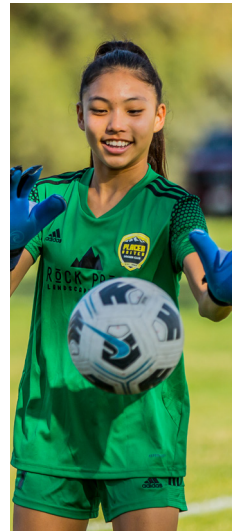
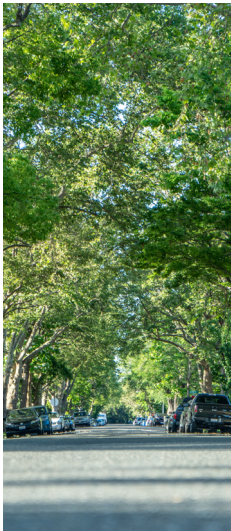


# Progress Report Year One 2022-2023



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 first year of progress achieved under the goals and metrics of Envision Roseville.


As we report on the past year, we will remain focused on the continued implementation of Envision Roseville to guide our economic development efforts and pursue opportunities that helps us live up to our Open for Business motto and solidifies Roseville’s role as an economic leader regionally and throughout the state of California.


## 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
- Business Blend occurs monthly at the Roseville Venture Lab and provides 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.

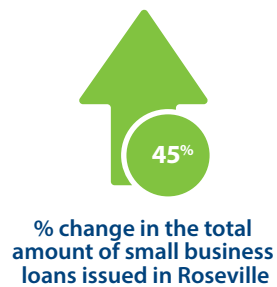
### Accomplishments

- 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.
- 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.



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
- 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.

### Accomplishments

- Launched the Business Visit Program with City of Roseville Economic Development Advisory Committee (EDAC). To date, EDAC has connected and visited with seven businesses.
- Partnering with Placer Valley Tourism and the City’s Parks, Recreation & Libraries Department significantly increased the number of sports tourism events held in Roseville.
- 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.



% 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

*\*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.*



## 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
- 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.
- 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.

### 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.





## 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
- 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, facilitate, and assist development opportunities that grow jobs, increase investment, and drive revenue in the City of Roseville.

### 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.
- 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.





## 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.



% 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  
\*On average -17% lower (updated every 5 years)



Maintaining overall development sentiment (higher satisfaction rate)

## Total investments in constructed infrastructure

(i.e. roadway improvements, utility infrastructure, pedestrian and bike trails, etc.)

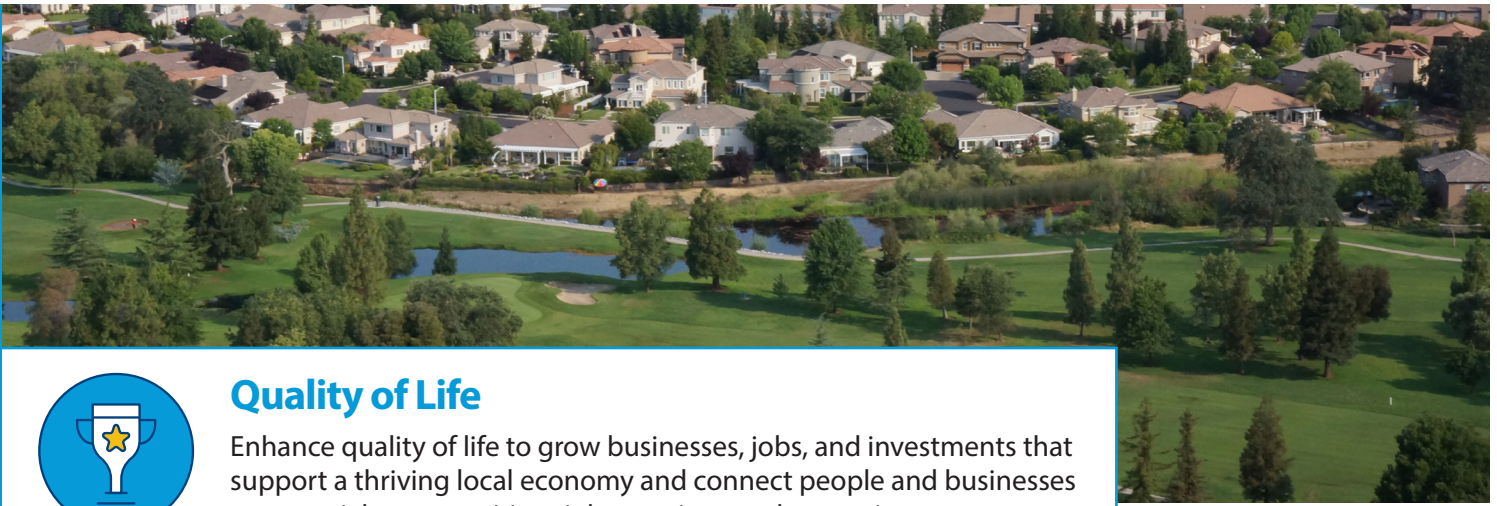
Environmental Utilities  
**\$34M**

Public Works  
**\$28M**

Roseville Electric  
**\$19M**

Parks, Recreation & Libraries  
**\$38M**





## 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.

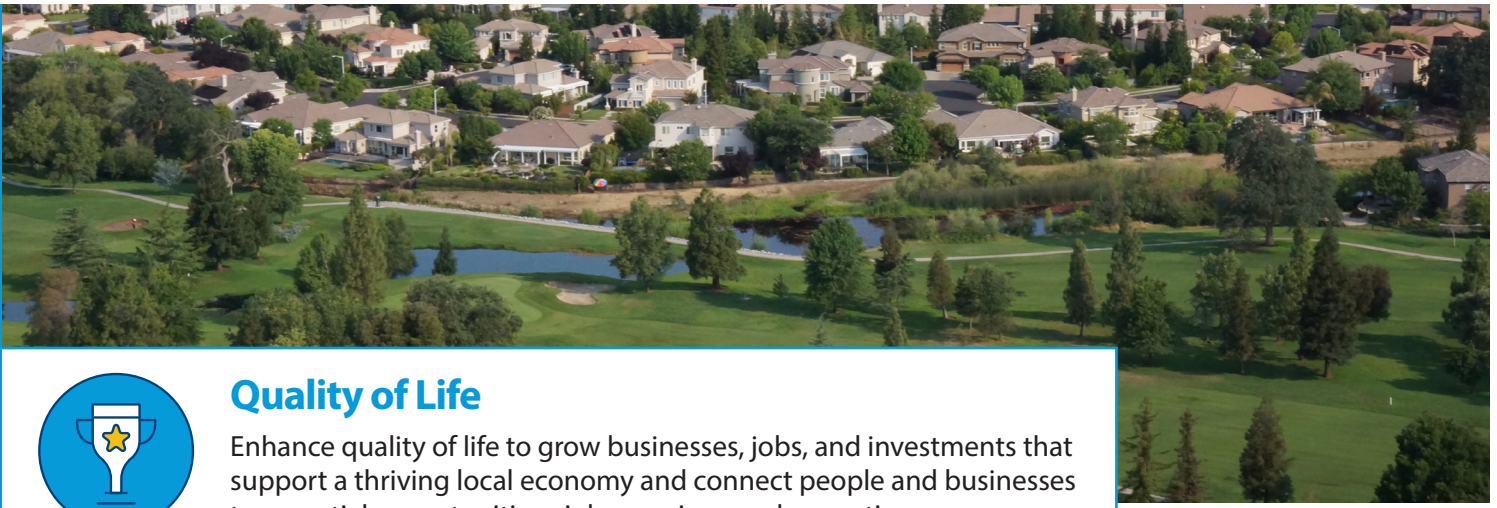
### Goals

- 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
- 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.

### 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.
- 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.





## 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 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).
- 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.



**% changes in burglary rates**

### % change in affordable housing units

332 affordable units with planning entitlements  
 315 affordable units under construction  
 0 affordable units with occupancy permits\*

*\*During FY22/23 the Housing Division committed \$16.5M in funding to five affordable housing projects to assist with the development of approximately 400 affordable units.*



**% change in public transit ridership**



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

**Number of Roseville residents working at Roseville key employers**

*\*no metric this year.*



**% 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
- 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.

### 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.
- 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.

#### Total funding leveraged by partnerships and collaborations



**Housing**  
Deployed ~\$15,066,825 into Roseville community



**American Rescue Plan Act (ARPA) Grant**  
\$350,000 distributed



**Environmental Utilities**  
32 commercial rebate projects for a total of \$143,600



**Downtown Roseville Partnership Façade Rebate**  
\$31,000 in rebates



**Roseville Electric Utility**  
141 commercial rebate projects for a total of \$865,000



**Grant Advisory Commission (Citizens Benefit Fund and REACH)**  
Distributed over \$359,000 back into the community

#### Recognition of efforts and progress



Greater Sacramento Economic Council award

Housing award

Talent Pipeline Management

School district internship

Public Relations Society of America award