

The role of the *Innovation & Economic* **Development Office** is to encourage job growth and investment in the city of Sacramento by retaining, attracting, growing, and scaling new businesses and developing advanced industries. The office also facilitates development opportunities within the city to revitalize targeted commercial areas.





AWARENESS

Business & Community

CONNECTIVITY

Partners & Resources

ADVANCING

Marketing, Outreach,
Programing, & Implementation



As an advocate and resource, we assist in creating the conditions that make it easy to do business in Sacramento, by:

- ✓ Provide information and make the connection to resources and incentive programs
- ✓ Offer site selection assistance
- ✓ Assist with development projects and financing options.
- ✓ Facilitate businesses and projects through the building and entitlement process
- ✓ Promote the City and Region as a desirable business location
- ✓ Seek Opportunities for international trade and investment



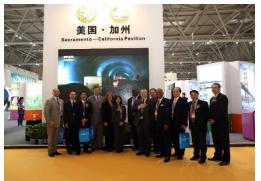
Marketing, Outreach, Programing &

Implementation





RAPID ACCELERATION INNOVATION & LEADERSHIP IN SACRAMENTO



Brownfields Program





CREATIVE ECONOMY



Sacramento Real Estate Market Trends

- Real Estate continues to improve in all sectors with vacancies declining and rates increasing
- Investor demand remains high
- Continued interest in the urban core



Role with Planning and Community

Development





Downtown Specific Plan





Railyards



- Sacramento Streamline
- Fee Deferral Program
- Statewide Community Infrastructure Program
- PASS Program
- Environmental
- Project Management





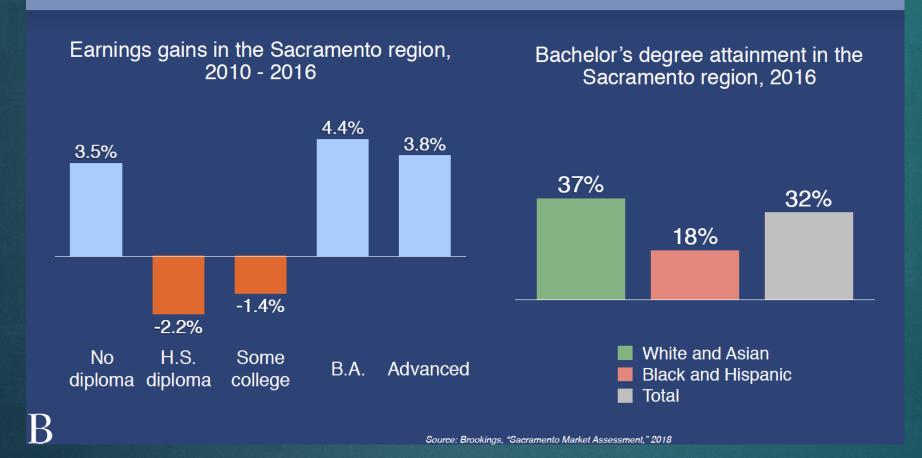
Regional Business Attraction





Inclusive & Equitable Economic Growth

The regional labor market values education, but racial disparities persist





Business & Community



290,864



20,402 BUSINESSES

KEY INDUSTRY FACTS

HEALTH CARE AND SOCIAL SERVICES 49,507 JOBS

