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OAKLAND
2012 NOV 15 AM 10:00

AGENDA REPORT

TO: DEANNA J. SANTANA
CITY ADMINISTRATOR

FROM: Fred Blackwell

SUBJECT: Monthly Economic Development Strategy Tracking DATE: October 30, 2012, 2012

City Administrator Approval	<i>Deanna J. Santana</i>	Date	11/12/12
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COUNCIL DISTRICT: City-Wide

RECOMMENDATION

Staff recommends that the City Council accept this Monthly Tracking Report on Specific Actions and Outcomes on the preparation of the Economic Development Strategy for the City of Oakland

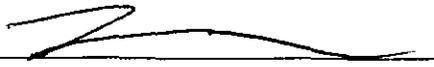
EXECUTIVE SUMMARY

This report responds to the Community and Economic Development Committee's request for a standing monthly report to track actions and outcomes for the preparation of the Oakland Economic Development Strategy. The City Council has directed the development of a focused economic development strategy which prioritizes support for Oakland's existing businesses and fosters new investment, revenue and employment opportunities for Oakland residents.

Attachment A provides a brief overview of Economic Development activities in October – mid November 2012.

For questions regarding this report, please contact Aliza Gallo, Economic Development Coordinator, (510) 238-7405.

Respectfully submitted,


Fred Blackwell, Assistant City Administrator

Prepared by:
Aliza Gallo, Economic Development Coordinator,
Office of Economic and Workforce Development

Attachment A: Monthly Strategy Development Outcomes: Oct-mid November 2012

Item: 4
CED Committee
November 27, 2012

ATTACHMENT A:
(November 2012)
ECONOMIC DEVELOPMENT STRATEGY
ECONOMIC DEVELOPMENT SERVICES

Timeline	Goal	Actions/Outcome
November 2012	<p>Preparation of Overall Economic Assessment & Indicators Report for Oakland</p> <p>An Economic Assessment Report will provide an updated overview of Oakland's current economic performance. The purpose of report is to identify strengths and weaknesses in Oakland's economy to grow business and attract capital in ways that create quality jobs.</p>	<ul style="list-style-type: none"> • Economic Indicators Dashboard done for 3rd Quarter 2012 - being uploaded to City website • Work will be incorporated into Economic Development Strategy and will be posted and regularly updated quarterly and or annual, as data allows, on website for public updates.
September – November 2012	<p>Creation of Oakland's Key Economic Industries Strategic Action Plans</p> <p>Action plans will focus key activities to support and strengthen Oakland's key existing sectors and industries and emerging sectors.</p>	<ul style="list-style-type: none"> • Health Care Sector study underway. US Berkeley Studio class initiated "Healthcare & Wellness" Oakland study to be presented as part of a City-initiated Sector-based leadership group on Nov 14th, Oakland City Hall. • Specialty Food Production Sector: Continued collaboration with HOPE Collaborative "Food Hub". Food Economic Study underway. Specialty food seminar held Sept 14th. Participation in January Restaurant Week planned. • Creative Industry outline begun. Custom Production & Industrial Arts alliance created, with second meeting planned for later November • Green & Clean Sector Analysis underway. Staff has developed public/private working group to assist in development of action plan.

	<p>Initiatives & Programs</p>	<ul style="list-style-type: none"> • Daniel Rose Center, Urban Land Institute Fellowship: Attendance at ULI Fall Annual Conference, highlighting past year's Rose Fellowships (including Oakland) and welcoming new Daniel Rose fellows. • "Open for Business Pledge:" City Council adopted (11/8) the Open for Business Pledge with the incorporation of the Sustainable Development Principles • Worked with Marketing and SF Business Times on "Choose Oakland" Supplement, and on planning for the SF Business Times Nov 30th Oakland Structures event and supplement. • East Bay Green Corridor -Staff attended Steering Committee retreat • Staff attended the regional judging of the Clean Tech Open in Dublin, and made contact with two potential attraction candidates there. • Staff coordinated nominations for 30+ Oakland firms for the 1st Annual East Bay EDA Innovation Awards, set for January 2013. • Sponsored and staffed table at the third annual 2.Oakland Innovation awards at Kaiser Rooftop Garden Oct 18th, with over 200 attendees. • Staff attended the national scale webinar with presentation on Sustainable Economic Development by Oakland entrepreneur James Nixon. • Co-sponsored US Green Building Council-co-sponsored October 3 U.S. Green Building Council Bay Bridge Branch event, with over 10-0 attendees, highlighting LEED Silver status of 55 Harrison, and also featuring anchor tenant Sungevity and the transit friendly nature of locating in Jack London Square and downtown Oakland; working with branch co-chair Benjamin Osgood
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		<ul style="list-style-type: none"> • 2030 District- Coordinated City response on interest in and conditions needed to support an Oakland 2030 District, which most immediately call for joint outreach by District proponent and Lucid CEO Michael Murray and City staff; initial outreach will focus on the largest property owners in the downtown with LEED or Energy Star rated buildings: CIM, CBRE, and Swig, among others. • Business Alert- Staff held meetings with City Administrator in regards to blight, graffiti, dumping and derelict properties with the Business Alert Committee members. Contracting for 2012-2013 year for Business Alert meeting conduct completed. • West Oakland Works- contract for 2012-2013 year completed. Format discussed with Code for Oakland staff to enable improved connectivity with City Facebook page and circulation. • Lowell St Infrastructure- staff contributed coordination in multi-pronged improvement planning for area to address blight, crime, speeding and poor infrastructure in a residential-industrial mixed use area • West Oakland Infrastructure- preparation of a new grant application for \$1.25million in capital funding for the Wood/26th Street corridors. • Railroad –research and interdepartmental outreach to UP and BNSF underway to encourage improvement of city street impacted by rail spurs.
<p>October – Mid November</p>	<p>BUSINESS ASSISTANCE CENTER</p>	<p>Number of BAC Clients - 296 (September – October 30) These include: Walk In Clients; Web 2 Lead Inquiries generated by our BAC website; Phone Calls Types of Issues – Business License/Tax: Clarification on how to apply for financing; Interpretation of City Zoning regulations; Supplying information related to Changing Parking Designations in Various Business Districts.</p>

		<ul style="list-style-type: none"> • Led the City's participation in Federal Procurement Fair Nov 7th Oakland City Hall • Provided free workshops for "Building websites for Small Businesses in conjunction with LMBE Solutions; BAC staff will be a presenter at the AC SBDC workshop – Starting a Business in Oakland.
October – Mid November	EVENTS	<ul style="list-style-type: none"> • Participated in the planning committees for upcoming ICSC meetings: Oakland- San Francisco Hispanic Markets Initiative 2013 workshop, ICSC Alliance fall event • "Starting Small Businesses in the City of Oakland" resources, offered Free Workshops for "Building Websites for Small Businesses" in Conjunction with <i>LMBE Solutions</i> • Staff began work on the 2012 Holiday Shopping Marketing Campaign. • Staff attended the California Downtown Association Annual Conference
Sept 26-October 30	ENTERPRISE ZONE Voucher Activity	<ul style="list-style-type: none"> • Number of Companies that submitted vouchers: 28 • Total Approved Vouchers- 311 • Average Hourly Wage- \$17.42 • New Positions – 19 • Existing Positions as reported in Vouchers- 292 • Total Employee Vouchers- 312
October – Mid November	FINANCING INITIATIVES	<ul style="list-style-type: none"> • Met with Oakland Business Development Corporation (OBDC) to discuss expanded Broadway Corridor Loan Fund to support Uptown, Broadway Valdez Area development

<p>October – Mid-November</p>	<p>BUSINESS IMPROVEMENT DISTRICTS</p>	<ul style="list-style-type: none"> • In September/October the BID program compiled and began review of annual reports and proposed FY 13/14 budgets for 6 BIDs (Rockridge, Montclair, Downtown Oakland, Lake Merritt/Uptown, Koreatown/Northgate, and Fruitvale) for forwarding to City Council in Nov-Dec. 2012. • Staff is supporting the exploration and formation efforts of new business assessment districts in: Jack London District, Dimond District and the Airport Area Business Park area. Meetings were held with 3 stakeholder groups. Staff also provided other services in support of districts. • Staff attended the Oakland CBD Board meeting and worked with them on retail recruitment, surveys, • Staff met with KONO and planned broker tour of area. Staff attended the monthly BID Council meeting. • The Lakeshore Property Based Improvement District renewal was completed. • Staff participated in 3 meetings of the Oakland CBD/BID Managers Council, arranging speakers including OPD and Revenue Division. • Staff attended the KONO Board meeting, Lake Merritt Uptown District and Downtown Oakland District Board meetings.
	<p>GRANTS & BROADWAY SHUTTLE</p>	<ul style="list-style-type: none"> • Initiated effort to study cost and benefits of upgrading the Broadway Shuttle to an electric Streetcar. The study is being funded with a \$300,000 Caltrans grant secured by Economic Development staff • 56,613 passengers used the Broadway Shuttle during the month of October. These passengers stimulated economic activity in Oakland by spending approximately \$738,333 at restaurants and other business along the route.

		<ul style="list-style-type: none"> • To generate an additional boost to local and attract new business, ED staff began planning this month to expand shuttle hours until 10pm on weekdays. This expansion will be funded using a \$723,000 grant secured by Economic Development staff from the MTC and ACTC. • BROWNFIELDS- Calreuse re-allocation program under consideration by the State, pending budget. • Initial preparation of application for the Foreign Trade Zone Alternative Site Framework application to the Foreign Trade Zone Board of the US Department of Commerce. • Preparation of \$1.2m EDA Capital Improvements Grant for West Oakland Infrastructure Analysis • City representatives for MTC \$4.5m Sustainable Communities Regional Grant Implementation Program • Participation on city team to prepare New Markets Tax Credit Application for allocation to City of Oakland • Participated in development of Transportation Funding projects for City's One Bay Area Grant
	<p>SPECIFIC PLANS</p>	<p>Specific Plans Staff facilitated Economic Development issues. Staff participated in the review of the Draft Plan and Scoping Proposal for the EIR for the West Oakland; gave feedback on the Broadway Valdez Plan draft, and is working with Planning Staff on the Lake Merritt Plan.</p>