



FISCAL YEAR 2025/2026

# Business Plan

# 2024-2027 Strategic Plan



## 1. Diversify the regional economy.

- A. Focus attraction, expansion and retention work on high-value added industries with transformational characteristics.
- B. Accelerate the region's transformation into an innovation-driven economy.
- C. Increase the region's number of headquarters and operations for multinational companies.



## 2. Elevate the region's global profile and connectivity.

- A. Ensure the region speaks with one voice when communicating its business value proposition.
- B. Continue Globalizing Greater Sacramento.
- C. Elevate awareness of Greater Sacramento's value proposition with key audiences.







## 3. Prime the region's talent for tradable-sector jobs.

- A. Forge connection between employers and the right talent.
- B. Reduce barriers to quality jobs.
- C. Align higher education programs with industries of the future.









# Key initiatives

## Fiscal Year 2025/2026

Continue momentum to drive transformational change.

Tactic	Strategic Plan alignment
Continue the drive to add a second permanent, major league sports team to the market.	   STRATEGY A
Leverage bioscience development momentum to create a targeted playbook for industry growth and attraction.	   STRATEGY A & B
Launch Opportunities Sacramento with Child Action, creating a new model for supporting single parents' access to high-wage jobs.	   STRATEGY B
Elevate the region's performance in new technologies like AI and quantum computing.	   STRATEGY A & C

Accelerate initiatives launched in FY24/25.

Tactic	Strategic Plan alignment
Scale <b>Be More. Do Greater Sacramento.</b> to the national stage.	   STRATEGY A
Leverage Newmark's semiconductor and battery technology playbook to drive policy as well as a national business attraction and expansion campaign.	   STRATEGY A, B & C
Continue facilitating tribal partnerships and investment across the region.	    STRATEGY B STRATEGY A
Advance new real estate site readiness opportunities for key industries, including circular economy, semiconductors, AI and life science.	   STRATEGY A & B
Build big businesses in our backyard through the Capital Acceleration Network.	   STRATEGY C
Through Market Velocity and direct engagement, work with public sector investors to enhance economic performance and identify ways to reduce budget strain.	   STRATEGY A
Continue Globalizing Greater Sacramento by maintaining ties to Germany and South Korea and advancing flight connectivity.	   STRATEGY B

# Metrics

## Business plan metrics

New projects generated	110
Multiplier touchpoints	1,000 across all platforms
Company assist touchpoints	275
Market Velocity Assessments	8
Research requests	325 (33% from communities)
Market Velocity Reports	8
Digital platform	45% open rate

## Strategic plan metrics

Locates	15
Jobs	1,500
Qualified prospects	110

# Budget

## Expenses

Personnel expenses	\$3,387,520
Community outreach	\$741,160
Office expenses	\$511,980
Events & programs	\$471,905
Professional services	\$467,985
<b>Total expenses</b>	<b>\$5,580,550</b>

## Income

FY25/26 contributions	\$5,004,350
Other income	\$576,200
<b>Total Income</b>	<b>\$5,580,550</b>



# Fiscal Year 2025/2026\*

## Calendar

### SEPTEMBER

**In-market national  
media tour**

**Korea market visit  
(staff-level)**

**IEDC Annual Conference**

### OCTOBER

**SEMICON West**

**IAMC Fall Forum**

**FIRA 2025**

### NOVEMBER

**Area Development  
Executive Conference**

### DECEMBER

**Germany delegation  
market visit**

**Area Development  
Consultants' Forum**

#### **JANUARY**

**JP Morgan  
Healthcare Conference**

**Cleantech Forum  
North America**

#### **MARCH**

**Site selector  
familiarization tour**

**GSEC regional outlook**

**World Agri-Tech  
Innovation Summit**

**Site Selectors Guild  
Annual Conference**

#### **APRIL**

**New York  
delegation visit**

#### **MAY**

**Annual Celebration**

**SelectUSA  
Investment Summit**

\* This calendar does not account for regularly scheduled market visits to competitive regions or ongoing campaign activity. Governance meetings for the Board of Directors and strategic councils—including the Competitiveness Council, Food & Ag Innovation Council and Economic Development Directors Taskforce—are maintained on separate schedules.

