

WHERE  
ECONOMIC  
RESEARCH  
AND THE  
REAL WORLD  
CONVERGE



CENTER FOR STRATEGIC  
ECONOMIC RESEARCH



# ABOUT THE CENTER FOR STRATEGIC ECONOMIC RESEARCH

The Center for Strategic Economic Research (CSER) provides a full range of objective economic and demographic research services to businesses, government entities, educational institutions, and non-profit organizations.

The experienced staff at CSER possesses extensive knowledge of economic and demographic research, economic development practices, and urban planning. Private and public sector clients throughout the country look to CSER's unique research expertise to help them make informed decisions through the strategic application of objective economic analysis. Every project is successfully completed on time, within budget, and in accordance with the highest quality standards.



## CORE SKILLS

- Economic and demographic analysis and forecasting
- Regional economics and economic development practices
- Market area and feasibility analysis
- Econometric and input-output modeling
- Social science research and survey design

SERVICES

**ECONOMIC AND DEMOGRAPHIC PROFILES:** A comprehensive collection of the latest and most reliable data enhances local economic development and marketing efforts.



**CSER produces** economic and demographic profiles containing data and analysis in areas such as population, housing, income, employment, labor force, wages, taxable sales, transportation, quality of life and utilities.

*The County's Economic Development Department has benefited immensely from the various studies CSER has completed for us. Not only have their work products provided valuable information that we use to market the County, but we have seen tangible results by acting on specific recommendations from their reports.*

- David Snyder, Director  
Placer County Office of Economic Development

**SITE SELECTION INFORMATION AND RESEARCH:** Companies and site selection consultants rely on accurate and comparable information in evaluating areas for expansion or relocation.

**CSER gathers** and analyzes economic and demographic data to help economic development professionals provide companies and consultants with an accurate and comprehensive view of an area.

*We rely extensively on CSER's analysis and publications to support our business recruitment activities, regional marketing strategies, and planning efforts. CSER's ability to provide credible and timely data and analysis has played a critical role in a number of company location and expansion decisions.*

- Barbara Hayes, Executive Director  
Sacramento Area Commerce and Trade Organization

**RESEARCH VALIDATION AND PEER REVIEW:** Critical decisions are often based on technical research, which decision makers must be able to trust and rely on to be fully effective.

**CSER applies** its expertise to help decision makers become more comfortable with technical research by validating completed economic and demographic analyses or acting as a peer reviewer, suggesting ways to improve the work and identifying significant shortcomings that should be addressed.



*CSER's evaluation of research and data describing the state's business climate gave us an important external perspective on the soundness of our assumptions and the factors driving statewide economic trends. The results of their review helped us answer critical questions that drive our core initiatives.*

- Larry Dicke, Executive Vice President, Finance and Chief Financial Officer  
California Chamber of Commerce

**ECONOMIC AND TAX IMPACT STUDIES:** The creation of jobs typically has a ripple effect throughout a region where additional jobs are generated through relationships with linked firms and purchases of goods and services.

**CSER provides** a complete picture of employment, income and consumption expenditures throughout the region's economy and determines their economic effects. Using IMPLAN modeling, CSER also creates an estimate of the generation of federal, state and local taxes.

*CSER provided valuable information on the short-term and ongoing economic impacts associated with multiple phases of our proposed expansion project. This analysis helped us better understand and effectively communicate the ripple effects the project could generate at the statewide and regional levels.*

- Jeremy Cusimano, Economist  
United States Department of Energy, Petroleum Reserves

**INDUSTRY STUDIES:** An understanding of the economic trends and qualities necessary to foster growth and development is critical for business attraction, expansion and retention efforts aimed at a specific industry.



**CSER analyzes** employment and wage data for the industry, economic impacts, locational advantages, contributions of major employers and responses from an employer survey.

*Our organization has benefited immensely from CSER's comprehensive analysis of the housing industry's characteristics and role in the state's economy as well as its numerous counties and regions. We have used key findings to inform our government affairs activities and enhance our promotion of this important industry.*

- Tim Coyle, Senior Vice President, Governmental Affairs  
California Building Industry Association

**WORKFORCE STUDIES:** An important part of understanding a local economy is evaluating the characteristics of the workforce.

**CSER provides** information on the mix of jobs, training, education and skills and analyzes the ability of the workforce to fill the existing and potential future employment needs. CSER also evaluates industry staffing patterns and workforce competitiveness.

*After working with CSER, we now have a clearer understanding of our future economy, the demands for community college programs, and how to provide the most benefit to our students and the business community.*

- Walter DiMantova, Director  
Workforce Education and Economic Development  
Los Rios Community College District

**ECONOMIC DEVELOPMENT STRATEGIES:** Long-term economic development planning must consider both the current local environment as well as a vision for future growth and development.



*CSER provides* analysis on which to base long-term business decisions by identifying the economic potential of a local area, assessing the existing attributes and advantages, evaluating economic and demographic trends and generating economic development strategies.

*CSER helped us gain an understanding of our region's economic potential and how to capitalize on it. They helped us develop a vision and a plan to enhance our prosperity and move our economic development efforts forward.*

- Robert Miller, Senior Vice President  
Folsom Economic Development Corporation

**MARKET AND FEASIBILITY ANALYSES:** Determining the market acceptance or feasibility of a specific project is essential to make informed business decisions and ensure success.

*CSER produces* market and feasibility studies to determine if the market conditions are suitable for development, short- and long-term project sustainability and the best use of a location or site.

*My firm utilized CSER's research to guide investment and expansion decisions. We were able to assess our opportunities in a more comprehensive manner based on strategic analysis and data-driven guidance, which ultimately affected the firm's bottom line.*

- Jeff Koewler, Managing Partner  
Downey Brand Attorneys LLP

**POLICY ANALYSIS AND PROGRAM EVALUATION SUPPORT:** In some cases, policy analysis and program evaluation activities require an added level of economic or technical support.



*CSER offers* support services in assessing the economic components of specific policy alternatives, developing research processes and measurement techniques and gathering and analyzing data to evaluate program effectiveness.

*Our clients have absolutely benefited from the use of CSER's economic analysis to enhance their public relations campaigns and shed light on issues of interest. CSER's work has been professional, rigorous, and appreciated by policy makers and stakeholders.*

- Sharif Ebrahim, Principal  
Kearns & West, Inc

## CLIENTS

CSER 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.

### Representative Clients:

3D/International

Apple Hill Growers Association (AHGA)

Arts & Business Council of Sacramento

AT&T Inc.

Building Industry Association of Washington (BIAW)

California Apartment Association (CAA)

California Assisted Living Association (CALA)

California Building Industry Association (CBIA)

California Chamber of Commerce

California Community Colleges, Economic & Workforce Development

California Department of Mental Health

California Homebuilding Foundation

Christian Brothers High School Community

City of Elk Grove

City of Folsom

City of Rancho Cordova

City of Roseville

City of Sacramento

City of Vacaville

City of Woodland

Coalition for Enhanced Marine Resources (CEMR)

Community Services Planning Council (CSPC)

Downey Brand Attorneys LLP

El Dorado County

Elk Grove Economic Development Corporation

Federal Technology Center

First 5 Placer Children & Families Commission

Folsom Economic Development Corporation (FedCorp)

Girl Scouts, Heart of Central California

Gold Rush Park Foundation

Jamal, LLC

KT Communities

Lennar Corporation

Los Rios Community College District

McDonough Holland & Allen PC

North State Building Industry Association

Partnership for Prosperity

Placer County

Placer Ranch, Inc.

Sacramento Area Commerce and Trade Organization (SACTO)

Sacramento Area Marketing Group (SAMG)

Sacramento County Airport System

Sacramento Employment and Training Agency (SETA)/Sacramento Works, Inc.

Sacramento State

Sierra College

Teichert Aggregates

The Diepenbrock Law Firm

The SAER Group/KP Public Affairs

URS Corporation

U.S. Department of Energy

Velocity Venture Capital

Western Engineering Contractors, Inc.

Westfield Corporation, Inc.

William Jessup University

Woodland Community College

Yolo County

Yuba-Sutter Economic Development Corporation (YSEDC)



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