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2014 SEP -4 AM 9: 32

AGENDA REPORT

TO: HENRY L. GARDNER
INTERIM CITY ADMINISTRATOR

FROM: Rachel Flynn

SUBJECT: Economic Development Quarterly Tracking Report **DATE:** August 22, 2014

City Administrator
Approval

Date

9-3-14

COUNCIL DISTRICT: City-Wide

RECOMMENDATION

Staff recommends that the City Council accept:

An Informational Quarterly Tracking Report On Economic Development Activities Including Actions Related To The Preparation Of The Economic Development Strategy For The City Of Oakland.

EXECUTIVE SUMMARY

This report covers the period from April 1 – June 2014. It responds to the Community and Economic Development (CED) Committee's request for a standing quarterly report to track economic development activities and actions regarding the preparation of the Oakland Economic Development Strategy.

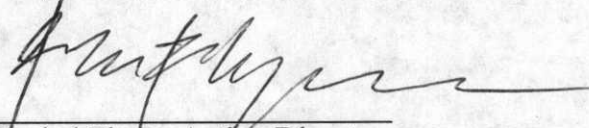
The City recently hired a consultant team (Strategic Economics and Community Design + Architecture) to help develop Oakland's Economic Development Strategy. A stakeholder process will begin by early October 2014. The Strategy will be completed in May 2015.

Per direction from the CED Committee, staff will present two summaries as part of the quarterly report: an Economic Development Staff Activities Summary (*Attachment A*) and an Economic Development Indicators Report (*Attachment B*), both for the 2nd quarter of 2014. *Attachment C* is the July 2014 Oakland Economy Newsletter, a new initiative to market Oakland's economic development news and accomplishments.

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

Respectfully submitted,



Rachel Flynn, Acting Director
Economic and Workforce Development Department

Prepared by:

Aliza Gallo, Economic Development Manager
Zach Seal, Economic Development Specialist
Marisa Raya, City Administrator Analyst

Attachment A: Economic Development Staff Activities, 2nd Quarter (April-June) 2014
Attachment B: Economic Development Indicators, 2nd Quarter (April-June) 2014
Attachment C: July 2014 Oakland Economy Now Newsletter

Attachment A:**2nd Quarter 2014: Economic Development Activities Summary**

The Economic Development Division of the Economic & Workforce Development Department is responsible for business recruitment, retention and expansion. The Division manages the Business Improvement District/Community Benefit District Program, the Business Assistance Center, Tax Incentive Program, Recycling Management Development Zone Program, Enterprise Zone & State Tax Credit Programs, Broadway Shuttle Program, International Trade Program, Oakland Foreign Trade Zone Program, leads or participates in several major citywide strategic initiatives and represents the City of Oakland in national, state and regional economic development efforts. Economic Development staff works closely with other City staff in delivery of business development services, including information & referral and resolution of issues.

Q2 2014: Business Development Activity Highlights

Company	Sector	New Business/ Expansion/ Retention/ Out Migration/ ED services	Location	# Employees (Range) ¹	Notes
Gensler	Architecture/ Creative	Relocation/ Expansion	2101 Webster Street	50-99	Largest architecture firm in Bay Area will relocate one of its offices from San Ramon; company plans to grow to 100 employees.
SfunCube	Green & Clean Tech	Retention/ Expansion	426 17 th Street	1-49	Clean-energy incubator previously located at Sungevity, expanded into downtown Oakland; 15 subtenant companies involved in solar energy industry.
VSCO (Visual Supply Company)	Tech/Creative	Relocation/ Expansion	1500 Broadway	50-99	Relocated from Emeryville; raised \$40 million in venture capital funding; future plans include art gallery & café at downtown HQ location; established a \$1 million scholarship fund for artists.
AUTOCOM USA: - Nissan & Infiniti Dealerships	Retail	New Business/ Expansion into US	2735 Broadway	50-99	Nissan dealership opened in October 2013 and Infiniti dealership to open in August 2014. Looking for additional Oakland business opportunities, company also purchased three other Eastbay auto dealerships. Company ownership is from Mexico.

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Benjamin Moore & Company	Distribution/Warehouse	Attraction	8350 Pardee Drive	1-49	Company will open new distribution center at Goodman Logistics Center by early 2014; Oakland facility will distribute all Benjamin Moore products and serve as distribution center for company's growing network of Asia Pacific retailers and distributors. Additional 10-12 new jobs to be added.
House Kombucha	Beverage/Food Production	Retention/Expansion	600 50th Street	1-49	Company is outgrowing current space and needs to expand or move production facilities, due to addition of retail contracts with Whole Foods, Safeway and on-tap at restaurants. Staff is identifying locations and expanding business activities.
Geneva Growers	Cold Storage & Distribution	Retention/Expansion	West Oakland	1-49	Company ships and stores food products throughout greater Bay Area; Port of Oakland client; ED staff working with company to support site acquisition and entitlements for new two-acre cold storage and distribution facility
alaMar Kitchen Restaurant	Retail	New Business	100 Grand Avenue	1-49	alaMar opened in April 2014; already named one of the top 25 new restaurants to try in the Bay Area.
Planet Fitness	Retail	New Business	4055 MacArthur Blvd. (Laurel District)	1-49	24-hour fitness center will replace FoodMaxx, which closed in April 2014. Company received Planning Commission approval in June 2014; grand opening expected December 2014. Building and parking lot improvements are planned.
CallSocket Oakland	Tech	Expansion	409 13th Street	100-199	Growing EB5 company developed and owned by San Francisco Regional Center. Staff assisting with workforce development program opportunities and facilitating introductions.
Total				Approx. 472	

¹Ranges provided in response to sensitivity among some companies about publicizing business information.

In addition to the 10 companies highlighted above, Economic Development Staff also worked closely with 24 additional Oakland companies totaling approximately 1,100 employees across various sectors during the 2nd quarter of 2014. Assistance included site location, economic incentives, introduction to brokers, and planning and building permits.

Q2 2014 State Tax Incentive Program Activity

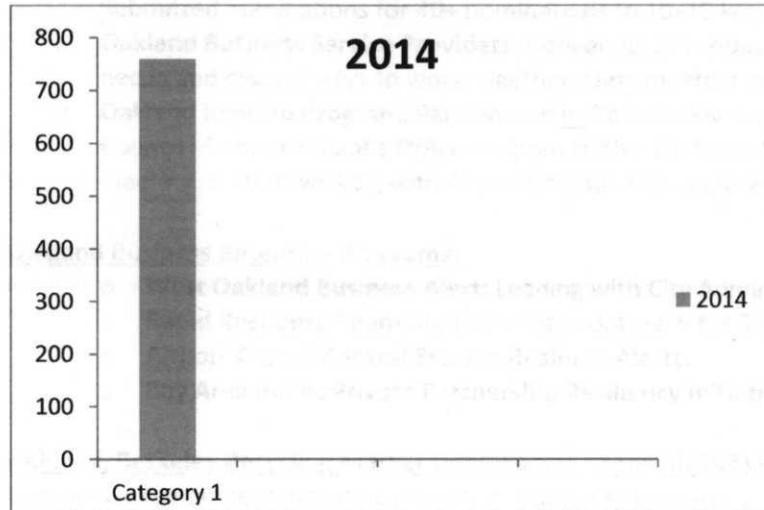
	Q2 2014	
# Vouchers Issued (CURRENT CALIFORNIA STATE EZ PROGRAM)	1,172	Current Enterprise Zone Hiring Vouchers for TEA eligibility hires through December 31, 2013 for companies located in previously designated EZ Zones is effective until December 31, 2014.
California Competes Tax Credit Program (1 st Statewide round)	1	<u>Salient IT, Inc.</u> Industry: Information Technology Consulting & Data Center Management Primary Locations: Sacramento, Oakland Net Increase of Full-Time Employees: 21 Investments: \$460,000 Amount of Tax Credit: \$77,500

Oakland Foreign Trade Zone Program 2013 Annual Report

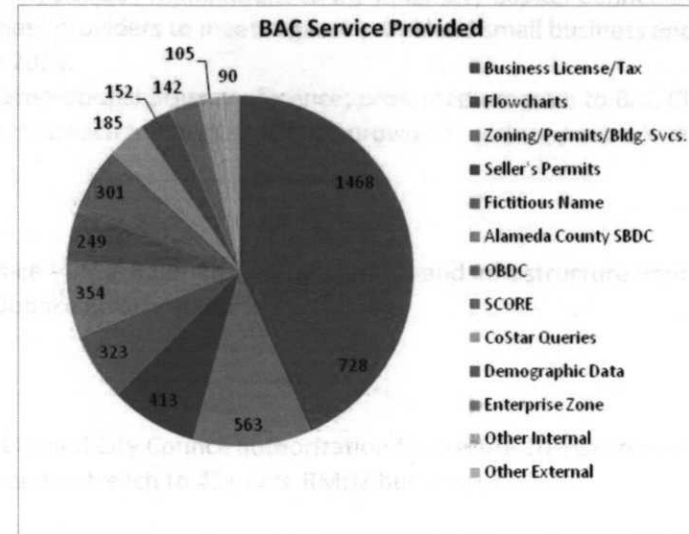
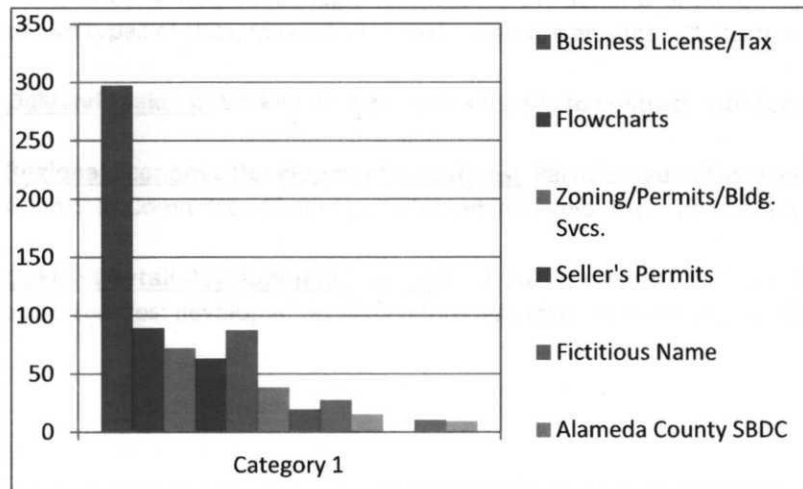
	FTZ 56, OAKLAND GRANTEE: CITY OF OAKLAND 2013 Warehouse/Distribution Activity		
Number of Companies	Value of Merchandise Received	Value of Exports to US Markets & Foreign Countries & Other Bonded FTZs	Total Value of Shipments
28	\$474,060,021	\$472,963,897	\$464,946,054

Q2 2014 Business Assistance Center Activities

Total Clients Served: 784
(Including web access, walk-ins and telephone inquiries)



BAC Referral Breakdown



784 Client Services Breakdown

Business License/Tax – 297
 Business Development Guides – 89
 Zoning/Permits/Building Services - 72
 Seller's Permit – 63
 Fictitious Name – 87
 Alameda County SBDC – 38
 OBDC - 19
 SCORE – 27
 Costar Queries – 15
 Walk-In Inquiries – 77
 Kiva Zip Referrals - 18
 BAC Legal Clinic Participants- 48
 Presentations (Seminars, Workshops, Participation) - 8

Q2 2014 Strategic Initiatives & Economic Development Program Highlights

- **Oakland Business Promotion:**
 - **Inner City 100: 10 x 10 Awards:** Sponsored by the Initiative for a Competitive Inner City (ICIC), to recognize top 100 of the fastest-growing businesses located in America's inner cities; 2014 Awards will be comprised of the 10 fastest-growing inner city businesses in 10 distinct industry sectors. Submitted nominations for 40+ nominations to 10x10 key sector awards, and 20+ nominations to the Inner City Capital Connections program.
 - **Oakland Business Service Providers:** Convened 30 various small business providers to meet regarding Oakland small business and micro-business needs and discuss ways to work together. Next meeting in November 2014.
 - **Oakland Kiva Zip Program:** Participated in Oakland Kiva Zip Program promotional press conference; promoted program to BAC Clients; worked with Council Member Schaaf's Office to sponsor Kiva Zip Press Conference, outreach to business service providers, and supported Kiva Zip Breakfast meeting. Staff is working with 40+ businesses and micro-enterprises.
- **Oakland Business Retention Programs:**
 - **West Oakland Business Alert:** Leading with City Administrator Office - BNSF Railroad spur mitigations and infrastructure improvement.
 - **Rapid Response Team:** Participated in outreach for Sears Store, Dobake Bakery actions.
 - **Airport Area & Central Estuary Business Alerts.**
 - **Bay Area Public Private Partnership Resiliency Initiative.**
- **Oakland/Berkeley Recycling Market Development Zone (RMDZ) Program:** Obtained City Council authorization to execute 10-year renewal of green economic development incentive program; facilitating business development and outreach to 45+ core RMDZ businesses.
- **Oakland Foreign Trade Zone#56 Program:** City Council authorization to apply for Alternative Site Framework (ASF) Re-organization of Oakland FTZ #56; new designation will expedite regional access to the benefits of the Oakland Foreign Trade Zone program, assist small and medium sized businesses through use of two types of sites, magnet sites and usage-driven sites. Application to be submitted in early fall 2014.
- **Oakland Makers:** Worked with group leadership to contract with consultant to develop stronger industry association.
- **Regional Economic Development Initiatives:** Participated in East Bay Economic Development Alliance Board Retreat, Economic Development Directors Council as Committee Chairs; participated in development of East Bay Manufacturing Partnership proposal to EDA. Lead in planning for National MFG Day.
- **Oakland Retail Development Program:** Attended the ICSC Northern California Alliance event and ICSC RECon Trade Show to promote Oakland retail opportunities; developed retail development tracking summary; working with Specific Plans to promote retail; developing collateral materials.

- **Bus Rapid Transit (BRT) Business Impact Mitigation Program:**
 - Development of Business Impact Mitigation Program, including Business Sustainability Program for BRT Route; including coordination with PWA, Community Development, Commercial Lending, AC Transit and BRT Community Outreach Working Group.
 - Participation in District 2,5, 6 & 7 community, merchant group meetings and Council District walks, including assisting in development of Merchant Outreach Pilot Program in Eastlake/San Antonio and Fruitvale areas.
 - Participation in 65% Design Package reviews for business and parking impacts.
- **Oakland International Blvd Sustainable Communities Program:** Continued participation in International Blvd. TOD Corridor economic development work.
- **Broadway Shuttle Program:** The B Shuttle averaged 2,752 passengers each weekday (7am-7pm) during the April-June 2014 quarter. Weekend night ridership has increased by 8% to 1,104 since Q2 2013. Broadway Shuttle Program received a 2014 Indie Award.
- **Broadway Transit Circulator Study:** The Study is assessing the costs and benefits of upgrading the Broadway Shuttle to an electric Streetcar and extending the route through the Broadway Valdez Specific Plan area to Kaiser Hospital. The study's first community meeting was held on July 10, 2014, with over 100 residents, workers and business owners attending and sharing their thoughts on how the plan could strengthen Broadway transit, support downtown neighborhoods and promote mixed-use development and business attraction along downtown's central corridor, Broadway.
- **Community Benefit District (CBD) & Business Improvement District (BID) Program:**
 - **Telegraph BID 2015:** Resolution of Intention approved; Special election ballot packets mailed to all affected property owners.
 - **Jack London Improvement District:** Executed Disbursement Agreement between City & District; District services will start summer 2014.
 - **Visit Oakland Tourism BID:** Supporting district formation legislative actions and administration actions.
 - **New CBD Formation Interest:** Oakland Chinatown, Lake Merritt Business Association, Adams Point Merchant Association, Upper Broadway area.
- **Developer & Investor Facilitation Services:** Staff has facilitated and assisted prospective and new investors and developers:
 - Five exploratory meetings with new investors.
 - Facilitate three Safeway Store expansion projects.
 - Participated in Broadway Valdez Developer meetings.
 - Facilitated investor interest in Fruitvale District, Dimond District, and Central Oakland.

Outreach/Promotion Activities

- **Clean Tech/Green Industry Events:**
 - Joint Cleantech Open and SfunCube Solar Event: Coordinated City sponsorship and involvement in the world's leading Cleantech startup competition, hosted by Oakland's Sungevity; event attended by 60+ solar industry representatives.
 - Represented Oakland and Eastbay at SEMICON West and InterSolar North America Trade Conference.
 - Participated in OMCC Oakland Energy Innovation Summit.
- **Tech/Creative Industry Events:**
 - Vator Splash: Managed City booth at Venture Capital and Startup Conference, held in Oakland. 900 attendees; follow on discussions continue re: tech expansion in Oakland, establishment of the Vator Splash Fund.
 - BuildUP Town Hall - Creating an Inclusive Technology Ecosystem: Sponsored event, over 120 attendees, focus on creating and supporting diversity in tech industry.
 - Alliance for Community Development 2014 Bay Area Capital Connections Conference: City of Oakland will be a sponsor of October 2014 Conference and will provide 14 scholarships for small tech startup companies.
- **Small Business Events:**
 - Oakland Indie Awards, BALLE Conference, National Small Business Week celebrations, including assisting Council Member Gallo's Oakland Small Business recognitions, Bay Area Business Roundtable.
 - Sponsor for "Many Faces, One Dream" – Minority, LGBT Entrepreneur Conference sponsored by SBA.
- **Manufacturing/Industrial/Maker Events:**
 - Facilitated East Bay Mini Maker Faire Town Hall event.
 - Facilitated Mayor Quan's involvement in White House Maker Summit and featured Oakland in national publications.
 - Leading efforts for Oakland involvement in National Manufacturing Day.
 - Working on West Oakland Works.com updated version 2.



Economic Indicators

City of Oakland

**PREPARED BY: THE ECONOMIC AND WORKFORCE DEVELOPMENT DIVISION:
ECONOMIC AND WORKFORCE DEVELOPMENT DEPARTMENT
CITY OF OAKLAND**


SEPTEMBER 2014

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Introduction to Quarter 2, April – June 2014

These economic indicators are intended to provide Oakland's city leaders, decision makers and the public with up-to-date economic data and a baseline against which to measure the health of Oakland's economy. The Indicators report is updated and distributed quarterly.

Economic Dashboard – Q2 2014

Employment	Q2 2013	Q2 2014	Change
Number of Jobs	182,333	184,933	 1.4%
Unemployment Rate	10.8%	9.0%	 -16.7%
Businesses	Q2 2013	Q2 2014	
Number of Business Licenses	43,773	47,227	 8%
Quarterly Sales Tax Revenue (Q1)	\$ 9,795,233	\$ 10,484,770	 7%
Real Estate	Q2 2013	Q2 2014	
Median Single Family Sale Price	\$426,000	\$477,250	 12%
Median Multi Family Home Sale Price	\$353,250	\$492,500	 39.4%

In this report:

Fiscal Year Revenue Review

Quarterly Revenues

Sales Tax
Real Estate Transfer Tax
Transient Occupancy Trends

Employment

Unemployment
Number of Jobs
Workforce
Business License Activity

Real Estate

Residential Sales
Commercial Leasing
Development Pipeline

Fiscal Year-End Revenue Review

	FY 2012-2013	FY 2013-2014*	Change
Property Tax Total (excluding one-time "boomerang" funds ¹)	\$142,141,784	\$141,064,663	-1%
One-time "boomerang" funds ¹	\$12,000,000		--
Business License Revenue	\$60,371,000	\$60,958,615	1%
Sales Tax	\$40,509,572	\$48,750,603	20%
Real Estate Transfer Tax	\$42,171,701	\$58,778,482	39%
Transient Occupancy Tax	\$12,237,605	\$14,305,583	17%
TOTAL (including one-time "boomerang" funds¹)	\$309,431,662	\$323,857,946	5%
TOTAL (excluding one-time "boomerang" funds¹)	\$297,431,662	\$323,857,946	9%

*Unaudited

¹In 2011, the State passed legislation mandating all Redevelopment Agencies ("RDAs") be dissolved by February 1, 2012. Under this legislation, monies historically distributed to the former RDA's are now transferred to the Redevelopment Property Tax Trust Fund (RPTTF). In FY 2012/13, the City received a one-time total of \$12.0 million in a "residual payment" from the RPTTF distribution as a result of the California Department of Finance due diligence review for LMIHF and Other Funds and Accounts DDR.

The City of Oakland's annual budget across all funds is approximately \$2 billion for both the FY 2013-2014 and FY 2014-2015 budgets. About 60 % of those funds come from grants, fees, bonds or revenues that are collected for a specific purpose. The remaining 40% is the General Fund, which pays for basic programs and services, such as police and fire protection, libraries, senior centers and recreation programs. Revenue sources for the General Fund include property taxes, real estate transfer taxes, business taxes, sales tax, and transient occupancy tax, as well as other sources. These categories, which are also indicators of economic activity in Oakland, are reported above. Business, Sales, Transient Occupancy Tax (from hotels) and Real Estate Transfer tax have increased, while Property Tax decreased.

Revenue figures are reported on the Fiscal Year (July-June) rather than the Calendar Year (January-December.) With the end of the fiscal year in June, revenue figures are shown for the last two complete fiscal years. Please note, FY 2013-2014 figures have not yet been audited as of printing time.

Quarterly Sales Tax

	Q1 2013	Q1 2014	Change
Quarterly Sales Tax (Q1)	\$ 9,795,233	\$ 10,484,770	7%

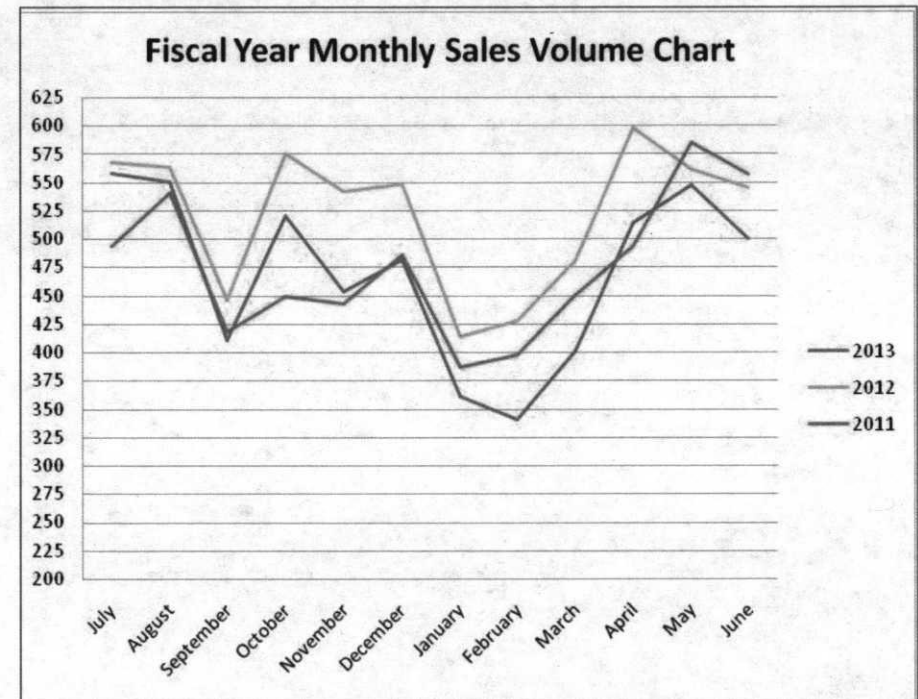
Sales Tax, Real Estate Transfer Tax, and Transient Occupancy Tax are also reported on a quarterly basis. Sales Tax reporting lags a quarter due to the grace period for payment. Point of Sales tax increased 7% from Q12013 to Q12014, continuing a five year growth trend since 2009.

Quarterly Real Estate Transfer Tax

	Q2 2013	Q2 2014	Change
Real Estate Transfer Tax	\$12,684,983	\$14,562,222	15%

The Q2 Revenue from Real Estate Transfer Tax is also an increase from last year, consistent with an annual trend that reflects the increase in property values in Oakland. In addition, Fiscal Year 2013-2014 saw about \$11 Million in large, one time sales of large commercial properties.

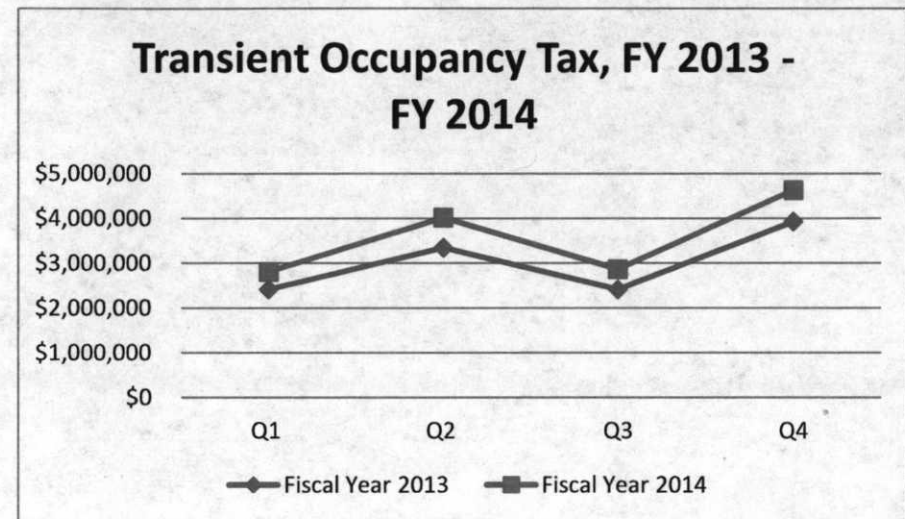
As the chart to the right shows, the volume of sales has decreased somewhat since 2011. Sales volume also shows a clear seasonal pattern with peaks in Spring and Fall (CY Q2 and Q4.)



Quarterly Transient Occupancy Tax

	Q2 2013	Q2 2014	Change
Transient Occupancy Tax	\$3,931,959	\$ 4,623,287	17.6%

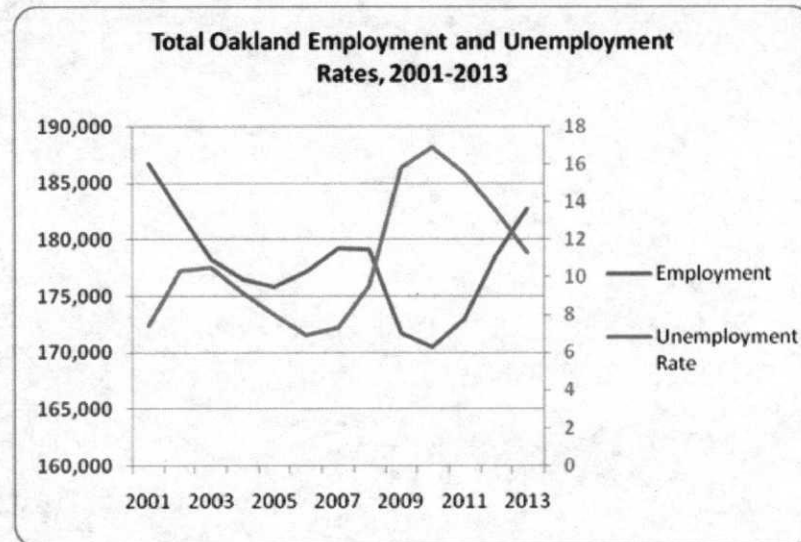
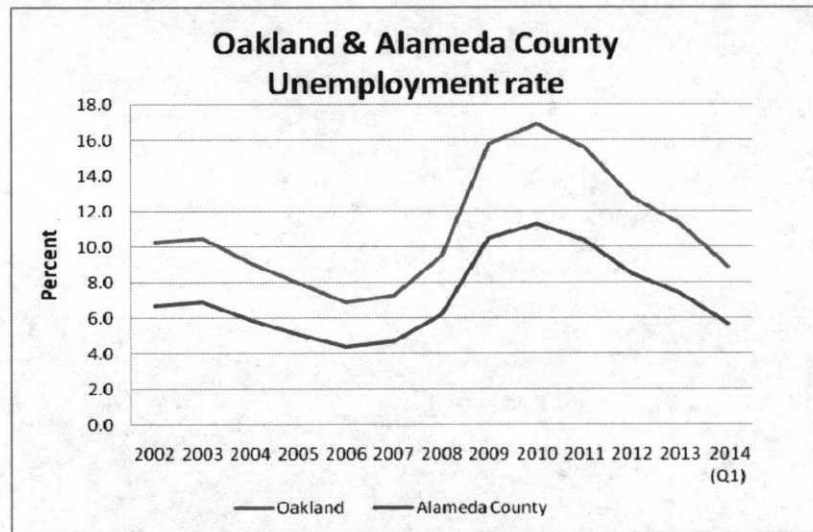
Like Real Estate transactions, hotel stays and the transient occupancy tax they yield follow a seasonal variation. Higher revenues are seen throughout the fiscal year.



Employment

	Q2 2013	Q2 2014	Change
Unemployment	10.8%	9.0%	-16.7%
	Q2 2013	Q2 2014	Change
Number of Jobs	182,333	184,933	1.4%

The average unemployment for Q2 2014 (April - June) was 9.0 percent, down 16.7 percent from the same time period last year. This compares with an unadjusted unemployment rate of 5.6% in Alameda County, 7.1 percent in California and 6.1 percent for the nation in June 2014. The table on the left shows that unemployment has declined for the last five years, but it is still higher than 2006-2007 levels. The table on the right shows the unemployment rate back to 2001 along with the total number of jobs in Oakland, which climbed from a low of 170,200 in 2010 to 183,400 jobs in 2013. Employment is higher than 2007, but the unemployment rate is also higher because the population has increased.



Source: CA Employment Development Department-Labor Market Information Division

	Q2 2013	Q2 2014	Change
Workforce	204,467	202,833	-0.8%

Oakland's workforce, the number of people working or actively seeking work, has remained fairly constant over the year.

Real Estate

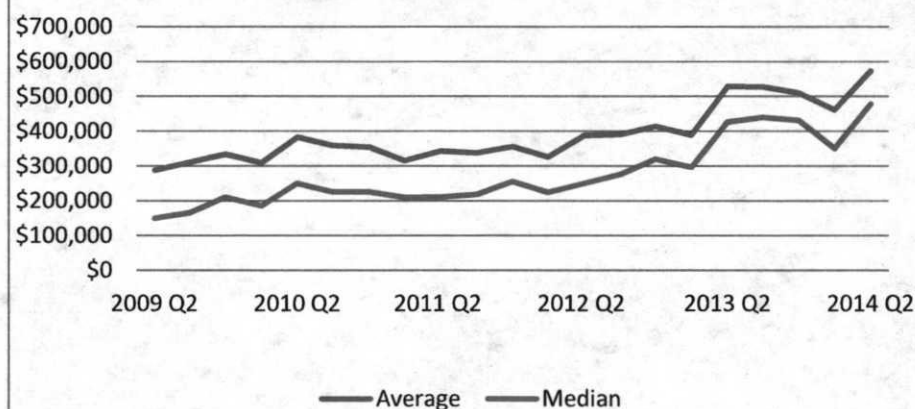
Residential

Median sales prices for multifamily homes have increased nearly 40% since Q2 2013, while detached single family homes have increased 12%. As a result, condominiums in Oakland are now more expensive on average than single family homes. Sale prices for homes in Oakland vary wildly, from foreclosures priced below \$10,000 to \$8 Million (trulia.com.)

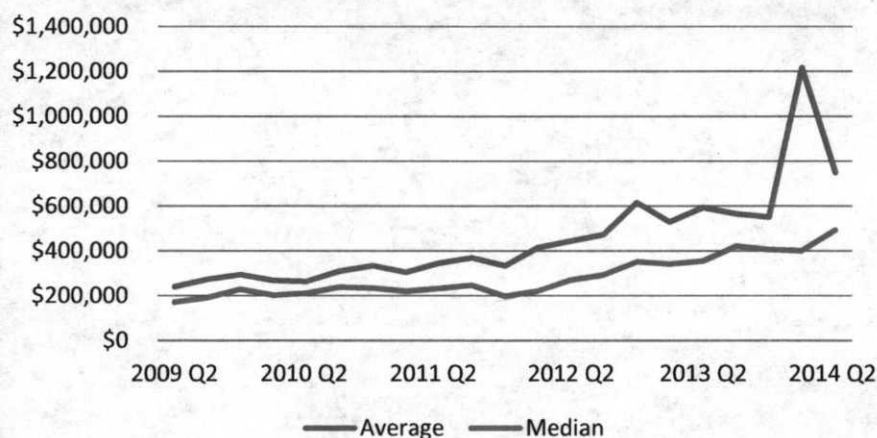
	Q2 2013	Q2 2014	Change
Median Detached Single Family Home Sale Prices	\$426,000	\$477,250	12%
	Q2 2013	Q2 2014	Change
Median Multi Family Home Sale Prices	\$353,250	\$492,500	39.4%

Source: HdL Companies

Detached Single Family Residential Sales, 2009-2014



Multi Family Residential Sales, 2009-2014



Building Permits

	Q2 2013	Q2 2014
Building Permits	0	23

There were 22 Single Family and one Multifamily building permits issued in Q2 2014.

Real Estate – Commercial Leasing

Oakland's commercial vacancies have decreased in all categories since Q1. The industrial vacancy rate in Oakland is the 5th lowest in the nation, with the nearby SF Peninsula reporting the nation's lowest industrial vacancy rate at 3.7%. Oakland's retail vacancy rate is also low at 3%. Office vacancy rates dropped in Q2 below the East Bay average. East Bay vacancies increased slightly from last quarter as new buildings completed construction and were delivered to market.

Within Oakland, the highest office and industrial vacancy rates are in the Airport submarket. The highest retail vacancy rate (8.5%) is in the Port/Jack London Square submarket.

Commercial Real Estate Market, Q2 2014						
	Existing Inventory		Vacant	Vacancy	Under	Annual Average
	Buildings	Rentable Area (SF)	area (SF)	rate	Construction (SF)	Quoted Rates (\$/SF/pa)
Office Market						
Oakland	1,039	27,967,370	3,094,281	10.3%	-	\$21.94
Total East Bay	5,680	113,102,397	12,189,464	10.8%	-	\$24.06
Industrial Market						
Oakland	1,633	39,875,328	1,806,038	4.8%	-	\$7.23
Total East Bay	8,544	280,922,843	21,624,220	7.7%	1,625,747	\$8.42
Retail Market						
Oakland	3,260	19,901,959	635,747	3.0%	55,000	\$20.32
Total East Bay	13,474	127,045,182	5,233,466	4.3%	1,780,796	\$8.42

Source: Co-Star

Development Pipeline

There are 22 projects under construction or just recently completed, including just over 1000 housing units and 2,850,000 square feet of commercial space. An additional 34 projects are in the pipeline, including 8,074 homes and 3,494,500 square feet of commercial space.

HOUSING		COMMERCIAL	
Under Construction	Units	Under Construction	Square Feet
Market Rate	153	Transportation/Logistics	475,000
Senior/Affordable	924	Retail	145,000
		Medical	2,130,000
Total Units Under Construction	1,077	Total Commercial SF Under Construction	2,850,000
Pipeline	Units	Pipeline	Square Feet
Market Rate	7258	Retail	534,500
Senior/Affordable*	816	Retail/Office	900,000
		Retail/Hotel/Office	650,000
*Minimum. Some projects still under determination.		Retail/Entertainment	120,000
		Office	910,000
		Medical	380,000
Total Units in Pipeline	8074	Total Commercial SF in Pipeline	3,494,500



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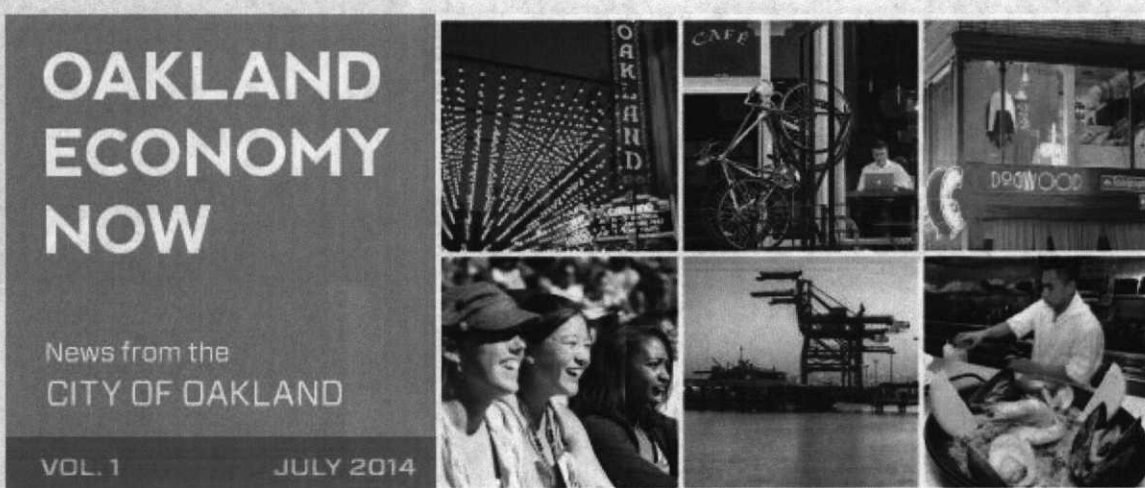
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City of
OAKLAND California

Oakland Economy Now - News from the City of Oakland - July 2014

City of Oakland sent this bulletin at 08/05/2014 03:45 PM PDT



TECH HUB

Vator Splash Conference Celebrates Oakland

With more than 300 businesses and an estimated \$242 million in venture capital invested in the last fifteen months, Oakland's tech community is growing. On May 6th and 7th, the international tech conference [Vator Splash](#) convened investors and entrepreneurs in Jack London Square for a start-up competition. Organizers moved the flagship event from San Francisco in recognition of Oakland's emerging technology cluster. Many Oakland start-ups participated in the competition, including [Clef](#), a mobile security app, and [OppSites](#), a real estate listing app, which won the grand prize. For more information about Oakland's tech ecosystem, check out [LiveWorkOakland.com](#), an information portal formed through a partnership with [The Kapor Center for Social Impact](#). The site tracks the diversity and depth of tech innovation in Oakland,

RESOURCES

[Business Assistance Center](#)

[Zoning & Permit Information](#)

[Foreign Trade Zone](#)

UPCOMING EVENTS

[First Friday Oakland Art Murmur](#)

[Independence Day Festival July 4 @ Jack London Square](#)

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including a database of technology companies as well as makers, designers, and artisans who are creating and using tech tools.

RESOURCES

Oakland a Leader in Community-Based Financing Tools; City Launches Kiva Zip

Microfinance leader Kiva, in partnership with the City, now offers a way to support new businesses and job growth through Kiva Zip, an online crowdfunding tool offering loans to micro-businesses. The City of Oakland is a trustee of Kiva Zip, endorsing loans to small businesses. The loans issued to date have a 100% repayment rate. Recent loan recipients include: [OwlNWood](#), [Pollinate](#), and [Loakal/5733](#). For more information on the program, contact [Aliza Gallo](#), Business Development Manager.

NEW BUSINESS

Bootstrapping Women Define Downtown's New Fashion Retail Cluster

When it comes to defining the look of Downtown Oakland, independent fashion boutiques are gaining on the hyped nightlife — and many of these new businesses are owned and styled by young women. Show & Tell, Owl & Wood, Urban Stitch, and Shoe Groupie are all new boutiques that sell cutting-edge fashion. The boutiques tap into downtown's energy by hosting First Friday events and a shopping blog that pulls together looks from the different stores is underway. Until then, check out online Oakland style magazine [Wear Your Voice](#).



[Temescal Street Fair](#)
July 6

[Broadway Urban Circulator](#)
Study Public Meeting
July 10 @ City Hall,
Hearing Room 3

[Know How To Grow:](#)
[Advice from Entrepreneurs](#)

July 17 @
MIGHTYMinnow, 1140
Broadway, #711

[Successful Business Plans](#)
July 17 @ ACSBDC

[Oakland Makers](#) Artist
Talkback Series
July 21 @ Impact Hub

[Art + Soul Oakland](#)
Aug 2-3 @ Downtown
Oakland

Oakland in the News

[San Francisco Magazine](#)
June Issue

[New York Times, Style](#)
Section, May 2, 2014



Foothill Square Opens: More Retail on the Way

In the spring, the City celebrated the re-opening of the Foothill Square Shopping Center in East Oakland and welcomed new tenants to the rebuilt and remodeled mall. The project includes a 75,000-square-foot Foods Co. grocery store, a Ross department store, Anna's Linens, a Wells Fargo branch and other businesses. Since 2011, over 700,000 square feet of retail has opened in Oakland. This summer, a Sprouts grocery store will break ground on Broadway, and Safeway is expanding in several locations.

DEVELOPMENT

The Hive Opens on Broadway

In May, the Hive, a new mixed-use project developed by Signature Development Group, had its official ribbon-cutting. Located in the Uptown neighborhood, the project is home to Impact HUB Oakland, a co-working space offering innovative programs and community events. Other tenants include Numi Tea, Balfour Beatty Construction, Drake's Brewing Co., Calavera Restaurant, Flynn Architecture, Truve Fitness, and Red Bay Coffee. A second phase of the project will include 104 new apartments. Ahmed Rahim, co-founder and CEO of Numi, explained, "The Hive is about how to live a well-balanced life. Everything a person needs to sustain themselves throughout the day is here."



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Brooklyn Basin Breaks Ground

Brooklyn Basin, a new mixed-use development on Oakland's waterfront, is under construction. The project includes 3,100 units of housing, 200,000 square feet of commercial space and more than 30 acres of parks and open space. It will also include the renovation of two marinas, extensive wetland renovation and create a new link in the San Francisco Bay Trail. The developers behind Brooklyn Basin include Signature Development Group and Zarsion Holdings Group Ltd., a Chinese investor that committed \$1.5 billion to the project. Brooklyn Basin is one of the biggest residential projects in Oakland's history.

LOCAL TALENT

Oakland Establishes Hiring Agreement with CVS Pharmacies

The City has been growing a talent bank through its workforce investment programs and can now offer businesses custom hiring services. The Workforce Development unit has established a Memorandum of Understanding with CVS pharmacies to act as a hiring agency for CVS stores in Oakland, screening applicants through its workforce programs to fill 70 vacant positions. For more information about the program, contact Tamara Walker, Program Analyst.

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Item: 4
CED Committee
September 16, 2014