

East Bay Economic Development Alliance (East Bay EDA)

ACCOMPLISHMENTS

Fiscal Year July 1, 2006-June 30, 2007

This report was prepared for the East Bay EDA Board of Directors' April 12, 2007 Retreat; it includes the fiscal year's accomplishments through March 30, 2007.

Summary

An increase in business development activities, membership participation and key investments in the regions transportation and research infrastructure has highlighted the East Bay Economic Development Alliance's year to date.

The name change/re-branding decision at the end of the last fiscal year - from the Economic Development Alliance for Business (EDAB) to East Bay Economic Development Alliance (East Bay EDA) – has largely been implemented this year, including the new website (www.eastbayeda.org) and virtually all of the collateral and marketing materials. There has also been a significant increase in opportunities for member involvement through workshops and co-sponsored events.

The East Bay EDA's collaborative efforts with affiliate organizations reached unprecedented levels of success this year. Two particularly notable results were the University of California, Berkeley and Lawrence Berkeley National Laboratory success in obtaining an unprecedented \$500 million grant from the global energy firm BP to develop new sources of energy and the allocation of \$651.8 million by the California Transportation Commission for East Bay projects.

There has been a significant increase in business attraction projects, with 14 that came via the State of California's CALBIS staff that the East Bay EDA coordinated site searches for, with one resulting in a new business location in Fremont. That success was joined by a data center company locating in Oakland and a specialty food processor in Fremont. In total, the East Bay EDA worked on 64 business attraction projects, 31 expansion, 48 information and 9 retention clients.

Successful business expansion (Industrial Development Bond) projects have also significantly increased. Five are expected to close this fiscal year with a total exceeding \$17 million, retaining about 550 jobs and potentially creating 200. The increase in the capital expenditure limit from \$10 million to \$20 million (the Tax Exempt bond maximum remains at \$10 million) that was effective January 2007 should result in even more and much larger projects as businesses become aware of the changes.

Business Retention, Development and Attraction

❖ Client Services Summary:

- Types of leads: 64 New Businesses; 31 Expansions; 48 Information; and 9 Retention Clients.
- Referral Sources: 58 TeamCA Tradeshows; 16 State of CA; 15 Internet; 12 Industrial Development Bonds (IDBs) Mailing; 5 TeamCA Ads; and 9 City/County Referrals.
- Types of Service: 40 East Bay Information; 38 General Information; 20 Site Searches; 9 Technical Assistance; 8 Referrals; 3 Research; and 1 International Trade (note: some clients received more than one type of service).
- Site Searches: Site location information requests from 20 companies resulted in 14 projects that warranted coordinated responses from city members. East Bay EDA marketing efforts helped in 3 successful East Bay business locations: a laser machining company and a specialty food processor that located in Fremont and a data center company that is locating in Oakland.
- Business Investment – IDBs: Information sent to 653 local businesses (from EDD Database); resulted in 17 potential clients and 5 project applications totaling \$17.075 million that would help retain 548 jobs and are projected to create 198 additional jobs. Four of these projects will have closed by the end of April and the other application has been sent to the State and should close in June.

❖ Collateral Material

- A new IDB brochure that includes the federal IDB program changes as well as the East Bay EDA name change was developed and printed.
- The bi-annual 2006-2008 East Bay Business Resource Guide, which is used as East Bay EDA's primary marketing piece, was completed. This 36 page, four-color publication lists some 200-business resources, the descriptions and economic development contacts for 20 East Bay cities and Alameda and Contra Costa Counties, as well as information on living, working and doing business in the East Bay.
- The 2006 East Bay Indicators publication.
- An ad for the 3 Book of Lists publications was designed featuring the new website.
- Booth graphics were obtained with new graphics, updated information panels and a map and new wall banners and a table covering were obtained for use at tradeshows and events.
- An East Bay EDA email template for communications and recognition was designed and an East Bay location map (for the internet, publications and an insert for mailings) was designed and printed
- Business cards, envelopes, membership certificates and certificates of appreciation and official and marketing letterhead were also designed and printed.
- Staff redesigned the Resolution used to recognize East Bay EDA supporters as well as new fax forms, invoices, billing forms and memos.

❖ Tradeshows:

- The CoreNET 2006 tradeshow (TeamCalifornia booth) yielded 400 corporate real estate executive attendees who were sent follow-up mailers – two of these were managing construction projects in the East Bay.
- The Medical Device & Manufacturing 2007 tradeshow (TeamCalifornia booth) had 16,000 attendees; 47 of the exhibitors were from the East Bay and were sent resource information;

and 31 leads received follow-up contact (one was a San Leandro business considering expansion/relocation).

❖ Advertisements:

- Three half-page, full-color ads were placed within three annual Bay Area publications: East Bay Business Times' Book of Lists; San Francisco Business Times' Book of Lists; and the San Jose Book of Lists' Book of Lists.
- For national ad exposure, the East Bay EDA relies on its membership in TeamCalifornia and the ads it places in site selection industry publications. So far this year, only one ad has been placed by TeamCalifornia, (in Area Development), that has resulted in 16 leads, of which 7 were responded to. 4 to 5 ads generating a 100 leads should be in place next year.

❖ Internet:

- Usage of the internet website, www.edab.org has grown considerably when compared to the previous year's data for the same time period - the number of total visitors increasing by 89.2%, pageviews by 23.6% and total hits by 15.3%.

Report for: edab.org	Date Range: 7/1/2005 - 3/6/2006	Date Range: 7/1/2006 - 3/6/2007	Increase or Decrease	Percent Change
Total Visitors	146,546	277,276	130,730	89.2%
Total Pageviews	447,754	553,462	105,708	23.6%
Total Hits	2,380,901	2,744,204	363,303	15.3%
Total Bytes Transferred (GB)	35.13	56.17	21.04	59.9%
Average Visitors Per Day	603.6	1,113.6	510.0	84.5%
Average Pageviews Per Day	1,842.6	2,222.7	380.1	20.6%
Average Hits Per Day	9,797.9	11,020.9	1,223.0	12.5%
Average Bytes Transferred Per Day (MB)	148.0	231.0	83.0	56.1%

- The new replacement website, www.eastbayeda.org is about three-quarters done; late April 2007 is the target date for completion (for more info go to Re-Branding/Membership).
- A placeholder, referral page was developed for www.eastbayeda.com.
- The www.bayareaeastshore.com website was maintained.
- A demonstration website www.eastbayjobshousing.org was designed by staff for the Workforce Housing Coalition

Economic Data and Resources

❖ Economic Forecasts and Analysis:

- The UCLA Anderson Forecast contract was renewed for one year for production of the East Bay quarterly forecasts.
- Three of the four UCLA Anderson Forecast quarterly economic outlooks for the East Bay have been prepared and sent out via email and internet broadcast presentation to over 3,000 business, government, media, financial and trade group users and copies maintained on the East Bay EDA website.
- The data for the monthly economic analysis newsletter was collected, analyzed and published by East Bay EDA staff and five of the eight monthly "economic update" email newsletters have been sent out to date.

- ❖ Reports:
 - The 2006 Annual East Bay Indicators report was written and published by East Bay EDA staff; a four-color, 24 page document with 75 charts and graphs highlighting the East Bay's key economic, social, health, environmental and educational performance during 2006.
- ❖ Databases:
 - The East Bay EDA has been unable to renew the Memorandum of Understanding with the California Employment Development Department (EDD) that provides the East Bay EDA and its city members with confidential business, employment and industry database that supports most of our business retention, development and attraction efforts. Lobbying will be needed to convince the State to release this data for local governmental use.
 - The Association of Bay Area Governments' data is purchased annually and its projections are included on the website.
 - Loopnet's listing of East Bay properties for lease or sale is available on the website.
 - The Construction Industry Research Board data on permits issued by city, and county for all of California is used extensively in the monthly analysis and historical data on the website.
 - Access to Rand data online is purchased annually and that data is used primarily in the Indicators' and quarterly reports.
 - The California Employment Development Department public employment and industry data that is available on the Internet is compiled in an extensive database used for the monthly analysis email newsletters as well as historical data and analysis maintained on the website.

Innovative and Knowledge-Based Growth

- ❖ National Labs – Research & Development:
 - Assisted in obtaining the unprecedented \$500 million grant to develop new sources of energy and reduce the impact of energy consumption on the environment that was awarded to the University of California, Berkeley, the Lawrence Berkeley National Laboratory and the University of Illinois at Urbana-Champaign, from the global energy firm BP.
 - Assisted the consortium led by Lawrence Berkeley National Laboratory, enlisting developers, brokers and city officials to find potential sites and to generate community support for a \$125 million Department of Energy biofuels research facility.
 - Worked in partnership with companies, research institutions and other regional organizations in the Bay Area Science and Innovation Consortium (BASIC) to increase public understanding of the role of science and technology in the economy of the Bay Area.
- ❖ Bioscience:
 - Worked on BayBio 2007 Program Committee on an industry conference to be held April 26, to bring more BayBio services to the East Bay.

Access to Global Markets and Foreign Investment

- ❖ Financially supported the Bay Area World Trade Center to increase investment opportunities and export/imports for East Bay businesses.
- ❖ Met with inbound foreign delegations to promote investment and business partnership opportunities.

Economic Development Delivery System

- ❖ Regional Councils:
 - Held two Regulatory Council meetings to coordinate and discuss regulatory requirements and the impacts of administrative and legal changes on businesses and local governments.
 - Hosted and coordinated four East Bay Economic Development Directors' Council meetings (74 members) to facilitate collaboration on regional issues and opportunities and to provide information on new technologies, developments and resources.
- ❖ Technical Assistance:
 - Provided technical support to local government members through participation in and support of their business resource workshops and outreach efforts.
 - Participated in the development of strategic plans and creation of new opportunities for the Green Business and the StopWaste Partnership Programs to enhancing resource conservation opportunities for businesses and local governments.
 - Working with the Alameda County Green Business Program on its ten-year anniversary event scheduled for April 26.
 - Worked with the Alameda County Community Development Agency on their economic development strategy for the unincorporated areas of Alameda County.
 - Provided support to the Bay Area East Shore marketing program for five Alameda County cities (Alameda, Berkeley, Emeryville, Oakland and San Leandro).

Housing Affordability and Local Development

- ❖ Hosted a work session on the East Bay's Priorities for Housing and Land Use Reform and one on Proposition 90 and its potential impact on East Bay development.
- ❖ East Bay Workforce Housing Coalition:
 - Endorsed 5,100 new housing units in Alameda and Contra Costa Counties through the East Bay Workforce Housing Coalition
 - Designed and hosted a new website www.eastbayjobshousing.org that will be further refined and used to facilitate communications, list projects, public education and support for housing development projects that meet the East Bay Workforce Housing Coalition's criteria.

Water Infrastructure

- ❖ Participated in the East Bay Municipal Utility District's Advisory Group (EBMUD) working on regional wet weather facilities issues to control costs to businesses and residents while assuring the highest standards for public health and the environment.
- ❖ Working with EBMUD on updating the Mokelumne watershed plan to minimize cost and health impacts for 1.2 million EBMUD ratepayers in Alameda and Contra Costa Counties.

Transportation Infrastructure

- ❖ Hosted a work session focusing on "Goods Movement and Community Mitigation" and another on "Who Will Build the Proposition 1B Projects?"
- ❖ Convened transportation and local government leaders to address escalating congestion in the Union Pacific Central rail corridor.
- ❖ Participated in developing the State Business Transportation and Housing Agency's and the California Environmental Protection Agency's Goods Movement Integrating Workgroup plan.

- ❖ The California Transportation Commission approved \$651.8 million to address congestion in Alameda and Contra Costa County's congestion on February 28, 2007 in response advocacy efforts by the Metropolitan Transportation Commission, East Bay local government and industry leaders.

Workforce Development

- ❖ Assisted the Workforce Investment Board (WIB) with outreach to employers.
- ❖ Conducted economic development training for One-Stop Centers and assisted individual centers in creating employer services outreach plans.
- ❖ Worked on strategies and policies that support the creation of green collar jobs in the East Bay with the Ella Baker Center and StopWaste.Org including co-sponsoring a Green Growth BRAINTRUST meeting of key experts on economic development and sustainability to explore opportunities for collaboration.
- ❖ Helped to shape proposals and projects supported by the Department of Labor's Workforce Innovation in Regional Economic Development (WIRED) grant program with the WIB and the Bay Area Economic Forum.

Events

- ❖ Co-Sponsored Events:
 - Three East Bay Business Times' "Growth Cities" events in Emeryville, Fremont and Dublin.
 - The Tri-Valley Transportation Summit featuring the Acting US Secretary of Transportation.
 - The Northern California Alliance Program Conference – International Council of Shopping Centers, in San Ramon.
 - The Eastern Contra Costa Economic Summit and made a presentation.
- ❖ East Bay EDA Events:
 - Held the Fall General Membership Meeting in San Leandro – Raising the Bar: Elements of Success in Business Sustainability & Annual StopWaste Partnership Awards.
 - Held the Annual Legislative and East Bay Vision Awards Reception.
 - Held four Joint Work Sessions to increase member involvement in key issues impacting the economic vitality of the East Bay and to strengthen regional leadership among East Bay business groups and chambers of commerce.

East Bay EDA Re-Branding and Membership

- ❖ Revised 20 of 30 East Bay EDA collateral material and marketing products to-date costing \$59,830 in graphic design services and \$31,000 in printing expenditures, all absorbed in the existing budget.
- ❖ The new www.eastbayeda.org website has been the focus of much of the design cost (\$27,200) and staff hours. To date, 5,230 files have been placed on the new website, 771 of which have been edited by East Bay EDA staff and are the new, operational pages. There are also 24,841 hyperlinks on the new website.
- ❖ Produced the annual Membership Directory.
- ❖ Established a Membership Committee to oversee membership development and increase communications and private sector involvement within the organization.
- ❖ Established the East Bay EDA foundation to enhance economic development grant opportunities.
- ❖ Revised membership dues and sponsorship schedule to better link membership and benefits.