

Enterprise District Marketing Strategy— 6 Month Update

City Council
June 7, 2016



Recommendation

- Accept Enterprise District Marketing Strategy Document and 6-month Status Update

Background

- ❑ 10/20/16 -City Council Approval of Marketing Strategy
 - ❑ Use existing contract with Cushman & Wakefield
 - ❑ Link marketing phases to Site A progress
 - ❑ 6-month updates to evaluate approach and pivot, if necessary



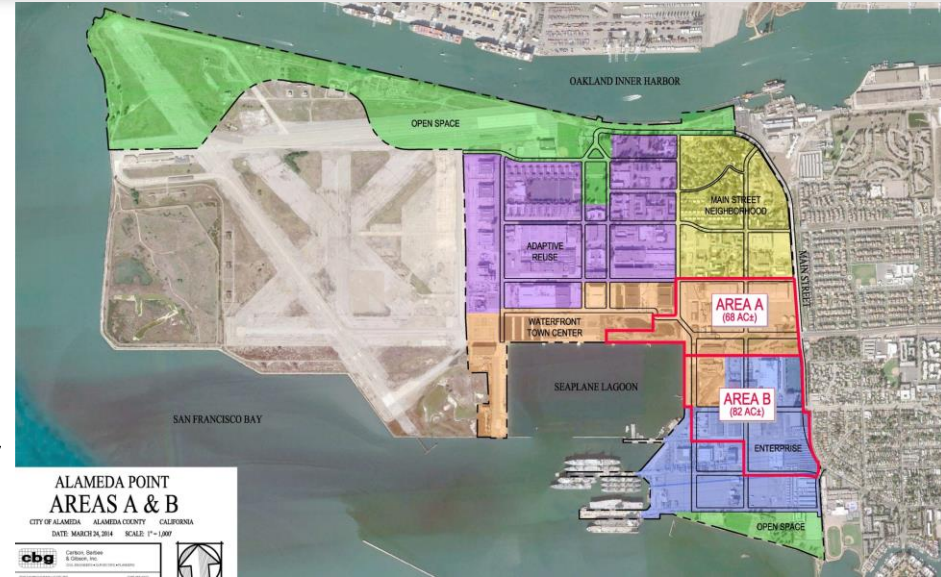
Enterprise District Vision

- Strategic land use planning for Enterprise District as part of 2014 zoning amendment
 - Catalytic commercial uses with spin-off potential
 - Job creation
 - Working waterfront
 - Minimize impacts in transition areas
- Four sub-districts within Enterprise Area created to address vision



Benefits of Strategy

1. Primary focus on end users, not developers and avoids stigma
2. Cost efficient by using existing listing agent and commission structure
3. Flexible approach that can evolve easily and avoid premature ENA or DDA



Marketing Strategy

- Awareness Phase:
 - Site A Pre-Infrastructure/
Phase 1 Closing
 - 9-14 Months
- Connection Phase:
 - Site A Phase 1 Infrastructure Begins
 - 10-36 Months
- Delivery Phase:
 - Site A Phase I Infrastructure
Completed
 - 18-48 Months



Roles & Responsibilities

- **City of Alameda**
 - Provide ongoing oversight of effort
 - Participate in key user and developer meetings
 - Lead transactional negotiations
 - Evaluate progress and recommend changes and improvements to approach
- **Cushman & Wakefield**
 - Execute marketing and outreach strategy
 - Frontline point of contact for new interest
 - Participate in transactional negotiations, when appropriate
 - Provide input to changes to approach



6- Month Deliverables/Metrics

Awareness Phase

- Produce a new marketing piece
- Produce an article in regional press
- 2 specific broker blasts per month (approx. 750 recipients)
- Presentations to two regional brokerage houses per month
- Weekly targeted mailers to regional tenants/users (25 weekly)
- Keep updated information on LoopNet & Costar & C&W websites
- Track inquiries

6-Month Accomplishments

- New Enterprise District Marketing Brochure
- 8 Broker Blasts to 1,600 tenant list
- 7 presentations to 7 different brokerage houses
- 257 mailers targeted to regional tenants/users
- 175 follow-up calls
- Up-to-date information on websites
- 100 inquiries

Relevant Themes

- Attracted to availability of land and possibilities for expansion
- Interested in timing of ferry terminal; seen as a plus
- Concern about timing of infrastructure and associated risks
- Concerns about access
- Excited about new housing at Site A

Next Steps

- Continue Awareness Phase strategies
 - articles, broker blasts, presentations, mailers, information on-line marketing portals
- Report back in 6-months

Q & A

