

Quarterly Report

FISCAL YEAR 2020/2021

▶ **OCT.–DEC.**



Barry's Q2 overview

I am proud to say we have had another successful quarter, launching and completing several key initiatives in our recovery strategy. Through our Digital Upskill program, 37 of the 40 students have completed the program and are now candidates for tech jobs they would not have previously qualified for. In addition, we launched a robust talent attraction marketing campaign, showing the exceptional talent our region has to offer, and joined together virtually to celebrate regional wins and resiliency at our Annual Celebration, with 235 paid attendees. Despite challenges, our pipeline remains strong and our work continues to pave the way for a stronger regional economy.



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
4	1,060	\$59,646	\$63 MILLION

PROGRESS TOWARD GOALS

Performance metric	Annual contract goal	Actual	Q2 goal	% of goal	Goal status
Qualified prospects	95	33	47.52	69%	-
Locates	20	5	10.02	49%	-
Payroll generated	\$70 million	\$31.3 million	\$34.9M	89%	-
Jobs	1,400	616	700	88%	-
Direct economic impact	\$200 million	\$118.5 million	\$116.7M	102%	+

LOCATE SUMMARY

Buffalo Market
Industry: Food/Agriculture
Number of jobs: 400
Average wage: \$50,000
 📍 Rancho Cordova
Total economic impact:
\$149.6 million

Shark Tooth
Industry: Cannabis
Number of jobs: 100
Average wage: \$42,000
 📍 West Sacramento
Total economic impact:
\$25 million

PROSPECT AND LEAD GENERATION

Project category	Total
Total current active projects	68
FY20/21 qualified projects	26
Potential capital investment	\$1.6 billion
Total potential sq. ft.	5.8 million
Jobs potential	9,759
Active leads	433

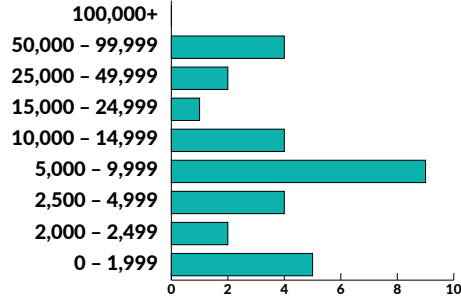
Active prospects by industry cluster

Industry	Total
Advanced Business Services	4.5%
AgTech	4.5%
Bio-Life Science	13.6%
Finance	3%
Food & Agriculture	9%
Health Services	3%
Manufacturing (Advanced)	13.6%
Manufacturing (Standard)	7.6%
Mobility	9%
Technology	27.2%
Other	4.5%

PROSPECT TRENDS

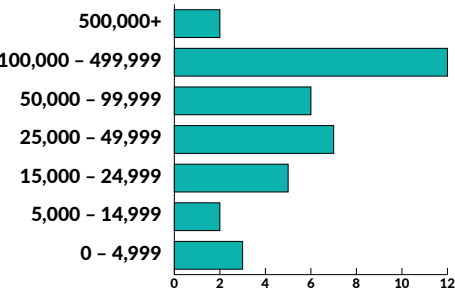
Office

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



Industrial

18 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



The digital upskill program had 37 of 40 students complete the training and are now candidates for the job market. As of Jan. 15, six have already found employment with two more in the final stages of completing the interview process. Zennify, a leader in the fintech consortium has hired two students into its Zennify Apprentice Program. This program is a 90-day full paid program designed to emerge the students in Salesforce and the Zennify culture, leading to a full-time business analyst position upon successful completion.

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



Greater Sacramento's Business Retention Expansion Program is officially off the ground. We have partnered with our local communities to have conversations with local business in key industries surrounding the impacts of COVID-19, regional talent and plans for growth. So far, we have conducted 25 meetings with 48% being net new relationships. We are starting to see regional trends form in the bio-life sciences, technology and manufacturing industries. This initiative has also proven to be a strong business development tool creating two new projects and nine leads for GSEC's pipeline.



Discussion groups held with regional elected officials to ensure local voices and issues are being heard and addressed.

III. Grow and attract the industries of the future



Engaged with 4 VC firms with focuses in Fintech



Hosted bi-weekly market update calls with regional brokerage firms with over 50 total attendees from 6 separate firms



Attended virtual SIOR CREate 360 conference to promote region



13 new fintech leads



Engaged with 5 development firms focused on life science/lab investment



2 new life science accelerator discussions



4 new food and agriculture leads



9 new bio-life science leads

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



Launched robust talent attraction marketing and public relations campaign reaching roughly 300,000 people end of Q2



Developed and created talent attraction video to specifically attract remote workers reaching roughly 38,000 people in two months



\$1.4 million in advertising value Reaching 155 million people through news outlets



Hosted 1 virtual site selection familiarization tour with 3 site selectors in attendance



Increased our Instagram following by 115% in Q2, which is primary target audience for millennials



Hosted 2 public webinars with 68 total attendees



Received the International Economic Development Council (IEDC) Gold Ranking Award for winning the 2020 Print Brochure Award



Hosted GSEC Annual Celebration with 235 paid attendees