

PBA DC Summit 2022

Welcome Day Two Placer Business Alliance



PBA DC Summit 2022

Coffee Sponsored by:



PCWA
water • energy • stewardship



PBA DC Summit 2022

Placer County Update

Panel Sponsored by:

HDR



PBA DC Summit 2023

Placer County Update

Gloria Stearns
Economic Development Director
Placer County





Placer County Update

Fiscal Year 2023 –2024

Placer Business Alliance
DC Summit
October 26, 2024



Placer County Board of Supervisors

Pictured left to right:

D2 Supervisor Shanti Landon

D4 Supervisor Suzanne Jones

D3 Supervisor Jim Holmes

D5 Supervisor Cindy Gustafson

D1 Supervisor Bonnie Gore





Daniel Chatigny
Acting Assistant CEO
Placer County



Critical Success Factors



Strategic Relationships and Community Engagement



Prudent and Comprehensive Financial Planning



Diversity of Achievable Housing Throughout the County



Fiscally Sustainable Public Safety Services



Public Serving Infrastructure and Amenities



Innovative, Integrated County Services



Outcome-Focused Economic Development

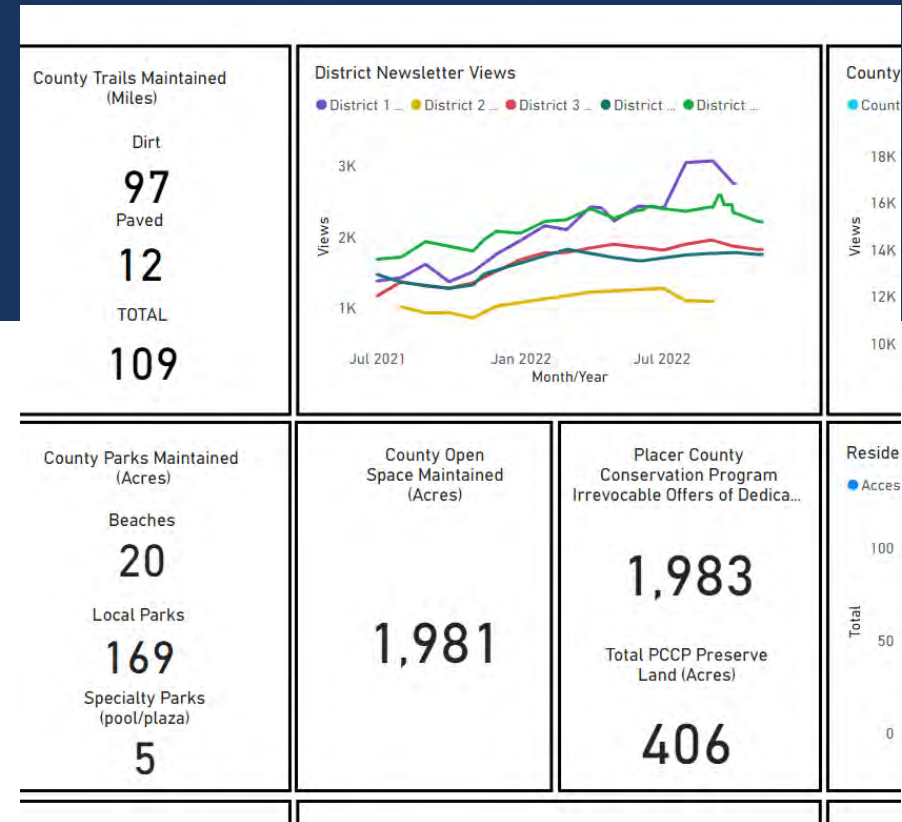


Balanced Land Use Planning and Environmental Stewardship

Placer County Strategic Plan: Critical Success Factors



Quarterly BOS
Progress Reports



Community Metrics
Dashboard



Placer County Update

Dive Into Data

Quality of Life

Routinely ranks in the Top 3 **for Quality of Life** of all CA counties

- One of the most business friendly locations in the state.
 - Approx. 12,000 business licenses
- #4 for healthiest county in CA.
- #2 for college career readiness and average English scores in CA.



National & State Data

	2022/ 23	2023/ 24
US Real GDP Growth	1.6%	1.3%
US Unemployment Rate	3.5%	3.6%
CA Unemployment Rate	4.2%	4.4%
CA Nonfarm Job Growth	3.3%	1.6%

Data Source: HdL Companies

CA Sales Tax

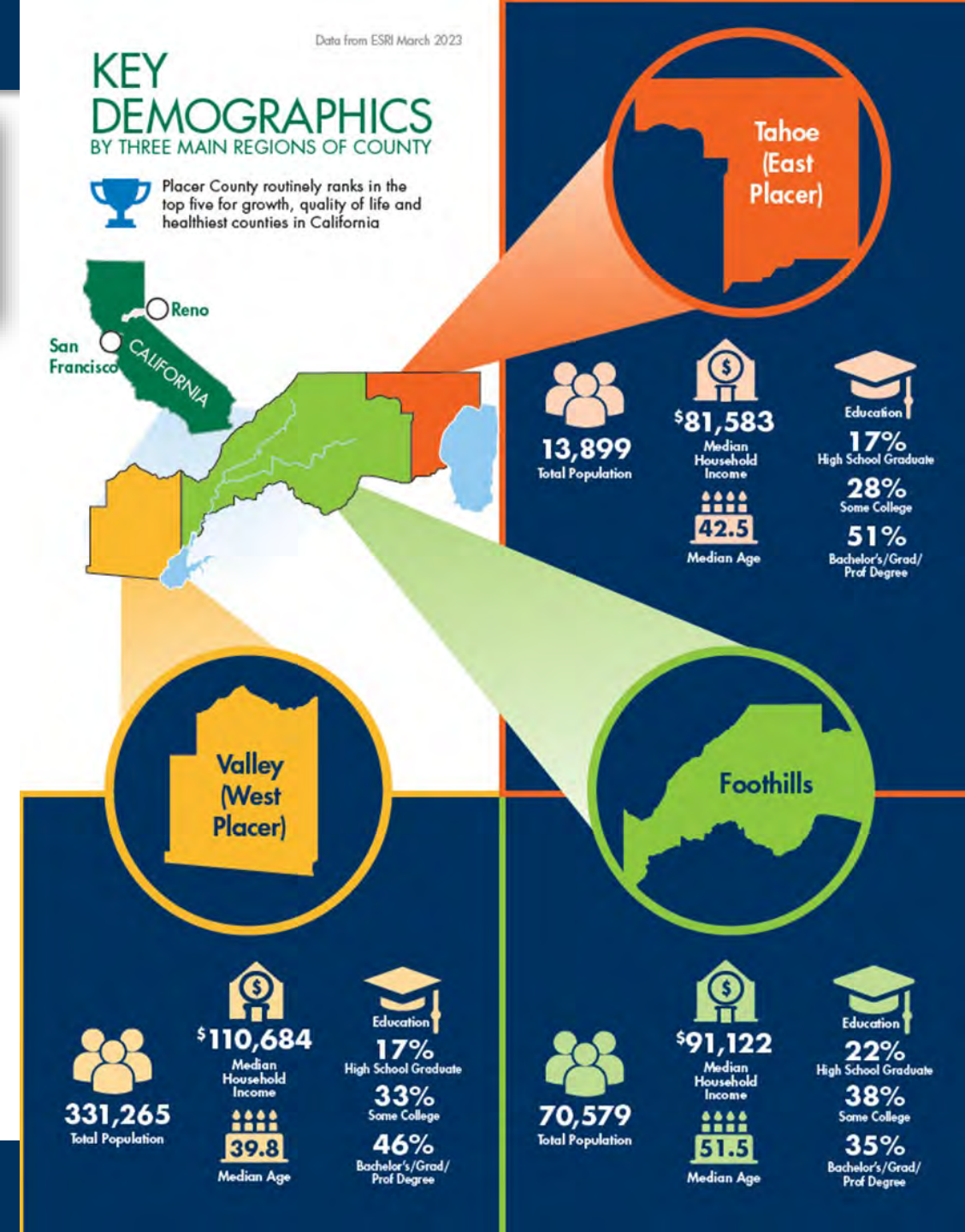
Industry	2022/ 23	2023/ 24
Autos/Transportation	2.0%	-3.3%
Building/Construction	0.0%	-0.6%
Business/Industry	5.2%	2.3%
Food/Drugs	1.4%	2.0%
Fuel/Service Stations	-0.5%	-9.5%
General Consumer Goods	0.1%	-0.5%
Restaurant/Hotels	8.1%	3.5%
State and County Pools	0.6%	-0.3%

Data Source: HdL Companies

- Totals
 - 2022/23: 2.2%
 - 2023/24: -0.7%
- Slight decline in sales tax returns for remainder of 2023, small growth start of 2024.

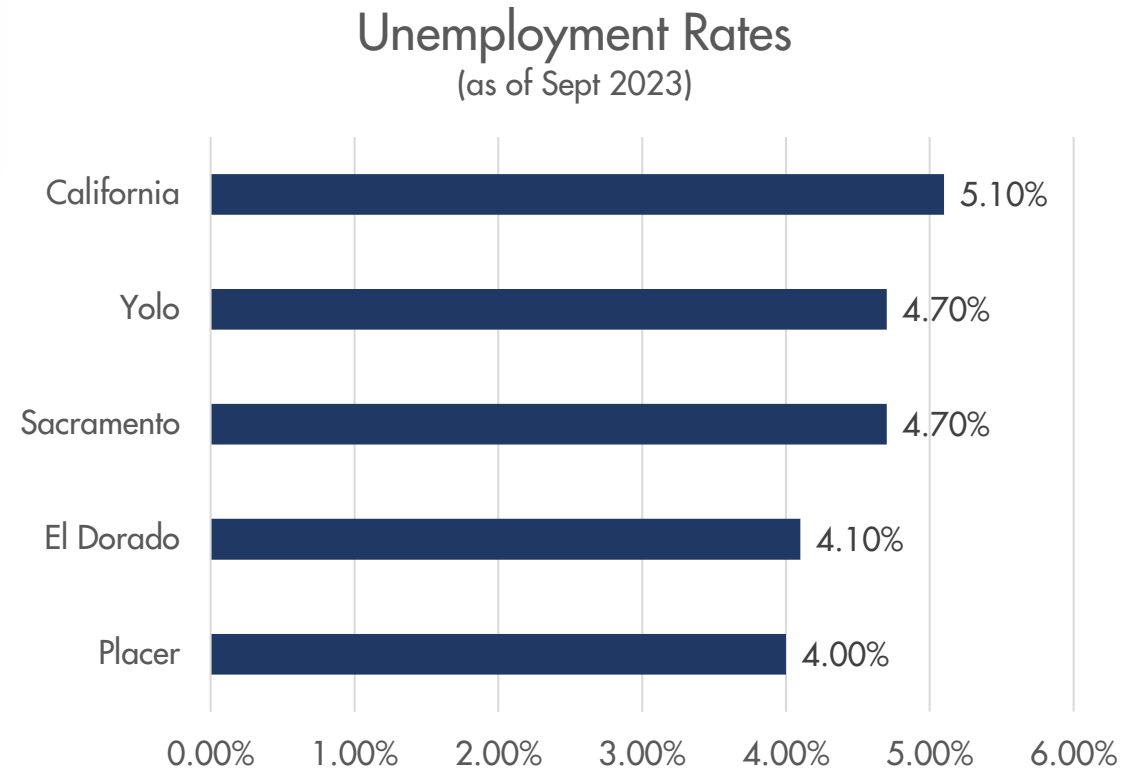
Placer Demographics

- Median Placer household income is over \$106,000 compared to \$89,000 for California
- College education highest in east Placer
- Household income highest in west Placer



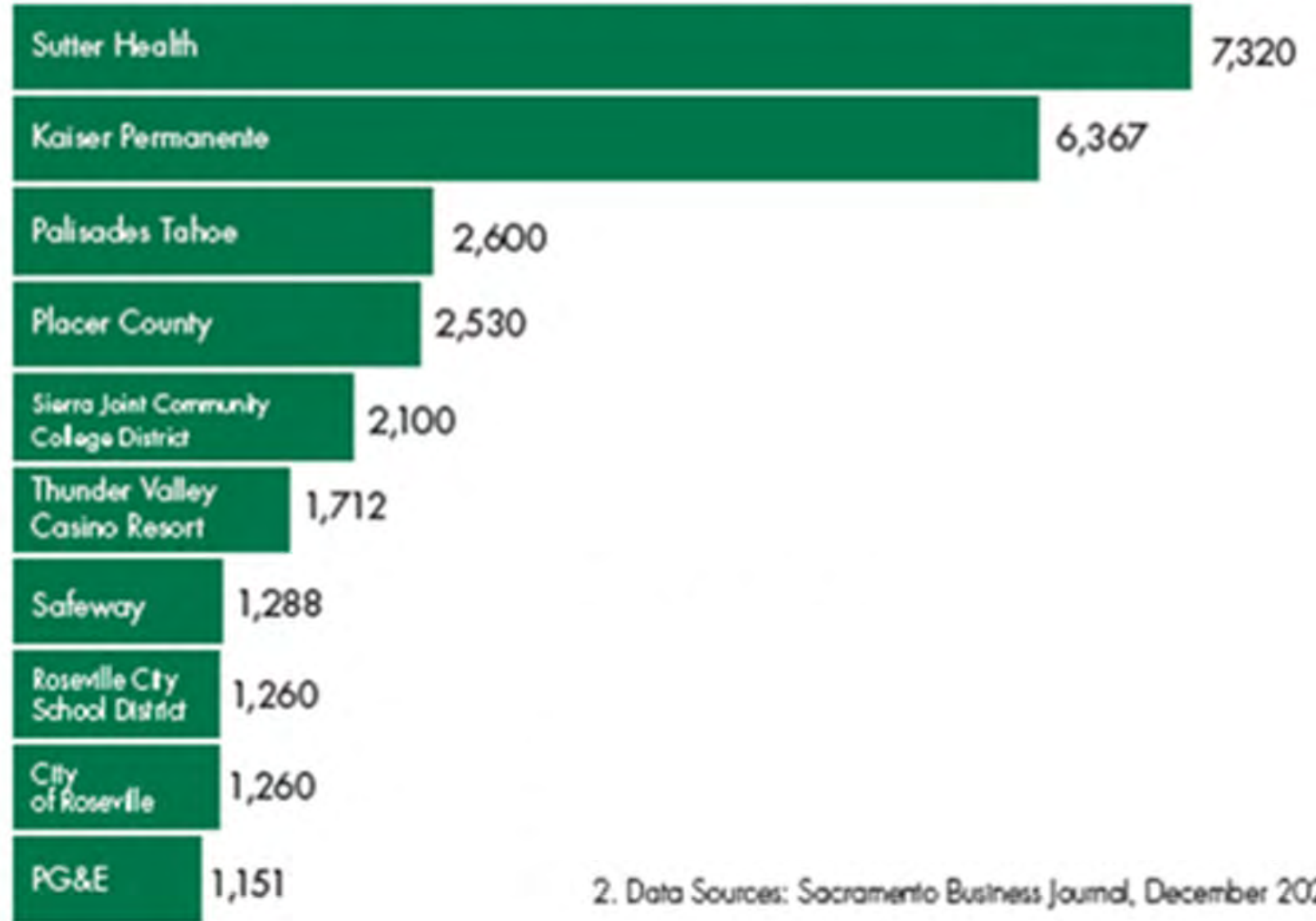
Employment

- August 2022 - August 2023, 2.2% increase (or 24,100) in jobs in the region.
- Placer County 4% unemployment rate is lower than California 5.1%



Sutter
Kaiser
Palisades
Placer County
Sierra College
Thunder Valley
Safeway
Roseville School
District
City of Roseville
PG&E

MAJOR EMPLOYERS IN PLACER COUNTY²



2. Data Sources: Sacramento Business Journal, December 2022

Employment Profiles

- Top Employers
 - Health Care: 27,892
 - Leisure & Hospitality: 23,585
 - Retail Trade: 22,822
 - Government: 20,713
 - Natural Resources/Construction: 19,435
- Location quotient – proportion of people in an industry compared to a larger geographic unit

Total Employment in Placer County by Industry, Q4-21

Industry	Total Employment	Location Quotient*
NR/Construction	19,435	1.4
Transport/Warehouse/Util	4,599	0.5
Manufacturing	6,147	0.5
Wholesale Trade	4,635	0.7
Retail Trade	22,822	1.4
Information	1,915	0.3
Fin. Svcs. and Real Estate	13,107	1.5
Prof, Sci, Tech, and Mgmt	12,314	0.7
Admin Support	11,903	1.0
Education	1,802	0.6
Health Care	27,892	1.1
Leisure and Hospitality	23,585	1.3
Other Svcs.	6,423	1.3
Government	20,713	0.8
Total	177,290	
Total Private	156,577	



Source: California Employment Development Department; Analysis by Beacon Economics.

*Measures the concentration of an industry in Placer County relative to the concentration of the industry in California.

Income

- The median household income for Placer County is \$106,462.
- Renters need 2.5x (**\$37.52**) CA's minimum wage to afford the average \$1,951 asking rent monthly (2022).
 - Top Employers
 - Health Care: 27,892
 - Leisure & Hospitality: 23,585
 - Retail Trade: 22,822
 - Government: 20,713
 - Natural Resources/Construction: 19,435



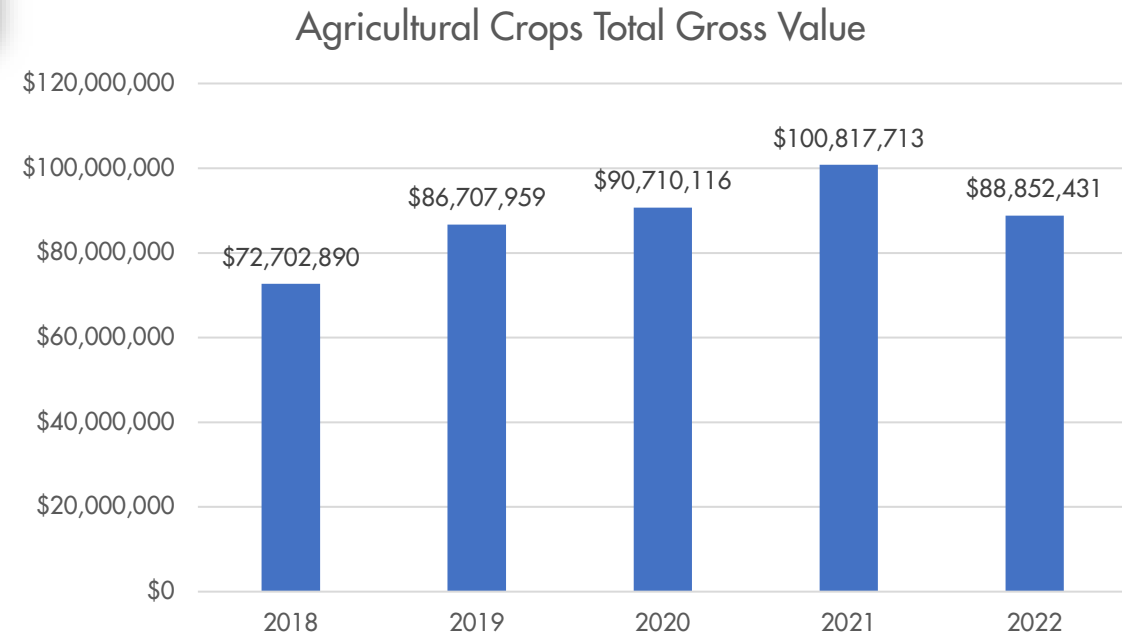
Housing

- First county to receive the state's Prohousing Designation.
- County's Housing Program has provided over \$34 million in housing assistance and supported the creation of 480 units of affordable housing (2017- 2022).
 - Note: Includes units supported by HHS in incorporated cities.
- Accessory Dwelling Units: 497 applications submitted, 346 permits issued, 201 completed construction (5-year update).



Agriculture

- Between 2018-2021, the total gross value of crops rose until 2022.
- 2022 Top 5 Crops: Rice, Cattle, Nursery, Poultry, Walnuts.
- Sierra Foothills Region
 - \$169.4 million in sales are 1.1% of state total, \$127.4 million in exports account for 1.1% of state total in 2021.



Data Source: Placer County Agriculture Crop Reports

Agriculture

Economic impact of Ag Industry in Placer is \$664,206 per day

\$242.4 million per year

2,009 direct employees



Data Source: Placer County Agriculture Economic Impact Report 2023



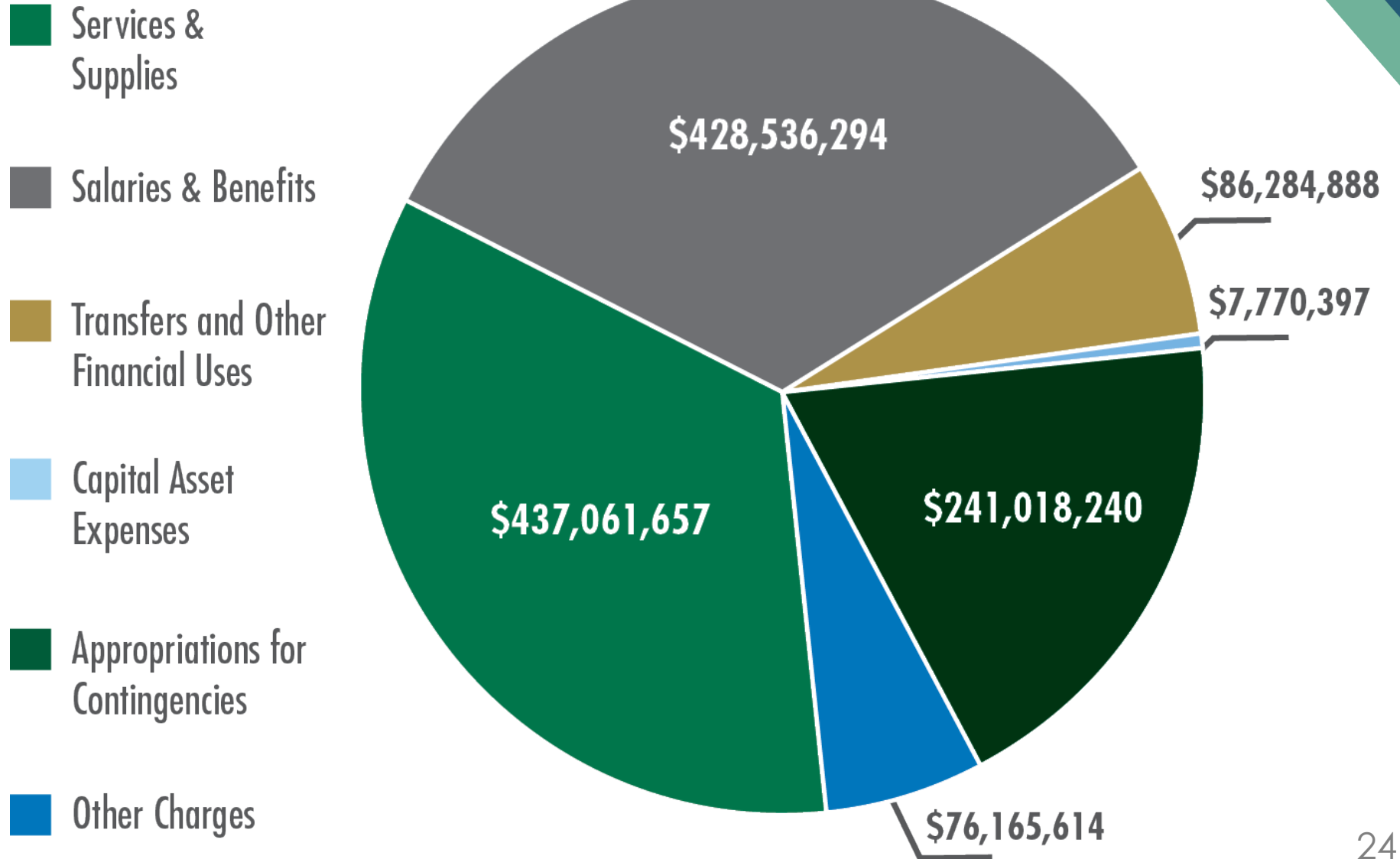
Placer County Update

County Budget & Priorities

Budget Overview

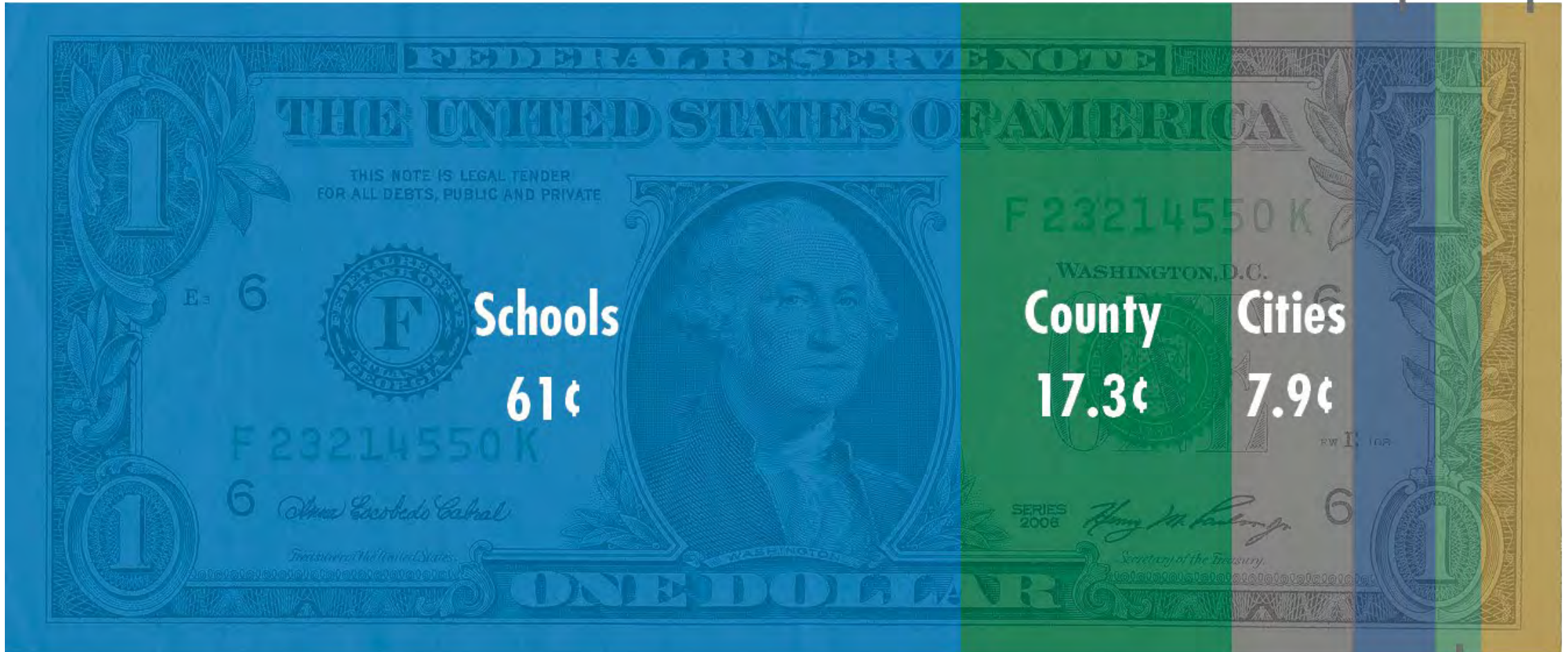
FISCAL YEAR
2023-24

Adopted Budget: \$1,276,837,090



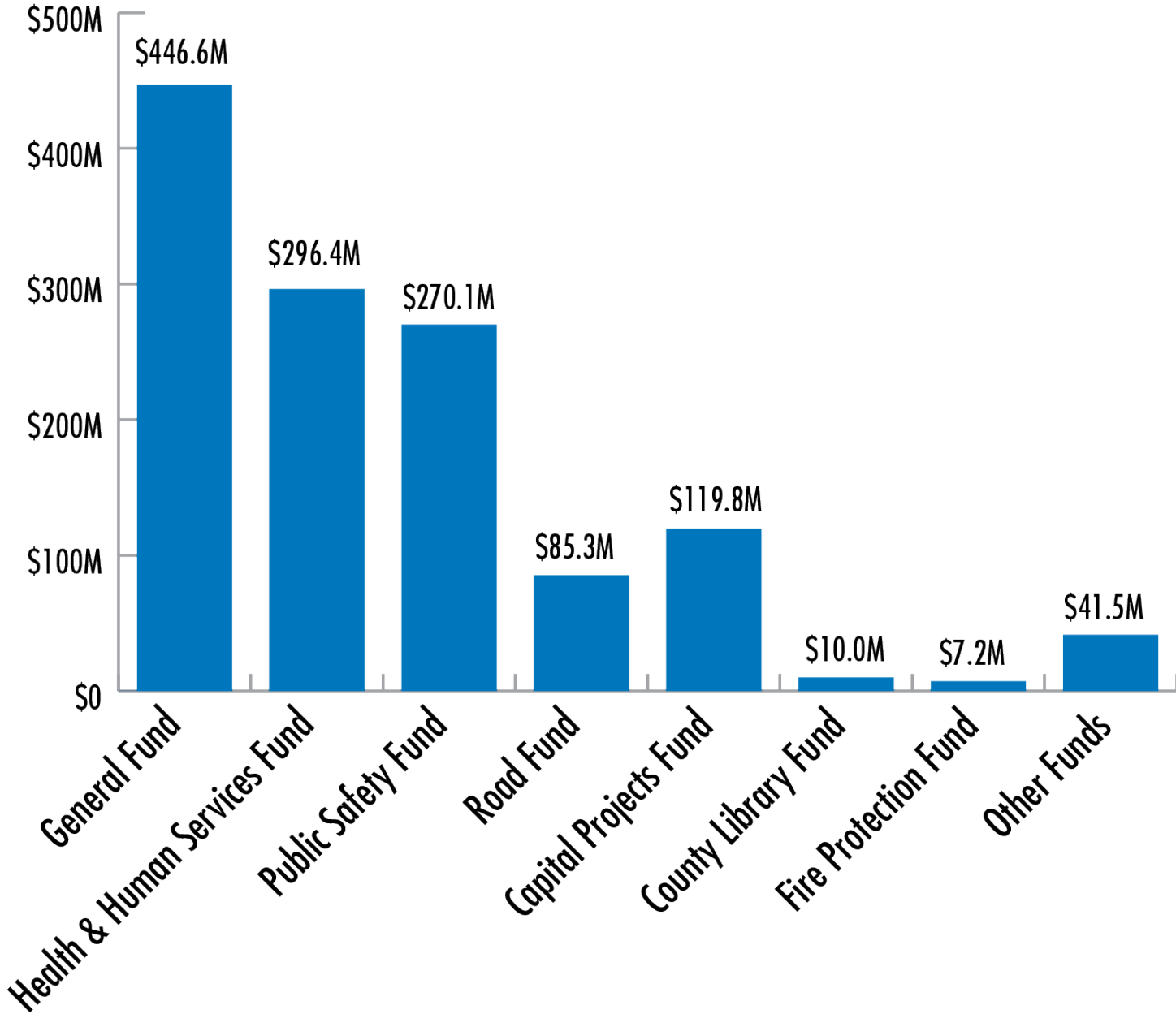
This is how your tax dollar is spent

Former redevelopment agencies 5.6¢ |
Special Districts 5.3¢ |

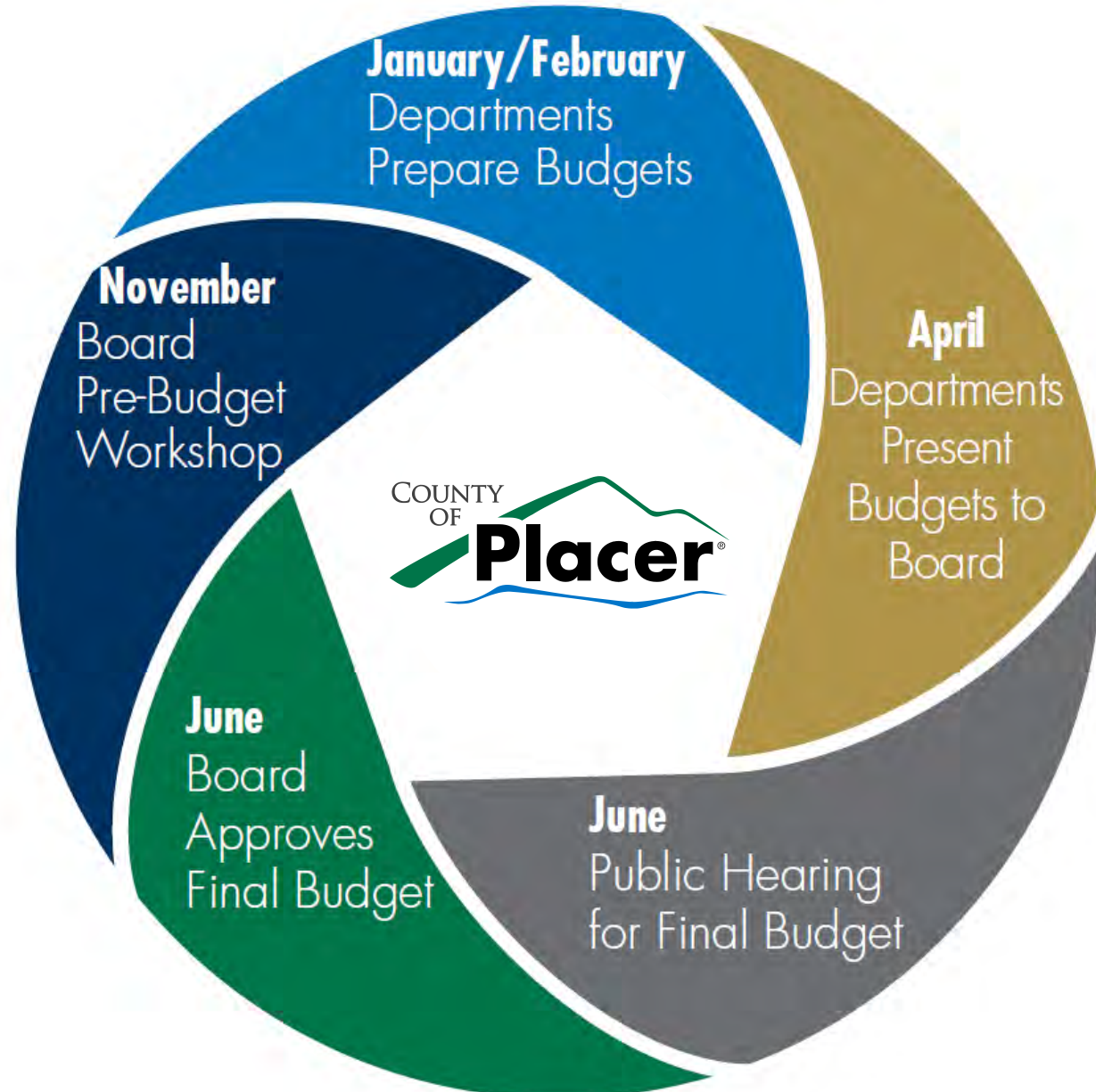


Multi-county Special Districts 2.9¢ |

Funding Priorities



Annual Budget Cycle





Policy Priorities



Forest Health &
Wildfire Management



Workforce Housing



Getting Growth Right:
Infrastructure & Services



Homelessness



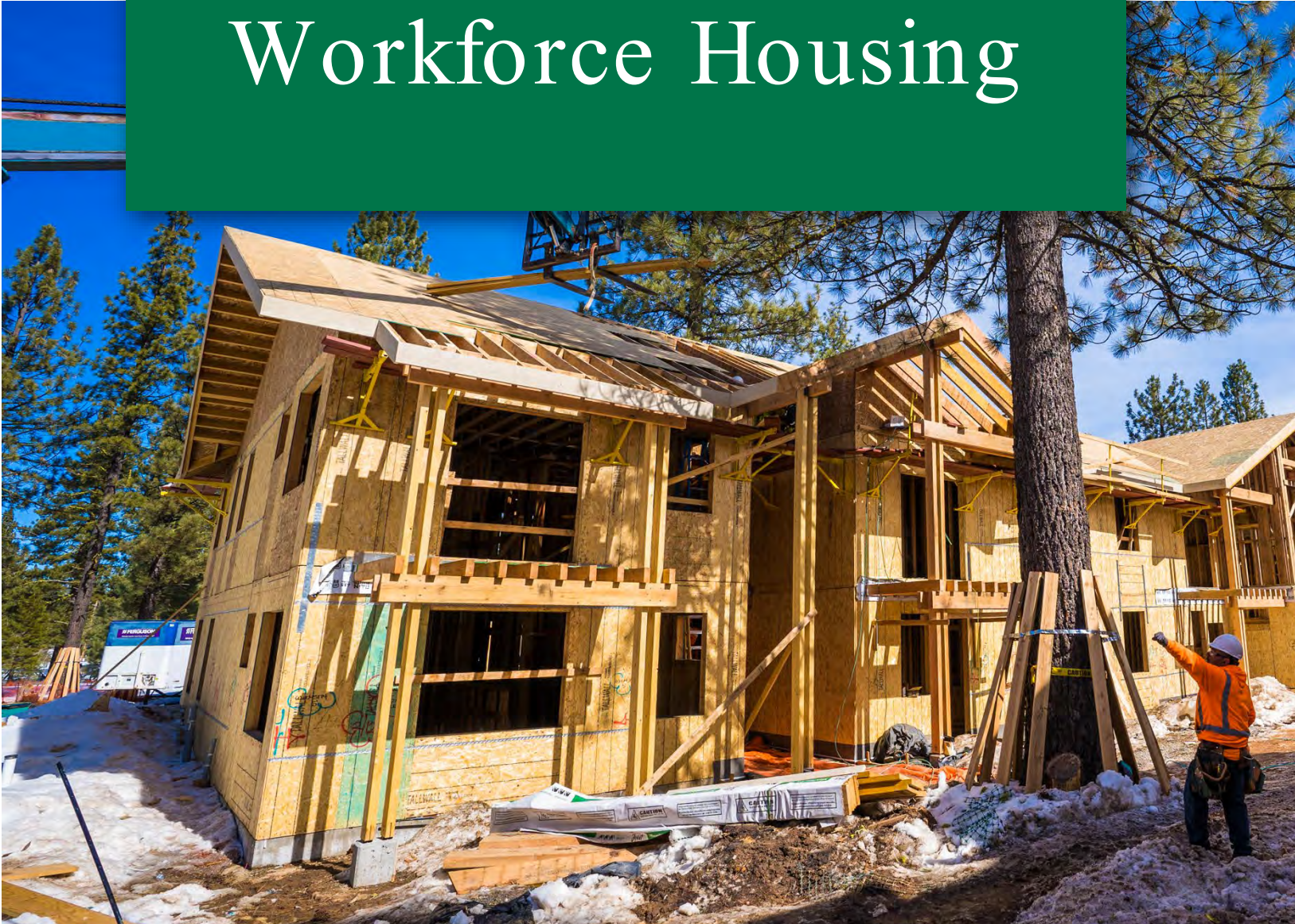
Culture of
Innovation/ Partnerships

Forest Health & Wildfire Management



- Land Tender software
- Public-Private Partnerships: Biomass, Climate & Wildfire Institute, MetroLab Network, US Forest Service

Workforce Housing



- Adapting programs
- Economic Development Board workgroup
- Creative & dedicated funding ideas

Getting Growth Right: Infrastructure & Services



Placer County
Clerk-Recorder-Elections Office

Economic & Planning Systems (EPS):

- Research
- Categorize Major Operational Functions
- Implementation of Specific Actions

Homelessness



- Project HomeKey
- Placer County Mobile Temporary Shelter
- Regional Homelessness Planning Group

Culture of Innovation/ Partnerships



- Best Practices Government Service
- Public-Private Partnerships
- Sustained Leadership, Stewardship & Support

Past

- Placer County Conservation Program
- Middle Fork Project Finance Authority
- Pioneer Community Energy
- Placer Shares
- Probation Mobile Outreach Vehicle
- Placer Valley 2022



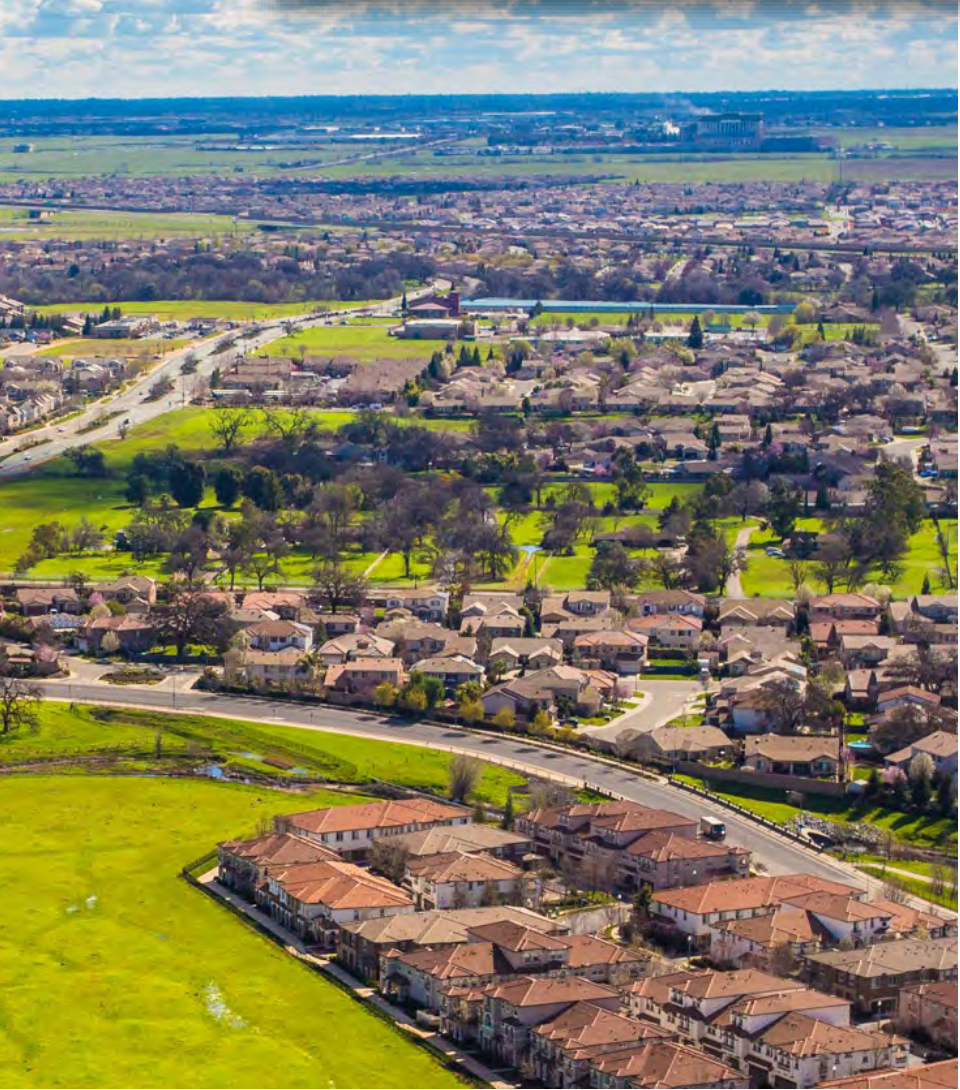
PLACER COUNTY
CONSERVATION
PROGRAM



MIDDLE FORK PROJECT
FINANCE AUTHORITY



Present/ Prospective:



- Regional Forest Health & Wildfire Management
- East/West Placer Re-Envisioning our Housing Landscape
- Development Working Group
- Regional Homelessness Planning Group
- MetroLab Network Consortium
- Cities-County Collaborations
- SALC – Sustainable & Resilient Agricultural Planning Grant

Regional Collaborations



- Regional Public Safety Training Center
- Regional Crime Lab
- South Placer Leadership Forum
- MetroLab Partnerships
- Community Economic Resilience Fund (CERF) Initiatives
 - Promote equitable and sustainable economic development
 - Support inclusive economic planning that prioritizes equity, job quality, and sustainability (low-carbon)
 - Align and leverage federal and state funding to maximize economic resilience

Regional Collaborations

Robert Bosch Semiconductor LLC

- Planned investment of approx. \$1.5 billion into former TSI Semiconductors Roseville site to upgrade facilities
- GO-Biz Competes Tax Credit Incentive of \$25 million
- CHIPS Act funding request in progress
- Retaining 250 employees and growing
- GSEC, City of Roseville, Placer County, Roseville Chamber of Commerce, State & Federal Government Agencies



Thank you, current &
future partners!



Gloria Stearns
gstearns@placer.ca.gov

PBA DC Summit 2023

Placer County Update

Shanti Landon
Placer County Supervisor
District 2



Suzanne Jones
Placer County Supervisor
District 4



PBA DC Summit 2023

Placer within the Region

Barry Broome
President & CEO
Greater Sacramento
Economic Council





GREATER SACRAMENTO
ECONOMIC COUNCIL

Placer County

Capitalizing on momentum

A region on the rise



2.6 million people



22 communities



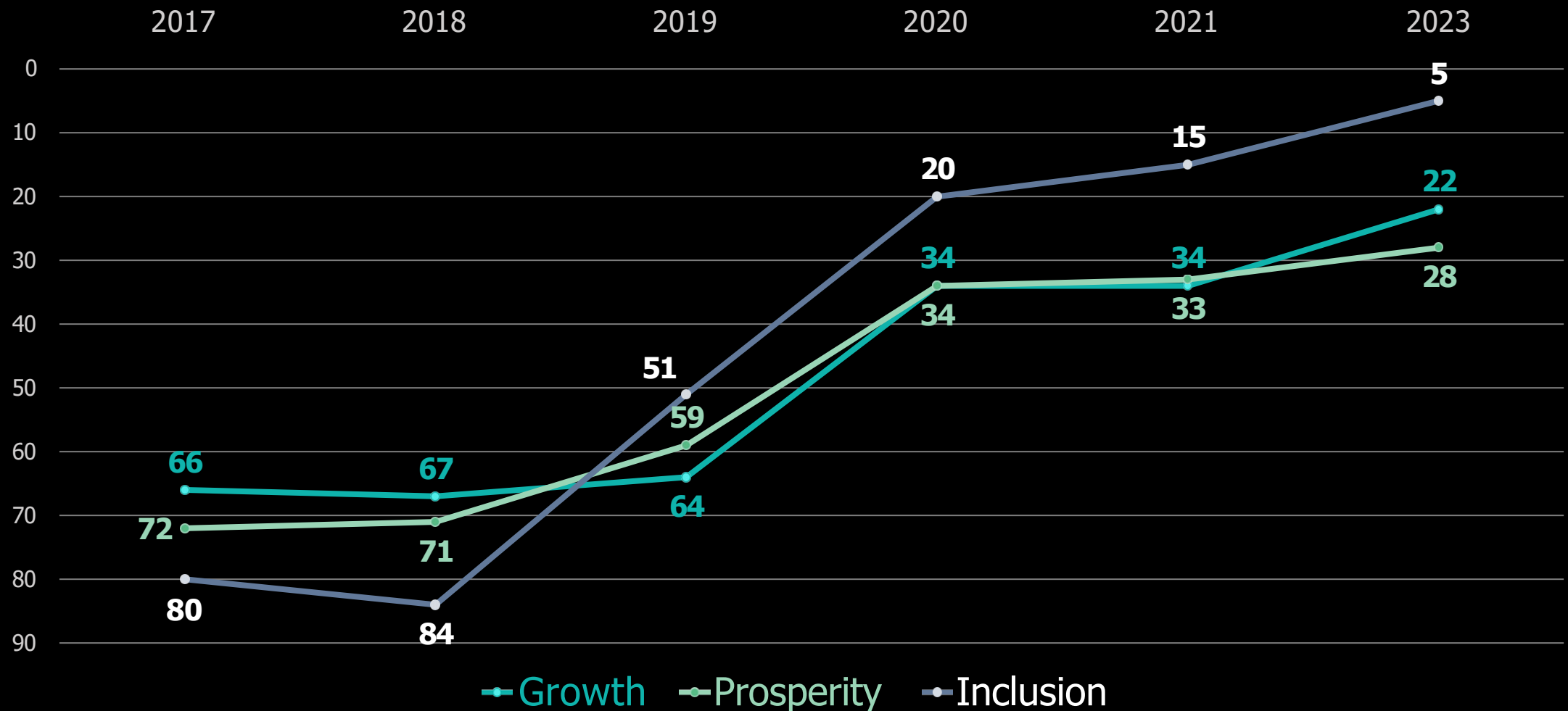
40+ CEOs



EDO in the world
(2022 & 2023)



Greater Sacramento's national growth, prosperity & inclusion rankings



Source: Brookings Metro Monitor (2022 data not available)

Analytics & leadership drive tradable-sector job growth

	2005 - 2015		2015 - 2023	
	Before	GSEC's foundi ng	After	GSEC's foundi ng
Greater Sacramento		-5.4%		13.0%
California		2.4%		11.5%
United States		1.4%		11.2%

Highly Educated: Bachelors & Advanced Degrees

39.0% Auburn

47.2% Roseville

44.4% Placer
County

29.8% Colfax

50.3% Rocklin

36.6% Greater
Sacramento

37.6% Lincoln

37.8% Loomis

37.8% California

Bosch invests \$1.5B+ in Greater Sacramento

Bosch's first chip manufacturing plant in the U.S. and third in the world

- Acquired assets of the chipmaker TSI Semiconductors, based in Roseville, California
- Goal is to manufacture silicon carbide chips for electric vehicles
- Received \$25M CalCompetes tax credit and \$10M in local utility incentive



ZEV innovation hub

Sacramento State-led innovation center to develop zero-emission vehicle technology

- 115,000 sq.-ft. manufacturing and R&D building for zero-emission technology
- Industry partners include Tesla, Bosch, Rivian, Lion Electric, Siemens and Volektra
- Workforce training and engineering programs being developed
- Bosch to support innovation discovery due to access of workforce and potential acquisition targets



The Growth Factory

Startup accelerator and venture fund based in Placer County

- Launched in 2021
- Partnerships with City of Roseville, City of Rocklin and El Dorado County
- 45 companies accelerated and \$4.7M invested in local companies



UPCOMING EVENT

Globalizing Greater Sacramento launch party

Wednesday, November 8 | Kimpton Sawyer

300+ RSVPs

Program will include:

- Update from Bosch leadership
- Airport and business leader panel
- Networking with local leaders, airport contacts and site selectors



Bold leadership is required to continue our progress

Tradable-sector jobs in the region are projected to grow by 10.2% 2023-2033, adding 29K jobs.

But that is not enough.

To reduce our dependence on government jobs, we need to grow by 20% and add an additional 28K jobs.

We can achieve this through bold leadership to:

- Fully build out supply chain & FDI success from Bosch
- Align higher education with ZEV and life sciences
- Bigger player with state government & in Washington D.C.
- Sustain growth factory & become center of excellence
- Regional partnership to deliver MLS & MLB




GREATER SACRAMENTO
ECONOMIC COUNCIL

Thank you

GreaterSacramento.com

 @SelectSac

 @GreaterSac

  @SelectSacramento

PBA DC Summit 2023

*Protecting Placer: Public Safety Planning,
Training and Education*

Panel Sponsored by:



integrated

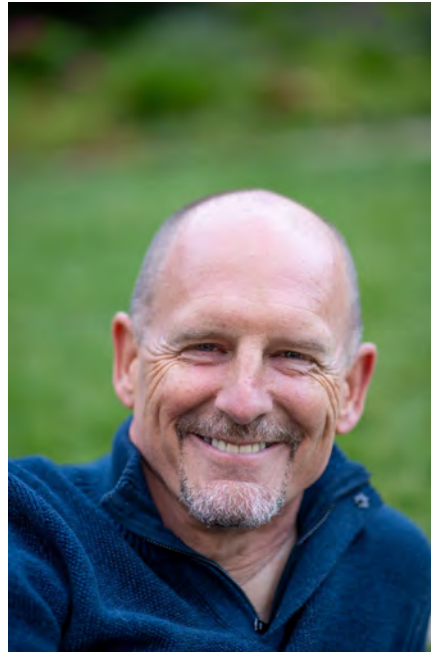
communications strategies, llc



PBA DC Summit 2023

Protecting Placer: Public Safety Planning, Training and Education

Moderator: Bill Mueller
Partner
Integrated Communication
Strategies



PBA DC Summit 2023

Willy Duncan
President
Sierra College



PBA DC Summit 2023

Trevor Jamison
President
Sacramento Area Firefighters



PBA DC Summit 2023

Shanti Landon

Placer County Supervisor
District 2



PBA DC Summit 2023

“Collaborative training between the FBI and local law enforcement is an imperative in today's multifaceted law enforcement landscape. Crime knows no jurisdictional boundaries, and threats often transcend local or state lines. By training together, these agencies can share critical knowledge, resources, and expertise to tackle complex criminal cases, from terrorism to cybercrime, with a unified and coordinated approach.”

Jonathan Snow

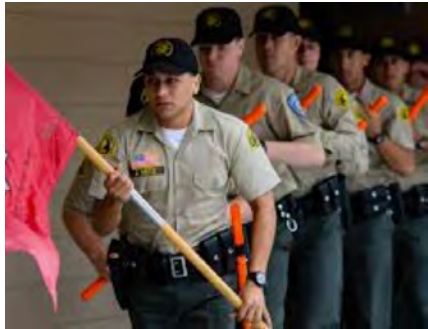
Assistant Special Agent in Charge
FBI



Protecting Placer: Public Safety Planning, Training & Education

Placer Business Alliance | Washington, DC

October 25, 2023

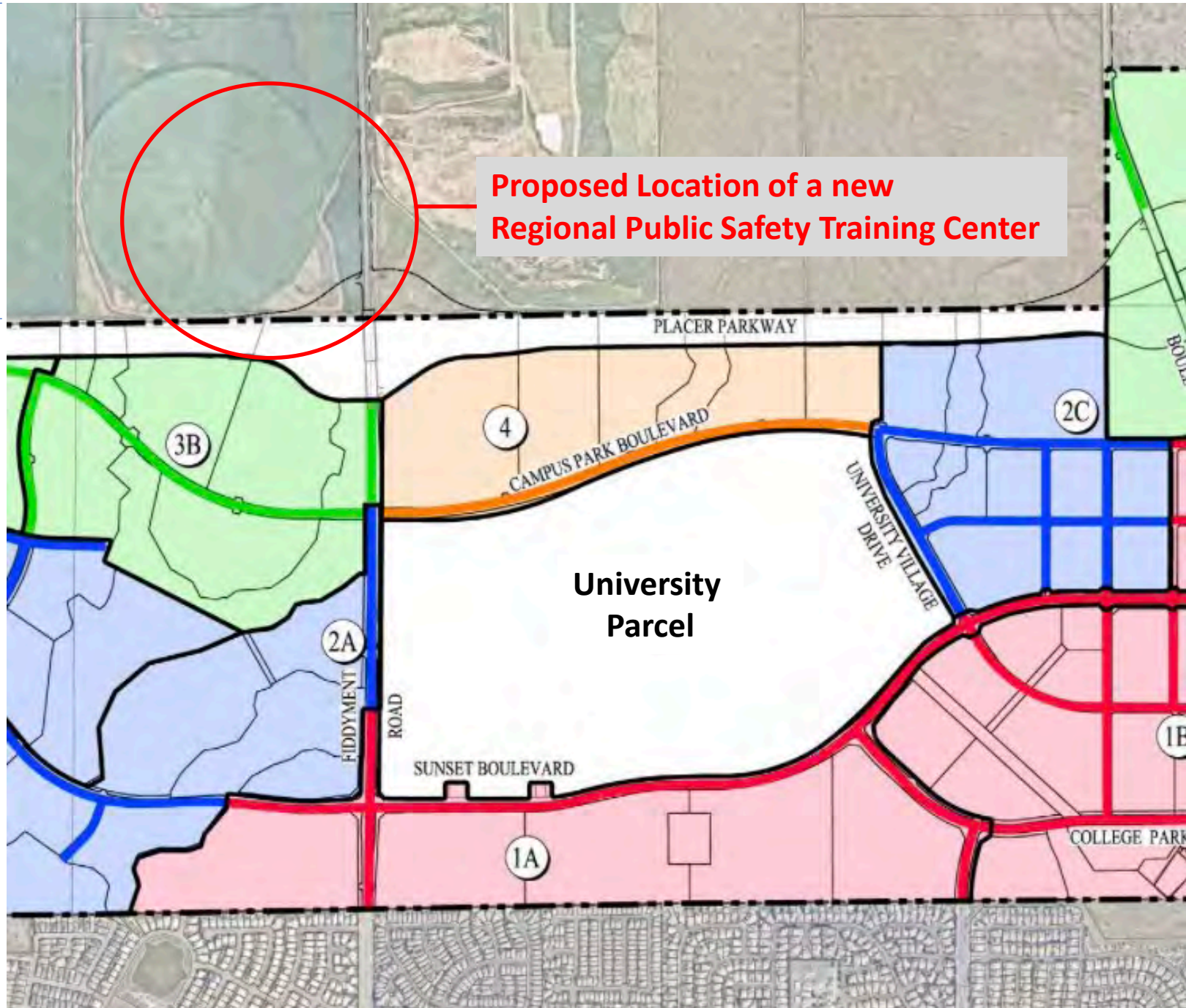


Placer Outlook: Public Safety Careers*

- Fire and police agencies note existing and projected staffing shortages, especially for entry-level and experienced law enforcement and firefighting positions
- The number of awards from police and fire academies is a quarter to half of the number of projected occupation openings for firefighters, police and sheriff's patrol officers in the Greater Sacramento region. Example: Police academies produced 146 awards on average annually while the five-year projection of annual openings for police and sheriff's patrol officers is 596
- First responder (EMT and paramedic) medical training represents a major staffing and recruitment challenge for local firefighting agencies

*Fall 2023 study results. Center for Excellence, California Community College System

WPWMA Property



Proposed Location of a new
Regional Public Safety Training Center

University
Parcel

3B

4

2C

2A

1A

1B

PLACER PARKWAY

CAMPUS PARK BOULEVARD

UNIVERSITY VILLAGE
DRIVE

FIDDYMENT
ROAD

SUNSET BOULEVARD

COLLEGE PARK

BOULE

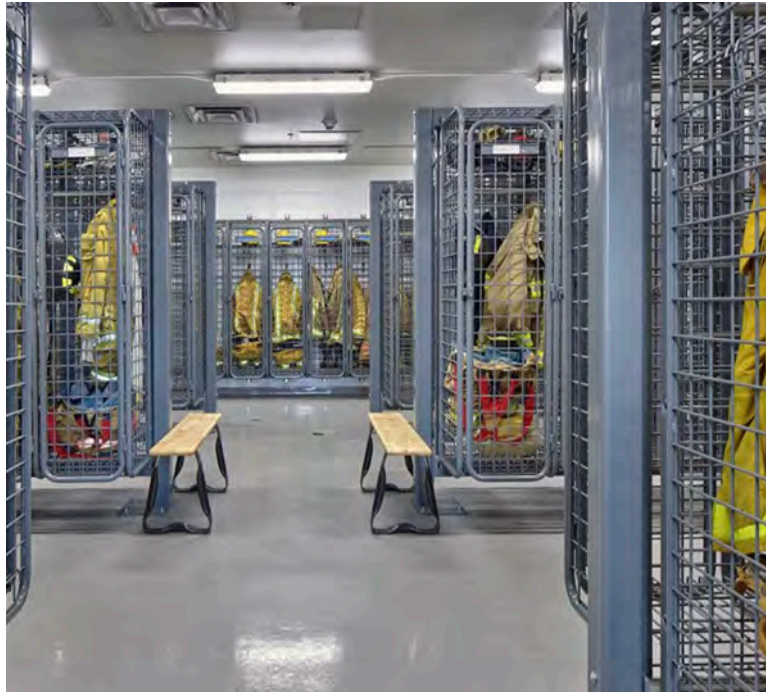
Regional Public Safety Training Center

Early design



Fiddymment

Sunset





- Academic Mixed-Use
- Dining
- Admin
- Student Housing
- Faculty Housing
- Student Center
- Rec & Wellness Center
- Hotel
- Community Anchors
- Library (L)
- Performing Arts Center (PC)
- Conference Center (C)
- Continuing Ed (CE)
- Forensic Lab (F)
- Fire Station (FS)
- Service Buildings
- Central Plant (CP)
- S&R/Corp Yard (SR)
- Public Safety (PS)
- Parking Garages



PBA DC Summit 2023

Protecting Placer: Public Safety Planning, Training and Education

Moderator: Bill Mueller, Partner
Integrated Communication Strategies

Panelists:

- Willy Duncan, Sierra College
- Trevor Jamison, Sacramento Area Firefighters
- Shanti Landon, Placer County Supervisor



PBA DC Summit 2023

Where Does Placer Stand? Federal Funding for Local Transportation Needs

Mike Miller

PCTPA & City of Roseville DC Lobbyist
Ferguson Group



PBA DC Summit 2023

*Infrastructure Investments to Preserve and Prolong
Natural Resources to Provide for Growing
Communities*

Luncheon Panel Sponsored by:



SMUD[®]

Powering forward.
Together.



PBA DC Summit 2023

Infrastructure Investments to Preserve and Prolong Natural Resources to Provide for Growing Communities

Moderator: Lora Anguay
Chief Zero Carbon Officer
SMUD



PBA DC Summit 2023

Andy Fecko
General Manager
PCWA



PBA DC Summit 2023

Jeff Marsolais

Assistant Deputy Chief of State, Private, and
Tribal Forestry
USDA Forest Service



PBA DC Summit 2023

Darrell Henry
Executive Director
Western Caucus Foundation



PBA DC Summit 2023

Infrastructure Investments to Preserve and Prolong Natural Resources to Provide for Growing Communities

Moderator: Lora Anguay, SMUD

Panelists:

- Andy Fecko, PCWA
- Jeff Marsolais, USDA Forest Service
- Darrell Henry, Western Caucus Foundation



PBA DC Summit 2023

Infrastructure Investments to Preserve and Prolong Natural Resources to Provide for Growing Communities

Moderator: Lora Anguay, SMUD

Panelists:

- Andy Fecko, PCWA
- Jeff Marsolais, USDA Forest Service
- Darrell Henry, Western Caucus Foundation



PBA DC Summit 2023

*Leaning Into Diverse Housing Options for
Complete Communities*

Panel Sponsored by:

Taylor 
BUILDers



PBA DC Summit 2023

Leaning Into Diverse Housing Options for Complete Communities

Moderator: Jeremiah Smith
President
First Northern Bank



PBA DC Summit 2023

Amber Celmer
Executive Director
HomeAid



PBA DC Summit 2023

Jeff Short
Legislative Advocate
BIA



PBA DC Summit 2023

Dean Anderson

CEO

Placer County Association of REALTORS



PBA DC Summit 2023

Kate Hart
General Counsel
Taylor Builders



PBA DC Summit 2023

Leaning Into Diverse Housing Options for Complete Communities

Moderator: Jeremiah Smith, First Northern Bank

Panelists:

- Amber Celmer, HomeAid
- Jeff Short, BIA
- Dean Anderson, PCAR
- Kate Hart, Taylor Builders



PBA DC Summit 2023

Placer County Ag Chat

Josh Huntsinger

Agriculture, Parks and Natural Resources Director
Placer County





Presented by
Josh Huntsinger
Placer County
Agricultural Commissioner

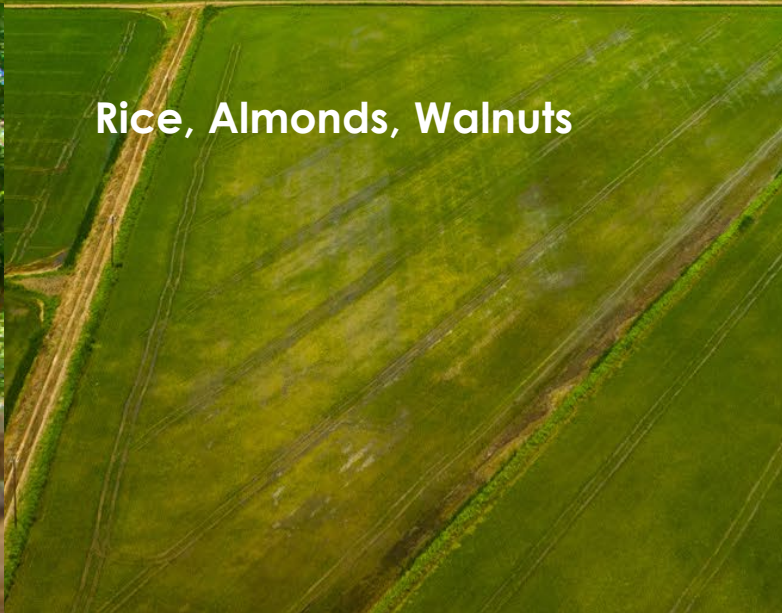
2023 AG REPORT

Placer Business Alliance 2023





Valley Agriculture



Rice, Almonds, Walnuts



Foothill Agriculture

- Mandarins
- Wine Grapes
- Vegetables
- Stone Fruits
- Olives
- Flowers



Water

- PCWA
- NID
- South Sutter Water





AG CROPS

TOTAL GROSS
VALUE

\$88,852,431



\$125M

\$100M

\$75M

\$50M

\$25M

\$0M

2017

2018

2019

2020

2021

2022



ANALYSIS

Weather and lower market prices pushed Placer County's emerging nut tree crops lower in 2022. Walnut values decreased 64%, mainly due to flagging market prices.



TOP 5 CROPS



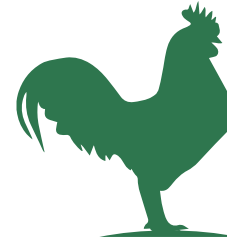
RICE
\$32,200,000



CATTLE
\$11,872,000



NURSERY
\$9,350,282



POULTRY
\$6,096,400



WALNUTS
\$5,244,228



MISC. VEGETABLE CROPS

Leafy greens, tomatoes,
peppers, cucurbits, root
vegetables and others

\$2,000,586

\$2,006,799



2022

2021



APIARY PRODUCTS

Honey, package bees,
queens, pollination and
wax

\$512,000

\$325,000



2022

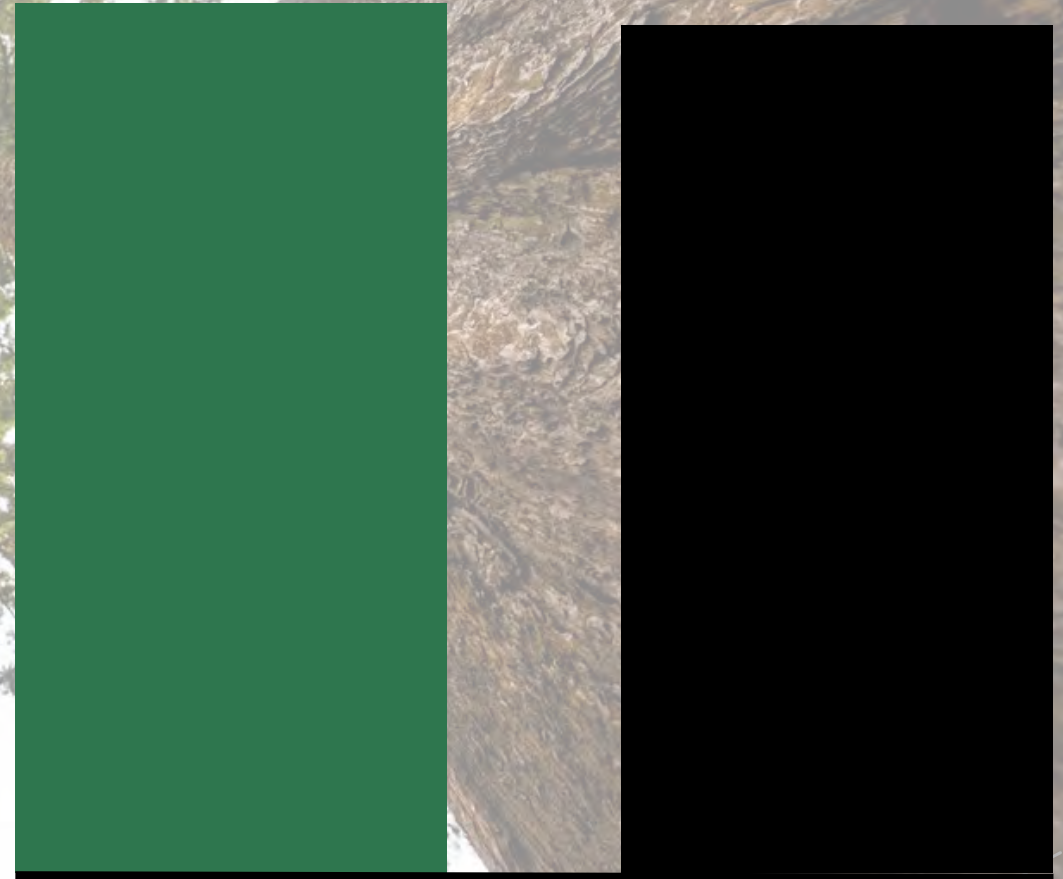
2021



TIMBER HARVEST

\$719,874

\$632,731



2022

2021

ECONOMIC CONTRIBUTIONS

OF THE
AGRICULTURAL INDUSTRY

\$242.4 M

\$664,206

PER DAY



EMPLOYMENT EFFECTS OF THE AGRICULTURAL INDUSTRY



89
MULT.
EFFECT
JOBS

2009
DIRECT
EMPLOYEES

2098
TOTAL
JOBS

PBA DC Summit 2023

Tourism's Changing Landscape: Balancing Destination Management and Marketing

Moderator: Cherri Spriggs
Executive Director
Placer Business Alliance



PBA DC Summit 2023

Treon Glenn

Vice President, Government Relations
U.S. Travel Association



PBA DC Summit 2023

Rob Haswell
Executive Director
Visit Placer



PBA DC Summit 2023

Bryan Elliott
Chief Development Office
Alterra Mountain Company



PBA DC Summit 2023

Tony Karwowski
President & CEO
North Lake Tahoe Community Alliance



PBA DC Summit 2023

Tourism's Changing Landscape: Balancing Destination Management and Marketing

Moderator: Cherri Spriggs

Panelists:

- Treon Glenn, U.S. Travel Association
- Rob Haswell, Visit Placer
- Bryan Elliott, Alterra Mountain Company
- Tony Karwowski, North Tahoe Community Alliance



PBA DC Summit 2023

Tourism's Changing Landscape: Balancing Destination Management and Marketing

Moderator: Cherri Spriggs

Panelists:

- Treon Glenn, U.S. Travel Association
- Rob Haswell, Visit Placer
- Bryan Elliott, Alterra Mountain Company
- Tony Karwowski, North Tahoe Community Alliance



PBA DC Summit 2023

Tourism's Changing Landscape: Balancing Destination Management and Marketing

Moderator: Cherri Spriggs

Panelists:

- Treon Glenn, U.S. Travel Association
- Rob Haswell, Visit Placer
- Bryan Elliott, Alterra Mountain Company
- Tony Karwowski, North Tahoe Community Alliance

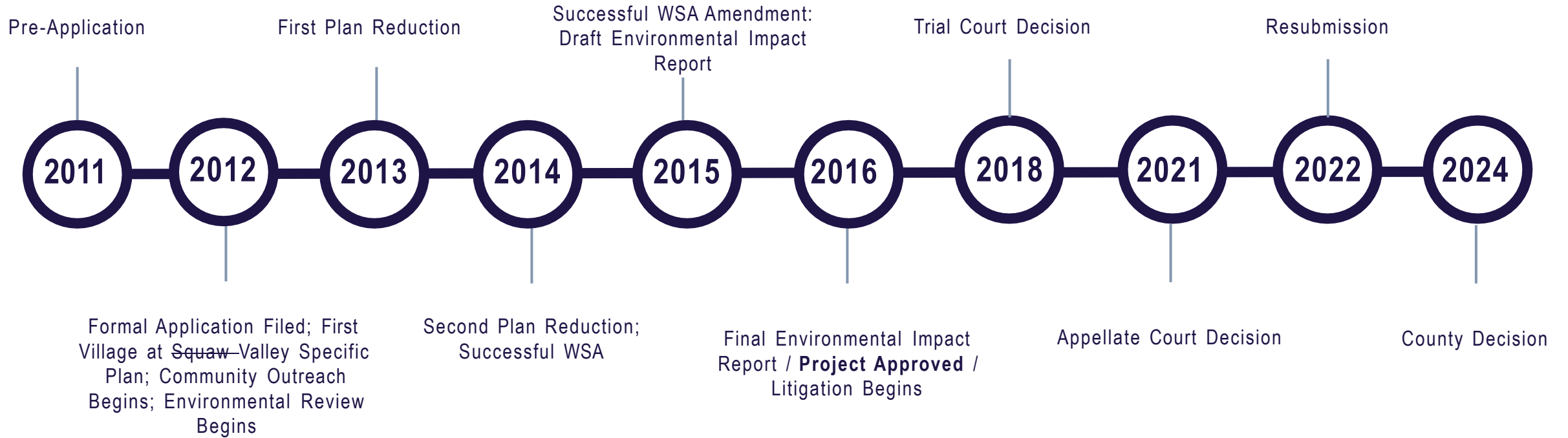




**PALISADES
TAHOE**

Timeline

Timeline // 2011 - 2023



Approximately 100 Acre Project Boundary

95% Developed On Asphalt Parking Lots



**Lot 4 owned by the Poulsen family.
Palisades Tahoe is required to
purchase when entitlements legally
vest or 2022**

A Village Core That Is Very Much In Scale With The Existing Village



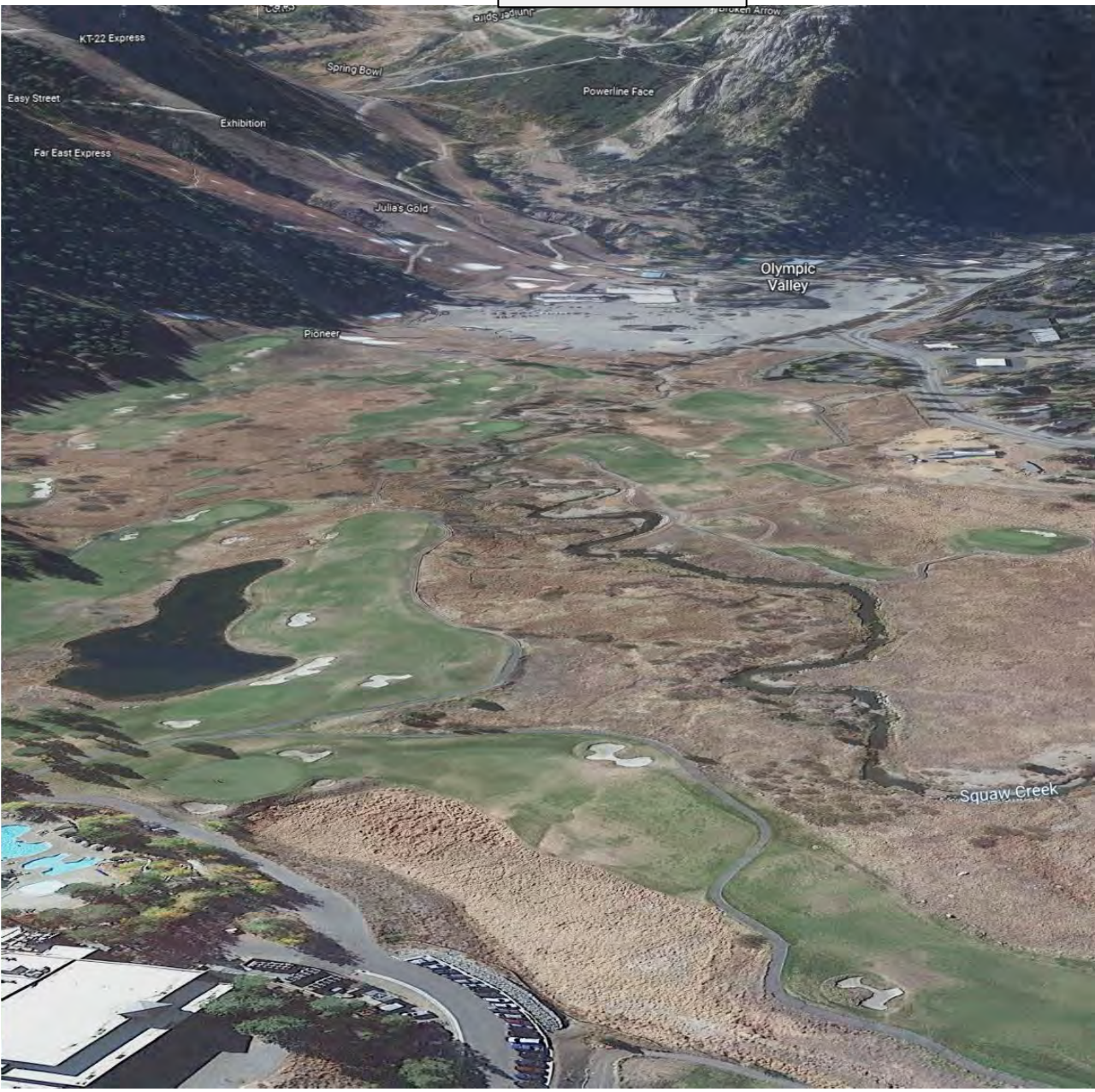
- Completes the Village by building on the extensive parking lots
- Increased bed base within the Valley
 - Up to 850 units in the Village
 - Up to 1,493 bedrooms in the Village
- On-site employee housing within the Valley
 - Up to 300 employees housed on the East Parcel
- 90% of re-development is on disturbed lands
- Year-round programming with enhanced and connected base area's



1960

60+ years later

Today



1960

← 60+ years later →

Today





Missed Opportunity & Falling Behind

Half billion dollar revitalization at Tahoe South revives national and natural treasure

New South Lake Tahoe hotel preparing to open its doors

New, transformed lodging reflects evolution on Tahoe's South Shore

08/09/2022

Newest hotels

Seven New Lifts Approved for Expanded Northstar California Resort

February 22, 2017 Peter Landsman

Lake Tahoe workforce affordable housing project gets boost with \$19.6 million grant

New Affordable Housing Development Being Built In South Lake Tahoe

Aug 30, 2022

Tahoe South goes big with revitalization, major enhancements into 2015-16 winter season



Tahoe South tunes up for winter with epic \$100 million resort-to-recreation renaissance

Submitted by [editor](#) on Wed, 10/15/2014 - 4:24pm

Heavenly, Northstar to get new high speed lifts

News [FOLLOW NEWS](#) | September 24, 2021

Tahoe South tunes up for winter with epic \$100 million resort-to-recreation renaissance

Submitted by [editor](#) on Wed, 10/15/2014 - 4:24pm

Lake Tahoe ski resorts transitioning into year-round recreation destinations

Sports [FOLLOW SPORTS](#) | August 9, 2018

SIGNIFICANT TERRAIN OPENING FOR HEAVENLY, KIRKWOOD AND NORTHSTAR

10 December 2019

This Lake Tahoe Resort Is Debuting Gorgeous New Waterfront Villas — and We Got a First Look Inside

By [Jessica Poitevien](#)

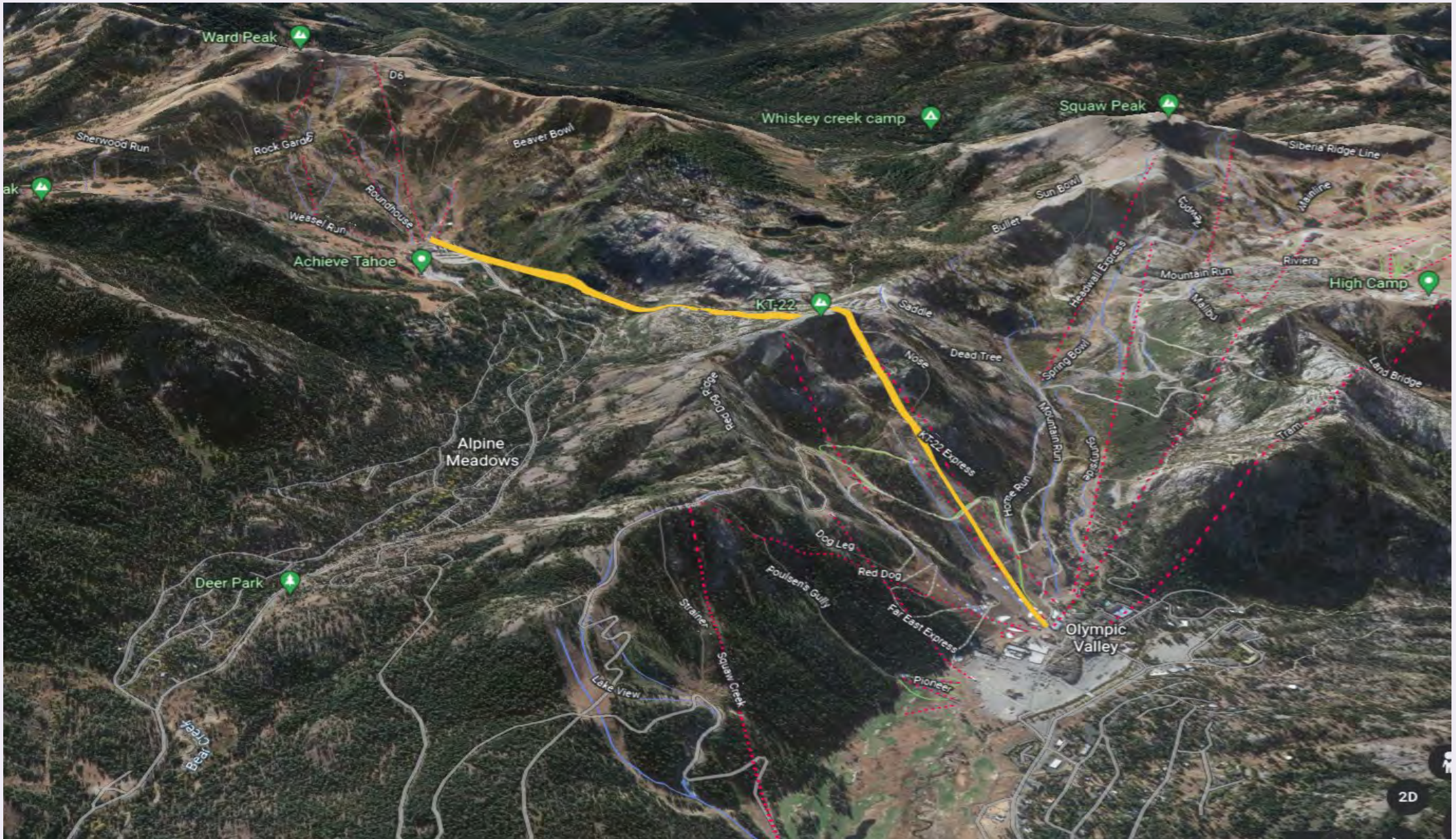
Published on February 18, 2022

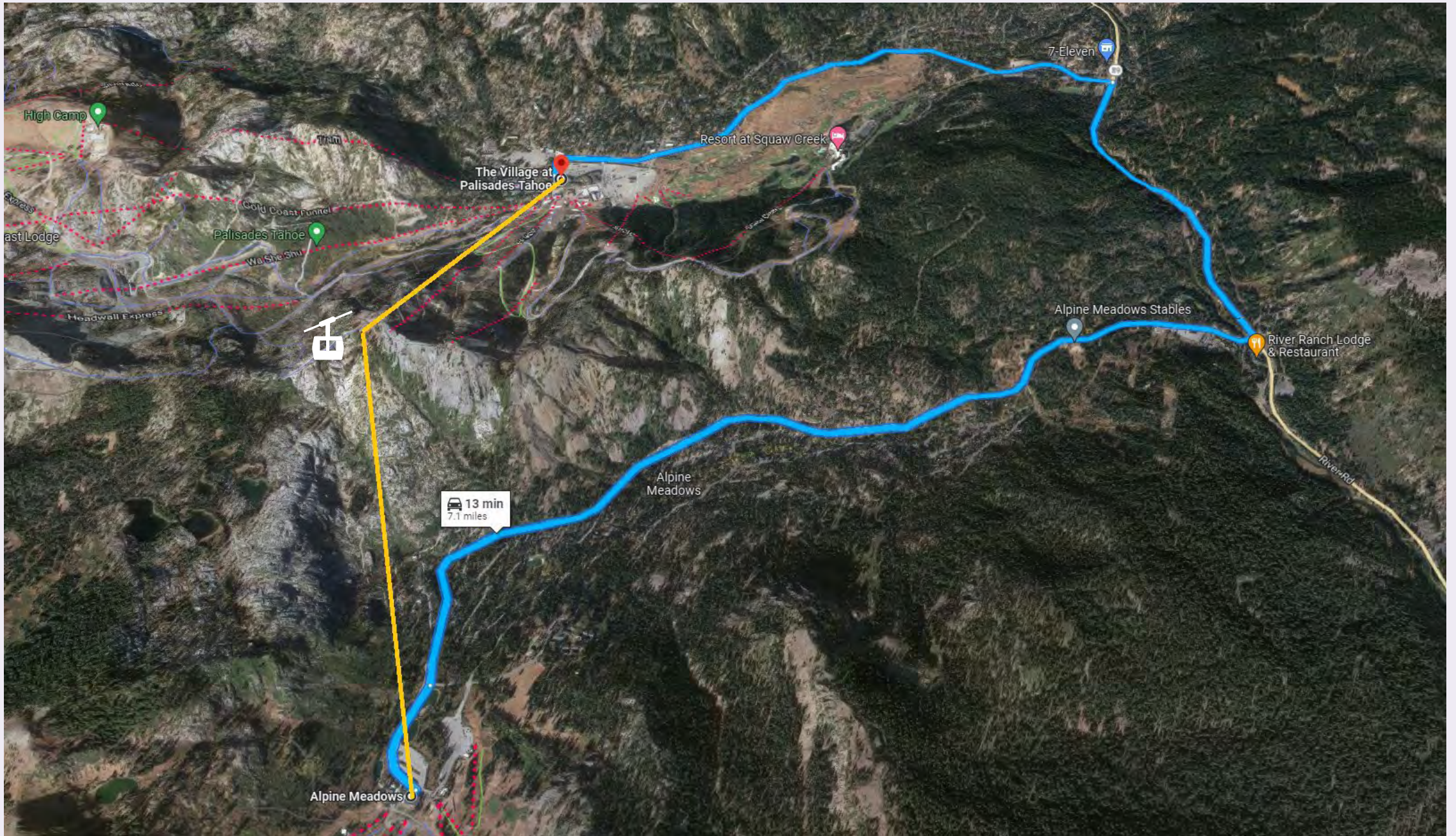
Forward Vision

We believe with the continued smart investment in Palisades Tahoe we can be the preeminent Resort in North America.

Base to Base Gondola



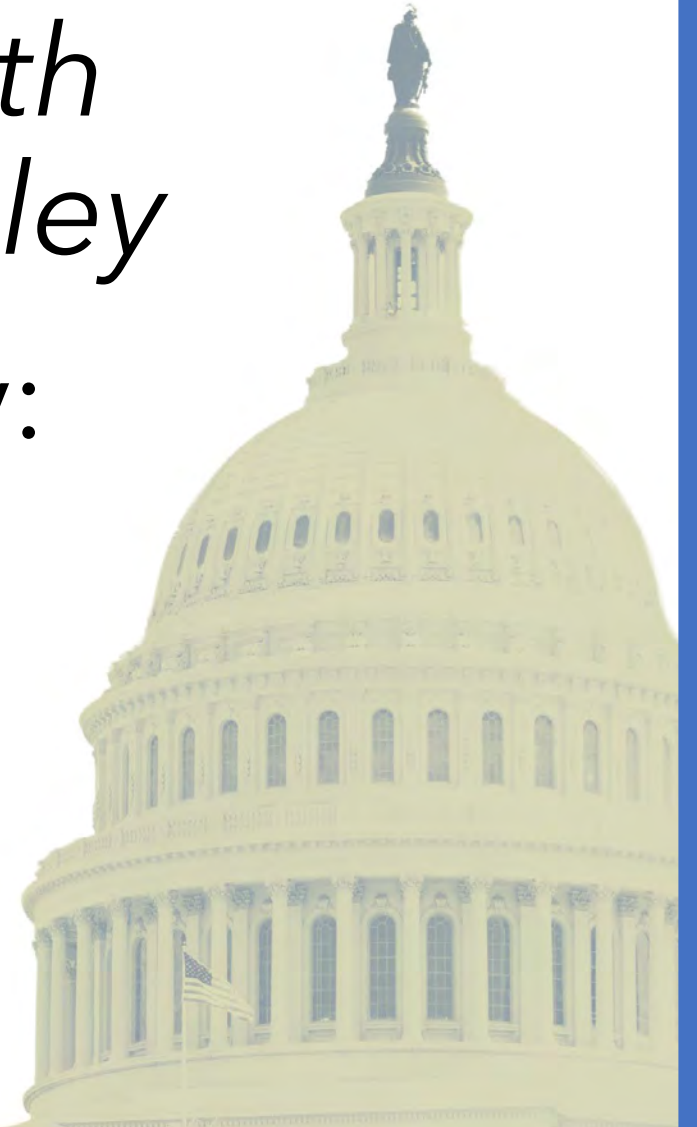




PBA DC Summit 2023

*Closing Reception with
Congressman Kevin Kiley*

Reception Sponsored by:



PBA DC Summit 2023

Tonight's Reception and Dinner
Sponsored by:

AKT

7:00pm

Clyde's of Gallery Place
707 7th Street NW

