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.
The Economic Development division accelerates the City’s role to attract, retain, and scale new and existing businesses in Sacramento.

The Economic Investment division leads the City in public-private partnerships that cultivate new activity and investment in Sacramento.

The Innovation and Entrepreneurship team is the City’s conduit to the entrepreneurial community, providing leadership and organization for the regional innovation community.

The Development Projects team is focused on the buildout and reactivation of the Railyards and Riverfront areas.

Combined these divisions assists all businesses from small companies to global-corporations, all with the goal of promoting job creation, developing advanced industries, and building Sacramento’s economy.
AWARENESS
Business & Community

CONNECTIVITY
Partners & Resources

ADVANCING
Marketing, Outreach, Programming, & Implementation
Business & Community

- 20,402 BUSINESSES
- 250,864 JOBS
- 49,507 Health Care and Social Services JOBS
- 66% of Sacramento businesses employ 1-4 employees
- Agribusiness & Food Manufacturing represents a $3 billion industry in the region
Business & Community

All the way from Stanford and Berkeley to UC Davis and Sacramento State.
Partners & Resources: Our Role with other City Departments

Downtown Specific Plan

NEXT STEPS FOR NATOMAS
Marketing, Outreach, Programming and Implementation

Brownfields Program

Business Attraction
What We’ve Learned – Project Prosper

The Sacramento region is relatively prosperous compared to other large metro areas, but the region has been on a troubling economic trajectory since 2006 ranking in the bottom third of 100 largest MSAs in rankings measuring growth, prosperity and inclusion.

More than one-third of the residents in the Sacramento region struggle to make ends meet and these struggling adults are disproportionately people of color and individuals with lower levels of education.

Employment in the Sacramento region’s tradable industries is growing slower than the nation’s.

Employers are demanding and rewarding workers with higher education and digital skills. Although, Black and Latino workers are underrepresented in medium and high digital occupations.

The Sacramento region’s workforce supply is becoming much more racially diverse, which makes closing educational and employment disparities by race all the more urgent.

The most important factor that will determine long-run economic prosperity in the Sacramento region is its ability to grow, retain, and attract a strong workforce.

Findings gathered from Project Prosper Report, Darrene Hackler, Ph.D. and Charting a Course to the Sacramento Region’s Future Economic Prosperity, Brookings Institute Report
**Strategy**: Develop an overall inclusive economic and community development strategy for the City that is actionable and based on priorities, resources and tools, and metrics.

(developed with input from community and business representatives)

**Implementation and Vetting**: Community and Business Stakeholder Engagement to ensure implementation of the Strategy is reflective of community and business needs and maintains accountability.

**Quality of Life Index**: To identify key elements for a high quality of life and provide metrics to track whether we are making progress in these areas.

**Criteria and Performance Metrics**: A mechanism for evaluating City investments, with performance criteria and technical impact information available to inform its decision-making.

4 Point Framework: an Inclusive Economic and Community Development approach that is guided by the four principles.
Regional Economic Development

https://player.vimeo.com/video/196800529
www.cityofsacramento.org/Economic-Development