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DEPARTMENT OF
PLANNING AND DEVELOPMENT

CITY OF SACRAMENTO
CALIFORNIA

1231 I STREET
SACRAMENTO, CA

April 25, 1989

ADMINISTRATION
ROOM 300
95814-2987
916-449-5571

Joint Budget and Finance/Transportation
and Community Development Committee

ECONOMIC DEVELOPMENT
ROOM 300
95814-2987
916-449-1223

Honorable Members in Session:

NUISANCE ABATEMENT
ROOM 301
95814-3982
916-449-5948

SUBJECT: ECONOMIC DEVELOPMENT PROGRAM ANNUAL REPORT

Information, coordination, and technical assistance directed toward promoting the economic health of the City is provided by the Office of Economic Development to the City Council, the City government organization at large, and the private sector.

The staff of the Office of Economic Development, under the supervision of Leslie Palmer, Economic Development Coordinator, has prepared this Annual Report which highlights major activities in this service area during calendar year 1988.

FINANCIAL DATA: No impact

POLICY MATTERS: Not applicable

MBE/WBE: No impact

RECOMMENDATION: For information and discussion

Respectfully submitted,

Leslie B. Palmer
Leslie B. Palmer
Economic Development Coordinator

Recommendation Approved:

Solon Wisham, Jr.
Solon Wisham, Jr.
Assistant City Manager

Approved:

Michael M. Davis
Michael M. Davis, Director
Planning and Development Dept.

Contact Person: Leslie Palmer

April 25, 1989
All Districts

2

YEAR-END REPORT 1988



OFFICE OF ECONOMIC DEVELOPMENT
PLANNING AND DEVELOPMENT DEPARTMENT
CITY OF SACRAMENTO, CALIFORNIA

TABLE OF CONTENTS

MISSION STATEMENT	1
ORGANIZATIONAL PROFILE	2
Organization Chart	2
Collection of Market Data	3
Business Permit Assistance	3
Business Attraction	3
Business Response Team	3
Business Retention	3
Foreign Trade	4
Employment Information	4
Financial Assistance	4
KEY ACHIEVEMENTS, 1988	5
New Market Data, Demographics and Studies	5
Business Attraction and Retention Services	5
Internal Service to Other Departments	6
FOCUS ON PRIORITIES 1988	8
BUSINESS INQUIRIES	9
Overview	9
Chart 1 - Inquiry Comparison 1987-88	10
Chart 2 - Inquiry Types 1988	11
Chart 3 - Location of Inquiries 1988	12
Chart 4 - Location of Inquiries 1988 West	13
New Businesses	14
International Inquiries	18
Inquiry Listings	19
Key: Business Inquiry/Business Retention Listings	30

BUSINESS RETENTION	31
Highlights	32
WEMCO, A Success Story	32
Retention Listing	34
Minority and Women Business Enterprises (MBE/WBE)	36
 SPECIAL PROJECTS LIKE MEADOWVIEW AND MATHER	42
 COMMUNITY OUTREACH	43
 NATIONAL PRESS EXPOSURE	45
"Sacramento: Of Capitols and Camellias", <u>The Economist</u>	46
 MANAGEMENT AND STAFF DEVELOPMENT	47
Training	47
Internship Program	48
 FRESH FOCUS ON RESULTS: 1989 PRIORITIES	49
Budget Resources	50

MISSION STATEMENT

The mission of the City's Office of Economic Development is to support and assist the City government and other agencies in efforts to:

- Attract and retain business enterprises in Sacramento
- Preserve and improve the City's tax base and job opportunities

It is recognized that other agencies and others within the City government organization also focus some of their energies on business development activities. For this reason the Office of Economic Development serves as a key link between the City's efforts and those of others.

We value businesslike service in business turn-around time. We value the belief that people can make positive changes in the local economy.

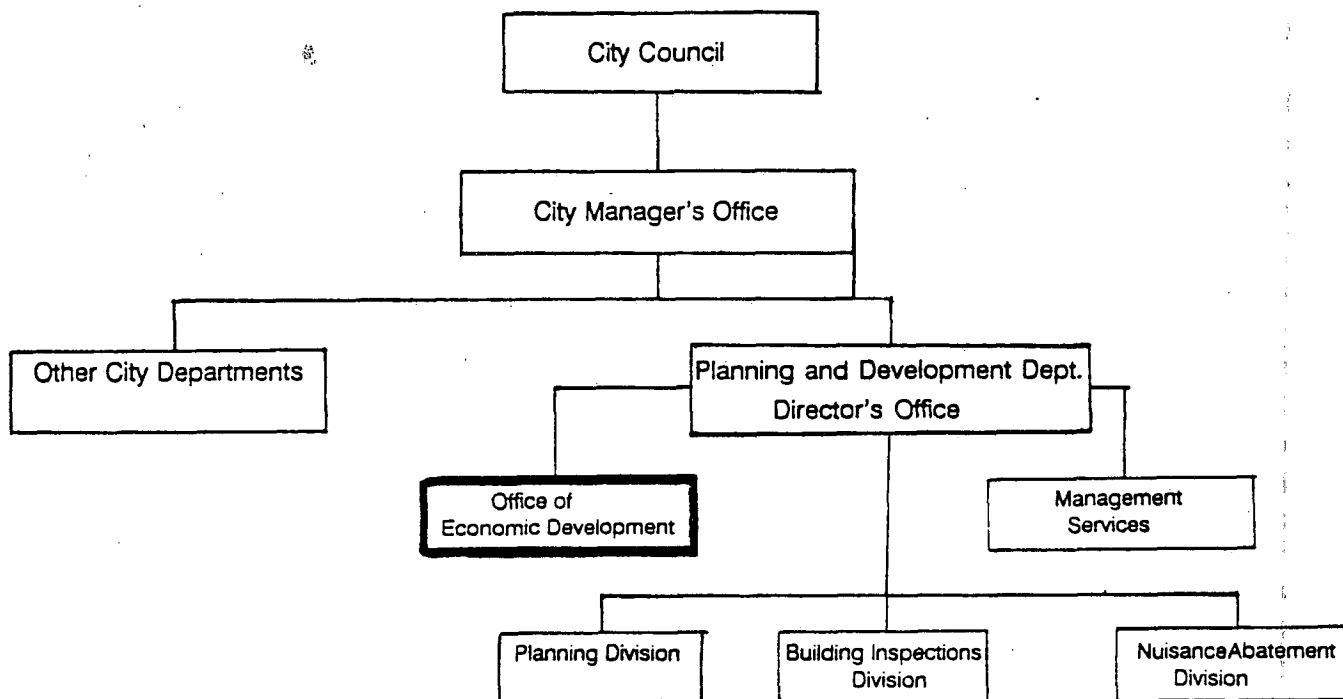
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MOTTO: KEEPING BUSINESS IN BUSINESS

ORGANIZATIONAL PROFILE

In January 1986 the City of Sacramento formed the Office of Economic Development. The program has a staff of three professionals and one clerical assistant. The Office of Economic Development offers business development programs and services, and is a unit within the Administrative Division of the Planning and Development Department.

The Office of Economic Development is located within the
Planning and Development Department



COLLECTION OF MARKET DATA

The Office of Economic Development collects market data on Sacramento's economy and does primary research such as the City's Economic Base Analysis. The Office has a computer data base to access demographic information and economic trends. A major segment of the economy is the focus of an analysis each year: industrial areas, downtown, neighborhood business districts.

BUSINESS PERMIT ASSISTANCE

The City is working to achieve a one-stop building and business permit process. In 1985 the first step was taken through the consolidation of the Planning Department and Building Division into the Department of Planning and Development. The second step was the creation of a permit checklist in pamphlet form to assist business owners and developers in this process. Lastly, when a new City Hall is built, the City will develop a One-Stop Permit Office.

BUSINESS ATTRACTION

An integral part of the Office of Economic Development is the handling of business inquiries. Inquiries range from basic questions related to general information on demographics to more sophisticated requests concerning site selection information. The staff provides information on industrial, commercial and office space within the City. The Enterprise Zones are a priority location. This assistance includes information on site location, acreage and square footage of the site and the amenities offered.

BUSINESS RESPONSE TEAM

Staff from all of the City's departments and divisions are available through the Business Response Team program to assist the business users in the City's services and requirements, zoning regulations, building codes, permits and market information.

BUSINESS RETENTION

The City began a program for business retention in June of 1987. The major thrust of the business retention program is to disseminate and inform city businesses of all the different services the City currently offers. Few businesses seem to know about employee training programs, management labor support, and technical and financial assistance. These resources are offered through the Sacramento Employment and Training Agency, Los Rios Community College District, Sacramento Metropolitan Chamber of Commerce, and the Sacramento Housing and Redevelopment Agency, to

name a few. It is possible for business to receive federal and state wage and tax credits, customized employee training, management troubleshooting and grants and loans to improve commercial and industrial property. Keeping in touch through the retention program -- opening a dialogue -- provides companies, both large and small, the opportunity to address and have answered their business problems, and to help the Office of Economic Development adjust or create programs accordingly.

FOREIGN TRADE

Another area of service to businesses is direction to international markets. The Office of Economic Development is in the beginning stages of a market analysis to determine trade opportunities, especially in the Pacific Rim. It works closely with the Port of Sacramento, the Metropolitan Chamber of Commerce and the Sacramento Area Commerce and Trade Organization (SACTO) to assist local businesses interested in international trade.

EMPLOYMENT INFORMATION

Working with the Sacramento Employment and Training Agency/Private Industry Council, the State of California Employment Development Department and the Employment Training Panel, assistance is available to all new and established businesses. Information about Sacramento's labor market and facts about job tax credits are disseminated.

FINANCIAL ASSISTANCE

The professional staff at the Office of Economic Development acts as a clearinghouse for public sector financial programs for businesses. Staff can direct inquiries to a broad range of federal, state and local programs, including the Sacramento Metropolitan Certified Development Corporation. A network to venture capitalists is also available.

KEY ACHIEVEMENTS, 1988

Throughout the course of the 1988 year, staff of the Office of Economic Development was involved in many different programs and studies for both the business community and other City departments. Following is a review of these achievements:

NEW MARKET DATA, DEMOGRAPHICS AND STUDIES

- Produced the 1988 update of the "One-Stop Checklist - How to do Business in the City of Sacramento"
- Produced a marketing piece showing locations of Sacramento's key industrial areas
- Completed draft on downtown market analysis
- Completed draft of a map showing location of downtown development
- Completed retail food analysis and a compendium of reports to attract a restaurant to the Waterfront

BUSINESS ATTRACTION AND RETENTION SERVICES

- Handled 487 business inquiries, up 247% from 1987
- Assisted 13 new businesses to locate in Sacramento in 1988, a total of 25 since 1987, creating over 3,000 jobs in the same two-year period
- Directed City's Minority and Women Business Enterprise Workshop, over 100 attendees, February 19, 1988
- Assisted Sacramento Housing and Redevelopment Agency in certifying the Florin-Perkins/Power Inn Industrial Area as a State of California Enterprise Zone, thus increasing the marketability of some 1600 vacant acres of property

- Submitted recommendations to City Council for the Meadowview Task Force Economic Development Subcommittee to attract new business to Meadowview, November 15, 1988, which are the basis of a major part of the 1989 priorities
- Assisted Oak Park Business Association and the Sacramento Housing and Redevelopment Agency in sponsoring "Oak Park on the Go," a marketing promotion for one of Sacramento's oldest neighborhoods, October 7, 1988
- Cosponsored the California Hispanic Chamber of Commerce Annual Conference in Sacramento, October 19-22, 1988
- Represented Sacramento at the "Partners in Free Trade and International Business" meeting in Montreal, Canada, September 21-24, 1988
- Worked with nearly 100 businesses in 1988 to preserve approximately 1000 jobs in Sacramento
- Contacted over 400 Sacramento-based minority and women businesses to encourage their participation in the City contracting process

INTERNAL SERVICE TO OTHER DEPARTMENTS

- Provided assistance to Department of Parks and Community Services for market analysis on development of vacant land at Miller Park
- Assisted Department of Parks and Community Services in formulation of a Request for Qualifications and Proposal for a 250-room hotel on the Haggin Oaks Golf Course
- Assisted Transportation Division of the Public Works Department in selection of a consultant and review of economic forecasts for the Downtown Commuter Consumer Study

2

- Directed the formulation of the Overall Economic Development Program Committee for submittal of the Overall Economic Development Program to the U.S. Economic Development Administration, thereby ensuring Sacramento County eligibility to apply for grants from the EDA for the City, County and cities of Folsom, Isleton and Galt.
- Formed an informal Business Friends of Downtown to help with "City Life", summer 1988
- Provided demographic and population information to Police Department on its analysis of population changes in patrol areas
- Participated on the Sacramento Employment Training Agency's Marketing Committee
- Assisted the Sacramento Metropolitan Chamber of Commerce with the analysis "The Economic Impact of the Arts in Sacramento"
- Provided assistance to the Department of Parks and Community Services in formulation of a marketing packet for an end user of the California Steam and Navigation Building
- Provided assistance to Advance Planning Division on economic market analysis of the Danekas Addition

FOCUS ON PRIORITIES 1988

1988 priorities reflect the new and emerging needs within the City for economic analysis and staff assistance on major projects. These priorities also recognize the City's general government funding constraints.

Business Retention and Promotion

1. Support and assist city's merchant and business associations
2. Respond to business inquiries
3. Publish an updated One-Stop Checklist re: How to do Business in the City
4. Assist in the implementation of enterprise zones

Economic Research and Analysis

1. Conduct basic research on the status of economic conditions within the City -- especially in industrial areas and the downtown
2. Assist other departments by providing basic economic data needed for City programs, grant applications, etc.

Special Projects

1. Assist in the implementation of the North Natomas Economic Plan and monitoring program
2. Prepare the City/County Overall Economic Development Plan (OEDP)
3. Provide assistance to help increase MBE/WBE participation in city contracts

BUSINESS INQUIRIES

OVERVIEW

One of the most important services the Office of Economic Development provides for the City is responding to business inquiries. The office concentrates on helping locate businesses in the neighborhood, downtown and industrial business districts.

The calendar year of 1988 saw a dramatic increase in the number of business inquiries. The number rose from 197 in 1987 to 487 in 1988 (Chart 1). This increase was largely due to the national media attention Sacramento has received, and the fact that 1988 was the second full year of the Office of Economic Development's operation. The Mission Statement outlines the purpose of economic development as to assist business. The inquiries rose as a result of this assistance.

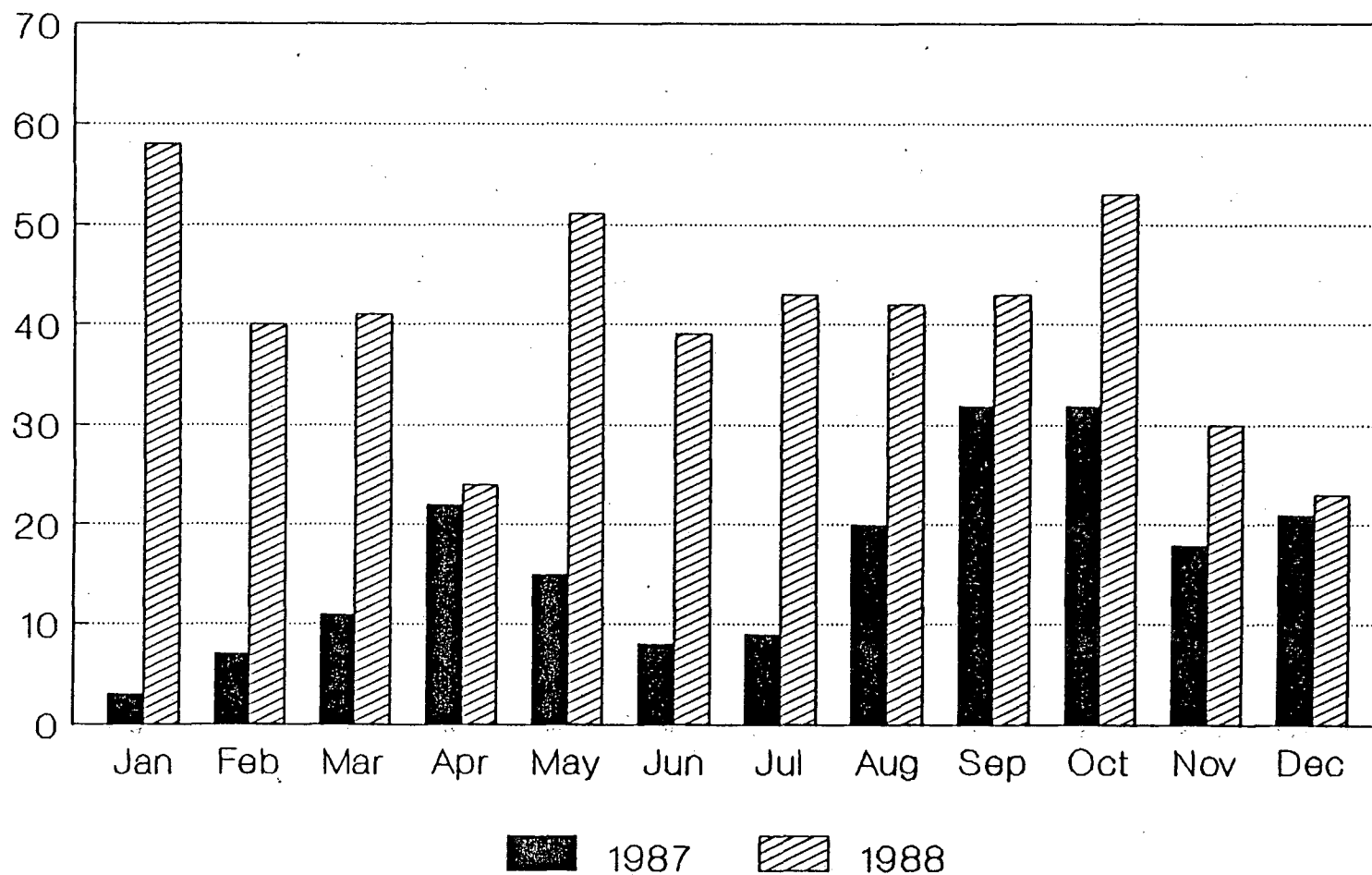
The Office of Economic Development took 81% of its inquiries by telephone (Chart 2). To efficiently and effectively deal with these diverse inquiries, the Office developed a resource library which provides inquirers with primary, secondary and tertiary market data on Sacramento.

The location of inquirers from 1987 to 1988 has not varied (Charts 3 and 4). It is, however, evident by the amount of inquiries from within the state, that California businesses continue to move and expand to Sacramento.

We pride ourselves on our Business Inquiry retrieval system. We log information on each inquiry and can access this at any time. The 1988 list begins on Page 19.

INQUIRY COMPARISON

1987-1988

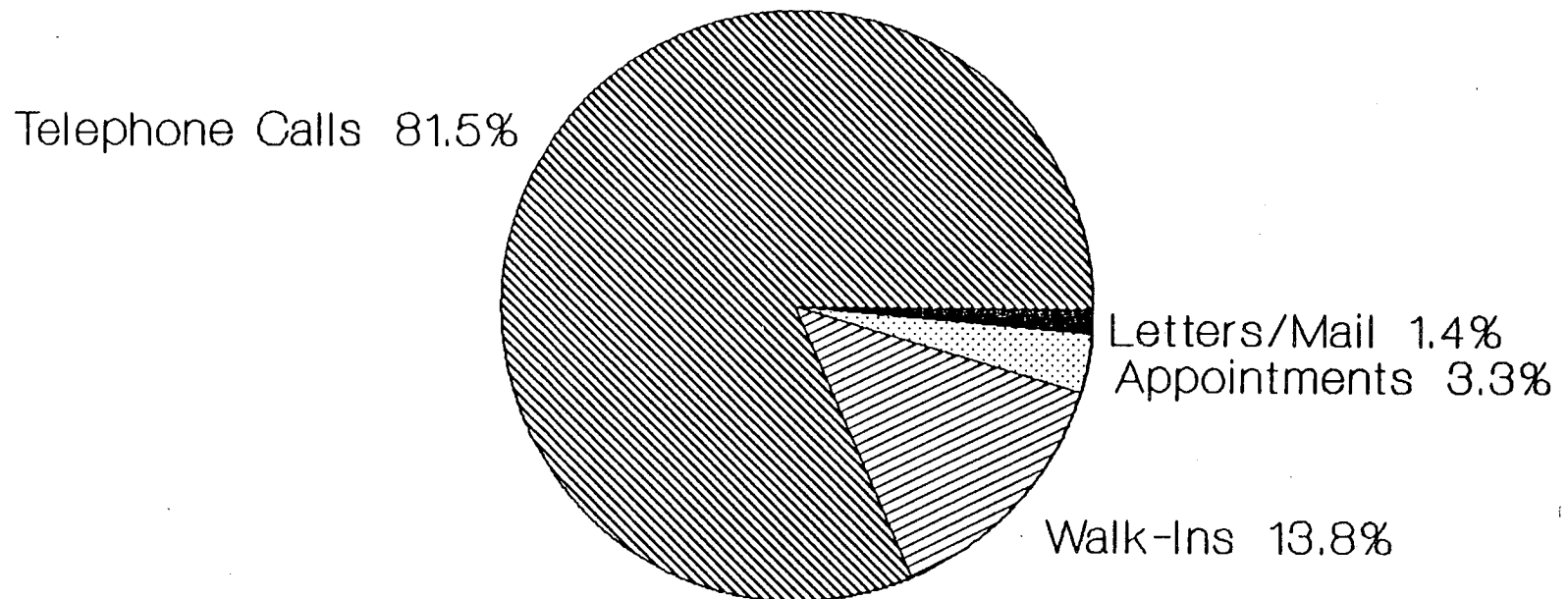


Results Per Month

CHART 1

INQUIRY TYPES

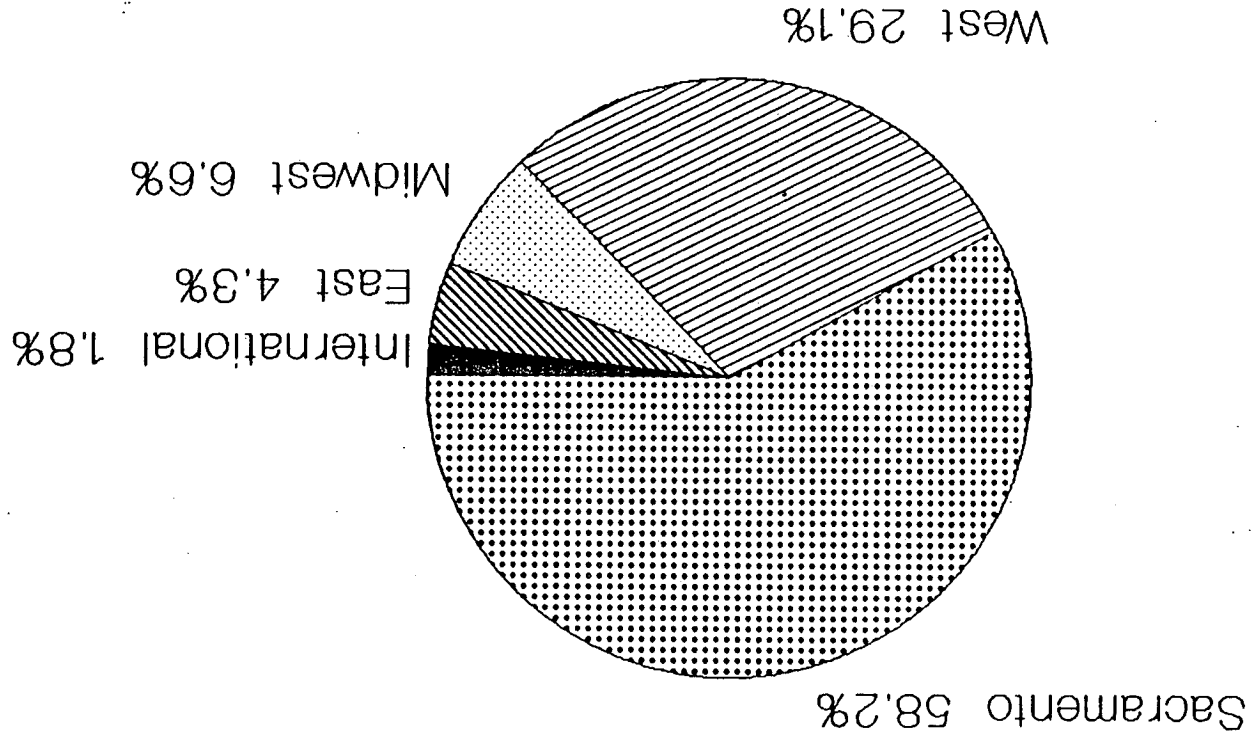
1988



Office of Economic Development
City of Sacramento

CHART 2

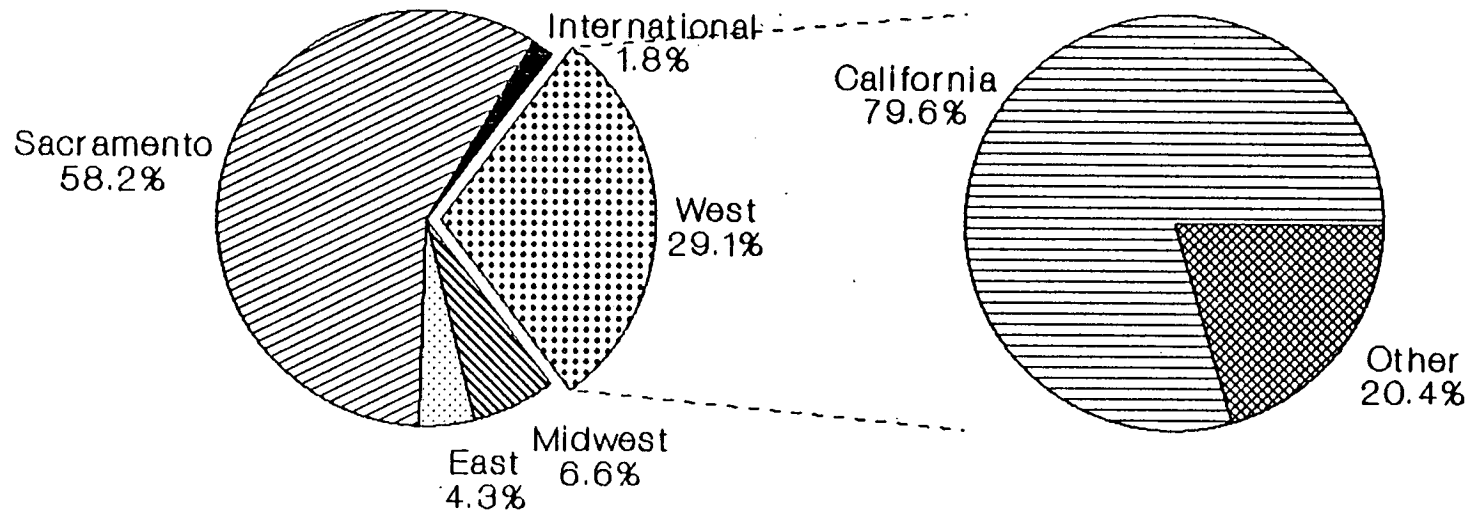
LOCATION OF INQUIRIES 1988



Office of Economic Development
City of Sacramento

CHART 3

LOCATION OF INQUIRIES 1988



Office of Economic Development
City of Sacramento

CHART 4

NEW BUSINESSES

Attraction of business to Sacramento is an important element of the Office of Economic Development, which was successful in locating 13 new businesses in the city in 1988. The following information outlines those businesses the Office of Economic Development helped to locate during the year.

Fisherman's Restaurants, Seattle, Washington.

Assisted the Department of Parks and Community Services through a Request for Proposal to attract a seafood restaurant along Old Sacramento's Waterfront. Fisherman's will occupy the replica of the California Steam and Navigation building built by the City and will employ 30 to 50 people.

Artistic Marble, Redwood City, California

Expansion of a construction material manufacturer. The company will build a facility in the industrial area west of McClellan Air Force Base.

Barnett Brass & Copper, Florida

This wholesale plumbing company has expanded to the city. Working with SACTO it has located on Belvedere Drive and will employ five to six people.

Alan Kirsh, D.O., Sacramento

Dr. Kirsh approached the Office of Economic Development for site location assistance and financial assistance. He will be opening his eye clinic at the new Promenade Shopping Center in the Pocket Area. The Greater Sacramento Certified Development Corporation assisted in preparing the loan package.

Contech Corporation, Cincinnati, Ohio

This metal fabrication company purchased Kaiser Aluminum of Sacramento. Working with Contech's legal representatives, the Office of Economic Development provided useful information to company officials about the purchase and about the Northgate Enterprise Zone, in which it is located.

Distrib-U-Toys, Dallas, Texas

A small manufacturer of wood by-products located in the Northgate Enterprise Zone on Pell Circle, the company was assisted with permits and demographic information.

2

Newberry's, New York, New York

This long-time general merchandise retailer is expanding into the Sacramento marketplace. The chain has opened several sites in the metropolitan area and currently has one outlet in the city, located in a strip shopping center along Folsom Boulevard. Stores range in size from 10,000 to 30,000 square feet. Economic Development staff is working with company representatives to locate more stores in Sacramento.

Child Care Facility, Sacramento

Acted as a facilitator to assist young entrepreneurial couple in development of a child care facility downtown. Working with the City's Child Care Coordinator, the couple received all the necessary certifications from State of California for such an operation. The Economic Development Office introduced them to the staff of the Greater Sacramento Certified Development Corporation for financial assistance, and to the Metropolitan Chamber's Small Business Center in their effort to develop their business.

Embassy Suites, Holiday Corporation, Memphis, Tennessee

The leader in American hospitality is expanding its presence in Sacramento through its full-service, all-suite hotel, Embassy Suites. The facility will be built in downtown at the foot of the Capitol Mall at Front Street. The proposed facility will be an eight-story, 245-room hotel, located along the Sacramento River. Construction is scheduled for spring of 1989. The hotel is estimated to employ 100 to 150.

Jag Industries, Rosemead, California

This southern California developer is undertaking the construction of a planned unit development in South Sacramento, the Creekside Village Retirement Center. This facility will contain 196 senior living units, a 182-room congregate care facility and nearly 27,000 square feet of commercial space on 16 acres. The Office worked with Councilmember Terry Kastanis to assist Jag Industries with demographics and market information for their business plan.

Sacramento Flea Market, San Jose, California

Operators of one of California's largest flea markets have expanded to Sacramento. Located in the Northgate industrial area, the owners have readapted an old manufacturing facility into a flea market. Many City agencies assisted with the opening of this operation: the Department of Planning and Development (Administration, Current Planning, Nuisance Abatement, Advance Planning, Planning Director, and the Planning

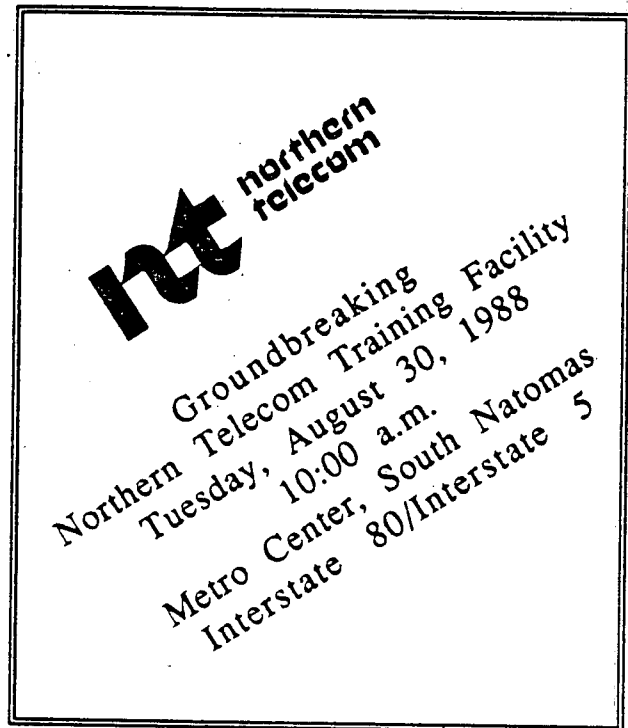
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Commission); the City Council; and the Police Department. The Enterprise Zone staff referred this business to the Economic Development Office and asked for assistance because of its unusual nature. The Flea Market hired 17 of the 18 Enterprise Zone Job Bank referrals, mainly Grant High School students and graduates.

Northern Telecom, Nashville Tennessee

Headquartered in Nashville, the second largest telecommunications manufacturer in the United States has announced plans for a new \$18 million training center in Sacramento. This training center will enhance Northern Telecom's ability to provide educational programs that can keep pace with the rapid technological advances which characterize their products.

The Sacramento Training Center and a second facility at Raleigh, North Carolina, serve Northern Telecom's customers. In 1987, nearly 18,000 customers from the United State and abroad attended product training classes conducted at the existing but smaller training facility in Sacramento and at the Raleigh center. It is estimated that by 1990, nearly 11,000 customers per year will attend training in Sacramento. The estimated economic impact will exceed \$9.5 million in 1990 with this expansion and continue to grow annually as their customers spend dollars on hotels, meals, rental cars and other items in Sacramento.



The two-story, 75,000 square-foot building will be built on 6.6 acres at the Metro Center Office Park located at the intersection of Interstates 5 and 80. Completion is scheduled for fall 1989.

Economic development staff worked to mobilize all City resources through the City's Business Response Team, under the direction of the City Manager and the Director of Planning and Development in conjunction with Councilmember David Shore. SACTO provided assistance by directing Northern Telecom officials to City representatives.

NCH Corporation, Irving, Texas

An international manufacturing corporation that produces maintenance products for home and industry announced the development of a manufacturing and warehouse facility for Sacramento. The proposal calls for a 100,000 square-foot facility on 18 acres

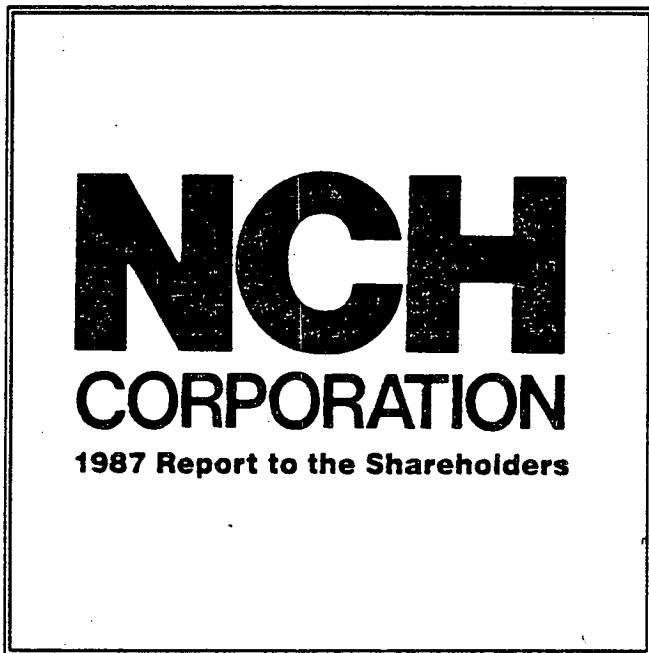
in the city's newest Enterprise Zone in the Florin-Perkins/Power Inn Industrial Area.

NCH manufactures several product lines, ranging from industrial safety products for employees to retail pet products, industrial fasteners for the building industry, welding tools and supplies, and chemicals for oil field production. This facility will supply west coast customers and pacific rim exports and will employ 30 to 40 people. No construction schedule has been set. Economic Development staff worked to mobilize all City resources through the City's Business Response Team, under the

direction of the City Manager, then Councilmember William Smallman, and Councilmember Kim Mueller.

Nu Water

Franklin Edwards, past member of the Sacramento Kings Basketball Team, and his colleagues contacted Economic Development staff to assist their company with business licenses, regulations and permits. They also received help in getting certified as a minority business.



INTERNATIONAL INQUIRIES

Throughout the year, the Office of Economic Development responded to various international inquiries. The Office works with the Port of Sacramento, the Chamber of Commerce, and the nonprofit regional economic development organization, SACTO, to respond to such inquiries.

One of the most prominent international business inquiries was a Japanese trade delegation which consisted of representatives from Meiji University; Osaka Gas; Suntory Limited; Examiner, Inc. (an economic magazine); Kubota; Daiwa; Darkin; Sumitomo Chemical; Fuji Fire and Marine Insurance; Sanyo Electric; and Asahi Brewery.

The Office of Economic Development continues to work with these agencies and other organizations in order to provide the greatest degree of responsiveness.

BUSINESS INQUIRIES - JANUARY 1 THROUGH DECEMBER 31, 1988

#	Status	File #	Type of Inquiry	Location	Info Requested	Contact	Referred by	To
1	II	010488	Restaurant	Sacramento	Relocation	C		
2		010488	Utility	Sacramento	Demographics	C,A		
3	II	010488	Medical Doctor	Sacramento	Site Location	C		
4		010488	Consultant	San Francisco	Location Info.	C	Frieda Molina	County Planning
5		010588	Student	Sacramento	Demographics	C		
6		010588	Property Owner	Sacramento	Permits	A	Consultant	County Planning
7		010688	Consultant	Chicago	Demographics	C		
8		010688	Developer	Foster City CA	Targeted Ind.Study	C		
9	I	010688	Media	Stockton	Bus. Relocation	C		
10	I	010688	Manufacturer	Woodland CA/Wichita KS	Real Estate	C	Phone Book	SACTO
11		010688	Staff/SHRA		Permits	C		
12	II	010688	Medical Doctor	Huntington Beach	Demographics	C	Phone Book	
13		010688	Municipality	Edmonton, Canada	Light Rail Info/Zoning	C	Phone Book	Advance Plng.
14	II	011188	Manufacturer	Bend OR	Permits	L		
15		011188	Consultant	Sacramento	Demographics	W		
16	II	011188	Consultant	New York NY	Demographics	W		
17	I	011188	Retailer(Start-up)	Sacramento	Demographics/ Permits	C/W	Phone Book	
18		011188	Individual	Sacramento	Downtown Demographics	A	Gene Masuda	
19		011288	Staff/Parks		Permits			
20		011288	Financial Consultant	Sacramento	Demographics	W	Phone Book	
21		011288	Developer	Sacramento	Demographics	C		
22		011288	State of California	Sacramento	General Info	C	Finance Department	
23	III,II	011388	Retailer	Pleasanton	Site Location	W		
24	III	011488	GSA/State of CA	Sacramento	Site Location	L	Mayor	
25	II	011488	Financial Institution	San Francisco	Demographics	C		SACTO
26		011588	Consultant	Oakland	Demographics	C	Lisa Pyzel, Environ. Plning	
27		011588	Media	Sacramento	Downtown Demographics	C		
28		011588	Sec of State State of CA	Sacramento	Permits	C		
29		011588	State Dept. of Commerce	Sacramento	Permits (Internat'l)	C		
30		011588	Retailer	Sacramento	Downtown Demographics	C	Realtor	Howard Evanson
31		011988	Hotel Chain	Seattle WA	Downtown Demographics	C,A	R 10-28-87	Dwntwn Assn/Andy Plescia,SHRA
32		012088	Consultant	Sacramento	Location Info	C	Gene Masuda	
33		012088	Appraiser	Sacramento	Publications	W		
34		012088	Realtor	Sacramento	Permits/Demographics	C	Phone Book	
35		012088	Insurance Co.	Des Moines IA	Permits/Demographics	L	Rita Perry, No.Sac.Chamber	SACTO
36	III	012088	Manufacturer	Cincinnati OH	Facility Financing	C	Phone Book	
37		012188	Financial Institution	San Francisco	General Info	C		
38		012188	Insurance Agency	Sacramento	Site Info	W	Phone Book	
39		012288	Individual	Alhambra CA	Permits	C		
40	II	012288	Retailer	Richmond VA	General Info	C	Chamber	
41		012588	Individual	Sacramento	Permits	C	Phone Book	
42	I	012588	Individual	Sacramento	Location Info	W	Randy Lum, Current Plng	
43		012588	Media	Los Angeles	General Info	C	Phone Book	David Gross, Metro Chamber
44	II	012588	Hotel Chain	Wichita KS	Demographics	W	Joy Patterson,Current Plng	Sam Burns, Convention Ctr./ Rob Leonard, Exec. Airport

45		012588	Consultant	Sacramento	Demographics	C		
46		012588	Consultant	Sacramento	Demographics	W		
47		012588	State Dept of Commerce	Sacramento	Permits	C		
48	II	012588	Manufacturer	Columbus OH			City Manager	
49		012588	Retailer (Startup)	Sacramento	Demographics/Permits	W	Lyla Ferris	Rita Perry, No.Sac.Chamber
50	III,II	012588	Developer	Rosemead CA	Housing Info	C		
51		012688	Realtor	Los Angeles	Location Info	W	Current Planning	
52		012688	Developer	Sacramento	Downtown Demographics	C		
53	I	012788	Retailer (Startup)	Sacramento	Permits	C,W		Dennis Richardson, Bldg. Div
54		012788	Architect	Denver CO	Convention Center	C	Convention Center	David Morgan, Gen. Services
55		012988	Individual	Sacramento	Permits	C		
56		012988	Insurance Co.	Sacramento	MBE/WBE	C	Phone Book	
57	II	012988	Realtor	Sacramento	Location Info	W		Toke Masuda
58		012988	Individuals	Sacramento	Permits	C	Finance	
59		020188	Wholesaler	Sacramento	Permits	C		
60		020188	Realtor	Sacramento	Permits	C		
61	III	020188	Manufacturer	Redwood City	Permits	C,A	Bill Reed, Norris,Beggs,Simpson	
62	III	020188	Manufacturer	St. Louis	Permits	C	David Rasul, SHRA	
63		020188	Broker	Bay Area	Location Info	C		
64	II	020288	Financial Consultant	Sacramento	General Info	C,A	City Mgr, Jack Crist	
65		020288	Developer	Sacramento	Zoning	C		Dan Hendricks, Current Plng
66		020288	Individual	Sacramento	Permits	C		
67		020288	Manufacturer	Sacramento, Bristol IN	Permits	C	SACTO	
68	III	020388	Housing Developer	Rosemead CA	Demographics	C	R 01-25-88	
69		020388	Retailer	Richmond VA	Demographics	C	R 01-22-88	
70		020388	Individual	Sacramento	Permits	C		
71		020388	Individual	Sacramento	Location Info	C	Norris, Beggs & Simpson	
72		020388	Individual	Sacramento	MBE/WBE	C	Clerk's Office	
73		020488	Staff/Parks		Permits			
74		020488	Staff/City Mgr		Demographics			
75		020488	Individual	Sacramento	Demographics	C	Lyla Ferris	
76	III	020488	Hotel Chain	Memphis TN	General Info	A	Tom Lee, SHRA	
77		020888	International Venture/ Capital Development Co.	Sacramento	MBE/WBE	W	Don Harris, City Council	
78		021088	Developer	San Francisco	Permits	C	Bob Klousner, Environ. Plng	
79		021088	Individual	Sacramento	Permits	C	Better Business Bureau	
80		021288	Staff/SHRA		Demographics	C		
81		021688	Staff/City Mgr.		Demographics	C		
82		021688	SACTO	Sacramento	Permits	C	County Planning	
83		021688	Developer	Pleasanton CA	General Info	C		
84		021688	Consultant	San Francisco	Location Info	C	Advance Planning	
85		021788	Telecommunications	Tahoe City, CA	Demographics	W		SACTO
86		021788	Wholesaler	Sacramento	Permits	C		
87		022188	Realtor	Sacramento	Location Info	W		
88		022288	Developer	Sacramento	Demographics	W		SACTO
89		022288	Consultant	Sacramento	Financial	W	Phone Book	

90		022288	Individual	Sacramento	MBE/WBE	C		
91		022388	Developer	Sacramento	Permits	W		
92		022488	Developer	San Raphael	Demographics	W	Phone Book	
93		022488	Printer	Sacramento	MBE/WBE	C	State Department of Commerce	
94	II	022488	Developer	Alberta, Canada	General Info	C,L		
95		022588	Realtor	Sacramento	General Info	C	State Department of Commerce	
96		022588	Realtor	Sacramento	Infrastruc.Requirements	C		Harry Behrens, Water Div.
97		022688	Service Bus.	Citrus Heights	Demographics	C		
98		022988	Individual	Sacramento	Permits	C	Better Business Bureau	
99		022988	Insurance Agent	Newport Beach	MBE/WBE	C		NEDA
100		030288	Consultant	San Francisco	Inflation Rate/CPI	C		Federal Government
101		030288	Score	Sacramento	Permits	C		
102		030288	Staff/Council	Sacramento	Demographics	C		
103		030488	Individual	Sacramento	Permits	C		
104		030488	Individual	Sacramento	General Info	C		
105		030888	Real Estate	Sacramento	Downtown	C		
106		030988	Realtor	Sacramento	General Info	C,A		
107		031188	Consultant	Chicago	Demographics	C		County Planning, SACOG
108		031488	Consultant	San Francisco	Demographics	C		
109		031488	City Council/Kastanis		Location Info			
110		031488	Realtor	Sacramento	Permits	C	Don Harris	
111		031588	Consultant	San Francisco	Hotel Tax	C		
112	III	031588	Manufacturer	Redwood City	General Info	C	R 02-01-88	
113		031588	Realtor (International)	Sacramento	General Info	W		SACTO
114		031588	Service Business	Susanville	Location Info	W		Fair Oaks, Cit. Hts. Chambers
115	II	031688	Manufacturer	Chicago	Financial Info	C,W		
116	II	031688	Hotel Chain	Phoenix	General Info	C		
117		031688	Realtor	San Francisco	Downtown Info	C,A		
118	II	031688	Consultant/Hotel	Dallas	Location Info	C	Phone Book	
119	I	031688	Manufacturer	Glendale CA	Location Info	C	Cynthia Shallit, SHRA	
120	II	031888	Individual	Sacramento	Location Info	C		
121		031888	Staff/Police		Demographics			
122	I	031888	Consultant/Hotel	Wichita	Location Info	C		
123		031888	Financial Corp	Skokie IL	General Info	W		
124		032188	Individual	Loomis	General Info	C		
125		032288	Non-Profit/CALED	Sacramento	General Info	C		
126		032288	Individual	Sacramento	One-Stop	C		
127		032288	Non-Profit/CALED	Sacramento	General Info	C		
128		032388	Consultant	San Francisco	General Info	C		
129		032388	Realtor	Denver	Location Info	C	Better Business Bureau	
130		032588	Graphic Artist	Sacramento	MBE/WBE	C		
131	I	032588	Individual	Lincoln CA	Permits	C		
132		032588	Wholesaler	Rancho Cordova	MBE/WBE	C		
133		032588	Developer	Walnut Creek	Demographics	C		
134	II	032888	Hotel	Wichita	Site Info	A		Parks
135		032888	Staff/City Mgr		Demographics			
136		032988	Consultant	Los Angeles	Demographics	C	Council Office	

137	032988	Individual	Sacramento	MBE/WBE Permits	C	
138	033188	Realtor	Los Angeles	Demographics	C	
139	033188	Individual	Sacramento	Studies	C	Lt. Governor's Office
140	033188	High Tech	San Jose	Other	C	Phone Book
141	033188	Financial Ins.	Sacramento	General Info	C	Walt Tompson, City Mgr

142		040188	Methodist Church	Sacramento	Parking Mid-town	C	Tom Lee SHRA	Midtown Association
143	I	040488	Individual	Sacramento	Site Info	C	R 03-18-88	
144		040688	Student	Davis	General Info	C		
145		040888	NSCC	Sacramento	General Info	C		
146		041188	Individual	Sacramento	Zoning	C		Current Planning
147		041188	Consultant	Menlo Park	Employment	C		
148		041188	Appraiser	Roseville	Real Est.Economics	C,A		
149		041588	Individual	Sacramento	Permits	C		
150	II	041588	Manufacturing	Vancouver WA	Site Info	C	Michael Fisher	
151		041888	Architectural Firm	Sacramento	MBE/WBE	C		
152		041888	Individual	Sacramento	MBE/WBE	C		
153		041988	Developer	Sacramento	Permits	C	Kastanis	
154	II	042088	Retailer	Sacramento	General Info	C	R '87	
155		042088	Retailer	Green Bay WI	General Info	C		
156		042088	Realtor	Sacramento	General Info	C		
157		042088	Individual	Sacramento	General Info	C		
158	III	042088	Telecommunications Co.	Knoxville TN	Location Info	C	Pam Crook, SACTO	
159		042188	Staff/Parks		General Info			
160		042188	Media	Sacramento	Arden Fair Mall	C		
161		042188	Wholesaler	Truckee	General Info	L	R '87	State Department of Commerce
162		042588	Individual	Sacramento	Permits	C		
163		042588	Consultant	Berkeley	Childcare	C	Gary Ziegenfuss	Child Care Coordinator
164		042588	Realtor	Sacramento	Downtown Demographics	C		
165		042688	Indiv. Business Startup	Sacramento	Permits/General Info	C		
166		042888	Construction Co.	Denver	Demographics	C		

167		050288	Computer Software	Sacramento	MBE/WBE	C		
168		050288	Financial Institution	Sacramento	Demographics	C		
169		050388	Individual	Sacramento	Zoning on Ch.Care	C		Current Planning
170		050388	Consultant	San Francisco	Demographics	C		
171	I	050488	Pest Control	Oakland	Site Information	W		
172		050488	Community College	Sacramento	ED>NET	C	Debra Sharick	
173	II	050488	Individual	Sacramento	Housing Financing	C	Bob Wall	SHRA
174		050488	Realtor	Sacramento	Demographics	C		
175	I	050588	Wholesaler	Long Beach	Demographics	C		
176		050588	Service Business	Vallejo	MBE/WBE	C		
177		050588	Individual	Sacramento	Demographics	C	One-Stop	
178		050588	Realtor	Sacramento	Location Info	C		
179		050588	Realtor	Sacramento	Location Info	C		
180		050688	Computer Software	Sacramento	MBE/WBE	C		

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181		050688	Retailer	Sacramento	MBE/WBE	C	
182	I	050988	Manufacturer	Sacramento	General Info	A	
183		050988	University	Salt Lake UT	General Info	C	
184		051088	Individual	Sacramento	Permits/Real Est.	C	David Shore
185		051088	Telecommunications	Nashville TN	Site Information	A	
186	I	051188	Media	Sacramento	Gen. Info/Real Est	A	Metro Chamber
187		051288	Realtor	Sacramento	Enterprise Zone	C	Phone Book
188	II	051388	Restaurant	Portland OR	Location Info	W	Cynthia Shallit, SHRA
189		051388	Staff/SHRA		Fantus Report		
190	II	051388	Manufacturer	Sacramento	Site Location	C	
191		051688	Oak Park Pact	Sacramento	Demographics	C	
192		051688	Pool Hall	Loomis	Permits	C	
193		051688	Developer	New York NY	General Info	W	
194		051688	Realtor	Sacramento	Mayor's Request	C	Mayor
195	II	051688	U.S.Postal Service	Sacramento	Site Info	C,L	
196	II	051688	State/Commerce	Sacramento	Site Info	C	
197		051788	Council/Serna		South Sacramento		
198		051888	Manufacturer	Sacramento	Demographics	C	
199		051988	Individual	Woodland	MBE/WBE	C	
200		051988	Individual	Sacramento	Downtown	C	Article in Paper
201		052088	Consultant	Newport Beach	Medical/Grocery Stores	C,A	Phone Book
202		052088	Janitorial Service	Sacramento	MBE/WBE	C	
203		052088	Media	San Francisco	General Info	C	
204		052088	Staff/Police		Demographics		Finance
205		052088	Univ. of California	Berkeley	Demographics	C	SHRA
206		052488	Realtor	Santa Rosa	General Info	C	SHRA
207		052588	Realtor	Sacramento	Downtown	W	
208		052588	Realtor	Sacramento	Demographics	C	
209	I	052588	Realtor	Chicago	Location Info	W	
210		052688	Appraiser	San Francisco	Industrial Info	W	Public Works
211	II,III	052688	Hotel Chain	Memphis TN	Site Information	A	
212		052688	School District	Sacramento	Permits	C	
213		052688	City of Scottsdale, AZ	Arizona	Taxing Info	C	
214		052688	Attorney	Sacramento	Zoning	C	Lynn Robey
215		053188	Appraiser	Sacramento	CPI Info	C	Federal Government
216	II	053188	Developers	Los Angeles	General Info	C	
217	II	053188	Grocery Store	Sacramento	Site Info	C	
218	I	053188	Bakery	Seaside CA	Location Info/ Demog.	W	Kim Mueller
219	I	060188	Vocational School	Sacramento	Relocation	C,A	
220		060188	Consultant	Avila Beach CA	Housing	W	Gary Zigenfuss, Adv. Plng
221		060188	Staff/Library		MBE/WBE Forms		
222		060288	Realtor	Sacramento	Demographics	C,A	
223		060288	Realtor	Sacramento	Demographics	C	
224		060288	Individual	New York NY	MBE/WBE	C	
225		060388	Individual	Stockton	Housing Rehab	C	SHRA
226		060388	Staff/SHRA		D&B Report		
227		060388	Media	San Francisco	Downtown/Gen Info	C	SHRA

228	060388	Individual	Sacramento	Demographics	C		
229	060688	Council/Lylal Ferris		Demographics			
230	060688	Individual	Sacramento	Permits	C		
231	060688	Contractor	Sacramento	MBE/WBE	C		
232	060788	Artist	Sacramento	MBE/WBE	C		
233	060788	Consultant	San Francisco	Downtown Info	C		
234	060788	Individual	Mt. View CA	One-Stop	C	Dan Stephan	
235	060888	Moving Co.	Sacramento	MBE/WBE	C		
236	060888	Consultant	San Francisco	Downtown Info	C	SHRA	
237	060888	Consultant	Sacramento	Maps	C	Debra Smallmeyer, Parks	Current Planning
238	II 060888	Media	Portland	General Info	C,A		
239	061088	Individual	Sacramento	One-Stop	C		
240	II 061088	International Delegation	Barcelona Spain	Trade Opportunities	A		
241	061088	Beale Air Force Base	Yuba City	One-Stop	C		
242	061088	Architectural Firm	Sacramento	Downtown Info	C	Walt Rohrer	
243	061388	Consultant	Denver	50 Corridor Development	C		County Planning
244	061488	Realtor	Sacramento	Maps	C		Current Planning
245	061588	Non-Profit	Sacramento	General Info	C		Community Services Directory
246	061588	Realtor	Sacramento	Demographics	C		
247	062088	Individual	Sacramento	General Info	C		
248	062188	Developer	Sacramento	Demographics	C		
249	062188	Consultant	San Francisco	R Street Corridor	C	Bob Klousner, Environ. Plng	
250	062288	Individual	Sacramento	Bus. Permits	W		
251	062288	Developer	San Diego	General Info	C		
252	062288	Developer	Portland	Site Location Info	C,A		
253	062488	Financial Institution	Stockton	Downtown Info	C		
254	063088	Medical Care	Sacramento	Demographics	C	Metro. Chamber of Commerce	
255	063088	Environmental Conslts	Sacramento	MBE/WBE	C		
256	063088	Traffic Consultants	Oakland	MBE/WBE	C		
257	II 063088	Realtors	Napa	General Info	C,A		
258	I 063088	Manufacturer	San Mateo	Location Info	L		
259	070588	Legal Firm	Washington DC	Demographics	C		
260	070688	Architect	San Jose	Location Info	L		
261	070788	Individual	Belmont CA	Demographics	L		Advanced Planning
262	070788	Realtor	Salem OR	Gen. Info/Demographics	C	Phone Book	
263	070788	Individual	New York NY	Demographics	C		
264	070788	Attorney/Developer	Sacramento	Real Estate	C	City Council, Dave Shore	
265	070788	Small Business Adm.	Sacramento	One-Stop	C		
266	070788	Individual	Citrus Hts.	One-Stop	C		
267	070888	Construction	Concord	Demographics	C		
268	070888	Financial Institution	San Francisco	Enterprise Zone	C		
269	070888	Hoboken Assn	New Jersey	General Info	L		
270	070888	Media	Sacramento	Sacto Skyline/Downtown	C	Marty Van Duyn/Andy Plescia	
271	071188	Financial Institution	Los Angeles	Market Analysis	C		
272	071188	Utility	Sacramento	Resource Doc./Dntn Audit	C		
273	I 071288	Individual	Sacramento	Debt Collection	C	Better Business Bureau	D.A.
274	071288	Individual	Sacramento	General Info	C		County Planning

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275		071288	Individual	San Francisco	One-Stop	C		
276		071388	Individual	Sacramento	One-Stop	C		
277		071488	Consultant	Chicago IL	General Info	C		
278		071588	Staff/Mayor	Sacramento	Retail store opening	C		
279		071588	Realtor	Sacramento	Real Estate	C		
280		071588	Landlord	Sacramento	Real Estate, Permits	C		Sue Demaris
281		071588	Realtor	Fairfield	Site Information	C		
282		071588	Insurance Company	San Antonio TX	Gen. Info/Demographics	C		
283		072088	Insurance Company	San Antonio TX	General Info	C		
284		072088	Manufacturer	Calgary Canada	GenInfo/Demog./One-Stop	C		
285		072188	Consultants	Denver CO	Hotel Market Analysis	W		
286		072288	Realtor	Sacramento	Downtown Map	C	Sue Mortensen	
287		072288	Service Business	West Sacto	General Info	W		
288		072288	International Delegation	Kuwait	Downtown Invstmt. Info	W		
289		072288	Realtors	Sacramento	Permits	C		Art Gee
290		072588	Realtors	Tucson AR	Demographic	W		
291		072588	Photographer	Sacramento	One-Stop	C		
292		072688	Contractor	Chico	Gen. Info/Site Location	C	Steve Dee	
293		072688	Architect	Sacramento	Enterprise Zone	C		
294		072688	Consultant	Portland OR	Gen. Info/Demographic	W		
295		072688	Japanese Delegation					
296		072788	Hotel Corporation	Boston MA	Poss.Dwntwn.Hotel Sites	W		
297		072788	Contractor	Sacramento	Const. Start-ups	C		
298	II	072888	Developer	Napa	General Info	A		
299		072888	Service Business	Sacramento	Business Opportun.	A	Nathan Grimes, Developer	
300		072888	City of Chicago	Chicago	Tax Increment Financing	C		SHRA
			Planning Department					
301		072888	Engineering Consultants	Sacramento	General Info	A		
302		072988	Retailer	Kansas City KS	Economic Forecast	C		
303		080188	Retailer	Fairfield	MBE	C		
304		080288	Individual	Sacramento	Patent	C	Phone Book	
305	II	080388	Financial Institution	Los Angeles	Empl. Densities/ Zoning	C	Prior Contact	Publication Released
306	III	080388	Child Care (Start-Up)	Sacramento	General Info	C		
307	II	080388	Individual	Sacramento	General Info	A	SBA	
308		080388	Service Industry	N/A	General Info	C		Mike Davis, David Martinez
309		080388	Consultant	Denver	Demographics	C		
310	II	080488	Individual	Sacramento	General	C	Better Business Bureau	County
311		080588	Individual	Sacramento	General	C	Phone Book	Metro. Chamber of Commerce
312	II	080588	Retailer	Sacramento	Finc'l/Business Asst.	C,A	Phone Book, Friend	
313		080888	Individual	Sacramento	One-Stop	C		
314		080888	Consultant	Sacramento	General Info	C	Phone Book	
315		080888	Service Industry	McClain CA	Gen. Info/Demographics	C		
316		080888	Realtor	Napa	General Info	C	Prior Contact 6-30-88	
317		080888	Economic Consultant	Sacramento	General Info	C		
318		080888	Individual	Sacramento	General Info	C	Phone Book	
319		080888	Appraiser	Ridgewood NJ	Gen. Info/Demographics	W		
320		080988	Realtor	Sacramento	Site Location	W	Lyla Ferris	

321		080988	Temporary Agency	Sacramento	Gen.Info, One-Stop	C	
322		080988	Retailer	Incline Village NV	Demog., Market Study	C,A	Phone Book
323		080988	Medical Doctor	Sacramento	Wage Info	C	
324		081088	Financial Institution	San Francisco	Demographics	C	
325		081088	Service Industry	N/A	General Info	C	Phone Book
326		081288	EDD	Sacramento	SEAG Participation	C	Fred Benton
327		081588	Realtor	San Francisco	Gen. Info/ Demographics	C	
328		081788	Financial Institution	Houston TX	General Info	W	Gene Masuda
329		081788	Utility	Sacramento	Tax Info	C	
330		081788	Retailer	Englewood CA	General Info	C	John Kreft
331		081888	Consultant	San Antonio TX	Growth Efforts	C	Phone Book
332		081888	Individual	Sacramento	Growth Stats	C	
333		081988	Individual	Corona CA	General Info	C	EDD Research
334		082288	Individual	Sacramento	Demographics	C	
335		082288	Individual	Medford OR	Gen. Info, Visitor Info	C	Phone Book
336		082288	Services Industry	Grass Valley	One-Stop	C	Visitors/Convention
337		082388	Developer	Newport Beach CA	General Info	C	
338		082388	Consultant	McLean VA	Demographics	C	Gary Ziegenfuss
339		082488	CHP Academy	West Sacramento	Demographics	C	County
340		082488	Staff/SHRA		Downtown Info		
341		082488	Newspaper	Sacramento	Demographics	C	
342		082688	Retailer	Citrus Heights	One-Stop	C	
343	I	083088	Individual	Culver City CA	General Info, Map	C	
344		083088	Financial Inst.	Auburn	Demographics	C	
345		083088	Restaurant	Sacramento	Demographics	C	
346		083188	Printers	Alameda	Site Info	C	Phone Book
347		083188	Individual	North Highlands	Demographics	C	
348		090188	Financial Inst.	San Francisco	One-Stop, Indus. Map	C	
349		090188	Consultant	Wichita KS	Docks Project	C	
350		090188	Staff/Arts Commission	Sacramento	Demographics	C	
351		090188	Individual	Sacramento	WBE	C	Monika Hudson
352		090188	University	Sacramento	One-Stop/Demographics	C	
353	II	090199	Dentist	Sacramento	Site Location/Financing	W	
354		090188	Developer	Ridgewood NJ	Downtown Study	C	
355		090288	Staff/Parks and Rec	Sacramento	Demographics		
356		090688	Filipino Chamber	Sacramento	MBE/WBE	C	
357		090788	Manufacturer	Fair Oaks	Enterprise Zone	C	
358		090888	Retailer	Sacramento	Facade Development	W	Dick Hastings, Bob McCabe
359		090888	Janitorial Service	Sacramento	Permits	W	State Office
360		090888	Retailer	Sacramento	MBE/WBE	C	North Sacto Chamber
361		090888	Individual	Sacramento	One-Stop	C	
362		090888	Architects	Sacramento	Docks RFQ	C	
363		090888	Retailer	Huntington Beach CA	Gen. Info, One-Stop	C	Phone
364	II	090888	Consultants	Vancouver BC	Gen. Info/Demographics	C	Christine Olsen
365	II	090888	Consultants	Phoenix AZ	Gen. Info/Demographics	C	
366		090988	Consultants	Glendale CA	Demog/Econ. Base Analysis	W	
367		091488	Individual	Sacramento	MBE/WBE	C	

368		091488	Newspaper	Sacramento	Insurance Info	C	
369		091488	Advertising	Sacramento	Demographics	C	Metro. Chamber of Commerce
370		091488	Individual	Sacramento	Demographics	C	City Manager
371		091488	Retailer	Sacramento	Demographics	C	
372		091588	Realtor	Sacramento	Enterprise Zone	C	
373		091688	Legal Firm	Sacramento	One-Stop	C	
374		091988	State Senate	Sacramento	General Info	C	
375		092188	Consultants	Menlo Park CA	General Info	C,L	
376		092288	Staff/Public Works	Sacramento	McManus Report		Doc Wisham
377	I	092288	Manufacturer	Sacramento	Enterprise Zone	C,A	SEAG
378	III	092388	Developer	Rosemead CA	Financing	C,A	Terry Kastanis
379		092588	Individual	Sacramento	Permits	C	Phil Brown
380	I	092688	Retailer	Lombard IL	Demographics, Permits	C	
381		092688	Individual	Sacramento	One-Stop	C	
382		092988	Individual	Sacramento	Real Estate Trend	C	
383		100388	Site Location	Menlo Park CA	Location	L	
384		100388	Real Estate	Beverly Hills	Real Estate	C	R.E.Division, Cynthia Shallit
385		100588	Individual	Sacramento	MBE/WBE	W	Rhoda McKnight
386		100588	Individual	Sacramento	MBE/WBE	W	Rhoda McKnight
387		100588	Marketer	Sacramento	MBE/WBE	W	Rhoda McKnight
388		100688	Individual	Sacramento	Demographics	C	SMSA, County, City
389		100688	Car Dealership	Freemont	Demog./Wage, Labor Info	C	
390		100688	Developer	Sacramento	Permits	C	
391		100688	Individual	Sacramento	Store Front Space	C	Darrell Roberts
392		100988	Individual	Dublin CA	MBE	C	
393		101088	Corporation	Washington DC	Real Estate, Gen. Info	C	
394		101088	Developer	Omaha NB	Permits, Retail Info	C	
395		101088	Realtor	Oakland CA	Site Location	C	
396		101188	Developer	Atlanta GA	Gen. Info/Real Estate	C	
397	II	101188	Real Estate Appraiser	Ridgewood NJ	Audit	C	
398		101188	Media	Syracuse NY	Lkg. for bankrupt bus.	C	
399		101188	Individual	San Francisco	Demographics	C	
400		101188	Developer	Denver CO	Demographics	C	
401		101288	Media	Los Angeles	Marketing Sacto	C/W	
402		101288	Individual	Davis CA	General Info	C/W	
403		101288	Staff/City Manager		Bus. moved to Sacto.		
404		101288	Bank	Citrus Heights CA	General Info	C	SACOG
405		101388	Developer	Toronto, Canada	Chem. bus. for sale	A	Leslie Palmer
406	I	101388	Market Analyst	Wilsonville OR	Gen. Info/Demographics	W	G. Ziegenfuss
407	II	101488	Realtor	Livermore CA	Site location	C	
408		101488	Individual	Los Angeles CA	Gen. Info/Demographics	W	
409		101488	Consultant	Costa Mesa CA	General Info	C	
410		101788	Realtor	Sacramento	Finc'l Asst. Info	C	SHRA
411		101788	Individual	Oakland	Permits, General Info	C	
412		101888	Staff/SHRA		Demographics		
413		101888	Individual	Sacramento	Business Start-up	C	
414		101888	Individual	Sacramento	Permits	C	

415	101988	Individual	Rancho Cordova	Permits	C	
416	101988	Individual	Sacramento	General Info	C	Price Walker
417	101988	Realtor	Sacramento	Enterprise Zone Info	C	Tom Mantz
418	101988	Investors	San Francisco	General Info	C	
419	102088	Mayor/Council	Sacramento	Council Request	C	
420	102188	Matsuyama City	Matsuyama, Japan	General Info	A	
421	102188	Engineering Consultants	Bend OR	General Info	W	
422	102188	Developer	Omaha NB	Demog./Real Estate	C	Linda Weaver
423	102488	Radio Station	San Francisco	Cultural Events	C	Carson Wiley
424	102488	Realtor	Sacramento	Gen. Info/Real Estate	C	
425	102488	Individual	Carmichael	Business Start-up	C	Phone Book
426	102688	Manufacturer	New York NY	Demographics	C	SBA
427	102688	Media	Sacramento	Richards Blvd. Info	C	Betty Kosman, Cynthia Shallit
428	102688	Consultant	San Diego	Office Building	C	
429	102688	Restaurant	Sacramento	Tax Info	C	CADA
430	102788	Manufacturer	Sacramento	Census Tract Info	C	
431	102788	Business Association	Sacramento	Census Tract Info	C	
432	102788	Business Association	Reedley CA	Grant Info	C	Reedley Downtown Coordinator
433	102888	Realtor	San Francisco	Demographics	C	
434	102888	Investors	Cupertino	Demographics	W	SHRA
435	102888	City Staff	Sacramento	Employer List	W	Carl Vandagriff, Adv. Plng

28

436	110388	Realtor	Sacramento	Demographics	C,A	
437	110488	Utility	Los Angeles	Demographics, MBE/WBE	C	Phone Book
438	110488	Financial Institution	Sacramento	Demographics	C	
439	110588	Engineering Firm	Tucson AZ	Demographics	C,A	
440	110888	Individual	Sacramento	Permits	C	
441	110888	City of Riverside	Riverside CA	Demographics, MBE/WBE	C	League of Cities
442	110888	Regional Transit	Sacramento	Demographics	C	
443	110988	Financial Institution	Seattle	Financial	C	Tom Friery, City Treasurer
444	111488	Consultant	Sacramento	MBE/WBE	C	
445	111588	Individual	West Sacto	Permit	C	
446	111588	Staff/Current Planning	Sacramento	Demographics		
447	111588	Staff/City Council	Sacramento			
448	111588	Individual	Sacramento	Permit	C	
449	111588	Individual	Fort Riley KS	Demographics, Permits	C	
450	111588	Individual	Sacramento	Business Trends	C	
451	111588	Business magazine	Washington DC	Demographics	C	
452	111588	Uniform Shop	Sacramento	Business Trends	W	Metro. Chamber of Commerce
453	111888	Adult Living Developer	Washington DC	Business Trends	W	
454	111888	Retailer	Pleasanton	Permits	C	Pat Smith, Juan Trevino
455	112188	Investor	Sacramento	Business Trends	C	
456	112288	Individual	Sacramento	General Info	C	
457	112288	Retailer/Manufacturer	Santa Cruz	Demographics	C,W	
458	112288	Consultant	Sacramento	Downtown Info	C	
459	112388	Fitness Center	West Bloomfield MI	Demographics	W	
460	112888	NEDA	Sacramento	BusinessIncubators	C	
461	112888	Individual	Dallas TX	Demographics	C	

N

462	112988	Accounting Firm	Sacramento	Permits	C
463	113088	Association	Sacramento	Demographics	C
464	113088	Insurance Company	West Sacto.	Demographics	C
465	113088	Real Estate Consultant	New York NY	N/A	W
466	113088	Management Consultant	Mill Valley CA	N/A	W
467	120188	Restaurant	Sacramento	Site Info	C,A
468	120588	Individual	New Hampshire	Permits	C
469	120588	Individual	Sacramento	Permits	C
470	120688	Individual	Sacramento	Permits	C
471	120688	Restaurant	Sacramento	Site Location	A
472	120788	Consultant	Virginia	General Info	W
473	120988	Realtor	Sacramento	Financing	W
474	120988	Individual	Sacramento	General Info	C
475	120988	Individual	Dallas TX	Demographics	C
476	121288	Individual	Sacramento	General Info	C
477	121388	Individual	Sacramento	Permits	C
478	121588	Individual	Sacramento	Permits	C
479	121688	Realtor	Dallas TX	General Info	C
480	121688	NEDA	Sacramento	Demographics	C
481	121888	Staff/City Manager		Site Location	C
482	121988	Individual	Sacramento	Permits	C
483	122088	Engineering Firm	Tucson AZ	Employment	C
484	122388	Individual	Sacramento	Permits	C
485	122888	Individual	Sacramento	General Info	C
486	122888	Individual	Sacramento	General Info	C
487	122988	Individual	Sacramento	Permits	C

Frank Mugartegui

SHRA

Jacqui Swaback, City Child
Care Coordinator

KEY: BUSINESS INQUIRIES/MAYOR'S BUSINESS RETENTION LISTINGS

#	Indicates the chronological order in which the inquiry came into the office
Status	Applies only to inquiries needing location information I Closed: No further interest II Continuing: Staff continues to provide information III Sited: Assisted business to locate in Sacramento
File #	The method by which the office sorts each inquiry, which indicates the date the inquiry came to the attention of the office
Type of Inquiry	Identification as to the type of business or individual making the inquiry
Info Requested	Identification category as to the type of information the inquirer needs
Contact	A Appointment made with City staff C Phone call made to the office W Walk-in, no appointment made L Inquirer wrote letter to City staff
Referred by	Individual or group which directed inquirer to the office
Referred to	Individual or group to whom the office directed the inquirer

BUSINESS RETENTION

Another important element of the work of the Office of Economic Development is in business retention. In the latter part of the 1970s Economics Professor Dr. David Birch of Massachusetts Institute of Technology, MIT, studied the importance of business retention to communities across the nation. He found that any defined geographical area could lose as much as 7% to 10% of its job base per year due to attrition. This could lead a community to great economic devastation if there were no job replacement. Birch's thesis amplified the need for cities, counties and state and regional governments to direct attention toward business retention. Understanding the importance of this, the Office of Economic Development, under the direction of the Mayor and City Council, began a program for business retention in June of 1987. Staff actively pursues established businesses in Sacramento. Through written correspondence, telephone conversations and personal visits, staff learns directly from the businesses their perspectives on doing business in and from Sacramento. Business people, be they owners, presidents or managers, generally like to talk about their needs. Through discussion, staff can decipher similarities on issues common to business. This information provides the City's leaders with the necessary insight to assist businesses through ongoing economic strategies and policies. The emphasis of the retention effort is to inform companies about the different services available to them, such as employee training programs, management labor support, and technical and financial assistance.

Most importantly, staff amplifies the fact that the City of Sacramento is interested in business and will provide a professional and expeditious response to business inquiries.

HIGHLIGHTS

WEMCO, A Success Story

The greatest success associated with business retention in 1988 was with WEMCO, a long-time Sacramento business which is a division of the Baker-Hughes Corporation of Houston, Texas. WEMCO, located on North 7th Street in the Richards Boulevard area, is a heavy manufacturer of specialty process equipment in the areas of water quality,



pollution control, and mineral and chemical processing. Our help made it possible for WEMCO to negotiate a long-term lease with the City (which owns the property). By providing assistance in compiling information on the lease history, assistance with the preparation of a detailed real estate appraisal, and identifying the scope of related issues on the negotiations, a recommendation of a lease was accepted by City Council to keep 200 jobs locally (with an annual payroll in excess of \$6 million).

Coca-Cola

A long-time Sacramento business, Sacramento Coca-Cola Bottling Co., located at 2200 Stockton Boulevard, is planning a major move to consolidate its bottling and warehouse distribution facilities. Economic Development staff, guided by the Mayor and City Council, has provided assistance and outreach to the owners on the importance of the company to the City. The emphasis provided by the City is to keep this employer of 220 within the City as its new facilities are developed.

Kaiser Aluminum

Understanding that closures, mergers and acquisitions are a part of the business cycle, Economic Development staff worked with the employees of Kaiser Aluminum's Highway Products Division during the sale of Kaiser's assets to the Contech Corporation. The Kaiser facility, located in the City's Northgate Enterprise Zone, was not certified as an Enterprise Zone business, and the City therefore did not lose any resident employment opportunities related to the loss of this business. Employees were given options to be redeployed throughout Kaiser's system or worked through SETA/PIC for employment opportunities. Economic Development staff mitigated the loss by working with the Contech Corporation, which assumed Kaiser's assets.

Cap Fed Savings and Loan

Worked with the State Employment Development Department and the Sacramento Employment Training Agency/Private Industry Council to assist company employees who were laid off due to merger with another financial institution.

Price Rite

Directly worked with this start-up company in 1987 to open its doors in the Meadowview area. Economic Development staff continue to work with management under the guidance of Councilmember Terry Kastanis.

Computer Sciences Corporation

The Cal-Med contract which CSC had with the State of California was lost to E.D.S. The loss caused a layoff of 400 employees. E.D.S. hired back 240 of these people. The State EDD, SETA/PIC and Economic Development staff combined forces to assist the remaining employees to find other employment.

2

MAYOR'S BUSINESS RETENTION PROGRAM
JANUARY 1 THROUGH DECEMBER 31, 1988

#	File	Business Name	Representative Name	Contact
1	051188	Holiday Inn, Downtown	Trisha Stanionis	
2	051188	Beverly Garland	Fillmore Crank, Jr.	
3	051188	Hyatt	Morrie Graves	
4	051288	Woodlake Inn	Richard Williams	
5	051288	Red Lion	Rick Enos	
6	051388	Hilton	Don Rothchild	
7	051388	Clarion	Brian Rickert	
8	080188	Jumbo Markets	Don Gardner	
9	080788	D. Jim Mitchell, D.D.	Dr. Mitchell	
10	101288	CA Indian Manpower	Diana Alvarez	SEAG
11	101288	Concept Administrators	Pat Bailey	SEAG
12	101288	Video/Audio Recording	Connie Del Arroz	SEAG
13	101288	D.C. Halleran Electric	Don Halleran	SEAG
14	101288	German Motors	Esther Jaklich	SEAG
15	101288	Madsen Roof Co.	Kirsten A. Madsen	SEAG
16	101288	Mamuyac Tax Service	Sharon Mamuyac	SEAG
17	101288	Murdock, Moehler & Associates	Cindy McGanney	SEAG
18	101288	Timesavers Personnel Services	David Vinsor	SEAG
19	101288	Medical Management Services	Susan Winje	SEAG
20	101288	HAS Tech Unlimited	Patricia Adams	SEAG
21	101288	Assoc. of Calif. Water Agencies	Cathy Apker	SEAG
22	101288	Tulac Services Agency	Sandra Armstrong	SEAG
23	101288	Barrett Penny & Byrd	Leah Barrett	SEAG
24	101288	Merryhill Schools	Renee Beale	SEAG
25	101288	Pesnion Consultants	Diana Burgoyne	SEAG
26	101288	Hornet Foundation	Rita Cannon	SEAG
27	101288	Ken Wright Group Home	Nancy Church	SEAG
28	101288	EETS Inc.	Ellie Chynoweth	SEAG
29	101288	Sacramento Theatrical Lighting	Dianne Collins	SEAG
30	101288	Karion Gnothi Club	Carol Cook	SEAG
31	101288	McDowall & Sons	Susan Cruz	SEAG
32	101288	Sebastian of Sacramento	Lois Day	SEAG
33	101288	Sacramento Business Machines	Dorothy Dwyer	SEAG
34	101288	Petus Shorthand	Thomas Ehlert	SEAG
35	101288	Willmark Security, Inc.	Lucinda Ellingsor	SEAG
36	101288	CCMS	Nancy Geist	SEAG
37	101288	UCD Medical Center	Kathy Green	SEAG
38	101288	Capitol Radiological Consultant	Darlene Grosz	SEAG
39	101288	Capitol Neurological Surgeons	Cynthia Griswold	SEAG
40	101288	Dial One	Gary Hughes	SEAG
41	101288	Glower Groceries	Valerie Ishmael	SEAG

2

<u>#</u>	<u>File</u>	<u>Business Name</u>	<u>Representative Name</u>	<u>Contact</u>
42	101288	Crossroads	Kristy James	SEAG
43	101288	California Health Care Consultants	Claire Jessup	SEAG
44	101288	Carpeteria	Air Kalpakgian	SEAG
45	101288	Hefner, Stark, Marois	Tom Kassis	SEAG
46	101288	Bayer Supply	Patti Keenan	SEAG
47	101288	Resource Management Int'l	Kathleen Kemmer	SEAG
48	101288	Gunther's Ice Cream	Richard Klopp	SEAG
49	101288	Dr. Merritt Logan, DDS	Delores Logan	SEAG
50	101288	Mackenroth, Seley Anwyll	Steve Mackenroth	SEAG
51	101288	Dr. H. Owyang, Jr., DDS	Patricia Mar	SEAG
52	101288	Water Education Foundation	Nancy Matheson	SEAG
53	101288	Sacramento Hematology Oncology	Barbara McMahan	SEAG
54	101288	Wm. D. Jones Insurance	Pamela Murray	SEAG
55	101288	Sacramento Raddiology	Fanny Norris	SEAG
56	101288	EMT Associates	Jennifer Norton	SEAG
57	101288	Ludwig & Associates	Judy Nyary	SEAG
58	101288	Brabant Dental Lab	Chris O'Banks	SEAG
59	101288	T.R.I. Property Management	Pat Otis	SEAG
60	101288	The Wyndgate Group	Cathy Pellegrini	SEAG
61	101288	Diogenes Youth Services	Guillermo Poner	SEAG
62	101288	Glasrock Home Health	Glenda Reckner	SEAG
63	101288	Volt Temporary Services	Maureen Rice	SEAG
64	101288	Sun Janitorial	Max Unden	SEAG
65	101288	McClatchy Newspapers	Helen Van Rysuk	SEAG
66	101288	Broadband Technology	Michael Viera	SEAG
67	101288	Jo Anne Bernhard, Attorney	Lora Ward	SEAG
68	101288	Pacific Attorney Services	Jeanne Ward	SEAG
69	101288	Balfrey & Abbott	Rhonda Wilson	SEAG
70	101288	Greve, Cliffords Diepenbrock & Paras	Cindy Broughton	SEAG
71	101288	The Golden 1 Credit Union	Judy Burns	SEAG
72	101288	John Davis Co.	Nadine Campbell	SEAG
73	101288	Cal Temps	Evelyn Cheselka	SEAG
74	101288	Datavision	Alice Courter	SEAG
75	101288	New Generation Software	Charlene Fuller	SEAG
76	101288	Norris, Beggs & Simpson	Jo Ann Guidera	SEAG
77	101288	Schetter Electric nc.	Nanci Johnston	SEAG
78	101288	Ross Stores	Sandra Landrey	SEAG
79	101288	Remedy Temp	Michelle McPherran	SEAG
80	101288	Capital Power FCU	Mary McPail	SEAG
81	101288	Phelps Optical	Glenn Phelps	SEAG
82	101288	Dave's Shoes	Betty Place	SEAG
83	101288	Frontier Radio	Kathelene Poulsen	SEAG
84	101288	Pacific States Marketing	Melanie Sadler	SEAG
85	101288	California Cascade Industries	Scotty Shirley	SEAG

MINORITY AND WOMEN BUSINESS ENTERPRISES (MBE/WBE)

Another element of the work of the Office of Economic Development is to provide assistance to minority and women businesses. The Office once again sponsored the annual MBE/WBE Procurement Workshop, February 19, 1988. This conference was designed to increase awareness of the opportunities that exist for MBE/WBEs in doing business with the City of Sacramento. A panel of City officials representing various City departments addressed the participants explained how to do business with the City of Sacramento and outlined the types of goods and services needed by the City. It also summarized the bidding process and the requirements related to bonding and insurance. The success of the workshop was illustrated by the large attendance, which included over 100 businesses and individuals. In conjunction with this workshop the office contacted over 400 Sacramento-based minority and women businesses about doing business with the City.

Like other businesses, staff assists MBE/WBEs in a variety of ways. For example, staff directs them to organizations which help them with their business plans, such as the Metropolitan Chamber's Small Business Center, the Los Rios Community College Small Business Center, or to the CSUS Small Business Center. Staff also works with MBE/WBEs in obtaining financial assistance through public and private programs, such as SBA 7A, 502 or 504 programs. Following is a complete list of Sacramento-based MBE/WBEs contacted in 1988.

While the Office of Economic Development will continue to provide business planning and development assistance to minority and women-owned business as it does to other customers, it no longer will administer the City's MBE/WBE program.

2

Minority and Women-Owned Business Enterprises
Contact Made for Procurement Workshop, February 1988

A Plus Roofing
A & A Air Conditioning, Heating and Solar
A Design Association
A and L Abatement Services
A & A Rubber Stamps
A & B Construction
A & E Associates
A.D.S. Rubber Stamp Service
AAA Janitorial Service
AAC International
Absun
Acme Mechanical
Action Temps, Inc.
Action Temps
Adamson Industries
Advance Designs
Advance Fire-Fighting Technologies
Advanced Computer Supply
AJ's Personal Touch
Alan Oshima & Associates, Architects
Albert Electric Company, Inc.
Alex Fines and Son
Alexander Iron Works, Inc.
All Counties Fence Co., Inc.
All Travel Service
Alladin Travel
Allen Heating & Sheet Metal
Allen's Construction & Landscaping
AM West
American West Realtors
American Office and Industrial Products
American First Aid Supply
American Modular Space
American Horticultural Supply, Inc.
American Drywall & Interiors
Andrade Electric
Anna's Skin Care and Cosmetics
Applied Computer Consulting
Applied Microfilm Systems
Applied Pest Management, Inc.
Aranda Tooling, Inc.
Area Lighting Engineer
Ariza Construction
Arnelle & Hastie
ART
Art Stone Electric
Art and Betty's Deli
ASAP
Associated Supply Company, Inc.
Athena Scheduling and Management Service
Athena Management Engineers, Inc.

Authorized Technical Service
Awards by Kay
Ayala and Sons Trucking
Azevedo's Laminating, Inc.
A-1 Carpet Cleaning
A-Z Janitorial Service
B & V Landscaping
Bacon Company
Barken, Inc.
Barnard-Hoy Architects
Bayer Janitor Supply Company, Inc.
Bell Industries Northern Division
Bemis Enterprises
Bendix Environmental Research, Inc.
Benson Fence Company
Bernadette Chiang & Associates
Berrera's Plumbing Service & Repair
Bill Wright Painting & Decorating
Bill Spooner, General Contractor
Bi-State Company
bjc Secretarial Services
Black Hawk
BMH Equipment Company
Bob Guro and Sons
Borges & Mahoney, Inc.
Broadus Chain & Cable, Inc.
Builders Tried Construction
Builders Pride Construction Co.
Business Systems Design
Business Equipment Service
C & C Building Maintenance Company
C & R Janitorial Service
C & B Piledriving, Inc.
Cache Creek Chemicals
Cadillac Medical Supply, Inc.
California Surveying and Drafting Supply
California Motorcycle Escort & Patrol
California Painting Construction
California Corporate Systems
Calumet Contracting Company
Calvillo Insulation Company
Cal-Custom Construction
Camille Horton Design Consultants
Cannon Sports, Inc.
Capital Financial Assets, Inc.
Capital Telephone Company
Capitol Steel Company
Capitol Elevator Co., Inc.
Carlos Arturo Sanchez Consulting
Carmen Valenzuela
Carol Workman

Carroll's Typewriter Exchange, Inc.
 Caywood and Associates
 Cellular Consultants
 Central Glass Company
 Centry Copy
 Ceramic Tile and Lighting Supply
 Cereske Electric Cable Company
 Certified Protective Alarm Systems
 Charles A. Bell & Company, Inc.
 Chavez Painting, Inc.
 Cherrone Chemical Co.
 Chinook Construction Co.
 Christopher Company
 City Flyers
 Clark Drapery Service
 Club American Technologies, Inc.
 Coast Pacific Distributors
 Cofab Corporation
 Coisi Technology Center
 Communication Associates
 Compatible Computer Systems
 Computer Support and Services
 ComputerTech Integrators, Inc.
 Comstock Office Furniture, Inc.
 Connie Vaughan
 Consolidated Pet Supply, Inc.
 Contracts Management
 Contreras Tile Co.
 Coppola & Sava
 Copy Center
 Copywriter
 Craico of California
 Cronin Company
 CRTI Bailey Engineering
 Crystal Creek Construction, Inc.
 Custom Switchgear & Controls, Inc.
 Custom Wood Builders
 Cyclops Electronics, Inc.
 Cynthia Easton, Architect
 Cynthia Easton, Architect
 D. Burke, Writer
 D.C. Painting & Decorating
 D.J. Masonry
 Danadjieva & Koening Associates
 Dangerfield's Trucking
 Dansa, Inc.
 Dataprint Corporation
 Dawson & J.R.'s Construction, Inc.
 Day Electric
 DeAnn Construction, Inc.
 Delta Restaurant-Bar Equipment & Supply
 Delta Valley Concrete Construction
 Denise Casteneda
 Design Directions
 Designs Etcetera II

DEW-PAR Sales & Service
 Dial One Erfert Painting & Decorating
 Dial One AI's Tropical Plants
 Diamond Tech, Inc. Contracting
 Diane's Upholstery
 Dickson & Associates
 DLE Janitorial
 Doley Securities, Inc.
 Dolores Sears
 Dominguez Roofing, Inc.
 Don Todd Association, Inc.
 Dottie Clariett
 Double M Trucking
 Dragotto Construction
 Duran Business Printing
 E.M. Allen Woodworking Supply, Inc.
 E.R. Nunes Graphics, Inc.
 Earthlabs, Inc.
 Echo's Janitorial Service
 Edward J. Gee & Associates
 Edward J. Rios & Associates
 Edwards Office Systems
 EFA Design
 Electrical Appliance Parts Co.
 Eliza D. Trading Company
 Elk Grove Secretarial Service
 Emend
 Endless Energy
 Engineered Coatings (Vaszav, Inc.)
 English-Spanish Communications Consultant
 Environmental Construction
 Equinox-Sacramento
 Esrig Manufacturer
 ESSS Co. & Associates
 Eureka Laboratories
 Ewing Irrigation Products
 E-Z Cellular Consultants
 F.E. Jordan Associates
 Fairfield Safe & Lock Company
 Fairfield Electric, Inc.
 Fast Track
 Faye's Decor
 Fong's Consolidated Services
 Forever Sports
 Foster Floors, Inc.
 Four Star Electric
 Four Starr Construction
 Friedman's Microwave Ovens
 Frontier Guardco, Inc.
 Fulton Motor Supply Company
 G & D Builders
 Gabe Mendez, Inc.
 Gail Golomb & Associates
 Gamayo, Sanchez & Associates
 Garcia Concrete

Gazelle Enterprises
 Geo/Resources Consultants
 Geri-Heart Johnson
 German Engineering
 GHI Architects
 Giselle's Travel, Inc.
 GMS
 Goings Appraisal Service
 Gold River Tile
 Golden State Glass
 Good Gracious
 Grace's Upholstery
 Granny Goode's Donut Kitchen
 Graphic Impressions
 Graphic Designs
 Great West Equipment
 Gurney Wholesale, Inc.
 H & M Tree Service
 Hamilton Photography
 Haney Door Service, Inc.
 Hanley and Sons
 Hansen Associates
 Harris Welding, Inc.
 Harrison, Taylor & Bazile
 Harry A. Yee and Associates, Inc.
 Hashisaka Brothers Garage
 Helen's Custom Upholstery
 Henderson Brothers
 Herrington Precast, Inc.
 Herrington Precast
 Higashi & Associates
 Hoi Wong & Associates
 Holeman Electric Supply Co.
 House of Computers
 House of Automatic Transmissions
 Human Resources Institute
 Hunter Technologies Group, Inc.
 I. Hurd Productions
 Ida Airoso
 Imai-Wang Associates
 In Home Shopping Spree
 INACOMP Computer Centers
 Indoor Nature
 Information Systems Services, Inc.
 Interconnect Performance Corp.
 International Maintenance
 International Technical Services
 Interplan Design
 IPS Piping and Mechanical, Inc.
 J & M Carpets
 J & H Maintenance Service
 J. M. Kazan
 J. H. Remington associates
 J. J. Re-Bar Corporatoin
 J. V. Associates

J. D. Franz Research
 Jalor Electric
 Janico Janitorial Service
 Janis Janitor Service
 Jato Industries, Inc.
 Jeff's Locksmiths
 Jerry's Paint & Supply, Inc.
 Joe Sun and Co., Inc.
 Joe's Electric
 John Swan Janitorial Service
 John Morgan
 Johnson Enterprises of Jacksonville
 JTS Engineering
 Judy Chrisman
 JWD Company
 K & C Fabrication
 K & K Music
 Kain Plumbing
 Karnack Studios
 Karol Bell
 Katherine's Interiors
 Kayco Fire Protection, Inc.
 Kedessa's Place
 Kelly Erosion Control and Landscape
 Ken Johnson
 Kervin Plumbing, Inc.
 KGP Telephone Supply & Repair Co.
 Kilpatrick's Janitorial
 Kilpatrick's Painting/Wallcovering
 Kim Creedon
 King Construction
 Kingdom Construction
 Koski Sullivan
 Kreines and Kreines
 Kruz Construction
 L & P Construction
 L. A. Miller Tile Company
 La Fiesta
 Lab of Central California, Inc.
 Lab Safety Supply Co.
 Lamion Corporation
 Laser Connection
 Lateef R. Raheem, Consultant
 Laurin Associates
 Law Enforcement Equipment Co.
 Laws Clean-Up and Hauling
 Lettering Systems
 Liberty Irrigation and Supply Company
 Longoria Trucking
 Lonie & Kashiwagi
 Lorraine Scheer
 M. K. Kim Construction
 M. C. Sturgeon & Sons Crane and Rigging
 Mail Service, Inc.
 Malaco International, Inc.

Management Consultants
 Manny's Hauling & Yard Work
 Marilyn Park and Company, Inc.
 Marker Supply
 Market to Market Imports
 Market Connection
 Marlene Lee Lighting Design
 Martin's Plumbing
 Marvin Jung and Associates
 Mary Quarels
 Marzette & Associates, Inc.
 Melissa Steiwig, Consultant
 MET Services
 Metro Typewriter Company
 MGW Typesetting/Graphics
 MGW Construction Inspection
 Micro Age Computer Store
 MicroKids
 Mid-Valley Industrial Park
 Miller & Associates
 Miracle Auto Painting and Body Repair
 MJD Engineering
 Monarch Construction Company
 Moore and Associates
 Moreno Trenching
 Motor Supply Company
 Mundie & Associates
 N.C.C. Enterprises
 Najar Yard/Parking Lot Maintenance
 Naka Nursery
 Naka Design
 Nap's Tools, Inc.
 NavLan Inc.
 Neby Kamil Company
 New Professionals
 New Horizon Janitors
 Newark Dressmaker Supply
 Newman Trucking
 Nickleberry Builders, Inc.
 Niiya Architects
 Nitta Construction, Inc.
 Noguchi Landscape
 Norrell Temporary Services
 North Sacramento Metal Company
 Norvall Inc.
 Nor-Cal Plumbing
 OAO Services, Inc.
 ODeP Engineering, Inc.
 Oki Nursery Company
 Olebe Construction
 Omni-Design Construction Management
 Ortiz Consulting services
 Out of this world
 P & H Readymix
 P.R. Engineering

PAD, Inc.
 Paper Chase
 Paschal & Tanaka, Inc.
 Pat's Canvas Company
 Perez Construction Company
 Perez Technology Systems Corporation
 Perry Investments
 Personnel Associates
 Personnel Management Consultants
 Pervo Paint Company
 Pleasant Air Company
 PM Construction
 PMF Enterprises
 Pollard Electric
 Port Engraving Company
 Preston's Word Processing
 Professional Police Supply
 Professional Billing Service
 Progressive Commercial Interiors
 Pulsar Video Productions
 Pyramid Janitorial Service
 Q Tech
 QECE
 Quadai Enterprises
 Quality Concrete Construction
 Quality Building and Landscape
 Quantum Leap
 R & B Painting and Sandblasting
 R. C. Construction
 R. Torres Company
 Rainbow Fasteners, Inc.
 Ramcon
 Ramirez Construction
 Ramirez Fence Co.
 Ramos Oil Company, Inc.
 Redi-Gro Corporation
 Redwine-Manley Testing Services
 Research Services America, Inc.
 Research Unlimited
 Rhoda McKnight Calligraphy & Design
 River City Nutrition
 River City Reporters
 Robert Allen Janitorial
 Robert H. Yamaguchi
 Robert Lee
 Roberta Enterprises
 Rodney Coster
 Rojas Construction Company
 Roots Landscaping
 Rosedin Electric, Inc.
 Rothhammer International Inc.
 RPS
 Ruckstell California Sales Company
 S & R Construction
 Sacramento Metropolitan Refuse Co.

Sacramento Equipment Maintenance Co.
 Sacramento Concrete Pumping
 San Jose Concrete Pipe Company
 Sanstone Construction, Inc.
 Santiago's Landscaping
 Schell's Upholstery
 Seneca Engineering, Inc.
 Sepia Electric, Inc.
 Sew Inclined
 Sharette Construction
 Shaw and Associates
 Sheila Verrips Advertising
 Sheila Grant Design
 Sheila's Cleaning Service
 Sierra Films
 Simpson Construction
 SK Merchandising Corp.
 Small Business Information Systems
 Software Centre International
 Special Services for Women
 Spencer's Framework
 Sponamore Associates
 State Plumbing
 Statewide Private Patrol
 Stewart Oxygen Services
 Stockton Fence and Material Co.
 Sunburst Signs and Screen Printing
 Sundance Software
 Sunrise Moving and Storage Co.
 Superior Business Forms
 Suzanne Fleicious
 Synernet Corporation
 Systems Architects Engineers, Inc.
 T & N Manufacturing & Slaes
 Tab of Central California
 Tafoya Construction, Inc.
 Takata & Sugioka Architects
 Talas
 Tamerex
 Tatum and Sons
 Taylor Bay Silk Floral and Supplies
 Taylor Made Plumbing
 Teal's Upholstery
 Techsales Corporation
 Tectonics
 Tecumseh Construction
 Tempeople, Inc.
 Terranova Construction Co., Inc.
 Territorial Supplies, Inc.
 The Cleaning End
 The Specialty Shop
 The Word Processor
 The Ross McDonald Company
 The New Direction
 The Thomas-Clark Company

The Trapezoid Company
 The Marketing Edge
 The Trophy Center, Inc.
 Thelma Champ
 Thomas Jenkins
 Torres Fence Company, Inc.
 Tri-State Enterprises
 Truedesign Graphics
 Tsuruda Group, Inc.
 Typing, Etc.
 Typing To Go, Inc.
 T-Comm Communications
 U.S. Building Materials
 Union Line Construction
 United Engineering Technology, Inc.
 Unlimited Systems
 V. & G. Janitorial Services
 V.G.C. Trucking
 V.R. Shephard Mechanical, Inc.
 V.S. Building Materials
 Valles Construction
 Valley ProClean
 Valley Custom Drapery
 Valley Sheet Metal Supply
 Valley Printing Service
 Valverde's
 Vanguard Action Sales
 Vanir Construction Management, Inc.
 Vee Truax & Associates
 Vega Fence Company
 Vela Steel Products, Inc.
 Venus Textiles, Inc.
 Verret Construction Company
 Vickie's Construction Site Cleaning
 Victory Tire and Automotive, Inc.
 Vidaurri Crane, Inc.
 Villasenor
 Villegas Construction
 Vision Quest Marketing
 Visions Unlimited
 Vital Records Management of Sacramento
 Vivian Hodge
 Walden Fabrication
 Water Control
 Western Plastics Products, Inc.
 Wild Swan Productions
 Williams Beauty Supply
 Williams Plumbing
 Williamson and Associates
 Wilma Vanzandt
 Wilson Distributor
 Wilson Riles & Associates
 Yerby Brake Supply, Inc.
 Your Supply Company

SPECIAL PROJECTS LIKE MEADOWVIEW AND MATHER

Since one of the public sector's main economic development functions is the provision of economic opportunity for the disadvantaged population, Meadowview is perhaps the greatest challenge the Office of Economic Development faces. The privately owned shopping center at Meadowview and 24th Street has become symbolic of the neighborhood's efforts to resist decline and the negative force gang and drug activity creates.

During 1988 the City Manager's Office began a long-range plan to turn around the forces of decline in Meadowview. Leslie Palmer, Coordinator of the Office of Economic Development, chaired the Meadowview Task Force subcommittee addressing business development. In November 1988, after almost a year's work, the Task Force presented recommendations which included building a new Community Center to the City Council. Councilmembers Terry Kastanis and Lynn Robie pressed further. They want the shopping center turned around.

The turnaround of the Meadowview Shopping Center is the top 1989 priority of Economic Development Coordinator Leslie Palmer, who anticipates it to be accomplished in 1989. Both the Delta Shores industrial development and the North Shore residential development are effected by the Meadowview controversy. A reversal of the trend toward decline will have significant positive monetary impacts on these projects as well as for the neighborhood and city.

Councilmember Lyla Ferris and SHRA staff have requested similar help with other sites as well. The Economic Development Office places its focus on sites outside of the Redevelopment Areas.

The December 1988 announcement by the Department of Defense concerning the closure of Mather Air Force Base presented another unanticipated special project for the Office of Economic Development. Mayor Rudin has asked the Office to assist with the analysis of the economic impacts of closure and reuse alternatives. This work has commenced and will continue in 1989.

These special projects are very labor intensive, time consuming and often extremely frustrating projects, but the potential rewards for the city's economic base are great.

COMMUNITY OUTREACH

The Economic Development Office participates in community outreach to market its services, support the economic development activities of others, and keep abreast of changes in the field.

SACRAMENTO METROPOLITAN CERTIFIED DEVELOPMENT CORPORATION

This local Small Business Administration lending group is sponsored by the Sacramento Metropolitan Chamber of Commerce and the Sacramento Housing and Redevelopment Agency. Loans ranging from \$250,000 to \$1 million are made to small business for acquisition, construction and rehabilitation of commercial real estate. Leslie Palmer is on the Board of Directors and is slated to be the Chair of the Board, 1990. Mike Seward is President of the Corporation. Since its certification in 1986, the Certified Development Corporation has made \$13,514,039 of loans to 19 businesses, creating 90 jobs and retaining 63 jobs.

MAYOR'S SMALL BUSINESS ROUNDTABLE

The Mayor's Roundtable on Small Business is comprised of twenty-seven business organizations which meet to share information that affects business. Staff attends the Roundtable and periodically helps the Mayor's staff with program.

CALIFORNIA ASSOCIATION FOR LOCAL ECONOMIC DEVELOPMENT

CALED is the statewide association for economic development professionals. Leslie Palmer is nominated to the Board of Directors for a 1989-91 term. Staff has helped with the conference program committee and had articles published in the association newsletter ("The Use of Credit Reporting Services for Business Attraction", Tim Johnson, May 1988). Councilmember Lyla Ferris will attend the April 1989 Annual Conference and speak on "Population Change: Minority to Majority" in the California Vision 2010 workshop.

CALIFORNIA DOWNTOWN ASSOCIATION

The Economic Development Office maintains membership in CDA because it is the main group supporting downtown revitalization. CDA is a "nuts and bolts" oriented group which meets twice a year, once in northern and once in southern California.

PRESENTATIONS

"A Look at the Future in the City of Sacramento", Association for Commercial Real Estate, Sacramento, January 12, 1988

"What Price Success?", International Downtown Association, San Diego, February 5, 1988

"Women Minding Their Own Business", Part of Women's History Month Activities, Sacramento City College, March 22, 1988

"City of the 21st Century", COMPAC 88, International Business Design Organization, San Francisco, September 14, 1988

"Downtown Development", International Soroptimist Club, Sacramento, December 6, 1988

NATIONAL PRESS EXPOSURE

Sacramento is now in the national -- and international -- spotlight. During 1988 Sacramento was featured in the Wall Street Journal and other publications with wide readership. After these articles are published, the Office receives a number of business inquiries as a direct result. The Office provided information and direct personal assistance for the following articles:

"Sacramento. Of Capitols and Camellias," The Economist [of London], July 23, 1988

"Bringing the Business Home", Portland Oregonian, July 10, 1988

"Moving Up in the Numbers Game", The Virginia-Pilot and the Ledger Star Business Weekly Almanac '88, June 20, 1988

"Cities on the Fringes of Booming Areas", Economic Growth Report, June 16, 1988

"No More 'Sacratomato'", California Business Journal, April 1988

"Sacramento Market Analysis", Northern California Real Estate Journal, June 1988

"Sacramento", Northern California Real Estate Investors, April 1988

Sacramento is expected to continue to receive national press attention in 1989, given the fact that it is featured in the February 6, 1989 issue of Newsweek magazine as one of America's "Hot Cities".

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SACRAMENTO: OF CAPITOLS AND CAMELLIAS

Quoted from The Economist magazine, July 23, 1988

As a centre of government in the United States, the state capital of California is second only to Washington, D.C. But government is not its only industry. In one of a series of occasional articles on America's larger small cities, we look at Sacramento.

America's pioneers tended to turn away from the bigger towns when setting up their state capitals. When California joined the union as the 31st state, a couple of years after gold was discovered in the foothills above Sacramento, the legislature spent a few years bouncing round central California searching for a home. The small-town delegates ganged up against San Francisco. Then they tried out San Jose, Monterey, Vallejo and Benicia before settling, in 1854, on Sacramento.

The town, at the confluence of the Sacramento and American rivers, had been founded about 15 years earlier by John Sutter, a Swiss adventurer fleeing his wife and a bankrupt dry-goods business in Basle. He dreamt of making it the centre of his "empire". The 1849 gold-rush swept these dreams away. Sacramento, the gateway to gold, prospered. The wandering delegates were especially attracted by its courthouse, a handsome building that could house them all. Even so, the legislators built themselves their own voluptuous wedding-cake of a state capitol, loving restored not long ago to its old Victorian splendour.

The copper-domed capitol dominates the city (population 335,000) and also city life. It provides a status and a solid employment base. Sacramento is a government town, home to one of the most professional bureaucracies and best-paid legislatures in the country. About 30% of the city's workforce is doing some kind of government business. An eighth of the workforce is employed directly by the state.

Yet not much love is lost between town and state. Townsfolk grumble that the state administrators and legislators are not interested in the city where they work. There are exceptions: state politicians who give their free time to the city, sitting on boards and advisory commissions, contributing brains and taste. But, for the most part, the out-of-towners keep themselves to themselves. They return to their home cities at

weekends; they do not support local plays and concerts, or throw themselves into local causes.

Long ago, says Mr. Burnett Miller, a timber merchant and former mayor, Governor Earl Warren would stroll around town from his gingerbread mansion. But his successor, Mr. George Deukmejian, leads a remove and guarded life, and all modern administrations tend to be high-handed with the sensitive city bureaucracy.

The compliments that politicians and civil servants, residing in Sacramento, pay the city tend to be a bit double-edged. "It's a wonderful place to bring up children" suggests that the city's trees and camellias and tranquil pace could be boring for grownups. If you believe first-class theatre to be your inalienable right, or a deli sandwich at 2am, Sacramento is not the place. Downtown is quiet at night and at weekends.

But the city is gentle, not dull. To begin with, it has an excellent newspaper, the McClatchy family's Sacramento Bee. The University of California's campus at Davis is just outside the city limits. There is good contemporary jazz, says Mr. Phillip Isenberg, another former mayor who is now a senior member of the state legislature. And a company of painters is being drawn to Sacramento by the valley's magical light. The Crocker art gallery, the oldest museum in the west, is rich in California landscapes.

Sacramento is famous for its trees: ancient cedars, redwoods and cypresses, liquid-ambar, maidenhair and tulip trees. Architecturally, it is not distinguished. It has some nice Victorian houses, but too many have been knocked down. The new buildings are mostly fairly dreadful. One that is more fun than most is the Hyatt hotel, with its half-finished art-deco and Moorish themes. The collection of railway memorabilia is a treat for railway buffs. Old Sacramento, representing the gold-rush days, is a harmless, tacky tourist trap.

As everywhere, Sacramento's economic developers speak of

diversification, their eyes glistening with high-tech valleys. A big bank, First Nationwide, is already moving from San Francisco to Sacramento, drawn by the lower price of housing. Sacramento's lure is that it is still pretty cheap, and its traffic problems are minimal (though the locals grumble). Living and working there is less of a struggle than in California's bigger cities.

The mayor, Mrs. Anne Rodin, an independent-minded former nurse who was re-elected in November, is trying to preserve the city as an oasis for refugees from other cities' over-development. To stop Sacramento going their way, she fights for planned change, public transport, low-cost housing. But her council is split, the majority won over by the developer's dreams.

The kingpin developer is Mr. Greg Lukenbill, who recently took over North Natomas, a vast rice-farming area on the road to the airport. The city elders had tried to stop him. But, fed up with red tape and procrastination, Mr. Lukenbill went out and bought Sacramento a basketball team from Kansas city (the team's record is lamentable, but the fans are not complaining). He made a grand new arena the centrepiece of his Natomas plans. Suddenly, councillors found that to vote against development was to be labelled anti-sport.

The new arena will be opened in September, when the circus comes to town. But Natomas is threatened by flood, and Mr. Lukenbill's battles against city hall have been replaced with battles against insurers. Last month, the developer, aged only 33, was sounding weary. He has shown the way to Sacramento's regeneration, he says, but others are not following. Mr. Lukenbill, who was born, bred and means to live his life in Sacramento, wants his hometown to escape San Francisco's shadow. He also wants to make a buck or two. But his feelings about Sacramento are far removed from the political gossip of the state capitol.

MANAGEMENT AND STAFF DEVELOPMENT

TRAINING

Responsiveness and professionalism are a priority in the Office of Economic Development. Urgency is placed on providing businesslike service in business turnaround time. Staff participates annually in customer service training and has attended the following diverse training to provide the highest degree of service possible.

Economic Development Financing, National Development Council, October 17-21, 1988. This week-long, intensive course curriculum includes business credit analysis and real estate finance

Youth, Gangs and Drugs: Communities at Risk, University of California Extension, November 15, 1988. Background material for work on the turnaround of the Meadowview Shopping Center

Powerful Communication Skills for Women, October 17, 1988. Training on differences between male and female communication styles and how they may affect the workplace

Personal Safety and Prevention Workshop, City of Sacramento

Powerful Business Writing Skills, National Seminars, June 16, 1988

Theory of Failure Avoidance Technology, Sage Institute, February 9, 1988

Customer Service: Effective Public Contact Skills, Linda Goldzimmer, April 1988

Quality!, Tom Peters, July 7, 1988

Computer Training: Dos 1 and Dos 2, Lotus 123, Wordperfect 5.0, City of Sacramento, January - March 1988

Frontline Leadership, City of Sacramento, August to October 1988

INTERNSHIP PROGRAM

Since 1987 the Office of Economic Development has worked with the Economics Department at California State University, Sacramento to formulate a student internship program. Faculty advisor Dr. Irwin Kelly works with the Office to determine City needs and makes recommendations of students based upon their calibre. Students are selected after City review and receive semester credit hours for their work.

The internship program has provided both the students and the City many opportunities. The students learn economic and business issues in the public sector. They receive training by economic development staff in collection and research of economic data; hands-on experience with computer applications in economics; and business attraction and retention strategies. Staff provides the intern with information on such programs as enterprise zones and foreign trade zones as well as other federal, state and local economic programs. In turn, the student assists city staff from beginning to end on a variety of projects.

The internship program has been such a success that three students from other universities have worked during their summer vacations simply for the experience they could receive.

Mark Kraft, CSUS
Alex Solario, CSUS
Anthony Perez, CSUS
Bishu Chatterjee, CSUS
Ingeborg Carpenter, CSUS
Aaron Gary, Stanford University
Mike Anderson, Harvard University
Dean Peckham, University of Chicago

FRESH FOCUS ON RESULTS: 1989 PRIORITIES

City Manager Walter Slipe and Planning and Development Director Michael Davis concur that the top priorities of the Economic Development office should be so refined that they could fit on a post card.

The contents of the card are shown below:

1989 Economic Development Priorities:

1. Business Inquiry: Attraction! Retention!
 2. Economic and Demographic Analysis and Reporting: The Next Generation!
 3. Special Economic Development Projects: Meadowview!
-

Future work items under consideration for 1990-91 and beyond are:

- Anchor Grocery Store, North Sacramento
- Mather Closure Impacts
- Auto Row Project for North Area
- Business Attraction of Catalogue Sales Companies
- Centralized City Economic Data and Forecasting
- One-Stop Pamphlet on Development Fees
- Economic Impact Analysis on Specific Projects like the Convention Center Expansion

BUDGET RESOURCES

The 1988-89 approved budget for the Economic Development Office was \$259,366. This included \$58,000 for professional services (a \$28,000 carryover from 1987-88) for which a Targeted Services Study was planned to focus on the downtown office market, and the Next Generation Report to focus on the City's business districts and associations. Because of the City's current budget constraints, money for both of these projects is on hold. Groundwork is being laid for the Next Generation project.

In addition to professional services, the budget included \$15,000 for marketing, printing and binding. This was used for the One-Stop Checklist revision, Industrial Map, and Downtown Map. Part of this outlay has been recovered through the advance sale of the Downtown Map.