



**CITY OF ELK GROVE
CITY COUNCIL STAFF REPORT**

AGENDA TITLE: Economic Development Program Quarterly Report

MEETING DATE: October 24, 2012

**PREPARED BY
DEPARTMENT HEAD:** Randy Starbuck,
Economic Development Director

RECOMMENDED ACTION

Staff will present its Quarterly Report to the City Council on economic development activities (the "Report") for the Third Quarter of 2012. This report will cover staff activities at trade shows and marketing events, new business openings, assistance program activities and potential economic development issues and future opportunities from July through September 2012.

BACKGROUND INFORMATION

In June 2012, the City Council received the initial Quarterly Report covering the first two quarters of 2012.

ANALYSIS

Staff will provide a presentation of the Report at the City Council meeting. A copy of the report is attached. The Report continues to be a "work in progress" and will evolve over time to provide the City Council with the most complete picture possible of City economic development activities as well as the Elk Grove / regional economy.

Staff recommends that the Council receive the Economic Development Quarterly Report for Q3 2012 and provide any direction to Staff as appropriate.

FISCAL IMPACT

None associated with the receiving of the report.

ATTACHMENTS

1. Economic Development Quarterly Report ~ 3rd Quarter 2012



QUARTERLY ECONOMIC DEVELOPMENT REPORT

3rd QUARTER 2012

**PREPARED AND PRESENTED BY:
RANDY STARBUCK, DIRECTOR OF ECONOMIC DEVELOPMENT
OCTOBER, 2012**

This report is a summary of the Economic Development Department's activities for the above referenced period. It is prepared for the benefit of City Council and the general public to keep them informed of the City's efforts to increase the number "family wage" jobs and overall economic vitality of Elk Grove. The report is intended as a summary of our activities, supported by Staff comments when presented to Council during a Council meeting rather than a lengthy written document.

DEFINITIONS:

Tier 1 Firms ~ Firms that are within the current Targeted Industry Sectors for Elk Grove with the potential for delivering "family wage" jobs through their recruitment and/or expansion:

- Medical Diagnostics and Devices
- Education (both public and private)
- Waste to Energy/Clean technology
- Agricultural Support

Tier 2 Firms ~ Firms that are outside the current Targeted Industry Sectors for Elk Grove but still present the potential for delivering "family wage" jobs through their recruitment and/or expansion. An example would be Advanced Manufacturing

Tier 3 Firms ~ Firms targeted to address certain key projects in Elk Grove but are less likely to produce "family wage" jobs in the community. However, these firms provide benefits in other areas than jobs, such as sales tax or hotel tax revenues:

- Retail (Promenade)
- Recreation

BUSINESS RECRUITMENT

NOTABLE BUSINESS OPENINGS

DIGNITY MEDICAL OFFICE BUILDING, WYMARK @ ELK GROVE BLVD

CONTACTS & INQUIRIES

TIER 1 FIRMS - 8

TIER 2 FIRMS - 3

TIER 3 FIRMS - 4

DEVELOPERS - 2

PARTNERS - 8

OTHER ANNOUNCEMENTS

MEDICAL OFFICE DISCUSSIONS

RETENTION & EXPANSION

Development Process Review (On-going)

- Council Approved a 90% reduction in Business license Fees
- Council approval of restructured Roadway Impact fee methodology
- Zoning ordinance review relative to administrative use permit process

Business Assistance:

- Assisted four businesses and prospective business owners with inquiries, questions, research, referrals, etc.
- Participated in Elk Grove Chamber's Small Business EXPO
- PACE Program Launch event
- Development Processing Assistance Team for Northstate University
- Development team facilitation on former Bel Air market/Elk Grove Blvd center revitalization
- Solar panel financing meetings (2)
- Workforce (2) and Local Capital investment network panels are meeting (EGEDC)

Closings ~ New Development opportunities:

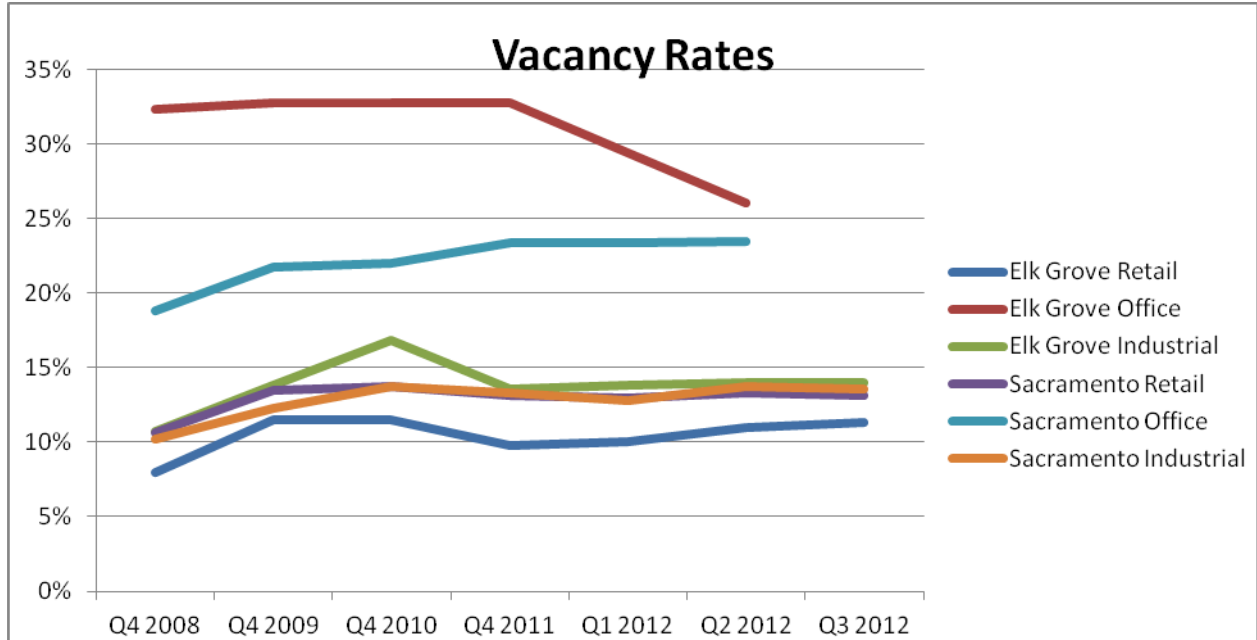
- Wisebuys (Corporate Bankruptcy)

MARKETING

- New round of print/e-marketing ads "*Open up to Elk Grove*" Business Journal, Site Selection magazine
- N. Ireland's Minister for Enterprise, Trade & Investment
- "**Seed Central**" Ag research, UC Davis
- Elk Grove Chamber Small Business EXPO
- SARTA *MedStart Connections*
- Assisting EGEDC with their capital campaign outreach

VACANCY RATES

Q2-2012



Source: Cassidy & Turley; Terranomics; Cornish & Carey

NEW INITIATIVES

- New “e-Marketing” program
- Coordination with EGEDC regarding evaluation of existing available sites for targeted industry compatibility.
- Additional assistance for Elk grove small business looking to expand, based on job creation
- Continuing evaluation of economic development incentives tools, grants and other assistance program that would benefit Elk Grove economic development program efforts. Exploring a new small business focused incentive.
- Proposals for a “Mock-Site visit” by site selectors to help benchmark community readiness in terms of targeted industry recruitment proposals need to be reworked.

UP COMING EVENTS

- Next Economy report
- Waste to Energy Conference/Trade show marketing opportunity, Long Beach, CA