

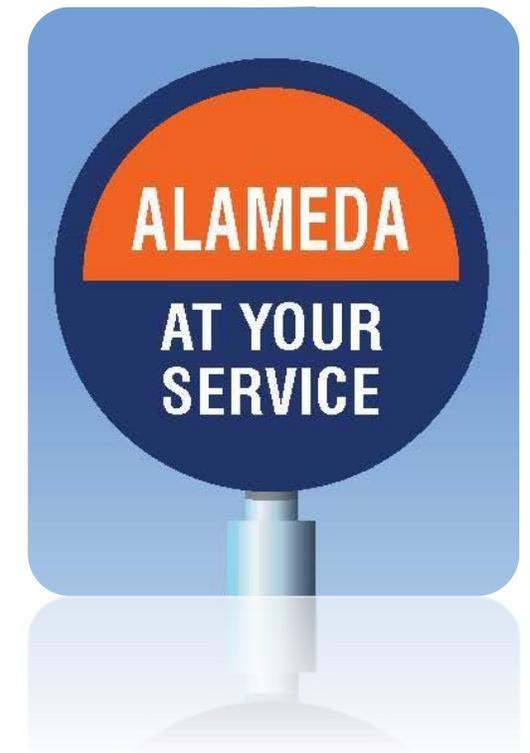
ECONOMIC DEVELOPMENT



A Division of the Community Development Department
Presentation to City Council
April 7, 2015



Mission: Grow Alameda's tax and employment bases through the diligent pursuit of business *retention, expansion, and attraction* projects, related real property development, and workforce development.



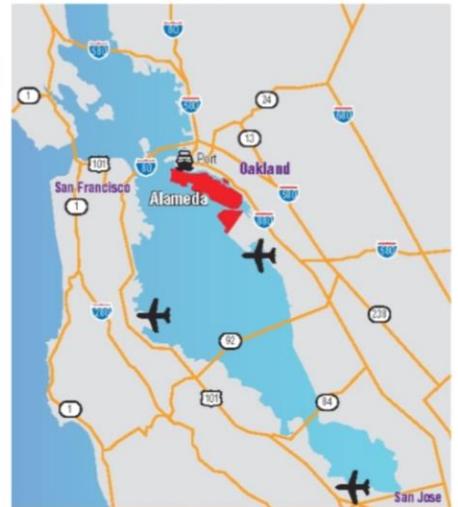
Seven Strategic Focus Areas...

- Marketing
- Cluster & Sector Development
- Commercial Development
- Retail and Small Business Development
- Workforce Development
- External Relations
- Data and Benchmarking



One. MARKETING – Aggressively market the City as a viable, affordable, and dynamic business location through: traditional and web-based advertising; high-quality collateral materials; robust web and social media presence; and attendance at regional and national trade and industry association shows and conferences.

CHOOSE ALAMEDA FOR... BUSINESS



and join a dynamic community with exceptional business fundamentals

Location: With three international airports within an hour's drive, the Port of Oakland less than a half mile away, easy rail and interstate access, and downtown San Francisco and Oakland skylines within sight, Alameda truly is the center of the Bay Area.

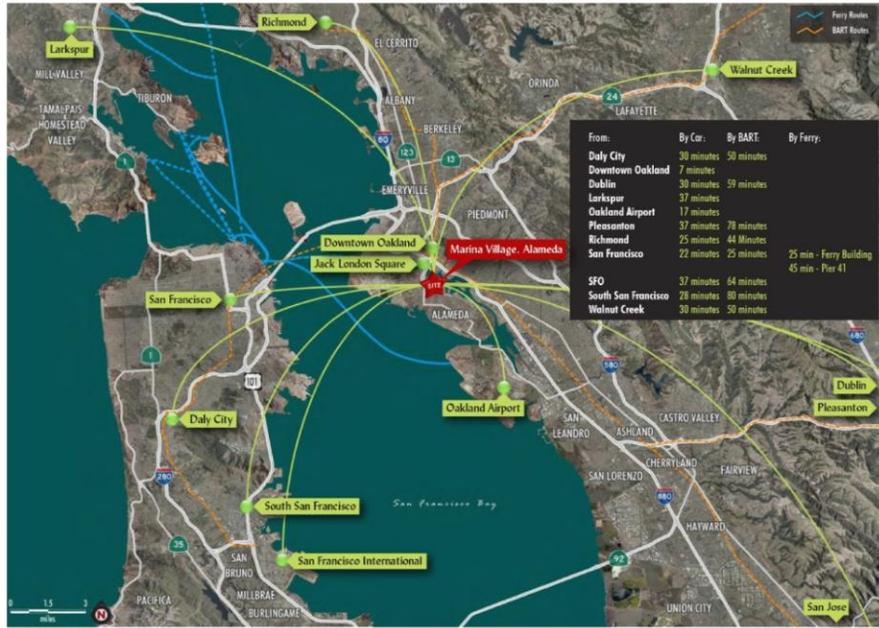
Cost: With affordable rents, low business taxes, ample free parking, clean and reliable municipally owned power, and an A-rated broadband system, Alameda's annual business operating costs are nearly ten cents per square foot lower than its competitors.

Quality of Life: With low crime, a relaxed waterfront culture, exceptional weather, an educated and affluent population, a family-friendly community, and a location second to none, Alameda is at the center of it all.

At Your Service: Our talented staff of dedicated professionals is here to help your business with its relocation or expansion needs. From concept to ribbon cutting, you will be our top priority because when you succeed, we succeed.

Contact us to get started (510) 747-6890 www.choosealameda.com #ChooseAlameda

Travel Time Map



From:	By Car:	By BART:	By Ferry:
Daly City	30 minutes	50 minutes	
Downtown Oakland	7 minutes		
Dublin	30 minutes	59 minutes	
Larkspur	37 minutes		
Oakland Airport	17 minutes		
Pleasanton	37 minutes	78 minutes	
Richmond	25 minutes	44 minutes	
San Francisco	22 minutes	25 minutes	25 min - Ferry Building 45 min - Pier 41
SFO	37 minutes	64 minutes	
South San Francisco	28 minutes	88 minutes	
Walnut Creek	38 minutes	58 minutes	

CBRE

Two. CLUSTER & SECTOR

DEVELOPMENT – Define and identify total economic impact of Alameda’s key industry clusters and sectors. Identify emerging, contracting, and stabilizing sectors and tailor programs and initiatives accordingly. Identify and engage industry leaders in key sectors.



Three. COMMERCIAL DEVELOPMENT –

Coordinate with brokers, owners, tenants, and business associations to recruit businesses with high tax and jobs impact. Facilitate business expansion projects and forestall relocation threats. Expedite project approvals and permits.

CITY OF Alameda

1 Alameda Point (former Naval Air Station)

- 918 acre portion of the former Naval Air Station available for development and adaptive reuse.
- One of the best remaining real estate opportunities for large scale development in the East Bay.
- Home to over 100 businesses, employing more than 1,000 workers.
- Wide variety of space available.

Major Businesses
 Bladium Sports & Fitness Club
 Rock Wall Wine
 Rosenblum Cellars
 St. George Spirits
 Faction Brewing Company
 Natel Energy
 Makani Power
 Power Engineering Contractors

2 ALAMEDA LANDING

- Up to 400,000 sq. ft. of R&D and office space available for development.
- Construction underway on new Target-anchored center.

3 MARINA VILLAGE BUSINESS PARK

- 1.2 million sq. ft. of multi-tenant office and office-tech buildings with wide range of space options available.

Major Businesses
 Wind River
 MBH Architects
 Bioneer, Inc.
 Berkeley Heart Lab
 Telcare Corp.
 Extended Stay America Hotel

4 HARBOR BAY BUSINESS PARK

- 1.8 million sq. ft. business park with fully entitled land available and backbone infrastructure in place for built-to-suit projects.

Major Businesses
 VF Outdoor, Inc. (NorthFace, Jansport, Lucy)
 Abbott Diabetes Care
 ABB Concise
 Celera
 Donusenor
 Semifreddi's
 Peet's Coffee & Tea Roasting Facility
 Hampton Inn & Suites
 Extended Stay America Hotel
 Oakland Raiders Offices and Training Facilities

Major Commercial and Industrial Clusters

1. Computer Software
2. Alternative energy technologies
3. Health care & biotechnologies
4. Maritime industries
5. Specialty beverages & food production

Alameda Office and Commercial Space

- A creative, vibrant work environment with an inspiring natural setting and dedicated waterfront pedestrian walkways.
- Easily accessed by freeway, BART express shuttle, AC Transit, ferry, and Oakland International Airport.
- World-class workforce.
- Clean, affordable electricity and reliable customer service with the City's municipal electric utility.
- Safe and inviting community.

LEGEND

- Major Road
- Secondary Road
- Neighborhood
- Neighborhood Station
- Marina
- Ferry Terminal
- Business Parks and Development Sites
- Regional and Community Shopping Centers
- Historic "Main Street" Business District
- Parks

Commercial Opportunities

Economic Development · 2263 Santa Clara Avenue · Alameda, CA 94501 · (510) 747-6890 · alamedaca.gov

Four. RETAIL AND SMALL BUSINESS DEVELOPMENT –

Engage and support small businesses and business associations with a focus on Webster Street, Park Street, station areas and shopping centers. Manage the City's Business Improvement Areas. Engage and support shopping center owners and tenants.



Five. WORKFORCE DEVELOPMENT – Assist Alameda employers meet their hiring needs, with particular emphasis on hiring qualified Alameda residents.



Six. EXTERNAL RELATIONS –Represent Alameda’s business and civic interests with local, regional, and national government, trade, and industry associations. Coordinate efforts with government, business, civic, and non-profit partners.



Seven. DATA AND BENCHMARKING – Use quality and timely economic and demographic data to define Alameda’s economy, inform decision-making and program development, and benchmark performance.

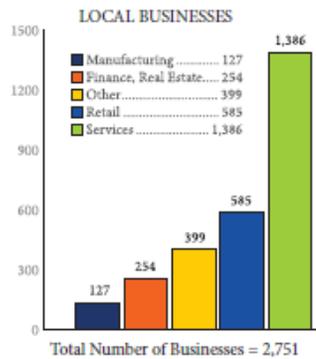
ECONOMY

Alameda’s economy includes 5 major industry clusters:

- Computer software
- Energy efficiency and alternative energy technologies
- Health care and bio-technology
- Maritime Industries
- Specialty beverages and food production

Business Parks

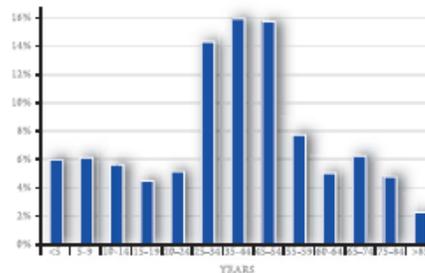
- **Marina Village** – 1.2 million sq. ft. of multi-tenant office and office-tech facilities in top-rate business park; wide range of space options available with beautiful views of the estuary and East Bay hills.
- **Harbor Bay Business Park** – 1.8 million sq. ft. with more than 30 acres of fully entitled land available for immediate development on the waterfront and only minutes from the Oakland International Airport.
- **Alameda Point (former Naval Air Station)** – major development opportunities available on 852 acres of prime real estate with stunning views of the Bay and the San Francisco skyline.
- **Alameda Landing** – Project entitlements for up to 400,000 sq. ft. of shoreline space available for commercial development.



ALAMEDA OFFERS THE ONLY BAY-FRONT SITES LARGE ENOUGH FOR THE DEVELOPMENT OF CORPORATE CAMPUSES.

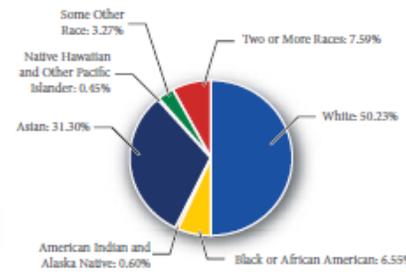
POPULATION

POPULATION BY AGE



Total estimated population (2014): 76,437*
 Daytime Population = 22,283
 Male: 48%*
 Female: 52%*
 Median Age: 41.9*
 Average Age: 41.0*

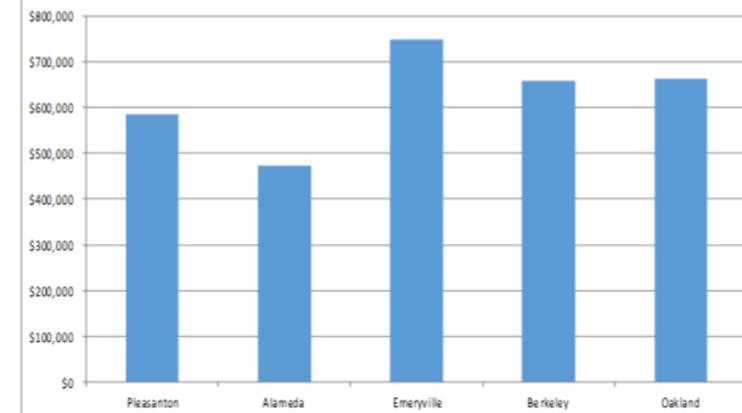
POPULATION BY ETHNICITY (2014)



Voter Registration: 43,831**
 Average Household Income: \$97,265*
 Median Household Income: \$73,496*

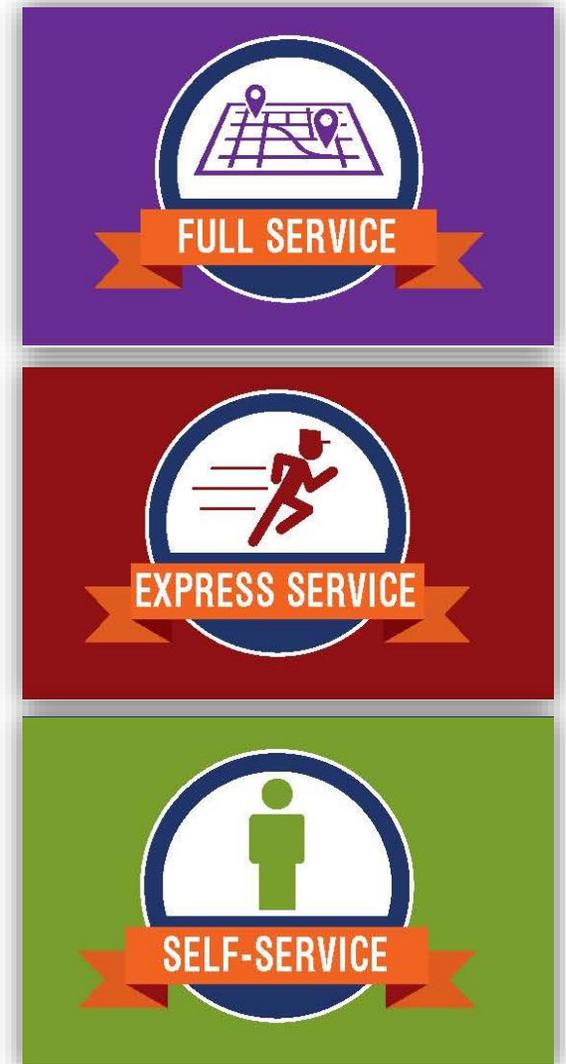
*Source: Claritas (2014)
 ** Alameda County Registrar of Voters

Annual Cost of Doing Business



KEY PROGRAMS AND INITIATIVES

- Business Visitation Program (targeting top 75 aggregate tax generating and largest employer businesses)
- Alameda At Your Service (commercial entitlement / permit expediting program)
- New Business Welcome Program
- New Business Meet & Greet Program
- Startup Assistance Program
- Workforce Development
- Annual Broker Event
- Print Advertising Program
- Monthly Business Newsletter
- Social Media Program
- Alameda Island Shopper Campaign
- Business Improvement Area (BIA) Management



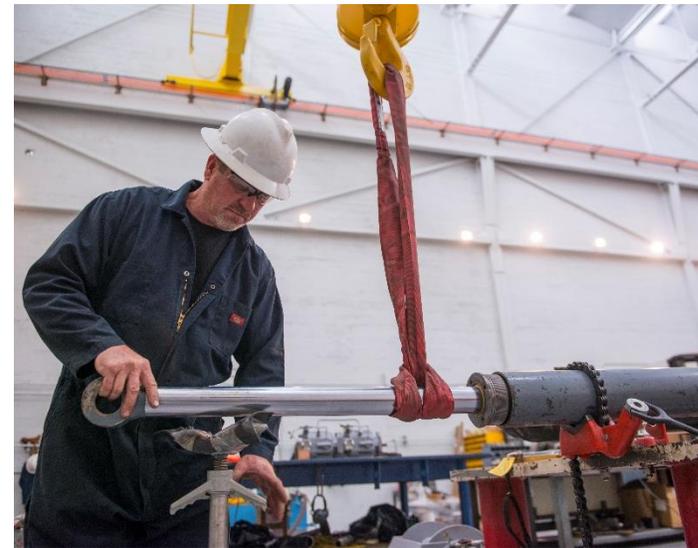
KEY ACCOMPLISHMENTS IN 2014-15

- Created Economic Development Division and hired Division Manager
- Engaged the business community via 289 separate meetings through March 30th
- Attracted key businesses to Alameda including Sila Nanotechnologies, Wrightspeed, McGuire & Hester, Concrete Works
- Assisted major businesses with expansion plans including Penumbra, VF Outdoor, ABB Optical
- Placed 21 separate advertisements in local, regional, and national publications
- 2nd Annual Brokers' Event
- Marketed City at ICSC Las Vegas, San Diego, and Monterey
- Three East Bay EDA Innovation Award finalists; two winners
- Sunset Magazine Awards finalist: *Best Municipal Makeover*



FUTURE PROGRAMS AND INITIATIVES

- Mayor and City Council's Economic Development Advisory Panel
- Façade Improvement Grant Program
- Sector Focus Groups
- Redesigned Business website; commercial recruitment and local shopping micro-sites
- Commercial recruitment marketing campaign
- Quarterly Market Snapshot, Development Pipeline, and Sales Tax Reports



COUNCIL MEMBER REFERRAL

- Economic Development Strategic Plan
- Re-establish the Economic Development Commission
- Recommendations

EXISTING ECONOMIC DEVELOPMENT STRATEGIC PLAN

- Adopted by Council in July 2000
- Review of Plan initiated in 2005 by Economic Development Commission
- EDC established a Subcommittee to guide update process w/ extensive community engagement
- Revised Plan adopted by Council in January 2008
- Funds have been identified in the FY 15/16 Economic Development Division budget for updating the Plan
- Subject to Budget finalization, staff will recommend formation of a Council-appointed Ad-Hoc Committee to guide preparation of an Economic Development Strategic Plan in FY 15/16

2008 ECONOMIC DEVELOPMENT STRATEGIC PLAN KEY STRATEGIES

1. Create industrial and office jobs
2. Increase availability and quality of retail goods and services
3. Foster business travel market and limited-impact tourist attractions
4. Create recreational and entertainment facilities
5. Provide for internal and external multimodal circulation
6. Foster new enterprises
7. Promote affordable housing

ECONOMIC DEVELOPMENT COMMISSION

Purpose: “to provide planning and leadership in the areas of economic development, redevelopment, and commercial revitalization in Alameda; to enhance policy advice to Council; and to encourage a greater integration, coordination, and cooperation for economic development”

- Disbanded by Council on October 1, 2013
- Adopted three new approaches by which Council would guide Economic Development policy
 1. Use of ad-hoc committees and task forces (on-going)
 2. Enhanced coordination and information sharing among businesses and associations (on-going)
 3. Create a Mayor’s Economic Development Advisory Panel

Mayor's Economic Development Advisory Panel

Purpose: “enhance the business climate of Alameda’s business parks and commercial districts, and support the growth of Alameda’s identified commercial and industrial clusters [and sectors] by providing both strategic policy and tactical business attraction and retention advice to the Council and staff.”

- Flexible: Intended to be a more flexible structure and approach; accessing resources and personal contacts of business community as, and when, needed to help “close” the deal.
- Focused: Use of ad-hoc committees to study key issues or policies and advise Council and staff of recommended actions.
- Ambassadorial: Work directly with business leaders and CEO’s of key companies to have them act as ambassadors of Alameda for recruitment of new companies.

Mayor's Economic Development Advisory Panel

Key Activities:

- Identify potential business retention, expansion, and attraction leads, and specific initiatives or policies needed to retain, expand, and attract important industry sectors
- Participate in high-value business visitations
- Advise and/or report to the Mayor, Council, and staff on specific public policies or programs
- Carry out special recruitment activities, which may be either site-specific or for market segments
- Act as ambassadors of the City by providing third-party validation and testimony to assist staff with business retention, expansion, and recruitment activities
- Conduct such special projects as Council and staff request from time to time

Mayor's Economic Development Advisory Panel

Recommended Structure:

- Panel to consist of seven members nominate by Mayor and confirmed by Council
- Two-year terms
- Composed of high-level business executives
- Chosen from the following sectors:
 1. *Non-profit and workforce development*
 2. *Specialty food & beverage*
 3. *Maritime industry and services*
 4. *Clean-tech / green-tech*
 5. *Bio-tech / healthcare*
 6. *Commercial property owners (i.e. business parks and shopping centers)*
 7. *Retail districts & business associations*
 8. *Real property construction and development*
 9. *Banking and finance*
 10. *High-tech (i.e. software, computers, mobile applications)*

Mayor's Economic Development Advisory Panel

Next Steps:

- Develop a representative list of CEOs and business leaders from the above ten economic sectors
- Work with the Mayor to identify and recruit seven Advisory Panel members for Council consideration
- Present Mayor's nominations for Council consideration and appointment
- Convene inaugural Advisory Panel meeting during summer 2015

Recommendations:

- *Establish the Mayor's Economic Development Advisory Panel in lieu of re-establishing the Economic Development Commission*
 - *If Council concurs, staff will return to Council with a formal recommendation on the membership and format of the Mayor's Economic Development Advisory Panel*

ECONOMIC DEVELOPMENT



We're Here to Help

If you are a business, property owner, or broker interested in doing business in Alameda, or an existing business already here, our Economic Development Division staff of dedicated professionals are here to assist you over the full life-cycle of establishing or operating your business in Alameda, from site selection to ribbon cutting. Please give us a call at (510) 747-6890, e-mail econdev@alamedaca.gov, or stop by and talk with us. We are located at Alameda City Hall, 2263 Santa Clara Ave, Suite 120.

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