



2.

DEPARTMENT OF  
PLANNING AND DEVELOPMENT

CITY OF SACRAMENTO  
CALIFORNIA

1231 I STREET  
SACRAMENTO, CA

ADMINISTRATION  
ROOM 300  
95814-2987  
916-449-5571

April 3, 1987

ECONOMIC DEVELOPMENT  
ROOM 300  
95814-2987  
916-449-1223

Joint Budget and Finance/Transportation  
and Community Development Committee  
Sacramento, California

NUISANCE ABATEMENT  
ROOM 301  
95814-3982  
916-449-5948

Honorable Members in Session:

SUBJECT: SHORT-TERM GOALS AND WORK PROGRAM FOR THE ECONOMIC DEVELOPMENT  
SPECIALISTS AND OFFICE OVERALL

SUMMARY

Last year in the annual budget process the City Council established thirteen priorities for the Economic Development Office for the 1986-87 work year. Of those thirteen, four have been completed, one is an ongoing activity which has been set into motion and the remaining eight are in various stages of development.

This report summarizes the status of the priorities and goes one step further to outline the 1987-88 Economic Development Office Work Program.

RECOMMENDATION

This report is for information and approval of staff direction.

Respectfully submitted,

*Leslie B. Palmer*

Leslie B. Palmer  
Economic Development Coordinator

For Joint Budget and Finance and Transportation and  
Community Development Committee Information and Approval:

*Solon Wisham, Jr.*  
Solon Wisham, Jr.  
Assistant City Manager

**SHORT-TERM GOALS AND WORK PROGRAM  
FOR THE ECONOMIC DEVELOPMENT SPECIALISTS AND OFFICE OVERALL**

Last year in the annual budget process the City Council established thirteen priorities for the Economic Development Office for the 1986-87 work year. Of those thirteen, four have been completed, one is an ongoing activity which has been set into motion and the remaining eight are in various stages of development. In summary:

<u>Priority</u>	<u>Status</u>	<u>Responsible Staff</u>
1. A confederation of economic development organizations be formed to meet on a regular basis over a specified action agenda	-Accomplished -Ongoing activity	E.D.Coordinator
2. A request for two technical and one clerical staff members be included in the 1986-87 proposed budget	-Accomplished -New job classification established, certified list developed, staff interviewed and hired -Staff orientation period Jan.-June 1987	E.D.Coordinator
3. The feasibility of a one-stop permit and licensing center for business be investigated	-Draft one-stop pamphlet, four other recommendations to be completed for Budget and Finance Committee (B&F) May 26	E.D.Specialist
4. Basic economic research and analysis be conducted	1. <u>Shift-Share Analysis</u> to go to B&F May 12(to be used as an introduction to the strategic vision/county coordination discussion and 1987-88 work program proposal, and OEDP). This analysis will tell us the absolute growth or decline among the elements of our local economy in comparison to other locations.  2. <u>Economic data collected</u> City of Sacramento data (not four-county data) to respond to business location inquiries (Book formatted and published next fiscal year). Outline, Attachment 1.	E.D.Specialist  E.D.Specialist

- |  |   |                 |
|--|---|-----------------|
| 5. An active committee of City Department representatives involved with economic development and merchant associations be formed | -Mayor Rudin is considering forming a Small Business Advisory Committee which may address this issue. To be discussed at the Small Business Round-table April 10.   | E.D.Coordinator |
| 6. The Confederation explore the potential for developing venture capital for small business                                     | 1. August 21, 1986, the Confederation discussed venture capital in Sacramento Valley.   | E.D.Coordinator |
|  | 2. Venture capital breakfast for investors being planned for later this year. City is assisting Sacramento Valley Venture Capital Forum and Metropolitan Chamber of Commerce, the sponsors (Attachment 2). The breakfast is being postponed from the original April 23 date until the speaker is confirmed. | E.D.Coordinator |
|  | 3. Presentation to B&F on public venture capital funds June 16  | E.D.Coordinator |
| 7. The Economic Development function be located in the City Manager's Office   | -Location continues to be adequate in Planning and Development Department for start-up  | E.D.Coordinator |
| 8. City staff prepare a strategy for approaching the County staff to develop better coordination                                 | -Presentation for B&F May 12, along with Shift Share Analysis, 1987-88 Work Program and OEDP  | E.D.Coordinator |
| 9. The current policy of MBE/WBE be refined  | 1. Accomplished and in progress per report to B&F, Feb. 10  | E.D.Specialist  |
|  | 2. Arrangements to be made for inserts for the Business Tax Certificate billings this July advertising the program  | E.D.Specialist  |
|  | 3. Closeout report, B&F, July 28  |                 |

- |  |  |                 |
|--|--|-----------------|
| 10. Alternative financing sources for local economic development, such as diversion of certain fees and charges, be explored | -Presentation to B&F<br>June 16  | E.D.Coordinator |
| 11. Staff prioritize work plan elements in the event the staff positions are not funded                                      | -Accomplished, although staff positions were funded  | E.D.Coordinator |
| 12. Develop a phased program for economic development beyond the first year  | -Accomplished Attachment 3 refers to key proposed accomplishments  | E.D.Coordinator |
| 13. Staff study the potential for industry-specific development in new areas   | <p>First, we will complete the industrial property inventory (Attachment 4)</p> <p>Second, we will establish a Business Inquiry system for assisting in business locations and tracking follow-up (Attachments 5 and 6)</p> <p>Third, we will hire a consultant to conduct a target industry market analysis; presentation to B&amp;F April 14</p> | E.D.Specialist  |

PROPOSED PRIORITIES  
CITY ECONOMIC DEVELOPMENT OFFICE  
1987-1988

Business Attraction, Retention, Expansion

Respond to business inquiries of companies wanting to locate in Sacramento  
Implement findings of 1987 targeted industries study  
Address competitiveness issue and upgrading of industrial property  
Maintain and refine industrial property inventory  
Develop business retention strategy aimed at specific business  
Develop financial and technical assistance network/clearinghouse

Marketing

Develop marketing strategy for Downtown as per the Urban Design Guidelines with SHRA

One-Stop Business Assistance

Complete implementation of one-stop concept including:  
flyer on advantages of doing business in City,  
computer tracking of business permits, and  
physical location of one-stop assistance

MBE/WBE

Increase MBE/WBE contract awards  
Improve coordination of certification requirements among City, SHRA, CALTRANS, RT and others  
Recruit in specific business sectors where we have low certification participation

North Natomas Economic Opportunity Plan

Set up MBE/WBE contractor utilization for construction  
Assist with overall implementation and monitoring

Neighborhood Business Districts

Provide liaison, especially in areas where SHRA will end coordinator assistance  
Provide back-up support to Mayor's Small Business Roundtable

Economic Development Confederation continue

Economic Research

Data base development of annual business patterns, labor force, composition, sales tax analysis, growth industries, import replacement  
Support ways to increase local venture capital formation and entrepreneurial development  
Explore options for international trade, higher education/business links and related sectors  
Prepare OEDP

## DATA BOOK

- I. Population
  - A. Age
  - B. Household Characteristics
    - Total number of households
    - Household size
  - C. Racial composition by neighborhoods
- II. Housing
  - A. Residential Construction
    - Number of units built, S-F/M-F
    - Number of units demolished
    - Number of rental structures
    - Number of condominiums
    - Number S-F homes
  - B. Median Price of Homes (if possible by community)
  - C. Major Residential Developments
  - D. Housing Stock
    - Total number of S-F homes
    - Total number of S-F owner occupied homes
    - Average age of housing structures
    - Housing vacancy rates
    - Rental costs
    - Publicly assisted rental housing
- III. Labor Force
  - A. Total Labor Force
    - Total employment
    - Total unemployment
    - Unemployment rate
  - B. Employment by Industry Classification
  - C. Wages by Job Title
  - D. Income
    - Average household income
    - Compare to U.S. and State of California
- IV. Retail
  - A. Sales Trends
    - Sales of general merchandise, apparel and furniture
    - Sales at eating and drinking establishments
  - B. Shopping Districts, major retail centers
  - C. Disposable Income

V. Hotels and Conventions

A. Convention Attendance

B. Convention Space  
Exhibit space  
Meeting rooms  
Ball room?  
Parking

C. Hotels

Hotels available - total rooms  
Major lodging facilities - map

VI. Entertainment and Recreation

A. Theatres/Fine Arts

B. Major Cultural Attractions

C. Team Sports  
Sports Stadium  
City Team

D. Historical Attractions

E. Parks

F. Libraries

G. Other Attractions

VII. Education

A. Public Schools  
Average daily expenditures

B. Private and Parochial Schools  
Number students employed

C. Higher Education  
CSUS and Davis - major graduate fields  
Private colleges and universities

VIII. Health Care

A. Life Expectancy

B. Hospitals  
Number of hospitals  
Number of physicians  
Number of beds

IX. Transportation

- A. Road Systems
  - Major interstate
- B. Mass Transit
- C. Trucking
- D. Shipping - Waterborne Commerce
- E. Airport Activity
  - Passenger service
  - Airport facilities - map
- F. Railroad - Passenger and Freight
- G. Traffic Flow in Major Intersections

X. Utilities

- A. Electricity
  - Comparison of industrial customers' monthly electric bills
- B. Natural Gas
- C. Telecommunications
  - Pacific Bell
- D. Water

XI. Media

- A. Television
- B. Radio
- C. Newspaper - Average Issue Adult Readership
- D. Largest Weekly, Biweekly and Monthly Newspapers

XII. Structure of Government

- A. Mayor
- B. City Council



SACRAMENTO VALLEY VENTURE CAPITAL FORUM

Special Programs Committee

MEETING OUTLINE  
December 18, 1986

1. EVENT DATE: April 23, 1987.

2. COMMITTEE MEMBERS:

Gilles Attia, Weintraub Genshlea Hardy  
Erich & Brown. (916) 648-9535

Rand Heer, Calgene. (916) 753-6313

Doug Stirling, Rollins, Burdick, Hunter.  
(916) 929-1234

Norman Rees, Telephone Response Technology.  
(916) 442-1878

Lis Fleming, SVVCF. (916) 756-6430

Frank Bodie, Coopers & Lybrand, (916) 441-4334

James Sabraw, The Marketing Institute.  
(916) 648-1299

Robert Kittredge, Price Waterhouse.  
(916) 441-2370

Robert Hodam, Hodam Technologies, Inc.  
(916) 366-5854

James Nafee, University of California, Davis.  
(916) 752-7530

Luann Crist, Union Bank. (916) 444-9400

Leslie Palmer, City of Sacramento.  
(916) 449-2069

David Gross, Sacramento Co. Chamber of Commerce.  
(916) 443-3771

John Roberts, SACTO. (916) 441-2144

3. PURPOSE OF MEETING:

- Organize event
- Establish "action committees" and chairpersons for various tasks

3. PURPOSE OF MEETING, CONT.:

- Agree on objectives of event
- Agree upon targeted audience
- Discuss key logistics of event  
(ie., time, place, etc.)

4. SUGGESTED OUTLINE FOR MEETING:

A. Confirm Committee Members

B. Agree to Purpose of Event:

"To inform local investors and business and community leaders about the importance of seed investment in local growth oriented businesses."

C. Audience - Suggest Targeted Audience:

- Approximately 100 persons who have control or influence over substantial risk capital
- Executive of selected local emerging companies
- Other community leaders

D. Type of Event:

1. Luncheon: 11:30 a.m. - 2:00 p.m.

2. Local or Regional Event?

3. Location.

4. Program:

- Historical perspective on the impact of successful high growth start up companies on a Region -- The Silicon Valley experience
- The importance of seed and pre-seed investment to young emerging companies
- The Sacramento Region: - Past - Present  
- Future
- Local Success Story

E. Suggested Committees:

- (1) Program content/Speakers
- (2) Mailing/Invitee list/Invitation
- (3) Facilities and Meal
- (4) Media Relations and Promotions

F. Funding:

Key Sponsor(s)

G. Action Items and Assignments:

**ECONOMIC DEVELOPMENT PHASING PLAN**

**CITY OF SACRAMENTO**

- Year 1, 1985-1986  
Hire Coordinator  
Draft Economic Development Program  
Form Economic Development Confederation
- Year 2, 1986-1987  
Hire 3 Staff to Implement Economic Development Program  
Implement Phase 2, One-Stop Business Assistance Center  
Implement MBE/WBE Procurement Work Plan  
Evaluate Confederation
- Year 3, 1987-1988  
Consolidate City/County Economic Development Resources as needed per Federal Cutbacks  
Implement Final Phase One-Stop Business Assistance Center  
Implement Venture Capital and Local Public Works Programs
- Year 4, 1988-1989  
Implement Additional Local Economic Development Finance Programs
- Year 5, 1989-1990  
Implement Full Spectrum Economic Development Program: Able to provide financing, conduct state-of-the art economic research including for diversification and commercial in-fill; marketing of City Economic Development incentives; business expansion and retention assistance.

**WORK PROGRAM**  
**(Industrial Inventory Analysis)**

The purpose of this analysis is to determine the total(s) of industrial land in the City of Sacramento (both vacant and non-vacant). The reason for this analysis is to have this information as a tool for recruiting and retaining industrial manufacturing businesses for the City of Sacramento.

This analysis has been set up to investigate key industrial areas for development. The analysis is broken down into the following areas:

1. Northgate/Norwood
2. Florin/Perkins
3. Huntington Park
4. Richards Boulevard
5. Woodlake/Arden
6. El Camino/Marconi
7. West-of-McClellan
8. Franklin Boulevard
9. Highway 50/Sunrise
10. Executive Airport
11. Municipal Airport
12. Other Areas

The outcome of this analysis will be a new data base for the City. Thus, the data base will have a large dimension. For example, it will undertake a parcel-by-parcel investigation that will contain County Assessor's Book Numbers; Block/Lot Number; a Land Classification Code; Vacant Developable, Not Currently Vacant; Vacant Developable Inhibited. It will encompass Minor Traffic Zone data; Community Planning Area information and insight on reference or referral information; Acreage per parcel, total acreage per industrial area; Zoning information; whether the property(ies) are in a redevelopment area; whether it needs sewer, water, or fill; if there are structures to be removed; if there is rail access; who is/are the property owner(s) or contact, their address and phone number.

We hope to accomplish each area as outlined in a one-week period. We know we have this capability because we have done one proto-type area (West-of-McClellan) to gauge the time necessary to gather the data. Therefore, we feel the data will be collected no later than May and be in a draft form no later than June. From this point, we plan to place this data on computer for fast retrieval and to integrate into an overall economic data base which we are developing on the City.

CODE \_\_\_\_\_

# CITY OF SACRAMENTO

BUSINESS INQUIRY FORMAT

# DRAFT

Date of Inquiry \_\_\_\_\_

Name \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

Source \_\_\_\_\_

### TYPE

- |  |  |                                      |
|--|--|--------------------------------------|
| <input type="checkbox"/> Industrial      | <input type="checkbox"/> Office          | <input type="checkbox"/> Hotel/Motel |
| <input type="checkbox"/> Industrial Park | <input type="checkbox"/> Retail          | <input type="checkbox"/> Land Only   |
| <input type="checkbox"/> Warehouse       | <input type="checkbox"/> Shopping Center | <input type="checkbox"/> Misc.       |
| <input type="checkbox"/> Commercial      | <input type="checkbox"/> Housing         |                                      |

Lease	Purchase	Lease/Option	Suite to Build
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Land Area \_\_\_\_\_

Building Area \_\_\_\_\_

Parking Requirement \_\_\_\_\_

Outside/Inside Storage \_\_\_\_\_

Rail \_\_\_\_\_

Loading Docks/Zones \_\_\_\_\_

Ceiling Heights \_\_\_\_\_

Ceiling Spans \_\_\_\_\_

# of Floors \_\_\_\_\_

Elevator/Freight \_\_\_\_\_

Passenger \_\_\_\_\_

Utilities:

Electric \_\_\_\_\_

Gas \_\_\_\_\_

Oil \_\_\_\_\_

Sewer \_\_\_\_\_

Water \_\_\_\_\_

Refuse \_\_\_\_\_

H.V.A.C. \_\_\_\_\_

Amperage Requirements \_\_\_\_\_

Job Creation/Now \_\_\_\_\_ Ultimate \_\_\_\_\_  
Investment/Now \_\_\_\_\_ Ultimate \_\_\_\_\_

Other Needs/Comments

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Status

Date

Action

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Staff Comments  
INFORMATION GIVEN

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# CITY OF SACRAMENTO

Attachment 6

## DEPARTMENT OF PLANNING AND DEVELOPMENT

1231 "I" Street

Sacramento Ca 95814

January 27, 1987

Administration  
Room 300 449-5571  
Building Inspections  
Room 200 449-5716  
Planning  
Room 200 449-5604

### BUSINESS INQUIRIES - ECONOMIC DEVELOPMENT OFFICE (Listed by Type of Business)

1/87 Mail/Package Operation  
1/87 Industrial Developer  
1/87 Aviation Repair/Maintenance  
1/87 Housing Developer  
12/86 Hotel/Motel Developer  
12/86 Linen Supply  
10/86 Construction  
10/86 Hotel Developer  
10/86 Printing  
9/86 Housing Developer  
9/86 Broadcasting/Media  
9/86 Professional Services (inquiry for location)  
8/86 Small Retail (inquiry for location)  
8/86 Major Department Store Developer  
7/86 Customer Service Operation (inquiry for location)  
6/86 Restaurant (inquiry for location)  
6/86 Small Medical Facility (inquiry for location)  
5/86 Federal Government Agency (inquiry for location)  
5/86 Automotive Assembly  
4/86 Processing Plant  
3/86 Residential Development  
1/86 Manufacturing Inquiry  
10/85 Major Retailer  
Professional Service (inquiry for location)