



APPROVED
BY THE CITY COUNCIL

SEP 7 1999

OFFICE OF THE
CITY CLERK

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THOMAS V. LEE
DEPUTY CITY MANAGER
DOWNTOWN DEPARTMENT

CITY OF SACRAMENTO
CALIFORNIA

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SACRAMENTO, CA
95814-4009

PH 916-264-8109
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August 26, 1999

City Council
Sacramento, California

Honorable Members in Session

SUBJECT: WORLD TRADE CENTER

LOCATION AND COUNCIL DISTRICT: All Districts

SUMMARY: The Northern California World Trade Center's promotes international trade in the Sacramento region. The Center aids local industries to find international markets for their product and to educate the industries on how to transact business in the world market.

STAFF RECOMMENDATION: The Economic Development Department has asked Mr. Brooks Ohlson, Executive Director, Northern California World Trade Center (previously the World Trade Center Sacramento) to make a presentation at the September 7, 1999 afternoon Council meeting. An outline of the presentation is attached along with brochures used by the World Trade Center. This presentation is informational for the Council. No action is requested on the item.

CONTACT PERSONS: Kristan Otto, Manager, 264-7948
Economic/Neighborhood Commercial Development Department

FOR COUNCIL MEETING OF: September 7, 1999

Respectively submitted,

Kristan Otto, Manager
Economic/Neighborhood
Commercial Development Department

Approved

Andrew J. Plescia
Economic Development Director

RECOMMENDATION APPROVED

ROBERT P. THOMAS
City Manager

WORLD TRADE CENTER SACRAMENTO

Brooks Ohlsen, Executive Director

Organization

- Formally chartered and licensed by the World Trade Center Association, New York City in 1995. The World Trade Association by Guy Tozoli, former director of the New York Port Authority and a visionary.
- Expanded in 1997 to operate an export assistance program funded by a grant from the U.S. Department of Commerce, EDA.
- Foreign trade offices of the Department of Commerce and the Department of Agriculture have established offices in the Northern California World Trade Center offices.
- 501(c)3 not for profit corporation
- Board of Directors and Founders are CEO level representatives of
 - California State University Sacramento
 - The County of Sacramento
 - Pacific Bell
 - Pacific Gas & Electric
 - Sacramento metropolitan Chamber of Commerce
 - United Parcel Service
 - The University of the Pacific
- 330 Centers and 500,000 members worldwide.

Financing

- Initially underwritten by the WTCS Founders who are lifetime Board members.
- WTCS has received \$687,000 in grants from the Economic Administration (EDA), U.S. Dept. of Commerce. Those funds were matched by sponsorship donations from the Founders and other corporate sponsors totaling \$275,000.
- Annual operating income is derived from:
 - EDA grant
 - Program Revenues
 - Fees from expert/consultant services
 - Corporate Sponsorship

Purpose

- Make Sacramento a recognized international business destination and a growing force in the global markets.
- WTCS provides the only export assistance program in the region:
 - first point of contact for international leaders and delegations to Sacramento
 - international Trade counseling
 - provides advanced international trade seminars
 - international business match making
 - international trade services (trade show opportunities, trade missions, export finance assistance)
- Generation of new export income for Sacramento Valley companies
- Job creation and retention
- Programs target Small to Medium sized Enterprises. Minority and women owned businesses receive additional benefits from a special program funded by the County of Sacramento.

Performance

- Attached is a 2 page matrix detailing the WTCS's last two-year's successes.

World Trade Center Sacramento Services Matrix and Program Performance (March 1, 1997 to March 1, 1999)

CATEGORIES	Measures: Hours, Dollars, Reach
International Trade Education & Training 423 companies @ 2 hours per seminar Consular Luncheon 225 attendees at 4 hrs.	Hours 846 <u>1024</u> <u>1870 sub-total</u>
Client Counseling One-on-One Counseling (on-site, off-site, phone, email, fax, teleconference) Trade Show / Trade Mission / Trade Delegation Counseling	Hours 1150 <u>4320</u> <u>5470 sub-total</u>
Total Number of Clients Outreached Seminars Mailings/Faxing of WTCS/DOC/FAS information IITAI cooperative seminars Chambers of Commerce CITD Consular Corp Total	423 6430 60 1500 300 <u>225</u> <u>8,938</u>
Public Relations Speech - Group Presentations Newspaper (Sac. Bee, Bus. Journal, Metro Chamber Newsletter, Comstocks) TV (2 broadcast Channel 3 & Channle 19) WTCS Newsletters sent quarterly & BayTrade newsletter Website (450 hits per month at 11 months)	23 10 2 1500 4950
Outreach to Multiplier Organizations and Cooperatives WORLD TRADE CENTERS OF CA COUNTY OF SACRAMENTO CITY OF MODESTO CITD CITY OF SACRAMENTO USDOC STOCKTON CHAMBER OF COMMERCE USDA REDDING CHAMBER OF COMMERCE REGIONAL CHAMBERS OF COMMERCE BAYTRADE SACTO CAL. DEPT. TRADE & COMMERCE SAN JOAQUIN PARTNERSHIP IITAI SACRAMENTO ASIAN PACIFIC CHAMBER SACRAMENTO HISPANIC CHAMBER SACRAMENTO BLACK CHAMBER GREATER OAKLAND INTERNATIONAL TRADE CENTER SILICON VALLEY EXPORT ASSISTANCE CENTER MONTEREY BAY INTERNATIONAL TRADE CENTER	22

Value of Grants Received	\$687,000
Value of Corporate Sponsorships	\$275,000
Number of Trade Organizations Co-Located at World Trade Center	4
Number of Client Companies	511
Number of Recorded Export Transactions	127
Number of Jobs Created	584
Number of Seminars Held	21
Number of Seminar Attendees	525
Number of Trade Missions Sponsored and Hosted	6
Number Trade Shows Sponsored and Hosted	8
Number of Firms Recruited by WTCS Participating in Trade Shows	166
Number of Foreign Trade Delegations Hosted (Japan, China, Russia, Egypt, Mexico, Korea, Canada, Turkey, Lithuania; some more than once)	14

WORLD TRADE CENTER SACRAMENTO



Companies in the City of Sacramento assisted by Northern California World Trade Center:

FOUNDERS:
CALIFORNIA STATE
UNIVERSITY SACRAMENTO
COUNTY OF SACRAMENTO
PACIFIC GAS & ELECTRIC
PACIFIC BELL
SACRAMENTO
METROPOLITAN
CHAMBER OF COMMERCE
UNIVERSITY OF THE PACIFIC
UNITED PARCEL SERVICE

Select Panels International

This small company run by Terry Farnholz in the Richards Boulevard area manufactures pre-fabricated homes. NCWTC helped SPI penetrate markets in the Philippines by doing country market research as well as locating distributors in the country. Over \$1M has been exported due to NCWTC assistance.

Pegasus Technologies

Jason Cecchetti at Pegasus on Howe Ave. builds stolen vehicle recovery systems. NCWTC provided market research on the Pacific Rim area as well as Mexico. They have since closed deals in Asia and the report on Mexico alone yielded a \$250,000 sale to that country.

U.S. Trade & Commerce, Inc.

Iqbal Afzal, the owner of this company on Northrop Avenue who mainly trades in oil field equipment, was assisted by NCWTC by getting export transaction financial assistance through a federal guarantee program. He then closed a deal worth over \$23,000 by selling refractory anchors to Saudi Arabia.

BTV Crown Equities

Ron Russell, who manages an office on Capitol Mall, was assisted by NCWTC in exporting citrus products to Asia. After doing research for BTV, their sales have climbed steadily and now do over \$50,000 per year in citrus alone.

InterX

Gus Neiri heads the office on Tribute Rd. that produces internet-based software for the banking industry and does custom software development. NCWTC assisted InterX in landing deals worth over \$100,000 in Israel and Lebanon.

Bentec Scientific

Mary Bergroff is our contact over at Bentec on N. Market Blvd. and they produce poly-vinyl alcohol products, which are sold into the computer hard

disk manufacturing sector. NCWTC referred another member to them to assist financially and Bentec saved over \$10,000 based on advice from our referral.

Continental Sales International

Wayne Procissi who heads the office on Fite Circle is working with us to find joint local joint venture partners for a firm in Mexico.

The following are other Sacramento-based firms who are working with us on various international trade projects, information gathering and training:

AAA Plus, Abe Lee, Power Inn Road
A & A Amazing Foods Inc, Glenn Abersold, Rio Linda Drive
ABC Environmental Services, Les Herring
AT & T, Leilani Kinzler, California Center Drive
AT International, Joe Zhou, Second Street
Billes Software Solutions, Teresa Billes, Cottage Way
Bauer Vehicle Gear, Don Van Dusen, North Market Blvd.
Royal Crown International, Constantin Ungureanu, North Highlands
European Center, George Ratiu, North Highlands
William Owens & Associates, Capitol Mall
Weintraub Genshlea & Sproul, Capitol Mall
California Institute of Jewelry Training, Dee Routh, El Camino Ave.
Dinsmore Enterprises, Bob Dinsmore, Royal Rd.
Savant International, Jerry Rudloff, Cabrillo Way
TWT Export International
Sun-Up Forest Products, Reggie Leipsic, Business Dr.
Reid & Associates, Carolyn Reid, 19th St.
California Cascade, Richard Rose, 14th Ave.
Valley Relocation, Chuck Wade, Kelton Way
Meridian Systems, Kathy Radley Timberlak, Howe Ave.
International Tech Services, Ed Rivera, Armadole Way
McCuen Properties, Susan Peters, Fair Oaks Blvd.
Golden Pine Inc., Chuck Adelman, N St.
Capital Organizing Solutions, Irwin Karp, Land Park Dr.
Lifetime Doors, Walt Tharp, Elder Court
TC TV, Shen Welles, 35th St.
Dorris Lumber & Moulding, Joshua Tyler, Redding Ave.
Xport Embassy Inc., Edmundo Velez, Florin Rd.
Omega Machines, J.P. Singh, N. Market Blvd.
Jones & Pevi, Elwood Jones, Bercutt Dr.
Elevator Controls Corp., Fernando Ortiz, La Grande Blvd.
Pathways Unlimited, Debra Guittas, Land Park Dr.
Casting Solutions, Dan Millington
... and others.



COUNCIL AGENDA ITEM
MTG. DATE 9-7-99 ITEM NO. 23
FROM: CITY CLERK'S OFFICE

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