

Mission

The Placer Business Alliance—comprised of businesses representing Placer County’s leading economic sectors—is dedicated to preserving and enhancing the County’s business climate through direct engagement with local, regional, state and national leaders.

Economic Sectors



Agriculture and Forestry



Finance and Insurance



Real Estate and Rental Leasing



Health Care and Social Assistance



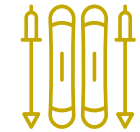
Manufacturing



Construction



Retail



Tourism

Placer County is thriving due to a long history of community, business and elected leaders working together in a collaborative spirit. This spirit has cultivated an environment that’s fostered smart growth policies, provided equitable access to education and health care, and made infrastructure investments to meet the demands of our businesses and residents.

This approach has yielded impressive results:

Recognition as one of the most business-friendly locales in the County, and an unmatched quality of life for residents.

With a 2024–25 County Budget totaling over \$1.27 billion, Placer County is uniquely situated within one of the Country’s megaregions between the Bay Area/Sacramento and Reno/Northern Nevada. Placer Business Alliance is committed to identifying and promoting effective policy solutions that address some of the region’s greatest challenges including forest health, attainable housing, sustainable mobility options, destination stewardship, choices for higher education and training, and protecting natural resources.

When all eight economic sectors are performing at their best, the entire region is performing at its best.

Major Accomplishments

Since establishing Placer Business Alliance in the spring of 2021 we have been at the forefront of integral economic policy discussions. We've been advocating for important projects that will drive economic success for our eight leading economic sectors, and supporting and mentoring business-forward political candidates for our County, cities and special districts. Some highlights include:

Policy & Programming

- ✓ Facilitated the sell-out DC Summit 2021, 2022, 2023, and 2024 policy event with participation from US Senators, Congressional Representatives, Department Leaders, and more.
- ✓ Established the PBA PAC in 2023 with nearly a 100 percent win rate.
- ✓ Partnered with the North State BIA to procure proprietary housing trends research.
- ✓ Assisted PBA Founding Supporter 40 Acre Conservation League in its efforts to successfully secure a \$9 million grant from the State of California to purchase and provide fuel reduction efforts on hundreds of acres of land in Nyack.
- ✓ Assisted PBA Founding Supporter California State University, Sacramento, in successfully seeking approval from the California State University Chancellor's Office on the DRAFT EIR for the Placer Campus.
- ✓ Assisted Placer County, the Placer Vintners Association, the Placer Farm Bureau, and other partners in securing a \$500,000 Sustainable Agriculture and Lands Conservation Grant from the California Department of Conservation.
- ✓ Assisted SMUD in winning approval of its Country Acres Solar Project from the Placer County Board of Supervisors.
- ✓ Assisted PBA Founding Supporter Alterra Mountain Company in winning approval from the Placer County Planning Commission and the Placer County Board of Supervisors for its Village at Palisades Tahoe Specific Plan—the largest private investment in North Lake Tahoe since the Olympics that's estimated to generate over \$25 million in annual tax revenue for North Lake Tahoe and the County.
- ✓ Assisted PBA Founding Supporter LeCavalier Winery in winning approval from the Placer County Planning Commission and the Placer County Board of Supervisors for its tasting room, restaurant, and winery.
- ✓ Successfully advocated for the Placer County Conservation Program at LAFCO.
- ✓ Supported Sierra College in grant efforts in the areas of cybersecurity, manufacturing, and career technical education.
- ✓ Hosted conversations with the region's leaders around water, fire and fuel reduction, economic development, career technical education, public safety, agriculture, transportation, health care and tourism.

For more information regarding programming or how to support, contact Cherri Spriggs, Executive Director at Cherri@PlacerBusiness.com

