

WHERE
ECONOMIC
RESEARCH
AND THE
REAL WORLD
CONVERGE



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ABOUT THE
CENTER FOR
STRATEGIC ECONOMIC
RESEARCH

The **Center for Strategic Economic Research (CSER)** is an economic research and consulting group specializing in applied research and strategy development in the regional economics and economic development fields. The organization has been engaged in regional economic research activities for over 30 years and is actively involved in economic development initiatives through its longstanding relationships with various economic development entities. CSER provides a full range of objective economic and demographic research services to government entities, businesses, non-profit organizations, and educational institutions throughout the country. Public and private sector clients look to CSER's unique research expertise to help them make informed decisions through the strategic application of objective economic analysis and expert guidance. 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 and feasibility analysis
- Econometric and input-output modeling
- Social science research and survey design
- Strategic planning and collaborative processes
- Performance measurement
- Geographic Information Systems (GIS)

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.

Private Sector:

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 Association of County Veterans Service Officers, Inc. (CACVSO)
California Building Industry Association (CBIA)
California Chamber of Commerce
California Homebuilding Foundation (CHF)
California Online Poker Association
Christian Brothers High School Community
Coalition for Enhanced Marine Resources (CEMR)
Community Services Planning Council (CSPC)
Crocker Art Museum
Downey Brand Attorneys LLP
El Dorado Hills Community Foundation
Elk Grove Economic Development Corporation
Federal Technology Center
Folsom Economic Development Corporation (FedCorp)
Girl Scouts, Heart of Central California
Gold Rush Park Foundation
Green Capital Alliance (GCA)
Greenwise Joint Venture
Hartrex Management Corporation
Hefner, Stark, & Marios, LLP
Jamal, LLC
KT Communities
Lennar Corporation
McDonough Holland & Allen PC
New Faze Development
Nor-Cal Beverage Company
North State Building Industry Association
Placer Ranch, Inc.
PRIDE Industries
Sacramento Area Commerce and Trade Organization (SACTO)
Sacramento Area Marketing Group (SAMG)
Sacramento Region Community Foundation
Schilling Robotics
Teichert Aggregates
The Diepenbrock Law Firm
The SAER Group/KP Public Affairs
Truckee Donner Chamber of Commerce/Truckee Tomorrow
UC Davis Health System
URS Corporation
Valley Vision
Velocity Venture Capital
Western Engineering Contractors, Inc.
Westfield Corporation, Inc.
William Jessup University
Yuba-Sutter Economic Development Corporation (YSEDC)

Public Sector:

California Community Colleges, Economic & Workforce Development
California Department of Mental Health
California Department of Real Estate
California State Teachers' Retirement System (CalSTRS)
California State University, Sacramento
City of Davis, CA
City of Dublin, CA
City of Elk Grove, CA
City of Folsom, CA
City of Rancho Cordova, CA
City of Roseville, CA
City of Sacramento, CA
City of Vacaville, CA
City of Woodland, CA
El Dorado County, CA
First 5 Placer Children & Families Commission
Golden Sierra Workforce Investment Board
Los Rios Community College District
Placer County, CA
Sacramento County Airport System
Sacramento Employment and Training Agency (SETA)
Sacramento Housing and Redevelopment Agency (SHRA)
Sacramento Municipal Utility District (SMUD)
Sierra College
University of California, Davis
University of California, Los Angeles
U.S. Department of Energy
Woodland Community College
Yolo County, CA

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, President & CEO
Sacramento Area Commerce and Trade Organization (SACTO)

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

EVALUATION

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 economic impacts of the University of California, Davis. This analysis helped us better understand and effectively communicate the full magnitude of the employment and financial impacts UC Davis generates at the statewide and regional levels.

- Marjorie Dickinson, Assistant Vice Chancellor, Government Relations
University of California, Davis

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.

- Mike Winn, President & CEO
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 and workforce demand, the alignment with education and training programs, and how to provide the most benefit to our resident workforce and the business community.

- Robin Purdy, Deputy Director
Sacramento Employment and Training Agency

CONSULTATION

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 build a common vision and an actionable plan to enhance our community's economic prosperity based on strategic technical analysis and valuable professional guidance. Our community has benefited from implementing the recommended strategies and CSER has remained a valuable partner in moving our economic development efforts forward.

- Laura Gill, City Manager
City of Elk Grove

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.

- Jeffrey M. Koewler, 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