



City of Alameda

Presentation of the Updated Changes to the Economic Development Program in Alameda Moving Forward

March 05, 2025

- Pre-pandemic and pandemic Economic Development programming
 - Sister City
 - Guaranteed Income
 - Public Arts
 - Cultural Arts Grants
 - Minimum Wage
 - Special Events Permits
- Staff changes – Economic Development Division Mgr.
- Work activity assessment & program moving forward

Updated Programming

Keep existing programs, but add to core Economic Development activities to bring program up to date with best practices to achieve greater results

- Business Attraction Efforts
 - Business Retention Efforts
 - Economic Development Technology
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- **Alameda Point emphasis**

Updated Business Attraction Efforts



- Established ***Storefront Vacancy Assistance Program*** to address storefront vacancies in the Webster & Park Street business districts
- ***Choose Alameda*** business attraction website
- ***SF Business Times*** insert – telling the story of Alameda
- **Enhanced Broker** interaction
- **Joined *Team California***
 - *Outreach to targeted business audiences through trade show conventions*

- **Established Vacancy Program** to help create more vibrant West Alameda & Downtown business districts
- **Assessment & Targeted** assistance
 - Outreach letters
 - Window clings
 - Walk-throughs
 - Process improvements

- **SBDC Contract**
 - East Bay Small Business Development Center (SBDC) to provide small business advising and workshops
- **Business Visitation Program**
 - Established city-wide and Alameda Point ongoing business visits
- **Business Surveys**
 - Conducting targeted business surveys
- **Oakland Alameda Access Project website**
 - Produced web page to highlight business resources
- **Increased Chamber collaboration**
 - Executive Roundtables
 - Business Coalitions

Purpose – Using technology tools to enhance and strengthen Economic Development efforts

- Implementing a **Customer Relationship Management (CRM) system**
 - Salesforce for Economic Development
- **Zoom Prospector**
 - City demographic and business data used by site selectors for business attraction
- **Retail Lease Trac**
 - Subscription service used for retail attraction



- **Financial Consultant** - Contract to provide financial assessments for Alameda Point businesses
- **Spirits Alley Shade Structures** – Contracting with biologist and architectural firm to assist with applications for approval of shade structures for Spirits Alley back patios
- **Wayfinding/Placemaking** – Contracting with project manager to assist with wayfinding/placemaking on Alameda Point

- **Marketing Consultant** – Contract with marketing consultant to assist with marketing materials needed for attraction efforts
- **Oakland Alameda Access Project** – Continue to explore programs to assist businesses during the construction period
- **Wayfinding** – Continue project on Alameda Point as well as expansion of the program to entrance points of the City