place for you... our opportunities just might surprise you.' Below the paragraph is a white button with the text 'Find Your Next Job'. Below the hero section is a horizontal navigation bar with four items: 'Search Jobs' (with a magnifying glass icon), 'Commute Times', 'Find Your Perfect Neighborhood Quiz', and 'Cost of Living Calculator'. Each item has a right-pointing arrow below it. Below the navigation bar is a large image of a person riding a horse on a beach. To the right of the image is a section titled '01 / 04 8 Ways to Experience Summer in JAX'. Below the title is a paragraph: 'As the weather heats up, JAX comes alive and carries the sounds of summer. Given our climate, we get to enjoy 220 days of sunshine and summertime is no exception. Read more...'. At the bottom left of the image, there is a small map showing the location of Jacksonville, Florida, with labels for 'Plains' and 'Cordele'.

FIND YOUR JAX

Advance Your Career Find Your Source Nourish Your Being Currents

Find Your Career and Passion in JAX

Located in the Northeast corner of Florida, JAX is bounding with possibilities for talented professionals, making it one of the best places to live and work. But don't take our word for it, explore the site to find out what aspects of JAX would make this the right place for you... our opportunities just might surprise you.

Find Your Next Job

Search Jobs **Commute Times** **Find Your Perfect Neighborhood Quiz** **Cost of Living Calculator**

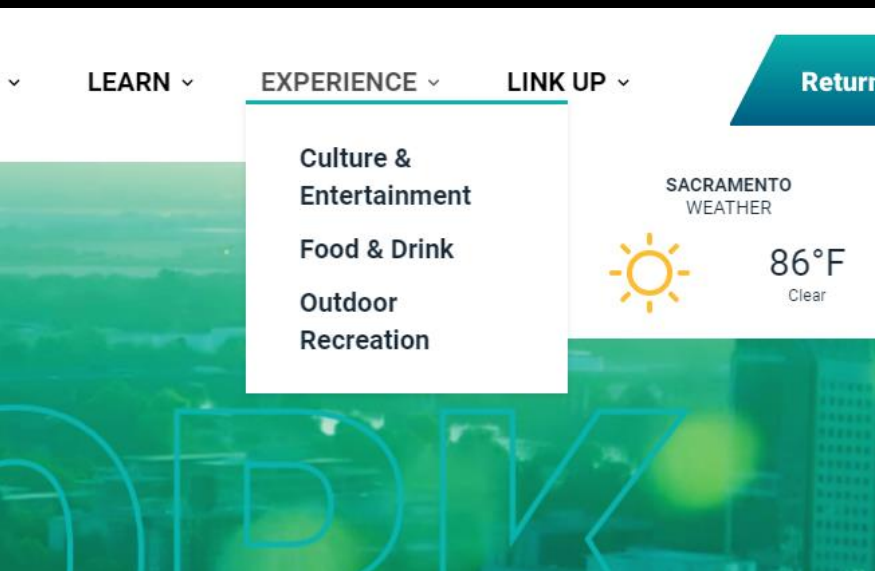
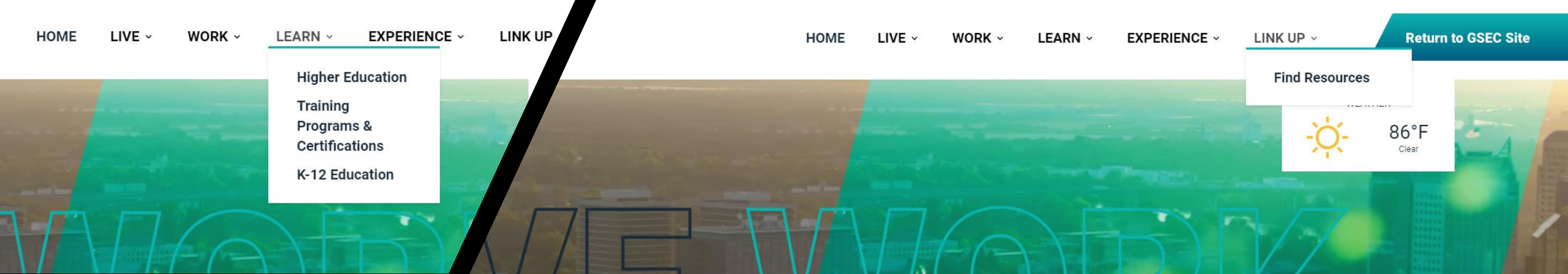
Ready to advance your career? Find your next professional chapter in JAX with our jobs database.

01 / 04 8 Ways to Experience Summer in JAX

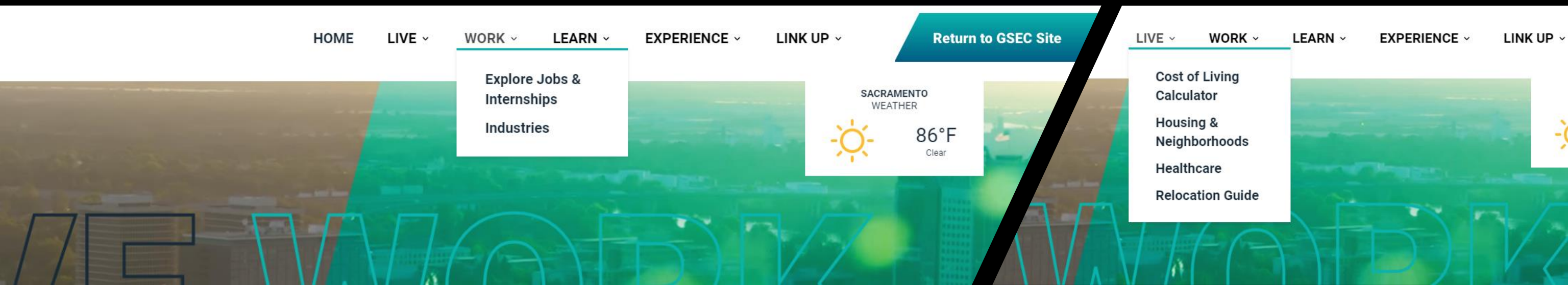
As the weather heats up, JAX comes alive and carries the sounds of summer. Given our climate, we get to enjoy 220 days of sunshine and summertime is no exception. Read more...

Launching October 2020: Live.GreaterSacramento.com

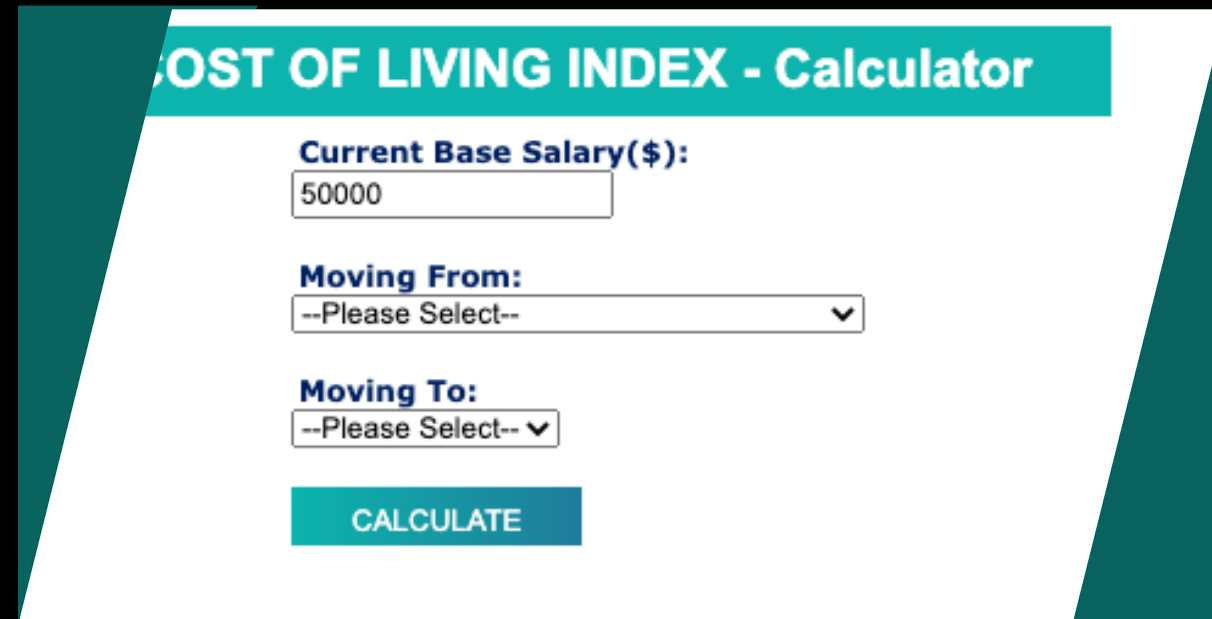




One central, robust location with content promoting the lifestyle and career opportunities available across the region



Cost of living calculator



COST OF LIVING INDEX - Calculator

Current Base Salary(\$):

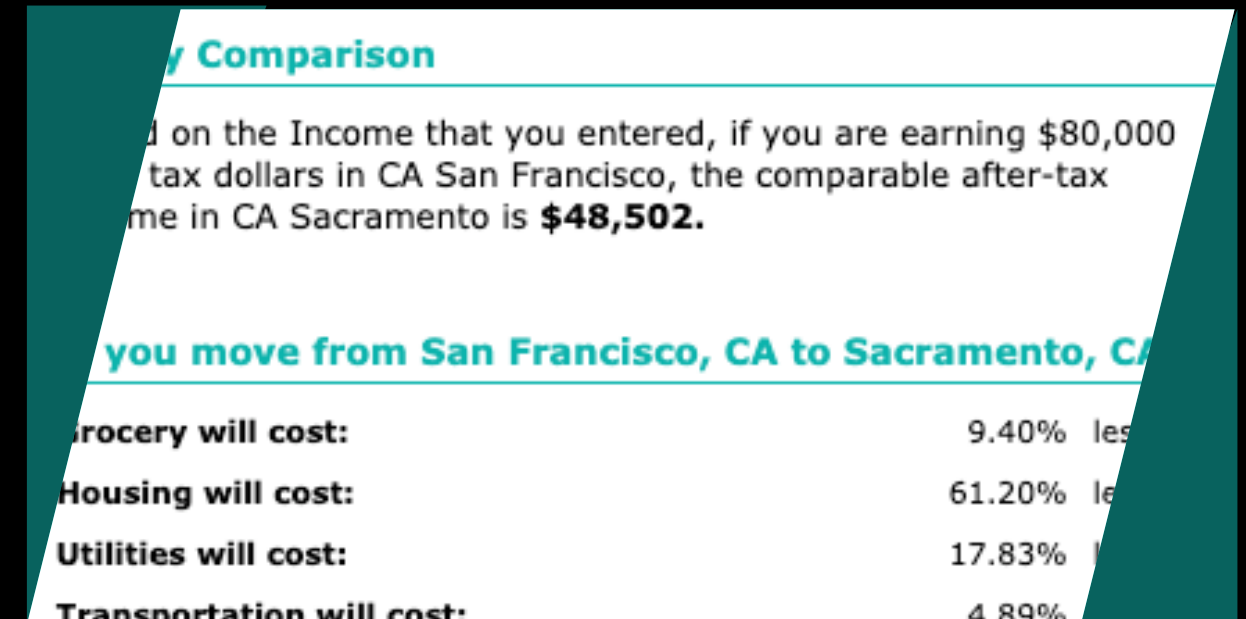
Moving From:

Moving To:

CALCULATE

Add data inputs

Users can enter current salaries and locations of where they live



Cost of Living Comparison

Based on the Income that you entered, if you are earning \$80,000 in tax dollars in CA San Francisco, the comparable after-tax income in CA Sacramento is **\$48,502.**

Cost of Living Comparison

you move from San Francisco, CA to Sacramento, CA

| | |
|---------------------------|-------------|
| Grocery will cost: | 9.40% less |
| Housing will cost: | 61.20% less |
| Utilities will cost: | 17.83% less |
| Transportation will cost: | 4.89% less |

See instant results

Immediately see results for cost of living comparisons by household type and expenditure index

Neighborhood locator quiz tool

- Will allow visitors to answer a series of questions as to their lifestyle preferences: urban or rural; quiet or nightlife; water sports or biking; high end shops or farmers markets
- Provides a few options for each style allowing for highlights of a diverse sampling of regional offerings



Robust imagery and testimonial videos in partnership with McClatchy



”

GreaterSacramento.com/Jobs



GSEC partners have the exclusive opportunity to list available jobs on GreaterSacramento.com/jobs



A curated job board will reach highly skilled talent through GSEC newsletters, targeted paid social media ads and more



Employers receive access to detailed analytics on their postings and the ability to review applications and interview candidates

Sacramento Jobs

Page jobs from some of the Greater Sacramento region's top companies below:



Sort by: Date

7 jobs



Product Market Manager

Riskalyze

Auburn, CA

Last updated 2 days ago



Apple Technical Support Advisor

Apple

Sacramento, CA

Last updated 4 days ago



Production Manager

EA Sports

Stockton, CA

Last updated 6 days ago

[Apply on TrueJob](#)



Outside Sales Position

Intel

Sacramento, CA

Last updated 11 days ago

[Apply on TrueJob](#)



Software Engineer

Saturas

Sacramento, CA

Last updated about 3 hours ago

[Apply on TrueJob](#)



Field Service Engineer

Terzo Power Systems

Elk Grove, CA

Last updated about 3 hours ago

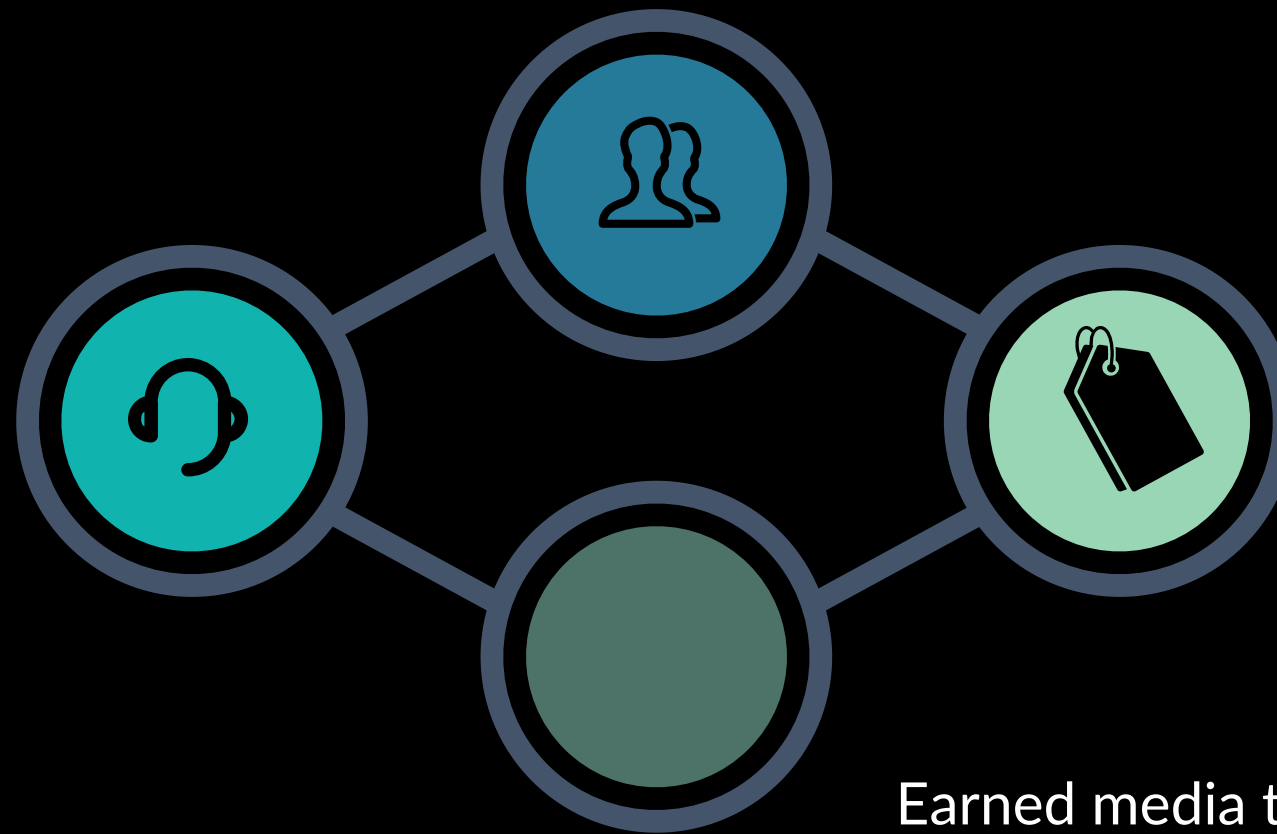
[Apply on TrueJob](#)

Greater Sacramento Employers

Campaign elements

Data and analysis of psychographic profiles of top tech employees in our region working in the Bay as well as targets from other markets

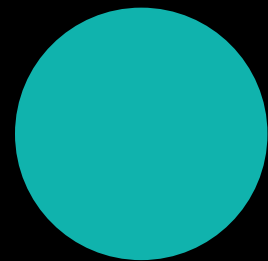
Testing of A/B messaging to individuals, targeted by location, employer industry and occupation



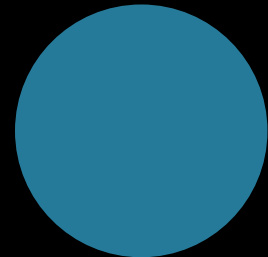
Paid advertisement in social media and digital platforms (LinkedIn, YouTube, Facebook, Google AdWords)

Earned media through public relations efforts as well as paid ads in unique lifestyle locations and publications

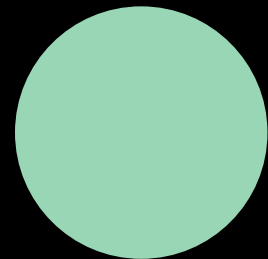
Targeting locations for talent recruitment



The impacts of COVID and changes in the way we work will be permanent



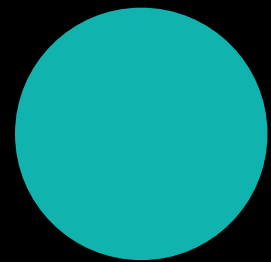
Workers now can choose where to LIVE with no restrictions due to where they WORK



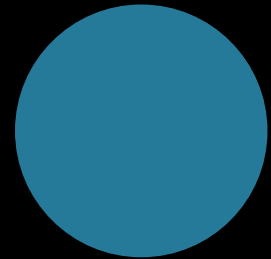
Greater Sacramento needs to be top of mind for top talent, and time is of the essence

| Rank by Net Outflow | Metro | Portion of Local Users Searching Elsewhere |
|---------------------|---------------|--|
| 1 | New York | 34% |
| 2 | San Francisco | 24% |
| 3 | Los Angeles | 16% |
| 4 | Washington DC | 13% |
| 5 | Chicago | 12% |
| 6 | Denver | 27% |
| 7 | Seattle | 14% |

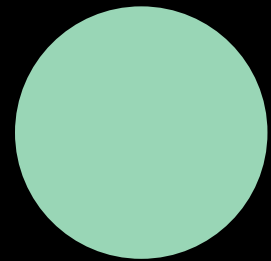
Leveraging geofencing for commuter intelligence



Geofence identifies GPS-enabled devices within any time span desired



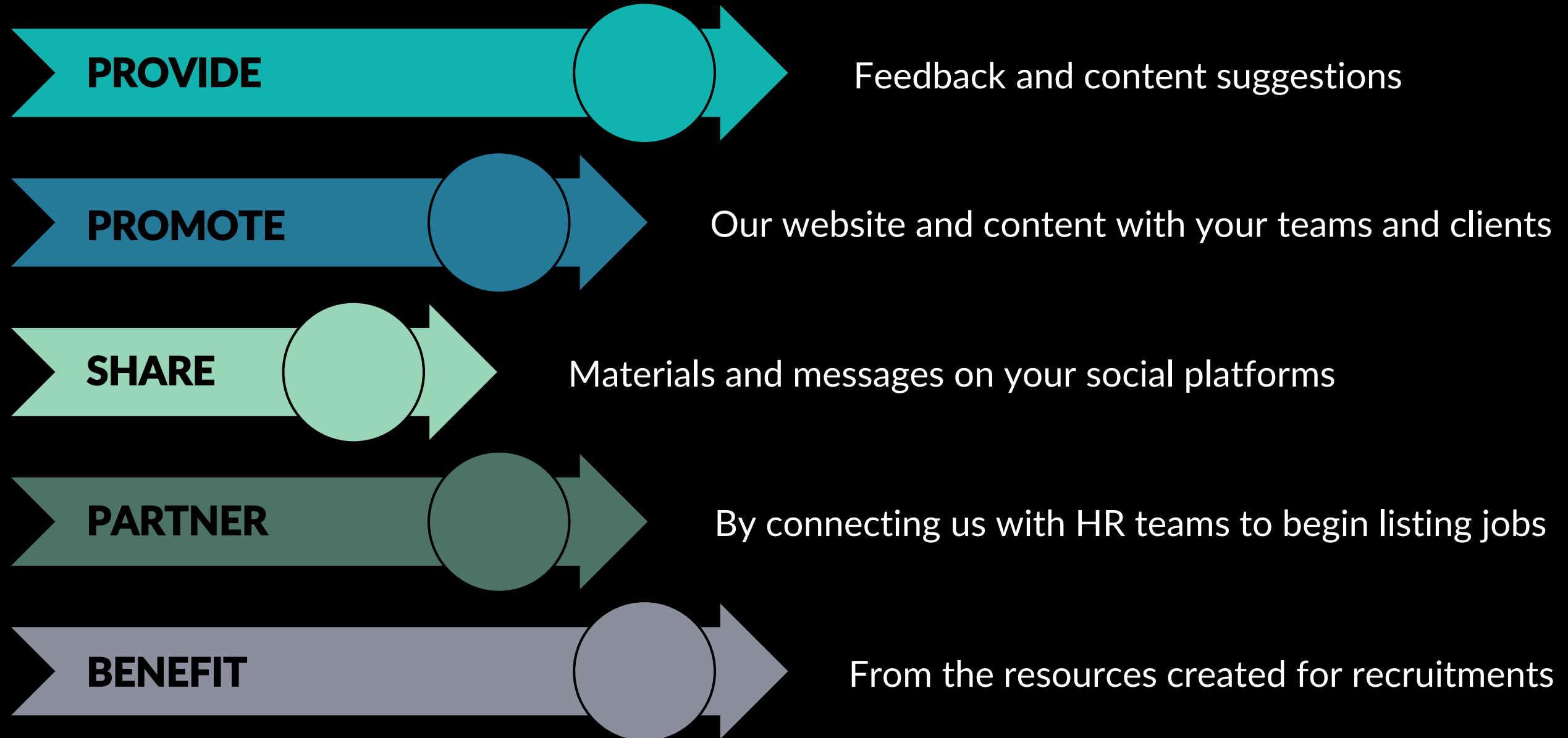
Analyzes patterns of activities of devices – commute, shopping, etc. Where do they sleep at night and go in the morning?



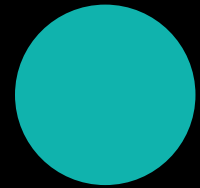
Home locations allow for analysis of household profiles; for the 193 device owners that live in Sacramento and go to Facebook regularly, we can learn about them and find more people like them here and outside our region

| | | |
|----------|-----------|------------|
| Facebook | Netflix | Salesforce |
| Twitter | Microsoft | Pinterest |
| Adobe | AirBnB | Yelp |
| Google | Square | Dropbox |
| Bayer | LinkedIn | EA |

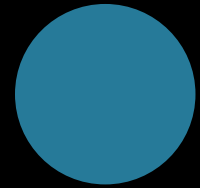
An ask of the Board: supporting the launch



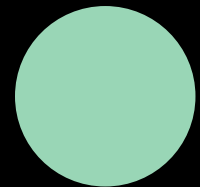
Coming soon: Premier Employee Experience report



Partnership with Cushman & Wakefield on research and branding



Focuses on the EXPERIENCE an employee will have in our region



To be launched in October along with a comprehensive marketing strategy, dedicated landing page online and potentially a promotional webinar

Cushman and Wakefield and
Greater Sacramento Economic
Council Joint Publication

Greater Sacramento: The Premier Employee Experience



Comstock partnership

- GSEC and Comstock's Magazine will be partnering on a special regional feature insert for December 2020
- Please consider getting involved to feature your business or community and know that they may be contacting you for story content!
- Comstock's has also graciously signed on as an in-kind media sponsor along with SacTown Magazine in support of our Annual Celebration Dec. 3

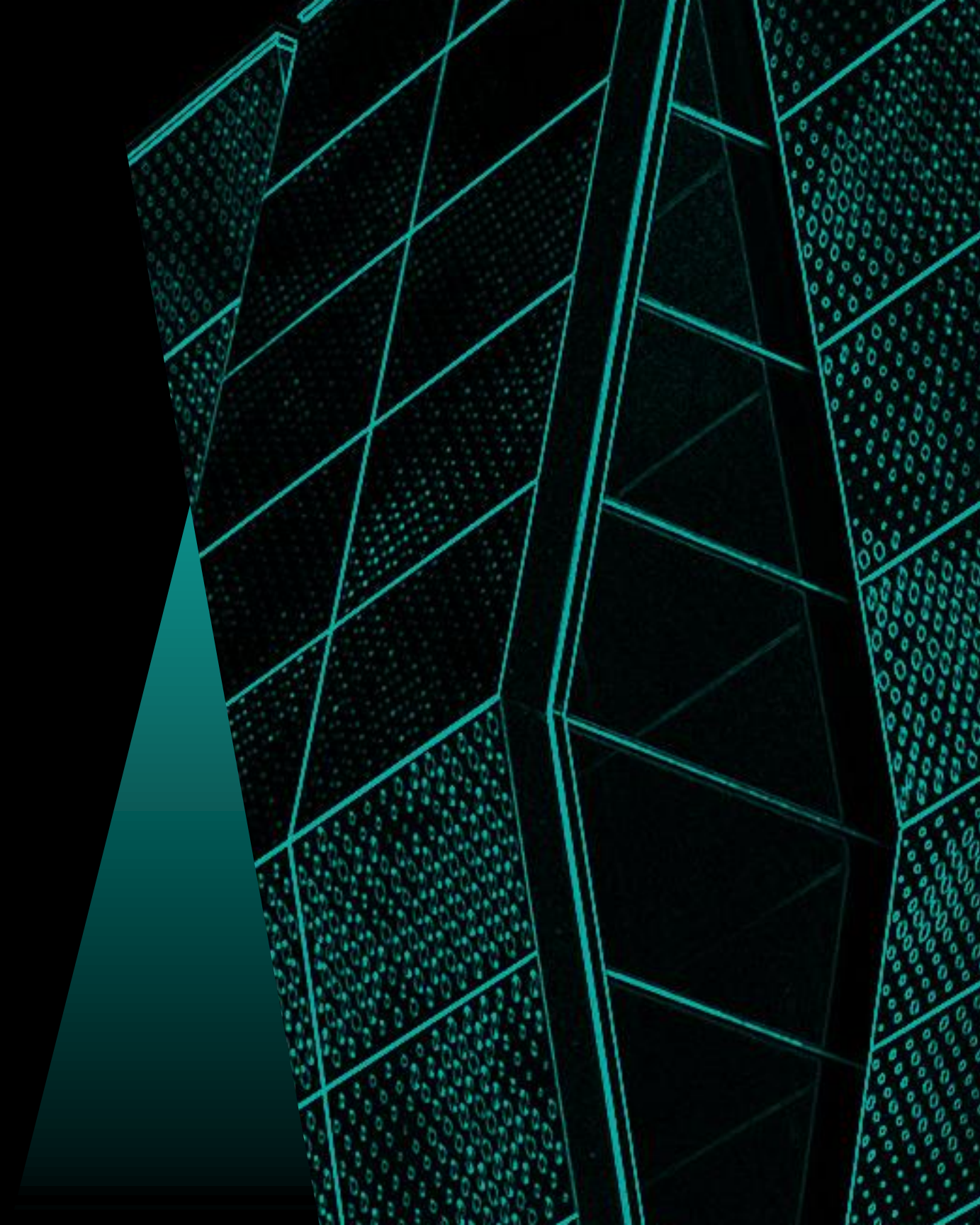


comstock's
magazine

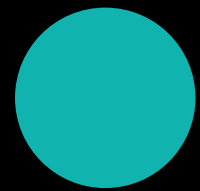
Split Roll Tax (Prop. 15)

Barry Broome

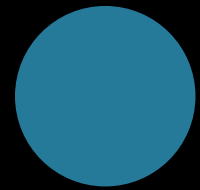
Located on page 45 of your packet



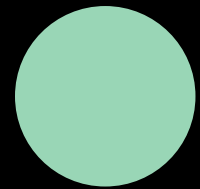
Split roll tax (Prop. 15)



California needs comprehensive tax reform – this piecemeal approach does more harm than good



Creates a more complicated system, and administrative issues



Timing is bad – with COVID uncertainty already putting owners at peril, this could cause big repercussions



Board of Directors Discussion

Directors have an opportunity to share best practices or highlight special projects in the region.

How can we help you?

Thank You

GreaterSacramento.com

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  @SelectSacramento