



MINUTES

November 7, 2023

Economic Development Advisory Committee 1:30-3:00 p.m.
Public Meeting Rooms 1 & 2
311 Vernon Street
Roseville, CA

1. CALL TO ORDER

Chair Scott Alvord called the meeting to order at 1:37pm

2. SILENT ROLL CALL

Committee Members Present:

Chair Scott Alvord, Councilmember

Ann Bouchard, Chamber of Commerce Representative

Michael Tronnes, Industry Representative

Naaz Alikhan, Industry Representative

Eric Avery, Industry Representative

Angela Tsukiji, Industry Representative (arrived at 1:42 p.m.)

Jeff Richardson, Industry Representative (arrived at 1:55 p.m.)

City Staff Present:

Melissa Anguiano, Economic Development Director

Rob Cline, Economic Development Project Manager

Gina McColl, Economic Development Analyst

Bill Chaplin, Senior Energy Services Account Representative

Joe Mandell, Senior Deputy City Attorney

Cary Camilleri, Committee Secretary

3. Public Comments

No Public Comments received.

4. Minutes

4.1. Approval of Minutes from July 25, 2023, meeting

Approve the Draft Minutes of the July 25, 2023, Economic Development Advisory Committee meeting.

No Public Comment received.

Motion by Michael Tronnes, seconded by Eric Avery to approve the Minutes of July 25, 2023 meeting.

The motion passes by the following votes:

Ayes: Chair Scott Alvord, Michael Tronnes, Angela Tsukiji, Ann Bouchard, and Eric Avery

Noes: None

Abstain: Naaz Alikhan

Absent: Jeff Richardson (arrived at 1:55 p.m. after the motions)

Minutes of the July 25, 2023, meeting approved.

5. STAFF REPORTS

5.1. Business Engagement Visits

Economic Development Project Manager Rob Cline provided an update on the program status, scheduling, and feedback of the business engagement visits and provided the attached copy of the 2023/24 Business Engagement Program Update.

No Public Comment received.

Committee Member Naaz Alikhan commented about business owners in Roseville working with Code Enforcement, Police, and Economic Development Department to address matters with homelessness and the importance of working together to make improvements.

5.2. Envision Roseville: Economic Development Strategy Progress Report

Economic Development Director Melissa Anguiano provided an overview of draft accomplishments and progress on metrics from Envision Roseville, the City's Economic Development Strategy and provided the attached draft Progress Report for review and feedback.

No Public Comment received.

Melissa Anguiano provided information from the Envision Roseville agenda item handout about Roseville's trends in industry growth, jobs, workforce development, and quality of life.

Gina McColl talked about the information from the handout that included measurement index details of goals and accomplishments for entrepreneurship, small businesses, industry clusters, jobs and workforce development, quality of life, and partnership and collaboration in Roseville.

Bill Chaplin provided information on the Greater Sacramento Economic Council familiarization tour and the annual electric lineman rodeo will be potentially held at the @the Grounds in Roseville in 2025.

Rob Cline discussed business retention and provided information about trends with the city departments continuing to reach out and collaborate with businesses.

Chamber Representative Ann Bouchard commented that committee members industry representatives could utilize the details in the Envision Roseville handout to inform business owners, property owners, and realtors to spread the word about Roseville's accolades and accomplishments with the positive examples for living, working, shopping, and recreation in Roseville.

Chair Scott Alvord spoke about the Envision Roseville handout progress report draft with comments about the growth in 2022/2023 and future growth trends regarding population, city services, retail goods and services, sports industry, hotels, and housing. Scott asked a question about the number of business licenses in city of Roseville and Gina McColl provided the answer of approximately seven thousand.

Committee Member Naaz Alikhan talked about trending housing markets and developers in Roseville and the Sacramento area and affordable and attainable housing.

Committee Member Eric Avery talked about office spaces and home ownership trends in Roseville.

Committee Member Angela Tsukiji talked about businesses having positive and beneficial experiences of working with City of Roseville.

Committee Member Michael Tronnes talked about healthcare industry trends in Roseville.

Committee Member Jeff Richardson talked about retail openings and retail sales trending in Roseville and upcoming holiday shopping trends.

6. ADJOURNMENT

Meeting was adjourned at 2:56 p.m.



ECONOMIC DEVELOPMENT ADVISORY COMMITTEE COMMUNICATION

Title: Approval of Minutes from November 7, 2023 meeting
Contact: Cary Camilleri, cacamilleri@roseville.ca.us, 916-746-1350

Meeting Date: 1/23/2024
Item #: 4.1.

RECOMMENDATION

Approve the Draft Minutes of the November 7, 2023, Economic Development Advisory Committee meeting.

BACKGROUND

Respectfully Submitted,

Cary Camilleri, Management Assistant

Melissa Anguiano, Economic Development Director

ATTACHMENTS:

Description

DRAFT EDAC Minutes 11.7.23 meeting



2023/24 Business Engagement Program Update:

Business Engagement:

The Economic Development Business Engagement program reflects our ongoing efforts to retain and expand Roseville businesses. The engagement program has several key components to ensure we remain active in the business community by regularly making business visits and recognizing key businesses.

The purpose of these visits is to connect with Roseville businesses, get a pulse on the local business environment and respond to business needs. The program goal is to host 25 meetings over the course of a year.

Who:

- Largest Employers
- Largest Sales Tax Remitters
- Key Industry Businesses
- Co-Star Expiring Leases
- New Locates
- Key Account Holders (Coordinated with Utilities)

Meeting Summary:

Performed: Quick Quack Car Wash, ZeekTek, Reeve Knight Construction, Sutter Roseville Medical Center, Placer Valley Tourism, Penumbra, McKesson Medical, Kaiser Permanente, Harris & Bruno

Upcoming: Consolidated Communications, Garner Products, Roseville Automall, Pride Industries, Adventist Health

Theme of Feedback:

Expansions: Multiple companies are in the midst of or planning expansions to their operations in Roseville. These expansions total approximately 535,000 square feet and currently employ approximately 12,100 people. Expansions are taking place across a number of industries including manufacturing, health care, and distribution. The City has assisted with these expansions in a number of ways from permitting and site evaluation.

Workforce: With growth across multiple industries, hiring and workforce was a concern across most businesses visited. Companies are dealing with this issue in creative ways including residency programs, partnering with junior colleges and universities, contracting recruitment firms, and engaging career technical education programs.

Business Highlights: Companies have been agreeable to participating in business highlights. Specific highlights have included permitting process, partnerships and connections, and quality of life. These spotlights will be utilized in various economic development marketing initiatives.

Item 5.1 attachment / handout

Envision Roseville: Advancing Our Economy Progress Report – Year One 2022-2023

Measurement Index:

If more than a 10% increase - green

If less than a 10% change – yellow

If more than a 10% decrease – red

Entrepreneurship and Small Business

Build a supportive ecosystem that creates reliable pathways for entrepreneurs to confidently start and grow successful businesses.

Goals:

- Increase the number of active business licenses
- Establish Roseville as one of the most business-friendly cities in the state for small businesses and entrepreneurs
- Increase the number and value of small business loans secured
- Increase the number of start-ups

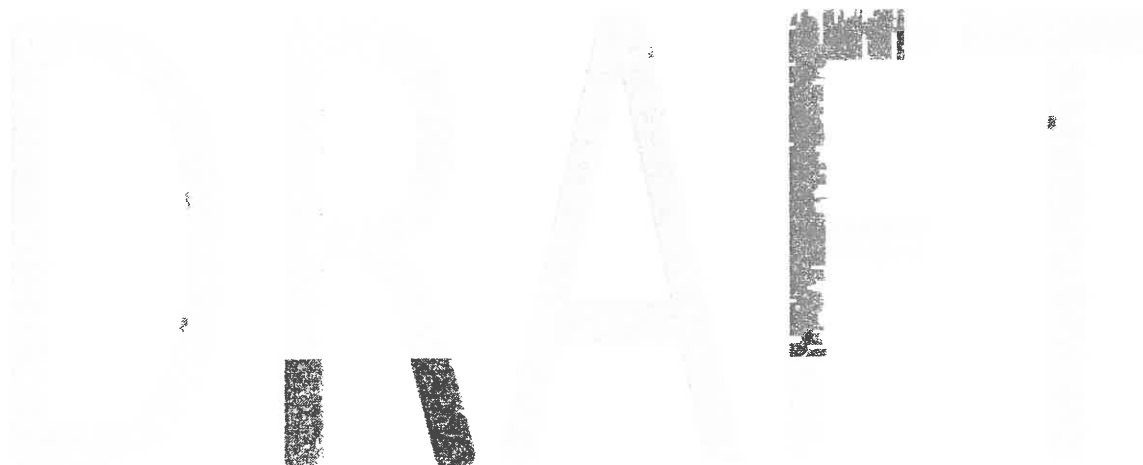
Accomplishments:

- In August 2022, opened the **Roseville Venture Lab**. The Roseville Venture Lab is a public-private partnership between the City of Roseville and Growth Factory and is dedicated to strengthening local startup businesses, spurring job growth, and fostering a community of entrepreneurs through programs, events, partnerships, workforce development, and coworking space.
- Three **Roseville Rising** cohorts have been completed since August of 2022. Cohorts have focused on entrepreneurs, high school students, and non-profits and businesses with a social impact mission.
- **Business Blend** occurs twice monthly at the Roseville Venture Lab and provide subject matter experts/mentors opportunities to discuss and present on relevant topics (e.g. City procurement/permit process, financial advice, marketing strategies, etc.).
- Received the **2023 Competitiveness Award** from the Greater Sacramento Economic Council (GSEC) for the Roseville Venture Lab and its contributions to the region.
- **Small Business Assistance** – Partnering with the **Sierra Small Business Development Center (SBDC)** to assist small businesses in assessing capitol and business growth guidance. Added Small Business resource links to the City’s website.
- Renewed Banking Services Agreements between the City and Five Star Bank, River City Bank, and First Northern Bank to extend participation in the **Roseville Advantage Financing Program** for one year.

<p>% change in the number of business licenses</p> <p>0.19%</p>	<p>Improve the ranking of the city on a selected “Cost of Doing Business Survey” by assessing its competitiveness with similar cities on business</p>	<p>% change in the total amount of small business loans issued in Roseville: \$39,339,933 in capital accessed by Roseville</p>	<p>% change in home-based businesses</p> <p>-1.65%</p>
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Item 5.2 attachment/handout

	<p>taxes, municipal utility user taxes, sales tax rates, and other relevant fees.</p> <p>Survey has not been updated during this cycle; however Roseville continues to maintain competitive utility and sales tax rates.</p>	<p>small businesses (164 clients).</p>	<p>(note: number of storefront businesses increased)</p>
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Industry Clusters – engines of growth

Grow and strengthen our established key industry clusters and emerging sectors.

Goals:

- Increase the number of jobs in key industries
- Increase the number of businesses in key industries
- Increase the number of jobs in traded industries that bring new revenue into Roseville
- Increase tourism activity as measured by hotel and lodging tax revenue and use of sports amenities
- Retain businesses in key industry clusters

Accomplishments:

- Facilitated and assisted with **key industry activities and expansions**: Bosch, Costco, Penumbra, Quick Quack, McKesson, Roseville Junction, Alpine Rock Climbing, and Zeektek. These efforts have resulted in increased economic impacts to the city with the addition of jobs and revenue.
- Launched the **Business Visit Program** with City of Roseville Economic Development Advisory Committee (EDAC). To date, EDAC has connected and visited with seven businesses.
- Hosted the first day of the **California Manufacturing Roadshow** at the Roseville Venture Lab. The event was presented by CA Forward and included a great discussion with Secretary Stewart Knox of the California Labor & Workforce Development Agency and Evan Schmidt, CEO of Valley Vision.
- Attended various **trade shows and industry conferences**, including Site Selectors and ICSC to promote Roseville’s value proposition and establish and retain relationships with key site selectors, brokers, developers, and investors.
- Partnering with **Placer Valley Tourism** and the City’s Parks, Recreation & Libraries Department significantly increased the number of sports tourism events held in Roseville.

<p>% change in the number of jobs in key industries</p> <p>5% - Overall increase, except for in the wholesale trade, and Professional, Science, Technology, and Management. Largest number of jobs increase was seen in the following categories: Leisure and Hospitality, Health Care, Administrative Support, Manufacturing, and Government</p>	<p>% change in the number of businesses in key industries</p> <p>0.5%</p>	<p>% change in the number of jobs in traded industries that bring wealth into Roseville</p> <p>0.3%</p>
<p>% change in hotel and lodging tax revenue</p> <p>22.15%</p>	<p>Number of annual sports amenity users/participants</p> <p>200%</p>	<p>% change in general retail sales</p> <p>0.64%</p>

Jobs and workforce development

Support the preparedness of the workforce, the number of career pathway opportunities, and the competitiveness of business through alignment of economic development, training, education, and community partner efforts.

Goals:

- Increase year over year per capita income in the city
- Increase the number of middle and high-skill jobs in the city
- Maintain a low unemployment rate
- Increase the share of the adult population with a Bachelor’s degree, specialized training and/or skilled non-degreed certifications
- Increase the number of local graduates that reside and work in the city after graduation

Accomplishments:

- **Talent Pipeline Management** - Partnered with the Roseville Area Chamber, education and training partners, and industry leaders to implement a workforce development program that identifies and addresses the workforce needs of high-growth industries.
- Established a contract with the State of California Employment Development Department and Beacon Economics to access **key industry labor statistics and data**.
- Supported opportunities that engage and promote **career pathways for youth**, including the student Roseville Rising cohort, facilitating partnerships between the City of Roseville and the Roseville Joint Unified High School District, and promoting career technical training opportunities through the community colleges.

% change of per capita income in the city 19%	% change in the number of middle and high-skill jobs in the city 3.70%	% change in the unemployment rate -2.5%
% change in the adult population with a Bachelor’s degree 3%	% change in the number of jobs in the city 3.3%	

Development Environment

Continue responsive, cost-effective, and streamlined City processes and investments to support conditions that promote and retain retail, commercial, and industrial development in the city.

Goals:

- Remain competitive in the cost of development and internal process efficiency
- Maintain consistent and average days to approval for entitlement
- Reduce commercial vacancy rates (vacant storefronts)
- Increase citywide real estate investment
- Increase or maintain resources dedicated to infrastructure that contributes to economic development and neighborhood quality

Accomplishments:

- Adopted specific plans and new zoning for three **commercial corridors** to meet needs and stimulate reinvestment and redevelopment by encouraging pedestrian-friendly design, public amenities, streetscape beautification, access to transit, flexible and mixed uses, and housing. Looking at new opportunities for growth and investment.
- In partnership with Consolidated Communications, upgraded Fidium **fiber WiFi** throughout the downtown area. Visitors and residents can enjoy the upgraded WiFi while shopping, dining and exploring. The renewed service will provide excellent connectivity while on Vernon Street, from Folsom Rd. to Taylor Rd.
- Roseville Electric Utility partnered with the Building Industry Association to address **electric transformer shortages** and developed a Transformer Distribution Plan for Residential New Construction. Roseville Electric continues to advocate, bring awareness, and seek solutions to address the transformer shortage issue.
- Established an internal **Advancement Team**, comprised of representatives from key departments to coordinate and assist key opportunities that grow jobs, increase investment, and drive revenue in the City of Roseville.
- Received an \$8 million grant from the California Natural Resources Agency and Department of Water Resources for two **new groundwater wells**.
- Updated the **Downtown Code** for consistency with passed legislation and zoning ordinance changes made over the last several years, and to reduce barriers to development and redevelopment.
- Awarded approximately \$15.5 million in fee deferrals for five projects. The **Fee Deferral Program** is an important economic development incentive and attraction program that helps facilitate projects that may not otherwise be possible.

Change in cost of development	8.2%	% change in commercial vacancy rates	-1.1%	Total investments in constructed infrastructure (i.e. roadway improvements, utility infrastructure, pedestrian and bike trails, etc.) \$ 27,347,280.35
% change in average days approved permits	1%	% change in citywide real estate investment, as measured by building valuation	228%	
Maintaining City's competitiveness on fees	On average -17% lower (updated every 5 years)	Maintaining overall development sentiment (high or low)	8%	

Quality of Life

Enhance quality of life to grow businesses, jobs, and investments that support a thriving local economy and connect people and businesses to essential opportunities - jobs, services, and recreation.

Goals:

- Increase investment in strategies that enhance public safety in all areas of Roseville
- Increase access to workforce housing at all market levels
- Increase active and public transportation options across all areas of Roseville
- Increase park and recreation opportunities
- Increase the share of Roseville residents working at Roseville key employers*
- Increase investment in arts and culture

Accomplishments:

- A new downtown mural was installed on the backside of the Roseville Theatre Arts Academy (RTAA)/Masonic Lodge building, adding another arts and culture amenity to downtown Roseville. Funding for the mural was through the Citizens' Benefit Fund Grant and Downtown Roseville Partnership (DRP) and in-kind services by Roseville Electric and Economic Development. Blue Line Arts managed the project as part of the **Roseville Mural Project**. The RTAA/Masonic Lodge mural is the 11th mural installed in the Downtown as part of the program and the goal of the program is to further activate and add vibrancy to the Downtown.
- Broke ground on a 51-acre **Roseville Soccer Complex** that will feature 10 artificial fields and a universally accessible playground, ample parking, picnic areas, restrooms and concessions, and two new parks.
- Supported the Downtown Roseville Partnership on a **shuttle car pilot program** intended to transport visitors and residents to events, businesses, and activities within Downtown Roseville and Historic Old Town.
- Received a **Prohousing Designation** from the California Department of Housing and Community Development (HCD) in December 2022.
- Submitted a successful application to California Housing and Community Development Department's (HCD) Local Housing Trust Fund (LHTF) Program and received an additional award of \$3.9 million in match funds to support future affordable rental housing development in Roseville.
- Disbursed over \$860,000 in **Homeless Prevention and Rapid Rehousing (HPRR)** funding to provide financial assistance and services to prevent individuals and families from becoming homeless and help those who are experiencing homelessness to be quickly re-housed and stabilized.
- Enhanced on-demand transit with the launch of Arrow. **Roseville Transit Arrow** combines the convenience and flexibility of ride-hailing services with the capacity and affordability of transit.
- Roseville Parks, Recreation and Libraries was a finalist in the prestigious **National Gold Medal Award of Excellence** in Parks and Recreation Management.
- Under construction with a **new fire station, #8**, near Woodcreek Oaks and Blue Oaks Boulevard.
- Identified location and completed design plans and CEQA permitting for a new **radio communication tower** to increase reliability and coverage for emergency and daily operation communication for the east side of Roseville.

<ul style="list-style-type: none"> Roseville Police returned to participation in community outreach programs including neighborhood meetings, National Night Out, resident and business police academies, Coffee with a Cop, Shop with a Cop, events in our downtown Vernon Street Square like Christmas, Tree Lighting, Crime Stoppers Fun Run, Fourth of July Parade, Downtown Tuesday, Nights, and many more; increased staffing including an emotional support dog, Butter; expanded partnership with the Westfield Galleria to address retail crime; expanded the Real Time Crime Center; and actively addressing homelessness through the Social Services Unit (SSU). 		
<p>% change in public safety incidents</p> <p>Roseville's crime rates remain lower than the California average. Burglary rates decreased by 15%. Larceny (shoplifting) rates increased, however, this is due to a reclassification requirement that changed how these crimes can be classified, reducing the penalty.</p>	<p>% change in affordable housing units</p> <p>0%</p>	<p>% change in public transit ridership</p> <p>7.3%</p>
<p>% change in visitation to facilities, program participation, and sport/tourism event attendance</p> <p>170%</p>	<p>Number of Roseville residents working at Roseville key employers*</p> <p>(*no metric this year)</p>	<p>% change in residential building permits</p> <p>-2%</p>

Partnership and Collaboration

Advance an integrated approach to local economic development to enhance business opportunities and regional connectedness and competitiveness.

Goals:

- Increase private sector investment in Citywide economic development initiatives
- Increase educational partnerships that focus on high-wage careers and incubate new business opportunities
- Increase the City's involvement and leadership in regional issues affecting local business
- Expand regional market opportunities for local products and services

Accomplishments:

- Participated in several **legislative advocacy** efforts, including the Metro Chamber Cap-to-Cap trip and the Placer Business Alliance DC Summit.
- Sponsored and participated in the annual **Placer Valley event**. Placer Valley brings together South Placer's economic leaders to connect and collaborate. This event features a business trade show, informational sessions, guest speakers, happy hour, and a meet and greet opportunity with our keynote speaker.

<ul style="list-style-type: none"> Renewed membership with the Greater Sacramento Economic Council and Regional Competitiveness Council, this includes participation on the Board of Directors and Economic Development Director’s Taskforce. Renewed membership with the Roseville Area Chamber of Commerce to focus on business support, retention, expansion, and tourism. Partnered with the Cities of Rocklin and Lincoln, Placer Valley Tourism, and the County of Placer on a Placer Valley Special Section in Comstock’s July magazine issue. Awarded four façade grants for a total of over \$31,000. The recipients were Daniello’s at 229 Vernon Street, the Roseville Eagles at 124 Vernon Street, Growth Factory (for Roseville Venture Lab) at 316 Vernon Street, and the commercial building at 514-520 Vernon Street. Since 2020, the program has awarded \$65,000 in grants under two rounds of funding to various projects, including Bunz & Co, Randy Peters, L and D Sustainability, and The Trax Taproom & Kitchen, to name a few. 	
<p>Total funding leveraged by partnerships and collaborations</p> <ul style="list-style-type: none"> Housing: Housing deployed approximately \$15,066,825 into the Roseville community during FY22/23 through federal and state housing funds, low-income community investment, and other service programs Environmental Utilities: 32 Commercial rebate projects for a total of \$143,600 Roseville Electric Utility: 141 rebate projects for a total of \$865,000 American Rescue Plan Act (ARPA) Grant: \$350,000 distributed Grant Advisory Commission (Citizens Benefit Fund and REACH): Distributed over \$359,000 back into the community Downtown Roseville Partnership Façade Rebate: \$31,000 in rebates 	<p>Recognition of efforts and progress –</p> <ul style="list-style-type: none"> Greater Sacramento Economic Council award Housing award Talent Pipeline Management School district internship Public Affairs & Communications award

roseville.ca.us/EconomicDevelopment