



**Item #06-1-16
Workshop**

SACOG Board of Directors

January 12, 2006

Partnership for Prosperity Update

Issue: Susan Frazier, Executive Director from Valley Vision will provide an update.

Recommendation: No action requested.

Discussion: The Partnership for Prosperity is a coalition of 34 organizations from across the business and economic development spectrum in six counties working to forge a new regional business plan for the Sacramento area. Part of the effort includes creating a new marketing identity that reflects this plan and the area's strengths within the region and to the outside world. Begun in February 2005, the first phase of the project is expected to be complete by March 2006. Valley Vision will present an overview of the regional business plan developed via this collaborative process and solicit input and participation.

Approved by:

Mike McKeever
Executive Director

MM:rt

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