

CITY OF OAKLAND

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OAKLAND

2017 FEB 16 PM 6:26

AGENDA REPORT

TO: Sabrina B. Landreth
City Administrator

FROM: Mark Sawicki
Director, EWD

SUBJECT: Economic Development Quarterly
Tracking Report

DATE: January 31, 2017

City Administrator Approval

Date:

2/16/17

RECOMMENDATION

Staff Recommends That The City Council Accept An Informational Quarterly Tracking Report On Economic Development Activities.

EXECUTIVE SUMMARY


This report covers the period from July 1, 2016 to December 31, 2016. It responds to the Community and Economic Development (CED) Committee's request for a standing quarterly report to track economic development activities and actions (**Attachment A**).

Please also find attached the Quarterly Economic Dashboard (**Attachment B**) covering employment, job growth, real estate, and revenue information for the period July 1, 2016 to September 30, 2016, which represents the most recent data available. Also attached are the September/October, November and December issues of our monthly newsletter (**Attachment C**) highlighting several new businesses and trends in the Oakland economy. Both are available for subscription at www.business2oakland.com.

Item: _____
CED Committee
February 28, 2017

For questions regarding this report, please contact Zach Seal, Economic Development Specialist, at (510) 238-2937.

Respectfully submitted,


Mark Sawicki, Director
Economic and Workforce Development Department

Reviewed by:
Aliza Gallo, Economic Development Manager

Prepared by:
Zach Seal, Economic Development Specialist

Attachments (3):

- A) Economic Development Staff Activities, 3rd and 4th Quarters (July-December) 2016
- B) Oakland Quarterly Economic Dashboard, 3rd Quarter (July-September) 2016
<http://www2.oaklandnet.com/oakca1/groups/ceda/documents/report/oak062316.pdf>
- C) Economic Development monthly newsletters for September-December, 2016:
<https://content.govdelivery.com/accounts/CAOAKL/bulletins/165ed56> (September/October, 2016)
<https://content.govdelivery.com/accounts/CAOAKL/bulletins/16e5ac8> (November, 2016)
<https://content.govdelivery.com/accounts/CAOAKL/bulletins/17477a8> (December, 2016)

Attachment A

Economic and Workforce Development Department
Economic Development Unit
Activities Report for July-December 2016

I. Business Retention and Attraction Highlights

(sorted by # of employees)

Company	Sector	Council District	Employees	Notes/Status/Business Needs
Sungevity (Retention/ Expansion)	Green/ Cleantech	3	~400	Facilitated communications between Sungevity project managers and City Fire Prevention staff to hit timely permitting, construction and inspection milestones. Ultimately helped this top-5 international solar firm and major Oakland employer to consolidate its headquarters and workforce from two buildings to one on a tight schedule.
AB&I (Retention/ Expansion)	Manufacturing	7	210	Worked with Planning staff to clarify zoning issues in light of being adjacent to the Coliseum Specific Plan. Also assisted in outreach to surrounding community in support of the company's open house event, which was attended by Mayor Libby Schaaf and Councilmember Larry Reid. AB&I is one of Oakland's oldest companies, here since 1906.
Safeway (Expansion)	Retail	1	200	Collaborated with former master tenant, Property Development Centers, and the City Planning & Building Department to secure entitlements for the Safeway store expansion and the overhaul of the entire The Ridge Shopping Center where the store sits. This has been a years-long process involving multiple community groups and many meetings. The 70,000 square foot store opened in September.
Kennedy Commerce Center (Attraction)	Manufacturing/ Retail	5	~100 (projected)	Facilitated meetings with Planning staff to clarify that a Conditional Use Permit (CUP) for the entire property could be pursued rather than a CUP on a tenant-by-tenant basis. This effort supports the continued redevelopment of a former bread factory into 4+ subdivided spaces for various uses, including continued manufacturing and medium scale retail.
Vigilent (Expansion)	Green/ Cleantech	3	40+	Brought Vigilent to a trade event featuring government and economic development representatives from Vietnam. Vigilent is an international leader in energy efficient cooling of computer server farms and data centers.

Company	Sector	Council District	Employees	Notes/Status/Business Needs
Southern Glazer's Wine & Spirits (Attraction)	Office	3	40	Coordinated "pre-pre" application meeting with client and City staff to answer questions about how their building plans should be designed; helped expedite building, fire sprinkler, and fire alarm permits. This attraction of the company's western U.S. headquarters brought 40 employees and 16,000 square feet of newly renovated office space to downtown Oakland.
The Port Bar (Attraction)	Retail	3	15	Worked with business owner on negotiating lease and designing space to accommodate Building and Fire staff's goals. The Port Bar opened in July and is the first LGBTQ bar to open in Oakland in a long time.
Oakland Technology Exchange (Retention)	Green/ Cleantech	3	10	Helped to identify possible properties for relocation of this community institution, which is dedicated to reclaiming, refurbishing, and redistributing personal computers to low-income students and families throughout Oakland. Challenging due to a legacy of subsidized rent in a very hot market, Oakland Technology Exchange nonetheless found a new home just a few minutes from its original location.
Code Next/ Google (Attraction)	Tech	2	10	Assisted Google on its pilot launch of a tech education program for local students, including encouraging the selection of Oakland for the pilot site, identifying the Fruitvale location, assistance establishing partnerships with other local student-serving organizations, and permit assistance.

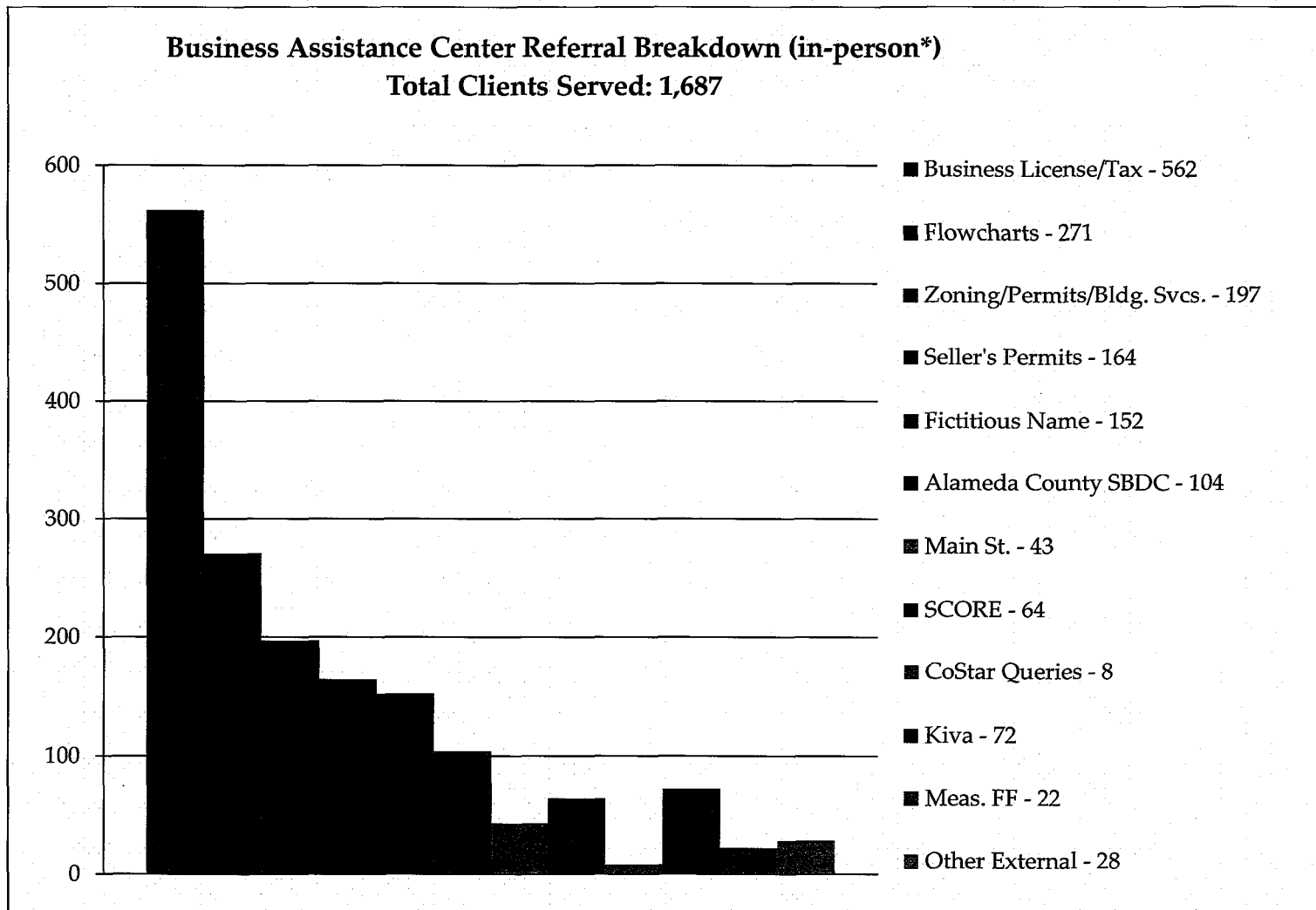
II. Activity Highlights

- Worked since Walmart closed to facilitate new retail operator(s) and/or site buyer for the **Walmart Property** in the Hegenberger Shopping Center. The property recently entered escrow.
- Partnered with **Bay Area Urban Manufacturing Initiative** to co-produce online survey and video documenting manufacturers and mayors of the four largest Bay Area cities (San Jose, San Francisco, Oakland and Fremont). The effort culminated in a summit and project report to promote the preservation of industrial land and worker training for skilled manufacturing jobs.
- Disbursed over \$1.2 million to Oakland's property owner- and merchant-based **Business Improvement Districts** (BIDs), including: Downtown, Lake Merritt/Uptown, Lakeshore, Jack London Improvement District, Koreatown/Northgate, Laurel, Temescal, Fruitvale, Montclair, Rockridge, and the Oakland Tourism BID.
- **In-person Business Outreach:**
 - Visited over 50 businesses affected by the tragic **Ghost Ship fire**, including businesses that were directly impacted by the fire, and other businesses whose pre-holiday business was affected by street closures and diminished customer foot traffic. Currently working with approximately 10 of these businesses to qualify for loan and technical assistance services.
 - Canvassed downtown and reached out to businesses that were victims of vandalism and graffiti associated with the otherwise **peaceful protests in the wake of the November presidential election**. Staff offered information on how to document damage to insurance companies and law enforcement.
 - Visited over 200 businesses along the **Women's March** route to pass out information about how to receive updates about where the march is heading and tips about how to prevent property damage.

- Teamed up with the **Kapor Center for Tech and Social Impact** and local startup investor **DevLabs** to develop and submit a winning \$420,000 Kauffman foundation grant application to launch the **Oakland Startup Network**. The program launched in January 2017 and will fund a startup engineering education program, ecosystem mapping, and other activities to engage and launch underserved Oakland entrepreneurs of color in the tech sector. The program's ultimate goal is to use networking and digital strategy to reduce the costs and risks associated with opening a business.
- Helped design and launch the City of Oakland beta **Online Business Portal** (<https://beta.oaklandca.gov/services/businesses>). Staff is currently evaluating and editing the site based on user feedback, as well as developing additional tools for zoning and permit navigation. The site will also include a digital application called OpenCounter for checking zoning and navigating the permit process. OpenCounter Oakland is currently under construction.
- **Broadway Shuttle** funding:
 - Coordinated with Bay Area Air Quality Management District (BAAQMD) staff to secure a Policy Exemption for the Broadway Shuttle, enabling the shuttle to receive a \$367,000 grant from the Alameda County Transportation District.
 - Agreed to terms on a two-year \$280,256 sponsorship agreement with Jack London Square to support the Broadway Shuttle. Contract execution is expected to be completed by March of this year.
 - Submitted a \$2.8 million (five-year) Call for Projects grant application to the Alameda County Transportation District to help fund the Broadway Shuttle.
- Facilitated meeting with the **Koreatown Northgate (KONO)** Community Benefit District, the City Revenue Division, and the City Administrator Office to address KONO's concern that the permit application process for street event vendors is too confusing. A resolution was reached where KONO would provide a list of pre-approved vendors to the Revenue Division in order to facilitate more seamless business tax application approvals.

- Began collaborating with the City's Parking Assets Manager to help Oakland Auto Row dealerships find additional **new and used car inventory parking**. Possible solutions include leasing the City-owned Medical Hill Garage at 426 29th Street to Volkswagen (it is currently leased to Mercedes), and coordinating with Caltrans to use space under I-580 and I-980 for inventory parking.
- Completed **West Oakland BizAlert** workplan that identifies West Oakland economic development priorities. Economic Development staff will partner with employers, property owners and other stakeholders to bolster the City's business development efforts in West Oakland. If successful, this pilot workplan can be duplicated to enhance similar "BizAlert" programs in Central and East Oakland commercial districts and corridors.
- Worked with Fairfax Merchants Association community members to revitalize the **Fairfax commercial district**. Participated in initiatives including inventorying commercial properties, outreach to owners of key commercial properties, and exploring ways to establish a farmers market or monthly food-oriented community event.
- Worked with City Administrator staff, East Bay Express, and Oakland Grown to coordinate a **holiday shopping campaign**, including holiday season publicity, advertisements and events.
- Participated in the **Downtown Bars and Clubs Working Group** as part of an interdisciplinary team of City staff, including the Oakland Police Department and several downtown club owners to identify strategies to discourage unpermitted clubs/events and make night-time streets safer.
- Met with Nwamaka Agbo of **Restaurant Opportunities Centers United (ROC)** to discuss improving racial staffing inclusion in Oakland restaurants. Connected Ms. Agbo with Chris Pastena of Oakland Indie Alliance.

IV. Business Assistance Center (BAC) Statistics



*An additional 271 clients were served by phone

V. Event and Workshop Highlights

Oakland-sponsored events (listed in alphabetical order)

<p>Diplomacy Begins Here: Contributing to the World through Innovation in Agriculture, Water, and Energy</p>	<p>Sponsored and co-produced the event with the Northern California World Trade Center to raise the profile of Oakland as an international, sustainable city. Oakland manufacturer Creative Wood earned an award at this event from the U.S. Department of Commerce for the sale of \$1.5 million of furniture to a customer in Kuwait. 150 individuals attended the event at the Scottish Rite Temple.</p>
<p>Kiva Zip/YELP Workshop</p>	<p>Co-sponsored this event with Kiva Zip and Yelp to show how Yelp marketing strategies can help Kiva Zip businesses. Presentations were made by Kiva Zip and Yelp. 26 business owners attended the event.</p>
<p>Kiva's Fashion & Food Event</p>	<p>Co-sponsored this event featuring over 20 local Kiva Zip businesses showcasing their products. A crowd estimated at over 300 people joined Mayor Libby Schaff and U.S. Congresswoman Barbara Lee. The event raised the profile and awareness of Oakland's Kiva Zip program and attracted future Kiva Zip participants.</p>
<p>Oakland Business Service Providers Holiday Luncheon</p>	<p>Hosted event for about leaders 40 Business Service Organizations, providing lunch, door prizes and a briefing on City of Oakland legislation and resources.</p>
<p>Oakland Manufacturing Day</p>	<p>Sponsored and co-organized this event with Oakland Unified School District and Peralta College District. The event enabled over 100 Oakland high school students to visit two of six different Oakland manufacturers, including AB&I, Creative Wood, Everett Graphics, Keyboard Source International, Norcal Metal Fabricating, and OCHO Candy. Following the manufacturer tours, all students converged at Laney College for lunch and additional tours of the skilled trade shops there.</p>

Events with staff participation (listed in alphabetical order)

<p>Assemblymember Rob Bonta's Small Business Workshop</p>	<p>Co-presented with the California Governor's Office of Business and Economic Development covering effective strategies for small businesses, business plan development, and access to capital. 17 small business owners attended the event.</p>
<p>Black Wall Street's Financial Literacy Seminar</p>	<p>Made "Small Business Start Up" presentations to educate businesses about access to capital and City of Oakland permitting and licensing requirements. 37 people attended these presentations at Laney College.</p>
<p>Counselors to America's Small Business (SCORE) Chapter Meeting</p>	<p>Spoke to about 30 counselors, including retired business executives who volunteer with the U.S. Small Business Association to coach entrepreneurs and offer free business mentoring and low or no-cost workshops. Staff summarized the benefits and resources Economic Development offers to Oakland businesses.</p>
<p>International Council of Shopping Centers (ICSC) Northern California Idea Exchange</p>	<p>Worked with event planners to host the conference in Oakland, ensure that Oakland was featured in visual displays, and connect conference attendees to First Friday festivities. 50 attendees participated in the event.</p>
<p>Minimum Wage Workshops</p>	<p>Partnered with Wendel Rosen Black & Dean LLP and the Lawyers Committee for Civil Rights of the San Francisco Bay Area to coordinate five workshops. The presentations were provided in English, Spanish and Chinese to help small businesses understand Oakland minimum wage requirements. 32 Oakland business owners attended these workshops.</p>
<p>Real Estate News Television (RENTV) Oakland Event</p>	<p>Participated on Oakland retail panel to share Oakland retail real estate activities, trends and leasing opportunities. 50 attendees participated in the event.</p>



Quarterly Economic Dashboard
Q3 2016
July - September

Employment

Unemployment Rate

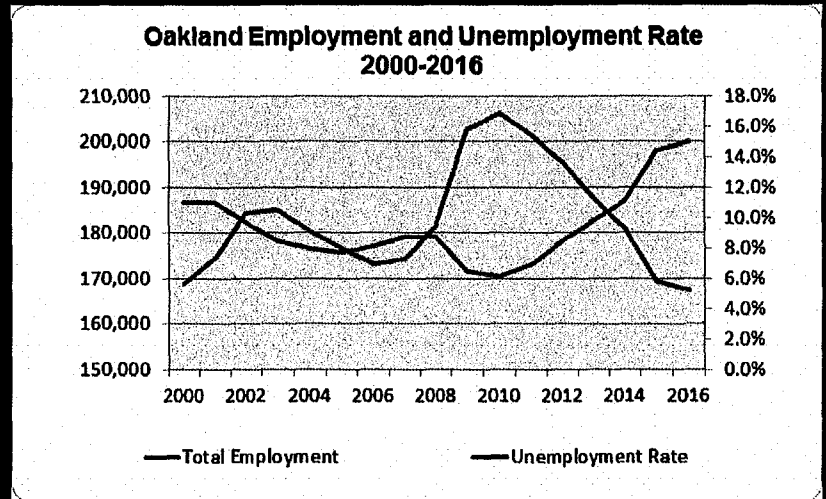
5.7%

Q3 2015: 5.8%

Employment

203,900

Q3 2015: 199,833



Quarterly City Revenues



Sales Tax
\$12,631,766



Real Estate Transfer Tax
\$22,932,938



TOT Tax (Hotels)
\$5,816,491

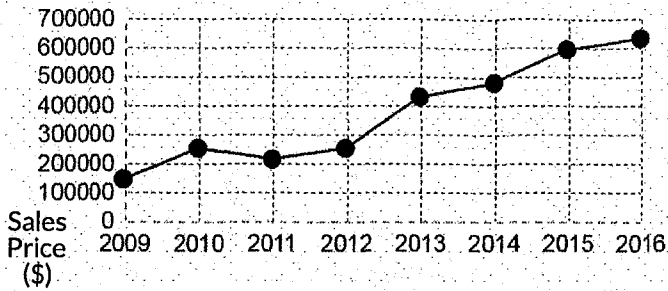
City Revenue Streams 2013-2016



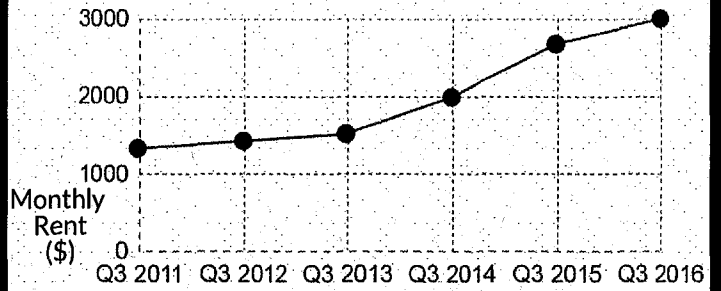
Revenues collected and reported every quarter include Sales Tax, Real Estate Transfer Tax, and Transient Occupancy Tax. Due to the time needed for state collection and analysis, sales tax reporting for this quarter reflects spending during the previous quarter (Q2 2016.)

Residential Real Estate

Median Single Family Home Price



Quarterly Rent Average



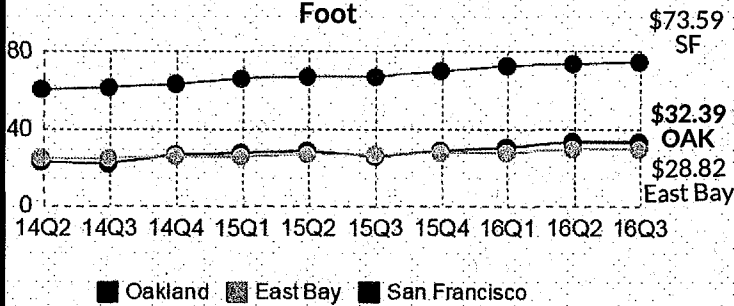
Commercial Real Estate

Industrial Vacancy: 2.6%
Rent/square foot: \$9.56
East Bay: 5%, \$10.29

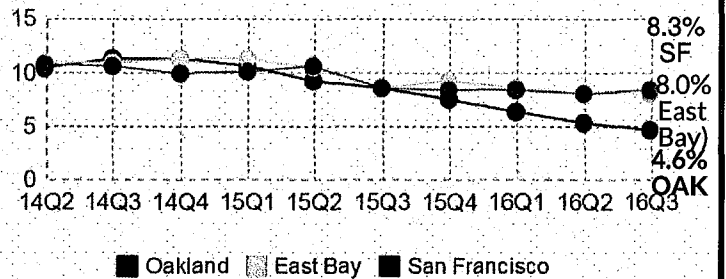
Office Vacancy: 4.6%
Rent/square foot: \$32.39
Downtown: 3.2%, \$43.87
East Bay: 8%, \$28.82

Retail Vacancy: 2.8%
Rent/square foot: \$22.73
East Bay: 3.4%, \$24.81

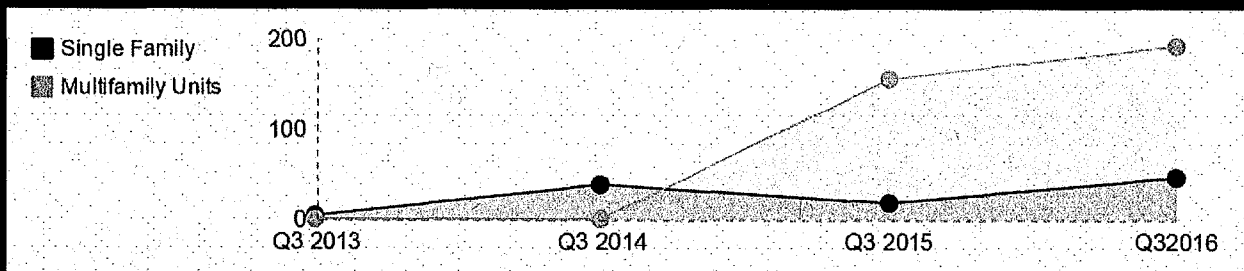
Office Average Rents/Square Foot



Office Vacancy Rates



Residential Building Permits



Development Pipeline



2,255 Units Under Construction
14,982 Units Approved
4,928 Units Pre-Application or in Review



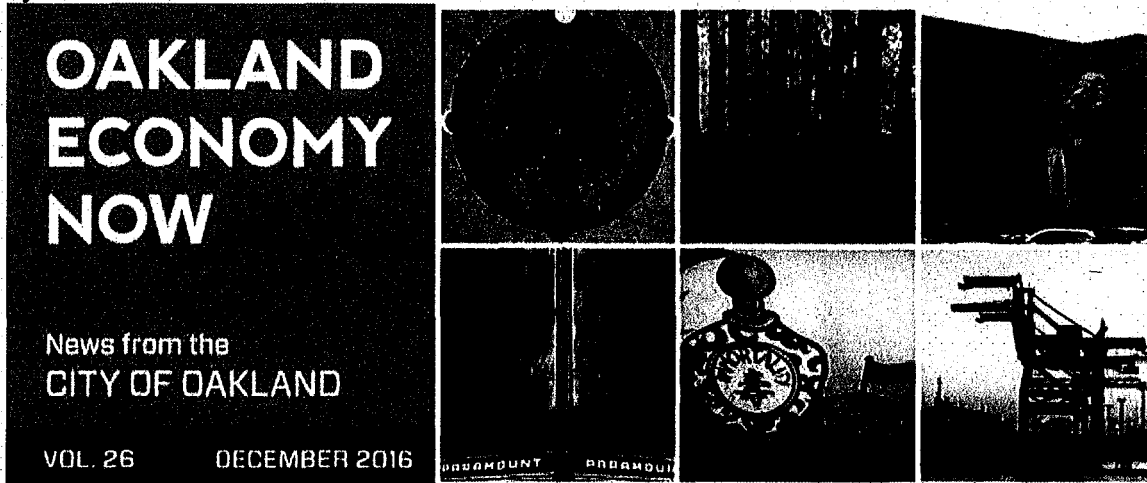
2,625,956 Square Feet Under Construction
11,865,615 Square Feet Approved
1,030,855 Square Feet in Pipeline

Sources: HdL Companies, JLL, Zillow, CoStar Market Analytics, City of Oakland Planning & Building Department.
Dashboard Compiled by Economic and Workforce Development Department. Contact or Subscribe: mrogo@oaklandnet.com



Oakland Economy Now - December 2016

City of Oakland sent this bulletin at 11/30/2016 11:13 AM PST



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HOLIDAY SHOPPING

From Artisans to Zoolights: Oakland Holiday Events and Gifts



[Nutcracker at the Paramount?](#) [Caroling on Lake Merritt?](#) Visit www.oaklandnet.com/celebrations for an incredible roster of over 40 Oakland holiday events and neighborhood strolls! It's also easier than ever to buy local for the holidays. Check out [Oakland Magazine](#) and the [East Bay Express](#) for local holiday

RESOURCES

[Opening a Business? Contact us!](#)

[Business Assistance Center](#)

[Zoning & Permits](#)

[Quarterly Economic Dashboard](#)

[Minimum Wage & Employment Laws](#)

[KivaZip Oakland Loans](#)

[Free Small Business Websites from Hack the Hood](#)

[Foreign Trade Zone](#)

gift guides and enjoy free parking at all meters and participating City-owned lots every Saturday until 2017. Whether you are singing posadas on International Boulevard or Christmas carols with the City and Port of Oakland Employees' Chorus, we wish you unity and love this holiday season.

WEST OAKLAND

ProLogis Opening New Class A Industrial Space at Oakland Global Trade & Logistics Center



Demand for high-quality industrial space at the nation's fifth-busiest port is high, with industrial vacancy rates in Oakland at a low 2.6% citywide. In November, global industrial real estate firm ProLogis Inc. started construction on the first of three state of the art logistics facilities at the former Oakland Army Base, part of a \$1.2 billion dollar public-private partnership with the State of California, Alameda County Transportation Commission and City of Oakland. Totalling 256,000 square feet, the first facility is part of the 160-acre master planned Oakland Global Trade and Logistics Center and is expected to be completed by mid-2017. Phases two and three will add another 410,000 square feet of new Class A industrial space. Meanwhile, the Port of Oakland is opening a 370,000-square-foot refrigerated "Cool Port" warehouse and distribution facility. In total, the new logistics cluster is anticipated to create thousands of new jobs while reducing truck traffic and pollution. For more information and the history of the re-use of the former Oakland Army Base, visit <http://oaklandglobal.com/index.php>.

NEW BUSINESSES

Avocuri
E14 Gallery
Gazet
Teni East Kitchen

UPCOMING EVENTS

Oakland Structures
Dec 1 @ Oakland Marriott

First Friday Holiday Edition
Dec 2 @ Telegraph Ave

Holiday Pop-Up and Tree Lighting
Dec 2 @ 55 Harrison

Mobile Food Vending Public Hearing
Dec 7 @ Hearing Room 1

Meet the Neighbors Block Party
Dec 7 @ Impact Hub

Succession Planning for Purchasing Coops & Their Members
Dec 6th @ Webinar

Jack of All Trades Market
Dec 10 @ Jack London Square

David E. Glover Technology Center Open House
Dec 13 @ 6948 Foothill Boulevard

High Road Employer Training: 101 for Restaurants
Dec 15 @ 900 Alice Street

OAKLAND IN THE NEWS

Visit Our Newsletter Archive

MANUFACTURING & PRODUCTION

Manufacturing on the Rise



Fremont High students taking a tour on Manufacturing Day

The Bay Area has an international reputation for top quality manufacturing. Along with San Francisco, San Jose and Fremont, the City of Oakland is co-anchoring the [Bay Area Urban Manufacturing Initiative \(BAUMI\)](#), a three-year project to grow the manufacturing sector and tackle regional challenges facing companies, such as access to land and talent. Staffed by [SF Made](#), BAUMI released a [State of Urban Manufacturing Report and video](#) at its [inaugural summit](#) November 17. One week earlier, Oakland celebrated [Manufacturing Day](#) with over 100 students from six Oakland high schools touring both local companies and Laney College's state-of-the-art trade skills facilities. Thank you to Oakland's participating manufacturers, including [American Brass & Iron \(AB&I\)](#), [Creative Wood](#), [Everett Graphics](#), [KSI Key Source International](#), [Norcal Metal Fabricators](#) and [OCHO Candy](#). For more information on Oakland manufacturing, contact Economic Development staff specialist [Steve Lautze](#).

[With S.F. rents on the rise, Oakland shines as home to startups](#)

Nov 17, San Francisco
Business Times

[As Oakland's industrial market booms, Prologis breaks ground on new facility](#)

Nov 17, San Francisco
Business Times

[Transit options and lower prices get East Oakland primed for building](#)

Nov 17, San Francisco
Business Times

[How Oakland Mayor Libby Schaaf is fighting the housing crisis and partnering with tech](#)

Nov 17, San Francisco
Business Times

[Oakland's Code for America summit emphasizes diversity and inclusiveness](#)

Nov 16, East Bay Times

[Lessons on Creating an Equitable and Sustainable Economy](#)

Shareable.net

[Oakland startup raises \\$20 million to trade houses like stock](#)

Nov 14, San Francisco
Business Times

[Exclusive: Can two proposed Oakland towers take modular construction to new heights?](#)

Oct 26, San Francisco
Business Times



CITY OF OAKLAND

NEIGHBORHOODS

Walk this Way: The Broadway/Webster Underpass Project



Broadway is Downtown Oakland's spine, connecting Old Oakland, Chinatown and Jack London District to the waterfront. Running parallel to Broadway is Webster Street, a primary connection between Chinatown and Jack London Square. Oakland's Planning Department wants to transform the Broadway and Webster Street underpasses of the I-880 Freeway into beautiful, safe, walkable, inviting, green and iconic passageways to better connect the city and the waterfront. The City of Oakland has issued an RFP for the best talent in urban design, architecture, landscape architecture, lighting design, engineering, transportation planning, acoustics, public art and community engagement to reimagine a new future under the highway. With this design challenge, the City hopes to develop new tools to address freeway underpasses citywide. Have a bright idea to enliven an underpass? The deadline for submissions to the RFP is December 14, 2016.

Seminary Point: A New Retail Anchor for East Oakland



Proposed design at intersection of Foothill Boulevard and Seminary Avenue

The City of Oakland and Sunfield Development are putting the final touches on Seminary Point, a 26,950-square-foot commercial project at the intersection of Foothill Blvd. and Seminary Ave. Anchored by Walgreens, Seminary Point is scheduled to open later in 2017 and has leasing opportunities available for other retailers and local businesses. In addition to land and tax credits, the City has invested in major public streetscape improvements along Foothill Blvd. and Seminary Ave. and provided façade and tenant improvement grants for area businesses. Seminary Point is one of several catalytic East Oakland development projects nearing or under construction, including Lucasey Lofts, Derby Lofts, 3014 Chapman St and the Coliseum Transit Village. For more information, contact Urban Economic Coordinator Theresa Lopez.

RESOURCES

Making Business Better: Online Services & More

The City of Oakland will be rolling out new services in 2017 to make doing business in Oakland easier and more efficient. Beginning January 2, current Oakland business and apartment owners may file business tax returns and Rent Adjustment Program fees online. No more paper returns or waiting in line! New business applications and the ability to pay other taxes and fees will also move online in April 2017. Watch this space for the launch of more business-friendly digital resources, including a new business portal for entrepreneurs currently in beta testing. City of Oakland has convened a Small Business Task Force to identify additional partnerships and service improvements for local businesses. Business owners: take the Task Force's six-question survey here. For more information on the Small Business Task Force, contact District 4 Council Chief of Staff Adam Simons, asimons@oaklandnet.com.

Minimum Wage Increases January 1 - Resources and Workshops for Businesses

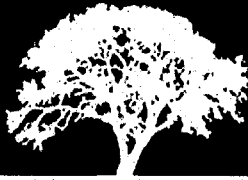
On January 1, 2017, Oakland's minimum wage rises to \$12.86. This annual increase keeps the minimum wage aligned with the regional Consumer Price Index. Employers should print posters, available here, for display at work by December 15. Oakland law firm Wendel Rosen Black & Dean LLP will hold the following free employment law workshops for businesses:

- + Friday, December 2, 10 to 11:30 am (in English)
- + Wednesday, December 14, 10 to 11:30 am (in Cantonese and Mandarin)
- + Monday, December 19, 10 to 11:30 am (in Spanish)

All workshops will be held in City Hall, Hearing Room 1. For additional resources, visit www.oaklandnet.com/minimumwage or call the Business Assistance Center at 510.238.7952.

[Provide Feedback](#) | [Subscribe](#) | [Unsubscribe](#)

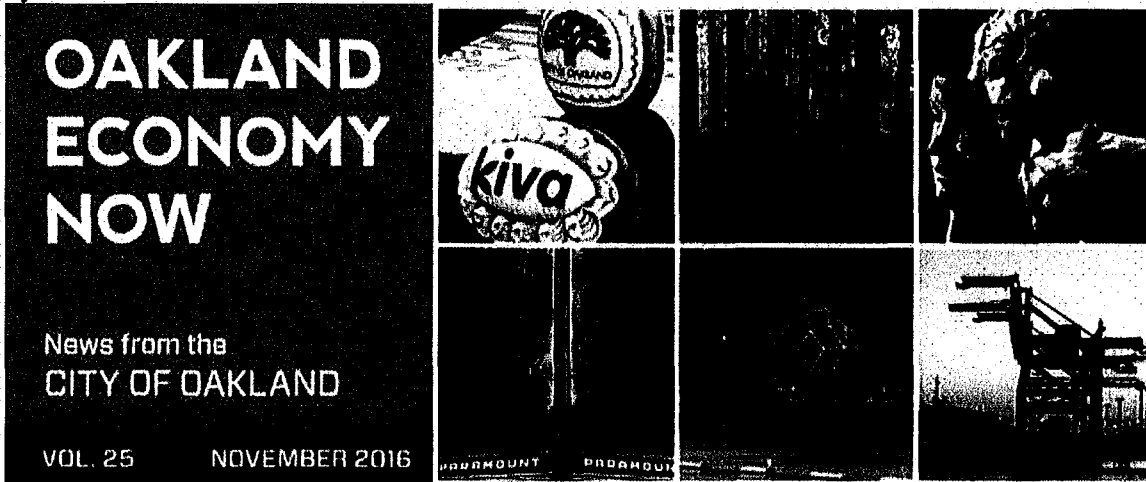
See next page for November Economic Development newsletter



City of
OAKLAND California

Oakland Economy Now - news from the City of Oakland - November

City of Oakland sent this bulletin at 10/31/2016 12:05 PM PDT



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HONORS & AWARDS

We Won An Award! Actually, Two Awards

Our *Oakland Economy Now* newsletter won two awards: an Excellence in Economic Development Award from the [International Economic Development Council](#) and a Digital Strategy & Impact Award from [GovDelivery](#) for excellence in digital communications. Thanks for reading! Make sure we're covering your story in Oakland Economy Now by submitting tips to mrava@oaklandnet.com and tell your friends to subscribe [here](#).

East Oakland's Creative Wood and KSI Win Export and Innovation Awards; Three Additional Oakland Companies Recognized

Oakland companies raked in the recognition last month! Congratulations first to [Creative Wood](#), the East Oakland office

RESOURCES

[Opening a Business? Contact us!](#)

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[Zoning & Permits](#)

[Quarterly Economic Dashboard](#)

[Minimum Wage & Employment Laws](#)

[KivaZip Oakland](#)

[Foreign Trade Zone](#)

NEW BUSINESS HIGHLIGHTS

[Annapurna Cubit](#)

furniture manufacturer, for receiving the Export Achievement Award from the Northern California World Trade Center. Congratulations also to Oakland companies Fathom, Oaklandish and Blaisdell's Business Products for being named a second year in a row to the Inner City 100 list, an annual ranking of the 100 fastest growing inner city businesses from the Initiative for a Competitive Inner City and Fortune Magazine. Finally, congratulations to keyboard manufacturer Key Source International (KSI), headquartered in Oakland's Airport Business Park, for receiving the Association for the Healthcare Environment Innovation Award.



CREATIVE CITY

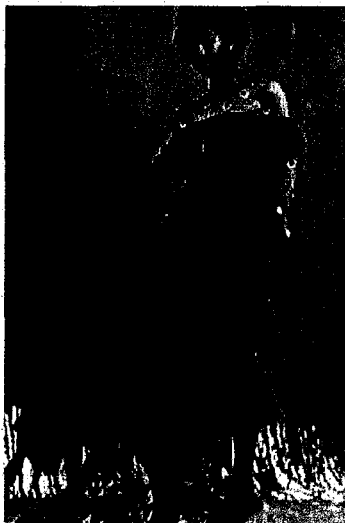
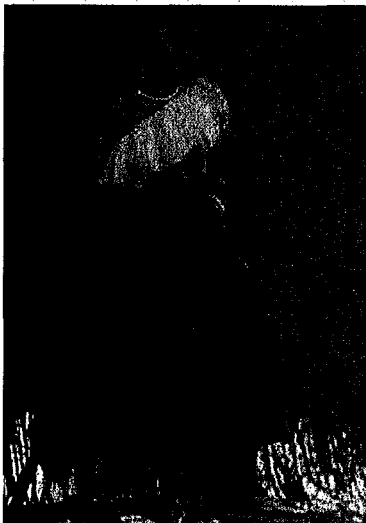


Photo via Vogue.com

Oakland Hot Plate
Ono Hawaiian BBQ

UPCOMING EVENTS

Code for America Summit
Nov 1- 3 @ Oakland
Marriott

State Payroll Tax Seminar
Nov. 2 @ 1515 Clay St

Uber Oakland Business
Contracting Fair
Nov 3 @ Oakstop

The Future of Jack London
Square
Nov 9 @ Oakland
Metropolitan Chamber

Oakland Promise "Party
for the Promise"
Nov 10 @ Fox Theater

Measure FF Employment
Law Workshop
Nov 10 @ City Hall
Hearing Room 1

International Consulate
Luncheon
Nov 10 @ Oakland
Convention Center

ICA/Fund Good Jobs 20th
Anniversary
Nov 17 @ 16th & Wood
Train Station

Inaugural Bay Area
Summit on Urban
Manufacturing
Nov 17 @ Pier 70,
Building 12, San Francisco

Working Solutions BAC
Office Hours
Tuesdays & Thursdays
@ BAC

OAKLAND IN THE NEWS

Jeremy's new Oakland
store aims for glorious
shopping
Sep 23, San Francisco
Chronicle

Oakland's Fashion + Beauty Stars

Local boutique McMullen landed in Vogue.com this month, where Oakland was dubbed "the center of West Coast fashion." McMullen is the only American retailer to carry hot Nigerian designer Amaka Osakwe's Maki Oh line. Rival fashion magazine Harper's Bazaar included a "Women Who Dare" spread featuring Oakland's Bandaloop dance company performing on the facade of Oakland City Hall. In other fashion and beauty news, Oakland-based e.l.f. Cosmetics raised \$141 million in its September IPO. "We love Oakland," said CEO Tarang Amin, noting its "stylish, hip people." He adds, "We found an amazing, creative space in a great environment."

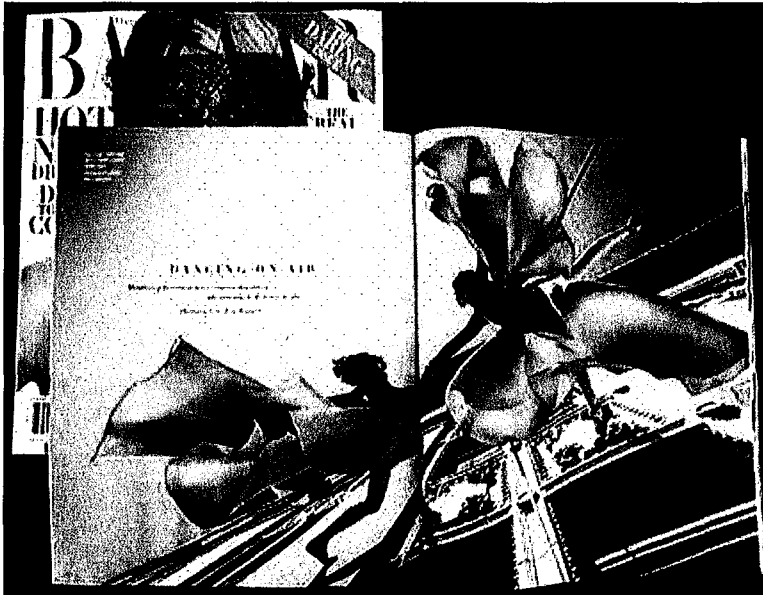


Photo courtesy Bandaloop

TECH

Code Next Opens in Fruitvale

After a one-year pilot, Google formally launched their first Code Next site in Fruitvale Village, where Oakland teens can learn coding skills in a youth training program developed with the MIT Media Lab. "This is my proudest moment after 12 years at Google," said Nilka Thomas, Google's Director of Diversity and Inclusion. "A lot of folks have been asking, 'why Oakland?' We want to make sure that the next generation of tech leaders come from Oakland — and are black and Latino. They're going to do things to this industry that we cannot imagine or believe." The program is offered at no charge; teenagers are referred by their schools or community organizations such as Black Girls Code, Hack the Hood, Hidden Genius Project, Level Playing Field or Unity Council.

Oakland high schoolers to get up to \$16,000 apiece for college

Oct 3, San Francisco Chronicle

Coffee brews up Oakland-Africa partnership

Oct 5, San Francisco Chronicle

Google goes to Oakland, Harlem to reach Black, Latino youth

Oct 6, USA Today

State bill fuels booming success of East Bay autism center

Oct 13, San Francisco Business Times

Google opens tech doors to Oakland teens

Oct 13, East Bay Times

How iconic Bay Area brand Oaklandish is growing its new retail concepts

Oct 13, San Francisco Business Times

Baking and breaking Arabic breads in Oakland

Oct 14, SF Chronicle

TraPac to nearly double the size of its Oakland terminal

Oct 14, American Shipper

Exclusive: Huge Oakland tower plan combines housing, office and retail

Oct 14, San Francisco Business Times

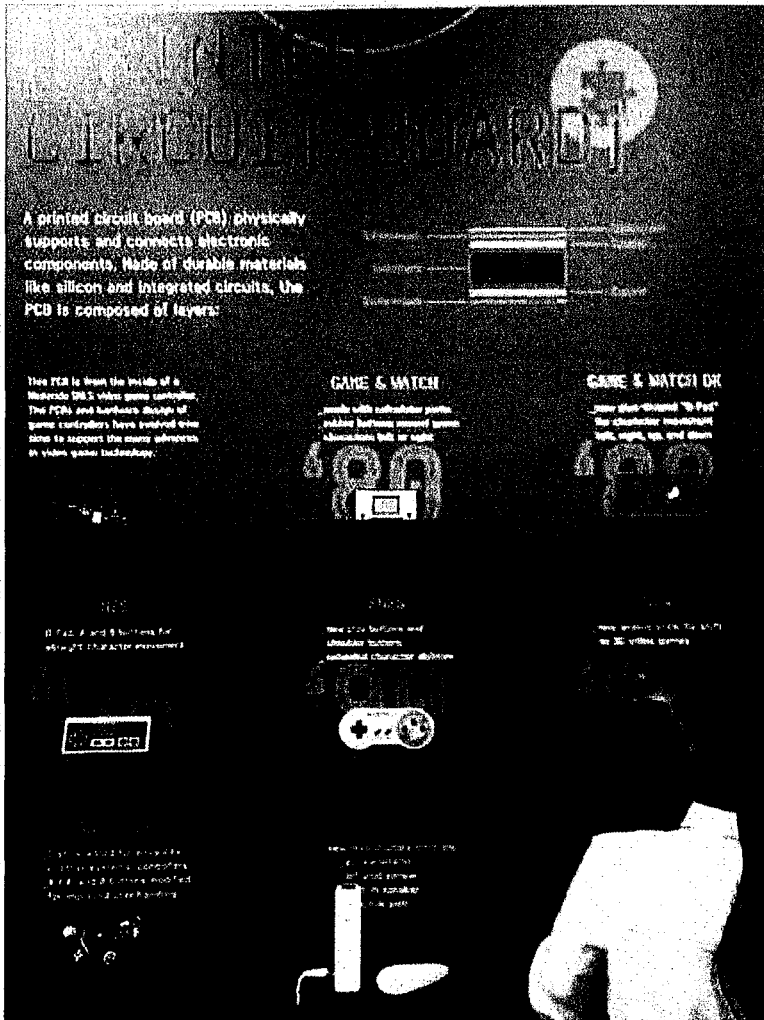
Port of Oakland: Terminal expansion could increase volume, add jobs

Oct 14, East Bay Times

Silicon Valley start-up weekend for Latinos by Latinos

Oct 25, USA Today

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WORKFORCE

Stephen Baiter Appointed new Executive Director of Workforce Development Board

Stephen Baiter has joined the City of Oakland as its new Executive Director for the Workforce Development Board. He will oversee a staff of six in the Workforce Development Division within the Economic & Workforce Development Department. Stephen was formerly the Executive Director of the Workforce Development Board of Contra Costa County. He says, "I look forward to working with the entire Oakland community to help ensure that the City's workforce development efforts fulfill their promise to its residents and businesses." For more information on how the Workforce Development Board can assist your business, including customized hiring and training programs, and on-the-job training opportunities, please contact Workforce Development Specialist Tamara Walker.

RESILIENCY

Oakland Releases Innovative Resiliency Playbook

The City of Oakland just released the Resilient Oakland Playbook, a strategy document developed to tackle systemic and structural challenges, including both natural shocks such as earthquakes and sea-level rise and economic shocks like recessions and inequality. Resiliency Goals for economic security include creating college savings accounts tied to the Oakland Promise, increasing career pathways for youth of color, and supporting entrepreneurs of color through Kiva Oakland and additional resources. For more information, download the Resilient Oakland Playbook or contact Chief Resiliency Office Kiran Jain.

DEVELOPMENT

State Awards Oakland \$50 Million for Affordable Housing

The Affordable Housing and Sustainable Communities (AHSC), part of California's Climate Investments program, awarded \$50 million to three Oakland projects to help support affordable housing near transit. The awardees include Coliseum Connections, a 110-unit mixed-income near the Coliseum BART station, the rehabilitation of the Empyrean and Harrison hotels in Downtown into permanently affordable homes, and LakeHouse Commons, 91 units of affordable housing near Lake Merritt. [Read the full media release here.](#)



Image of the planned LakeHouse Commons

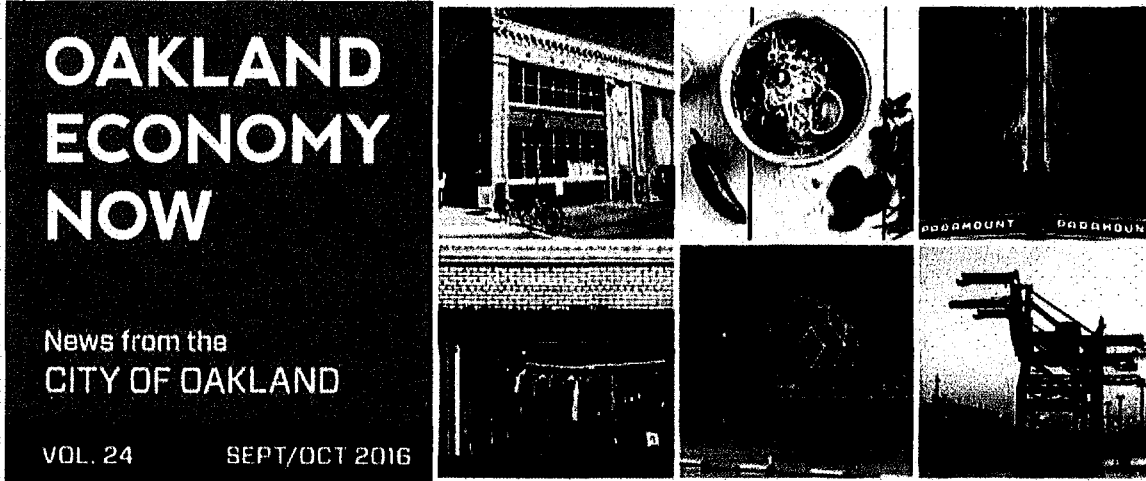
See next page for September/October Economic Development newsletter



City of
OAKLAND California

Oakland Economy Now - news from the City of Oakland - September/October

City of Oakland sent this bulletin at 09/23/2016 10:42 AM PDT



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ARTS

Welcome Roberto Bedoya, Oakland's New Cultural Affairs Manager

Cultural activist and poet Roberto Bedoya has joined the City of Oakland Economic & Workforce Development team as the City's new Cultural Affairs Manager. Mr. Bedoya is a cultural policy innovator known for his work on race and creative placemaking. Mayor Schaaf stated, "Roberto is a thought leader when it comes to ensuring equity, civic engagement and inclusion through the arts at a moment when these issues are critical to Oakland." The City's Cultural Affairs unit oversees more than **\$900,000 in grants to the arts** each year and more than \$1 million in **public art projects**. Mr. Bedoya will also provide leadership for new initiatives such as completing a Cultural Plan for the City, supporting cultural districts and growing a technical assistance program to help artists and arts organizations. Send him a welcome note at RBedoya@oaklandnet.com.

RESOURCES

[Opening a Business? Contact us!](#)

[Business Assistance Center](#)

[Zoning & Permits](#)

[Quarterly Economic Dashboard](#)

[Minimum Wage & Employment Laws](#)

[KivaZip Oakland](#)

[Foreign Trade Zone](#)

[@Oaklandhasjobs](#)



SMALL BUSINESS

Instagram Star @weloveoakland Showcases Oakland Beauty, Local Businesses

Photogenic Oakland is the star of [@weloveoakland](#) on Instagram, which has quickly amassed 20,900 followers for its poetic perspective and gorgeous photos of Oaklanders, landscapes and local businesses. [@weloveoakland](#) was created by local entrepreneur and Oakland native Durand Wilson in response to a perceived bias in traditional media's Oakland coverage. Wilson is also the sole proprietor of [Sky | Oak Co.](#), the company behind the "Oakland Against the World" t-shirt. "As a small business owner here in Oakland I realize that specific market exposure is critical. This is where the idea came into play to feature small Oakland businesses." Check them out on Instagram and tag [@weloveoakland](#).

NEW BUSINESS HIGHLIGHTS

[Agave Uptown](#)
[Contact Records](#)
[Forth World Planters](#)
[Mikkeller Oakland](#)
[Reem's California](#)
[Shiba Ramen](#)

OAKLAND IN THE NEWS

[Best and Worst Office Markets for Revenue Growth](#)
Sept 21, National Real Estate Investor

[Bay Area cities team with startups to solve civic problems, scale government innovation](#)
Sept 18, GovFresh.com

[SAP Partners with Oakland Unified School District to Open STEM Academy to Equip High School Students for Future Careers in Technology](#)
Sept 16, Foreign Affairs

[Why Salesforce is putting money into Oakland's public schools](#)
Sept 6, Upstart Business Journal

[Bay Area Startup in Residence Program: A Potential Pipeline for Regional Innovation?](#)
Aug 16, techwire.net

[Innovative Culinary Incubator is Coming to Oakland](#)
Aug 8, SFstation.com

[Oakland Kaiser Center redevelopment calls for massive retail, office and theater project](#)
July 18, San Francisco Business Times

[Oakland port's new rail yard likely to boost local economy](#)
July 7, East Bay Times



Fox photo courtesy of [Christian Musngi](#), @weloveoakland

Made in Oakland Fall Food and Fashion Event

On October 6, City of Oakland and Kiva are partnering to showcase Oakland-made fashion and food businesses. The Made in Oakland event will feature over 30 local businesses, including fashion purveyors Show & Tell, Own N Wood, Platinum Dirt, food artisans Natty Cakes and The Lumpia Company and more! Businesses will set up from 4 to 7pm on Frank H. Ogawa Plaza in front of City Hall (12th St. BART). For more information on the City's Kiva program, contact Business Assistance Center manager Juno Thomas and visit www.kiva.org/oakland.



Photo courtesy of Owl n Wood

UPCOMING EVENTS

Eat Real Fest
Sept 23-25 @ Jack
London Square

Queer Fashion Week
Sep 28-Oct 2 @ 420 14th
St

Better Ventures Preseed:
A Fireside Chat with Ben
Ratray
Sept 29 @ Impact Hub
Oakland

Northern CA World Trade
Center Summit
Sept 30 @ Scottish Rite
Center, 1547 Lakeside
Drive

Oaktoberfest
Oct 1 @ Dimond District

Startup Weekend: Hacking
Bias
Oct 7-9 @ Kapor Center

Living the Next Economy
Convergence
Oct 21-23 @ Oakstop

Equity in Tech -- The
Oakland Model
Oct 26 @ SPUR Oakland

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FOOD & DRINK

Forage Kitchen Boosts Food Entrepreneurs

Forage Kitchen, a new business incubator and co-working space for food entrepreneurs, will open the first week of October in Uptown. In addition to workspace, state-of-the-art equipment, local farmer connections, support staff and office resources, Forage Kitchen will also house courses for food entrepreneurs taught by the Food Craft Institute. For the public, Forage offers new artisan foods at its café and a monthly Family Meal starting on October 9. Forage is one of over a dozen commercial kitchens and commissaries in Oakland now serving food startups, including Kitchener Oakland, Port Workspaces, La Placita and Kitchen 1014.



WORKFORCE

Training Opportunities for Bay Area Construction Jobs

Thanks to a building boom, there are now more than 69,500 construction jobs across the region, surpassing pre-recession levels. This intense demand for construction workers has also led to rising wages in the industry; the median construction

wage in Alameda County is now \$65,000, or slightly higher than the median wage for all employment (\$62,947). The City of Oakland aims to meet this workforce demand by offering construction training through the [West Oakland Job Resource Center](#), [Youth Employment Partnership](#) and [Civicorps](#). For more information on workforce training programs, contact Workforce Development Specialist [Tamara Walker](#).

TECH

Startup Weekend: Hacking Bias

[Kapor Capital](#) and the [Kapor Center for Social Impact](#) will host the first ever [Hacking Bias](#) startup weekend on October 7 to 9. Participants will build tech solutions to the tech industry's diversity problems while networking with VCs and industry experts to help build and fund their products. The grand prize includes a 12-week scholarship for three co-founders to Oakland business accelerator [Uptima Business Bootcamp](#) as well as three months of VC mentorship from Kapor Capital, including a session with VC legend Mitch Kapor, seed-stage investor in Uber, Twilio and Dropcam. Sign up [here](#) now and use discount code [HackBias_OAK](#) for a 10% discount off of tickets!



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