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.
• Business & Community

• Partners & Resources

• Marketing, Outreach, Programming, & 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, Programming & Implementation

RAILS
RAPID ACCELERATION INNOVATION & LEADERSHIP IN SACRAMENTO

Brownfields Program

BizX
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

https://www.youtube.com/watch?v=4iZhGVqx6Ik&feature=youtu.be
Inclusive & Equitable Economic Growth

The regional labor market values education, but racial disparities persist.

Earnings gains in the Sacramento region, 2010 - 2016

- No diploma: 3.5% increase
- H.S. diploma: -2.2% decrease
- Some college: 4.4% increase
- B.A.: 3.8% increase

Bachelor’s degree attainment in the Sacramento region, 2016

- White and Asian: 37%
- Black and Hispanic: 18%
- Total: 32%

Source: Brookings, “Sacramento Market Assessment,” 2018
Business & Community

20,402 BUSINESSES

KEY INDUSTRY FACTS

HEALTH CARE AND SOCIAL SERVICES
49,507 JOBS

Agribusiness & Food Manufacturing represents a $3 billion industry in the region

290,864 JOBS

66% of Sacramento businesses employ 1-4 employees