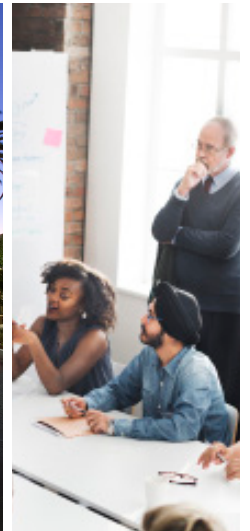
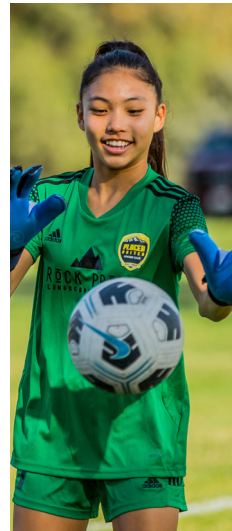
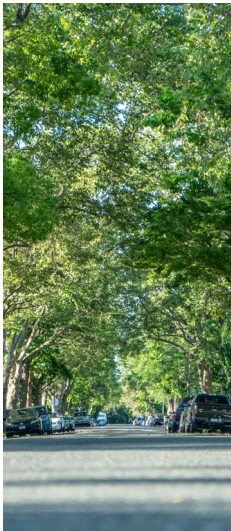


# Progress Report Year Three 2024-2025



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 third year (Year Three) of progress achieved under the goals and metrics of Envision Roseville. While most metrics continued to show positive increases, we are still seeing signs of economic shifts that may lead to slower growth ahead. In a few cases, we also refined certain metrics or adjusted how they are tracked to better align with the City's goals. The accomplishments listed in this report are intended to provide a broad overview of the City's collective efforts to implement the goals and are not intended to be an exhaustive list. As you will see, the city continues to remain focused on the ongoing 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.

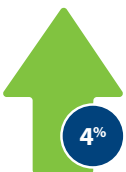
### Goals

- 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

- Small businesses in Roseville continue to grow. Employment at small businesses increased by 4%, twice the rate of medium and large businesses. This growth was led by health care, financial activities, and professional, scientific, and technical services.

- The City completed two full years of programming at the Roseville Venture Lab, welcoming 1,000 more attendees than the prior year through expanded events and programs that support entrepreneurship and innovation.
- More than \$20,000 in new funding was added to expand Venture Lab programs focused on the creative economy, which blends business, culture, technology, and tourism.
- The City also strengthened partnerships with the Roseville Chamber of Commerce and the Sierra Small Business Development Center to provide additional support and resources for small businesses.



% 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

- Placer Valley Tourism tracked 668 events in 2024, resulting in nearly 660,000 hotel room nights, 71% occupancy, and \$91 million in hotel revenue—up 10% from 2023.
- Bosch advanced its \$1.9 billion Roseville investment with \$225 million in federal funding, supporting jobs and U.S. manufacturing growth.
- Health care expanded with new Kaiser and Sutter facilities, including a new physician training center.
- Roseville Galleria remained a top-performing mall with 13 million visits, \$747 million in sales, and 25 new retailers.

### Accomplishments

- Sports tourism is growing in Roseville. The Placer Valley Soccer Complex is on track to open in late 2025, with anchor tenants secured and 2026 tournaments already booking. Existing facilities continue to host soccer, softball, swim, quadball, and indoor tournaments. In 2024, a single event @theGrounds generated 1,838 hotel room nights and \$1.5 million in economic impact.



% 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 participations



% change in general retail and sales tax



## Jobs and workforce development

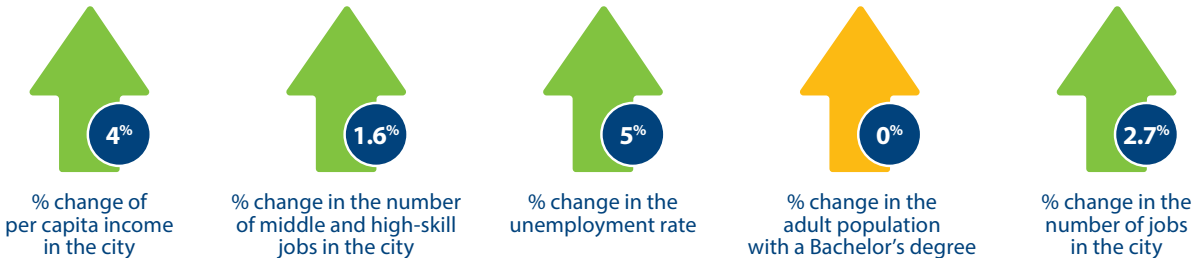
Support the preparedness of the workforce, the number of career pathway opportunities, and the competitiveness of business through alignment of economic development, training, education, and community partner efforts.

### 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
- The City received a \$250,000 SACOG grant to support workforce training through a seven-year Invest Health partnership. Beginning in fall 2025, the program will focus on connecting residents in core neighborhoods with higher unemployment to job training opportunities.
- As one of the city’s largest employers, Roseville hosted its first Citywide Career Fair in March 2024 in partnership with the Westfield Galleria.
- Sierra College also hosted its second annual Workforce Summit, bringing together partners to prepare youth and adults for good-paying jobs.

### Accomplishments

- Roseville employment grew by 2.7% in 2024, well above the statewide growth rate of 0.8%. The fastest-growing sectors were education; professional, scientific, and technical services; manufacturing; and leisure and hospitality. Average wages increased by 2.6%.





## 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
- In 2024, the City invested \$90.1 million in capital projects across utilities, public works, parks, and water systems. Major projects included Weber Park and Johnson Pool renovations, the Roseville Parkway extension, and completion of the Advanced Metering Infrastructure project. A \$1.37 million grant also strengthened electric capacity. While the annual budget decreased due to completed projects, the City has committed more than \$433 million to capital improvements over five years.

### Accomplishments

- The City continues efforts to reinvest in commercial corridors. A residential and commercial market study completed in spring 2024 identified barriers, opportunities, and policy recommendations that will guide new incentive programs in 2026.
- The City released “Development Decoded” videos to explain long-term planning efforts and continued public outreach on the Phillips Road project, with further review planned for 2026.
- Real estate investment increased despite rising development costs, and permit processing times remained within performance goals.



% change in the cost of development



% change in commercial vacancy rates



% change in average days to approved permits



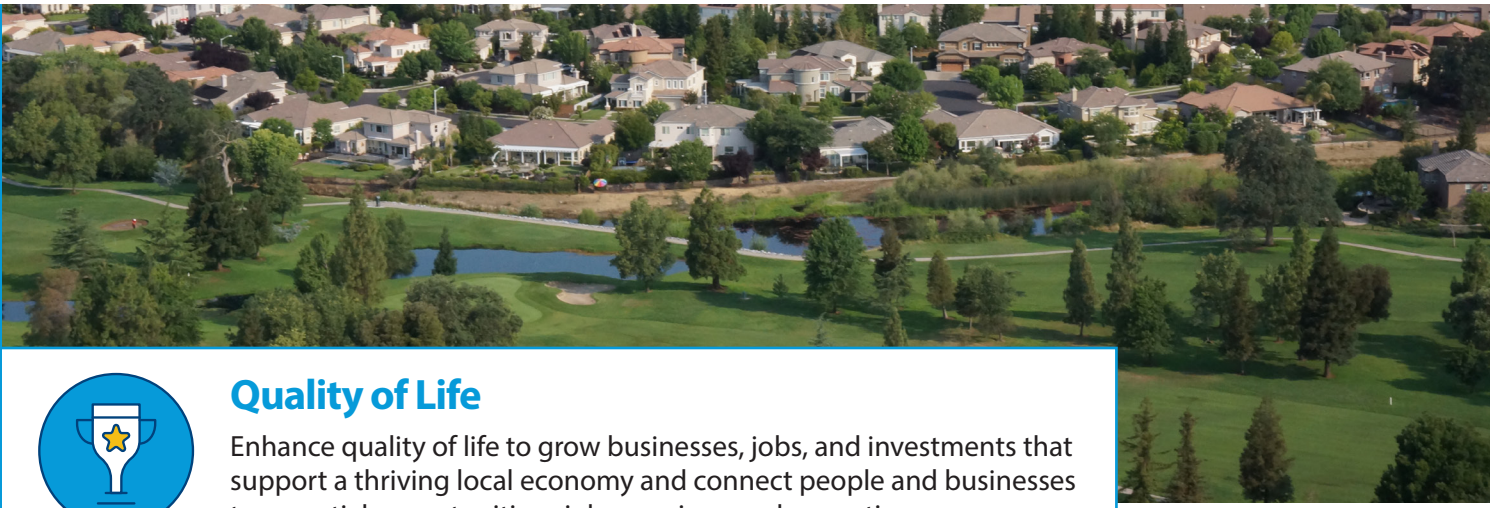
% change in citywide real estate investment, as measured by building valuation



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
- Roseville continued to invest in housing, earning ProHousing designation again, committing \$5.5 million to affordable housing, adding 234 units, and providing over \$560,000 in homelessness prevention. The Housing Authority marked its 50th anniversary, celebrating decades of community impact.
- Transportation 360 is nearing completion, shaping future transit and bike and pedestrian improvements, with transit ridership rising. Parks, Recreation & Libraries earned national recognition again and improved tracking of park use with new software. The significant increase in visitation numbers for FY 24/25 provides a new, more accurate baseline of visitation, participation and usage of parks facilities.

### Accomplishments

- The City strengthened public safety by adding staff to key Police units and securing a \$600,000 grant for cameras, technology, and retail theft enforcement. Operation Grinch led to over 60 arrests and \$20,000 in recovered goods. Roseville Fire improved response times by 12% with a new dispatch alerting system.
- While single-family home construction slowed with the market, Roseville continued to earn statewide and national recognition as one of the best places to live.



% 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





## 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
- Roseville's experience was cited in a June 2024 U.S. Supreme Court decision that clarified local options for addressing homeless encampments.
- The City continued strong regional engagement by participating in the Latino Leadership Council Summit, Placer Valley economic event, and regional economic councils.
- Roseville also welcomed Union Pacific's Big Boy Locomotive, drawing about 30,000 visitors each day and generating an estimated \$1.5 million in economic impact for downtown businesses.

### Accomplishments

- In 2024, the City distributed \$620,000 through the Citizens Benefit Fund and ARPA grants to 23 local nonprofits supporting residents, including services for domestic violence prevention, disabilities, and veterans.
- Roseville Police hosted the second Community Leaders Breakfast to share data, highlight innovation, and strengthen trust with community partners.
- The City renewed key partnerships with regional and local business organizations to support economic growth and tourism.

### Conclusion

**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, we find success.**

**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, support business growth, and the community nonprofits.**