

Quarterly Report

FISCAL YEAR 2020/2021

► **JULY–SEPT.**



Barry's Q1 overview

In Q1, we focused on developing an economic recovery and resiliency strategy due to COVID-19. We officially launched our Digital Upskill Pilot Program. With over 6,000 applicants, we have 40 enrolled. It is crucial to digitize our economy through creating a digitally competent workforce, providing economic opportunity for our most disadvantaged residents and kickstarting the local economy. In addition, we focused our efforts on our business retention and expansion market intelligence program, identifying over 300 businesses in key industries to target to better understand the needs and opportunities businesses are experiencing in order to help them further succeed in our region. We continue to have a strong pipeline given this unprecedented time with industrial projects up by 61% and life science projects up by 43%.



Barry Broome
President & CEO
Greater Sacramento Economic Council

Prospect and lead trends

PROJECTS EXPECTED TO CLOSE THIS FISCAL YEAR

| | | | |
|----------|--------------|-----------------|----------------------|
| Projects | Total jobs | Average wage | Total payroll |
| 5 | 1,705 | \$65,733 | \$112 MILLION |

PROGRESS TOWARD GOALS

| Performance metric | Annual contract goal | Actual | Q1 goal | % of goal | Goal status |
|------------------------|----------------------|----------------|-----------------|-----------|-------------|
| Qualified prospects | 95 | 20 | 31.68 | 63% | - |
| Locates | 20 | 3 | 6.68 | 45% | - |
| Payroll generated | \$70 million | \$7.1 million | \$23.30 million | 30% | - |
| Jobs | 1,400 | 116 | 400 | 29% | - |
| Direct economic impact | \$200 million | \$22.3 million | \$66.6 million | 33.5% | - |

LOCATE SUMMARY

Dollar General

Industry: Warehouse/Distribution

Number of jobs: 65

Average wage: \$37,000

West Sacramento

Total economic impact:

\$9.1 million

NavePoint

Industry: Ecommerce

Number of jobs: 6

Average wage: \$35,000

Placer County

Total economic impact:

\$878,000

Reviver Auto

Industry: Mobility

Number of jobs: 45

Average wage: \$105,000

Placer County

Total economic impact:

\$32.6 million

PROSPECT AND LEAD GENERATION

| Project category | Total |
|-------------------------------|---------------|
| Total current active projects | 75 |
| FY20/21 qualified projects | 20 |
| Potential capital investment | \$189 million |
| Total potential sq. ft. | 2.5 million |
| Jobs potential | 3,642 |
| Active leads | 70 |

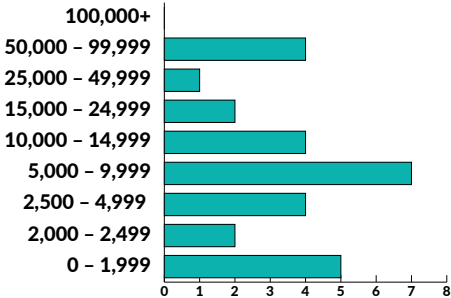
Active prospects by industry cluster

| Industry | Total |
|----------------------------|-------|
| Advanced Business Services | 5.3% |
| AgTech | 8.0% |
| Bio-Life Science | 12.0% |
| Finance | 2.7% |
| Food & Agriculture | 9.3% |
| Health Services | 2.7% |
| Manufacturing (Advanced) | 16.0% |
| Manufacturing (Standard) | 4.0% |
| Mobility | 6.7% |
| Technology | 29.3% |
| Other | 4.0% |

PROSPECT TRENDS

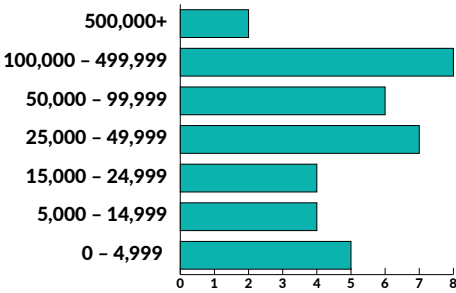
Office

5 new active qualified prospects in FY20/21 seeking existing office space



Industrial

11 new active qualified prospects in FY20/21 seeking existing industrial space



Action Plan initiative progress

I. Respond with solutions and deliver positive impact in the attraction, retention and delivery of skilled workers



6,000+ applied for the Digital Upskill Pilot Program and 40 people have been enrolled and are on track to graduate by the end of the year



Sent a targeted email blast with a 30.6% open rate to 380+ decision makers extolling the region's positive employee experience



Explored potential workforce training pathways to increase regional talent pipeline for the biotech and life science industry, including Clinical Laboratory Scientists and biomanufacturing certificate training programs



Launched centralized jobs database with 16 featured job listings

II. Develop and administer a comprehensive, regional business retention and expansion program



300+ total businesses identified in the region in key industry sectors for business retention and expansion (BRE) conversations



Collaborated with EDDT to manage relationships with regional companies to help aggregate BRE data and drive business-friendly policy change



Uploaded 300+ companies and 400+ contacts to eSynchronist Database and held two community trainings on the tool, an online customer relationship manager where GSEC communities can input information on their companies, generate reports and track tasks related to BRE visits



As part of the new BRE program, **GSEC staff is working with EDDT to identify and meet with key companies** in tradable sector industries in Greater Sacramento to understand regional trends impacting companies and provide solutions to them alongside community partners



Hosted biweekly calls with MOU broker partners to discuss updates and trends in Greater Sacramento and beyond as well as major companies that are renewing leases



Assisted in retention efforts and lease renewals of key regional employers in tradable sector industries alongside brokerage partners

III. Grow and attract the industries of the future



Presented to 8 commercial real estate firms on opportunities to deliver new, state-of-the-art infrastructure to support life science growth in the region



12 new multiplier introductions with over 100 unique interactions with regional real estate brokers



Strengthened existing MOUs with 6 regional brokerage firms through collaboration on client presentations, research and marketing efforts



Hosted joint webinar with JLL Northern California regarding advanced manufacturing momentum in the Greater Sacramento region



6 new food and agriculture leads



34 new bio-life science leads

IV. Advance and grow positive recognition of Greater Sacramento and the GSEC brand



22% increase in visits to the GSEC website over Q1 last year



Showcased The Railyards to 68,000+ corporate executives with active relocation and expansion plans in an advertorial and e-newsletter feature for Site Selection Magazine



Hosted 6 public webinars with 254 total attendees



7% increase in impressions and 6% increase in engagements on LinkedIn over Q1 last year



Hosted 1 digital familiarization tour with 2 site selectors



135 million people reached through news outlets



\$1.25 million in advertising value