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2012 SEP 13 PM 2:39

# AGENDA REPORT

TO: DEANNA J. SANTANA  
CITY ADMINISTRATOR

FROM: Fred Blackwell

SUBJECT: Monthly Economic Development Strategy Tracking DATE: September 25, 2012

City Administrator  
Approval

Date

9/12/12

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 June-August 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

Item: \_\_\_\_\_  
CED Committee  
September 25, 2012

**ATTACHMENT A:**  
**(June, July, August 2012)**  
**ECONOMIC DEVELOPMENT STRATEGY**  
**ECONOMIC DEVELOPMENT SERVICES**

<b>Timeline</b>	<b>Goal</b>	<b>Actions/Outcome</b>
February – July 2012	<p><b>Preparation of Overall Economic Assessment &amp; Indicators Report for Oakland</b></p> <p>An Economic Assessment Report will provide an updated overview of Oakland’s current economic performance. Selected economic indicators such as: Socio-Economic demographics, employment data (labor market characteristics, unemployment and job growth); standard market performance analysis (retail, office, industrial, hotel industries); understanding of overall direct and indirect employment and business activities.</p> <p>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>	<p><b>Actions:</b></p> <ul style="list-style-type: none"> <li>• UC Berkeley submitted Economic Indicators Dashboard Analysis for City of Oakland. Work is being adapted for website dashboard display.</li> <li>• In conjunction with UC Berkeley Professor Karen Chappie on development of UC Sustainable Economic Development Studio in fall 2012 entitled “ The Role of Anchor Institutions and Nonprofits in the Oakland Economy</li> <li>• Work will be incorporated into Economic Development Strategy and will be posted and regularly updated on website for public updates.</li> </ul>
	<p><b>Creation of Oakland’s Key Economic Industries Strategic Action Plans</b></p> <p>Action plans will focus key activities to support and strengthen Oakland’s key existing sectors and industries and emerging sectors.</p>	<p><b>Actions:</b></p> <ul style="list-style-type: none"> <li>• Specialty Food Production Sector: Continued coordination with Hope Collaborative to coordinate Food Cluster strategy, including analysis and outreach of industry supplier and vendor businesses and development of Food Hub. Staff prepared update of City Food &amp; Beverage Trail website to include new food and beverage businesses. Staff to host Food Industry Workshop with key Oakland food producers in mid-September.</li> <li>• Health Care Sector Analysis underway. Staff has developed database, reviewing sector suppliers and vendors, and is coordinating meetings in conjunction with Oakland Chamber of Commerce with Oakland hospitals and organizations.</li> <li>• Creative Industry analysis will begin in September.</li> <li>• Green &amp; Clean Sector Analysis underway. Staff has developed public/private working group to assist in development of action plan.</li> </ul>

Ongoing	Coordination and Partnership with Workforce Investment Board and Workforce Development Program efforts.	<p>Actions:</p> <ul style="list-style-type: none"> <li>Economic Development staff participated in the WIB Business Services Committee meetings in June, July and August – presentations on health services industry, call center development.</li> <li>Staff collaborating with Workforce Development group to develop Retail Industry Workforce Development Program in anticipation of major retailer developments: new Foodsco, Ross Stores, Ana’s Linens projects as well as Safeway Stores, Target Store and Walmart store employee requirements.</li> </ul>
June, July, August 2012 Activities	<p>Economic Development Program Brief overview of key activities of the Office of Economic Development</p> <p>Business Development Services</p> <p>Initiatives</p>	<p>Actions:</p> <ul style="list-style-type: none"> <li>120 Clients served during the months of June, July and August 2012</li> </ul> <p>New and Active Business Attraction Cases – <u>40 new businesses</u>, with potential for 1,000 new jobs gain (Birtcher-Goodman Development, San Francisco Regional Center Investments, SRM development, Farmhouse Culture, Retail Clients: Jack London Gateway Center tenanting, Haiftime Bar, Shops at Broadway, Safeway Store Expansions, 1800 San Pablo, Oakland Hub, Asphalt Shingle Recyclers, Carpet Recyclers, Starline Social Club, Chinese American School, 10 new downtown Oakland businesses, two major office users, etc.,)</p> <p>New and Active Business Retention Cases- <u>20 existing businesses</u> with potential for job loss of existing jobs (Transmeridien Warehouse, Everett Graphics, Colombo Breads, Gatorade, Lehar Sales Company, etc.,)</p> <p>New and Active Business Expansion Cases – <u>15 existing businesses</u> with potential for additional 445 new jobs in green industry, distribution, manufacturing and food businesses (Ecologic Brand, EV Go, Juniper Ridge, Revolution Foods, Dreisbach Enterprises, Premier Organics, provided ongoing business services to (Foothill Square Development, Safeway Stores Expansion, One Toyota, Chase Bank, Ecologic Brands, APLI International, etc.,)</p> <ul style="list-style-type: none"> <li>Daniel Rose Center, Urban Land Institute Fellowship: Broadway Corridor Project: Staff presentation to City Administrator’s senior staff group, coordinated interagency workshop &amp; tour attended by 30 staff to focus on Uptown area. Follow up meetings on Frank Ogawa Plaza issues, Uptown public beautiflcation coordination with CBDs, PWA and Building Services, business recruitment &amp; attraction with Neighborhood</li> </ul>

	<p data-bbox="401 646 701 672">Enterprise Zone Program</p> <p data-bbox="401 951 730 977">Business Assistance Services</p>	<p data-bbox="1024 180 1360 206">Reinvestment Downtown staff.</p> <ul data-bbox="980 215 2001 1282" style="list-style-type: none"><li data-bbox="980 215 2001 272">• “Open for Business Pledge:” Staff will facilitate interagency staff discussion on business friendly initiatives as part of the East Bay EDA Pledge.</li><li data-bbox="980 280 2001 337">• Staff facilitated West Oakland and Coliseum Area Business Alert meetings and is working with business community to develop Central Oakland Business Alert Group.</li><li data-bbox="980 345 1640 371">• Loweff Street Infrastructure development working group.</li><li data-bbox="980 380 2001 464">• PG&amp;E coordination for business energy efficiency improvements and programs – Save by Design and Time-of-Use Rates Program. Facilitated business outreach event in Oakland for August.</li><li data-bbox="980 472 2001 557">• Broadway Shuttle Program –Staff continued to work with current Shuttle private and public funders, began coordination with PWA Transportation Services for Transit Alternative Study</li> <li data-bbox="980 626 2001 743">• In the period of June 1<sup>st</sup> – August 15<sup>th</sup>: 115 Oakland companies submitted vouchers; 984 vouchers were approved; 180 new positions and 688 existing positions were affected; 3 WiA, 51 economically disadvantaged, 6 ex-offenders and 2 veterans were among the employee categories. Overall 795 TEA residents were assisted.</li><li data-bbox="980 751 2001 836">• Staff followed up as needed on Oakland Enterprise Zone Program Expansion submitted to State of California. Notice received in early August that expansion was approved. Staff is working with cities of Berkeley and Emeryville.</li> <li data-bbox="980 906 2001 1092">• In the period of June 1<sup>st</sup> – August 15<sup>th</sup>: The BAC served 829 through walk-in, existing clients and web to lead inquiries. Staff provided financing referrals, city zoning code clarifications, fire services, referrals to business service providers and business start up services. Contract Compliance Program staff services began in August. Staff arranged for 15 classes’ in business development classes with AC SBDC. Planning for major procurement workshops in September, October and November.</li><li data-bbox="980 1101 2001 1157">• Staff updated Oakland business services directory and is planning for Oakland Business Services Providers meeting in September.</li><li data-bbox="980 1166 2001 1282">• 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 formation districts.</li></ul>
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	<p>Community Benefit District/Business Improvement District Activities</p> <p>Grants Activities</p> <p>Outreach/Promotion Activities</p>	<ul style="list-style-type: none"> <li>• The Lakeshore Property Based Improvement District renewal was completed.</li> <li>• Staff participated in 3 meetings of the Oakland CBD/BID Managers Council, arranging speakers including OPD and Revenue Division.</li> <li>• Staff attended the KONO Board meeting, Lake Merritt Uptown District and Downtown Oakland District Board meetings.</li> <li>• 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.</li> <li>• Preparation of \$1.2m EDA Capital Improvements Grant for West Oakland Infrastructure Analysis</li> <li>• City representatives for MTC \$4.5m Sustainable Communities Regional Grant Implementation Program</li> <li>• Participation on city team to prepare New Markets Tax Credit Application for allocation to City of Oakland</li> <li>• Participated in development of Transportation Funding projects for City's One Bay Area Grant</li> <li>• Nominated fifty Oakland firms for the annual Initiative for a Competitive Inner City (ICIC) Top 100 Inner City Business awards and the Capital Connection Financing Program</li> <li>• Outreach meetings included: popuhood, SKS Development &amp; Investments, Blank &amp; Cables, Lucid, Schhitzer Steel, Hispanic Chamber of Alameda County, Airport Area Association Business Luncheon, SRM Development, Portfolio Development,</li> <li>• Participated in CBD and One Pacific Coast Bank &amp; Foundation meeting to discuss CBD formations, financing and</li> <li>• Attended the California Hotel Re-Opening event- Economic Development staff will be working with EBALDC on retail and commercial space development (restaurant, health services, micro retail business incubator project)</li> <li>• Attended the China Boot Camp Forum to participate in discussion of foreign trade benefits and EB5 investments in Oakland</li> <li>• Participated/staffed the June, July and August Oakland Retail Advisory Committee meetings: Safeway Store Expansion(s), BevMo, West Oakland Specific Plan,</li> <li>• Participated in various Specific Plan meetings: Broadway Valdez and the West Oakland; also participated in Central Estuary Implementation</li> <li>• Met with Oakland Business Development Corporation (OBDC) to discuss expanded</li> </ul>
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		<p>Broadway Corridor Loan Fund to support Uptown, Broadway Valdez Area development</p> <ul style="list-style-type: none"> <li>• The Enterprise Zone Program held a Vouchering Workshop in June in Berkeley that was attended by 47 businesses. In August the EZ program participated in the Annual Art &amp; Soul festival, East Bay Economic Development Small Business Symposium. Staff provided presentation to OMLF meeting on City of Oakland business resources</li> <li>• 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.</li> <li>• Participated in the planning committees for upcoming ICSC meetings: Oakland- San Francisco Hispanic Markets Initiative 2013 workshop, ICSC Alliance fall event</li> <li>• Staff attended retreat of the EBGC Steering Committee</li> <li>• Agreed to co-sponsor and began outreach for October 3 U.S. Green Building Council Bay Bridge Branch event 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</li> <li>• 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.</li> </ul>
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