



## City Council Staff Report

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**Subject:** City of Rocklin 2022-2025 Economic Development Strategy Update

**Date:** December 10, 2024

**Submitted By:** Sherri Conway, Assistant City Manager

**Department:** City Manager's Office

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**Recommendation:**

Receive a status update of the City of Rocklin 2022-2025 Economic Development Strategy, and provide direction to staff regarding further collaboration with the Growth Factory.

**Background:**

The City of Rocklin's Economic Development Strategy (Strategy) is a purposeful, concentrated effort to achieve economic success with a focused use of the City's resources. The goal of the Economic Development Strategy's activities should result in strategic projects that are intended to have a catalytic effect on Rocklin's overall economy and City revenues.

In February 2022, the City Council received a presentation regarding the 2022-2025 Economic Development Strategy and provided direction to staff to begin implementation. The Strategy has been focused on identifying and leveraging the strengths of the City of Rocklin and its public and private partners in order to foster a thriving business environment that is conducive to business growth, attraction, and creation. These efforts are an investment that can result in a strong and diverse business community by increasing employment opportunities, higher wage jobs, and securing tax revenues that fund the City's high-quality public services. At the same time, the workforce development partnerships and the community events will continue to ensure that economic growth is leveraged to create opportunities and lifestyle improvements for Rocklin's residents.

The City of Rocklin Economic Development Strategy consists of several Action Strategies including:

- Data Application
- Business Retention and Expansion
- Business Attraction
- Fostering Local Entrepreneurship and New Business Formation
- Workforce Development
- Marketing, Promotion and Communication

Significant progress has been made across all areas of the Strategy, with key achievements outlined in the attached report (Attachment 1). These accomplishments reflect meaningful advancements and successful outcomes in several strategic initiatives.

One highlight of the strategy has been an enhanced Development Services business process, where a single point of contact has been established in the City Manager's office to provide developers, business owners, and potential business owners with streamlined support and coordination services. The Economic Development ombudsman serves as a dedicated resource, offering personalized assistance throughout the entire development process. This point of contact not only guides developers through the often complex permitting process, ensuring they understand the necessary steps and requirements, but also educates them on the process to facilitate smoother navigation. The ombudsman also works internally across City departments to keep projects moving forward, addressing and overcoming any obstacles that may arise. By proactively resolving challenges and ensuring efficient communication with city agencies, the program plays a critical role in promoting project success and creating a business-friendly environment. This approach has proven invaluable in assisting developers through the entitlement and building phases, ultimately enhancing the overall development experience.

Additionally, the City has partnered with the Growth Factory to support the scaling of new companies. The Growth Factory, a business accelerator, collaborated with entrepreneurs to develop a compelling funding case and strengthen their leadership capabilities, which enables them to attract the capital and talent necessary to scale a high-growth company. Two cohorts have received funding through the City's Build Up Rocklin program, supported by \$300,000 in ARPA funding. Twenty Rocklin businesses participated in the program receiving support on various business components including building financial roadmaps and leadership development to take their businesses to the next level.

The City and the Growth Factory are currently exploring further opportunities to support local businesses and their successes. Those ongoing conversations will identify how the City can further assist the Growth Factory and Rocklin businesses in fostering innovation and economic growth.

Staff seeks the City Council's direction regarding continuing this partnership. If there is interest, staff will return with a recommendation for future programming as well as funding.

Staff will conclude implementation of the current strategy in the coming months. Based on best practices research and direction from the City Council, in 2025 a new Economic Development Strategy will be presented to the City Council for consideration.

**Fiscal Impact:**

There is no direct fiscal impact to the General Fund.

**ATTACHMENTS:**

[1. Economic Development Strategy Update](#)