



Kevin Johnson, Mayor
 Raymond L. Tretheway III, District 1
 Sandy Sheedy, District 2
 Steve Cohn, District 3
 Robert King Fong, District 4
 Lauren R. Hammond, District 5
 Kevin McCarty, District 6
 Robbie Waters, District 7
 Bonnie J. Pannell, District 8

916.808.7223
 econdev@cityofsacramento.org
 www.cityofsacramento.org/econdev

2009 Roundup CITY OF SACRAMENTO Economic Development Department

From the Director

Unified goals equal economic progress

If there's one thing that we have learned in this tough economy, it's that we need to be more creative, collaborative and reliant on our partners—both internally and externally—and work toward a unified end goal. Over the last year, we've worked with an array of organizations that focus on everything from clean and green technology jobs, employment and training, to business attraction and recruitment. In addition, we've collaborated with development partners to initiate transformative projects to change the fabric of our City. This year, more than ever, we see that we share the same goal of maintaining a strong, stable and diversified business community.



This past year, we've successfully facilitated development of buildings and infrastructure, and leveraged reinvestment into critical areas of the City. We've also reached out to more businesses, to provide assistance and other opportunities.

Although the downturn has staggered our local economy, there are clear signs of recovery in the global market for certain industries. Another hopeful sign is that forecasts predict we will start to rebound by 2011. Economic Development's 2007 Economic Development Strategy needs retooling to make it relevant and to provide directive actions to position the City effectively for employment and revenue growth.

Jim Rinehart
 Economic Development Director

2009 Achievements

Business retention, expansion and attraction efforts prove successful

Economic Development's business-retention, expansion and attraction program was successful in reaching out to the local business community and attracting companies. The program establishes a formal mechanism for making contact with businesses to ensure that they remain and prosper in the City, and works to recruit prospective businesses to generate continued economic development investment.

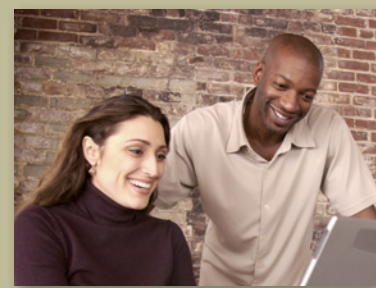
Reaching out to local businesses is a winning strategy

Activity	Highlights
Business walk program	This is a "hit the streets" program that checks in with businesses to learn how they are doing, and how Economic Development and its partners can help connect them to resources and opportunities. Two business walks were conducted in 2009: Power Inn – Partnering with the Metro Chamber of Commerce and the Power Inn Alliance, this walk reached 138 businesses. North Franklin – Working with the North Franklin Business Association and the Hispanic Chamber of Commerce, this walk connected with 100 businesses.
Business one-on-ones	Economic Development staff met with companies to help the City achieve a better understanding of the business community issues, concerns and priorities. In 2009, there were 18 site visits that: Facilitated the relocation of Jackson Labs from West Sacramento to the City; Helped with tenant improvements for Composite Engineering; Explored the impact of the financial crisis on business—and the opportunities for small business lending—with six regional banks; Helped retain Corti Brothers Market on Folsom Boulevard and assisted with the relocation of the Sacramento Black Chamber of Commerce to the City.
Enterprise Zone designation	In August 2009, partnering with Sacramento County, the City of Rancho Cordova, and the Sacramento Employment and Training Agency, the Sacramento Enterprise Zone was renewed and a larger portion of the County was incorporated into the Zone. The new Zone focuses on industrial/commercial expansion efforts, and ongoing investment through incentives and tax breaks.
Sewer credit program	In partnership with the Sacramento Regional County Sanitation District, Economic Development provides economic incentives for industrial and commercial sewer customers by offering rebates on sewer connection fees, and thereby reducing these costs by up to 88 percent. In 2009, 32 sewer credits were issued and 407 jobs were created as a result.
Small business services	Economic Development provides small business services to aid and assist businesses in taking advantage of City bid and procurement opportunities. Certification Program – In 2009, more than 450 businesses were certified and registered as small businesses with the City. Roundtable – Along with other City departments and agencies, Economic Development assisted in producing the first small business roundtable. The May 2009 event addressed the contracting policies and procedures that affect the ability of small businesses and the City to conduct business together. More than 60 people participated in this event. Additional outreach events – An additional 1,000 contacts were made during 2009 during small business-related events, including expos, job fairs and other events.

Attracting new companies results in more jobs, investment

Economic Development assisted with efforts to attract new jobs and investment. In 2009, four major organizations chose Sacramento as their premier business location:

Company	Jobs
Nestle	40
Etimax – North American Headquarters	10
Gemco Minerals	12
California Highway Patrol	900



Development projects envision the future

Economic Development successfully facilitated key predevelopment activities and projects, ensuring that reinvestment opportunities in the City are ongoing:

Project	Milestones
10 th and K Hotel	The project team is identifying financing opportunities for a potential hotel project that will activate a critical corner at 10 th and K streets.
700-800 Block RFQ	An RFQ (Request for Qualifications) for the Redevelopment Agency-owned sites was released in 2009. A transformative project is envisioned for the site.
1012-1022 K Street (Three-venue entertainment complex)	The \$12.9 million development project strengthens the area as a regional entertainment district. Once completed, it's expected to generate up to 5,000 additional downtown patrons per week and about 100 jobs.
Brownfields bridge loan for Curtis Park	In August, the City Council approved a \$900,000 Brownfields bridge loan. These funds will assist with the remediation of the Curtis Park Village site, allowing for development.
Cars on K Street Feasibility Study	In June 2008, the Transportation and Economic Development departments studied the feasibility of reintroducing cars to K Street as a way of supporting the corridor's economic activity and re-energizing a key section of downtown. Funding for a four-block pilot study is currently being identified.
Crest Theater Marquee Renovation	The historic neon Crest Theater marquee was re-illuminated in September after four months of renovation. Additional interior renovations were also completed.
Discovery Centre Hotel	In early 2009, Economic Development issued an RFP (Request for Proposal) for a hotel on Richards Boulevard and North 3 rd Street. Planning for the hotel is in progress.
Docks Area Riverfront Development	The Docks Area Specific Plan was approved by the City Council in December 2009. This, along with the future purchase of additional parcels within the first-phase development, puts the project one step closer to the start of infrastructure improvements.
Downtown Activation Strategy	In December 2009, Economic Development and the Downtown Sacramento Partnership completed a study of existing and future retail businesses in the JKL corridor. The strategy examined the challenges and opportunities for enhanced retail development in the downtown area. Implementation measures will be underway starting in 2010.
Ebner/ Empire Hotel Development	The \$5.9 million development project broke ground in mid-2009. This project will reconstruct the historic façade and comprise 26,000 sf of space, of which 6,500 sf will include ground-floor retail.
Greyhound Relocation	In 2009, the City Council approved the relocation of Greyhound from 7th and L streets to Richards Boulevard in the River District. The move will allow Greyhound to function more efficiently, and provides an opportunity for better utilization of the existing downtown site for denser and more compatible uses.
Public Improvements	Docks Promenade – In February 2009, Economic Development broke ground on a \$5.4 million project to extend the existing promenade. The project will be completed in the second quarter of 2010. K Street Streetscape and St. Rose of Lima Park – In May 2009, construction began on the first phase, which included new landscape elements, furniture and an interactive water feature.
Ten 22 Restaurant	Housed in the recently constructed Orleans Hotel condominium/loft development in Old Sacramento, this restaurant is a focal point of the City's primary tourist destination.
Township 9	Economic Development facilitated the award of \$1.1 million in federal funds for the infrastructure of the mixed-use development project.
Westfield Downtown Plaza	The City has been working to strengthen Downtown Plaza's role as a regional shopping destination. Transferring the reinvestment of better connections and visual orientation to J and L streets, the reintroduction of traffic to portions of the mall, and a greater focus on mixed uses and enhanced retail.



Grants offer more economic development opportunities

Economic Development continually seeks grant opportunities to help bolster economic development efforts and support existing programs:

Grant
Sacramento Employment and Training Agency employer/outreach services using federal stimulus funds

What will it do?
 It will reach more than 1,000 businesses by bolstering the department's business walk program. The program targets specific commercial corridors and individual businesses for one-on-one connection and assistance.

How much is the award?
 \$26,000

Grant
U.S. Environmental Protection Agency Brownfields Grant

What will it do?
 It will be used to carry out the City's Brownfields Program, which helps promote the revitalization efforts of potentially contaminated sites.

How much is the award?
 \$600,000

Worth Noting ...

Recovery Zone – The City Council approved the designation of the entire City as a Recovery Zone in August 2009. This allows the City to issue two different types of bonds to aid with development.

Property Business Improvement District (PBID) – Economic Development is working to determine if the Mack Road business community has an interest in forming a business improvement district. Economic Development has worked with Council District 8 to identify parcels, property boundaries and the district's preliminary owners, and has formulated an initial outreach plan for business and property owners along the commercial corridor. Further work is anticipated for the first quarter of 2010.

Digital billboards – Economic Development issued an RFP in mid-2009 seeking advertising industry proposals for electronic digital billboards on City-owned sites. Two firms responded, and a selection committee chose to award the contract to Clear Channel. The City Council approved an Exclusive Right to Negotiate in September.

