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To: DAN LINDHEIM
From: KRISTIN SPANOS
Subject: OAKSTAT TRACKING
Date: 6/30/2010

There are no updates regarding Oakstat; no changes have occurred since the May report to Council. As was presented to the Rules Committee 6/15/2010, a memo was distributed to the Oakstat Taskforce and Internal Workgroup members advising them to assign staff, begin the development of performance indicators, and identify existing technological resources to be used for collecting and reporting the data. Meetings have been delayed until August, allowing the Budget Office to focus on budget reduction actions and the end-of-year close.

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COUNCIL TRACKING REPORT – JUNE 2010
Oakland Retail Enhancement Strategy

REPORT TITLE	Date Approved	Legistar No.
Action On A Report And Recommendations To Accept The Oakland Retail Enhancement Strategy And To Authorize Actions Included In The Implementation Plan	Council 1/6/09	07-1175
Motion	Department	Staff person(s)
<p>The December 16, 2008 Community and Economic Development Committee directed staff to take action and bring back a status report on the following:</p> <ol style="list-style-type: none"> 1) A large format store program (page 6, task 3); 2) A key vacancy program (page 8, task 2;) 3) A consumer-oriented marketing campaign (page 11, task 2) 4) A retail working group (page 12, task 1) 5) A retail cabinet (page 13, task 2) 6) An annual retail report to Council (page 14, task 4; action 1) and 7) Analysis of site locations for auto dealerships 	CEDA	Aliza Gallo/ Keira Williams

Due Date	Action Steps	Progress Report
Summer-Fall 2011 for Specific Plan/EIR	<p>Develop large format store program – Broadway/Valdez District (BVD)</p> <p>–Specific Plan/EIR creation includes identifying locations for large format retail and what it will take to get</p>	<p>June 2010 – Project manager began work in mid June. ED and Redevelopment staff brought him up to speed on work they have done on the project. Among other things, project manager is refining project deliverables to create more flexibility in response to evolving market conditions. He has met with the consultant team, located and forwarded public comments to the consultant team, and fixed inconsistent zoning and Specific Plan boundaries. The consultant team and staff will focus on the development of the Preferred Alternative. Public meetings are slated to resume in the fall.</p>

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	<p>them there --Discussions with property owners, developers, brokers, et al is on-going</p>	
<p>To be determined</p>	<p>Develop large format store program -- 880 Loop Ground work: --development site assessment --collateral, outreach</p>	<p>June 2010 -- Status of 66th & San Leandro ORA owned property adjacent to 880 Loop: Went to closed session on June 15th and will go to Agency Board on July 13th for authorization to enter into an ENA with Foods Co.</p> <p>Two other ORA owned sites are significant as well: --Foothill & Seminary: Going to closed session on July 6th and Agency Board on July 13th for authorization to enter into an ENA with Sunfield Development. --Fox Block: Went to closed session on June 15th and Agency Board on July 13th for authorization to enter into an ENA with Sunfield Development.</p> <p>One of the key elements of the Retail Strategy is the significant need for grocery stores in East and West Oakland. Foods Co comes t o Oakland as a result of discussions begun with ED staff two years ago. Each store bring about 200 employees.</p>
<p>Summer 2010 launch</p>	<p>Implement key neighborhood vacancy program --Develop Retail Recruitment Training Workshop Series --Provide monthly report of successful Economic Development and</p>	<p>June 2010 -- A retail recruitment training session will likely occur in July. Staff is organizing a workshop on "Attracting Retail Businesses to Vacant Commercial Spaces" and have OMLF/CBDs/BIDs send invitations to members.</p> <p>Staff is assessing how to continue working with Oakland's merchant group/BID/CBD network given that Oakland Merchants Leadership Forum contract with the City ends June 30, 2010.</p> <p>Staff working with Jack London Gateway Shopping Center management to reposition shopping center and re-evaluate DDA grocery restriction on anchor space.</p> <p>Staff is in discussion with broker for former Harley-Davidson store regarding retenanting.</p>

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	Business Assistance Center retail opportunities	
Ongoing	<p>Develop and expand consumer retail marketing</p> <p>--Eat, Shop, Explore Oakland campaign</p> <p>--Publicity</p>	<p>June 2010 -- The Chamber launched the Oakland Restaurant Association (ORA) at its annual luncheon on June 23, 2010. The member-driven industry association is aimed at strengthening and building upon our growing local restaurant base to ensure long-term sustainability. Member benefits include: education, advocacy, marketing and tools to decrease operating costs and increase profits. The ORA is chaired by Mark Everton, general manager of the Hilton Garden Inn, and Michael LeBlanc, managing partner of Pican Restaurant, with a Board governed by Oakland restaurateurs and managed by the Chamber. CEDA Marketing staff has been participating in working group meetings held by the Chamber, focusing on how the ORA can help market Oakland as a culinary destination. OCVB is also playing a key role.</p> <p>See link to article in the 6/24/10 edition of the Contra Costa Times: http://www.contracostatimes.com/business/ci_15369258?nclick_check=1</p> <p>Positive local, regional and national media coverage on Oakland retail continues. Highlights include:</p> <p>Oakland Restaurants Featured in NYT Travel Section -- again! http://travel.nytimes.com/2010/06/27/travel/27choice.html?pagewanted=1</p> <p>East Oakland Winery Hosts Popular Monthly Event http://oaklandlocal.com/article/wine-soaked-fridays-monthly-hangout-east-oakland-winery</p> <p>A Cote Owner Jack Knowles Working on Three Restaurants http://www.sfchronicle.us/cgi-bin/article.cgi?f=/c/a/2010/06/09/DDFB1DROUV.DTL</p> <p>Hibiscus: Caribbean that's unconventional but awfully good http://www.sfweekly.com/2010-06-16/restaurants/hibiscus-caribbean-that-s-unconventional-but-awfully-good/</p>

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<p>Oakland Retail Advisory Task Force launched in April 2010 and meets monthly</p>	<p>Establish a Retail Advisory Group (external stakeholders)</p>	<p>June 2010 – Discussion at the June meeting focused on recommendations for fostering comparison goods retail in Uptown, which were included in a letter dated June 24, 2010 from the Oakland Metropolitan Chamber of Commerce to Agency Director Walter Cohen:</p> <ol style="list-style-type: none"> 1. Consider prohibiting non-retail ground floor uses on Broadway and Telegraph between 14th and 23rd Streets (with the possibility of appeal). 2. Consider instituting a ban on cannabis operations within 1000 feet of schools, if not already on the books. 3. Continue to fund Central District façade and TI grants. (Funds are in danger of ending in FY 2011-2013.) Ensure that grants are only used for buildings with retail-use storefronts. 4. Consider paying broker fees at City-owned buildings in order to increase the caliber of retailers interested in these sites. 5. Re-evaluate the Uptown Streetscape design before bidding and construction as it is 10+ years old. 6. Expedite the basement and sidewalk project. <p>Recommendations came out of three meetings several Task Force members had to explore the opportunities and challenges to fostering comparison goods retail in Uptown. JRDV Architects produced sophisticated competition and opportunity maps.</p> <p>The July Task Force meeting will focus on Uptown and/or three Safeway's redevelopment projects in Oakland.</p> <p>The Task Force has about 25 members and has a 12 month meeting schedule. Solomon Ets-Hokin, broker with Colliers, chairs the group. Members are high-ranking real estate decision-makers at development, retail and brokerage firms. The purpose of the task force is provide market expertise and feedback on Oakland retail program.</p>

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Ongoing	Provide support services with Auto Row auto dealers and business owners	June 2010 – Staff continues to work on an auto dealer parking program. Staff has engaged the Mayor's Inter-Governmental Affairs staff to assist with communications with Caltrans regarding parking under freeways for Honda of Oakland and Kaiser Medical Center.
Annual report	Provide annual retail report tracking accomplishments and recommendations for next actions	June 2010 – ED staff will present a report in September on the accomplishments and status of the Retail Strategy and recommendations for priorities for 2010-2011.