

Attachment A

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

I. Business Retention and Attraction Highlights

(sorted by # of employees)

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

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

II. Activity Highlights

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

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

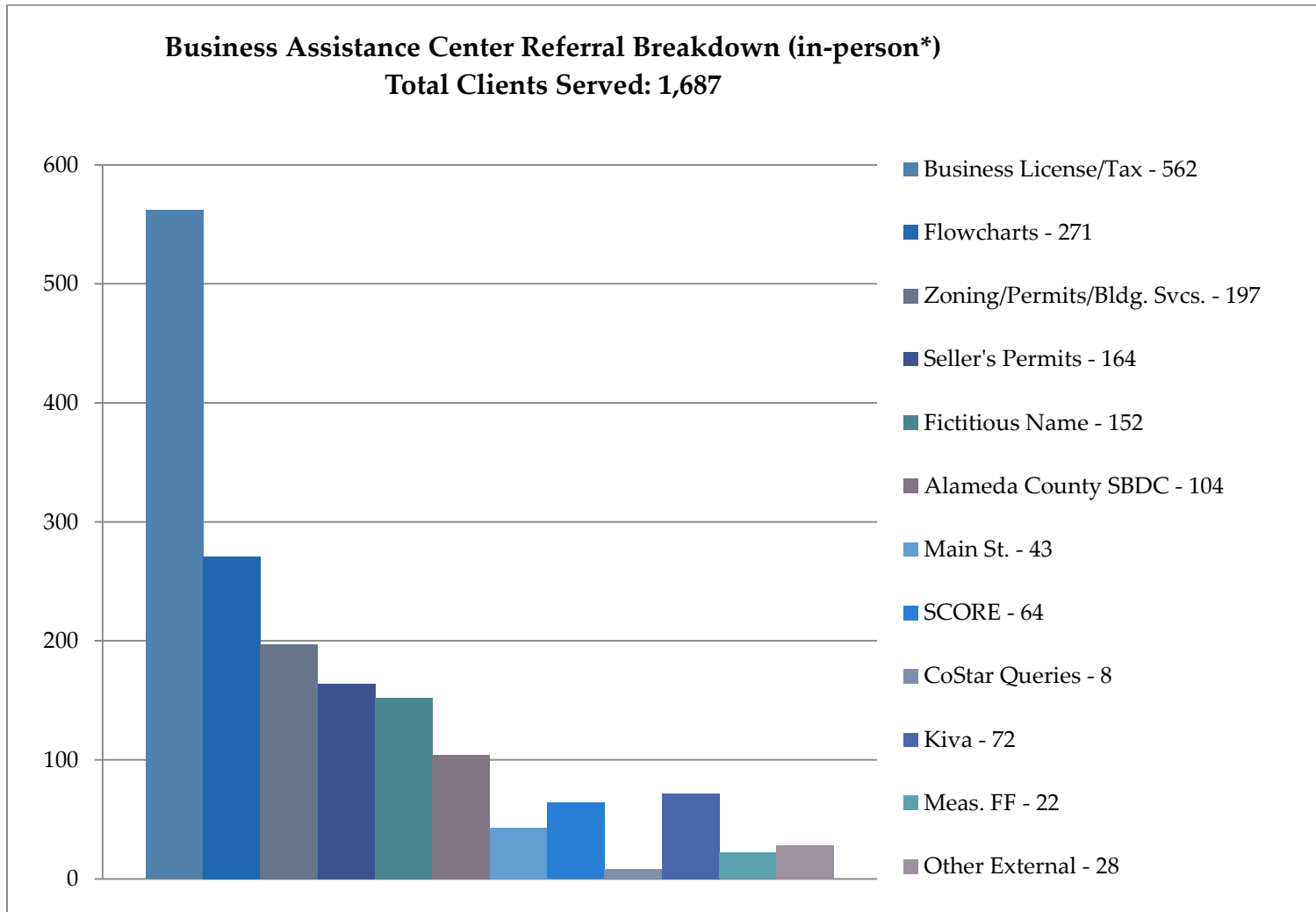
- Began collaborating with the City's Parking Assets Manager to help Oakland Auto Row dealerships find additional **new and used car inventory parking**. Possible solutions include leasing the City-owned Medical Hill Garage at 426 29th Street to Volkswagen (it is currently leased to Mercedes), and coordinating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

III. Kiva Zip Loan Recipients

Nine Oakland businesses, seven of which are women and/or minority owned, were awarded Kiva Zip loans totaling \$65,000 between June 1, 2016 and December 31, 2016.

Business Name	Business Type
Ana Maria Rojas	Cleaning Services
Ari Takata Vasquez	Retail/Clothing Boutique
Aumatma Shah	Medical/Health Industry
Conchetta Washington	Beauty/Cosmetics
Free Brown	Consulting
Henry Awayan	Food/Culinary
Rhonda Persons	Food/Fine Baked Goods
Shakina McNeal	Fitness/Wellness
Stephanie Sockel	Bar/Lounge

IV. Business Assistance Center (BAC) Statistics



*An additional 271 clients were served by phone

V. Event and Workshop Highlights

Oakland-sponsored events (listed in alphabetical order)

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

Events with staff participation (listed in alphabetical order)

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