

**REDEVELOPMENT AGENCY
AND THE CITY OF OAKLAND**
AGENDA REPORT

FILED
OFFICE OF THE CITY CLERK
OAKLAND

2008 MAY 15 PM 6:44

To: Office of the City/Agency Administrator
Attn: Deborah Edgerly
From: Community Economic Development Agency
Date: May 27, 2008

Re: Informational Report on the Status of Creating a Business Access Center and Opportunity Site Maps.

SUMMARY

This informational report provides the Community and Economic Development Committee with a brief summary of key economic development activities currently under development by the Community and Economic Development Agency: the formation of the Oakland Business Access Center and the creation of the Oakland Investment & Opportunity Site maps.

The Oakland Business Access Center is a collaborative effort of City staff, the Mayor's Small Business Task Force, and various Oakland Business Service Organizations to develop a business assistance center with a full range of services to be offered to Oakland businesses. The effort is in its early planning stages.

As part of the Oakland Partnership work, the Community and Economic Development staff developed a set of Oakland Investment & Opportunity Site maps, which are meant to help market and guide future investment and development in Oakland. The initial maps were unveiled at the May 2nd Mayor's Economic Summit (Attachment A). These maps identify 13 key areas of the City that are opportunity sites for new or expanded investment.

FISCAL IMPACT

Since this report is informational only, no fiscal impact is included. However, resources will need to be identified for the development and implementation of the Oakland Business Access Center. The Oakland Investment & Development maps were developed by staff, and the future improvements, maintenance, and customization of the maps will be dependant on available staff resources.

BACKGROUND

Oakland Business Access Center

The Business Access Center idea originated from collaborations between the City of Oakland's Economic Development unit, the Oakland Metropolitan Chamber of Commerce, and the City of

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Oakland's Business Services Organization network. The Mayor's Small Business Task Force adopted a similar concept.

The Small Business Access Center will be located on the ground floor of 250 Frank H. Ogawa Plaza in a vacant retail space previously occupied by a printing company. The Center will provide a place for small businesses to obtain information on how to work with the City of Oakland and to receive assistance in gaining access to City departments, obtain general business information, get referrals to other business services organizations and to selected small business trainings and workshops.

Oakland Investment & Opportunity Maps

The Opportunity Site maps were developed based on real market activity, a review of previous and current City or Agency investments, and other criteria.

Staff conducted a land value analysis similar to the early stages of the 10K Project, where key sites were identified by mapping vacant sites and under-utilized or under-valued properties, based on ratios of land value and real estate improvements. Additionally, areas were identified or modified by a review of current or planned City/Agency investments and input from the brokerage and industry sectors.

The maps are a work in progress. Of particular interest is the capacity of the map database to be queried for potential development locations of various sizes and characteristics.

The initial map created by staff is included here as *Attachment A*, and lists the following areas:

- Former Oakland Army Base
- Upper Mandela Parkway
- Woodland/81st Avenue
- Upper Broadway.
- Airport Business Park
- Tidewater Area
- 98th Avenue/San Leandro
- Jack London North
- Embarcadero Cove
- Laurel District
- Oak Knoll
- Melrose Coliseum
- I880 Regional Commercial Corridor

KEY ISSUES AND IMPACTS

The key issues facing the development of the Business Access Center are determining the initial funding sources and identifying long-term funding for continued operation. Another issue is selecting a long-term operator to run the center after the initial start-up. Additionally, staff are currently working to develop programming and a schedule of services for the Access Center.

Current ideas are to develop a funding sponsorship program, use in-kind support, and to seek grant funds. Funding will be required for Center operations including staffing, furniture, and equipment. Funding is also required in the build-out of the proposed 2054 square feet of office space. The area would include at least three workstations, two office spaces, a receptionist counter, a conference room for at least eight people, storage space for files, equipment and some open space.

A potentially more difficult issue will be identifying a permanent center operator. Candidates must have a current working knowledge of the inner workings of the City of Oakland as well as intimate knowledge of the small business community network and the resources it offers. The operator must also have the capacity to raise funds on a consistent basis to maintain full operating capacity at the center.

PROGRAM DESCRIPTION

Business Access Center

The intent of this program is to provide a new level of support to small business. The service is intended to provide direct one-on-one assistance and support. It will offer referrals to the appropriate third party providers, and offer clients a new level of courtesy and a better understanding of their needs.

There will be an opportunity for small business owners to obtain classroom training as needed through a network of services providers, such as Laney College and the Small Business Development Center. The Business Access Center will be a liaison to all City departments to help address the needs of the small business owner.

SUSTAINABLE OPPORTUNITIES

Economic: By supporting the needs of small businesses, the Center can foster the potential creation of new employment opportunities through business growth.

Environmental: No direct impact on the environment is anticipated from this program.

Social Equity: No direct social equity opportunities are anticipated from this program.

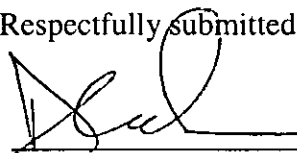
DISABILITY AND SENIOR CITIZEN ACCESS

The proposed Business Access Center will offer ground floor access to seniors and the disabled.

RECOMMENDATION(S) AND RATIONALE

Staff requests that the Committee accept this information report.

Respectfully submitted,



Dan Lindheim, Director
Community and Economic Development
Agency

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Economic Development and
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APPROVED AND FORWARDED TO THE
COMMUNITY AND ECONOMIC DEVELOPMENT COMMITTEE:



Office of the City/Agency Administrator

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OAKLAND INVESTMENT OPPORTUNITY AREAS

