

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 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 the Center possesses extensive knowledge of economic and demographic research, economic development practices, and urban planning. Private and public sector clients throughout the country look to the Center'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

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- 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
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**SERVICES**

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



*The Center 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 the Center 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.

*The Center 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 the Center's analysis and publications to support our business recruitment activities, regional marketing strategies, and planning efforts. The Center'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.



*The Center 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.

*The Center'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.

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

*The Center 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.



*The Center 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 the Center'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.

*The Center 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. The Center also evaluates industry staffing patterns and workforce competitiveness.

*After working with the Center, 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.

*The Center 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.



*The Center 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.

*The Center 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 the Center'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.

*The Center 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 the Center's economic analysis to enhance their public relations campaigns and shed light on issues of interest. The Center's work has been professional, rigorous, and appreciated by policy makers and stakeholders.*

- Sharif Ebrahim, Principal  
Kearns & West, Inc

## CLIENTS

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.

### 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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