

The background of the page features a photograph of a residential or institutional setting. In the foreground, there is a concrete curb and a dark metal fence with a square lattice pattern. Behind the fence, there are several bare, leafless trees against a clear blue sky. The overall scene is brightly lit, suggesting a sunny day.

ECONOMIC DEVELOPMENT

The City of Sacramento recognizes the importance of increasing individual wealth and creating employment opportunities while at the same time generating sufficient revenues for the City to develop facilities and provide services and community amenities. The growth provided for in Sacramento's 2035 General Plan presents an important opportunity to improve the city's quality of life, reshape its economy, and enhance its role as a great place to work and do business. The city's economic development activities must focus within this context.

The Economic Development Element responds to current business trends and future changes in economic conditions as the City takes actions to achieve its vision as America's most livable city. The policies in the Economic Development Element provide for the retention and expansion of existing businesses and attraction of new businesses to increase investment and job opportunities for Sacramento. The policies also address the development of an educated and skilled workforce through training opportunities for existing residents and the attraction of new talent to the city.



Business Climate

GOAL ED 1.1

Business Climate. Maintain a supportive business climate that increases the City’s ability to retain and expand existing businesses and attract businesses.

Policies

ED 1.1.1 Economic Development Strategy. The City shall maintain and implement the Economic Development Strategy to identify priorities, support prosperity, and improve long-term fiscal competitiveness. *(MPSP)*

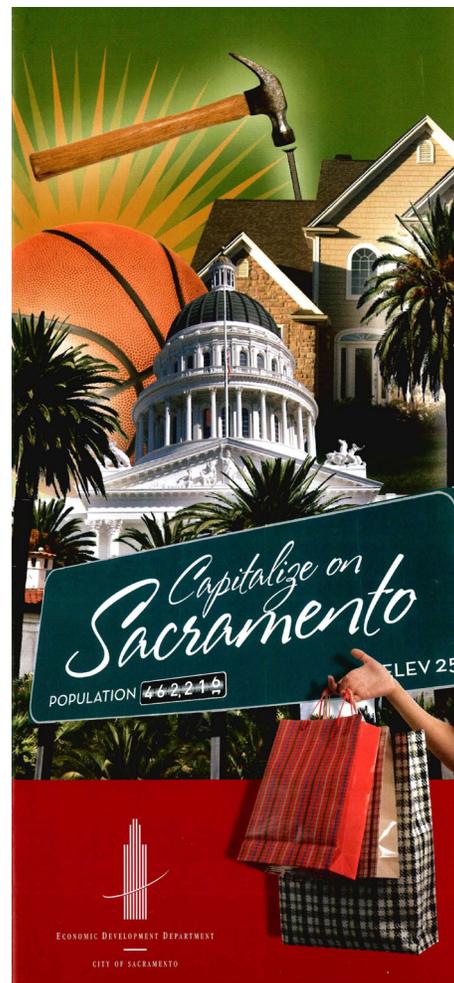
ED 1.1.2 City Image. The City shall continue to promote Sacramento among its citizens and the wider business community as a livable community and an excellent place to do business. *(PI)*

ED 1.1.3 Economic Development Partnerships. The City shall partner with economic development organizations and businesses to improve and advance Sacramento’s economic development climate. *(JP)*

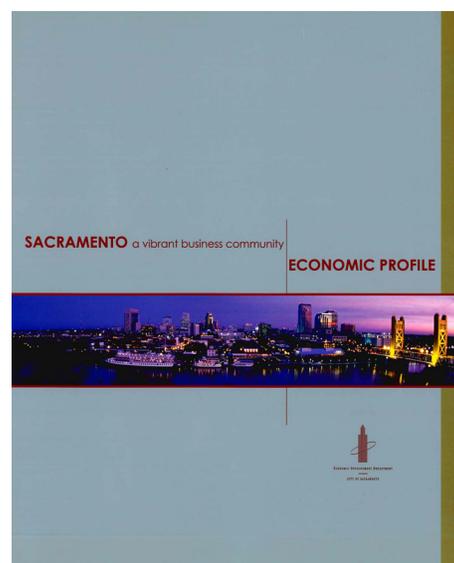
ED 1.1.4 Small and Startup Business Assistance. The City shall assist small and startup businesses with resource referrals and financial and technical assistance to facilitate their expansion and job creation. *(SO)*

ED 1.1.5 Tourism and Related Businesses. The City shall continue to work with the Sacramento Convention and Visitors Bureau (SCVB), the Metro Chamber, and interested stakeholders to expand local amenities and to market Sacramento as a tourist destination and convention venue. *(JP/PI)*

ED 1.1.6 Environmentally Sustainable, Green Technology, and Clean Technology Businesses 🌍. The City shall attract and retain environmentally conscious businesses that contribute to the long-term, economic and environmental sustainability of Sacramento. *(JP)*



The City’s Economic Development Strategy is a framework that sets out new market-driven directions, engages all stakeholders, acts locally and thinks regionally, and creates new complementary advantages.





Hotel located near Old Sacramento and the State Capitol that accommodates tourists and business travelers.

ED 1.1.7

Sustainable Business Program 🌍. The City shall support ongoing efforts of the Business Environmental Resource Center (BERC) efforts to advance sustainable business programs. *(P)*



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Photograph courtesy of Steve McKay, Sacramento State

Workforce

Policies in this section seek to facilitate workforce skill development by coordinating with educators, workforce development agencies, and leaders from the business community to meet the workforce demand of the region. In a knowledge-based economy, the skills of the local workforce are a region's greatest competitive resource and advantage.

GOAL ED 2.1

Workforce. Link workforce training programs to Sacramento businesses and support new training initiatives that meet the local employment needs of businesses.

Policies

ED 2.1.1 Higher Education and Local Economy. The City shall work with local organizations, (e.g. Sacramento Employment and Training Agency (SETA) and NextEd and higher education institutions) to develop links between public and private providers of primary, secondary, and post-secondary education, and local businesses and industries to promote educational programs relevant to the needs of the local economy. *(JP/PI)*

ED 2.1.2 Attraction of Key Technical Institutions. The City shall identify and seek to attract public and private technical institutions, such as those with specialized training programs in arts, trade, and technical subjects that meet the workforce requirements of Sacramento businesses. *(JP)*

ED 2.1.3 Attract and Retain Skilled Workers. The City shall work to improve the quality of life in the city to retain existing skilled workers and attract skilled workers from beyond the region. *(MPSP)*



Sacramento State provides access to quality education and produces college graduates that are ready to join the workforce.

Photograph courtesy of Mary Weikert, Sacramento State



Twelve story office building located in South Natomas along Interstate 5.

Place

Policies in this section ensure that there are suitable areas and sites with adequate infrastructure throughout the city for new and expanding businesses including technology and sustainable businesses. This includes proactively identifying and marketing areas of the city for economic growth and ensuring adequate infrastructure is in place to facilitate economic growth.

GOAL ED 3.1

Land, Sites, and Opportunity Areas. Retain, attract, expand, and develop businesses by providing readily available and suitable sites with appropriate zoning and access.

See the Land Use and Urban Design Element for additional policies related to growth and development.

Policies

ED 3.1.1 Land Supply Inventory. The City shall maintain adequate developable sites to meet projected employment needs, including land to satisfy retail, office, and industrial demands. *(MPSP/SO)*

ED 3.1.2 Land Readiness. The City shall work with property owners to remove obstacles to development on identified opportunity areas. *(MPSP)*

ED 3.1.3 Key Infill and Opportunity Areas. The City shall facilitate and promote economic development projects in key infill and opportunity areas. *(MPSP)*



Manufacturing and receiving warehouse use in Robla area in northern Sacramento.



UC Davis Medical Center.

ED 3.1.4

University Research Parks. The City shall work with public and private universities to explore development of a technology/research park with ties to educational institutions. *(IGC/JP)*

ED 3.1.5

Businesses Working in Key Industry Sectors. The City shall work with universities, Sacramento Area Commerce and Trade Organization (SACTO), and other groups to encourage businesses identified in the Economic Development Strategy to locate in Sacramento. *(IGC/JP)*

ED 3.1.6

Business Improvement Districts and Commercial Corridors. The City shall support business improvement districts (PBIDs and BIDs) in attracting private investment and resolving public service issues. *(SO)*

ED 3.1.7

Infrastructure and Public Facilities. The City shall continue to identify, construct, and maintain infrastructure systems and facilities required to attract and sustain businesses. *(MPSP/SO)*



The Florin Road Partnership was the first business improvement district on a commercial corridor in California.

- ED 3.1.8** **Streamline Development Process.** The City shall continue to identify, develop, and implement strategies, and programs, and processes that streamline its development review process. *(MPSP)*

- ED 3.1.9** **Tech Businesses** 🌱. The City shall recruit technology businesses (e.g., green technology and research and development) in key target industries. *(MPSP/PSR)*

- ED 3.1.10** **Civic Amenities.** The City shall support and encourage the development of civic amenities, entertainment venues, and convention opportunities that increase visitation, spending and tourism in Sacramento. *(MPSP)*



Participation and Leadership

Policies in this section seek to leverage resources of entities throughout the city and region to support and implement the goals of the 2035 General Plan and Economic Development Element. This includes the integration of City departments to meet Sacramento's economic goals, as well as the City's assumption of a prominent leadership role in implementing key regional initiatives.



GOAL ED 4.1

Leadership. Provide leadership locally and regionally to achieve the region's economic goals.

Policies

ED 4.1.1 **City Role in Economic Initiatives.** The City shall actively participate in regional economic development initiatives such as the Next Economy, the Metro Chamber's Economic Development Committee, Civic Amenities Strategy, and Metro Pulse Program. *(IGC/JP)*

The City of Sacramento is committed to providing accountable, transparent, fair, and streamlined services to our customers. This move toward improved customer service is built upon the goals of streamlining programs and processes for efficiency, planning for and promoting appropriate economic development, encouraging employees to become problem solvers rather than regulators, and improving internal organizational structures.



ED 4.1.2 Strong City and Business Relationship. The City shall project a helpful, positive, and courteous customer service attitude and approach toward businesses. *(SO)*

ED 4.1.3 Public/Private Partnerships. The City shall support and encourage public/private partnerships and other efforts to implement the key development projects that meet the City’s economic development goals. *(IGC/JP)*

ED 4.1.4 Regional Marketing Activities. The City shall actively participate in regional marketing activities by coordinating its efforts with economic development agencies in the region. *(IGC/JP)*

ED 4.1.5 Regional Transportation Facilities. The City shall work with the Sacramento International Airport, Port of Sacramento, Regional Transit, Caltrans, and railroad companies to market and support continued improvement of major transportation facilities serving Sacramento businesses. *(IGC)*



Port of Sacramento.



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