

EAST BAY EDA ACCOMPLISHMENT/S

Fiscal Year 2009-2010

The East Bay Economic Development Alliance (EDA) expands countywide economic development efforts by augmenting and coordinating existing city, County, and private economic development efforts and by addressing critical infrastructure and business climate issues. The cost of the program is shared by public and non-profit agencies and the private sector.

Goals:

To encourage business investment and job growth in the East Bay through targeted business attraction, expansion and retention programs, in partnership with local governments.

To capitalize on the East Bay's research and development and educational institutions and the culture of innovation that thrives throughout the East Bay's industries and economy.

To provide timely economic/demographic information and analysis on the East Bay economy.

To collaborate with counties, cities, chambers of commerce, utilities, and regulatory agencies to improve the businesses climate, retain quality jobs and encourage investment.

To focus attention and resources on infrastructure needs and solutions, and access key State and federal programs.

To strengthen worker training and skill development programs to enhance the East Bay's regional competitiveness and to retain and attract jobs.

Objectives:

- Promote the region via ads, tradeshow and the Internet and provide the information businesses need to make business expansion and location decisions in the East Bay.
- Facilitate access to and help increase the reach of East Bay business resources, including the Industrial Development and Recovery Zone Facility Bond programs.
- Identify and support industries and businesses at risk and with growth potential and assist cities, counties and the State in developing programs and resources to assist them.
- Increase commercialization of technology from the region's world-class research and development institutions through joint venture, cooperative research and development partnerships, particularly around green-tech, clean-tech and alternative energy.
- Provide East Bay forecasts and economic and demographic analysis, industry trends and cluster analysis.
- Work with the Alameda County Community Development Agency and city economic development directors in Alameda and Contra Costa Counties to develop sub-regional forums.

- Released the UCLA Anderson Forecast's quarterly economic outlook for East Bay in July and October 2009 and January and May 2010 and five economic analysis newsletters to over 3,000 business, government, media, financial and trade group users.
- Prepared annual East Bay indicators report examining the region's economic, health, educational and workforce performance during 2009. The report was co-authored with United Way of the Bay Area and the report given its own website www.eastbayindicators.org.
- Worked with 23 companies seeking to secure Industrial Development Bonds (IDB) for expansion and worked with three Alameda County Cities and the County and talked to 14 businesses regarding ARRA Stimulus Recovery Zone Facility Bonds (RZFBs) to stimulate job growth. An \$8 million RZFB was issued for Dale Hardware, using Alameda County and City of Fremont allocation.
- Provided assistance to a total of 242 businesses including: 36 expansions and 61 new businesses
- 28 of these businesses were looking for a new site, 14 businesses were provided East Bay information and 3 site tours coordinated, and two retention efforts that included Bayer manufacturing (1,300 jobs) and the expansion of Solyndra (2,000 jobs).
- Co-led efforts to retain New United Motor Manufacturing Inc as an automobile supplier to Toyota -- following closure announcement (August) worked to secure resources for workers, suppliers and communities impacted by the April closure.
- Assisted cities in East Bay marketing sub-regions with business networking and development events and internet promotion.
- Provide support to the East Bay Green Corridor Partnership to expand to 13 partners and put in place a structure for regional collaboration.

Performance Measures:

East Bay EDA	FY 2008 Actual	FY 2009 Actual	FY 2010 Actual	FY 2010 Goal
<u>Effort Measure</u>				
# of businesses served	270	225	242	250
<u>Effectiveness Measures</u>				
Investment in Alameda County (Industrial Development/Facility Zone Bonds	\$6.1 M	\$7.775M	\$8 M	\$15 M
Ratio of workforce to housing units	1.34	1.33	1.33	1.33
# of East Bay EDA members	748	791	793	800
# of reports and analysis completed	14	13	13	13

www.eastbayeda.org Website Statistics

	FY 2007-08	FY 2008-09	FY 2009-10	% Chg 07-08 to 08-09	% Chg 07-08 to 08-09
Total Sessions	117,925	147,768	219,924	25.3%	48.8%
Total Pageviews	440,902	630,479	684,501	43.0%	8.6%
Total Hits	1,667,931	1,737,749	1,738,389	4.2%	0.0%
Total Bytes Transferred (GB)	50.12	81.01	93.75	61.6%	15.7%
Average Sessions Per Day	322.20	404.84	602.53	25.6%	48.8%
Average Pageviews Per Day	1,204.65	1,727.34	1,875.35	43.4%	8.6%
Average Hits Per Day	4,557.19	4,760.96	4,762.71	4.5%	0.0%

Average Bytes Transferred Per Day (MB)	140.23	221.94	263.01	58.3%	18.5%
Average Pageviews Per Session	3.74	4.27	3.11	14.2%	-27.1%
Average Hits Per Session	14.14	11.76	7.90	-16.8%	-32.8%
Average Bytes Per Session (KB)	445.67	548.21	446.98	23.0%	-18.5%
Average Length of Session	0:18:22	0:14:00	00:16:13	-23.8%	15.8%

BY10 – Organization Members

Membership Count by Ownership	
Ownership	CountOfCompany
City-County	37
Non-Profit	47
Private	51
Public-Education	16
Special District	16
Total	167

BY10 – Organization Representatives

Membership Count by Ownership	
Ownership	CountOfRepresentatives
City-County	359
Non-Profit	66
Private	146
Public-Education	94
Special District	128
Total	793

BY10

Membership Count by Type (principal contacts)	
Business Type	CountOfCompany
Agriculture	1
Construction	3
F.I.R.E.	12
Government	51
Manufacturer	1
Manufacturing	8
Retail	1
Retail Trade	2
Service	68
Special District	4
Trans/Public Util.	15
Wholesale Trade	1
Total	167