

BUSINESS SECTORS TARGETED FOR GROWTH

The following are the six industry sectors identified for future growth:

- 1. Life Sciences.** Alameda features a rapidly growing cluster of life science businesses. The City has an opportunity to grow existing firms and attract new ones. The corresponding strategies focus on:
 - Marketing Alameda's advantages for life sciences businesses to compete for a greater share of the region's growth in this sector,
 - Removing regulatory barriers to growth, and
 - Deepening the network of local and regional businesses and investors in Alameda
- 2. Clean Tech/ Green Tech/ High Tech.** Clean tech, green tech, and high tech businesses research, develop, and/or produce products that enhance environmental sustainability and advance technological innovation. This industry includes software and computer technology, alternative energy, and other advanced manufacturing and high tech businesses. Alameda is positioned to capture a share of the growth in the clean tech / green tech / high tech industry, due to its central location within the East Bay region, which has a strong hub of these industries. The following strategies establish a multi-pronged approach for:
 - Attracting startups,
 - Increasing workforce preparedness, and
 - Heightening awareness of Alameda and integration within the larger regional clean tech, green tech, and high tech industries.
- 3. Blue Tech and Maritime.** As a waterfront community with access to the bay and estuary, Alameda is a competitive location for businesses in the maritime and "blue tech" industries. This includes industrial/commercial maritime businesses that provide ship building and repair, recreational marinas, and "blue tech" research and development, engineering, software, and advanced manufacturing. Alameda should actively prioritize and pursue opportunities to support its existing maritime and blue tech businesses, recognizing that they are a core component of Alameda's economy and community identity. Some of the suggested strategies include:
 - Creating and implementing an action plan for job growth in the maritime sector,
 - Reviewing waterfront land use and zoning regulations to preserve these uses, and
 - Increasing workforce preparedness for occupations in these sectors.
- 4. Retail and Restaurants.** The market for retailing is rapidly changing, as consumer preferences have shifted to more online shopping and delivery services. At the same time, consumers are committing a greater share of their spending on experiential retail (dining, personal services, and fitness), offering new opportunities for businesses to incorporate more interactive experiences into their stores. The proposed strategies include:
 - Supporting existing shopping and dining districts by working with private property owners and business associations to improve retail spaces and the public realm,
 - Recruiting and retaining tenants,
 - Assisting with marketing, and
 - Providing technical assistance to businesses.

5. Tourism and Hospitality. Alameda’s visitor destinations include museums, food and beverage manufacturing at Spirits Alley, and recreational activities/venues, especially on the waterfront. The City’s hotel properties generate transient occupancy tax revenue, an very important funding source for Alameda. The strategies concentrate on:

- Promoting a unified image of Alameda’s destinations,
- Facilitating hotel growth,
- Improving access to destinations, and
- Exploring opportunities and funding sources to grow new destinations.

6. Artists and Small Manufacturers—Alameda has an established community of artists, “makers,” and small manufacturers, many specializing in the food and beverage sector, drawn to Alameda’s “funky” environment and historic buildings. The strategies include:

- Facilitating the process for artists and new businesses to find space and for existing businesses to expand their facilities,
- Pursuing funding to improve infrastructure at Alameda Point for existing artists and small manufacturers, and
- Enhancing opportunities for local artists and makers to showcase their work.

CRITICAL SERVICES TO SUPPORT INDUSTRY SECTORS

The EDSP also highlights the need for the City to implement essential services – including transportation, housing, workforce development, and supportive regulatory policies – that would enable Alameda to achieve its economic development goals.