

Creating the Conditions for Sacramento to Thrive

ECONOMIC DEVELOPMENT WORKSHOP

SACRAMENTO CITY COUNCIL

February 24, 2026



Council's Top Priorities

Approved by City Council on November 18, 2025

Economic Development

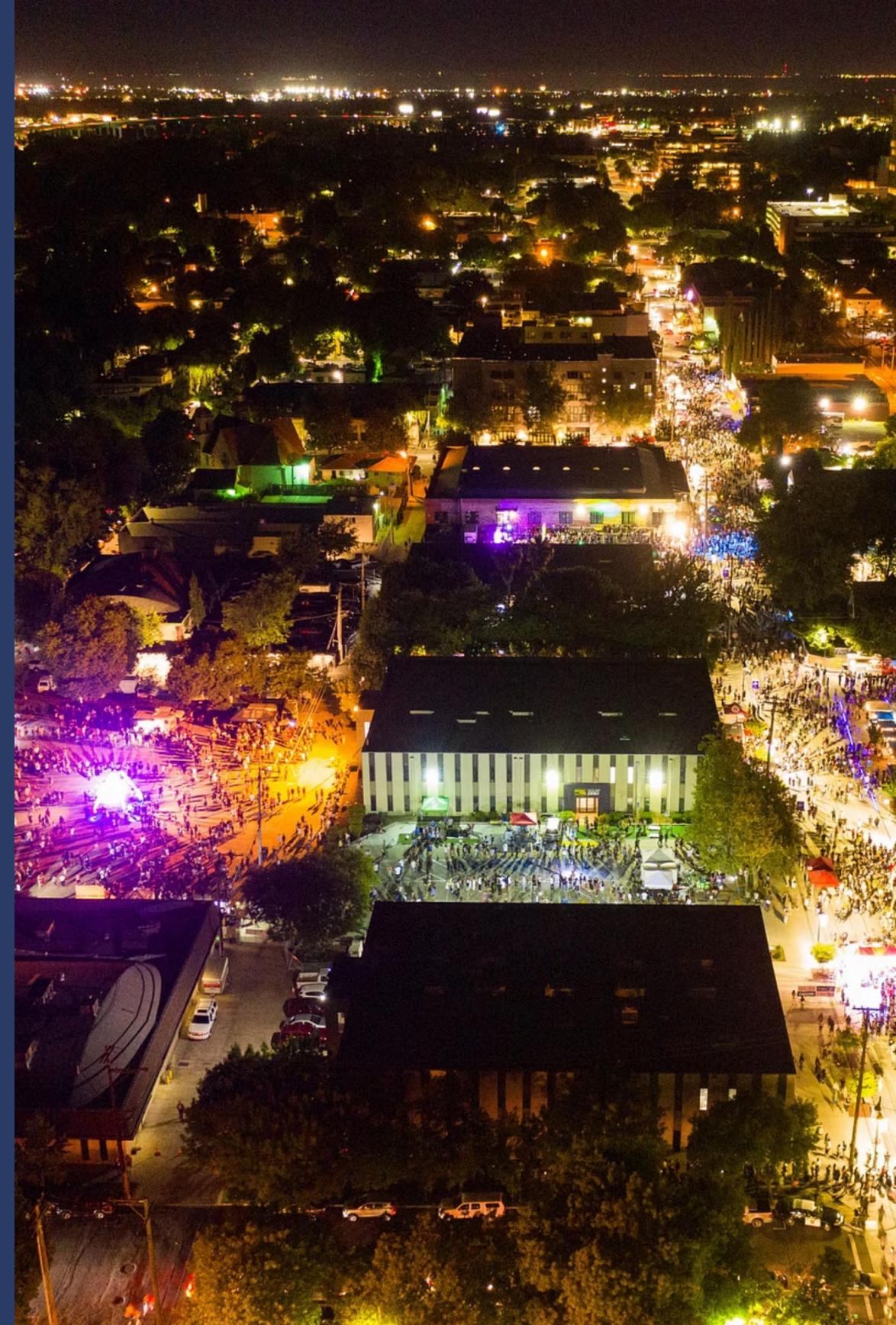
Creating conditions for prosperity

Public Safety

Safe & engaged community

Homelessness

Shelter and stability for all



Foundational Principles

1

Equitable Investment

Ensuring benefits reach all communities (service and infrastructure)

2

Fiscal Sustainability

Long-term financial responsibility

3

Accountability

Transparent outcomes and metrics

4

Good Governance

Ethical/Strategic/Innovative



Strategic Goals



Vibrant Economy & Community
Livability



Quality Infrastructure



Safe & Engaged Community

What We Mean by Economic Development

From policies, programs and projects to outcomes





Core Premise

- ① Economic development is the collective outcome of how the City invests, aligns, and acts to create the conditions for people, place, and business to thrive.

Key Framing

Shared Responsibility

Economic development is a shared responsibility across the organization

Shaped by Multiple Levers

Policies, investments, fees, processes, and partnerships all contribute

Every Decision Matters

All City decisions have economic consequences, intended or unintended

Economic Snapshot

21k+

Businesses

25%

Regional Business
Share

83%

Businesses have
less than 10
Employees

5%

Unemployment
Rate

20%

Government
Jobs

50%

Downtown
Workers Returned





The Operating Framework

People • Place • Business

How the City delivers economic outcomes

Three Pillars of Economic Development



Every department contributes to at least one of these pillars—and most contribute to more than one.

People

Talent, Opportunity & Quality of Life

Industry follows talent —and talent follows quality of life.



Workforce & Capacity Building



Workforce Development Programs

Youth Service Corps, Certification & Apprenticeship Programs



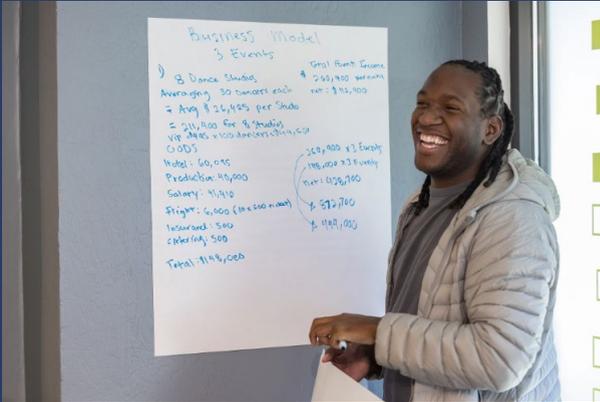
Early Childhood Education Apprenticeship

Pipeline for critical sector



Small Developer Incubator

Building local capacity



Arts & Entertainment Workforce

Fostering talent and opportunities in the creative economy



Inclusive Engagement & Financial Stability

1

Community Engagement

Inclusive civic engagement to ensure that all residents are well informed about City matters, resources and opportunities.

2

Financial Empowerment Center

One-on-one counseling and resources for residents

3

CityStart

Black wealth building initiative

4

Language Access

Ensuring Sacramento's diverse population has meaningful access to the City

Arts, Culture, Entertainment & Tourism



SAFE Credit Union Convention & Performing Arts District

A vibrant cultural anchor and convention destination, driving visitation and enhancing our city's quality of life.



Events & Festivals

Fostering community vibrancy and cultural celebration through diverse city-wide events.



Arts & Cultural Partners

Collaborating with diverse partners to build a thriving arts and cultural ecosystem.



Arts & Cultural Community

Supporting local artists and arts and cultural groups who enrich our shared cultural landscape.

How Investing in People Drives Growth

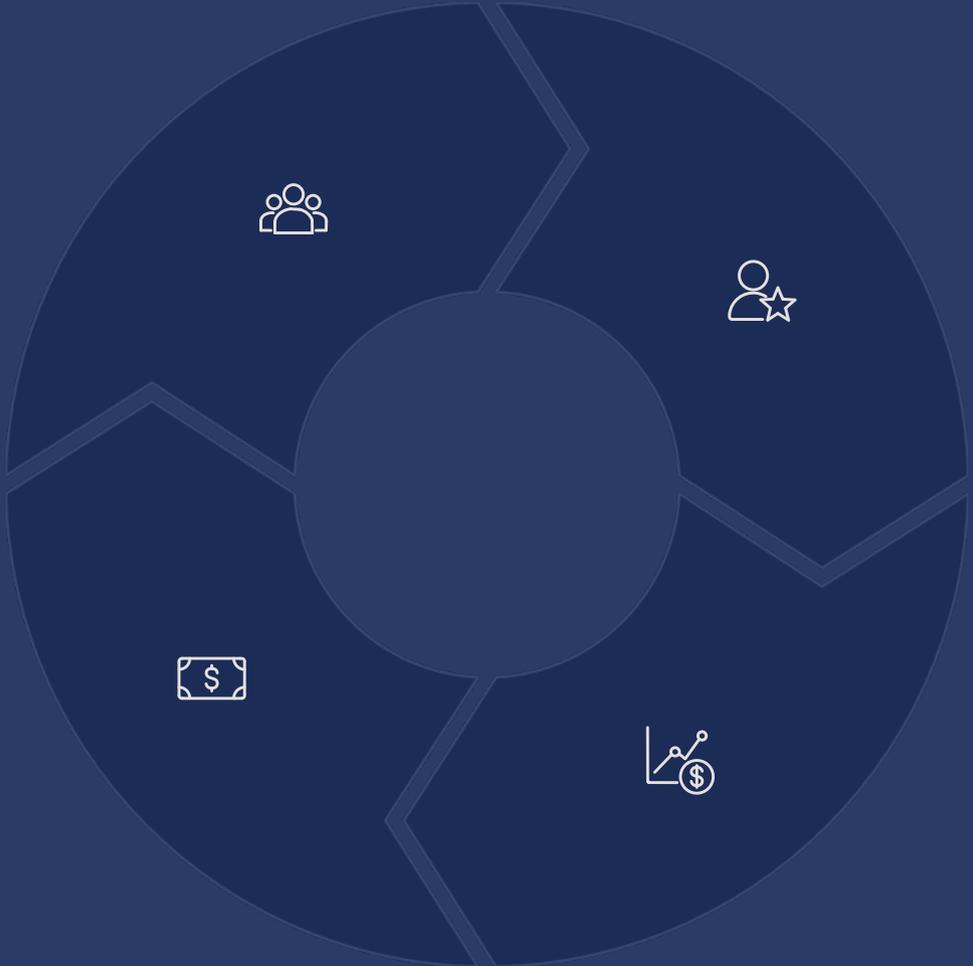
When we invest in people and quality of life, it creates a cycle that drives Sacramento's growth.

Strategic Investments

Programs in workforce, financial inclusion, and community support help people reach their potential.

Increased Prosperity

Growing businesses create more jobs and tax revenue, which we reinvest in the community.



Talent Magnet

A vibrant community attracts and keeps talented people.

Industry Growth

Talented people help businesses grow and attract new companies to Sacramento.

Place

Where Opportunity Takes Root

Strong places turn public investment into lasting economic value.



Planning & Zoning: Foundations of Place



General Plan Policies

Guiding citywide growth and development.



Specific Plans & Neighborhood Action Plans

Stockton Blvd, River District, Central City, and neighborhood level planning



Citywide Zoning

Missing middle housing, ADUs, and zoning reforms



Land Use & Entitlement Frameworks

Streamlining development review and approval processes

Strategic Infrastructure Investments

Our commitment to foundational infrastructure paves the way for a resilient and prosperous future.



Infrastructure Planning & Investments

Fostering coordinated planning between Public Works and Planning to shape infrastructure that creates vibrant, livable places.



EIFD & Financing

Utilizing Enhanced Infrastructure Financing Districts (EIFD) and other innovative models to fund critical infrastructure improvements.



Transportation & Green Infrastructure

Developing sustainable transportation networks—streets, sidewalks, and bike lanes—alongside robust stormwater management and green infrastructure for resilient neighborhoods.



Five Levers for Housing Outcomes

The City of Sacramento actively shapes housing outcomes by controlling these five core levers:



Housing outcomes improve when the City aligns policy, process, and culture—not just when it approves individual projects.

Housing Support & Resources

Impact Fee Reduction Program

Reducing development costs.

Housing Stabilization

Keeping people connected to housing.

Street to Housing Program

Targeted, innovative housing solutions.

Emergency Home Repair Program

Helping property owners pay for code upgrades.



Neighborhood Development Action Team

These initiatives demonstrate citywide collaboration across departments, working with trusted community partners and resident planning teams to extend our reach and impact.



Community-Led Planning



Implementation Grants



Cultural Districts & Creative Activation



Public Art



Historic Preservation



Cultural Districts & Heritage Tourism

Innovation Districts & Catalytic Sites



Aggie Square
Innovation hub and economic catalyst



Railyards
Transformative mixed-use development



Public-Private Partnerships
Leveraging investment for impact

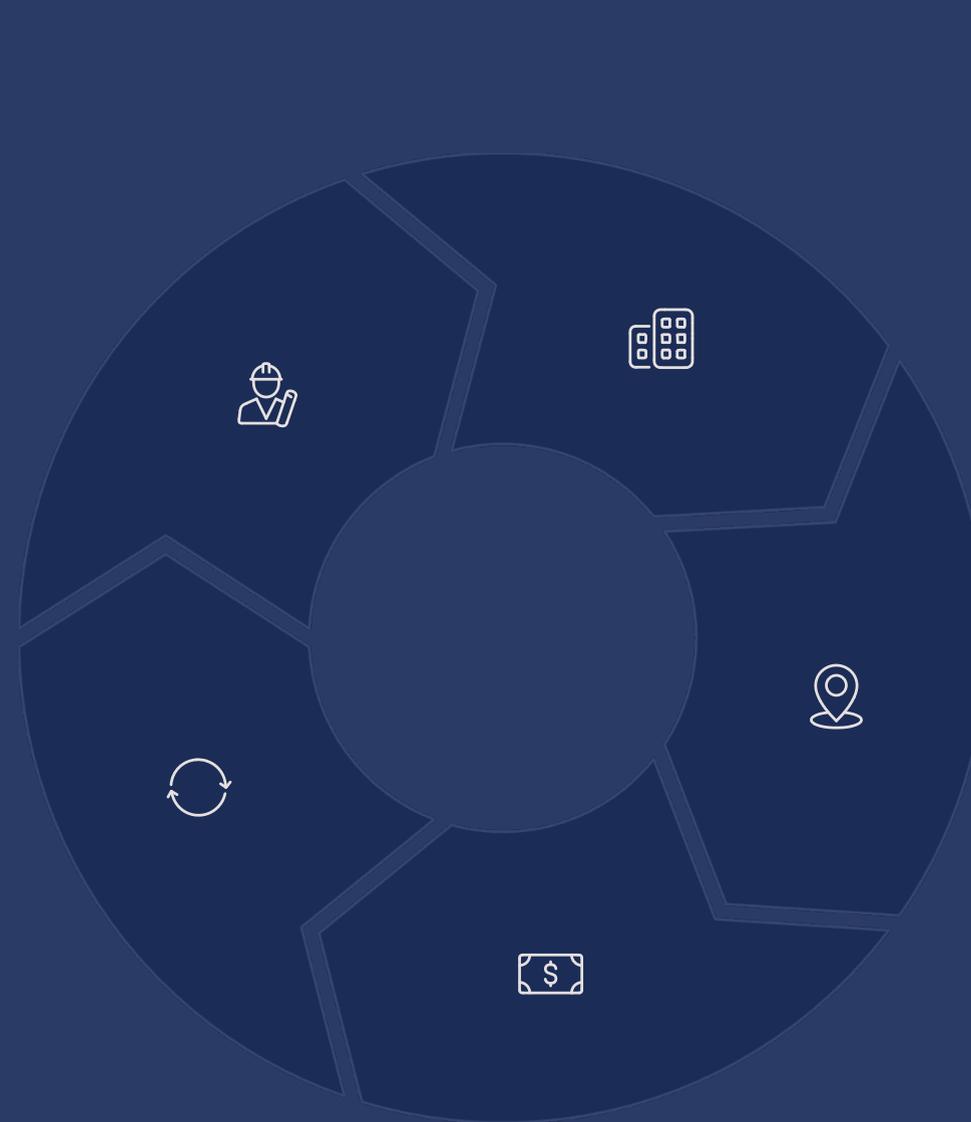
Investing in Place Creates Compounding Growth

Planning & Infrastructure

Clear land use rules, predictable processes, infrastructure readiness, housing capacity, and preservation.

Reinvestment

Higher valuation, stronger tax base, and reinvestment in infrastructure and housing.



Development & Activation

Housing production, mixed-use growth, adaptive reuse, cultural districts, and activated corridors.

Distinctive Identity and Experience

Coherent neighborhoods, preserved character, vibrant public spaces, and waterfront vitality.

Attraction & Investment

Residents choose to live here.
Businesses choose to locate here.
Visitors choose to return.

Distinctive places attract residents, businesses, and investment.

Business

Systems That Enable Growth

Businesses thrive when City systems are aligned, predictable, and supportive.



Small Business & Entrepreneur Support



Small Business Solutions Center

One-stop resource hub

Small Business Liaison

Permitting 101 and guidance

Economic Gardening

Helping Business Scale

Innovation Grant Program

Funding for programs that support entrepreneurs





Business Attraction & Retention

Regional Partnership

- Partnership with Greater Sacramento Economic Council
- Coordinated regional business attraction efforts

Local Business Networks

- Partnership with Property-Based Improvement Districts (PBIDs)
- Partnership with local Chambers of Commerce
- Supporting business community connections

Visibility & Promotion

- Getting out and making Sacramento visible
- Showcasing Sacramento's strengths and opportunities
- Building the city's profile for business attraction

ScaleUp Sacramento & Industry Opportunities

Future Mobility

Life Sciences

Clean Economy

Ag, Food and Beverage Manufacturing

Headquarter and Business Services



Regulatory & Process Improvements

1

Entertainment Permitting Modernization

Informed applicants, transparent processes, stronger policy and improved compliance.

2

Streamline Sacramento

Saving time and money.



Access to Capital & Markets

Increasing access to capital through partnerships and collaboration.



Creative Economy Capital Access Pilot

Local pilot and founding member of CA Creative Economy Finance Network



Sac LIFT

Financial collaborative to support Sacramento residents and businesses



Creative Economy & Visitor Economy



EveryDay Creative

Creative economy-focused accelerators & Investments



Sound Business Summit

Revenue generation tools for musicians and producers



Film Production Rebates & Support

Rebates and post-production grants



SAFE CU Convention & Performing Arts District Promoter Rebate

Driving promoter activity and programming to district facilities



Iconic Events

Building signature events that draw national and international attention and visitation

Nighttime Economy

A thriving nighttime economy creates jobs, supports local businesses, and enhances Sacramento's cultural vibrancy.



Training & Resources



Entertainment Zones



Economic Development Tools

Enhanced Infrastructure Finance Districts (EIFDs)

Uses future tax revenue from new development to fund infrastructure in designated areas.

Forgivable Loan Program

Funding for entrepreneurs to start, relocate, or grow businesses in Sacramento.

Job Growth & Employment Incentive

Incentives for major employers to create jobs and diversify the economy.

Economic Gardening Matching Grants

Matching grants up to \$50,000 for business growth opportunities.

Small Business Microgrants

Microgrants and fee credits for Business Solutions Center participants.

Brownfields Funding

Assistance, loans, and grants to clean up and redevelop contaminated properties.

Opportunity Zones

Federal tax incentive program encouraging long-term investment in designated low-income communities.

How Investing in Business Drives Growth

When we support businesses through streamlined systems and strategic resources, it creates a cycle of economic expansion.



By investing in business systems, we create sustainable economic growth.



Alignment Is the Multiplier

Why Every Decision Matters

Fees, processes, enforcement practices, infrastructure timing, and service levels all affect economic outcomes.

Misalignment across departments can unintentionally undermine Council priorities.

Alignment increases return on limited resources and supports fiscal sustainability.

Economic development is shaped as much by how we align decisions as by what we invest in.

Opportunities & Challenges Ahead

Strategic Opportunities

- Catalytic Sites & Districts
- Culture as Growth Engine
- Infrastructure & Housing Capacity

Structural Challenges

- Funding & Fiscal Pressure
- System Misalignment
- Market Constraints

The greatest opportunity is alignment. The greatest risk is fragmentation.



What does progress look like?



People

- More residents in quality jobs with rising wages
- Workforce pathways accessible across neighborhoods
- Young talent choosing to stay and build careers here
- A creative and entrepreneurial workforce that reflects Sacramento's diversity



Business

- Businesses starting and scaling across the city
- Small and local businesses accessing capital and support
- Growing industry clusters with broad participation
- Increased visitation and economic activity



Place

- More housing choices in more neighborhoods
- Investment reaching historically underinvested corridors
- Active, safe, and vibrant public spaces citywide
- Preservation and new development working together



System-Level (Alignment)

- Predictable, transparent processes for all applicants
- Reduced barriers to entry
- Coordinated systems that support growth rather than slow it
- Reputation as a city that gets things done



Council Discussion

What does meaningful progress look like to you?

What criteria should guide how we prioritize investments and activities?

Where should we focus to strengthen coordination?

Economic development is everyone's work—and together, we're creating the conditions for Sacramento's prosperity.