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CITY OF OAKLAND

AGENDA REPORT

TO: DEANNA J. SANTANA
CITY ADMINISTRATOR

FROM: Fred Blackwell

SUBJECT: Monthly Economic Development Strategy Tracking DATE: October 2, 2012

City Administrator	Date
Approval <i>Deanna Santana</i>	<i>10/10/12</i>

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 September 2012. Time permitting at the October 23 CED Committee meeting, staff will deliver a short presentation of the Oakland Economic Indicators Analysis.

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
October 23, 2012

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

Timeline	Goal	Actions/Outcome
February – July 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. 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>Actions</p> <ul style="list-style-type: none"> • The <u>Economic Indicators Analysis for Oakland</u> has been completed. Staff will deliver a brief presentation of key findings at the October 23rd CED Committee meeting. • Staff is underway with development of the Economic Indicators website dashboard which will be updated on a regular basis. In addition, to the Oakland economic indicators, staff will also link regular quarterly indicator analyses for the region prepared by the East Bay Economic Development Alliance and the Bay Area Economic Insfitute. Staff is working with the East Bay Economic Development Alliance to also incorporate additional economic data sources.
	<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>	<p>Actions</p> <ul style="list-style-type: none"> • The Economic Development Strategy is based on action plans that can guide efforts and investments. The Strategy will also be used to support the federal grant applications. Action plans for the Food Industry, Health Care Industry, and Green & Clean Industries are underway. Staff is coordinating with the Oakland Metropolitan Chamber of Commerce to arrange for industry focus groups. • The Office of Economic and Workforce Development coordinated a Food Industry workshop and an Industrial Arts Industry roundtable.

Ongoing	Coordination and Partnership with Workforce Investment Board and Workforce Development Program efforts.	<p>Actions</p> <ul style="list-style-type: none"> • Staff participates in the Oakland WIB Employer Strategies Committee meetings • Staff participated in community and outreach meetings to promote the Oakland WIB upcoming service provider request for proposal informational meetings. • Staff provided support to WIB staff in preparation of their proposal to a foundation to fund a workforce development training program focused on retail industry job requirements, given the number of retail related development activities currently underway.
September 2012 Activities	<p>Economic Development Program Brief overview of key activities of the Office of Economic Development</p> <p>Business Development Services</p>	<p>Actions</p> <ul style="list-style-type: none"> • 50 Clients served during the month of September 2012 • New and Active Business Cases – Continued support to Birtcher -Goodman Development, San Francisco Regional Center Investments, SRM development, Retail Clients: Safeway Stores, Shops at Broadway, The Hive Project, Chase Bank, 1800 San Pablo, Oakland Hub, Asphalt Shingle Recyclers, Carpet Recyclers, Foodsco, downtown Oakland businesses, two major office users, (3) major property owners, etc.,) • New and Active Business Retention Cases- <u>20 existing businesses</u> with potential for job loss of existing jobs (Urban Indigo, Everett Graphics, Alta Bates Hospital, Colombo Breads, Gatorade, Lehar Sales Company, etc.,) • New and Active Business Expansion Cases – <u>15 existing businesses</u> with potential for additional new jobs in green industry, distribution, manufacturing and food businesses (Ecologic Brand, EV Go, Children’s Hospital, Juniper Ridge, Revoluton 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.,) • Along with Marketing & Cultural Arts, staff prepared the updated Choose Oakland publication to market Oakland as a competitive business location for business activity.

	<p>Initiatives</p>	<p>Daniel Rose Center, Urban Land Institute Fellowship</p> <ul style="list-style-type: none"> • Broadway Corridor Project: Continued coordination of the interagency workshop on the Uptown area. Staff is participating in the Frank Ogawa Plaza SDS Team, working with Public Works Agency and Neighborhood Investment staff to coordinate Uptown public beautification efforts, Latham Square improvements and the Parklets projects with CBDs. Oakland Fellows will attend the Urban Land Institute Fall Conference in October for final Daniel Rose Center project presentation. <p>Open for Business Pledge</p> <ul style="list-style-type: none"> • Staff hosted a workshop of key agencies and departments involved in business services to review 9-point pledge points, discuss current actions and initiatives consistent with pledge. • Report to CED Committee on October 9th and to City Council on October 16th. • Staff facilitated West Oakland and Coliseum Area Business Alert September meetings and is working with business community to develop Central Oakland Business Alert Group. <p>Business Alert Program</p> <ul style="list-style-type: none"> • Staff facilitated the West Oakland and Coliseum Business Alert Meetings. • Staff conducted follow up with railroad right of way issues and illegal dumping issues. <p>Broadway Shuttle/Broadway Transit Line Study</p> <ul style="list-style-type: none"> • Drafted RFP in collaboration with PWA staff to study cost and benefits of replacing the Broadway Shuttles with an electric streetcar system. This major economic development initiative would spur mixed-use development and attract businesses along the Broadway corridor, as well as bring positive attention and notoriety to Oakland. 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 September. These passengers stimulated economic activity in Oakland by spending approximately \$738,333 at restaurants and other business along the route. • To generate an additional boost to local businesses, 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.
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	<p>Community Benefit District/Business Improvement District Services & Activities</p> <p>Grants Activities</p>	<ul style="list-style-type: none"> • Continued support and coordination with 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. • Annual Reports received from Lake Merritt Uptown CBD, Downtown Oakland CBD, Fruitvale BID, Koreatown Northgate (KONO) CBD, Rockridge BID and the Montclair BID • Assisted the Rockridge and Montclair BIDs with delinquent BID assessments reports from Business License Tax Office • Staff participated in September Oakland CBD/BID Managers Council meeting, arranging for September Forum speakers: Business License, Planning & Zoning, Public Works Agency and • Staff attended the KONO Board meeting, Lake Merritt Uptown District, Fruhvale and Downtown Oakland District Board meetings. • Continued work on the application for the Foreign Trade Zone Alternative Site Framework application to the Foreign Trade Zone Board of the US Department of Commerce. • Continued coordination of a \$1.2m EDA Capital Improvements Grant for West Oakland Infrastructure Analysis – focus is on identifying local cash match sources. • City representatives for MTC \$4.5m Sustainable Communities Regional Grant Implementation Program. Economic Development staff will serve as primary representative • Participation on city team to prepare New Markets Tax Credit Application for allocation to City of Oakland. • Reviewing the Request for Proposals for the Small Business Development Center (SBDC) Alameda County Host Agency
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	<p>Outreach/Promotion Activities</p>	<ul style="list-style-type: none"> • Participation in the Oakland Merchant Leadership Forum (OMLF) Small Business Month Receptions & Forums • Coordination of City Briefing & Tour of Oakland Tribune Tower & San Francisco Regional Center, EB 5 Investments. • Coordination with Initiative for a Competitive Inner City (ICIC) to promote Oakland companies for the Top 100 Inner City Business awards and the Capital Connection Financing Program • Outreach meetings with: Sprouts Market, Chow Restaurant & Market, One Toyota, Revolution Foods, Coliseum Center owners, Safeway Stores, • Participated in various Specific Plan meetings: Broadway Valdez Retail District and West Oakland; staff reviewed the Central Estuary Implementation and West Oakland Plan documents • Staff represented City of Oakland at the East Bay Green Corridor Organizational Structure and Principals Meetings • Economic Development Staff served as Speaker at Recycling Build Infrastructure Now Summit (Steve Lautze) • Coordination for October 3, U.S. Green Bidg Council event at Sungevity Offices • Participation in planning for October 18th - 2.Oakland Awards Event – Honoring Oakland Innovators • Participated in the Alameda County Hispanic Chamber of Commerce – Breakfast meeting with David Armijo, General Manager, AC Transit
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