

City of Rocklin
2022-2025 Economic Development Strategy
Semi-Annual Status Update
October 2022

Economic Development Strategy #1 – Data

- a. Leverage confidential city-level California Economic Development Department (EDD) employment data through a partnership with Placer County and a contract with Beacon Economics to generate this data on a bi-annual basis.
 - **Complete: Partnership with Placer County established. Placer County to fund the South Placer Employment Profiles Update, based on 2021 EDD Date. Updated report will be available Q3 22.**
- b. Identify leading local and regional industry clusters to target for growth using Greater Sacramento Economic Council available data.
 - **Complete: applicable clusters for Rocklin include: Life Sciences, Advanced Manufacturing, Tech, Start Ups, and AgTech.**
- c. Develop, maintain and update Gross Domestic Product or GDP by industry, and how this compares to employment data.
 - **Complete: Partnership with Placer County established. Placer County to fund the South Placer Employment Profiles Update, new data will be available Q322**
- d. Using ESRI, develop, maintain, and update demographic data, using GIS mapping tools to visually express results.
 - **Complete: Subscription to ESRI Business Analyst acquired. Staff is now able to generate a multitude of demographic reports and analytics on a city wide level. (example report)**
- e. Acquire commercial and industrial real estate data through subscriptions to LoopLink and CoStar.
 - **Complete: Subscriptions to both have been acquired. LoopLink tool now available on City Economic Development Website. CoStar analytics tool allows for generation of commercial real estate analytics and reports. (example report)**

Economic Development Strategy #2 – Business Retention and Expansion

Action 2.1 – Launch Business Retention and Expansion Program

- a. Coordinate with Placer County BRE efforts to ensure consistent methodology.
 - **Complete**

- b. Using EDD and other data, identify key sectors and companies to target.
 - **Complete**
- c. Develop a survey instrument and share with business ahead of appointments.
 - **Complete**
- d. Conduct site visits with businesses within key sectors – target 20 per year to be conducted
 - **Complete: YTD 25 site visits:**
- e. Perform detailed analytics regarding the survey results using CRM or other tool.
 - **Complete: Created spreadsheet to track data**
- f. Conduct an economic-development educational program for City staff and members of appointed commissions.
 - **Complete: Established consistent communication with CDD staff, businesses are now directed to CMO**

Action 2.2 – Business Leader Outreach

- a. Establish an annual outreach meeting with community business and industry leaders to solicit input and present findings.-
 - **Complete: Presentations at Rocklin Chamber Board of Directors, Placer County Economic Development Partners Forum, Rocklin Chamber Leadership**

Action 2.3 – ARPA Fund Investment

- a. Develop and implement a grant program to support existing businesses that sustained revenue loss due Covid-related closures.
 - **Complete: Third party administrator retained, grant application under development, provided input on business eligibility criteria**

Economic Development Strategy #3 - Business Attraction

Action 3.1 – Market to Target Industry Sectors

- a. Create electronic site selector packet that responds to key information needs of targeted prospects
 - **Complete: One pager fact sheet developed**
- b. Market the City's available commercial/industrial property listings via subscription with LoopLink
 - **Complete: Established and available on the City website**
- c. Generate key real estate data analytics available through a subscription to CoStar
 - **Complete: Established and available**
- d. Identify and participate in key business events in the region and state through various meetings, trade shows, conventions and other networking opportunities.
 - **Complete: Participated in Greater Sacramento Economic Council Spring 2022 Site Selector Forum, 2022 CalED Conference, Growth Factory GFX, Placer Valley 2022**

Action 3.2 - Business Attraction Coordination Efforts with Outside Agencies

- a. Continue regional business recruitment efforts with the Greater Sacramento Economic Council (GSEC) to jointly market to businesses within the Greater Sacramento Area, State and nationally.
 - **Complete: Participate in bi-weekly EDDT meetings; meet directly with GSEC when appropriate to assist prospective locates to Rocklin.**
- b. Leverage partnerships with the local real estate community to keep Rocklin top of mind for primary employers.
 - **Complete: Met with six area Commercial Real Estate Brokers.**

Action 3.3 – Implement Downtown/Quarry District Vision.

- a. Acquire the Big Gun property in order to pursue catalyst development opportunities.
 - **Complete: Prepare and submitted comprehensive Report to HCD in compliance with the Surplus Land Act. Received HCD approval.**
- b. Leverage visitor trips to Quarry Park Adventures and Quarry Park Amphitheater by highlighting other eat, stay, and play options in Rocklin.
 - **Complete: Participate in weekly meetings with QPA to identify opportunities to increase visitors to site.**

Action 3.4 – Enhanced Development Support

- a. Reposition the City's Community Development Dept. to emphasize its economic development mission, including continued improvements to the planning, permitting and building processes.
 - **Complete: Regular meetings and communication with CDD staff**
- b. Establish a point of contact or ombudsman for the business community in the City Manager's office.
 - **Complete: New locates include: LUCID motors, CPC Scientific, NCPIC Imaging Center, Buckhorn Grill, Oak House BBQ**

Economic Development Strategy #4 – Foster Local Entrepreneurship and New Business Formation

Action 4.1 - Partnerships

- a. Leverage and promote the free services of the Placer County Business Resource Center and the Sierra Small Business Council to encourage and support new small business formations.
 - **Complete: Established regular meetings with County to improve on delivery of service model.**
- b. Partner with Placer County to leverage opportunities through the State Micro-Enterprise Grant Program.

- **Complete: Promoted both rounds of the program, a total of 13 Rocklin businesses received grants.**
- c. Explore partnerships with the locally-based Growth Factory to support scaling new companies in the city.
 - **Complete: Established regular meetings with the Growth Factory to identify opportunities to scale companies.**

Action 4.2 – Facilitation

- a. Provide early permitting and regulatory navigation assistance.
 - **Complete: Provide one on one assistance to new businesses as requested.**
- b. Identify local, state and federal business financing opportunities that could be helpful to businesses at different phases of development.
 - **Complete: Worked with CPC Scientific on a Cal Competes grant cycle.**

Economic Development Strategy #5 – Workforce Development

- a. Connect businesses with hiring and training resources that target in-demand occupations and business needs for a skilled workforce, especially in identified industry clusters and growth sectors.
 - **Complete: connect existing and new businesses to hiring resources through Golden Sierra Job Training Agency**

Economic Development Strategy #6 – Establish and Promote Incentives

Action 6.2 – Create Process-Oriented Incentives

- a. Provide site selection assistance. City staff needs to have extensive knowledge about the community and available properties for sale or lease and be able to quickly provide a list of available properties to meet site criteria. The City should have the latest demographic, trend and market data to support this effort.
 - **Complete: Use of ESRI, CoStar, and LoopLink tools**

Strategy #7 – Marketing, Promotion, Communication

- a. Redesign the City's current economic development webpages and other online collateral.
 - a. **Complete: www.rocklin.ca.us**