



City of Emeryville

CALIFORNIA

MEMORANDUM

DATE: November 13, 2018
TO: Christine Daniel, City Manager
FROM: Charles S. Bryant, Community Development Director
SUBJECT: **Economic Development Strategy Annual Implementation Report**

RECOMMENDATION

Staff recommends that the City Council accept the attached Economic Development Strategy Annual Implementation Report for 2018.

BACKGROUND

On October 17, 2017, the City Council adopted the updated Economic Development Strategy ("Strategy") for the City (Attachment 2). The Strategy was the result of over 18 months of work by the Economic Development Advisory Committee ("EDAC") and its Economic Development Strategy ad hoc subcommittee, and incorporated input from the widely attended Small Business Joint Study Session of the City Council and Planning Commission, held on May 16, 2017. The Strategy provides a framework for the strategic deployment of the City's economic development resources.

With adoption of the Strategy a year ago, staff has prepared an Economic Development Strategy Annual Implementation Report for 2018 ("Annual Implementation Report") outlining efforts to date (Attachment 1). Assembling and communicating progress on implementation can help ensure the Strategy remains relevant, and the reporting exercise serves as a "check-in" that helps maintain focus on the City's economic development objectives.

DISCUSSION

The Annual Implementation Report begins by providing some economic context by communicating a few basic key economic performance metrics for the city, including retail and office vacancy rates and rents, sales tax receipts and unemployment. Unsurprisingly, these statistics reflect a strong and growing economy, which is consistent with regional trends.

The Strategy is organized as an outline, beginning with broad "areas", refined by narrower "topics", and under these topics are "actions". Appended to the Strategy are "details" which provide illustrative methods for implementation of actions. The Annual Implementation Report uses the same framework, providing brief descriptions of "progress" for each "action" included in the Strategy.

In summary, staff, with the support of the EDAC and other partners in the region, has made significant progress on most of the actions listed in the Strategy. Staff welcomes the City Council's input on the accomplishments of the past year as well as areas of future emphasis.

FISCAL IMPACT

Acceptance of the Annual Implementation Report has no direct fiscal impact. However, the intent of the Strategy is to maintain and enhance Emeryville's economic status, which, in turn, can improve the fiscal stability of the City. To that end, the progress on Strategy actions presented in the Annual Implementation Report represents positive impacts on the City's long-term fiscal condition.

STAFF COMMUNICATION WITH THE PUBLIC

The EDAC reviewed a draft of the Annual Implementation Report at its regular meeting on September 19, 2018 and provided comment to staff. The EDAC recommended forwarding the Annual Implementation Report to the City Council.

CONCLUSION

Staff recommends that the City Council accept the attached Annual Implementation Report.

PREPARED BY: Chadrick Smalley, Economic Development and Housing Manager

**APPROVED AND FORWARDED TO THE
CITY COUNCIL OF THE CITY OF EMERYVILLE:**



Christine Daniel, City Manager

Attachments:

- Draft 2018 Annual Implementation Report
- Economic Development Strategy, adopted October 17, 2017