



A decade of determination

Igniting opportunity and defining tomorrow

Barry Broome

President & CEO, GSEC

About Greater Sacramento



2.6 million residents



22 communities



50+ CEOs



economic development org.
in the world (2022-2024)



One marketplace: communities drive and share the economy

On average communities produce 48% of their jobs.

Community	Jobs produced
City of Auburn	48.8%
City of Citrus Heights	32.9%
City of Davis	39.9%
City of Elk Grove	38.6%
City of Folsom	49.1%
City of Galt	27.0%
City of Lincoln	32.1%
Town of Loomis	38.1%
City of Marysville	27.7%

Community	Jobs produced
City of Rancho Cordova	40.0%
City of Rocklin	32.3%
City of Roseville	56.9%
City of Sacramento	61.6%
City of West Sacramento	38.9%
City of Woodland	47.8%
City of Yuba City	60.0%
El Dorado County	64.0%
Placer County	70.0%
Sacramento County	83.0%
Sutter County	64.8%
Yolo County	71.3%
Yuba County	47.8%

Economic development models that drive success

Phoenix

- ◇ State economic development model reform
- ◇ Targeted, performance-based incentives
- ◇ ASU embedded in economic development

Columbus

- ◇ One Columbus leadership model
- ◇ Tax-funded economic development program
- ◇ JobsOhio and Ohio State state-industry-university collaboration

Pittsburgh

- ◇ Allegheny Conference: best-in-class corporate stewardship
- ◇ EDs-MEDs-Tech pivot with Carnegie Mellon and Pitt Medicine

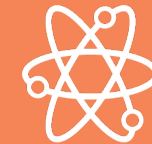
Public-private
partnership



Higher education
consortia

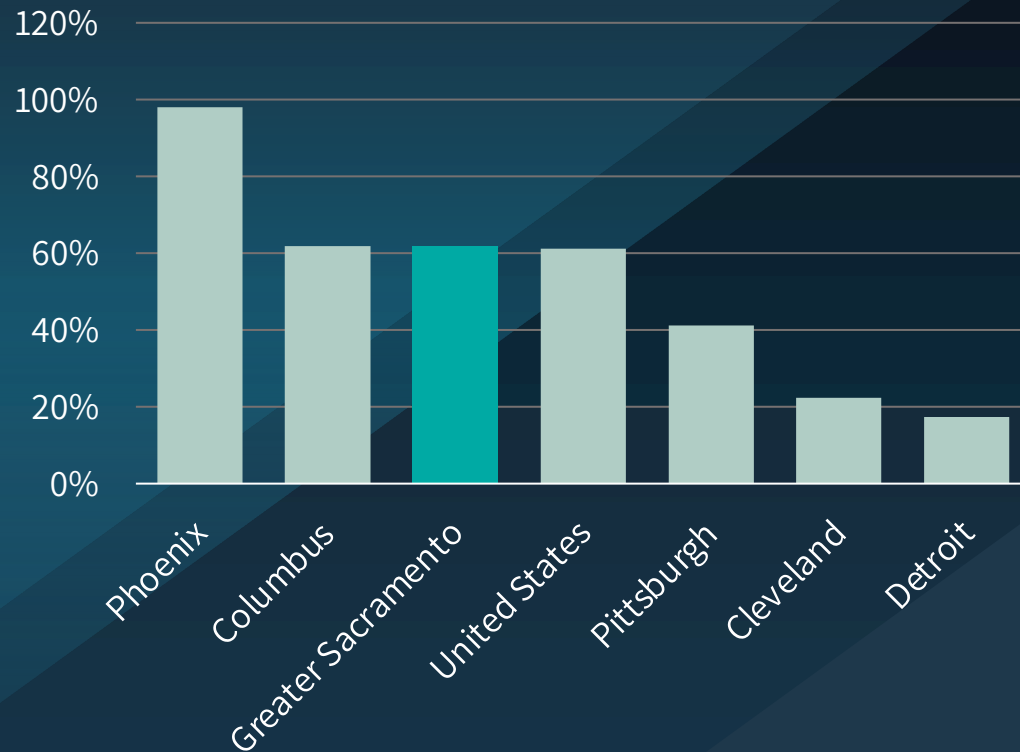


Industries of
the future

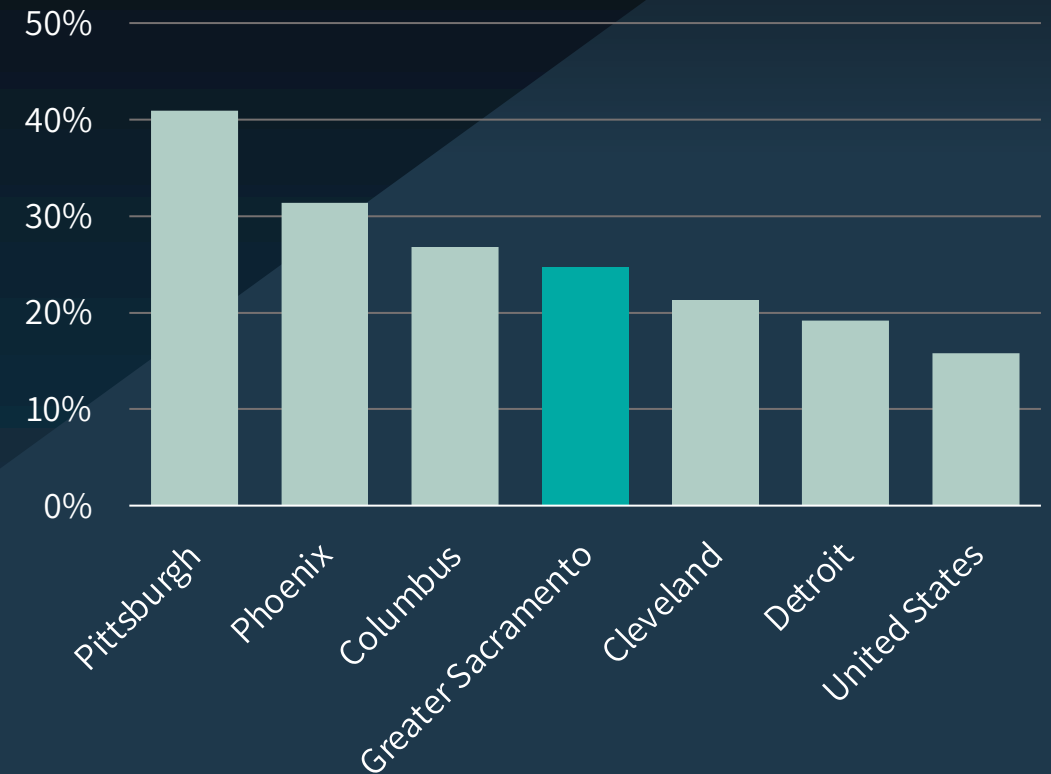


Regional partnerships increase growth and productivity

GDP growth 2001-2023

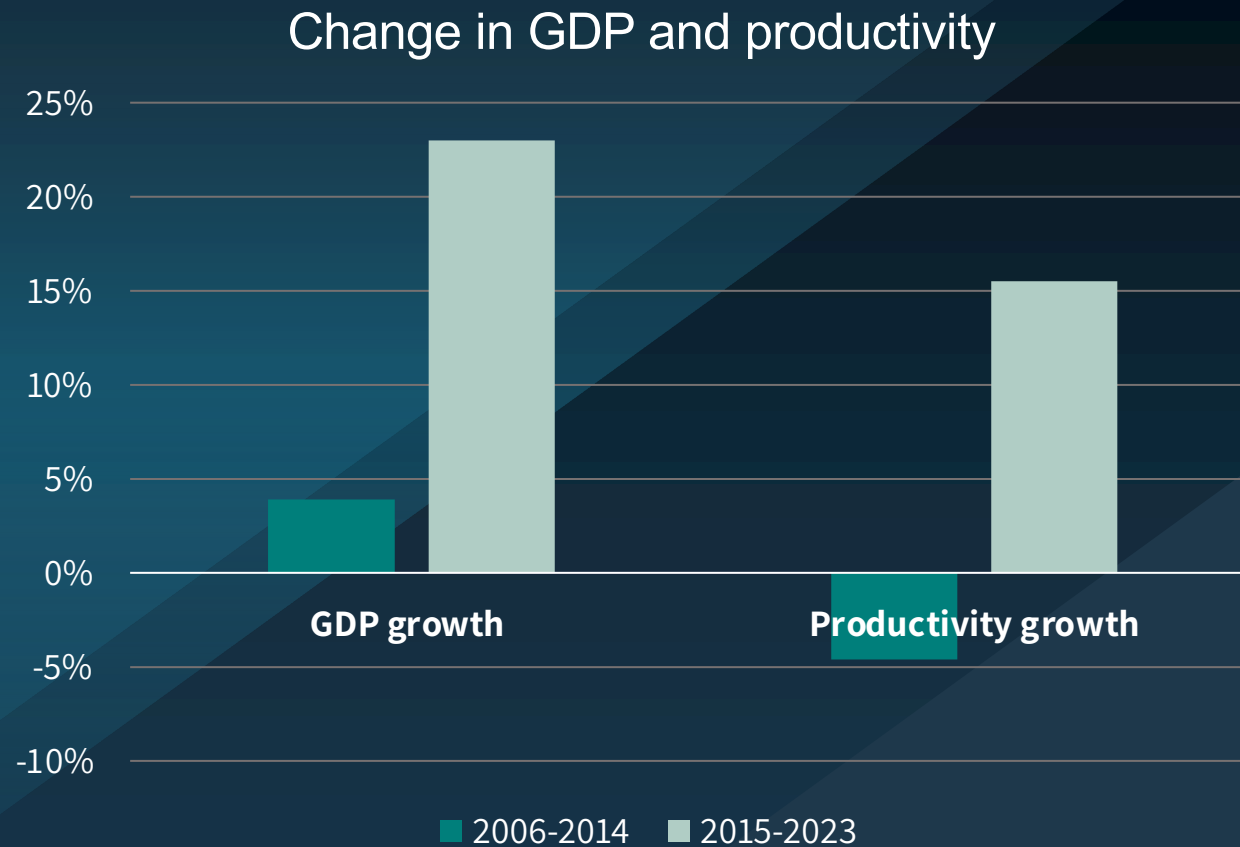


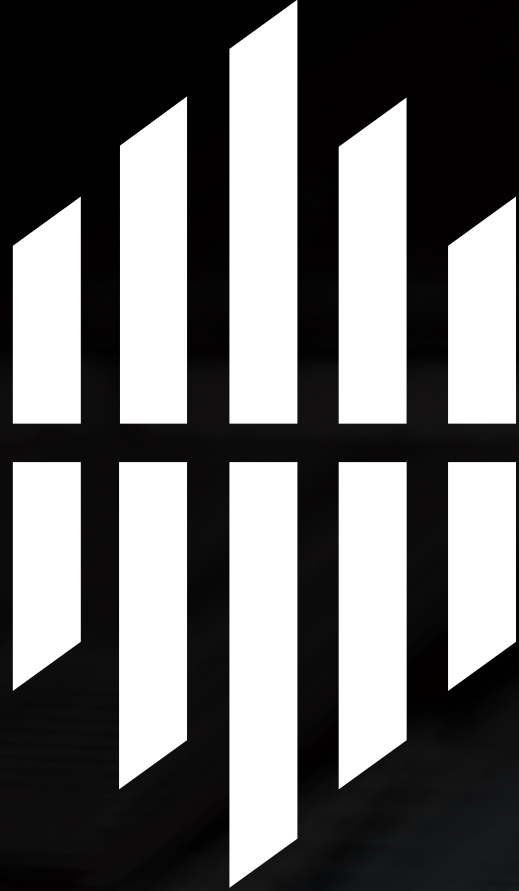
Productivity growth 2001-2023



Before & after GSEC:

Leading economic transformation

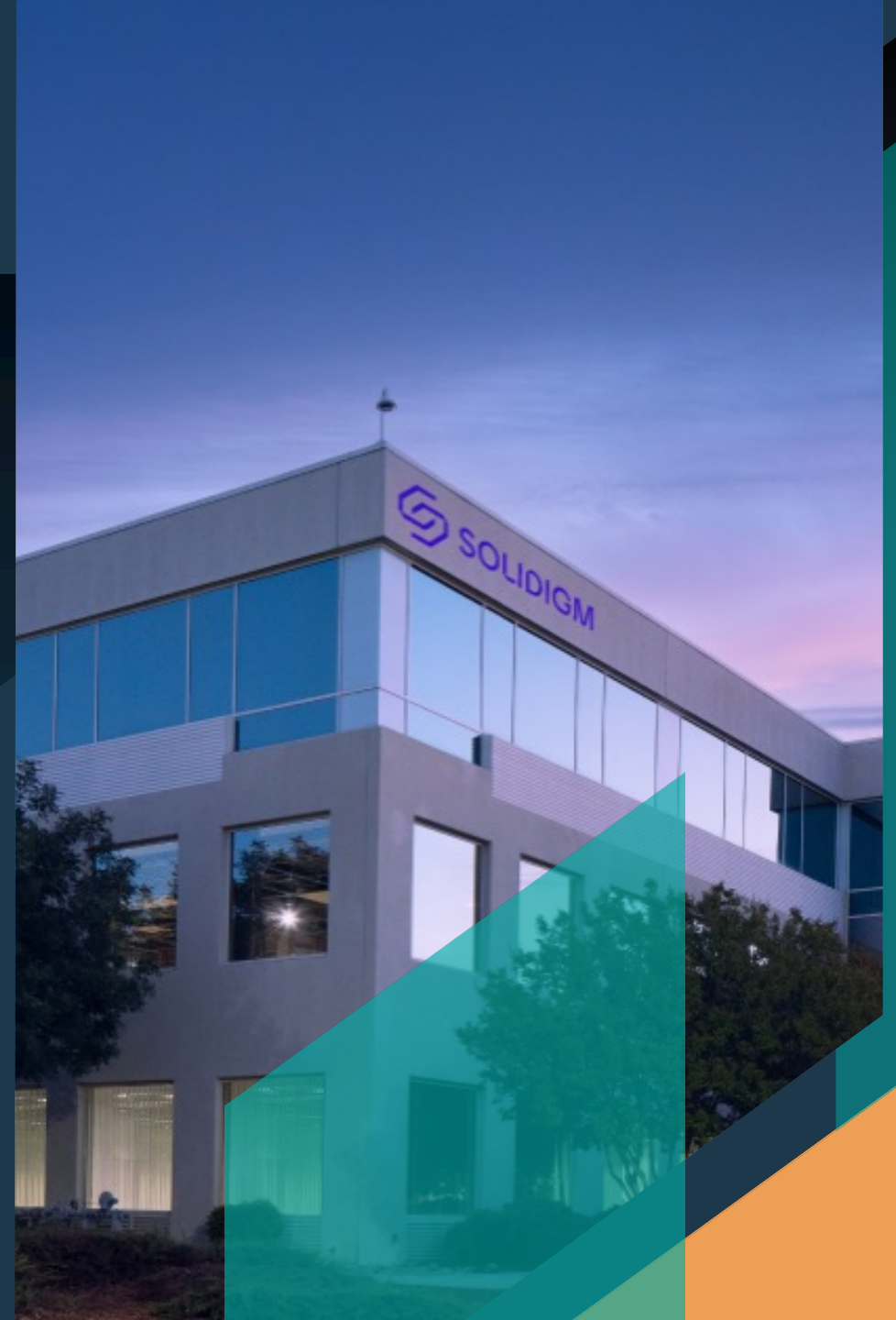
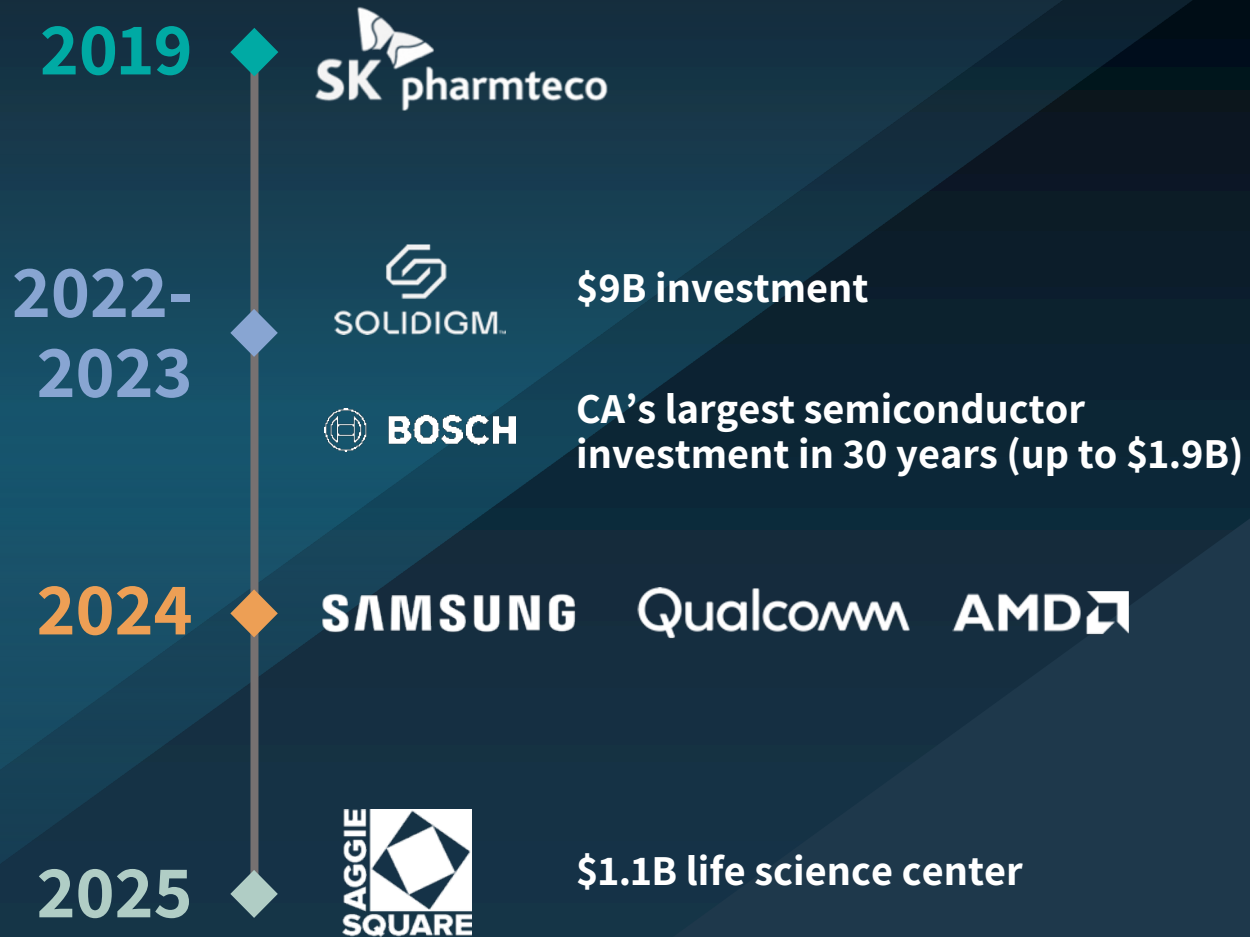




2015-2025: A decade of determination

Market momentum

Industries of the future



Higher education sets the market's agenda

Higher education systems lead the cycle of competitiveness, driving new business creation and attraction.



Public-private partnership: the catalyst for urban revival & transformation

Bold, public-private leadership is key to:

- ◇ Driving high-impact economic growth
- ◇ Enhancing quality of life
- ◇ Signaling to national investors that big ideas become reality in our region

2024-
2025



Doubling the size of downtown

LDK, City of Sac, Kaiser, Wilton Rancheria & Republic FC investments unlock development in The Railyards.

2024



In the national media spotlight

A's choose West Sacramento as temporary home, positioning region to compete for MLB expansion team.

2016



Light the Beam

Kings and City of Sac partner on Golden 1 Center, delivering \$665M in regional economic impact annually.

Data and analytics drive economic change

Brookings Metro Monitor	2017	2025
Growth	66	10
Prosperity	72	20
Inclusion	80	7
Racial Inclusion	n/a	34
Geographic Inclusion	n/a	3



We're not leaving California, we're leading it.

Greater Sacramento is accelerating.

#2 western region for job growth
(#1 in CA)

#8 fastest growing region for
educational attainment

#2 region for life science growth

#2 region for tech growth

California is stagnating.

#3 highest unemployment rate

#44 for GDP growth 2023-2024

\$12 billion budget deficit
remedied with one-time fixes





What's next: Leveling up

Should GSEC lead a coalition on state policy?

A coalition of California Jobs First communities could drive business-friendly, statewide policies, including:

- ◇ Accelerated depreciation for machinery and equipment
- ◇ Cal Competes refundable credit, capped at \$10M, to retain emerging companies in California
- ◇ Enhanced R&D tax credit
- ◇ Economic development policy for urban revitalization
- ◇ Streamlined permitting for regulatory expediency
- ◇ Continuous review of Cal Competes and CAEATFA awards for specially designated projects
- ◇ Streamlined utility infrastructure environmental review and development



Opportunities Sacramento

Digital Upskill Sacramento creates model for high-wage job training

- ◇ 5,000 applications for 40 spots
- ◇ 32 students accepted full-time jobs (\$47K average wage)
- ◇ 2 students increased earnings with Salesforce certificates

Opportunities Sacramento is the new United Way, an all-inclusive model to:

- ◇ Address persistent poverty
- ◇ Create pathway to prosperity
- ◇ Create sustainable philanthropy
- ◇ Build workforce for industry



California Jobs First:

Implement playbooks to catalyze industry growth

Continue to partner with Valley Vision to:

- ◇ Implement Newmark playbook to make region a hub for semiconductor and battery value chain investment
- ◇ Develop life science playbook to drive industry into the region and to assets like Aggie Square
- ◇ Create energy strategy to address power supply, pricing and data storage demands



Ready region for MLB 2028 expansion team

- ◇ Position the region as the next MLB expansion team market
- ◇ Identify three potential sites in the next 6-9 months
- ◇ Secure ownership group in 12 months, anchored by out-of-town investor
- ◇ Elevate UC Davis and Sacramento State athletics



NYC media trip: Elevating the region into the national conversation



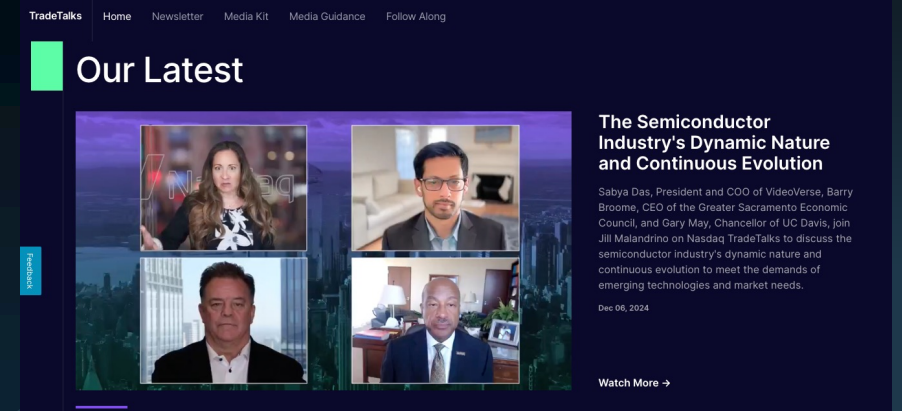
Raise \$150K to build on 2025 national campaign success with Violet PR



Tell the story of our urban core transformation, industry leadership and MLB expansion opportunity.



April 2026: Lead delegation of mayors, congressmen and CEOs to NYC for deskside meetings with national media.



2025 campaign secures 100 media features



The Washington Post

FORTUNE Inc.



U.S. News & WORLD REPORT

How can GSEC Board Members advance change?



Thank you

June 5, 2025

