

Business Incentives Roadmap

Policy Support: Economic Development Strategy

Strategy Framework: “Maintain and Enhance Emeryville’s Economic Status by Leveraging its Competitive Advantage as a City of Art and Innovation”

Marketing | Promotion: Incentives –

Provide Cost Relief for Targeted Industries/Sites

“Provide rebate, waiver, financing, etc. from development impact fees, sandwich board sign fees, and cabaret fees. Target relief to strategic industries/sites, such as independent retail/restaurants, arts-based businesses, etc.”

Targeted Industries

Visit/Support/Community Oriented (“Art”)

Independent Restaurant

Independent Retail, especially with experiential elements

Art Galleries and arts-related businesses

Entertainment

Quality Jobs/Fiscal Growth Oriented (“Innovation”)

Biotechnology

Software/Game Development

Food Production

Cannabis

Targeted Sites

Sites long vacant (>1 yr)

Sites desirable for a targeted industry but with barriers to change of use for that targeted industry. Examples include sites with high infrastructure or accessibility needs, seismic upgrades, high impact fees for change of occupancy

Potential Programs:

Cost relief for existing visit/support/community-oriented businesses

Priority 1: Expand Rebate Program

Expand business license tax and fire inspection fee rebate program to include rebates for Cabaret Permit fees and “Sidewalk Signs” (i.e. sandwich board sign) Permit fees, for independent retail and restaurant businesses

Priority 2: Continue and Revise Façade Improvement Grant Program

Continue program on competitive basis as is currently configured, but reorient program objectives to providing cost relief. Consider revisions including: 1) reducing award amounts to comparable levels of other area façade programs (to provide funding for new programs), 2) refocus on existing businesses and revise scoring system accordingly, and 3) either eliminate murals from consideration or require murals to go through Public Art Committee curation process.

Priority 3: Emergency Loan Program

For targeted, existing businesses that need capital to address an emergency repair when traditional financing or insurance is unavailable, and subject to quantification of economic benefits (being able to reopen business, generate tax receipts, keep people employed, etc.)

Cost relief for prospective targeted businesses, to encourage location at targeted sites

Priority 1: Impact Fee Financing Program

Provide financing for targeted business types when impact fees are high relative to the cost of the proposed tenant improvements associated with a change of occupancy (i.e. if total impact fees exceed 25% of tenant improvement costs, provide a loan) consider forgivable loan format?

Priority 2: “Solutions” Financing Program

Provide loans and/or grants for costs of public improvements, seismic upgrades, accessibility upgrades, life safety code requirements, and similar improvements that provide a benefit to current and future users of the building. Examples could be any targeted industry moving into a building which requires a) seismic upgrades prior to change of occupancy b) upgrade of sidewalks, curb, gutter, street landscaping and street trees, where these upgrades exceed a certain percentage of tenant improvement costs c) accessibility upgrades required prior to a change of occupancy, where these upgrades exceed a certain percentage of tenant improvement costs d) environmental cleanup costs, including consultant costs, associated with contaminated sites (note, can be supported by City’s Existing Brownfield Loan Fund, when applicable – projects funded by “solutions” program would need to be ineligible for the existing program).