

ANNUAL IMPLEMENTATION REPORT 2019

CITY OF EMERYVILLE
ECONOMIC
DEVELOPMENT
STRATEGY

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INTRODUCTION

2019 ANNUAL IMPLEMENTATION REPORT

On October 17, 2017; the City Council adopted the "City of Emeryville Economic Development Strategy" (Strategy).

The Strategy was the result of over one year of gathering input from stakeholders including the small business community and the Economic Development Advisory Committee.

The Strategy provides a framework for the deployment of the city's economic development resources.

This report has been prepared to provide an update to the City Council on the Strategy's implementation progress.

1

MAINTAIN and ENHANCE
Emeryville's economic status

2

by leveraging its COMPETITIVE
ADVANTAGE

3

as a CITY OF ART AND INNOVATION

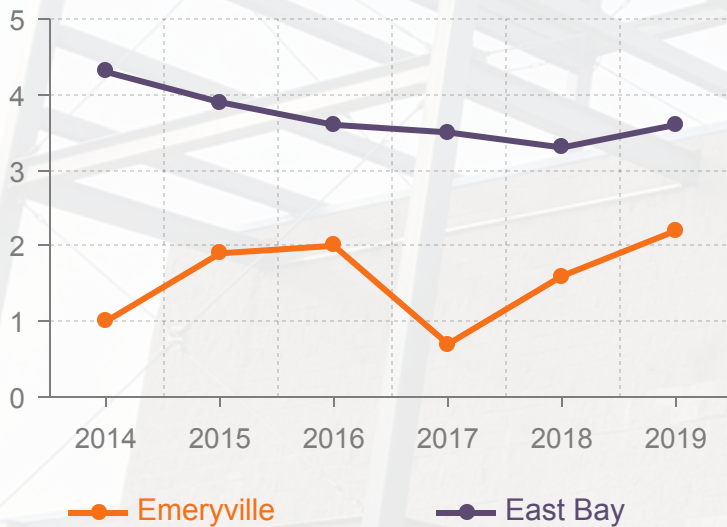
ECONOMIC CONTEXT

KEY METRICS

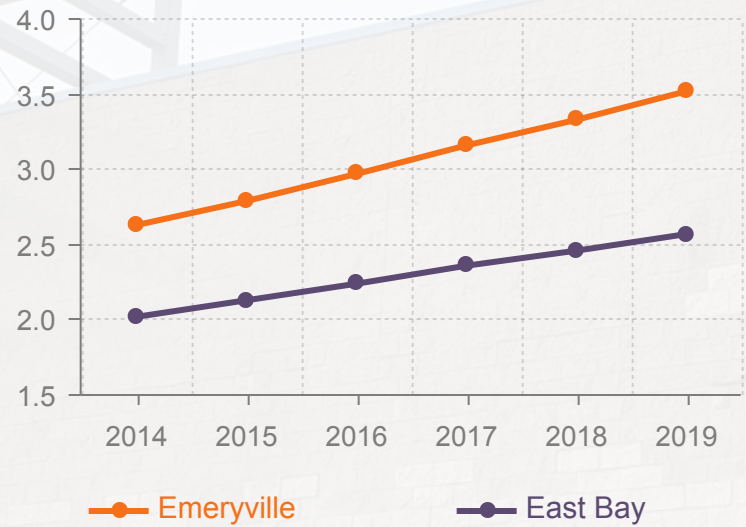
The following graphs present a few select economic performance metrics.

Retail vacancies have continued to stay very low, even when compared with the East Bay region (Alameda and Contra Costa Counties). This is driving rents to five year highs. Office vacancy increased in part due to the completion of EmeryStation West in 2018, with tenant improvements underway this is expected to be temporary.

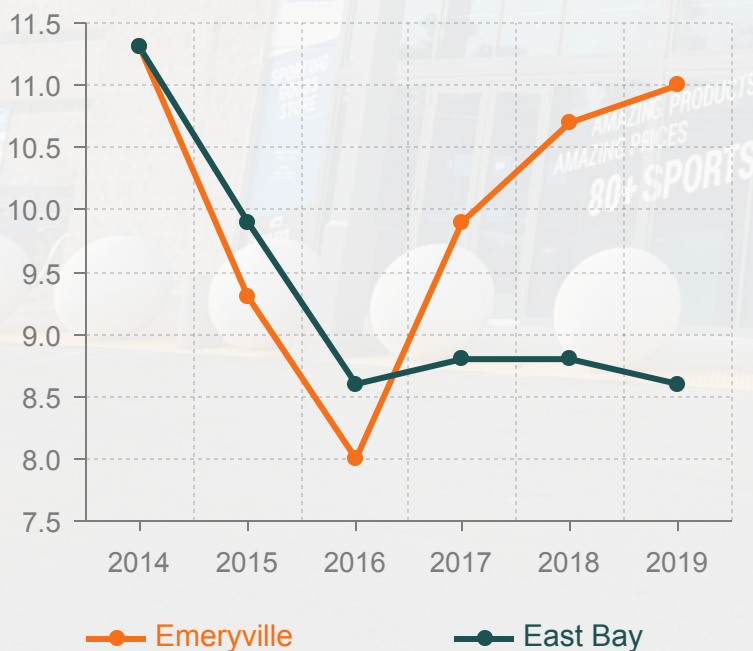
Retail Vacancy



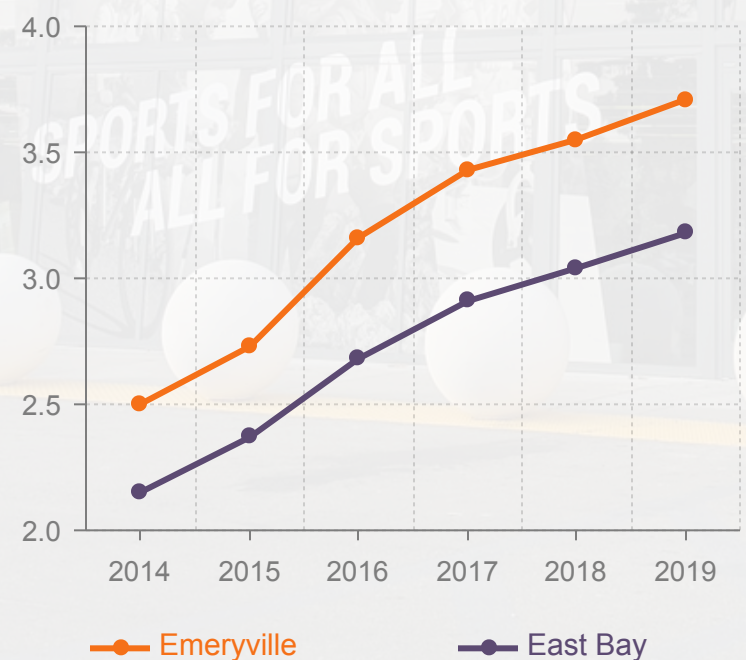
Retail Rents



Office Vacancy



Office Rents



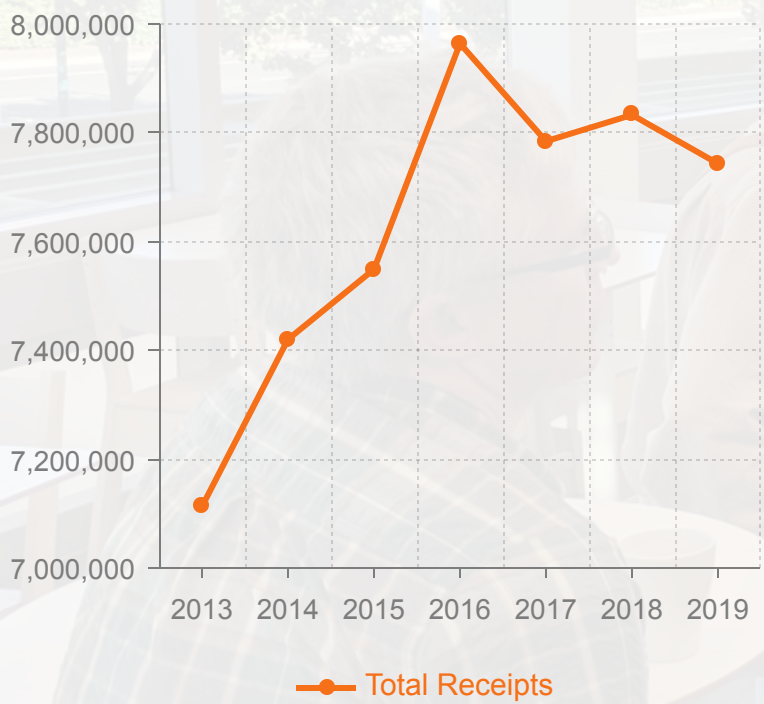
ECONOMIC CONTEXT

KEY METRICS

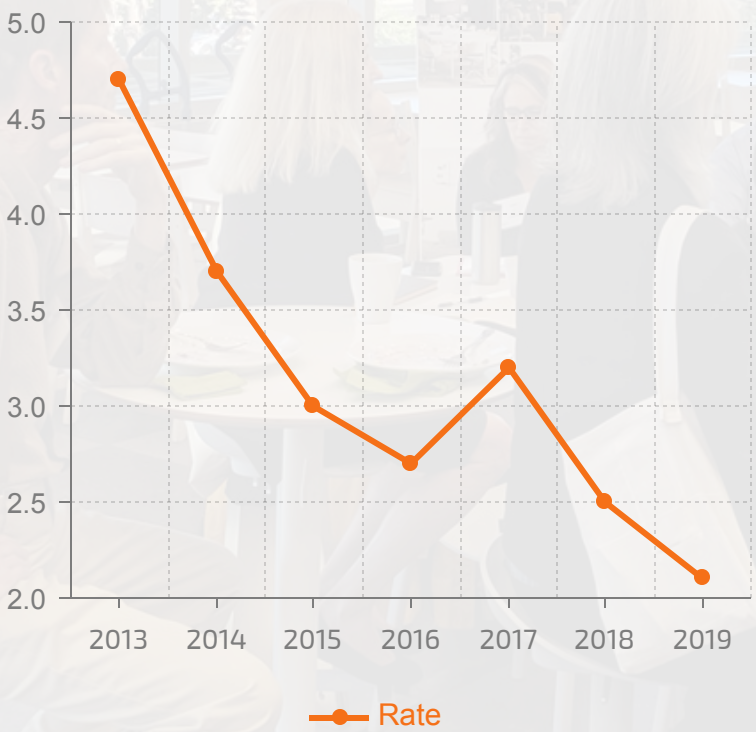
When isolating only local businesses (i.e. excluding the City's share of pooled sales taxes from online sales) sales tax receipts peaked in 2016 and declined nominally since.

Unemployment continues to be extraordinarily low. Overall, these statistics reflect a strong, growing economy, consistent with regional trends, but signal increasing weakness in the City's retail sector.

Sales Tax Receipts
(local businesses)



Unemployment



3

INFRASTRUCTURE.

TRANSPORTATION.

4,500

Total Number of Street
Parking Spaces in
Emeryville

460

Number of Street Parking
Spaces Proposed for Inclusion
in Paid Parking Program



PARKING.
PUBLIC TRANSPORTATION.
COMMUNICATIONS.

ACTIONS:

Develop a parking management plan.

Support initiatives to encourage bicycling
and walking

PROGRESS:

Developed a paid parking framework for
deployment of meters in select areas of the
City. Solicited proposals for equipment and
services to implement the paid parking
framework.

Completed the "Highest and Best Use of the
Curb Toolkit", evaluating tradeoffs among over
50 potential curbside uses to develop a
policy-guided tool for staff's use in reviewing
projects.

Monitored funding sources for ped/bike
improvement projects



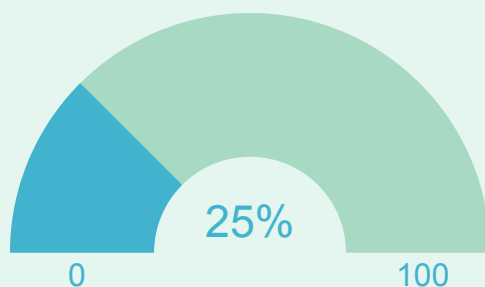
PARKING. PUBLIC TRANSPORTATION. COMMUNICATIONS.

ACTIONS:

Support and expand Emery Go-Round.



Support and expand public transportation
(ferry, bus, train).



Percentage of Emeryville
resident workers who take
public transportation to work

PROGRESS:

Solicited qualifications from graphic design firms for producing business-supportive "route cards" for placement in buses and Emery Go-Round advertising posters for businesses along routes.

Continued monitoring potential funding sources for increased service and/or enhanced bus technology.

Solicited proposals for evaluating the feasibility of bus-only peak hour lanes on Hollis Street.

Provided continued support to 40th and San Pablo Avenue transit-oriented improvement projects design and outreach processes.



PARKING. PUBLIC TRANSPORTATION. COMMUNICATIONS.

ACTIONS:

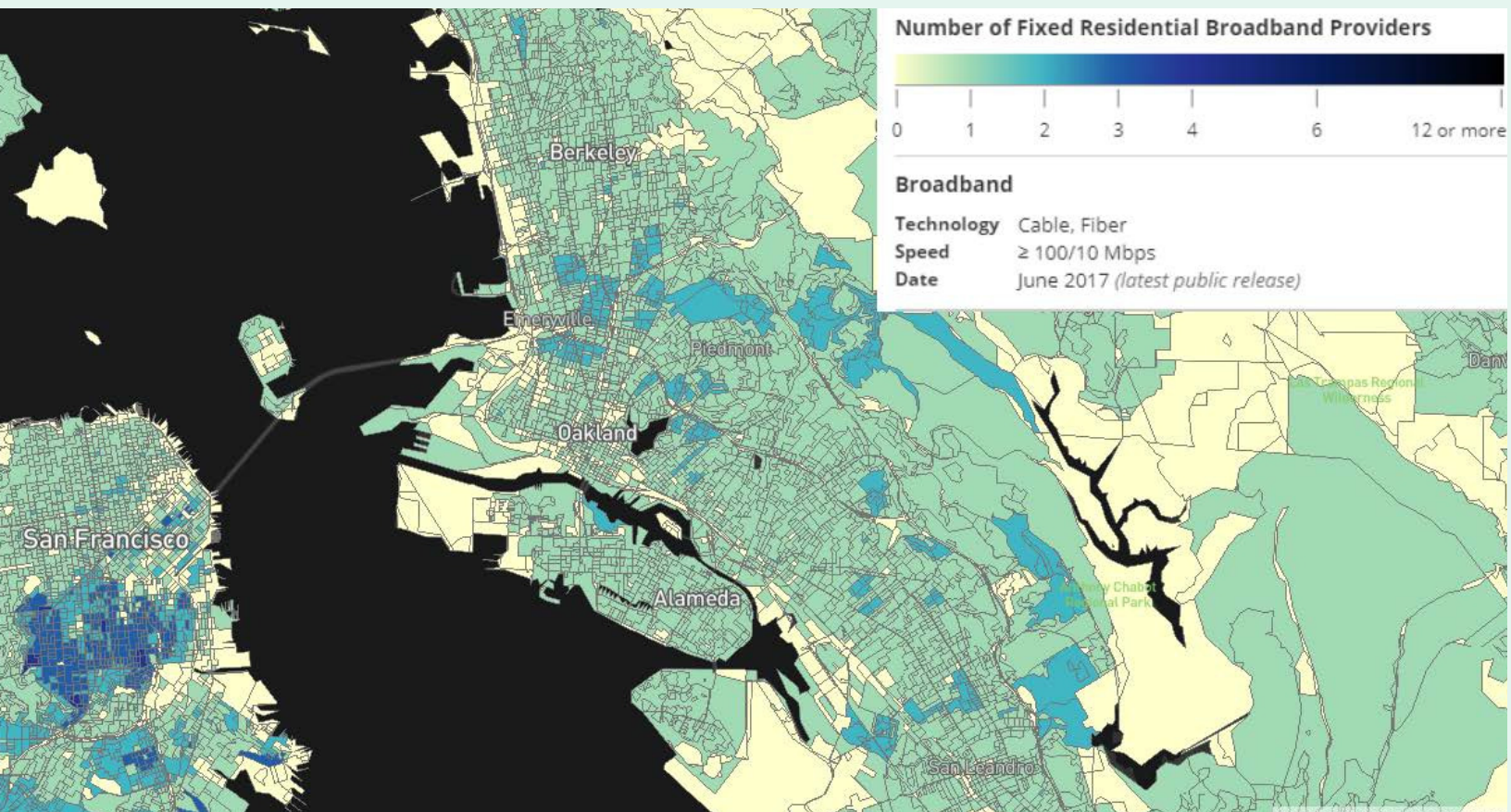
Market the availability of fiber optic connections.

Support the expansion of broadband networks.

PROGRESS:

Staff promotes the City's existing fiber infrastructure in discussions with prospective businesses that have data needs.

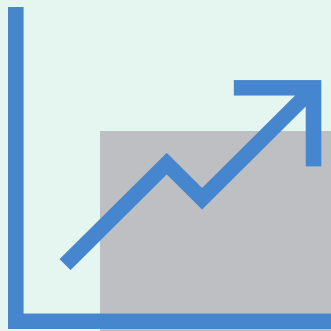
Prospective businesses have not cited any issues with data connectivity in Emeryville.



4

MARKETING.

PROMOTIONS.



WEB/DIGITAL.
PRINT.
EXPERIENTIAL.
INCENTIVES.

132

Unique Business Contacts
and Visits in 2019

14

Points of Interest
Profiled in "Inside Out"
Smart Phone Guided Tour

ACTIONS:

Develop a business listing website.

Publish a business newsletter.

Run a social media campaign.

Include search engine optimization.

Produce video content.

PROGRESS:

Held discussions with potential vendors of web services regarding possible use cases for a business directory.

Newsletter template developed and reviewed by EDAC. Implementation pending analysis of legal issues.

Used Twitter, City Newsflash, and CalArts platforms to promote events.

Discussed optimization of City's web content with specialized vendors. Implementation Pending development of content and identification of resources.

Continued to develop and refine partnership with SAE Expression film school to develop promotional videos.



WEB/DIGITAL.
PRINT.
EXPERIENTIAL.
INCENTIVES.

ACTIONS:

Produce targeted collateral.

Develop banners and signage.

Produce a signature annual event.

Complete the Art Center project.

PROGRESS:

Distributed San Francisco Business Times advertorial insert at meetings, welcome visits and through partners promoting the City.

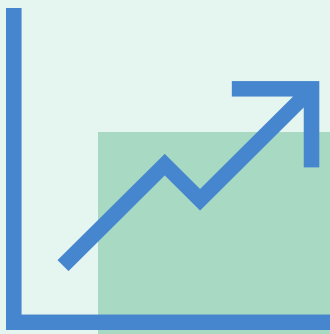
Distributed California Cultural District "rack cards" with Emeryville-specific inserts to hotels and other visitor-oriented locations.

Produced and distributed an updated "San Francisco On The Bay" Trail Guide, highlighting recreational, dining, shopping and lodging facilities.

No progress this period.

Provided support for inaugural "Rotten City Block Party" event, including business engagement and promotion of event to business community.

Developer selected in late 2018, design and community outreach continued through 2019, negotiations well underway and expected to be complete in early 2020 with construction commencing shortly after.



WEB/DIGITAL.
PRINT.
EXPERIENTIAL.
INCENTIVES.

ACTIONS:

Participate in regional/national events.

Develop an "inside-out" campaign.

Support public art.

PROGRESS:

Participated in the East Bay Innovation Awards by coordinating with businesses to nominate, with two Emeryville businesses selected as finalists.

Completed development of content for the Otocast smartphone-guided walking tour of cultural district partners, contributing businesses and public art installations, highlighting creative work done behind closed doors, anticipated roll-out in early 2020.

Continued development and environmental review of a public art installation at the Marina.

Continued the Bus Shelter public art program, placing printed works in Emeryville bus shelters on a rotating basis, with the "Art and Innovation" theme.

Continued Purchase Award program, placing an Emeryville artist's work in the Senior Center.

PUBLIC ART
INSTALLATIONS TO
DATE

110



WEB/DIGITAL.
PRINT.
EXPERIENTIAL.
INCENTIVES.

ACTIONS:

Establish Facade Improvement Program.

Provide permit assistance/ombudsman.

Improve permit processes.

Provide cost relief for targeted industries/sites.

PROGRESS:

Completed two of five previously awarded grant projects and solicited applications for a second funding cycle for an additional \$200,000 investment in improving commercial buildings.

Provided ongoing permitting assistance to over 15 businesses in a wide variety of industries.

With an interdepartmental working group, reviewed permit processes and identified process and communication improvements for cannabis, cabaret, taxi, card room and massage permits. A revised process, including credit card payment capabilities and new permit information web pages is expected to be implemented in late 2019.

Continued administration of business license and fire inspection fee rebate program, rebating over \$16,000 to eligible small businesses in 2019.

Established an ad-hoc subcommittee of the EDAC to review business incentives and include cost relief as a potential objective of a revised/enhanced Facade Improvement Program, Rebate Program, or as a new program

Promoted the use of Brownfield Revolving Loan Funds for the clean-up and redevelopment of contaminated properties.

TOTAL AMOUNT OF
FACADE GRANT REQUESTS
TO DATE

\$824,903

5

COMMUNITY.

215

Number of Labor
Standards Inquiries Fielded

ADVANCEMENT.

51

Number of Tenant Protection
Inquiries Fielded



YOUTH.
RESIDENTS.
EMPLOYERS+EMPLOYEES.

ACTIONS:

Initiate intern/summer employment program.

Support STEAM initiatives in Emeryville schools.

PROGRESS:

Held ongoing discussions with existing internship programs, including BioTech Partners and Pilot City.

Connected businesses looking for interns to Emery High.

Participated in STEM day with Cal State East Bay and Wareham Development.

Arranged high school tours of a food manufacturing facility, highlighting food production as a viable career choice that combines engineering, culture and technology.



YOUTH.
RESIDENTS.
EMPLOYERS+EMPLOYEES.

ACTIONS:

Support construction of affordable housing.

Attract high-quality jobs.

PROGRESS:

Continued oversight of construction, marketing and leaseup of Estrella Vista project (3706 San Pablo Avenue), which includes 87 units of affordable family housing.

Solicited developer qualifications and proposals for an intergenerational or senior affordable housing project at 4300 San Pablo Avenue.

Through a loan, facilitated a nonprofit housing developer's acquisition of 3600/10/20 San Pablo Avenue for the development of affordable housing, including permanent supportive housing and space for ECAP.

Facilitated transactions related to mixed income housing projects, including connecting potential buyers to sellers, negotiating affordability agreements, and providing transaction support for existing affordable units.

Continued business attraction, retention and expansion efforts by providing site selection assistance to over 36 businesses interested in locating in Emeryville, 34 developers interested in building in Emeryville, and continuing visitation/new business welcome program with over 72 visits completed since November 2018.



YOUTH.
RESIDENTS.
EMPLOYERS+EMPLOYEES.

ACTIONS:

Target services to low-income residents.

PROGRESS:

Continued implementation of a technical assistance grant from MTC for issues relating to displacement from affordable housing and communication with residents in these units.

Implemented significantly increased scope of services for persons experiencing homelessness through work with the Berkeley Food and Housing Project and the City of Oakland, including supporting a community cabins development in Oakland to resolve a sizable encampment located behind East Bay Bridge shopping center, Memoranda of understanding to support Family Front Door and shelter operational costs, and establishment of a temporary emergency shelter at 4300 San Pablo Avenue.

Provided assistance to over 50 tenants under the City's Eviction Harassment Protection Ordinance.

Monitor existing labor standard ordinances.

Conducted outreach to employers and developed a training program for managers to orient employers to the City's labor standards requirements.

Prepared an ordinance amendment to provide a slower minimum wage increase for small independent restaurant businesses, provided extensive communications support to business community during referendum process.

Administered 10 open investigations related to violations of the City's labor standards. Closed cases resulted in the return of \$11,743 in wages to employees, and \$35,300 in penalties assessed on employers.



YOUTH.
RESIDENTS.
EMPLOYERS+EMPLOYEES.

ACTIONS:

Support services for low-wage workers (training, referral and placement in growing industries).

PROGRESS:

Continued coordination with existing workforce development partners, including the Alameda County Workforce Development Board, Rubicon Programs, Cal State East Bay, and Peralta Colleges.

6

ORGANIZATION.

NETWORK BUILDING.

5

BizNexus meetings held

200

Total attendance at
BizNexus meetings



EVENTS.
PARTNERSHIPS.
ORGANIZATION.

ACTIONS:

Organize general networking events.

Participate in other, existing networking events.

Establish partnerships with other agencies (education/nonprofits/other cities/regional entities).

PROGRESS:

Conducted five Emeryville BizNexus business networking events, including a "Business Breakfast" event.

Sponsored and/or included City representation at the East Bay Innovation Awards, BioCom Mayor's Roundtable, and East Bay EDA events.

Continued work with City of Berkeley on Berkeley-Emeryville Bio cluster events and marketing, redesigning the website and re-positioning these efforts in consultation with stakeholder businesses.



EVENTS. PARTNERSHIPS. ORGANIZATION.

ACTIONS:

Organize periodic meetings with real estate brokers.

Support the establishment of business organization(s) (Chamber/Business Council/Associations).

PROGRESS:

Staff maintained contact with area commercial brokers with over 30 discussions regarding available properties, upcoming transactions and site selection assistance.

EDAC discussed in January 2018 and recommended a business association or similar body could form organically as a result of periodic business networking meetings.