

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 spinoff potential
 - Job creation
 - Working waterfront
 - Minimize impacts in transition areas
- Four sub-districts within Enterprise Area created to address vision





Benefits of Strategy

- 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



