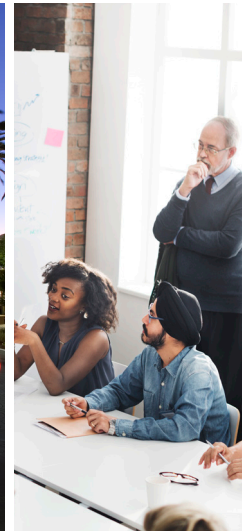
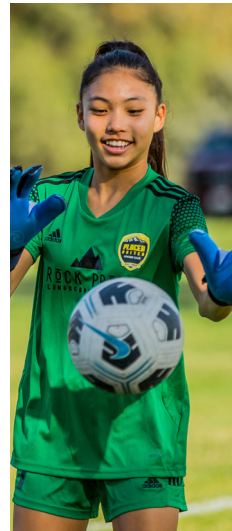
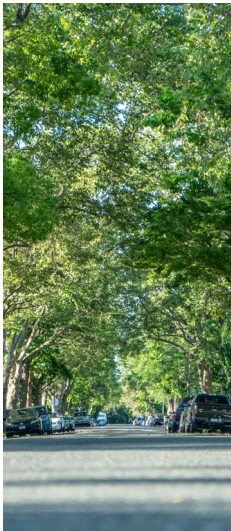


Progress Report Year Two 2023-2024



Envision Roseville
Advancing our Economy



Introduction

The City's Economic Development Strategy, Envision Roseville: Advancing our Economy focuses on leveraging partnerships, sharing resources, and building on Roseville's competitive advantages in an effort to strengthen Roseville's position as a community of choice for business and investment alike. The strategy outlines six focus areas and includes goals and metrics to track accomplishments and performance on key economic indicators.


This report highlights the second year (Year Two) of progress achieved under the goals and metrics of Envision Roseville.

While we continued to see positive increases across most of the metrics this year, we are starting to see indications of economic shifts that we anticipate will result in slower growth in the economy for the years ahead. The city, however, will remain focused on the continued implementation of Envision Roseville to guide our economic development efforts and pursue opportunities that will help support and sustain a vibrant local economy.


Roseville's strategic focus goals

- Entrepreneurship and Small Business
- Industry clusters - Engines of growth
- Jobs & workforce development
- Development environment
- Quality of life - Community of choice
- Partnerships & collaboration

Strategic goals metrics key

 Positive progress
(Higher than 1%)

 Maintained progress
(1% or lower)

 Continued improvement
(Lower than -1%*)

**Except those that require a decrease metric*





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

- Continued support of the Roseville Venture Lab, a public-private partnership between the City of Roseville and nonprofit Growth Factory dedicated to strengthening local startup businesses, spurring job growth, and fostering a community of entrepreneurs through programs, events, partnerships, workforce development, and coworking space.
- Hosted Business Blend events at the Roseville Venture Lab providing subject matter experts and mentor opportunities to discuss and present on relevant topics (e.g. City procurement/permit process, financial advice, marketing strategies, etc.).
- Reduced the permitting cost for home based businesses.

- Three Roseville Rising completed three cohorts since September of 2023. Cohorts have focused on food entrepreneurs, high school students, and non-profits and businesses with a social impact mission.
- Launched Size Up Roseville, a free small business analytics tool, to small businesses in Roseville for free. Sponsored by the Roseville Chamber and the Roseville Venture Lab.
- Continued partnering with the Sierra Small Business Development Center (SBDC) to assist small businesses in assessing capitol and business growth guidance.
- Created a Small Business Portal webpage on the City's website, providing resources for small businesses at all stages of their business from planning to operating in Roseville.
- Saw Employment growth for establishments with fewer than 50 employees by 4.6%.
- Old Town Pizza, a longstanding small restaurant chain received a \$100,000 incentive to offset remediation due to relocation/development of a downtown catalyst site. Over the next 10 years, \$6.5M in capital investment, 40 jobs, and taxable sales of approximately \$1.5M are estimated.



% change in the number of business licenses



% change in the total amount of small business loans issued in Roseville



% change in home-based businesses

Improve the ranking of the City on a selected "Cost of Doing Business Survey" by assessing its competitiveness with similar cities on business taxes, municipal utility user taxes, sales tax rates, and other relevant fees.

**Survey has not been updated during this cycle; however Roseville continues to maintain competitive utility and sales tax rates. This year, the RSG Business Friendly Check-Up survey gave the City of Roseville a Good to Excellent score for pro-business policies, and providing efficient, excellent customer service at reasonable rates.*



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

- Employment grew 1.6% from 2022 to 2023, outpacing the 0.3% growth seen statewide over the same period. At the industry level, Natural Resources and Construction, Health Care, Education, and Leisure and Hospitality were the city's fastest growing sectors. Growth occurred in the tradeable sectors including, food and agriculture, life sciences, and future mobility.
- Nate's Fine Foods, a 30,000 sf food manufacturing expansion, valued at roughly \$11 million (\$6.2 million in building upgrades and \$5 million in equipment) is planned. Completion is estimated by 2027, creating over \$900 million in regional economic output and 75 full-time jobs.

- Continued the Business Engagement Program with City of Roseville Economic Development Advisory Committee (EDAC) and connected and visited 20 businesses.
- Economic development staff attended various trade shows and industry conferences, including Site Selectors and International Council of Shopping Centers (ICSC) to promote Roseville's value proposition and establish and retain relationships with key site selectors, brokers, developers, and investors.
- Bosch completed acquisition of the former TSI Semiconductor facility. Assisted Bosch in their application for \$225 million in CHIPS Act funding and expansion plans, and \$25 million California Completes Tax Credit.
- Kaiser Permanente and Sutter Health are under construction with major expansions, with over \$500 million in capital investments, bringing additional jobs to Roseville in the healthcare industry.
- Sports tourism continues to grow with increased number of sports events occurring @the Grounds. Construction of the Placer Valley Soccer Complex in Roseville continues with an opening planned for 2025.



% change in the number of jobs in key industries



% change in the number of businesses in key industries



% change in the number of jobs in traded industries that bring wealth into Roseville



% change in hotel and lodging tax revenue



Number of annual sports amenity users/participants



% change in general retail and sales tax

**Decrease was due to an above average previous year programing/participation in response to the return from COVID. This year still represents a 50% increase from FY21/22*



Jobs and workforce development

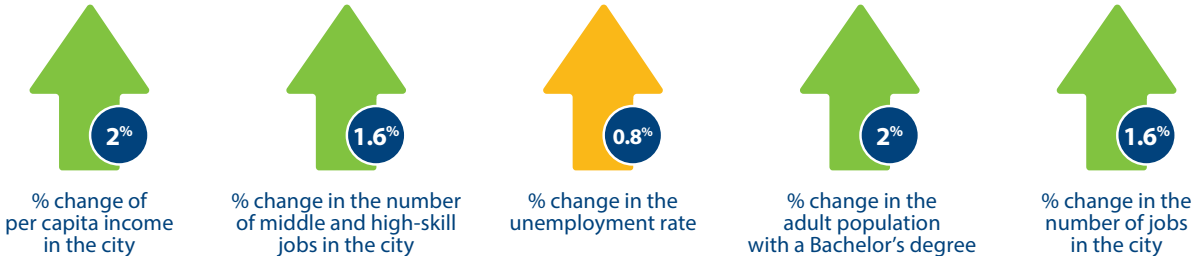
Support the preparedness of the workforce, the number of career pathway opportunities, and the competitiveness of business through alignment of economic development, training, education, and community partner efforts.

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
- 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, including an internship program, and promoting career technical training opportunities through the community colleges.
- Sierra College hosted the Workforce Summit to connect stakeholders to learn, plan and act in tandem to prepare youth and working-age adults now for good-paying jobs

Accomplishments

- Continued the Talent Pipeline Management (TPM) program, in partnership with the Roseville Area Chamber, launching collaboratives for the following sectors: Hospitality, Healthcare, Information Technology, and Manufacturing industries.
- In partnership with the Health Education Council, received a grant from Invest Health to receive data to focus on workforce development and career pathway opportunities in Roseville’s core neighborhoods.
- Supported Talent Connect event to launch the nonprofit arm of the Chamber, the Placer Workforce Development Foundation.
- Supported the Sierra College foundation in obtaining a \$198,000 grant from the U.S. Department of Commerce’s National Institute of Standards and Technology (NIST) to increase opportunities for local students to break into the high-demand field of cybersecurity and help area employers meet their workforce needs.





Development Environment

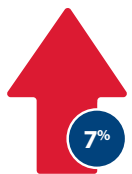
Continue responsive, cost-effective, and streamlined City processes and investments to support conditions that promote and retain retail, commercial, and industrial development in the city.

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
- Processed several significant development projects including the West Roseville Marketplace (76,000 square foot shopping center), Costco at Baseline Marketplace, Erikson Senior Living (2.1 million square foot continuing care retirement community), Sprinter Roseville, three new hotels, and Electric Pickle.
- Completed the Washington Boulevard roundabout, started construction on Roseville Parkway extension, and Fire Station 8.
- Completed the Pleasant Grove Wastewater Treatment Plant expansion. Received \$8 million grant for two new groundwater wells.
- Increased staffing levels dedicated to building permit plan check services to maintain and improve review times.
- Continued the Development Decoded campaign and video series as part of the City's broader strategy to explain how Roseville's thoughtful approach to growth and development is one of the reasons the community enjoys a high quality of life and economic health: roseville.ca.us/DevelopmentDecoded

Accomplishments

- Continued the Advancement Team and Infill Team to provide early facilitation and streamlining of key projects and redevelopment projects through the development review process.
- Created a new extended fee deferral program for affordable housing projects to incentivize development and assist with funding of affordable housing projects.



% change in the cost of development



% change in commercial vacancy rates



% change in average days to approved permits



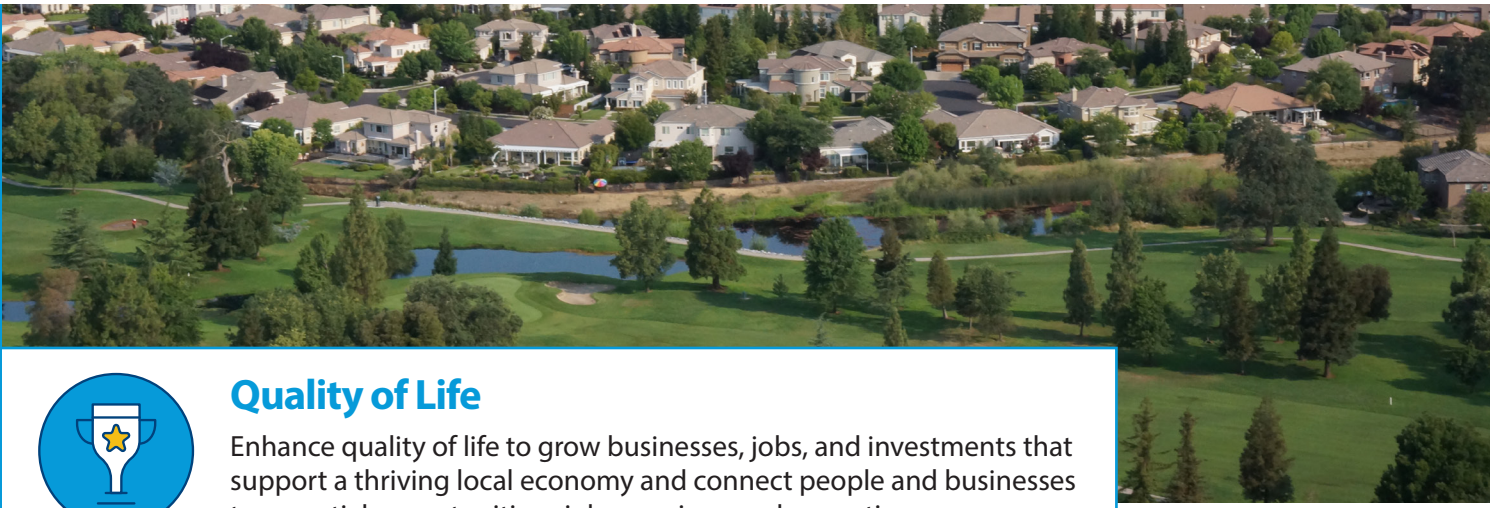
% change in citywide real estate investment, as measured by building valuation



Maintaining the City's competitiveness on fees



Total investments in constructed infrastructure (i.e. roadway improvements, utility infrastructure, pedestrian & bike trails, etc.)



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.

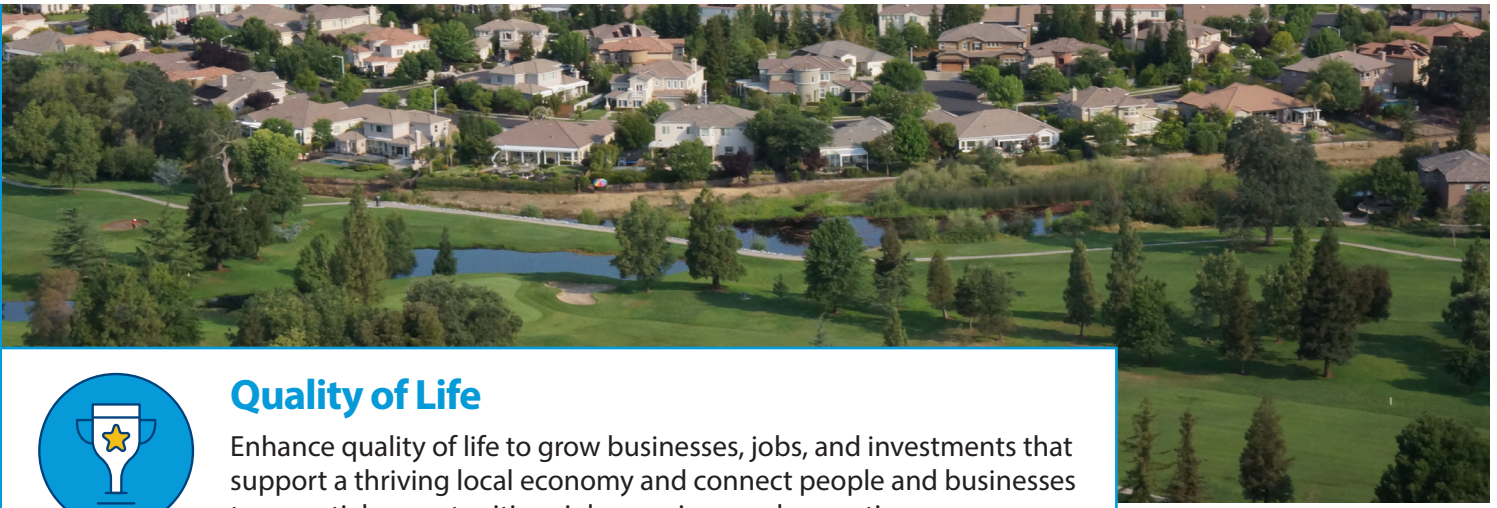
Goals

- 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
- 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. Riders can book trips easily by using the app or by calling.

Accomplishments

- Under construction with the Placer Valley Soccer Complex and opened five new parks.
- The Roseville Fire Department provided fire and life safety education to approximately 1,700 students at five elementary schools during the start of the 2023-2024 school year. As part of the Automotive Passenger Safety Program, 48 car seats have been checked by the department.
- 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.
- Roseville Parks, Recreation and Libraries was a finalist in the prestigious National Gold Medal Award of Excellence in Parks and Recreation Management.
- The Police Department continued the growth and expansion of the Real Time Crime Center and added projects including adding a "side-by-side" vehicle for the Social Services Unit to better patrol our open space areas, a dedicated vehicle for the Honor Guard Team who represents the Department and city at events across the state and country, and began the replacement process for equipment items including the issued pistols, body worn cameras (BWC's) and Tasers.





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.

- Roseville Police continues community outreach neighborhood meetings to National Night Out, resident and business police academies, Coffee with a Cop, Shop with a Cop, and events at Vernon Street Square such as the Christmas Tree Lighting, Crime Stoppers Fun Run, Fourth of July Parade, and Downtown Tuesday Nights.
- 2024 Property Crime vs Previous 3 year averages are trending down (below average).
- Started construction of the east side Radio Communication Tower to improve communications for emergency services and critical City operations.
- Roseville ranked one of the top cities to live by multiple sources (e.g. Money.com, Realtor.com, Niche.com, Wallethub.com, CA State Assembly Select Committee on Happiness and Public Policy Outcomes, etc.)
- The Roseville Housing Authority launched the Landlord Incentive Program to create more available units for those holding Housing Choice Vouchers and to mitigate durations of homelessness. So far 30 new landlords have joined the program.



% changes in public safety figures and ratings



% change in * affordable housing units



% change in public transit ridership



% change in visitation to facilities, program participation, and sport/tourism event attendance



% change in residential building permits

**139 new affordable units added to inventory*





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
- Renewed membership with the Greater Sacramento Economic Council and Regional Competitiveness Council, including 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.

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 the keynote speaker.
- 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.
- Grants Advisory Commission (Citizens Benefit Fund and REACH) distributed \$604,766 back into the Roseville community.
- The Roseville Housing Authority celebrated its 50th anniversary, recognizing our partners for their collaboration and leadership in supporting efforts to provide reliable and affordable housing that provides a stable environment for those in need in Roseville through its Housing Choice Voucher (HCV) rental assistance program.

Conclusion

We find success as we leverage funds, increase partnerships focusing on careers and business opportunities, increase involvement and leadership in regional issues, and expand opportunities for products and services.

Roseville continues to be committed to collaborating and strengthening partnerships to maintain Roseville's position as the community of choice for business and investment.

In partnership, funds are deployed to support affordable housing, reduce utility costs, support property reinvestment, business growth, and community nonprofits (Citizens Benefit Fund and REACH).