



City of San Leandro

Meeting Date: October 22, 2012

Staff Report

File Number: 12-504

Agenda Section: WORK SESSION

Agenda Number: 2.A.

TO: City Council

FROM: Chris Zapata
City Manager

BY: Cynthia Battenberg
Business Development Manager

FINANCE REVIEW: Not Applicable

TITLE: Presentation by the San Leandro Chamber of Commerce and City Staff on Business Assistance and Retention Efforts

In June 2012, staff provided an update to the City Council on major projects throughout the City. The projects directly support both the attraction and retention of new businesses by improving our infrastructure, offering desirable retail experiences and opportunities for businesses to grow and expand in San Leandro.

In addition to capital projects, there are many on-going City initiatives to support existing local businesses. The October 22 work session will focus on these initiatives using the framework of the City's Economic Development Strategy which identifies the following four policy areas:

- Sustaining Economic Growth;
- Reinvesting in San Leandro;
- Enhancing the Local Tax Base;
- Improving Community Life.

Additionally, Dave Johnson, CEO of the San Leandro Chamber of Commerce will present information on the Chamber's activities. The San Leandro Chamber serves over 500 members and connects companies and organizations to identify opportunities and solve problems. With an understanding that between 70% and 90% of new jobs come from expansion of existing companies within the community, the Chamber has numerous programs that focus on business retention and support. These include:

- Forums committed to fostering a support system for small businesses;
- Celebrating new and growing businesses; and
- Telling the exciting San Leandro story.

Serving our Business Community

The City offers a wide array of programs because...

Good Business Means Good Community

- A façade improvement program provides design and financial assistance to enhance business exteriors.
- An industrial competitiveness program provides financial assistance for energy efficiency improvements, lowering the cost of doing business in San Leandro.
- A Broadband Connection Program assists with the cost of connecting to high-speed Internet service.
- The LINKS shuttle provides free transportation to and from BART throughout the industrial areas.
- Promotion of Downtown San Leandro including marketing, management of parking facilities, sponsorship of the Farmers' Market, Downtown Association and events.
- Low Business License Tax, with no gross receipts tax.
- One-Stop Permitting and expedited processing and inspections to support business expansion.
- The Office of Business Development serves as a concierge to business and the City Manager's business visitation program fosters greater connection with the community.

RECENT RETENTION AND INVESTMENT

- Macy's renewed their 210,000 s.f. space at Bayfair Center for an additional seven years with a renovation scheduled for 2013.
- Peterson Tractor is staying in San Leandro and inter-connecting their 20-acre campus via the Lit San Leandro fiber network.
- Mi Rancho renewed their lease and plans to continue to call San Leandro home.
- The following businesses have expanded in San Leandro: ThermoKing, KWW Cabinet, Hertz, Alameda County Electrical Joint Apprentice Training Center, U.S. Superior Stone and Energy Recovery Inc.

Major Projects



Village Marketplace includes a Fresh & Easy Neighborhood Market, Peet's Coffee and Tea and Chipotle in a high-quality development with generous outdoor spaces. Opening Fall 2013.



The Crossings Project in Downtown San Leandro includes a 200,000 square-foot Tech Campus to support OSISOFT's expansion and attract additional tenants bringing high quality jobs.



The new LEED certified downtown parking garage is scheduled to open by November 12th. The 395 space garage includes free short-term and paid daily parking.



Planning continues on the Shoreline Conceptual Master Plan which includes a hotel, conference center, restaurants and pedestrian enhancements. Construction could start in 2016.

The San Leandro Chamber of Commerce promotes business retention and expansion by providing:



- Business advocacy
- Partnerships between business and government
- Networking opportunities and connections to prospects
- Promotion and marketing for your products and services
- Communications and educational resources

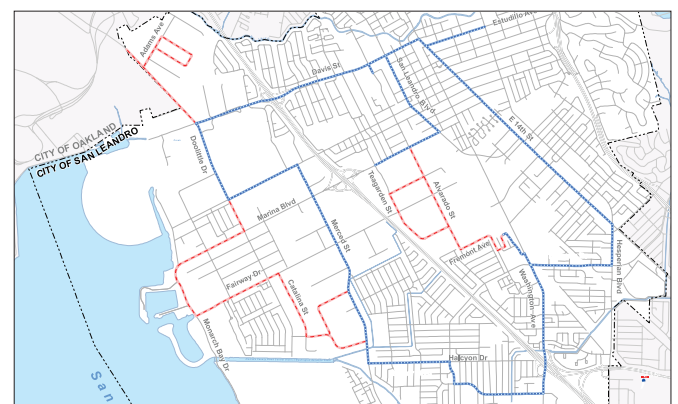
The Mission of the San Leandro Chamber is to:

- Create a strong local economy – **Shop San Leandro First!**
- Provide networking referral opportunities
- Represent the interest of business with government
- Promote the community
- Encourage political action



With connections up to 10Gbps, Lit San Leandro now offers businesses unmatched Internet speeds. This innovative public-private partnership is positioning San Leandro as a top destination for 21st Century businesses. Recent successes include:

- A \$2.1m Federal grant to expand the network (see map below)
- San Leandro's Public Library is now the fastest in California



Lit San Leandro Fiber Optic Loop Proposed Expansion Segments



Learn more at a City Council Work Session
Monday, October 22, 2012 • 7:00 p.m.
City Council Chambers • 835 East 14th Street

The Mayor, City Council and City staff are here to help!
 Please call us at 510/577-3311.

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