



Oakland Economy Now - December 2016

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



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HOLIDAY SHOPPING

From Artisans to Zoolights: Oakland Holiday Events and Gifts



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

RESOURCES

Opening a Business?
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[Business Assistance Center](#)

[Zoning & Permits](#)

[Quarterly Economic Dashboard](#)

[Minimum Wage & Employment Laws](#)

[KivaZip Oakland Loans](#)

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

[Foreign Trade Zone](#)

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

WEST OAKLAND

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



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

NEW BUSINESSES

[Avocurl](#)
[E14 Gallery](#)
[Gazet](#)
[Teni East Kitchen](#)

UPCOMING EVENTS

[Oakland Structures](#)
Dec 1 @ Oakland Marriott

[First Friday Holiday Edition](#)
Dec 2 @ Telegraph Ave

[Holiday Pop-Up and Tree Lighting](#)
Dec 2 @ 55 Harrison

[Mobile Food Vending Public Hearing](#)
Dec 7 @ Hearing Room 1

[Meet the Neighbors Block Party](#)
Dec 7 @ Impact Hub

[Succession Planning for Purchasing Coops & Their Members](#)
Dec 6th @ Webinar

[Jack of All Trades Market](#)
Dec 10 @ Jack London Square

[David E. Glover Technology Center Open House](#)
Dec 13 @ 6948 Foothill Boulevard

[High Road Employer Training: 101 for Restaurants](#)
Dec 15 @ 900 Alice Street

OAKLAND IN THE NEWS

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MANUFACTURING & PRODUCTION

Manufacturing on the Rise



Fremont High students taking a tour on Manufacturing Day

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

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

Nov 17, San Francisco Business Times

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

Nov 17, San Francisco Business Times

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

Nov 17, San Francisco Business Times

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

Nov 17, San Francisco Business Times

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

Nov 16, East Bay Times

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

Shareable.net

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

Nov 14, San Francisco Business Times

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

Oct 26, San Francisco Business Times



CITY OF OAKLAND

NEIGHBORHOODS

Walk this Way: The Broadway/Webster Underpass Project



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

Seminary Point: A New Retail Anchor for East Oakland



Proposed design at intersection of Foothill Boulevard and Seminary Avenue

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

RESOURCES

Making Business Better: Online Services & More

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

Minimum Wage Increases January 1 - Resources and Workshops for Businesses

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

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

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

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See next page for November Economic Development newsletter



City of
OAKLAND California

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

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

OAKLAND ECONOMY NOW

News from the
CITY OF OAKLAND

VOL. 25 NOVEMBER 2016



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HONORS & AWARDS

We Won An Award! Actually, Two Awards

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

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

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

RESOURCES

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[KivaZip Oakland](#)

[Foreign Trade Zone](#)

NEW BUSINESS HIGHLIGHTS

[Annapurna Cubit](#)

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



CREATIVE CITY



Photo via Vogue.com

[Oakland Hot Plate](#)
[Ono Hawaiian BBQ](#)

UPCOMING EVENTS

[Code for America Summit](#)
Nov 1- 3 @ Oakland
Marriott

[State Payroll Tax Seminar](#)
Nov. 2 @ 1515 Clay St

[Uber Oakland Business Contracting Fair](#)
Nov 3 @ Oakstop

[The Future of Jack London Square](#)
Nov 9 @ Oakland
Metropolitan Chamber

[Oakland Promise "Party for the Promise"](#)
Nov 10 @ Fox Theater

[Measure FF Employment Law Workshop](#)
Nov 10 @ City Hall
Hearing Room 1

[International Consulate Luncheon](#)
Nov 10 @ Oakland
Convention Center

[ICA/Fund Good Jobs 20th Anniversary](#)
Nov 17 @ 16th & Wood
Train Station

[Inaugural Bay Area Summit on Urban Manufacturing](#)
Nov 17 @ Pier 70,
Building 12, San Francisco

[Working Solutions BAC Office Hours](#)
Tuesdays & Thursdays
@ BAC

OAKLAND IN THE NEWS

[Jeremy's new Oakland store aims for glorious shopping](#)
Sep 23, San Francisco Chronicle

Oakland's Fashion + Beauty Stars

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



Photo courtesy Bandaloop

TECH

Code Next Opens in Fruitvale

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

[Oakland high schoolers to get up to \\$16,000 apiece for college](#)

Oct 3, San Francisco Chronicle

[Coffee brews up Oakland-Africa partnership](#)

Oct 5, San Francisco Chronicle

[Google goes to Oakland, Harlem to reach Black, Latino youth](#)

Oct 6, USA Today

[State bill fuels booming success of East Bay autism center](#)

Oct 13, San Francisco Business Times

[Google opens tech doors to Oakland teens](#)

Oct 13, East Bay Times

[How iconic Bay Area brand Oaklandish is growing its new retail concepts](#)

Oct 13, San Francisco Business Times

[Baking and breaking Arabic breads in Oakland](#)

Oct 14, SF Chronicle

[TraPac to nearly double the size of its Oakland terminal](#)

Oct 14, American Shipper

[Exclusive: Huge Oakland tower plan combines housing, office and retail](#)

Oct 14, San Francisco Business Times

[Port of Oakland: Terminal expansion could increase volume, add jobs](#)

Oct 14, East Bay Times

[Silicon Valley start-up weekend for Latinos by Latinos](#)

Oct 25, USA Today

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[PRINTED CIRCUIT BOARD]

A printed circuit board (PCB) physically supports and connects electronic components. Made of durable materials like silicon and integrated circuits, the PCB is composed of layers:



This PCB is from the inside of a Nintendo SNES video game controller. The PCBs and hardware design of game controllers have evolved over time to support the many advances in video game technology.

GAME & MATCH

...made with calculator parts
...adds buttons moved game characters left or right

GAME & WATCH DK

...new also-released "D-Pad"
for character movement left, right, up, and down



WORKFORCE

Stephen Baiter Appointed new Executive Director of Workforce Development Board

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



RESILIENCY

Oakland Releases Innovative Resiliency Playbook

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

DEVELOPMENT

State Awards Oakland \$50 Million for Affordable Housing

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



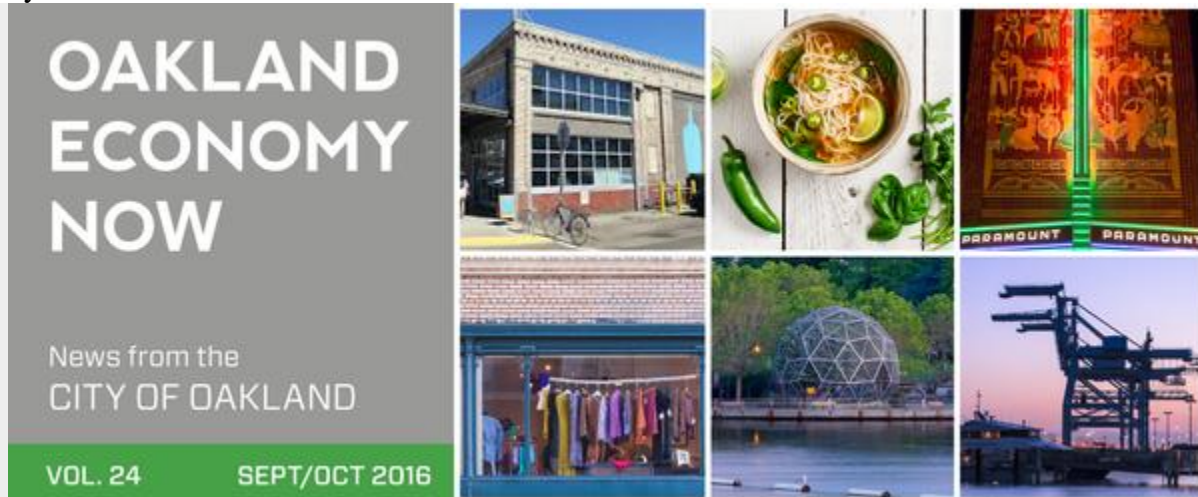
Image of the planned LakeHouse Commons



City of
OAKLAND California

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

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



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ARTS

Welcome Roberto Bedoya, Oakland's New Cultural Affairs Manager

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

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[Minimum Wage & Employment Laws](#)

[KivaZip Oakland](#)

[Foreign Trade Zone](#)

[@Oaklandhasjobs](#)



SMALL BUSINESS

Instagram Star @weloveoakland Showcases Oakland Beauty, Local Businesses

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

NEW BUSINESS HIGHLIGHTS

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

OAKLAND IN THE NEWS

[Best and Worst Office Markets for Revenue Growth](#)

Sept 21, National Real Estate Investor

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

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

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

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

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

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

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



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

Made in Oakland Fall Food and Fashion Event

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



Photo courtesy of Owl n Wood

UPCOMING EVENTS

[Eat Real Fest](#)

Sept 23-25 @ Jack London Square

[Queer Fashion Week](#)

Sept 28-Oct 2 @ 420 14th St

[Better Ventures Preseed: A Fireside Chat with Ben Rattray](#)

Sept 29 @ Impact Hub Oakland

[Northern CA World Trade Center Summit](#)

Sept 30 @ Scottish Rite Center, 1547 Lakeside Drive

[Oaktoberfest](#)

Oct 1 @ Dimond District

[Startup Weekend: Hacking Bias](#)

Oct 7-9 @ Kapor Center

[Living the Next Economy Convergence](#)

Oct 21-23 @ Oakstop

[Equity in Tech – The Oakland Model](#)

Oct 26 @ SPUR Oakland

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FOOD & DRINK

Forage Kitchen Boosts Food Entrepreneurs

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



WORKFORCE

Training Opportunities for Bay Area Construction Jobs

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

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

TECH

Startup Weekend: Hacking Bias

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



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