



July 7, 2009

The Sacramento Regional Research Institute (SRRI) is now known as the ***Center for Strategic Economic Research*** (the Center).

***The new name more accurately reflects the organization's core services and skills and broadens its identity beyond the Sacramento Region.***

The Center is an economic research and consulting organization specializing in applied research and strategy development in the regional economics and economic development fields. The Center provides a full range of objective economic and demographic research services to businesses, government entities, educational institutions, and non-profit organizations. Primary service areas include market and feasibility analyses; economic and tax impact studies; economic development strategies; industry and workforce studies; economic and demographic profiles; policy analysis and program evaluation support; and site selection information and research. ***In response to client demand, the Center recently expanded its services to include research validation and peer review as well as stimulus project analyses and monitoring.***

Over its more than 30 years of operating as the Real Estate and Land Use Institute (RELUI) and SRRI, the organization has evolved and established a strong presence in the Sacramento Region through its relationship with the business and economic development communities. In the last several years, the organization has found that its unique structure and specialized capabilities have led organizations throughout the country to utilize the organization's highly respected research services. As a result, its client base has expanded immensely within California and numerous other states and regions in the country as well as national/federal organizations and departments. ***The Center has worked on projects in a number of arenas with a wide variety of clients ranging from small non-profit organizations to Fortune 500 companies.***

***The Center will continue its longstanding affiliation with the Sacramento Area Commerce and Trade Organization (SACTO).*** In this capacity, it will continue to produce signature reports analyzing the Sacramento Region economy and act as the economic research team for the economic development corporation, providing data and analysis for company prospects, local cities and counties, and regional marketing efforts.

To learn more about the Center, please visit the new web site, ***[www.strategiceconomicresearch.org](http://www.strategiceconomicresearch.org)***, or contact the Center Director Ryan Sharp at (916) 491-0444 or [ryan@strategiceconomicresearch.org](mailto:ryan@strategiceconomicresearch.org).