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OAKLAND

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AGENDA REPORT

TO: DEANNA J. SANTANA
CITY ADMINISTRATOR

FROM: Fred Blackwell

SUBJECT: Monthly Economic Development
Strategy Tracking

DATE: April 30, 2012

City Administrator
Approval

Date

5/7/12

COUNCIL DISTRICT: City-Wide

RECOMMENDATION

Staff recommends that the City Council accept this Monthly Tracking Report on Specific Actions and Outcomes on the preparation of the Economic Development Strategy for the City of Oakland

EXECUTIVE SUMMARY

This report responds to the Community and Economic Development Committee's request for a standing monthly report to track actions and outcomes for the preparation of the Oakland Economic Development Strategy. The City Council has directed the development of a focused economic development strategy which prioritizes support for Oakland's existing businesses and fosters new investment, revenue and employment opportunities for Oakland residents. Outcomes generated to date under the proposed Project scope and timeline are included in *Attachment A*.

For questions regarding this report, please contact Aliza Gallo, Economic Development Coordinator, (510) 238-7405.

Respectfully submitted,

Fred Blackwell, Assistant City Administrator

Prepared by:
Aliza Gallo, Economic Development Coordinator
Office of Economic and Workforce Development

Attachment A: Monthly Strategy Development Outcomes

Item: _____
CED Committee
May 22, 2012

ATTACHMENT A:
ECONOMIC DEVELOPMENT STRATEGY
April 2012 Actions

Timeline	Goal	Actions/Outcome
February – June 26, 2012	An Economic Assessment Report will provide an updated comprehensive overview of Oakland’s current economic performance. Selected economic indicators such as: Socio-Economic demographics, employment data (labor market characteristics, unemployment and job growth); standard market performance analysis (retail, office, industrial, hotel industries); understanding of overall direct and indirect employment and business activities. The purpose of report is to identify strengths and weaknesses in Oakland’s economy to grow business and attract capital in ways that create quality jobs.	Preparation of Overall Economic Assessment & Indicators Report for Oakland Actions: Staff will present the Oakland Economic Development Strategy Project at UC Berkeley on Wednesday, May 2 nd to identify Student Interns for Summer 2012. Staff has prepared an initial Economic Indicators Summary that will serve as baseline information for the initial Economic Indicators Dashboard. The economic information will be available to the public, and will also serve as baseline information for the development of the industry action plans.
April 2012	Create a Citywide Economic Development Staff Team.	Economic Development Strategy Project Team Actions: The development and implementation of a successful Economic Development Strategy requires a citywide staff input - Key City units include Marketing & Cultural Arts, Workforce Development; Business Tax; Departments of Housing and Community Development and the Planning, Building & Neighborhood Preservation and the Office of Neighborhood Investment. Staff is conducting various internal outreach meetings.
April 2012	Expand City of Oakland’s access to alternative funding sources. Identification and implementation of new funding sources to support or supplement economic development efforts.	Development of Economic Development Tools: Local/State/Federal and Private Actions: Staff continues to obtain information about alternative financing tools available to cities. Based on participation in the 2012 EDA Regional Conference, staff is preparing a grant application to fund West Oakland infrastructure improvements. Staff has begun the review of current City incentives and is planning to present an updated business incentives program to City Council.

<p>April – June 2012</p>	<p>Creation of strategic actions plans to support and strengthen Oakland’s key existing industries.</p>	<p>Oakland’s Key Economic Industries Work Plans Actions: Staff is underway with the development of the Specialty Food Production Industry Cluster Strategy. Staff has formed partnership with Hope Collaborative, Oakland Food Policy Council to collaborate and share resources and data to develop a comprehensive cluster study, modeling nationwide processes, including ICIC Food Cluster Initiative. Staff is participating in the East Bay Broadband Consortium and will be working with the City’s Department of Information Technology to look at Oakland opportunities. The Oakland Shines Program, an important component of the Green Industry Outreach efforts, has successfully concluded. The Program was a collaborative effort of PWA Environmental Services, Economic Development and Quest Partners.</p>
<p>April - June 2012</p>	<p>Coordination and Partnership with Workforce Investment Board and Workforce Development Program efforts.</p>	<p>Review & Coordination with Oakland Workforce Development Actions Actions: Economic Development and Workforce Development Units are meeting monthly to coordinate efforts, especially major attraction and industry development efforts. Group has agreed to share resources such: 2012-2014 Excellence in Workforce Development, Strategic Plan for the Oakland Workforce Investment Board; Building on Our Assets: Economic Development & Job Creation in the East Bay, October 2011; Putting the East Bay To Work, Sustainable Jobs for the Underemployed, 2009; and the previous Oakland Industrial Business Survey.</p>
<p>April 2012</p>	<p>Overview of Current Key Economic Development Program Activities</p> <p>City Administrator’s Economic Development Cabinet & Oakland Retail Advisory Committee, Oakland Chamber of Commerce</p> <p>Business Development Services</p>	<p>Office of Economic and Workforce Development: Economic Development Unit Activities Activity: Business Development Efforts The Office of Economic and Workforce Development is comprised of Marketing & Cultural Arts, Workforce Development and Economic Development units. Unit work plans are under review and priority projects are being defined. Economic Development staff is involved in a number of direct business development services as well as strategic programmatic initiatives.</p> <p>Activity: City Administrator’s business advisory committee for input on the business Conditions/Economic Development Strategy Staff participated in the first meeting of the Economic Development Cabinet. Quarterly meetings will be held.</p> <p>Activity: New & Existing Business Services During the month of April staff held six group meetings with developers, owners and businesses concerning major new business development opportunities. Staff is currently working on 15 new business attraction cases; 6 business expansion cases and 5 business retention cases. The Business Assistance Center had contact with 154 prospective or small businesses in the past month. Services included business licenses, financing referrals, SLBE/DBE certification, and site location queries.</p>

	<p>Urban Land Institute- Daniel Rose Fellowship Project & Specific Plans</p> <p>CBD Program Development</p> <p>Community Outreach Meetings</p>	<ul style="list-style-type: none"> • Is working to renew Broadway Shuttle funding agreements with Jack London Square, Downtown & Lake Merritt/Uptown Community Benefit Districts, Forest City and the Water Emergency Transportation Authority. • Is developing Request for Proposals to complete Broadway Transit Line study using \$300,000 Caltrans grant secured by Economic Development. Study will assess feasibility of different transit modes – bus and rail – to expand the Broadway Shuttle route north to the Kaiser Hospital and MacArthur BART station. This project is an economic development catalyst along the Broadway corridor and a key piece to the implementation of the Broadway Valdez Specific Plan vision <p>Activity: ULI - Daniel Rose Center Fellowship & Specific Plans The ULI Daniel Rose Fellows (Aliza Gallo, Deanna Santana, along with Mayor Quan and Fred Blackwell) attended the Daniel Rose Center Meeting in Chicago and presented an update of activities in support of the Oakland Broadway Corridor Project. Staff is planning for a Downtown Stakeholders meeting in June. Economic Development staff participates in the Broadway Valdez Specific Plan and the West Oakland Specific Plan meetings. Staff also participated in community meetings related to the Coliseum City Specific Plan project.</p> <p>Activity: Assistance to Existing Districts and District Formations Staff attended meeting of the Oakland CBD/BID Managers Council meeting. Work is underway to support renewal of the Lakeside-Lakeshore BID. Staff is providing ongoing assistance with new 2 CBD formations. Staff is working with PWA and Building staff regarding public right of way improvement projects and the development of a district master encroachment permit program.</p> <p>Economic Development staff participated in the following community outreach meetings and business functions: ICSC Monterey (spoke to 28 retailers); Oakland Retail Advisory Committee meetings; Strictly Sail Pacific Trade Show, West Oakland Business Alert, Coliseum Business Alert, Airport Area Business Association, PG& E's Design and Outreach Program meetings for Oakland companies, GSA-Region 9 Outreach meeting, Oakland Merchant Leadership Forum, CBD/BID Managers Council meeting, OMCC Economic Development Committee, and other community and business association meetings.</p>
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	Marketing & Cultural Arts: Key Economic Development Activities	<p>Marketing & Cultural Arts staff are supporting economic development activities</p> <p>Actions:</p> <ul style="list-style-type: none"> • 2012 version of Choose Oakland 24-page economic development marketing supplement slated for publication in San Francisco Business Times on June 29, 2012 • Retail marketing collateral in production for ICSC 2012 ReCon, Las Vegas • 2012 Art & Soul expanding to late-night hours on Saturday in partnership with East Bay Express to enhance weekend/evening foot traffic and bolster downtown nightlife. (2012 festival dates: Sat., August 4 and Sunday, - 5, 2012) • Oakland Celebrates America's Cup planning efforts in full swing, with eye toward waterfront and citywide activities for 2013 finals.
May- July 2012	Existing Business Support, Retention and Expansion efforts are a priority	<p>Strengthen Business Development Services to Existing Businesses</p> <p>Actions: Staff is planning to meet with business improvement districts, merchant associations, business service partners and industries for their input. Outreach is expected through surveys, group meetings and industry focus groups. In addition, staff will engage Economic Development City Team for input.</p>
June 26, 2012	Engage and Advise Oakland City Council in Economic Development Strategy work.	<p>Regular Updates and Seek Advice from CED Committee</p> <p>Action: Present monthly updates of key activities accomplished in support of development of Economic Development Strategy. Staff intends to meet with each CED City Council Member for input.</p>
October - November 2012	Adoption of a Strategic Economic Development Plan	