

CITY OF OAKLAND
AGENDA REPORT

2008 MAR -6 PM 2: 22

TO: Office of the City Administrator
ATTN: Deborah A. Edgerly
FROM: Community & Economic Development Agency
DATE: March 11, 2008

RE: **A Supplemental Report and Resolution Authorizing a Professional Services Agreement for FY 2007-2008 in an Amount Not to Exceed \$300,000 with the Oakland Commerce Corporation for Ongoing Business Retention and Expansion Services to Businesses in Oakland and Operation and Management of the Business Alert Crime Prevention Program in the Coliseum Area; and Authorizing An Amount Not to Exceed \$9,000 (3%) for Contract Compliance Monitoring Costs**

SUMMARY

This Supplemental Report is a follow up to a Report and Resolution presented to the Community & Economic Development Committee (CEDC) on January 8, 2008 authorizing the City Administrator to enter into a contract with the Oakland Commerce Corporation (OCC) in an amount not to exceed \$300,000 for business retention and support services for the Fiscal Year 2007-2008.

Staff recommended the renewal of the Professional Services Contract with the Oakland Commerce Corporation based upon a positive evaluation of the Oakland Commerce Corporation's performance in meeting its scope of work to provide business outreach, retention activities, staffing for various trade organizations and one to one business meetings, and the administration of the Business Alert Crime Prevention Program. An evaluation of the Oakland Commerce Corporation 2005-07 Contract Performance, was included in January 8, 2008 Report.

The CEDC requested the following information in a Supplemental Report: (1) Additional detail and documentation regarding services performed by the Oakland Commerce Corporation in Fiscal Years 2005-2007 and July 1, 2007 – January 2008; (2) Copies of the OCC Economic Development Activities Reports; (3) a staff analysis if the services provided by OCC could be incorporated into current Economic Development staff workload; and (4) a presentation of a Request for Proposals for City -Wide Business Retention Services. This Supplemental Report provides Items 1 and 2. Staff will return to the CEDC with a report to respond to Items 3 and 4 by May 2008. If the CEDC approves the proposed Request for Proposals, a competitive process could be conducted with contractor selection possible by the end of this fiscal year.

Item: _____
Community & Economic Development Committee
March 11, 2008

This Supplemental Report includes recent communications from the Oakland Metropolitan Chamber of Commerce urging the City Council to renew the Oakland Commerce Corporation's annual contract.

The Supplemental Report includes the January 8, 2008 report since it contains the 2005-07 OCC Program Evaluation, proposed 2007-08 Scope of Work, funding sources and information about the Oakland Commerce Corporation.

The Supplemental Report additionally recommends formalizing a contract with the OCC for the period of July 1, 2007 to June 30, 2008. The OCC has worked for the first eight months of the fiscal year in anticipation of an eventual contract, but has thus far received limited cash advances. These advances have not covered the work completed to date and payment for work to be completed for the remainder of the fiscal year.

In the event the City Council chooses to release a new RFP, and given the length of time required to issue a Request for Proposals and identify a contractor, staff recommends that the contract with the Oakland Commerce Corporation be extended to perform services through the end of the 2008 calendar year, to avoid losing continuity with the business community.

FISCAL IMPACTS

As shown in the January 8th Agenda Report, there is currently \$300,000 budgeted in the Coliseum and Central District Redevelopment Area accounts to be used for Business Development support services contracts, shown as follows, all within Entity 5 (ORA):

<u>Source</u>	<u>Fund</u>	<u>Org</u>	<u>Project</u>	<u>Account</u>	<u>AMOUNT</u>
Central District	9510	88559	S00800	54919	\$100,000
Coliseum Redevelopment	9450	88559	S82600	53316	\$200,000

An annual \$9,600 fee (3% of the annual allocation of \$300,000) will be required if a contract with OCC is initiated through June 2008. The fee (6 months contract) would be as follows:

<u>Source</u>	<u>Fund</u>	<u>Org</u>	<u>Project</u>	<u>Account</u>	<u>AMOUNT</u>
Central District	9510	88559	S00800	54919	\$4,500
Coliseum District	9450	88559	S82600	53316	\$4,500

The Oakland Commerce Corporation has received interim funding in the amount of \$125,000 through approval of the City Administrator from July 1, 2007 to February 2008.

BACKGROUND

The Oakland Commerce Corporation is a 501-(c) 3 non-profit organization originally formed to provide business retention and support services in the Coliseum area. The City of Oakland has contracted with the Oakland Commerce Corporation since 1987. Over the past 20 years, the organization's services have expanded to serve businesses located throughout East and West Oakland.

The primary responsibility of OCC is direct business retention services. These services include individual business visits, commercial business association development, intervention with a variety of government agencies on behalf of business clients, coordination with City staff, in particular, CEDA (Planning & Zoning, Code Enforcement, and Building, Traffic, Engineering and Infrastructure Divisions), and Business Tax. OCC closely coordinates with CEDA Economic Development and Redevelopment Divisions, particularly in the Coliseum and West Oakland project areas. OCC is contacted by individual businesses for support, or is directed to OCC by the CEDA Business Development staff. OCC primarily supports the small business/retail and industrial sectors. Given various economic market impacts, OCC's work has focused on certain sectors or business issues. However, due to the work initiated by CEDA during the past two years, the Industrial sector work has been the priority.

The City of Oakland maintains communication and partnership with Oakland's business community through the Coliseum Commerce Center Advisory Committee (CCAC), West Oakland Commerce Corporation, Airport Area Business Association, and the Coliseum Construction Corridor Trade Association. OCC is responsible for staffing these associations. Another key business support project managed by OCC is the Business Alert Program, an innovative program of the Oakland Police Department, Redevelopment Staff, Neighborhood Crime Prevention Council and OCC, in the Coliseum area.

The proposed 2007-08 Scope of Work for the Oakland Commerce Corporation includes additional resources to support neighborhood commercial retailers particularly in regard to commercial security. OCC is working closely in the Central and East Oakland neighborhood corridors with Redevelopment staff, Oakland Merchant Leadership Forum, and the Oakland Police Department to enhance commercial security. This focus is consistent with and supports Oakland's efforts outlined in its Oakland Retail Enhancement Strategy.

Evaluation of Present Activities

The evaluation included in the January 8, 2008 Agenda Report determined that the OCC has provided reliable effective business support services to the Oakland business community and that OCC has met the measurement goals provided in the Scope of Services (survey of 900 business) accomplished with a 35% return rate. OCC provided at least 100 businesses with direct service.

The Oakland Commerce Corporation has assisted hundreds of businesses annually, since 1989. In FY 2005-07, that assistance included:

- Met on site with approximately 250 businesses to address their business issues. Combined, those companies represent approximately 7,110 jobs. Seventy percent of these firms were small businesses (employing fewer than 50 people).
- Assisted 29 businesses, representing 450 jobs, resolved police related matters, such as stolen cars, break-ins vandalism, theft, drug dealing and dumping;
- Facilitated the resolution of zoning issues affecting 21 businesses representing 1, 299 jobs;
- Assisted site selection actions of 15 businesses, representing 400 new jobs.
- Assisted CEDA Economic Development staff in securing a \$100,000 EDA grant to organize three Industrial Business Districts, affecting 12 businesses, or 1,300 jobs.
- Intervened to assist 8 businesses, representing 253 jobs, considering relocation outside of Oakland; of the 8 businesses only 1 business actually left Oakland.
- Conducted site visits to businesses, referred by the Economic Development staff; in a six month period, 7 site visits, representing 240 jobs, were made.
- Conducted 7 different business area surveys on behalf of the CEDA Economic Development Division.
- Assisted CEDA Economic Development staff with 7 business attraction cases, which represent 110 new jobs.

The purpose of the City's Professional Services Contract Evaluation is to measure the completion of the Scope of Work and the performance of the Contractor. The Oakland Commerce Corporation scored "Good" in all categories. In response to the CEDC questions, staff also reviewed the work of OCC based on the following considerations:

- **Is a City Business Retention and Expansion Program necessary?**
- **Is the Program worth its cost?**
- **Who benefits and how?**
- **Are the participants satisfied?**
- **What are the strengths and weaknesses of the Program?**
- **Which activities contribute the most?**

In response to these questions, staff maintains that a Business Retention and Expansion Program is necessary and, given the effectiveness of the Oakland Commerce Corporation's work over the past 20 years, that the contract with OCC be renewed at least until the end of this calendar year. The Oakland Commerce Corporation's Business Retention and Expansion Program has been utilized by the International Economic Development Corporation (IEDC) as a model program. Most major cities have a Business Retention & Expansion Program that involves in-house Economic Development, a pool of consultants and volunteers, direct business visits, surveys, and coordination with governmental agencies.

The OCC program assists the City of Oakland through its ability to quickly respond and visit companies that request immediate assistance. The relationships and connections that OCC has developed with various business associations and business leaders is a valuable asset to maintaining Oakland's competitiveness and desirability as a business location for existing and new businesses. A short informal interview of several of OCC's clients stated that they were very satisfied with the assistance provided by the Oakland Commerce Corporation. The immediate response of OCC staff to their place of business, introduction to the appropriate city staff and OCC's understanding of general business operations was extremely helpful. Another key benefit was the relationships that OCC has developed with other technical assistance providers, public and private financing entities, government and regulatory agencies and elected officials was also cited as beneficial and productive.

Staff recognizes the need for better data collection and reporting systems and will implement immediate changes. Staff also recognizes that the Business Survey needs to be implemented and OCC should be directed to produce a more comprehensive and analytical summary of the findings. Staff will explore with OCC whether the Business Partners Program, a cadre of business people who volunteer as mentors, trainers and advisors to needy businesses; should be reactivated.

Staff will make improvements in the oversight of the Oakland Commerce Corporation Professional Services Contract and will establish stronger performance and reporting requirements.

In House Business Support and Retention

Staff will present an analysis of the ability of CEDA to absorb the business support and retention activities within the funding allocated for this contract (\$300,000 annually). This analysis will be conducted as part of a comprehensive review of the structure of the Economic Development Division within CEDA, per Mayor Dellums' and the City Council's mandate to strengthen Business Development Services and Economic Development programs. Staff will present this analysis to the CEDA in May 2008.

Circulation of an RFQ for FY 2008-2009

Staff will also prepare a Request for Qualifications for a Business Retention Program Consultant as part of the May report. This task requires research and staff inquiries to other municipalities to compare how other cities handle such services, in house and by contract.

The Oakland Commerce Corporation Board of Directors has requested that the City Council authorize the Professional Services Contract with the Oakland Commerce Corporation until December 31, 2008, so that the organization can complete its Scope of Work, transfer duties and responsibilities, if necessary, to CEDA staff or a new Contractor and allow sufficient time for OCC to close down the organization.

- **RECOMMENDATION(S) AND RATIONALE**

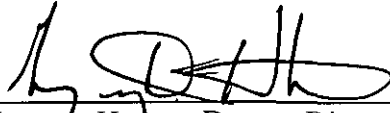
Staff recommends that the City Council approve a one year contract in the amount of \$300,000 with OCC, for the Fiscal Year 2007-2008 for services, specifically outlined in the proposed Scope of Work (Attachment E) including but not limited to: One to one business support and retention services, the conduct of a citywide industrial business survey and follow up program, staffing of the Coliseum Construction Corridor, Airport Area Business Association, Coliseum Commerce Center Advisory Council, the Business Alert program, support for the Lake Merritt Business Association, enhancement of the commercial security services and outreach, and other activities. OCC will be required to report monthly under a new reporting system.

Staff will return to CEDC in May to present an analysis of the costs and benefits of a City contract for outside services as compared to the conduct of all such services within the Business Development Services unit of CEDA. Staff will also present a Request for Proposal for Council's review.

ACTION REQUESTED OF THE CITY COUNCIL

Authorize the City Administrator to approve a one year contract for Oakland Commerce Corporation in the amount of \$300,000 for the fiscal year 2007-2008 commencing July 1, 2007 and ending June 30, 2008. Staff is requesting direction regarding the proposal from the Oakland Commerce Corporation to amend the contract from July 1, 2008 to December 31, 2008 so to complete the transition of the Business Retention and Expansion services to appropriate party.

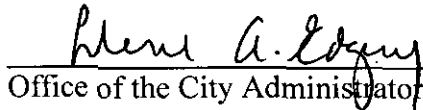
Respectfully submitted,



Gregory Hunter, Deputy Director
Community & Economic Development Agency

Prepared by:
Margot Lederer Prado, AICP Industrial Specialist
Business Development Services, CEDA

APPROVED AND FORWARDED TO THE
COMMUNITY AND ECONOMIC DEVELOPMENT COMMITTEE:


Office of the City Administrator

Attachment A: January 8, 2008 Report to CED
Attachment B: OCC Economic Activities Reports
Attachment C: Proposed 2007-08 Scope of Work
Attachment D: Letter from Jack Krause, Chairperson, OCC
Attachment E: Letter from Oakland Metropolitan Chamber of Commerce

Item: _____
Community & Economic Development Committee
March 11, 2008

ATTACHMENT A: January 8, 2008 Report to CED

**REDEVELOPMENT AGENCY
OF THE CITY OF OAKLAND**

2008 DEC 26 AM 10:13

AGENDA REPORT

To: Office of the City/Agency Administrator
Attn: Deborah Edgerly
From: Community and Economic Development Agency
Date: January 8, 2008

Re: **A Resolution Authorizing a Professional Services Agreement for FY 2007-2008 in an Amount Not to Exceed \$300,000 with the Oakland Commerce Corporation for Ongoing Business Retention and Expansion Services to Businesses in Oakland and Operation and Management of the Business Alert Crime Prevention Program in the Coliseum Area; and Authorizing An Amount Not to Exceed \$9,000 (3%) for Contract Compliance Monitoring Costs**

SUMMARY

This report recommends approval of a resolution authorizing the City/Agency Administrator to enter into a contract with the Oakland Commerce Corporation ("OCC") in an amount not to exceed \$300,000 for FY 2007-2008 for ongoing retention and expansion assistance to Oakland businesses, including continuation and expansion of the Business Alert crime prevention program in the Coliseum Area, and authorizing \$9,000 for Contract Compliance Services.

The retention and expansion of businesses based in Oakland is a core element of the City's Economic Development Strategy, implemented by CEDA Business Development Services unit. The management and coordination of OCC business support activities is supervised by the Business Development Unit and the Redevelopment Division continues to manage OCC's Business Alert activities. OCC's efforts help to keep and grow employment opportunities and to maintain and increase revenues to the City through business, sales, property and payroll taxes. Business attraction as well, is supported by the ongoing commitment to the retention and growth of the City's business base.

OCC will offer at least three distinct types of services under this contract:

- 1) Citywide business retention and expansion assistance, providing support to the Business Development Services staff, including the implementation of an annual written survey garnering results from 900 or more Oakland businesses, and direct, in-depth assistance to 100 or more local firms;
- 2) Implementation of the Business Alert program in the Coliseum Redevelopment Area, including coordination of the Business Alert Neighborhood Watch and Enhanced Oakland Police Department Patrol program, and referral assistance for the contracted Commercial Security program;

Item No. _____
CED Committee
January 8, 2008

- 3) Support and programmatic assistance to Business Development staff in the development of an infrastructure improvement program for City Council adopted Industrial Districts; and
- 4) Additional services as contained in the Scope of Services proposed for the OCC FY 2007-2008 contract (Attachment A).

FISCAL IMPACT ANALYSIS

This contract will not exceed \$300,000 for the 2007-08 Fiscal Year. Payments will be made monthly, based on submission of itemized statements of expenses by OCC. The allocation of \$300,000 is the same amount allocated to the OCC contract for 2006-2007 and is based on the Scope of Services (Attachment A). Sixty-five percent (65%) of the Contract will be funded by Coliseum Redevelopment funds (\$195,000) and 35% of the contract will be funded by Central District funds (\$105,000).

Contract funding of \$300,000 will be allocated as follows:

Fund	Org	Project	Amount	Use
ORA 9450	88559	Coliseum S82600	195,000	Business Retention & Business Alert
ORA 9510	88559	Central District S00800	105,000	Business Retention

The Redevelopment budget for OCC will include an additional \$9,000 for contract compliance. The fee will be funded as follows:

Fund	Org	Project	Amount
ORA 9510	88559	Central District S00800	\$ 4,500
ORA 9450	88559	Coliseum S82600	\$ 4,500

OCC's services to the City have been ongoing in the present year, with no formal indication of non-renewal, and interim funding in the amount of \$125,000 has been provided to OCC, with the City Administrator's authorization.

BACKGROUND

OCC's business support and retention work reflects the Council and the Mayor goals of encouraging increased local employment and business retention ("10,000 new jobs") as well as Redevelopment goals to reduce blight through the improvement of the business areas of Oakland. OCC has been working with CEDA Business Development staff to provide assistance to resolve issues for particular businesses in their day-to-day operations, including the abatement of conditions (crime and blight) in their neighborhoods which deter business growth and expansion of local employment. OCC has worked for the past 11 years in the Coliseum, Jack London and West Oakland business areas.

Prominent OCC activities in the past fiscal year include job retention interventions necessitated by the departure of Mothers Cakes and Cookies and support for Eagle Bag, impacted by ICE raid

Item No. _____
CED Committee
January 8, 2008

earlier this year. In addition, OCC works programmatically with business groups to inform and refer individual and groups of businesses to the proper city, county, state or federal agencies for assistance. OCC provides long term support by addressing issues critical to the growth and success of industrial business in Oakland, including: 1) security and safety, 2) blight 3) parking, 4) finding qualified workers through referral to relevant business service organizations; and 5) linkage to the local network of suppliers that provide synergy and reinforce the strength of the industrial community.

KEY ISSUES AND IMPACTS

The Oakland Commerce Corporation's FY 2005-2007 contract with the Agency identified 17 services to be performed by OCC during the two-year contract period. These performance measures and the City's contract evaluation are attached (Attachment B). New performance measures have been added to the present Scope of Services for the FY 2007-2008 year (Attachment A) to ensure direct business assistance is rendered in the most effective way, including standards for OCC to increase the number of businesses provided with direct service and assistance, creation and support of a Green Business branding strategy, which would apply to OCC clients such as the Coliseum Construction Corridor trade association.

One of OCC's measurable goals from their FY 2005-2007 contract was to provide at least 100 businesses with direct service and assistance. OCC reported over 141 direct service business interventions that aided the businesses in their continued operation or relocation into Oakland. Those companies represent over 3,213 local Oakland jobs.

Another of OCC's measurable ongoing tasks was to survey 900 local businesses and assist them as needed. The 2005-2006 survey had a 35% return rate. OCC's Survey is used as a prototype of a business survey by the International Economic Development Council (IEDC) in its annual Business Retention Course, which is required as part of the IEDC credential program. A short survey has proven to be effective, combined with follow up interviews to facilitate the successful return rate of 35%. In the 2007-2008 Scope of Services, OCC is being asked to reach a 50% return rate through more aggressive and systematic follow-ups to business, with the additional goal of adding 50 new businesses to their survey list this contract period.

The survey instrument is effective because businesses can provide details of their business which are kept in the confidence of staff or intermediaries whose purpose is to help them develop and grow as a business. Obtaining candid information from the business community by means of this annual OCC Business Retention Survey has yielded valuable information to CEDA since the survey was initiated in 1996. Highlights of the 2005-2006 survey is attached (Attachment C).

The key findings of the 2005-2006 OCC Survey are:

1. 81% of businesses perceive Oakland to be a positive environment in which to do business. This is an increase from prior years, though a decline from the 03-04 period;
2. 86% of industrial businesses had no plans to relocate out of Oakland;

3. 25% of business had an increase in employees over the past 3 years; with 31% of industrial business stating that they have increased employment during this period;
4. 42% of business reported increased safety and security concerns, a 4% increase over 2004 results;
5. 50% of industrial companies reported recruitment challenges, due to their need for skilled labor and the lack of qualified applicants.

The 2006-2007 survey form was submitted to staff in September of 2007, meeting their 2005-2007 performance objective. Staff is currently amending this survey to include sustainable, green business best practice questions.

SUSTAINABLE OPPORTUNITIES

Economic:

OCC will provide assistance to local businesses, the outcome of which is often the creation of additional jobs and revenue through a company's growth and expansion. OCC's work helps to increase the local tax base through support of business expansion and additional resulting sales tax and business license revenues to the City.

Environmental:

OCC's scope of work calls for the contractor to work with the City's "Green Business" initiatives, the Chamber of Commerce/ Mayor's Office Oakland Partnership program, Brownfields Coordinator and the coordinator of the Oakland/Berkeley Recycling Market Development Zone to "evaluate, and develop where possible, projects/programs to support their respective missions."

Social Equity:

Many of OCC's business clients serve low income areas and provide unskilled and semi-skilled jobs to Oakland residents. OCC also works closely with the Workforce Investment Board and other employment agencies to refer employers to the appropriate agencies for job placement by eligible residents.

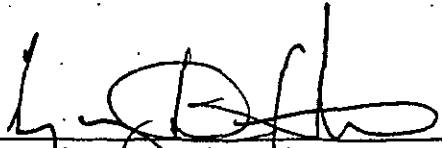
DISABILITY AND SENIOR CITIZEN ACCESS

This report and resolution only recommends approval of a contract for professional services, and do not raise any issues directly impacting disability and senior citizen access. However, to the extent that OCC interacts with businesses that are seeking to comply with the Americans with Disabilities Act or other pertinent state or local regulations, there may be some relevance to OCC's performance of contracted services.

RECOMMENDATION AND RATIONALE

Staff recommends approval of the proposed resolution authorizing the Agency Administrator to negotiate and execute a professional services agreement with the Oakland Commerce Corporation in an amount not to exceed \$300,000 for the 2007-2008 Fiscal Year for ongoing business retention and expansion services, and authorizing \$9,000 for Contract Compliance services.

Respectfully Submitted,



Gregory Hunter, Deputy Director
Economic Development and Redevelopment
Community & Economic Development Agency

Prepared by:
Margot Lederer Prado, AICP
Business Development Services

APPROVED AND FORWARDED TO THE
COMMUNITY AND ECONOMIC
DEVELOPMENT COMMITTEE



Office of the Agency Administrator

Item No. _____
CED Committee
January 8, 2008

SCHEDULE A

Scope of Services for the Oakland Commerce Corporation

Business Retention and BusinessAlert Programs (2007-2008)

The Oakland Commerce Corporation has been carrying out the mission of working to retain and expand businesses and jobs in Oakland under contract with the Community & Economic Development Agency. Oakland Commerce Corporation plays a crucial role in supporting the business sector through its visibility and credibility as a commerce organization, supporting and augmenting staff work to attract, retain and support Oakland-based businesses. The contract shall be approved on a two-year basis, with an annual allocation to the Oakland Commerce Corporation in an amount not to exceed \$300,000 in the 2007-2008 fiscal year, under the oversight of the Community and Economic Development Agency's (CEDA) Redevelopment Division, to perform the following services for the City:

Program Goal: *To contribute to the formation and support of a citywide business retention and attraction programs, and the general support of commercial businesses citywide, in cooperation with the City of Oakland and local business associations.*

Program I. *Continue the implementation of the business support & retention program citywide;*

Program II. *Continue the implementation of the BusinessAlert Program in the Coliseum Redevelopment. Continue staffing of the Coliseum Commerce Center Advisory Committee;*

Program III. *Support City staff in the development of infrastructure improvement program for the City Council adopted Industrial Districts;*

Program IV. *Participate in the implementation of Mayor/Chamber Partnership initiative, as directed by the City*

PROGRAM I BUSINESS RETENTION

- 1) Citywide Business Retention Program
 - A. Assist companies to access city and other services, and support in order to retain and grow their business in Oakland through weekly visits to 3-5 businesses, including at least three new introductory visits to businesses each month.
 - B. Respond to business retention requests for assistance from individual firms, as well as referrals from the City activities in a prompt and efficient manner. Report back to staff on such interventions.
 - C. Continue reporting on a monthly basis regular activity, major issues arising from Business Alert program as well as other association meetings, and report on changes in existing businesses operations and growth.
 - D. Conduct the annual Industrial Business Survey of at least 1,200 businesses.
 - E. Provide at least 100 businesses with service and assistance that the business considers valuable or important.

- F. Advise City staff on strategies and programs that the City could initiate to retain and grow business.
 - G. Support the activities of the Oakland Merchant Leader Forum (OMLF).
- 2) Conduct the Annual Business Survey
- A. Conduct the Annual Business Survey. The survey instrument will be presented to CEDA for comment and input no later than October 15, 2007. The survey should be updated and should include information to ascertain the current and future needs and changes in the market for production (manufacturing), food production and distribution, construction materials & services, distribution, repair-oriented and other industrial services. Contractor will be prepared to provide detailed methodology of how the business survey was developed, distributed and analyzed.
 - B. Re-implement the Retail Survey, working under the direction of the City's Retail Specialist.
 - C. The industrial and retail surveys shall contribute to a common inventory of existing businesses. The survey data will be summarized and presented to the City. The survey responses will also be made available to the City, if requested.
 - D. The Annual Business Survey shall include a minimum of 2,000 responses in total. The full list of businesses to be surveyed and the list of respondents shall be provided to the City.
 - E. Contractor will present an Action Plan to City for follow up on issues identified by survey respondents. Contractor will be responsible for ensuring that responses are provided and will keep the City informed on a regular basis. In some, cases the Oakland Commerce Corporation will coordinate follow up with designated organizations as directed by the City. It is expected that OCC will make direct site contact with every business that expresses a need for assistance, and will keep a record, available to the City staff, of those visits on a monthly basis.
- 3) Identify and help promote Green Businesses in the City.
- A. Work with staff of the Business Development program, and support staff encouragement of same through the survey, distribution of best practice material.
 - B. Participate in new and ongoing seminars and resource programs for energy efficiency and refer in depth inquires to staff as well as utility districts (PG&E EBMUD) existing programs.

PROGRAM II BUSINESS ALERT PROGRAM

- 4) Staff the BusinessAlert Program in the Coliseum Redevelopment Area to enhance the safety and security of the businesses, their employees, customers and suppliers. This work will include the coordination of monthly business-focused service delivery of the Enhanced Police Patrol with the Oakland Police Department. The work will further include staffing at least 10 meetings of the Coliseum Area Crime Prevention Council (NCPD). Utilize the Contractor's safety and security expertise in providing advice to other commercial/industrial areas to monitor and analyze summary crime data from the 4L18 patrol.
- 5) Refer businesses to a commercial security professional, under their separate contract to the City of Oakland. Monitor work performed and the outcomes for the clients. Include the results and actions resulting from such referrals to the City of Oakland on a monthly basis, including name of business served, type of business, and nature of problem to be addressed,

type of intervention by the security professional and Oakland Police Department.

All PROGRAMS

- 6) Alert the business development staff of the City of possible business attraction opportunities, providing a personal and professional approach to initial inquiries and referrals that result from OCC's retention and expansion initiatives. Maintain contact with larger retention cases on a weekly basis through periods of significance and report weekly to BDS on such interventions.
- 7) Provide the Agency with an outreach strategy for OCC as an organization to publicize its services to the commercial/industrial business sector.
- 8) Provide the Agency with a detailed quarterly report of its retention and service work, including but not limited to:
 - A. Name and number of businesses contacted;
 - B. Type of assistance offered to each business, categorized by a rating type to be devised by OCC reflecting the intervention required to retain;
 - C. Number of jobs attracted or retained as a result of OCC assistance; and
 - D. Narrative description of the performance of each business contacted in the areas of jobs, sales, and/or the expansion of facilities.
- 9) Develop a pool of auxiliary funds through the development of strategic alliances and other sources to extend the business services it offers to the community, with a goal of up to \$10,000.
- 10) Work with the Berkeley/Oakland Recycling Zone Manager, the Brownfields Administrator to evaluate and develop where possible, projects/programs to support their respective missions.
- 11) Communicate with the business community and the community-at-large through distribution of a twice-yearly e-newsletter, a monthly Business Alert e-newsletter and updates provided on the OCC web site.

APPROVED BY:

The Redevelopment Agency of the
City of Oakland
A community redevelopment agency

Oakland Commerce Corporation
A non profit corporation
(Contractor)

Agency Administrator

President

(Date)

(Date)

ATTACHMENT B

**EVALUATION OF THE OAKLAND COMMERCE CORPORATION
2005-2007 CONTRACT PERFORMANCE**

2005-2007 OCC Program Scope:

Program Goal: To contribute to the formation and support of a citywide business retention and attraction programs, including involvement in formation of an industrial retention strategy, strategy, and the general support of commercial businesses citywide, in cooperation with the City of Oakland and local business associations.

- Program I.** Continue the implementation of the business retention program citywide;
- Program II.** Continue the implementation of the Business Alert Program in the Coliseum Redevelopment Area and expand the program to Central and West Oakland;
- Program III.** Support the Creation of Industrial Districts in at least three areas of Oakland.

PROGRAM I BUSINESS RETENTION

- 1) Citywide Business Retention Program
 - A. Assist companies to access city and other services, and support in order to retain and grow their business in Oakland.
 - B. Respond to business retention requests for assistance from individual firms, as well as referrals from the City activities in a prompt and efficient manner.
 - C. Continue reporting on a monthly basis regular activity, major issues arising from Business Alert program as well as other association meetings, and report on changes in existing businesses operations and growth.
 - D. Create an outreach strategy for industrial business; categorize each retention client strategy by Type, in coordination with City staff.
 - E. Conduct the annual Industrial Business Survey.
 - F. Provide at least 120 businesses with service and assistance that the business considers valuable or important.

EVALUATION RESPONSE: OCC met directly with over 90 businesses (in addition to over 1,000 businesses surveyed) in 2005-2006 and over 176 businesses in 2006-2007 (including 23 directly administered surveys). For instance, they responded promptly and efficiently to city requests for immediate intervention, including intervening at the "First Warning" of the departure of Mothers Cookies (first warning letter to union employees sent 30 days prior to termination). OCC worked with the Coliseum Area businesses (Sub-areas 2 & 3) in response to the proposal for a new A's Stadium and related redevelopment of privately-held land in their area. This action alone supported 230 businesses representing 1,000 employees in the area and coordinated ad hoc business planning group to respond to this issues. (These actions were publicized in the newspaper therefore not

considered confidential. They coordinated information to businesses from the City's Police as well as Public Works Agency Blight and Dumping staff in order to address negative conditions that deter business growth and day to day operations.

<i>Period</i>	<i>Number of Businesses (includes attraction)</i>	<i># Survey only interactions in Column 2</i>	<i>Trade or multi-tenant Interactions/Mtgs</i>	<i>Employees(existing jobs) Affected</i>
<i>First Quarter 05-06</i>	43		7	1607
<i>Second Quarter 05-06</i>	2*			65
<i>Third Quarter 05-06</i>	1145 (includes 1000 surveys)			139
<i>Fourth Quarter 05-06</i>	45			1008
<i>First Quarter 06-07</i>	80 (includes 23 surveys)	20	5	2558 (includes interventions at large companies)
<i>Second & Third Qtr 06-07</i>	61	25		926
<i>Fourth Qtr 06-07</i>	35	0		545

**OCC primarily served "carry-over" continuing business interactions from prior quarter Includes CCCAC, CCC, Tidewater Business Group, AABA, WOCA, WOEDWIG, Business Alert*

- 2) Conduct the Annual Business Survey
 Survey at least 75 Industrial Businesses by January 1, 2007 as an initial component of the Annual Business Survey, beginning in West Oakland, in order to support the creation of a Business Directory for that district. Use a survey instrument customized to the current needs and changes in the market for production (manufacturing), food production and distribution, construction materials & services, distribution. Provide long term support by addressing issues most critical to the growth and success of retailers in Oakland. Issues include: 1) security and safety, 2) parking, 3) blight and dumping 4) employer connection to agencies that refer qualified workers, 5) networking among local suppliers and 6) marketing, advertising and promotion.
 - A. The survey shall contribute to a common inventory of existing businesses, which will be shared between the Contractor and the City.

- B. The Annual Business Survey shall include a minimum of 2,000 mailed surveys in total. An increase of total percentage respondents to the full survey shall be no less than 50% of all surveys administered. The full list of businesses to be surveyed and the list of respondents shall be provided to the City. Contractor is prepared to provide detailed methodology of how the business survey was developed, distributed and analyzed. The Business Retail/Commercial Survey shall be conducted in January 2005, pending identification of a source to supplement this survey.

EVALUATION RESPONSE: *OCC sent approximately 3,000 surveys to businesses in the Winter-Spring of 2006 and received a 30% return rate. Results of the survey are attached. OCC lost the second full time employee in February 2006 and filled that position by April of 2006. Therefore they were not able to achieve the 50% response rate to their survey. In the fall of 2007 OCC targeted their surveys to particular geographic areas, including Tidewater area, following the meeting patterns of the Zoning Update Committee of the Planning Commission and the industrial zoning discussions. OCC did not follow through on West Oakland surveys nor Embarcadero Cove/Union Point surveys in this manner as promised. The City expects more aggressive direct follow up to the surveys in the 2007-2008 year, including personal face-to-face interviews with companies that have not returned the survey, as well as face to face follow up with all companies considered "at risk".*

- 3) Coordinate the Business Partners program including participation from a minimum of 40 volunteers from business and government with appropriate experience matched to the Business Partner.
- A. Volunteers shall visit and interview firms at risk of leaving or closing, or in need of assistance to remain and grow in Oakland.
- B. Volunteers will make a minimum of 30 visits to assigned local businesses. The results of these interviews will be tabulated and analyzed to identify significant business retention, attraction and service issues.

EVALUATION RESPONSE: *Business Partners program had been in place since the inception of the organization (1989). According to OCC, the roster of volunteers varied from year to year, however city staff have not been provided with any list of Partners. In 05-06 OCC reported verbally to the City that 35-40 Business Partner visits occurred. OCC has reported that over 25 volunteers' efforts were documented, but city staff have not been provided with that documentation. In 06-07 OCC reported that the process changed due the decline in the number of people who were available for the program. Instead, OCC utilized Business Partners on an ongoing basis throughout the year. For instance, a professional who had experience in specific areas was matched, including orientation of experienced businesses in the construction trade to mentor growth physically. OCC reports that this model is an improvement, as volunteer time is limited.*

PROGRAM II BUSINESS ALERT PROGRAM

- 4) Staff the Business Alert Program in the Coliseum Redevelopment Area to enhance the safety and security of the businesses, their employees, customers and suppliers. This work will include the coordination of business-focused service delivery of the Enhanced Police Patrol

with the Oakland Police Department. The work will further include staffing at least 10 meetings of the Coliseum Area Crime Prevention Council (NCPC). Utilize the Contractor's safety and security expertise in providing advice to other commercial/industrial areas.

EVALUATION RESPONSE: OCC has improved the Business Alert program structure, and now rotates meetings from one business location to the next, so as to engage more businesses in the activity. The change of location has disadvantages, but the notification of the Business Alert meetings has been very good (email notification) and clear. A Business Alert newsletter is printed on a periodic basis, in addition to email news that is conveyed with the agenda and meeting notices.

- 5) Refer businesses to a commercial security professional, under their separate contract to the City of Oakland. Monitor work performed and the outcomes for the clients. Include the results and actions resulting from such referrals to the City of Oakland on a monthly basis, including name of business served, type of business, and nature of problem to be addressed, type of intervention by the security professional and Oakland Police Department.

EVALUATION RESPONSE: OCC has participated in this program since its inception ten years ago. They have managed the agendas, meeting notification distribution, and conducted the monthly meeting throughout the term of the contract. Attendance ranges from 15 to 30 business members, including members of OPD. This program has been a model in Coliseum area and is now being considered for West Oakland through OCC's publicity of this program.

PROGRAM III RETAIL RETENTION AND OUTREACH

- 6) Manage and operate the Retail Retention Program. Contractor will work with the Retail Specialist in CEDA to provide assistance to resolve issues, utilizing City staff and other resources. Contractor will also insure that companies receive information on all available local, state and federal incentives to assist in the retention and expansion of these companies. The initial priority is to provide said assistance to 50 of the 100 top grossing retailers, as identified by the retail specialist. Priorities may be adjusted as City and Contractor together assess retail trends over the life of the contract.
- 7) Provide outreach to new retailers citywide, in coordination with the City's Retail Specialist, Redevelopment staff, and District Council staff. Coordinate with Neighborhood Services Coordinators (NCPC and Oakland Police Department) on issues around security, blight, and crime.

EVALUATION RESPONSE OCC had a dedicated Retail Specialist who left the in Feb of 2006. Her position was filled by new staff in April of 2006. The OCC Retail Specialists successes included conduct of negotiations to retain an important local neighborhood serving grocer, start up assistance for a new grocer in the Dimond District, and the organization of the Safety and Security program with all new tenants of the new Hegenberger Retail Center near the airport. The Specialist was the direct field outreach, complimenting the City's Retail Specialist's broader range of responsibilities.

ALL PROGRAMS

- 8) Alert the business development staff of the City of possible business attraction opportunities, providing a personal and professional approach to initial inquiries and referrals that result from OCC's retention and expansion initiatives.

EVALUATION RESPONSE: *OCC has provided referrals to the City, often through their broker network, of businesses not currently located in Oakland, and which are seeking space in which to locate. Business Development Services staff follows up with these clients, providing them with a list of potential lease or sale listing, guidance on permitting and other matters. OCC has continued to interface with these companies as they relocate, providing commercial security referrals, and referrals to other relevant city departments which aid in the permitting of new commercial facilities.*

- 9) Provide the Agency with an outreach strategy for OCC as an organization to market its services to the commercial/industrial business sector.

EVALUATION RESPONSE: *OCC has worked with staff on how their services are co-marketed to both existing and out of area business attraction cases, attends regional meetings to outreach to businesses and expand the city's marketing of its business development staff resources.*

- 10) Provide the Agency with a detailed quarterly report of its retention and service work, including but not limited to:
- A. Name and number of businesses contacted;
 - B. Type of assistance offered to each business, categorized by a rating type to be devised by OCC reflecting the intervention required to retain;
 - C. Number of jobs attracted or retained as a result of OCC assistance; and
 - D. Narrative description of the performance of each business contacted in the areas of jobs, sales, and/or the expansion of facilities.

EVALUATION RESPONSE: *OCC has provided quarterly reports. Some reports have had gaps in the information, which staff have had to request, particularly in the Second and Third Quarter of 05-06.*

- 11) Develop a pool of auxiliary funds through the development of strategic alliances and other sources to extend the business services it offers to the community, with a goal of up to \$10,000 to implement the Retail/Commercial Survey and Business Partners program.

EVALUATION RESPONSE: *OCC received funding in 05-06 from a financial institution to sponsor the survey, on the condition that the financing institution would include their marketing material in the survey mailing. (Business Development Services were consulted in this decision). In 2006-2007 that institution and other financial institutions shifted their efforts towards housing and chose not to continue such support.*

- 12) Provide research and analysis on industry sector retention and expansion strategies, with specific attention paid in the construction and material supply, light manufacturing, food production and distribution, and the transportation/goods movement industry sectors;
- A. Support Business Development staff's sub-area industrial research by supplying evidence of data from direct involvement with businesses;
 - B. Work with local distribution, freight and goods movement firms in regard to citywide trucking access and transportation issues;
 - C. Partner with other organizations within the city that are engaged in business retention and support activities, such as: the Coliseum Commerce Center Advisory Committee, the West Oakland Commerce Association, local chambers of commerce, the Airport Area Business Association, the Industrial and Labor Alliance of Oakland, Coliseum Construction Corridor Marketing Association, the Emergency Management Board, the Economic Development Alliance for Business, and neighborhood business associations;
 - D. Support city efforts to create a roadmap of business service providers in the City (BSO initiative).

EVALUATION RESPONSE: OCC conducts weekly sending pertinent articles and research on other cities' practices, including most supportive of the Industrial Districts. OCC created the model of the Industrial District in partnership with Business development staff. OCC brought its experience on district planning in several ways. First its new hire in April 06 was a professional experienced in district planning from the City of Chicago, famous for the Planned Manufacturing District program. Second, the OCC Director had experience from an earlier OCC-initiated precursor of the current Industrial District program-the West Oakland Peralta Biz program model, which proposed engaged both business & residential community members in the area. The Peralta Biz District program did not progress due to lack of a source of funding (no redevelopment district at that time in West Oakland. However it continues as a partnership between the business residential council on specific project such as Raimondi Park in the industrial zone, tree planting, and streetscape planning in business districts.

- 13) Work with the Berkeley/Oakland Recycling Zone Manager/Economic Gardening coordinator, the Brownfields Loan and Grant program manager and the Bay Area World Trade Center to evaluate, and develop where possible, projects/programs to support their respective missions.

EVALUATION RESPONSE: OCC introduces referrals to those who can take advantage of these City programs. City staff have received no referrals for the Brownfield Loan and Grant program, nor for the RMDZ from OCC. However, OCC did actively participate in the Economic Gardening program, making referrals of business to the consultant for that program. OCC has reported that they have referred companies who do import export and other international trade to the Bay Area World Trade Center for assistance, but City staff have not received a list of such referrals so cannot verify this.

- 14) Communicate with the business community and the community-at-large through distribution of a twice-yearly e-newsletter, a monthly Business Alert e-newsletter and updates provided on the OCC web site. Coordinate with the Business License division to provide contact with businesses on an on-going basis.

EVALUATION RESPONSE: The Business Alert e-newsletter is distributed to 400 subscribers, but the printed version is topical and occasionally also distributed in hard copy on an occasional basis, due to lack of staff to provide this regularly. They also distribute electronically to over 400 subscribers the meeting agenda announcement for this and other programs like CCCAC. OCC's general marketing materials are not widely distributed and have not been provided in a regular manner to staff for inclusion in marketing packets. Overall, few new businesses are aware of their services, if not directly referred to OCC by Business Development Services staff.

*****END OF EVALUATION*****

0
1
2
3
4
5
6
7
8
9



Means Business!

"Business retention, and fostering the expansion of existing businesses, is the foundation of any sound economic development program."

- International Economic Development Council

Our mission is to enhance the climate for business and job development in Oakland

Express Business Services

Helping businesses do business is our primary responsibility. Our core service is providing one-on-one assistance to companies by, for example:

- guiding businesses through governmental bureaucracy
- helping businesses through the expansion process
- creating added value through business sectors initiatives
- responding to everyday business concerns

Annual Business Survey

To accomplish our work, OCC conducts an annual business survey of 3,000 companies doing business in Oakland. We query them on their experiences, concerns and plans about doing business in Oakland – employment to financing, security & safety, business expansion, and regulatory issues. The responses serve to guide our work.

BusinessAlert Program

The goal of our BusinessAlert program is to further support our business expansion efforts by creating and maintaining a safe business environment. Participating businesses in specific geographic areas work in partnership with OCC and the Oakland Police Department (OPD) to address issues of safety and security. The success of BusinessAlert is demonstrated by the enhanced security of an area with almost 200 businesses organizing, working together and creating partnerships with OPD and the local community. Through these partnerships, an Enhanced Patrol program was established that provides night and weekend patrol service to over 800 businesses in the Coliseum area. The program's monthly newsletter, *BusinessAlert*, provides the latest information on safety & security issues, and OCC and OPD efforts to address these issues.

Business Partners Program

This unique and innovative aspect of our business retention program is instrumental to the success of our work. Our Business Partners, comprised of over 50 volunteers from the local business community, and city and county staff, conduct site visits to local firms and develop an ongoing relationship with companies and learn about and respond to immediate and long-term company issues.

Establishing Connections

Informing businesses about the latest developments is important to Oakland's growth and the retention of its firms. OCC's newsletter, *Connections*, contains useful information on the latest issues affecting local business:

- new development activities
- company profiles
- redevelopment initiatives
- changes and trends in the business community
- work with other business organizations
- OCC's work and accomplishments

www.oaklandcommercecorp.com

Please visit our interactive website for service, assistance, to fill out our annual business survey online and for more information on OCC's work. Your feedback is a valued part of our work!

Staff Contact Information

David Johnson, *Executive Director*
occoak@earthlink.com

Lowell Rice, *Economic Development Specialist*
occlowell@earthlink.net

Debbie Hauser, *Administration*
occdebbie@earthlink.net



BusinessAlert

Providing Safety & Security Information Since 1990

www.oaklandcommercecorp.com

Vol. V, No. 6

July 2007

BusinessAlert Committee

James Curtis, Chair

June 1st

Coliseum BusinessAlert

John Lewis Glass Studio

10229 Pearmain St.

We are returning to John Lewis Glass Studio for a 2nd meeting in the Pearmain neighborhood

8:30 - 9:30 am

Be Informed About Bumping

Criminals are using cheap and readily available "bump keys" to open deadbolt and other types of locks. Lock bumping is a lock picking technique for opening a pin tumbler lock using a specially-crafted bump key. One bump key will work for all locks of the same type. Most criminals can bump open a lock in seconds using a tapping motion on the bump key when inserted into the lock.

For more information and to see just how easy it is for criminals to gain access, visit: http://abclocal.go.com/kqp/story?section=7on_your_side&id=4747820

Mayor's Summer Jobs Program: Hire an Oakland Youth

A Prescreened Candidate Becomes a Productive Entry-Level Employee

In its 40th year, the Mayor's Summer Jobs Program (MSJP) trained over 800 Oakland youth last year and expects to train close to 1,000 young people this summer. The MSJP provides a diverse pool of high school and college students who become productive employees in your workplace.

For many young people, the MSJP is their first workplace experience, where they are exposed to the challenges, opportunities and hard work required to succeed in the business world. MSJP also provides them with valuable work and life skills that will carry over into their school performance and beyond.

Several hundred entry-level jobs are created each year by the nonprofit sector, as well as the City of Oakland, for Oakland young people between the ages of 16-21. The remaining positions are offered by private companies.

After identifying their summer hiring needs and creating a position, employers wishing to participate submit a simple job order (attached separately as a companion to this newsletter and also available at www.oaklandpic.org). The MSJP takes care of recruiting, screening, skills evaluation and training (including good work habits, communication skills, and conflict resolution) to identify the top three candidates for your job opening.

Well-prepared candidates, eager to work, with resume in hand, are ready to be interviewed by you. If a candidate meets with your approval, you make a hiring offer and employ the youth. The MSJP will follow up during the summer to find out how things are going.

Employers decide on the age-appropriate salaries offered to candidates. Worker's Compensation is covered by the MSJP, with no cost to employers. The average cost to employers for the entire summer is approximately \$2,500 per youth.

As a participating business, the Mayor will recognize your firm's partnership with the City of Oak-

land by providing you and your firm with a personal letter of thanks for helping Oakland

become a model city, and you will be invited to a luncheon with the Mayor at which he will personally thank those businesses and individuals

that have lent their support to this year's program.

For more information on the MSJP, visit www.oaklandpic.org or contact Dynell Lewis at (510) 768-4405 or msjp@oaklandpic.org.



Businesses on Pearmain Partnering with BusinessAlert

Comprehensive Security Assessment of Neighborhood Being Prepared

Business owners located along Pearmain Street and 105th are working with Lozano Security Resources (LSR) and the BusinessAlert Committee to improve this business neighborhood (located between Edes and San Leandro Street).

One might not realize, driving through the area, how many thriving businesses are located within the buildings there. Many have nondescript facades, as many owners have elected not to display signage due to incidents of crime in recent years. The area has also experienced excessive dumping and auto theft. Last month's BusinessAlert meeting, held at John Lewis Glass Studio (also the location for the upcoming June 1st meeting), highlighted the need for a security assessment in an attempt to improve conditions in the area.

After an exhaustive assessment of existing conditions in the Pearmain area that included interviews with business owners and nearby residents, LSR will present its findings to the businesspeople attending the next BusinessAlert.

LSR's report will include suggestions for methods of surveillance, enhanced street lighting, improved fencing, weed abatement, facade improvements, vacant properties, use of private security, use of police and City services to improve the area, and most importantly, neighborhood and community involvement.



ABANDONED AUTOS – PRIVATE PROPERTY

City of Oakland
238-6040

ABANDONED AUTOS – PUBLIC STREET

Oakland Public Works
Jamil Blackwell, Public Works Supervisor
jblackwell@oaklandnet.com
238-6030

ALAMEDA CO. BOARD OF SUPERVISORS

Nate Miley, District 4
Darryl Stewart, Constituent Liaison
darryl.stewart@acgov.org
891-5586

BLIGHT ON PRIVATE PROPERTY

City of Oakland
434-5101

BUSINESS DEVELOPMENT / BROWNFIELDS

City of Oakland, CEDA
Margot Lederer-Prado, Industrial Coordinator
mprado@oaklandnet.com
238-6766

BUSINESS DEVELOPMENT

City of Oakland, CEDA
Aliza Gallo, Business Development Services Mgr.
agallo@oaklandnet.com
763-4297

CODE ENFORCEMENT

City of Oakland, CEDA
Complaint Hotline
238-3443

COLISEUM CONSTRUCTION CORRIDOR

(Marketing Association)
Jack Krause, VP Westside / Alta
jkrause@westsidebmc.com
532-2582

COMMUNITY CLEAN-UPS

Keep Oakland Beautiful
City of Oakland
434-5131

COMMERCIAL SECURITY ASSESSMENTS

Lozano Security Resources
Al Lozano, Security Consultant
lozanoresources@aof.com
614-9588

DISASTER PREPAREDNESS TRAINING

City's Office of Emergency Services
Coleen Bell, Emergency Planning Coordinator
cabell@oaklandnet.com
238-7044

EMPLOYMENT & STAFFING

Oakland Workforce Investment Board
Al Auletta, Manager
aauletta@oaklandnet.com
238-3752

**EMPLOYMENT / TRAINING &
ENTERPRISE ZONE (EZ) BENEFITS**

City of Oakland, CEDA
Susana Villareal, EZ Coordinator
svillareal@oaklandnet.com
238-7794

FAÇADE IMPROVEMENT

City of Oakland, CEDA
Stephanie Floyd-Johnson
Neighborhood Commercial Revitalization
sdfloyd@oaklandnet.com
238-3699

FINANCING – SBA LOANS

OBDC Small Business Finance
Jacob Singer, Executive Director
jacob@obdc.com
763-4297

GRAFFITI ABATEMENT

Oakland Public Works
Jamil Blackwell, Public Works Supervisor
jblackwell@oaklandnet.com
HOTLINE 238-4703

ILLEGAL DUMPING CLEAN-UP

Oakland Public Works
Jamil Blackwell, Public Works Supervisor
jblackwell@oaklandnet.com
HOTLINE 434-5101

INDUSTRIAL DEVELOPMENT BONDS

East Bay Economic Development Alliance
Keith Sutton, Business Development Director
ksutton@edab.org
272-3885

INTERNATIONAL TRADE

Bay Area World Trade Center
Jose Duenas, Executive Director
jduenas@bawtc.com
251-5900

**MAKING MANUFACTURERS
MORE COMPETITIVE**

Manufacturing Excellence (Manex)
May J. Almorio, Partner-Manager
malmorio@manexconsulting.com
404-4432

**OAKLAND CONVENTION &
VISITORS BUREAU**

Manette Belliveau, Executive Director
info@oaklandcvb.com
839-9000

PARKING ENFORCEMENT

City of Oakland
238-3099

PLANNING / BUILDING

City of Oakland, CEDA
Margot Lederer-Prado, Planner
mprado@oaklandnet.com
238-6766

POLICE SERVICES

Oakland Police Department
Lt. Paul Berlin (West and North Oakland, Area 1)
pberlin@oaklandnet.com
238-7149

Lt. James Weeks (Central Oakland, Area 2)
jweeks@oaklandnet.com
777-8522

Lt. Freddie Hamilton (East Oakland, Area 6)
fhamilton@oaklandnet.com
777-8524

Neighborhood Services Coordinators
615-5800

PORT OF OAKLAND

627-1100

RECYCLING MARKET ZONE

City of Oakland, CEDA
Steve Lautze, Recycling Zone Manager
slautze@oaklandnet.com
238-4973

REGULATORY ISSUES (REGIONAL)

East Bay Economic Development Alliance
Mary Ortendahl, Regulatory Affairs Director
mortenda@edab.org
272-3889

RETAIL SERVICES / ASSISTANCE

City of Oakland, CEDA
Kelra Williams, Retail Specialist
kwilliams@oaklandnet.com
238-3853

STREET LIGHT REPAIR

Oakland Public Works
615-5430

STREET MAINTENANCE DEPARTMENT

City of Oakland
615-5566

TREE PROBLEMS

City of Oakland
615-5850

VACANT LOT NUISANCE / BLIGHT

City of Oakland, CEDA
Code Enforcement
238-3381

YOUTH EMPLOYMENT

Mayor's Summer Jobs Program 2007
Dynell Lewis
msjp@oaklandpic.org
768-4405

Industrial Businesses Surveyed BY Oakland Commerce Corporation 2005-2006: RESULTS

Change in Employment During Past 3 Years (Increase, No Change, or Decrease)

Sector	Increase	No Change	Decrease	Total	% Decrease	% No Change	% Increase
All	36	52	27	115	23.48	45.22	31.30
Construction							
Manufacturing							
Transportation							
Wholesale							
Retail							
F.I.R.E.							
Services							

Is Your Company Planning to Relocate from Oakland?

Sector	Yes	No
All	16	99
Construction		
Manufacturing		
Transportation		
Wholesale		
Retail		
F.I.R.E.		
Services		

2005

Yes	14%
No	86%

Is Your Company Experiencing Employee Recruitment Challenges?

Sector	Yes	No	Total	% Yes
All	62	62	124	50
Construction				
Manufacturing				
Transportation				
Wholesale				
Retail				
F.I.R.E.				
Services				

Industrial Businesses

Is Your Company Experiencing Employee Recruitment Challenges?

Sector	Yes	No	Total	% Yes
All	62	62	124	50
Construction				
Manufacturing				
Transportation				
Wholesale				
Retail				
F.I.R.E.				
Services				

Do You Perceive Oakland as a Positive Location for Business?

Sector	Yes	No

2007 DEC 26 AM 10:23

APPROVED AS TO FORM AND LEGALITY:



Agency Counsel

REDEVELOPMENT AGENCY OF THE CITY OF OAKLAND

RESOLUTION No. _____ C. M. S.

A RESOLUTION AUTHORIZING THE AGENCY ADMINISTRATOR TO NEGOTIATE AND EXECUTE A PROFESSIONAL SERVICES AGREEMENT FOR FY 2007-2008 IN AN AMOUNT NOT TO EXCEED \$300,000 WITH THE OAKLAND COMMERCE CORPORATION FOR ONGOING BUSINESS RETENTION AND EXPANSION SERVICES TO BUSINESSES IN OAKLAND AND OPERATION AND MANAGEMENT OF THE BUSINESS ALERT CRIME PREVENTION PROGRAM IN THE COLISEUM AREA; AND AUTHORIZING AN AMOUNT NOT TO EXCEED \$9,000 (3%) FOR CONTRACT COMPLIANCE

WHEREAS, the Redevelopment Agency has identified the attraction, retention, and expansion of businesses in support of the City's long range economic development plan as one of its key goals; and

WHEREAS, the City of Oakland's 2007-2009 budget cites the mission of the Community and Economic Development Agency's Economic Development Division as retaining, expanding, and attracting businesses; and

WHEREAS, the Oakland Commerce Corporation has contracted with the City of Oakland and/or the Redevelopment Agency since 1989 and possesses the experience, reputation and knowledge to provide professional retention and expansion assistance to Oakland businesses; and

WHEREAS, the business retention and expansion assistance provided by the Oakland Commerce Corporation, includes a targeted retail marketing and commercial security program, primarily benefiting the Central District redevelopment project area because most of the businesses served by these programs are located in or serve the Central District; and

WHEREAS, the Agency finds that this contract is of a professional nature, and that retaining a third party may elicit a greater response from the private sector than if such efforts were undertaken by City staff; and

WHEREAS, the Agency finds that this contract will not result in a loss of employment or salary by any person having a permanent status in the competitive service; now therefore be it

RESOLVED: That the Agency Administrator is authorized to negotiate and execute a professional services agreement with Oakland Commerce Corporation in an amount not to exceed

\$300,000, to provide ongoing business retention and expansion assistance to local businesses, and operation and management of the Business Alert Crime Prevention Program in the Coliseum redevelopment project area, and that a total of \$9,000 will be utilized for Contract Compliance services; and be it

FURTHER RESOLVED That all agreements executed pursuant to this Resolution shall be approved as to form and legality by Agency Counsel prior to its execution, and copies of executed agreements shall be on file with the Agency Secretary; and be it

FURTHER RESOLVED: That Agency funds totaling \$300,000 will be allocated for payment of the Oakland Commerce Corporation contract as follows:

\$195,000 from Coliseum Operations Fund (9450), Business Development Organization (88559), Coliseum-Staff Project (S82600)

\$105,000 from Central District: Operations Fund (9510), Business Development Organization (88559), Central District Planning Project (S00800); and be it

FURTHER RESOLVED: That Agency funds totaling \$9,000 will be allocated for payment of Contract Compliance as follows:

\$4,500 from Coliseum Operations Fund (9450), Business Development Organization (88559), Coliseum-Staff Project (S82600)

\$4,500 from Central District: Operations Fund (9510), Business Development Organization (88559), Central District Planning Project (S00800); and be it

FURTHER RESOLVED: That the Agency Administrator or his/her designee is hereby authorized to approve any subsequent amendments to, or extensions of, said agreement except those involving compensation or the allocation of additional funds provided that such amendments or extensions shall be filed with the Agency Secretary.

IN AGENCY, OAKLAND, CALIFORNIA, _____, 2008

PASSED BY THE FOLLOWING VOTE:

AYES- BROOKS, BRUNNER, CHANG, KERNIGHAN, NADEL, QUAN, REID, AND
CHAIRPERSON DE LA FUENTE

NOES-

ABSENT-

ABSTENTION-

ATTEST:

LATONDA SIMMONS
Secretary, Redevelopment Agency
of the City of Oakland

ATTACHMENT B: OCC Economic Activities Report

Item: _____
Community & Economic Development Committee
March 11, 2008



Economic Development Activity Report, First Quarter 2005-06

<u>Company</u>	<u># Employees</u>	<u>No. Bus.</u>	<u>Service Provided</u>	<u>Issue</u>	<u>Assistance Provided</u>	<u>Outcome</u>	<u>Recommendations Implemented</u>
RETENTION							
	150	1		A residential development is being proposed for the xxx property across the street from this 4.5 acre warehouse distribution business that expanded its facilities 1.5 years ago and which has tripled its business in the last 3 years. The company owner is seeking to determine the impacts of such a residential development on his business operations.	Owner is monitoring the City's position on the land conversion to determine appropriate response.	Retention Ongoing	N/A
	1,000+	230+		The ownership of the A's has proposed that a new baseball stadium, retail, entertainment and housing development project be situated in the industrial area bounded by 66th Ave, the 880 freeway, San Leandro St., north to High St.	This area supports, after an initial survey, over 230 varied businesses, with an employment base in excess of 1,000 jobs. OCC was asked by business owners to provide ongoing information about the project, its prospects for actual implementation, and about all aspects of potential displacement and the relocation of businesses. An ad hoc business group planning committee was formed and preparations were made to hold general meetings for all businesses in the area to provide information to everyone interested. Contacts were made by board representatives to both the City and the A's to coordinate communications.	Retention Ongoing	N/A
	200	1		The fallout from the bankruptcy of parent company will most likely force the sale of Oakland's plant as well as approx. 9 other bakeries across the country.	The best knowledge available indicates that the bakery will remain in Oakland for the foreseeable future. Staff will continue to monitor the company.	Retained	N/A
	100+	1		Listed in the past as an expansion candidate, this company needs 15+/- acres to develop a long-range development program. Securing industrially-priced land of this acreage is extremely difficult.	CEDA staff working to create plan to redevelop xxx and adjacent property to accommodate this and other food processors.	Retention Ongoing	N/A
	14	1		Business has been approached by another city with relocation incentives. Business is considering leaving Oakland.	Staff has identified EZ Tax Credits as initial counter-offer to stay in Oakland. Restaurant and gift shop have been a staple in Oakland for more than 30 years. Staff working on plan to identify various business operations in order to formulate a strategy to assist business owner with marketing and technology, both of which the business desperately needs to become more successful.	Services Ongoing	Yes
ATTRACTION							
	20+/-	15+/-	Site Search	Owner of this Emeryville business seeking expansion facility of approx. 10,000 sq. ft. in Oakland to provide full commercial kitchen facilities to micro food businesses.	Staff assisting CEDA staff with site and permit-related issues as requested.	Attraction Ongoing	N/A
	17	1	Regulatory	40th Street site improvements appear to require new bldg permit, thereby requiring additional investment in ADA upgrades - \$ and time conflict.	Staff has referred owner to drafting and architectural services to provide "Path of Access" plans for site improvements for City approval.	Attracted	Yes
	?	1	Site Search	Emeryville-based non-profit seeking 7,000 sq. ft. for gallery, books & food.	Small office space may be available; but gallery space is not currently.	Attraction Ongoing	N/A
	5+/-	1	Site Search	So. Cal. firm seeking 3-6,000 sq. ft. to establish local chocolate production.	Staff assisted City staff to secure referral to architects specializing in site utility planning and drawings.	Attraction Ongoing	N/A
	50+/-	1	Site Search	Company seeking to relocate from San Francisco.	Best knowledge - no current active local search.	On Hold	N/A



Economic Development Activity Report, First Quarter 2005-06

**CONFIDENTIAL
FOR INTERNAL USE ONLY**

<u>Company</u>	<u># Employees</u>	<u>No. Bus.</u>	<u>Service Provided</u>	<u>Issue</u>	<u>Assistance Provided</u>	<u>Outcome</u>	<u>Recommendations Implemented</u>
EXPANSION							
	7	7		Company needs additional acreage to maximize use of truck service center operation.	Work continues through the Base Re-Use process to secure properties for this and other port-related trucking firms.	Expansion Ongoing	N/A
	100	1		The company is reviewing its entire Bay Area operation/ distribution network, with the option of a central site of 10+/- acres in Oakland. The 18 th & Wood site could not accommodate this expansion.	The company is close to closing on 10+ acres on Pardee to develop a 100 dock operation serving the East Bay.	Expansion Ongoing	N/A
SERVICES							
	345	11	Parking, Curbs & Sidewalks	With the multiple company / property owner group's parking plans for each area's unique characteristics, needs and constraints, and including a permit parking provision having been voted on by the City Council on 6/1, eliminating the permit provision, the group will review its options during the summer or early fall.	The group has chosen to incorporate as a non-profit to carry on its work in a more formal structure.	Services Ongoing	N/A
	?	1	Site Search	Property owner seeking tenants.	Property owner advised re options of sale vs. lease and use of professional services to market property.	Services Ongoing	Yes
	4	1	Marketing	Business requested assistance with business plan development and exploration of options for an underutilized licensed kitchen space	Staff is working on assisting owner with identifying and prioritizing business development options. Staff has also advised and referred interested food-related businesses/entrepreneurs to xxx with regards to sub-renting the kitchen space.	Services Ongoing	Yes
	4	1	Relocation	Business is interested in leasing kitchen space in Oakland	Staff has referred the business to appropriate contacts (brokers and businesses looking to lease space) who have space or information on space that is available.	Services Provided	N/A
	7	1	Safety & Security	This San Leandro St. company has had several recent break-ins, and is looking to better secure its property	Company secured property with better and higher fencing which has reduced but not eliminated break-ins.	Services Ongoing	Yes
	200+/-	1	Zoning	Business to residential land conversion.	Co creating business group to develop support for Oakland business preservation. Coliseum Business and Jobs Coalition.	Services Ongoing	N/A
	5	1	Zoning	Proposed school use of adjacent industrial property has triggered cease and desist order for this agricultural fumigation company.	City staff not recommending non-business use for adjacent property. Owner developing RMP to meet City oversight requirements.	Services Ongoing	N/A
	65	1	Relocation	This large-truck sales and service dealer is continuing the process of evaluating the cost/benefits of relocation. Being located adjacent to the Port in transportation-focused Oakland has been ideal, but the owner's goal is to buy property rather than continue to lease (renewed 5 yrs. with 6 mo. out) Ownership's primary focus is on their new Sacramento dealership; with the local effort now focused on the practicality of separate sites on the 880 corridor, anywhere from Oakland to Fremont, for maintenance and parts	Owner has opened facility in Hayward - owner will evaluate whether new facility will complement or compete with Oakland. Port-related business is still a key draw at this time for Oakland site. 2004 business activity - \$134,000,000. As with xxx and xxx, xxx ownership participating in re-use discussions.	Services Ongoing	N/A
	20	1	Marketing	Business requested assistance with advertising additional office space at their site. Business is also interested in sub-renting kitchen facility to small entrepreneur in the food/catering business.	Staff has deployed space for lease opportunity to various business and city contacts. Also, staff has advised and referred interested food-related businesses/entrepreneurs to xxx with regards to the available kitchen facility.	Services Provided	Yes



Economic Development Activity Report, First Quarter 2005-06

<u>Company</u>	<u># Employees</u>	<u>No. Bus.</u>	<u>Service Provided</u>	<u>Issue</u>	<u>Assistance Provided</u>	<u>Outcome</u>	<u>Recommendations Implemented</u>
	55+/-	2	Relocation	This company, located on 5 th near Mandela is seeking a consolidated operation site that would employ +/- 50 and be able to expand its cable and rigging business serving the construction industry.	With the pending residential development plans for Red Star Yeast site underway, both xxx and xxx sites are potentially appropriate for relocation as part of the transit village development process. Work has begun to assess the feasibility of such an action.	Services Ongoing	N/A
	55+/-	2	Parking, Curbs & Sidewalks	New parking enforcement means ticketing of xxx's deliveries. New bicycle lane on 3rd did not allow for deliveries.	Traffic Engineering staff findings show width limitations on re-establishing loading zone - other options will be reviewed. Review of company operations indicates no current enforcement while issue being adjudicated.	Services Ongoing	N/A
	5	1	Regulatory	Relocated company not yet completed permitted for recycling operations.	Staff checking site on regular basis to ensure company complying.	Services Ongoing	N/A
	80	1	Safety & Security	Round-the-clock operations requires close co-ordination with OPD.	Staff managed intros. to regular and enhanced patrol OPD officers to ensure safety of employees.	Services Provided	N/A
		1	Zoning	Ballpark Project - affect on his business	Provided owner with regular updates on project developments.	Services Ongoing	N/A
	300	22	Marketing	CCC is a new business association which has been formed to market and promote building suppliers in the Coliseum area.	Staff continues to provide marketing technical assistance and support through recommendations, database development, outreach to new potential members, organizational development and support to design firm contracted to create an identity, collateral and a website. Support is also being provided to assist members in becoming certified with the city, county and Port of Oakland.	Services Ongoing	Yes
	n/a	2	Safety & Security	Business is opening a second location and requires assistance with marketing and safety (see xxx).	Staff successful got a temporary banner up to promote the coming of the store, given the appearance of disinvestment in the neighborhood. Staff continues working on addressing safety and dumping issues at the site with the NSC and Councilmember Quan's aid.	Services Ongoing	Yes
	40	1	Zoning	Property in contract with housing developer to build 4 story project.	xxx met with WOCA Economic Development Committee to outline plans for 300+ units of residential - no definitive approach to addressing conflicts with surrounding business activities	Services Ongoing	N/A
	150	1	Services	Company expanding processing capacity, includes roadway and water service improvements	Most critical improvement - expanded water capacity - is currently being installed on timely basis. Roadway work being held off for present (City contributing \$250,000)	Services Ongoing	N/A
	25	1	Marketing	xxx has requested additional marketing support from OCC. Business is also attempting to re-negotiate its lease with Eastmont property management.	Staff continues to work with supermarket's ownership to devise more effective marketing strategies. Staff also continues to provide updates to CEDA staff regarding the efforts of the ownership to negotiate its lease with Eastmont management. xxx's attorney's efforts to contact said management have been to no avail. Lease negotiations are still pending and OCC staff will continue to facilitate on behalf of xxx's as appropriate.	Services Ongoing	N/A
	25	2	Zoning	These Tidewater Street companies have been approached by housing development interests to sell their property. The companies have no interest in moving and are concerned about the possibility of residential development that would adversely affect their ability to operate their medium to heavy industrial enterprises	Decision made by City not to develop plan for the area. Development interests still interested, with business relocation being prohibitive barrier at this time.	Services Ongoing	N/A



Economic Development Activity Report, First Quarter 2005-06

<u>Company</u>	<u># Employees</u>	<u>No. Bus.</u>	<u>Service Provided</u>	<u>Issue</u>	<u>Assistance Provided</u>	<u>Outcome</u>	<u>Recommendations Implemented</u>
	100+	22	Marketing	Ten area companies are seeking to develop a marketing cooperative to take advantage of the construction supply business concentration in the High St./Coliseum area, securing the participation of other area companies.	Staff working with Westside management to secure commitments from additional companies following letter to potential members. Marketing visits continue to expand membership. CCC, CEDA and individual company participation with Garrett Guide Maps agreed to advance marketing of CCC and businesses.	Services Ongoing	Yes
	NA	1	Zoning	Property owner seeking history of previous uses in order to establish basis for redevelopment of property.	Staff assisted with review of documents showing history of uses.	Services Ongoing	N/A
	50	6	Safety & Security	Business is on Top 50 Sales Tax Generators list. Six xxx locations throughout Oakland are all experiencing safety and security issues.	Staff continues to coordinate outreach efforts with the Lake Merritt-Parkway District and Fruitvale locations. Both stores have problems with homeless individuals camping in areas adjacent to store. Staff has coordinated efforts with regional manager and staff at Operation Dignity to address these problems. Staff also contacted the Unity Council (who is responsible for maintaining a 'community garden' at the Fruitvale location, so that overgrowth and weeds would be maintained	Services Ongoing	N/A
	50	6	Safety & Security	Business is on Top 50 Sales Tax Generators list. Six xxx locations throughout Oakland are all experiencing safety and security issues.	Fruitvale store is trying to put up a fence with assistance from Redevelopment funds. xxx is looking into sharing parking lot maintenance costs with the xxx. Meetings are pending. xxx also implemented OPD parking signs assigning dedicated spaces at all 6 locations. Staff assisted in the process and the project is complete	Services Ongoing	N/A
	n/a	10+	Marketing	Merchant group is requesting assistance with further marketing efforts and conducting outreach to surrounding businesses to attract more members.	Staff is currently working on assisting the group with the development of a newsletter and provides general marketing technical assistance. Staff also participated in a meeting with Councilmember Pat Kerrigan to discuss redevelopment's plans for the neighborhood as well as parking problems.	Services Ongoing	N/A
	40	2	Safety & Security	Business is on Top 50 Sales Tax Generators List. xxx in the Dimond District has been experiencing a rash of thefts from a local neighborhood based gang. Staff is working with manager and OPD NSC to address these issues.	Staff convened a meeting with neighboring business (xxx's) to create a cohesive safety and security plan for the property. Staff is collaborating with OPD NSC in this capacity and will be addressing streetscape, lighting, parking and security issues. Improved lighting schemes have been proposed as well as signage for the back side of the center (along Champion Street).	Services Ongoing	N/A
	0	1	Regulatory	Environmental review process complications.	Staff continues work with property broker to free up review process.	Services Renewed	N/A
		3	Safety & Security	Business has had a few break-ins recently.	Business has been put in touch with local police and are working on correcting issues to abate security issues. Company is also engaged in redevelopment efforts to make improvements along Railroad Avenue, which will also curb safety issues	Services Provided	Yes
	1	1	Marketing	A very small business/start-up requesting marketing technical assistance and assistance with finding an adequate location for this catering enterprise.	Staff is working on steering existing marketing efforts and improving upon an existing, informal plan. Staff is also engaging other contacts in with regards to sub-renting kitchen space.	Services Ongoing	Yes
	25+	1	Land Conversion Policy	Company, occupying 25,000 sq. ft., wants to continue to grow its business in Oakland - concerned about having future available space to expand.	Staff accompanied CEDA staff to meeting with company owners to discuss business growth and planning and tour facility.	Services Ongoing	N/A



Economic Development Activity Report, First Quarter 2005-06

<u>Company</u>	<u># Employees</u>	<u>No. Bus.</u>	<u>Service Provided</u>	<u>Issue</u>	<u>Assistance Provided</u>	<u>Outcome</u>	<u>Recommendations Implemented</u>
	49+/-	1	Zoning	New Gen Plan Designation is Community Commercial; old was M-30. Does die-casting fit M-30?	The General Plan intends that the zoning for these properties be community commercial; therefore the current use is non-conforming	Services Ongoing	N/A
	150+	6	Marketing	80,000+ sq. ft. of vacancy.	1. With Army Base leases totaling more than 2 million sq ft of warehouse/distribution to be terminated 6/06, staff worked through public listing of leases to evaluate possible new tenant candidates. Management will pass on info re companies' local relocation interests. 2. OCC working with San-Oak to market their property to the general community - it will serve as a test to determine the value of such an initiative.	Services Ongoing	N/A
	150+	6	Safety & Security	9-28 - 2 car break-ins in 2 days.	Contact Sgt. Poirier - interdiction and update on trends in area.	Services Ongoing	N/A
	180+/-	3	Blight	City-owned drainage ditches that run adjacent to Coliseum Way need clean-out before the rainy season.	City has not performed any pre-rainy season maintenance to date. Staff to follow up with businesses.	Services Ongoing	N/A
	50+/-	5	Zoning	Owner has placed property on the market with focus on conversion to residential.	CEDA staff proposing site redevelopment for food processing uses.	Staff Monitoring	N/A
	15+/-	1	Regulatory	1. Clean-up of refuse and debris. 2. Business licensing	1. Mgmt has extended both the hours of clean-up and the areas on Coliseum Way to be maintained. 2. Meeting was arranged with City Blight and Licensing Staff with site mgr. to better coordinate mgmt. of vendor licensing.	Services Ongoing	N/A
	40	1	Parking, Curbs & Sidewalks	This non-profit that employs developmentally-disabled people needs to provide sidewalk access for those employees to get from Independent Way to 66 th Avenue.	Staff assisted with assessment of issue, City contacts and follow-up on earlier efforts to seek solutions.	Services Provided	Yes
	n/a	1	Outreach	As a top retailer and anchor the new Hegenberger Gateway development, efforts to address property management issues, namely safety, are at the forefront.	Staff convened a meeting of interested parties (Redevelopment staff, OCC, and xxx management) to identify, address and discuss safety and security, as well as parking and traffic issues concerning the shopping center. xxx is exclusively responsible for the parking lot and will be addressing problems in coordination with other retail stores at the center. Shopping cart theft, shoplifting, theft reporting were some of the issues discussed at the meeting. Sideshow and other mitigations identified by the Port of Oakland's EIR were also addressed. xxx agreed to continue to actively engage in a partnership with the City, OCC, and OPD in hopes of maintaining the shopping center and addressing store safety and security concerns. A xxx Co-Manager, xxx, gave a presentation on store operations at OCC's BusinessAlert Meeting.	Services Ongoing	N/A



**CONFIDENTIAL
FOR INTERNAL USE ONLY**

Economic Development Activity Report, Second Quarter 2005-06

<u>Company</u>	<u># Employees</u>	<u>No. Bus.</u>	<u>Service Provided</u>	<u>Issue</u>	<u>Assistance Provided</u>	<u>Outcome</u>	<u>Recommendations Implemented</u>
RETENTION							
ATTRACTION							
	15+/-	1	Parking, Curbs & Sidewalks	60+ yr. old meat packing company has re-asserted its concern about parking and access to its business. A so-called interim traffic and parking plan needs to be re-assessed in light of the continued residential development in the area.	Staff will work with new non-profit in 06 to revive traffic/parking program to address realities of new residential.	Attraction Ongoing	Yes
	50+/-	1	Site Search	Company seeking 880 corridor site to relocate and enlarge baking and distribution operations.	Staff assisted with site evaluation.	Attraction Ongoing	Yes
EXPANSION							
SERVICES							



Economic Development Activity Report, Third Quarter 2005-06

<u>Company</u>	<u># Employees</u>	<u>No. Bus.</u>	<u>Service Provided</u>	<u>Issue</u>	<u>Assistance Provided</u>	<u>Outcome</u>	<u>Recommendations Implemented</u>
RETENTION							
	25+/-		Zoning	Imminent rezoning of business property from industrial to HBX.	Reviewed options and answered questions relating to implications for non-conforming business activity, ownership change and allowed activities, expansion issues and neighborhood relations		
ATTRACTION							
	?	1	Zoning	Developer has option on property - seeking to develop residential / retail.	Reviewed area development activities and current zoning parameters for the property with developer rep.	Attraction Ongoing	
	15-20	1	Site Search	This recycled glass counter-top manufacturer is seeking a site in the north 880 coridor.	Staff assisted company with East Oakland site evaluation process and relations with property ownership. Lease proposal being developed.		
EXPANSION							
	18+/-	1	Regulatory	Electrical certification of machinery to be installed to expand business.	Worked with City Econ Dev and inspection staff to develop compromise approach, allowing for certification by letter from PE. Process pending.		
SERVICES							
	?	1	Site Search	Co. losing warehouse space on Hollis in WO - residential conversion.	Request broker that knows owner to assist with search.		
	35	1+	Safety & Security	Haden St. squatters disrupting area with vandalism and burglary.	Work with sector lieutenant to interdict.		
	20+	1	Expansion	Company wants to establish drive-through service.	Expansion to include building addition - plans very preliminary - need manufacturer approval before proceeding locally.		
	?	1	Tenant Search	Trucking co. evaluated site	Trucking co. has held off leasing at this time - no reason given.		
	15	1	Regulatory	Normal trailer parking area has been fenced off by City.	Worked with company to ensure alternate access to parking available for near term.		
	10+/-	1	Relocation	Company that manufactures elevator interiors requires more space - 8-10,000 sq. ft. to expand operations.	Assisted company with securing broker assistance - with follow-up		



**CONFIDENTIAL
FOR INTERNAL USE ONLY**

Economic Development Activity Report, Fourth Quarter 2005-06

<u>Company</u>	<u># Employees</u>	<u>No. Bus.</u>	<u>Service Provided</u>	<u>Issue</u>	<u>Assistance Provided</u>	<u>Outcome</u>	<u>Recommendations Implemented</u>
RETENTION							
	25+/-	1	Relocation	Co. seeking to consolidate Paralta St. and San Leandro St. operations on Malat in leased facility.	Staff working with co. and Business Services to coordinate pre-relocation meeting with Building and Fire Marshal staff to ensure legal and timely TI's.		
	26	1	Zoning	Land use conversion.	Company is concerned about recent land use conversions from manufacturing to work-live. Would be willing to participate in BNPDC effort.		
	30-half Oaklanders	1	Marketing	The company has agreed to participate in the BNPDC process to make the Coliseum area more marketable and competitive.	Attended the first BNPDC meeting on 5/18/06.	posed question re: future zoning of area	N/A
	16	1	Marketing	The company is interested in taking an understated role in the BNPDC planning process.	The company will be invited to the next BNPDC meeting	Retention Ongoing	
	30	1	Marketing	The company may become members of the Coliseum Construction Corridor.	Invited to the June CCC Meeting.		N/A
	15	1	Marketing	The company has agreed to participate in the BNPDC process to make the Coliseum area more marketable and competitive.	Did not attend first meeting	none	N/A
	18	1	Marketing	The company has litter and dumping issues, especially after Coliseum events.	The company was informed of the oakland.net website for reporting dumping and litter removal		N/A
	7	1	Marketing	The company is interested in participating in the BNPDC planning.	The company will be invited to the next BNPDC meeting.	Retention Ongoing	
	46	1	Zoning	The company has been rezoned commercially, and feels will be surrounded by commercial development and forced to close or relocate in short-term.	The company is willing to participate in the BNPDC planning, although located outside the industrial subareas	Retention Ongoing	
	20	1	Referral	The company is very upset with the plans to add lanes and a median to Ford Street at Park Avenue. The owner feels the traffic pattern will be significantly disrupted resulting in the closure of businesses on Ford Street	The Company has been referred to Margot Lederer-Prado, CEDA, for assistance in contacting engineer in charge of the project.	Retention Ongoing	
ATTRACTION							
	?	1	Site Search	New solar panel production company seeking 50-60,000 sq. ft. of leased production space.	Works with CEDA staff re possible sites incl. xxx, xxx, xxx.		
	?	1	Zoning	Site owner/developer proposing unique development incorporating production space at ground level to preserve business land with buffered aerial residential.	Staff working with developer, architect, business and community to determine feasibility of proposal for this site and for the area. Special CIX-2 zone would be created to accommodate these uses and address separation of use issues. EIR scoping session was held at Planning Comm.		
EXPANSION							



Economic Development Activity Report, Fourth Quarter 2005-06

<u>Company</u>	<u># Employees</u>	<u>No. Bus.</u>	<u>Service Provided</u>	<u>Issue</u>	<u>Assistance Provided</u>	<u>Outcome</u>	<u>Recommendations Implemented</u>
	25	1	Relocation	The Company is consolidating its operations from Paralta and San Leandro to one leased 18,000 s.f. building in the Coliseum area with mfg/retail uses, and looking to invest approx \$50,000, mainly for ADA accessibility.	CEDA staff set up a meeting on 5/15/06 with buildings, fire marshal, and zoning to review proposal.	Expansion Ongoing	Yes
	180	1	Referral	The company has hired 40 workers dislocated from xxx.	The company has been referred to Susana Villarreal, CEDA, for enterprise zone tax credits on hires.		
	85	1	Zoning	The company has purchased much of the block, including residential properties for future parking and expansion, but has not moved forward due to uncertainty of zoning and industrial land use.	The company/owner is willing to participate in BNPD planning as long as the meeting is productive and results in certainty of industrial zoning in sub area 3.		
			Site Search	E 8th Ave business owner seeking property to carry out specialized concrete crushing.	Worked with owner to identify appropriate areas and sites for operation CCC Chair met with owner to discuss marketing program.		
SERVICES							
	2	1	Safety & Security	The owner complains of trailer and homeless encampment in front of entrance to warehouse on June 2, 2006.	The owner was referred to Officer Cave and Mork to remove the trespassers. Encampment removed June 5, 2006.	Services Provided	
	1	1	Referral	Police require parking lot to be secure. On May 29th, trespasser climbed utility pole and stole copper wiring, resulting in no telephone and fax service for companies in the area	xxx, owner was informed that parking lot has been illegally used by trucks and a camper. After service incident, Officer Cave is giving xxx proper forms for trespassing liability.	Services Ongoing	Yes
		1	Safety & Security	The manager was robbed at gunpoint last night, June 29.	Referred to Al Lozano for assessment services.	Services Ongoing	
	5	1	Safety & Security	The manager complains of homeless across Julie Ann Way.	The manager was invited to the June Business Alert meeting to focus on homelessness.	Services Ongoing	
	5	1	Zoning	Proposed school use of adjacent industrial property has triggered cease and desist order for this agricultural fumigation company.	City staff not recommending non-business use for adjacent property. Owner has developed RMP to meet City oversight requirements, but has now been referred to the District Attorney. Co. continues to operate on terminal operator site, with no current options for relocation. Co. must now seek approval for proper City (not State) sanctioned chemical storage facility. 3-23 - xxx says it's the terminal operators' responsibility - passing the buck re where xx can be sited - a necessary utility, yet no willing landlord. Still no support for relocation.		
	11	1	Safety & Security	The manager complains of homelessness across Jensen and at xxx Jensen, where he informs me that a trailer is a constant presence.	The manager was invited to the June Business Alert meeting to focus on homelessness	Services Ongoing	
	NA		Outreach	xxx Live-Work Development proposal caused concern to business neighbors.	Worked to ensure businesses secured accurate development information which resulted in reducing their concerns about incompatibility of development with their business activities.		
	30	1	Blight	The company was fined for blight and feels it unjustified	I called Larry Gallegos to resolve the situation. Company spoke with inspector and fine has been revoked	Services Provided	
	55	1	Blight	A pile of pine branches were dumped in Street and tied by rope to adjacent fence.	Took pictures to document dumping.	BART removed branches over the weekend of	Yes



Economic Development Activity Report, Fourth Quarter 2005-06

<u>Company</u>	<u># Employees</u>	<u>No. Bus.</u>	<u>Service Provided</u>	<u>Issue</u>	<u>Assistance Provided</u>	<u>Outcome</u>	<u>Recommendations Implemented</u>
	16	1	Safety & Security	The company has homeless sleeping outside the back of the building.	The owner was invited to the Business Alert meeting and referred to Officer Cave and Mark to remove the trespassers.	Services Ongoing	
	12	1	Safety & Security	The company is broken into on a constant basis throughout each month. It cost the company \$400 each time the chain-link fence is cut.	xxx asked for a private security referral on June 7, 2006, and I referred him to xxx. On June 19, 2006, xxx told me a proposal from xxx had been received and sent to the corporate office for approval. Also referred to Al Lozano for assessment services.	Services Provided	
		1	Referral	The police have had many problems with sideshows, vandalism, thefts and other petty crimes.	Dave will call Emeryville City contact to discuss how nuisance was abated.	Services ongoing	
	5	1	Referral	The company is located on 2nd Floor of primarily vacant building and is uneasy about unsecured parking lot next to Stadium.	Theresa attended May Business Alert meeting to make officers aware of her situation.	Services Ongoing	
	180	1	Community-Partnership	The company has new plant manager who wants to be involved with OCC and community.	The plant manager would like to participate in youth summer jobs program and adopt a school for the next school year.	Services Ongoing	
		1	Referral	This company needs parking for ten trucks to remove from the street and secure them from petty theft of the copper wiring.	Referred to xxx of xxx. He has put the company on a waiting list for parking space. Also referred to xxx to search for immediate parking space.		
	5	1	Referral	The company has had cars stolen break-ins, and drag racing on San Leandro.	Referral was made to Business Alert and encouraged to participate in BNPD process.	Services not rendered	No
		1	Referral	The company complained of graffiti	Arthur Watson, Litter Enforcement, will look into it.	Services Ongoing	
	15	1	Blight	The company complains of debris and an unsecured lot on Oakport behind the Walmart.	I have spoken with the owner of the lot, and OPD officer John Cave, to remove debris, and secure lot.	Services Provided	
	5	1	Regulatory	The company has received fire violations going back 2-3 years, and feels a specific rogue inspector is out of control.	Referred to CEDA.		
	20	1	Regulatory	The company has received a HAZMAT violation and coerced into becoming a HAZMAT company, which they feel is unjustified.	E-mailed Leroy Griffin, Fire Marshall, to assess situation. Mr. Griffin informed me that he visited xxx on June 19, 2006, and all violations have been dropped in exchange for the company's participation in the CUPA group.	Services Provided	
	?	Multiple	Safety & Security	Police have noticed back gate is not secured at night.	Joyce Washington, Port of Oakland, contacted and reached on June 5, 2006. She has alerted the management company at the Business Center to close the gates nightly.	Services Provided	
	7	1	Employment	The company would like to hire a youth to do odd jobs around the plant.	Will refer to Youth Uprising for youth summer jobs program. Ollis Simmons, the Director, will be referring a Youth for a full time position.	Services Ongoing	
	7	1	Safety & Security	The company has been broken into 5 times within the last month.	The company is being referred to OPD for further analysis.	Services Ongoing	
	85	1	Referral	The company is growing and needs to look into space utilization to increase efficiencies.	Referred to Manex for a space utilization assessment.	Services Ongoing	
	?	1	Security & Safety	Homeless encamped at entrance to property.	Staff worked with OPD and Homeless services org.		



**CONFIDENTIAL
FOR INTERNAL USE ONLY**

Economic Development Activity Report, Fourth Quarter 2005-06

<u>Company</u>	<u># Employees</u>	<u>No. Bus.</u>	<u>Service Provided</u>	<u>Issue</u>	<u>Assistance Provided</u>	<u>Outcome</u>	<u>Recommendations Implemented</u>
	15-20	1	Referral	10,000 sq. ft. available for dry storage - no broker if poss.	Referred to xxx, xxx, and xxx.		
	4	1	Zoning	Company in upper Peralta area seeking info re xxx project	Owner seeking ongoing updates on proposal with interest in production and commercial space.		
	15	1	Regulatory	Citations for dust control on leased-out lot	Advised owner that "messy" operator at lot required to clean up entrance area.		
	4	1	Referral	The company complained of an abandoned moving truck across the street on San Leandro which has been sitting for 2 months+.	The company was reminded of Business Alert meetings every last Friday of the month.	Services Ongoing	
	30-50	1	Blight	Dumping on Tidewater right-of-way.	Talked with broker about building fence - broker to talk with owner.		



**CONFIDENTIAL
FOR INTERNAL USE ONLY**

Economic Development Activity Report, First Quarter 2006-07

<u>Company</u>	<u># Employees</u>	<u># Businesses Involved in Contact</u>	<u>Service Provided</u>	<u>Issue</u>	<u>Assistance Provided</u>	<u>Outcome</u>	<u>Recommendations Implemented</u>
RETENTION							
	25+/-	1	Zoning	Imminent rezoning of business property from industrial to HBX.	Informed owner that his area, Sub-Area 10, will be a part of the broadbased review of the zoning process; and that the owner should participate in that process. Owner attended special Chamber-sponsored meeting on subject.		
	25	1	Relocation	Co. seeking to consolidate Peralta St. and San leandro St. Operations on Malat in leased facility	Zoning clearance has been provided, paving way for the relocation. Co. preparing to carry TI's in new building; will work to expedite processing.		
	11	1	Relocation	The company has been informed by Caltrans that the 880 Highway expansion may start as early as November 15, 2006, or Jan 2, 2007.	Once Caltrans makes a decision on the configuration of the 880 expansion, company may have to be relocated.	Retention Ongoing	
	200+/-	1		The fallout from the bankruptcy of parent company will most likely force the sale of Oakland's plant as well as approx. 9 other bakeries across the country.	xxx have purchased the property for industrial, developing use areas within the complex, and negotiating with DoBake for 110,000 sq. ft. as the major new tenant.	Retention Ongoing	
	20	1	Zoning	xxx is the chairman of the Tidewater Business Group	xxx has personally testified before the CED Committee, Planning Commission and City Council to remain and grow in Tidewater under the current industrial zoning.	Retention Ongoing	



Economic Development Activity Report, First Quarter 2006-07

<u>Company</u>	<u># Employees</u>	<u># Businesses Involved in Contact</u>	<u>Service Provided</u>	<u>Issue</u>	<u>Assistance Provided</u>	<u>Outcome</u>	<u>Recommendations Implemented</u>
	50	1	Zoning	xxx is a primary leader in the Tidewater Business Group.	xxx has personally testified before the CED Committee, Planning Commission and City Council to remain and grow in Tidewater under the current industrial zoning.	Retention Ongoing	
	20	1	Zoning	Co. was surveyed on July 12, 2006 as part of the Tidewater Business Survey. Wants to remain in area.	Supports the Tidewater Business Group's effort to keep Tidewater zoned for industrial	Retention Ongoing	
	2	1	Zoning	Co. was surveyed on July 12, 2006 as part of the Tidewater Business Survey. Wants to remain in area .	Supports the Tidewater Business Group's effort to keep Tidewater zoned for industrial	Retention Ongoing	
	?	1	Zoning	Co had no time for survey.	Supports the Tidewater Business Group's effort to keep Tidewater zoned for industrial	Retention Ongoing	
	55	1	Zoning	Co. was surveyed on July 21, 2006 as part of the Tidewater Business Survey. Wants to remain in area , His customers are all local businesses with fork-lifts	xxx is a tertiary leader in the Tidewater Business Group.	Retention Ongoing	
	12	1	Zoning	Co. was surveyed on July 13 2006 as part of the Tidewater Business Survey. Wants to remain in area , Lease property from the Oakland Park District.	Supports the Tidewater Business Group's effort to keep Tidewater zoned for industrial	Retention Ongoing	
	190	1	Zoning	Co. was surveyed on July 12 2006 as part of the Tidewater Business Survey. Wants to remain in area , Instrumental in getting dump cleared from Tidewater/Lesser in August 2006.	Supports the Tidewater Business Group's effort to keep Tidewater zoned for industrial	Retention Ongoing	
	4	1	Zoning	xxx is a primary leader in the Tidewater Business Group. Hanson needs waterfront property to operate.	xxx have testified before the Planning Commission and City Council to advocate for area to remain industrial.	Retention Ongoing	



Economic Development Activity Report, First Quarter 2006-07

<u>Company</u>	<u># Employees</u>	<u># Businesses Involved in Contact</u>	<u>Service Provided</u>	<u>Issue</u>	<u>Assistance Provided</u>	<u>Outcome</u>	<u>Recommendations Implemented</u>
	3	1	Zoning	Co. was surveyed on July 15, 2006 as part of the Tidewater Business Survey. Wants to remain in area , Most customers are in Tidewater	Supports the Tidewater Business Group's effort to keep Tidewater zoned for industrial	Retention Ongoing	
	35	1	Zoning	Co. was surveyed on July 18, 2006 as part of the Tidewater Business Survey. Wants to remain in area, but owned by xxx, who wants rezoning for residential	Co has no room for additional expansion and has been told by landlord that the property will be rezoned for residential	Retention Ongoing	
	70	1	Zoning	Co. was surveyed on July 17, 2006 as part of the Tidewater Business Survey. Wants to remain in area . Was initially involved in the Tidewater Business Group, but has not shown interest in public meetings	Supports the Tidewater Business Group's effort to keep Tidewater zoned for industrial	Retention Ongoing	
	?	1	Zoning	Co has no time for survey	No interest in the issue	Retention Ongoing	
	10	1	Zoning	Co. had no time for survey. Tenant in the Tidewater Business Park	No interest in the issue	Retention Ongoing	
	10	1	Zoning	Co. was surveyed on July 24, 2006 as part of the Tidewater Business Survey. Sells to residential contractors	No interest in the issue	Retention Ongoing	
	6	1	Zoning	Co. was surveyed on July 12, 2006 as part of the Tidewater Business Survey. Is a residential general contractor. Currently, tenent in Tidewater Business Park, but seeking to buy building out of the area.	Would like to see area rezoned for residential.	Retention Ongoing	
	1.5	1	Zoning	Co. was surveyed on July 8, 2006 as part of the Tidewater Business Survey. Wants to remain in area , Suppliers are in the Tidewater district. Longest lease-holder at the Tidewater Business Park.	Interested in participating in the Tidewater Business Group.	Retention Ongoing	



**CONFIDENTIAL
FOR INTERNAL USE ONLY**

Economic Development Activity Report, First Quarter 2006-07

<u>Company</u>	<u># Employees</u>	<u># Businesses Involved in Contact</u>	<u>Service Provided</u>	<u>Issue</u>	<u>Assistance Provided</u>	<u>Outcome</u>	<u>Recommendations Implemented</u>
	6	1	Zoning	Co. was surveyed on July 13, 2006 as part of the Tidewater Business Survey. Wants to remain in area. They were removed from the Port last year.	Interested in participating in the Tidewater Business Group	Retention Ongoing	
	?	1	Zoning	Co. had no time for survey. Tenant at the Tidewater Business Park	They have no interest in remaining in the Tidewater area.	Retention Ongoing	
	7	1	Zoning	Co. was surveyed on July 12 2006 as part of the Tidewater Business Survey. Tenant is in the Tidewater Business Park and are relocating to Hayward in 2007.	They have no interest in remaining in the Tidewater area.	Retention Ongoing	
	5	1	Zoning	Co. had no time for survey. They lease form Woodtech	No interest in the issue	Retention Ongoing	
	30	1	Zoning	Co. was surveyed on July 18 2006 as part of the Tidewater Business Survey. xxx is a tertiary leader of the Group	Supports the Tidewater Business Group's effort to keep Tidewater zoned for industrial	Retention Ongoing	
	20	1	Zoning	Co. was surveyed on July 12 2006 as part of the Tidewater Business Survey. Former residential developer	Would like to see area rezoned to residential.	Retention Ongoing	
	150	1		The company will need to look at relocation within 3-5 years as BART development proceeds.	Margot, Mei, Larry Gallegos, Dave Johnson and myself met with the president to discuss relocation planning.	Retention Ongoing	
	22	1		The company is looking to leave Tidewater and will need 30-40,000 square feet and 4 acres of lot.	The Company has been referred to Margot Lederer-Prado, CEDA, for assistance in finding suitable space in Oakland.	Retention Ongoing	



Economic Development Activity Report, First Quarter 2006-07

<u>Company</u>	<u># Employees</u>	<u># Businesses Involved in Contact</u>	<u>Service Provided</u>	<u>Issue</u>	<u>Assistance Provided</u>	<u>Outcome</u>	<u>Recommendations Implemented</u>
	15+/-	1		60+ yr. old meat packing company has re-asserted its concern about parking and access to its business. A so-called interim traffic and parking plan needs to be re-assessed in light of the continued residential development in the area. Parking citations began again in first week in March for trucks double parking. Although no formal response requesting accommodation has been received, no citations issued in April.	No current ticketing issues. A new permit parking plan, if approved by the City in the coming months, may alleviate some of the parking conflicts.		
	100+	1	Site Search	Listed in the past as an expansion candidate, this company needs 15+/- acres to develop a long-range development program. Securing industrially-priced land of this acreage is extremely difficult.	CEDA staff working to create plan to redevelop xxx to accommodate this and other food processors. This initiative would be a centerpiece of the proposed protected district plan. Co. currently evaluating move to Redding.	Retention Ongoing	
	20	1	Referral	The company is very upset with the plans to add lanes and a median to Ford Street at Park Avenue. The owner feels the traffic pattern will be significantly disrupted resulting in the closure of businesses on Ford Street.	The Company has been referred to Margot Lederer-Prado, CEDA, for assistance in contacting engineer in charge of the project.	Retention Ongoing	

ATTRACTION

		1	Referral	The company is seeking 10-60,000 sq. ft.	The company was referred to Margot, CEDA, as she has worked with them in the past and the company may have a loan defaulted with the City.		
--	--	---	----------	--	--	--	--



Economic Development Activity Report, First Quarter 2006-07

<u>Company</u>	<u># Employees</u>	<u># Businesses Involved in Contact</u>	<u>Service Provided</u>	<u>Issue</u>	<u>Assistance Provided</u>	<u>Outcome</u>	<u>Recommendations Implemented</u>
	180	1	Referral	The company has hired 40 workers dislocated from xxx.	The company has been referred to Susana Villarreal, CEDA, for enterprise zone tax credits on hires. As of July 5, the manager has not been contacted by Susana.		
	?	1	Site Search	New solar panel production company seeking 50-60,000 sq. ft. of leased production space.	Working with CEDA staff re possible sites incl. xxx. Two-year lease give-back at suburban sites makes Oakland non-competitive at this time.		
	?	1	Zoning	Site owner/developer proposing unique development incorporating production space at ground level to preserve business land with buffered aerial residential.	Staff working with developer, architect, business and community to determine feasibility of proposal for this site and for the area. Special CIX-2 zone would be created to accommodate these uses and address separation of use issues. Follow-up with developer staff to address zoning issues. With the City Council referring the zoning process back to the Planning Comm., this project will have to be viewed as a part of that new initiative.		
	85	1	Zoning	The company has purchased much of the block, including residential properties for future parking and expansion, but has not moved forward due to uncertainty of zoning and industrial land use.	The company /owner is willing to participate in BNPD planning as long as the meeting is productive and results in certainty of industrial zoning in sub area 3.		
		1	Referral	The company is seeking 12,000 sf building with 1 acre yard for street sweepers and sewer cleaners.	The company has been referred to Margot and Tom Thatcher. Thatcher sent spec sheet on xxx.	Services Ongoing	



**CONFIDENTIAL
FOR INTERNAL USE ONLY**

Economic Development Activity Report, First Quarter 2006-07

<u>Company</u>	<u># Employees</u>	<u># Businesses Involved in Contact</u>	<u>Service Provided</u>	<u>Issue</u>	<u>Assistance Provided</u>	<u>Outcome</u>	<u>Recommendations Implemented</u>
	?	?		Company needs additional acreage to maximize use of truck service center operation.	Work continues through the Councilmember Nadel's West Oakland Economic Development Group (WOEDWG) with a formal plan submitted to the City to secure properties for this and other port-related trucking firms on the Army Base.	Expansion Ongoing	
	18+/-	1		Electrical certification of machinery to be installed to expand business.	Worked with City Econ Dev and inspection staff to develop compromise approach, allowing for certification by letter from PE. Process pending. Co. currently held up by machinery relocation issues. No word from company on status of project.		N/A
		1		E 8th Ave. business owner seeking property to carry our specialized concrete crushing.	Worked with owner to identify appropriate areas and sites for operation. CCC Chair met with owner to discuss marketing program. Co. will join CCC.		
	100	1		The company is reviewing its entire Bay Area operation/ distribution network, with the option of a central site of 10+/- acres in Oakland. The 18 th & Wood site could not accommodate this expansion.	The company is close to closing on 10+ acres on Pardee to develop a 100 dock operation serving the East Bay. Developer has been secured to assist xxx to develop both old and new sites - final negotiations ongoing. Housing downturn has slowed project process.	Expansion Ongoing	

SERVICES

1	Safety & Security	The manager was robbed at gunpoint the night of June 29.	The manager has bought new cameras and is not interested in a security assessment as of July 10, 2006.	Services Provided
---	-------------------	--	--	-------------------



**CONFIDENTIAL
FOR INTERNAL USE ONLY**

Economic Development Activity Report, First Quarter 2006-07

<u>Company</u>	<u># Employees</u>	<u># Businesses Involved in Contact</u>	<u>Service Provided</u>	<u>Issue</u>	<u>Assistance Provided</u>	<u>Outcome</u>	<u>Recommendations Implemented</u>
	200+/-	1	Zoning	Business to residential land conversion.	Co continues to monitor the land use evaluation process established by the City Council.	Services Ongoing	
	16	1	Safety & Security	The company complained of homeless encampment on property on Oakport on July 12, 2006.	The company was referred to Officer Cave and the encampment was gone on July 18, 2006.	Services Provided	
	5	1	Zoning	Proposed school use of adjacent industrial property has triggered cease and desist order for this agricultural fumigation company.	City staff not recommending non-business use for adjacent property. Owner has developed RMP to meet City oversight requirements; but has now been referred to the District Attorney. Co. continues to operate on terminal operator site, with no current options for relocation. Co. must now seek approval for proper City (not State) sanctioned chemical storage facility. 3-23 - xxx says it's the terminal operators' responsibility - passing the buck re where xxx can be sited - a necessary utility, yet no willing landlord. Staff worked with company to establish the importance of placing this port-related service adjacent to the maritime terminals. As a result, this and other similar operations are now being made a priority as base re-use planning moves forward this fall. With the "1,000 ft." rule being applied, all fumigation taking place in Alameda. Co. will participate in West oakland initiative to site such companies on Army Base land.		



**CONFIDENTIAL
FOR INTERNAL USE ONLY**

Economic Development Activity Report, First Quarter 2006-07

<u>Company</u>	<u># Employees</u>	<u># Businesses Involved in Contact</u>	<u>Service Provided</u>	<u>Issue</u>	<u>Assistance Provided</u>	<u>Outcome</u>	<u>Recommendations Implemented</u>
	11	1	Safety & Security	The manager complains of homelessness across Jensen and at 4344 Jensen, where he informs me that a trailer is a constant presence.	The manager informs me that the police removed the trailer and people on Jensen, but on July 5, 2006 the people have migrated across the street up against his property line.	Services Ongoing	
	65	1	Relocation	This large-truck sales and service dealer continues to seek larger site and is working with the West Oakland community to be a part of the truck enterprise relocation program.	See xxx above.	Services Ongoing	
	5	1	Safety & Security	Company has had multiple break-ins.	Company referred to Lozano Security for security assessment.	Services Ongoing	N/A
		1	Safety & Security	Attempted burglary on July 13, 2006.	Company referred to Lozano Security for security assessment. Assessment conducted on August 8 and report delivered on August 29, 2006.	Services Ongoing	Yes
	55+/-	2	Relocation	This company, located at xxx is seeking a consolidated operation site that would employ +/- 50 and be able to expand its cable and rigging business serving the construction industry.	With the pending residential development plans for Red Star Yeast site underway, both xxx sites are potentially appropriate for relocation as part of the transit village development process.	Services Ongoing	Yes
	55+/-	2	Parking, Curbs & Sidewalks	New parking enforcement means ticketing of xxx's deliveries. New bicycle lane on 3rd did not allow for deliveries.	New ticketing in April-May. Recommendation to City staff to establish short-term load-unload signing to allow business activity at curbside. Working with Councilmember staff to resolve - no progress to date.	Services Ongoing	N/A



Economic Development Activity Report, First Quarter 2006-07

<u>Company</u>	<u># Employees</u>	<u># Businesses Involved in Contact</u>	<u>Service Provided</u>	<u>Issue</u>	<u>Assistance Provided</u>	<u>Outcome</u>	<u>Recommendations Implemented</u>
	5	1	Regulatory	Relocated company not yet completely permitted for recycling operations.	Staff checking site on regular basis to ensure company complying. City reviewing operations issues.	Services Ongoing	
	20	1	Safety & Security	The restaurant is experiencing theft during its construction phase.	Referred to Lozano security Services.	Services Ongoing	N/A
	16	1	Safety & Security	The company has homeless sleeping outside the back of the building.	The owner was invited but did not attend the Business Alert meeting.	Services Ongoing	
	55	1	Safety & Security	The company sustained massive losses in theft in August.	Company referred to Lozano Security for security assessment. Signed agreement on September 13, 2006.	Services Ongoing	
	12	1	Safety & Security	The company is broken into on a constant basis throughout each month. It costs the company \$400 each time the chain-link fence is cut.	Al Lozano and I walked the perimeter of the facility on July 6, 2006. At that time, we observed a homeless encampment on the other side of the fence under a PG & E electric tower. Al and I will look into whether the County or PG&E is responsible for the property.	Services Ongoing	
		2	Referral	The company is a leader in the High Street Business Group.	The company co-signed a letter to Aliza Gallo calling for a meeting with Caltrans and City decision-makers on the High Street Overpass project.	Services ongoing	
	8	1	Safety & Security	Attempted burglary on July 28, 2006.	Company has sufficient security and not interested in security assessment.	Services Provided	
		1	Safety & Security	Referred by J. Musante. xxx would like to be listed for Business Alert, host meetings and work with OCC regarding xxx's restaurant.	I have written Ms. xxx a letter inquiring as to the nature of her relationship with xxx's general manager.	Services Ongoing	



Economic Development Activity Report, First Quarter 2006-07

<u>Company</u>	<u># Employees</u>	<u># Businesses Involved in Contact</u>	<u>Service Provided</u>	<u>Issue</u>	<u>Assistance Provided</u>	<u>Outcome</u>	<u>Recommendations Implemented</u>
	180	1	Community- Partnership	The company has new plant manager who wants to be involved with OCC and community.	The plant manager would like to participate in youth summer jobs program and adopt a school for the next school year.	Services Ongoing	
	900-1,000	28	Zoning	These Tidewater Street companies have been approached by housing development interests to sell their property. The companies have no interest in moving and are concerned about the possibility of residential development that would adversely affect their ability to operate their medium to heavy industrial enterprises.	As of April - now September - the area has been once again cited as an area for rezoning, combining both residential, retail and industrial uses. The businesses have created the Tidewater Business Group to represent their interests, with OCC extending its business survey work to develop a detailed inventory of companies in the area; and to inform the businesses of the possible zoning change. The TBG will participate in the redefined zoning update process.	Services Ongoing	
		1	Safety & Security	Burglaries throughout July.	Company referred to Lozano Security for security assessment. Assessment conducted on August 10 and report delivered on August 29, 2006.	Services Ongoing	N/A
	15	1	Blight	The company complains of debris and an unsecured lot on Oakport behind the Walmart.	I have spoken with the owner of the lot, and OPD officer John Cave, to remove debris, and secure lot. As of July 24, the driveway has been chained and the debris removed.	Services Ongoing	Yes
		1	Zoning	The company requested information on sub area 9.	The company was informed of the boundaries of sub area 9, and told me that they were going to contact Councilpersons Reid and Kernighan regarding zoning/land use.	Services Ongoing	



Economic Development Activity Report, First Quarter 2006-07

<u>Company</u>	<u># Employees</u>	<u># Businesses Involved in Contact</u>	<u>Service Provided</u>	<u>Issue</u>	<u>Assistance Provided</u>	<u>Outcome</u>	<u>Recommendations Implemented</u>
	7	1	Employment	The company would like to hire a youth to do odd jobs around the plant.	Company has agreed to hire a youth from Youth Uprising. Olis Simmons, the Director, has spoken with V.P. xxx but no youth referred.	Services Ongoing	
	7	1	Safety & Security	The company has been broken into 6 times within the last month.	The company was referred to OPD for further analysis, but does not come within 4L18 purview.	Services Ongoing	
		1	Referral	The company is interested in Enterprise Zone benefits.	Company was referred to Susana Villarreal, CEDA, on 9/21/06.	Services Ongoing	
		2	Referral	The company is a leader in the High Street Business Group.	The company co-signed a letter to Aliza Gallo calling for a meeting with Caltrans and City decision-makers on the High Street Overpass project.	Services Ongoing	
	5	1	Safety & Security	The company had a break-in in August.	Company was invited to Business Alert meeting 9/21/06.	Company did not attend meeting	
	85	1	Referral	The company is growing and needs to look into space utilization to increase efficiencies.	Referred to Manex for a space utilization assessment.	Services Ongoing	no
	?	1	Security & Safety	Homeless encamped at entrance to property.	Owner has secured lessee.		
		1	Safety & Security	Burglary in late July.	Company is checking with corporate. Branch needs to wait for budget which will be late September.	Services Ongoing	
	180+/-	3	Blight	City-owned drainage ditches that run adjacent to Coliseum Way need clean-out before the rainy season.	City has performed minimal pre-rainy season maintenance to date. Meeting with area businesses will be scheduled to work with OPW to accomplish preventive maintenance.	Services Ongoing	



**CONFIDENTIAL
FOR INTERNAL USE ONLY**

Economic Development Activity Report, First Quarter 2006-07

<u>Company</u>	<u># Employees</u>	<u># Businesses Involved in Contact</u>	<u>Service Provided</u>	<u>Issue</u>	<u>Assistance Provided</u>	<u>Outcome</u>	<u>Recommendations Implemented</u>
	15-20	1	Space Avail.	10,000 sq. ft. available for dry storage - no broker if poss.	Referred to xxx, CCC and brokers.		N/A
		1	Safety & Security	The company is located in the Tidewater area, but has no interest in zoning. The company was also burglarized recently, but they are sure it was an inside job, so they do not want a security assessment.	None		
		1	Referral	Larry Gallegos of Redevelopment Division referred company for security assessment.	Spoke with plant manager. Not interested in assessment, but concerned about homelessness in Union Point Park. Referred to Officer Mork.	Services Provided	
	15+/-	1	Regulatory	1. Clean-up of refuse and debris. 2. Business licensing.	1. Mgmt. has extended both the hours of clean-up and the areas on Coliseum Way to be maintained - monitoring continues. 2. New site <i>mgmt coming in - staff will establish</i> relationship to continue to ensure compliance with licensing and site cleanliness. Litter continues to be an issue.		
	5	Multiple	Safety & Security	The tenant, a CPA firm, had computer burglary and concerned about perimeter security.	The building property manager assured me that their security is sufficient, but would like to host Business Alert. Hosting BA meeting on September 21, 2006.	Services Ongoing	
	6	2	Safety & Security	The company was burglarized in August.	Company referred to Lozano Security for assessment. Signed agreement on September 19, 2006.	Services Ongoing	yes
	10+/-	1	Relocation	Co. that mfgs. elevator interiors requires more space - 8-10,000 sq. ft. to expand operations.	Assisted co. with securing broker assistance - with follow-up.		



**CONFIDENTIAL
FOR INTERNAL USE ONLY**

Economic Development Activity Report, First Quarter 2006-07

<u>Company</u>	<u># Employees</u>	<u># Businesses Involved in Contact</u>	<u>Service Provided</u>	<u>Issue</u>	<u>Assistance Provided</u>	<u>Outcome</u>	<u>Recommendations Implemented</u>
	20	6	Safety & Security	One of the company's tenants had a break-in on July 13th.	Referred to Lozano Security Services for a security assessment. Not interested.	Services Provided	
	30-50	1	Dumping	Dumping on Tidewater right-of-way.	Owner has agreed to build fence; while City has agreed to clean up debris. Done.		
	10	1	Safety & Security	This restaurant has had multiple break-ins in the 5 months of its location on Hegenerger Road.	The store has been referred to Lozano Security Services for a security assessment. Assessment conducted on August 3, and report delivered August 29, 2006.	Services Ongoing	



**CONFIDENTIAL
FOR INTERNAL USE ONLY**

Economic Development Activity Report, Second and Third Quarter 2006-07

<u>Company</u>	<u># Employees</u>	<u># Businesses Involved in Contact</u>	<u>Service Provided</u>	<u>Issue</u>	<u>Assistance Provided</u>	<u>Outcome</u>	<u>Recommendations Implemented</u>
----------------	--------------------	---	-------------------------	--------------	----------------------------	----------------	--

RETENTION

	150	1	Zoning	This company is part of the Tidewater group mentioned above.	xxx, xxx, xxx and Lowell Rice had conference call with the National VP of Real Estate on March 1, 2007. They are strongly opposed to residential development. And will develop a joint letter to Mayor Dellums and create an escrow account for funds to fight the mixed use re-zoning.	Retention Ongoing	
	230	11	Zoning	These companies are part of the West Oakland Survey Area 15 and under possible threat of residential zoning.	I visited with the companies between February 1 - February 9 regarding the challenges and opportunities of operating a business in an area under threat of rezoning to residential.	Retention Ongoing	
	125	8	Zoning	These companies are part of the West Oakland Survey Area 16 and under possible threat of residential zoning.	I visited with the companies between March 1 - March 20, 2007 regarding the challenges and opportunities of operating a business in an area under threat of rezoning to residential.	Retention Ongoing	
		5	Zoning	The companies are part of the Embarcadero Survey area 11a and under possible threat of residential rezoning.	Starting January 2nd through January 24th, 2007, 3 Coro Fellows surveyed 11A businesses regarding the challenges and opportunities of operating in an area of zoning controversy.	Retention Ongoing	



Economic Development Activity Report, Second and Third Quarter 2006-07

<u>Company</u>	<u># Employees</u>	<u># Businesses Involved in Contact</u>	<u>Service Provided</u>	<u>Issue</u>	<u>Assistance Provided</u>	<u>Outcome</u>	<u>Recommendations Implemented</u>
	75	4	Security & Safety	xxx, xxx, xxx, xxx being victimized by break-ins and robberies in the 32nd St & Wood St. areas.	CEDA and OCC staff met with company reps. and OPD Commercial Security Detail to assess issues and secure more frequent patrols in the business area.		
SERVICES							
	70	1	Safety & Security	The company reported hundreds of dollars of theft on November 7th.	The company was referred to Al Lozano on November 15th for a security assessment.	Services Ongoing	
		1	Safety & Security	Company was invited to San Leandro Business Alert meeting on January 26, 2007.	Company did not attend BA meeting.		
		1	Safety & Security	Company had break-in 1-14-07.	Company contacted March 1st regarding security assessment.		
	50	2	Safety & Security	Companies having security problems on weekends.	Referred to Lozano for security assessments.	Services Ongoing	
		1	Safety & Security	Company had a break-in 1-14-07.	Company contacted February regarding security assessment.		
	10	1	Safety & Security	Company was invited to San Leandro Business Alert meeting on January 26, 2007.	Company did not attend BA meeting.		



Economic Development Activity Report, Second and Third Quarter 2006-07

<u>Company</u>	<u># Employees</u>	<u># Businesses Involved in Contact</u>	<u>Service Provided</u>	<u>Issue</u>	<u>Assistance Provided</u>	<u>Outcome</u>	<u>Recommendations Implemented</u>
	0	1	Safety & Security	The restaurant is experiencing theft during its construction phase.	Referred to Lozano Security Services. Jay Musante, Dave Johnson, Al Lozano, Debbie Hauser and myself visited with Ms. xxx and Mr. xxx on 9/29/06. Security Assessment submitted on Nov 14, 2006. As of October 11, 2006, working with xxx to produce welcome signage.	Services Ongoing	
	100	1	Safety & Security	The company hosted and has agreed to lead emergency preparedness planning in the Coliseum area.	xxx will take the lead on EPP.	Services Ongoing	
	15	1	Real Estate Referrals	xxx is an industrial broker who would like to work with OCC to keep industrial lands and match buyers with available properties.	On January 12th, I had a business lunch with xxx to begin relationship. Referred to xxx 2-23-07.	Company Leaving	
	150	1	Safety & Security	Company is hosting BA meeting on March 30, 2007.			
	40	8	Traffic/Parking	Business/property owner seeking assistance to ensure courtesy from neighboring businesses to keep traffic lanes open.	Met with businesses and continued to tour neighborhood to ensure compliance.		
	3	1	Safety & Security	The company hosted the higher Hegenberger BA meeting on Dec 1, 2006. There have been multiple thefts in the xxx Hegenberger Road building and the landlord has not acted.	The company will work with OPD, OCC, and redevelopment to pressure the landlord to better secure the building.	Services Ongoing	
	15	1	Workforce development	Company needs to fill warehouse position.	On January 10th, I introduced xxx to the Unity Council to fill a position in the warehouse.	Unity Council unable to fill position	



**CONFIDENTIAL
FOR INTERNAL USE ONLY**

Economic Development Activity Report, Second and Third Quarter 2006-07

<u>Company</u>	<u># Employees</u>	<u># Businesses Involved in Contact</u>	<u>Service Provided</u>	<u>Issue</u>	<u>Assistance Provided</u>	<u>Outcome</u>	<u>Recommendations Implemented</u>
	12	1	Safety & Security	Company was invited to San Leandro Business Alert meeting on January 26, 2007.	Company attended BA meeting on January 26, 2007. Wants to get speed bumps through Public Works Dept.	Services Ongoing	
	100	1	Safety & Security	Company had burglary 1-8-07.	Referred to Lozano for security assessment.	Services Ongoing	
	21	2	Abandoned Auto/Camper	Company complained of abandoned auto and camper at xxx Independent Road.	Public Works Arthur Watson removed vehicles within a few days.	Services Provided	
	5	1	Safety & Security	Company was invited to combined CCCAC/BA meeting on February 22, 2007.	Company did not attend meeting.		
	180	1		The business complains that xxx customers block the sidewalk with shopping carts.	I spoke with Charles Griffis on December 7, 2006 to address the issue both with xxx's manager and Councilwoman Pat Kernighan.	Services Ongoing	
	10	1	Safety & Security	Company had burglary 2-19-07.	Company contacted March 1st regarding security assessment.		
	10	1	Safety & Security	Company was invited to San Leandro Business Alert meeting on January 26, 2007.	Company attended BA Meeting and relayed that \$800 of theft in tools. Al Lozano to discuss security assessment.	Services Ongoing	
	5	1	Sale of Business	Owner would like to sell business and cash out for residential.	Agreed to keep eyes open for possible interest		
	20	1	Safety & Security	Company was invited to BA Meeting on March 30, 2007.	Company complains of constant drug dealing adjacent to building in parkway next to highway ramp.		



**CONFIDENTIAL
FOR INTERNAL USE ONLY**

Economic Development Activity Report, Second and Third Quarter 2006-07

<u>Company</u>	<u># Employees</u>	<u># Businesses Involved in Contact</u>	<u>Service Provided</u>	<u>Issue</u>	<u>Assistance Provided</u>	<u>Outcome</u>	<u>Recommendations Implemented</u>
	35	1	Zoning Update & Expansion	Co. that produces and imports variety of olive oils for wholesale and retail trade,intends to buy currently leased property to expand business; wants to ensure zoning in area will support growth of business into the future.	Reviewed zoning update process with owner; encouraged participation in that process; offered assistance in work to expand business. Staff to work with owner to facilitate property purchase and expansion plans.		



**CONFIDENTIAL
FOR INTERNAL USE ONLY**

Economic Development Activity Report, Fourth Quarter 2006-07

<u>Company</u>	<u># Employees</u>	<u># Businesses Involved in Contact</u>	<u>Service Provided</u>	<u>Issue</u>	<u>Assistance Provided</u>	<u>Outcome</u>	<u>Recommendations Implemented</u>
RETENTION							
	67	6	Zoning	These companies are part of the Permain/105th Survey Area 8-10 and under possible threat of residential zoning	On May 1 and 14th, Dave and I met with companies at xxx to discuss zoning process and collaboration with Sobrante Park residents for a BNPD.	Retention Ongoing	
	22	1	Zoning	Company would like to expand organic green ice pack business, but is concerned about zoning changes in sub area 8-10	Margot, Dave, and myself visited company on 5-23-07 to discuss options and incentives through recycling zone program.	Services ongoing	
	200	1			xxx has negotiated a long-term lease for 120,000+/- sq. ft. as the major new tenant, with TI's taking the next 6 mos. Staff toured site with Bus Services. Staff to assess 30,000 sq. ft. +/- space now available for lease for food processing or w & d - TI's to be negotiated. xxx mgmt. sees improvements on 81st Ave. as important to long-term lease.	Retention Ongoing	



Economic Development Activity Report, Fourth Quarter 2006-07

<u>Company</u>	<u># Employees</u>	<u># Businesses Involved in Contact</u>	<u>Service Provided</u>	<u>Issue</u>	<u>Assistance Provided</u>	<u>Outcome</u>	<u>Recommendations Implemented</u>
ATTRACTION							
EXPANSION							
	?	?		Company needs additional acreage to maximize use of pilot truck service center operation - mission is to draw idle trucks from neighborhoods to this Maritime St. facility.	Work continues through the Councilmember Nadel's West Oakland Economic Development Group (WOEDWG) with a formal plan submitted to the City to secure properties for this and other port-related trucking firms on the Army Base. Work continues to seek clear City policy direction.	Expansion Ongoing	N/A
SERVICES							
	67	5	Zoning	Met with xxx and company reps On April 16, 2007 regarding Zoning Update Committee and sub-areas 8-10	Agreed that Margot, CEDA, would update group on zoning in sub-areas 8-10 to prepare for ZUC in May.	Services Provided	
	12	1	Safety & Security	Invited to BA Meeting on May 4, 2007.	Did not attend May 4.		
	70	1	Immigration	Margot called me on 5-2-07 to inform that this company was raided by ICE and labor had been reduced to 20 employees.	Dave, xxx from PIC, xxx, and myself visited company on 5-2-07 and made referral to CEDA, Mayor's Office. Follow up visit on 5-23-07 --what is needed is personal contact with China to free up visas of press technicians.	Services Ongoing	



Economic Development Activity Report, Fourth Quarter 2006-07

<u>Company</u>	<u># Employees</u>	<u># Businesses Involved in Contact</u>	<u>Service Provided</u>	<u>Issue</u>	<u>Assistance Provided</u>	<u>Outcome</u>	<u>Recommendations Implemented</u>
	20	6	Rehab to code issues	Extant living/working building being brought up to code.	Working with owner of address licensing/permitting issues.		
	12	1	Safety & Security	Company hosted BA Meeting on May 4, 2007.	In attendance were 5 Pearmain companies who are concerned about dumping and security issues. Al Lozano to review entire area with preliminary recommendation to be presented in June.	Services ongoing	
		4	Safety & Security	These Elmhurst merchants have major safety and security issues.	I visited these merchants with Gaddy Reyes/NCR and Al Lozano on 5-8-07 to discuss security assessments.	Services Ongoing	
	2	1	Safety & Security	Invited to BA Meeting on May 4, 2007.	Did not attend May 4.		
	18	1	Safety & Security	Invited to BA Meeting on May 4, 2007.	Did not attend May 4.		
	13	1	Truck Parking	Broker complained on March 23, 2007 that company truck is constantly parked, blocking driveway and building that broker is trying to sell.	Spoke with owner about removing truck on March 27, 2007. As of April 13, the trucks have been removed.	Services Provided	
	12	1	Safety & Security	Invited to BA Meeting on May 4, 2007.	Did not attend May 4.		
	30	1	Economic Summit	Met with xxx to strategize around Mayor's Economic Summit.	Agreed to extend invites to Tidewater and xxx for table sponsored by CCC.	Services Provided	



Economic Development Activity Report, January 2008

**CONFIDENTIAL
FOR INTERNAL USE ONLY**

<u>Company</u>	<u># Employees</u>	<u># Businesses Involved in Contact</u>	<u>Service Provided</u>	<u>Issue</u>	<u>Assistance Provided</u>	<u>Outcome</u>
RETENTION						
	11	1	Industrial District Strategy (IDS)	The company has been informed by Caltrans that the 880 Highway expansion may start as early as Jan 2, 2007.	As of March 28, 2007, the new offices are being built at the Oakport site. X RSVPed for the Industrial District Session, but did not attend.	Retention Ongoing
	600	4	IDS	The first specific infrastructure meeting was held October 16, 2007.	Specific infrastructure improvements include: pave 81st Street, improve lighting, sidewalks needed in front of AB&I, traffic light on San Leandro, possible shared shuttle service for company employees.	Retention Ongoing
	20	1	Specific Plan	The company is very upset with the plans to add lanes and a median to Ford Street at Park Avenue. The owner feels the traffic pattern will be significantly disrupted resulting in the closure of businesses on Ford Street.	X, Dave and I met on September 28, 2007. He is extremely skeptical of Specific Plan and wants to pursue legal action as he did on permitting issue with City of Oakland.	Retention Ongoing
	522	20	Zoning	Out of 20 businesses surveyed, August 2006, 3 are for residential re-zoning and 17 would like the area to remain zoned industrial.	The Tidewater Business Group met to strategize in wake of CED committee on November 13th. Want to expand group to Waterfront, will look into legal representation, need to set up 1-1 visits with Council members for early 2008	Retention Ongoing
	150	1	Relocation	The company will need to look at relocation within 3-5 years as BART development proceeds.	Margot, CEDA Redevelopment staff, Dave Johnson and myself met with the President to discuss relocation planning. X became a CCC member, and is willing to host future Business Alert meetings.	Retention Ongoing



Economic Development Activity Report, January 2008

<u>Company</u>	<u># Employees</u>	<u># Businesses Involved in Contact</u>	<u>Service Provided</u>	<u>Issue</u>	<u>Assistance Provided</u>	<u>Outcome</u>
	22	1	Relocation	The company is looking to leave Tidewater and will need 30-40,000 square feet and 4 acres of lot.	The Company has been referred to Margot Lederer-Prado, CEDA, for assistance in finding suitable space in Oakland.	Retention Ongoing
	150.	1	Zoning	This company is part of the Tidewater group mentioned above.	They are strongly opposed to residential development. Hosted IDS meeting on September 27, 2007 where many improvements depend on the status of Tidewater as a private street. Need left turn signal off High.	Retention Ongoing
	230	11	Zoning	These companies are part of the West Oakland Survey Area 15 and under possible threat of residential zoning.	I visited with the companies between February 1 - February 9 regarding the challenges and opportunities of operating a business in an area under threat of rezoning to residential.	Retention Ongoing
		5	Zoning	The companies are part of the Embarcadero Survey area 11a and under possible threat of residential rezoning.	From January 2nd through January 24th, 2007, 3 Coro Fellows surveyed 11A businesses regarding the challenges and opportunities of operating in an area of zoning controversy.	Retention Ongoing
	125	8	Zoning	These companies are part of the West Oakland Survey Area 16 and under possible threat of residential zoning.	I visited with the companies between March 1 - March 20, 2007 regarding the challenges and opportunities of operating a business in an area under threat of rezoning to residential.	Retention Ongoing
	67	6	Zoning	These companies are part of the XSurvey Area 8-10 and under possible threat of residential zoning.	On May 1 and 14th, Dave and I met with companies at X to discuss zoning process and collaboration with Sobrante Park residents for an IDS.	Retention Ongoing



Economic Development Activity Report, January 2008

<u>Company</u>	<u># Employees</u>	<u># Businesses Involved in Contact</u>	<u>Service Provided</u>	<u>Issue</u>	<u>Assistance Provided</u>	<u>Outcome</u>
EXPANSION						
	85	1	Zoning	The company has purchased much of the block, including residential properties for future parking and expansion, but has not moved forward due to uncertainty of zoning and industrial land use.	The company/owner is willing to participate in BNPD planning as long as the meeting is productive and results in certainty of industrial zoning in sub area 3.	
	180	1	Referral	The company has hired 40 workers dislocated from Mother's Cakes & Cookies and as of October 2nd, planning to add a new line in 2006.	As of 9/21/06, it has been rumored that Xis leaving Oakland. This rumor was dispelled on October 3, 2006 when I talked to the general manager. On 5/12/07, another rumor has been circulating, and dispelled on 7/6/07 by two associate managers.	Services Ongoing
		1	Referral	The company is seeking 10-60,000 sq. ft.	The company was referred to Margot, CEDA, as she has worked with them in the past and the company may have a loan defaulted with the City.	Services Ongoing
	22	1	Zoning	Company would like to expand business, but is concerned about zoning changes in sub area 8-10.	Margot, Dave, and myself visited company on 5-23-07 to discuss options and incentives through recycling zone program.	Services ongoing
		1	Relocation	Company would like to expand in Oakland--possibly forming a partnership with X within next 5 years.	Dave, Jack Krause and I met with X from San Jose on December 3rd. Company currently leases and needs 5 acres for expansion.	Services Ongoing



Economic Development Activity Report, January 2008

<u>Company</u>	<u># Employees</u>	<u># Businesses Involved in Contact</u>	<u>Service Provided</u>	<u>Issue</u>	<u>Assistance Provided</u>	<u>Outcome</u>
	70	1	Relocation	The company has purchased a site and is looking to sell the West Oakland site.	As of February 27th, company working through TIs with City--grading and predevelopment of site. 60 new docks and adding 15 new jobs.	Services Ongoing

SERVICES

10	1	Infrastructure	The company is a leader in the High Street Business Group.	The company co-signed a letter to Aliza Gallo calling for a meeting with Caltrans and City decision-makers on the High Street Overpass project.	Services Ongoing
10	1	Infrastructure	The company is a leader in the High Street Business Group.	The company as of December 07 has temporarily closed High Street site to wait out the downturn in the housing economy.	Services Ongoing
	1	Safety & Security	Business Alert meeting held October 26, 2007 with 4 biz in attendance.	X is back engaged after a few years absence.	Services Ongoing
3	1	Safety & Security	The company hosted the higher Hegenberger BA meeting on November 30, 2007.	The EDD office has had problems with improper use of computers.	Services Ongoing
40	1	Safety & Security	Company hosted BA meeting on March 30, 2007.	Company principals are extremely busy.	
	1	Safety & Security	Company was invited to BA Meeting on March 30, 2007.	Company complains of constant drug dealing adjacent to building in parkway next to highway ramp.	



Economic Development Activity Report, January 2008

<u>Company</u>	<u># Employees</u>	<u># Businesses Involved in Contact</u>	<u>Service Provided</u>	<u>Issue</u>	<u>Assistance Provided</u>	<u>Outcome</u>
	15	1	Safety & Security	Company was invited to BA Meeting on March 30, 2007.	Company has interest in BNPD. Follow up visit on 5-23-07 to discuss using redevelopment \$ for fence improvement. Contacted Dan Seamans, Redevelopment Division to assess project.	Services Ongoing
	35	1	Safety & Security	Company having security problems on weekends.	Referred to Lozano for security assessments. Company had break in on June 11, 2007.	Services Ongoing
	13	1	Truck Parking	Broker complained on March 23, 2007 that company truck is constantly parked , blocking driveway and building that broker is trying to sell.	Spoke with owner about removing truck on March 27, 2007. As of April 13, the trucks have been removed.	Services Provided
	70	1	Immigration	Margot called me on May 2, 2007 to inform me that this company had been reduced to 20 employees.	X emailed that biz going into bankruptcy 9/5/07. As of 12/21/07, company is still operating and looking to cut costs through recycling and using solvent based ink inventory. Follow-up on 1/22/08.	Services Ongoing
		4	Safety & Security	These Elmhurst merchants have major safety and security issues.	I visited these merchants with Gaddy Reyes/NCR and Al Lozano on 5-8-07 to discuss security assessments. Lozano completed assessment on 6/13/07 of X.	Services Provided
	12	1	Safety & Security	Pearmain dumping taskforce formed in August 07 with members. Looking into private patrol and cameras. Will draft concept paper with LSR.	X Business Taskforce . Meeting held 1/10/08-- Council member Reid agree to purchase camera for area. Meeting on 1/30/08 with Mark McClure, Al Lozano and Danid Ferguson to assess camera feasibility.	Services Ongoing



**CONFIDENTIAL
FOR INTERNAL USE ONLY**

Economic Development Activity Report, January 2008

<u>Company</u>	<u># Employees</u>	<u># Businesses Involved in Contact</u>	<u>Service Provided</u>	<u>Issue</u>	<u>Assistance Provided</u>	<u>Outcome</u>
	20	1	IDS	Participated in Industrial District Session on July 20, 2007.	Would like to see San Leandro re-paved.	Services Ongoing
	20	1	IDS	Participated in Industrial District Session on 7/20/07.	Willing to host West District Session.	
	250	1	IDS	Participated in Industrial District Session on 7/20/07.	2 reps participated and would like to see San Leandro re-paved, truck stop, staging on San Leandro Street.	Services Ongoing
	150	1	IDS	Participated in Industrial District Session on 7/20/07.	Would like to see more police presence on 81st Street.	Services Ongoing
	22	1	Development Proposal	Company was visited by owner of Self-Storage for support of Gateway Condo project.	X presented testimony on 9/5/07, and written comments on 9/24/07.	Services Ongoing
	90	1	Development Proposal	Delivered EIR on August 16, 2007-- Gateway Condo Project.	X presented testimony on 9/5/07, and written comments on 9/24/07. Looking to get loan and has discovered oil leakage--possible fuel pipeline connection. Sent letter to Leroy Griffin in November 07.	Services Ongoing
	150	1	Truck Parking	Complained of semi trailers parked at Baldwin-85th Avenue	As part of Business Partners , X, I and Dave visited firm on 10/9/07 to get cooperation on keeping street clear. X informs me on 1/16/08 that trucks are still blocking the street	Services Provided
		1	New Visit	Company moved to Jensen location early in the Summer, 2007.	Visited 10/07.	



**CONFIDENTIAL
FOR INTERNAL USE ONLY**

Economic Development Activity Report, January 2008

<u>Company</u>	<u># Employees</u>	<u># Businesses Involved in Contact</u>	<u>Service Provided</u>	<u>Issue</u>	<u>Assistance Provided</u>	<u>Outcome</u>
	25	1	Safety & Security	Company broken into August 29, 2007.	Referred to LSR for security assessment 9/12/07. Survey completed.	Services Provided
	30	1	Specific Plan	Informed X of Specific Plan on 9/20/07.	Company was forced out of X and will fight rezoning in Brooklyn Basin. Attended 10/29/07 Specific Plan meeting. Conference call on 11/19/07 re: Union Pacific rail spur issue.	Services Ongoing
	15	1	4L18 Program	X and I met with Lt. Hamilton and Ofc. Rich Vass to discuss funding, staffing of 4L18 on 9/20/07.	Vass agreed to attend BA/CCCAC on 9/28/07 to discuss with Gregory Hunter future of program. Follow-up meeting with Dan Lindheim on 10/26/07.	Services Ongoing
		9	IDS/Coliseum	9 biz to discuss infrastructure needed in Coliseum Area on 9/26/07.	Look at new road underneath High Street overpass, stop light at Kevin/Coliseum Way, sidewalks south of 66th at San Leandro, and banner program.	Services Ongoing
	150	1	IDS/Tidewater	4 biz to discuss infrastructure needs in Tidewater on 9/27/07.	Margot will bring ideas to agency directors to study infrastructure.	Services Ongoing
	35	1	IDS/Coliseum	This is a new contact who has good ideas of how to improve the area.	Submitted improvement plan to Margot--9/26/07.	Services Ongoing
		4	IDS/81st	4 Biz to discuss infrastructure needs in 81st/San Leandro area on 10/16/07.	See above under Retention.	Services Ongoing
	142	1	Specific Plan	Informed X of Specific Plan on 10/10/07.	Company is in middle of hiring--attended October Specific Plan meeting.	Services Ongoing



**CONFIDENTIAL
FOR INTERNAL USE ONLY**

Economic Development Activity Report, January 2008

<u>Company</u>	<u># Employees</u>	<u># Businesses Involved in Contact</u>	<u>Service Provided</u>	<u>Issue</u>	<u>Assistance Provided</u>	<u>Outcome</u>
	5	1	Safety & Security	Company had break-in November 3, 2007--referred by Willie Huey.	Company referred to LSR on 11/6/07. Survey completed.	Services Provided
			IDS/81st	Company has many concerns, and will participate in IDS.	Visited 11/7/07.	Services Ongoing
	50	1	Safety & Security	Company would like to have security guard meet 4L18 officer.	Called Rich Vass 11/9/07 to set up meeting.	Services Provided
	3	1	IDS/81st	Company would like to participate--like to see a stop sign at corner	Visited 11/7/07.	Services Ongoing
	40	1	Zoning/land use	Company is concerned about planning commission meeting in January 2008.	See Dave's report.	Services Ongoing
		4	Zoning/land use	Company is working with CEDA staff to finalize industrial zoning in West Oakland/City-wide.	Meeting held 12-13-07 to work through work/live issues of zoning. Meeting held 1-15-08 to work out CIX and IG zoning for Planning Commission meeting on 1/16/08.	Services Ongoing
			Safety & Security	Company complains of homeless encampment on 46th/San Leandro.	Called Willie Huey on 12/10/07 to have OPD investigate. Visited 12/11/07.	Services Ongoing
		1	IDS/Coliseum	Company leases from X.	Visited 12/11/07.	
	50	1	Relocation	Company is under contract to consolidate West Oakland/San Jose operation in East Oakland.	Would like letter of zoning determination before closing deal. X and I made application for letter 1/8/08.	Services Ongoing



Economic Development Activity Report, January 2008

<u>Company</u>	<u># Employees</u>	<u># Businesses Involved in Contact</u>	<u>Service Provided</u>	<u>Issue</u>	<u>Assistance Provided</u>	<u>Outcome</u>
		1	IDS/Coliseum	Company is very small--would like to see more parking enforcement.	Visited 12/10/07.	
		1	IDS/Coliseum	Company is interested in participating in future IDS meetings.	Visited 12/10/07.	
	30	1	IDS/Coliseum	Company is member of CCC--would like to participate in IDS.	Visited 12/10/07.	
	45	1	Safety & Security	Company referred by Margot --has dumping and homelessness concerns.	Referred to LSR for security camera advice. Assessment completed 1/18/08. On 1/29/08 , VP wants to pursue street vacation process.	Services Ongoing
		1	Safety & Security	Company attended the January 25, 2008 BusinessAlert meeting	E-mailed razor wire fence ordinance/regs FAQ sheet on 1/30/08.	Services Ongoing
		3	Safety & Security	Companies complain of homelessness at 26th/Campbell	Officer Kevin Aria removed encampment on 1/14/08. Person has returned, and Arias was called 1/30/08.	Services Ongoing

ATTACHMENT C: Proposed Scope of Work

SCHEDULE C

Scope of Services for the Oakland Commerce Corporation

Business Retention and BusinessAlert Programs (2007-2008)

The Oakland Commerce Corporation has been carrying out the mission of working to retain and expand businesses and jobs in Oakland under contract with the Community & Economic Development Agency. Oakland Commerce Corporation plays a crucial role in supporting the business sector through its visibility and credibility as a commerce organization, supporting and augmenting staff work to attract, retain and support Oakland-based businesses. The contract shall be approved on a two-year basis, with an annual allocation to the Oakland Commerce Corporation in an amount not to exceed \$300,000 in the 2007-2008 fiscal year, under the oversight of the Community and Economic Development Agency's (CEDA) Redevelopment Division, to perform the following services for the City:

Program Goal: *To contribute to the formation and support of a citywide business retention and attraction programs, and the general support of commercial businesses citywide, in cooperation with the City of Oakland and local business associations.*

- Program I.** *Continue the implementation of the business support & retention program citywide;*
- Program II.** *Continue the implementation of the BusinessAlert Program in the Coliseum Redevelopment. Continue staffing of the Coliseum Commerce Center Advisory Committee;*
- Program III.** *Support City staff in the development of infrastructure improvement program for the City Council adopted Industrial Districts;*
- Program IV.** *Participate in the implementation of Mayor/Chamber Partnership initiative, as directed by the City*

PROGRAM I BUSINESS RETENTION

- 1) Citywide Business Retention Program
 - A. Assist companies to access city and other services, and support in order to retain and grow their business in Oakland through weekly visits to 3-5 businesses, including at least three new introductory visits to businesses each month.
 - B. Respond to business retention requests for assistance from individual firms, as well as referrals from the City activities in a prompt and efficient manner. Report back to staff on such interventions.
 - C. Continue reporting on a monthly basis regular activity, major issues arising from Business Alert program as well as other association meetings, and report on changes in existing businesses operations and growth.
 - D. Conduct the annual Industrial Business Survey of at least 1,200 businesses.
 - E. Provide at least 100 businesses with service and assistance that the business considers valuable or important.
 - F. Advise City staff on strategies and programs that the City could initiate to retain and grow business.
 - G. Support the activities of the Oakland Merchant Leader Forum (OMLF).

- 2) Conduct the Annual Business Survey
- A. Conduct the Annual Business Survey. The survey instrument will be presented to CEDA for comment and input no later than October 15, 2007. The survey should be updated and should include information to ascertain the current and future needs and changes in the market for production (manufacturing), food production and distribution, construction materials & services, distribution, repair-oriented and other industrial services. Contractor will be prepared to provide detailed methodology of how the business survey was developed, distributed and analyzed.
 - B. Re-implement the Retail Survey, working under the direction of the City's Retail Specialist.
 - C. The industrial and retail surveys shall contribute to a common inventory of existing businesses. The survey data will be summarized and presented to the City. The survey responses will also be made available to the City, if requested.
 - D. The Annual Business Survey shall include a minimum of 2,000 responses in total. The full list of businesses to be surveyed and the list of respondents shall be provided to the City.
 - E. Contractor will present an Action Plan to City for follow up on issues identified by survey respondents. Contractor will be responsible for ensuring that responses are provided and will keep the City informed on a regular basis. In some, cases the Oakland Commerce Corporation will coordinate follow up with designated organizations as directed by the City. It is expected that OCC will make direct site contact with every business that expresses a need for assistance, and will keep a record, available to the City staff, of those visits on a monthly basis.
- 3) Identify and help promote Green Businesses in the City,
- A. Work with staff of the Business Development program, and support staff encouragement of same through the survey, distribution of best practice material.
 - B. Participate in new and ongoing seminars and resource programs for energy efficiency and refer in depth inquires to staff as well as utility districts (PG&E EBMUD) existing programs.

PROGRAM II BUSINESS ALERT PROGRAM

- 4) Staff the BusinessAlert Program in the Coliseum Redevelopment Area to enhance the safety and security of the businesses, their employees, customers and suppliers. This work will include the coordination of monthly business-focused service delivery of the Enhanced Police Patrol with the Oakland Police Department. The work will further include staffing at least 10 meetings of the Coliseum Area Crime Prevention Council (NCPC). Utilize the Contractor's safety and security expertise in providing advice to other commercial/industrial areas to monitor and analyze summary crime data from the 4L18 patrol.
- 5) Refer businesses to a commercial security professional, under their separate contract to the City of Oakland. Monitor work performed and the outcomes for the clients. Include the results and actions resulting from such referrals to the City of Oakland on a monthly basis, including name of business served, type of business, and nature of problem to be addressed, type of intervention by the security professional and Oakland Police Department.

All PROGRAMS

- 6) Alert the business development staff of the City of possible business attraction opportunities, providing a personal and professional approach to initial inquiries and referrals that result from OCC's retention and expansion initiatives. Maintain contact with larger retention cases on a weekly basis through periods of significance and report weekly to BDS on such interventions.

- 7) Provide the Agency with an outreach strategy for OCC as an organization to publicize its services to the commercial/industrial business sector.
- 8) Provide the Agency with a detailed quarterly report of its retention and service work, including but not limited to:
 - A. Name and number of businesses contacted;
 - B. Type of assistance offered to each business, categorized by a rating type to be devised by OCC reflecting the intervention required to retain;
 - C. Number of jobs attracted or retained as a result of OCC assistance; and
 - D. Narrative description of the performance of each business contacted in the areas of jobs, sales, and/or the expansion of facilities.
- 9) Develop a pool of auxiliary funds through the development of strategic alliances and other sources to extend the business services it offers to the community, with a goal of up to \$10,000.
- 10) Work with the Berkeley/Oakland Recycling Zone Manager, the Brownfields Administrator to evaluate and develop where possible, projects/programs to support their respective missions.
- 11) Communicate with the business community and the community-at-large through distribution of a twice-yearly e-newsletter, a monthly Business Alert e-newsletter and updates provided on the OCC web site.

APPROVED BY:

The Redevelopment Agency of the
City of Oakland
A community redevelopment agency

Oakland Commerce Corporation
A non profit corporation
(Contractor)

Agency Administrator

(Date)

President

(Date)

ATTACHMENT D: Letter from Jack Krause, Chairperson, OCC



February 14, 2008

Mr. Gregory Hunter
Director, Redevelopment & Economic Development
Community & Economic Development Agency
City of Oakland
250 Frank H. Ogawa Plaza
Oakland, CA 94612

Oakland
Commerce
Corporation

Re: Execution of OCC's Current Unsigned Contract for Services 2007-08;
Extension of OCC's Contract from July 1 through December 31, 2008.

"Business retention,

Dear Mr. Hunter:

and fostering the

expansion of existing

Thank you for taking the time to meet with representatives of our Board of Directors and our staff members on February 11th to discuss the continuous and uninterrupted delivery of our Business Retention & Expansion (BRE) services through the current fiscal year ending June 30, 2008.

businesses, is the

foundation of any

It was important to see that we share a common and mutual interest of fulfilling your agency's and the city's desire and interest in continuing and completing our Business Retention & Expansion (BRE) services through the current fiscal year ending June 30, 2008.

sound economic

development program."

*-Council for Urban
Economic Development*

We agree that finalizing our contract for 2007-2008 is of vital importance to both our organizations. The protection and enlargement of the city's tax base and revenue is vitally important to the future of Oakland.

Oakland Commerce Corporation (OCC) was created in 1985 by the business and residential community in the Coliseum Area as a 501c3 non-profit, and began providing Business Retention & Expansion services in 1987 in sole partnership with the City of Oakland. We are a community development organization whose mission it is to keep and grow businesses and jobs. Our history, past work products and current scope of work is contained in the attachment, "OCC: Mission, History & Work Products".

It was substantiated in the January 8, 2008 CEDA staff report that OCC has met all of the provisions of the Scope of Services in 2005-2007 contract as well as the current contract 2007-08, which is currently not executed by the city.

OCC wants to continue our working partnership with your agency and will continue our Business Retention & Expansion (BRE) services through the current fiscal year ending June 30, 2008, but only if a contract is signed for the current year and on-time payments are made in response to our reimbursement requests.

As we are a small "not-for-profit corporation" in sole partnership with the City of Oakland (and have been for over twenty years) we do not have retained earnings that are sufficient to "carry" our overhead costs for a long time; therefore, we must, if in the event a signed executed contract and payment (reimbursements) are not forthcoming, begin the

preparation process to close the company as of March 31, 2008. As you know, we do not have a continuous, independent revenue stream – we receive funds in reimbursement *after* services to the City of Oakland have been rendered.

Even if our current contract is accepted and its termination remains June 30, 2008, then the timeline for the preparation for closing must begin effective April 25th, 2008. We need to give 60 days notice to our Lessor as well as the Oakland Merchants Leadership Forum, to whom we provide free space, and would need to find a new location for their offices.

Regarding the extension of the current unsigned contract, we believe for the reasons described previously and as follows, that a contract extension with OCC for BRE services from July 1 through December 31, 2008 would be in the best interest of CEDA, the city, OCC and the business and residential communities in that it would allow for uninterrupted service.

You stated in our meeting, that following the directions set forth at the January 8, 2008 Community & Economic Development Committee meeting of the City Council, the agency would, likely in late March or April, bring to that committee a draft RFP for the type of BRE services now provided by OCC. Based on that timeline, OCC would have to assume that the entire RFP process could not be completed until sometime in June at the earliest, with contract development and approval with the selected entity proceeding into the 2008 fiscal year.

As a result, under this pending RFP process (and assuming a contract for services for the 2007-2008 fiscal year is approved) no services can be provided by OCC beyond July 1, 2008 since there will be no contract; In addition, there is no assurance that OCC will be a successful responder to the RFP, if issued.

Very importantly, since there is no assurance that there will be income to the organization after July 1, 2008, our board has a duty to our staff to allow them to seek other employment while they complete the 07-08 service work, with the likely outcome that OCC will be without staff on July 1, 2008.

An extended contract to OCC for BRE services, timely executed for the time period July 1, 2008 through December 30, 2008 will ensure that the BRE services will continue, and of equal importance, OCC, as the historic and compliant provider of such services to the community since 1987, will have the rightful opportunity to compete in the RFP process.

We look forward to a timely follow-up meeting with you to develop the means to continue our longstanding partnership with the City of Oakland in order to provide these vitally needed services to businesses and their neighbors across our city.

Sincerely,



Jack Krause

President, Oakland Commerce Corporation, and
General Manager, Westside Alta Building Materials

Cc: Mr. Dan Lindheim, Director, Community & Economic Development Agency

Attachment

ATTACHMENT E: Letter from Oakland Metropolitan Chamber of Commerce

Item: _____
Community & Economic Development Committee
March 11, 2008

January 25, 2008



Ignacio De La Fuente, Council President
Oakland City Council

Dear Councilmember De La Fuente :

RE : Oakland Commerce Corporation Contract Renewal

On behalf of the Board of Directors and nearly 2500 members and affiliates, I offer input for your consideration of the Oakland Commerce Corporation and its valuable service to improving confidence in Oakland's business climate. We believe the OCC provides a valuable service to the business community and deserves continued support from the City.

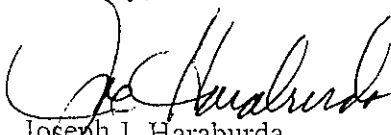
For nearly 20 years, OCC has built relationships and fostered interactions between businesses and with local government. Assessing the impact of this work is a challenge but the contribution of the OCC network for sharing information, mobilizing support for initiatives, and proactively encouraging a pro-business environment is significant for Oakland's economic success. The Chamber supports renewal of OCC's contract.

We also support your recent assertions that performance evaluations should be conducted by any entity receiving public funding. And we agree that it would be worthwhile to discover what other organizations might be prepared to fulfill business assistance responsibilities and functions similar to those OCC has performed for nearly two decades. For this reason, we intend to support a proposal to request qualifications from local organizations. However, we do not believe that these elaborate and time-consuming activities should interfere with OCC's contract renewal. Moreover, we have concerns that company leaders will perceive criticisms of OCC as a threat to the business community in general.

As you know, through the Oakland Partnership, the Chamber is convening stakeholders from business, labor, government, education and community institutions to strategically plan economic growth in our city and the greater East Bay. Improving the business climate, among other things, is an essential component of these efforts. We are confident that you share our enthusiasm for public-private partnerships and recognize that OCC is a vital part of the broader movement to attract and retain companies in Oakland.

In the coming weeks as the discourse continues, please contact me if there are any issues you would like to discuss about how we can work together to promote business in Oakland. Thank you for considering our input.

Sincerely,


Joseph J. Haraburda
President & CEO

Copy: CED Committee members, CEDA Director, Mayor

*Rec'd
1/29/08
(en)*