



City of San Leandro

Meeting Date: November 7, 2016

Staff Report

File Number: 16-562 **Agenda Section:** CONSENT CALENDAR

Agenda Number: 8.H.

TO: City Council

FROM: Chris Zapata
City Manager

BY: Cynthia Battenberg
Community Development Director

FINANCE REVIEW: David Baum
Finance Director

TITLE: Staff Report for a Resolution Approving a Consulting Services Agreement with the San Leandro Chamber of Commerce for \$41,500 to Support New and Ongoing Economic Development Services

SUMMARY AND RECOMMENDATIONS

Staff recommends that the City Council adopt the attached Resolution Approving a Consulting Services Agreement with the San Leandro Chamber of Commerce for \$41,500 to Support New and Ongoing Economic Development Services.

BACKGROUND

For several years, the City, either by itself or through the former Redevelopment Agency, executed Consulting Services Agreements with the San Leandro Chamber of Commerce to provide financial support and for the performance of specific tasks that advance San Leandro's economic development goals. The proposed Agreement includes several events and services - detailed below - and covers Fiscal Year 2016-17.

Analysis

With limited resources for economic development activities, the City of San Leandro is constantly exploring opportunities to leverage resources in the private sector to advance economic development goals and initiatives. With a membership of San Leandro businesses, the Chamber of Commerce is particularly well-situated to assist with events and activities that require outreach to the business community. The Agreement will be funded through an existing General Fund appropriation.

Based on discussions between City staff and the Chamber, the parties have arrived at the following scope of services for the proposed Agreement.

1. San Leandro by Design

Develop and manage three San Leandro by Design events to tentatively include:

- a three part summer/fall series focused on the General Plan updates, connectivity of new developments to the Downtown area, and creative financing for public infrastructure;
- an individual program focused on looking into the City's industrial sector, ensuring the talent pipeline for the future of the City's businesses;
- a program on the TOD plan for the Bayfair area, its connectivity plan and how it will enhance the surrounding businesses; and a program that focuses on supporting women in tech.

The City of San Leandro will be listed and promoted as a prime sponsor of each event.

2. Career Pathways Trust

The Chamber will continue to develop, in partnership with the two school districts and the City, opportunities through the San Leandro Career Pathways System for local companies to provide accredited on-the-job experience for high school students; and career "familiarization" opportunities for K-8 students.

Additionally, the Chamber will coordinate three events designed to build linkages between traditional and new/modern manufacturing companies to facilitate sharing of expertise and workforce development programs and mentorship opportunities to support the budding maker community. These events are:

- Summer Internship Program (July 2016),
- National Manufacturing Day (November 2016), and
- Career Expo Day (March 2017).

3. Business Support Services / Founders Circle

The Chamber will coordinate forums, round table discussions and presentations offering expertise that can benefit businesses, create visions for the future, and collaborate around common issues for small to medium sized businesses. This initiative will expand the Entrepreneurs Business Forum platform to include linking traditional makers/manufacturers to newer advanced manufacturers through support of the SyncFab Startup Program and the Founders Circle. Tentative programs within this service include:

- Collaborative tours led by the EBF program and SyncFab (July 2016),
- Meet Our Manufacturer meetings (July 2016), and
- Founders Circle (January 2017).

The Founders Circle Program development will begin with the 2017 San Leandro by Design (SLBD) series, which will begin with a focus on the future of manufacturing in San Leandro. A series of exploratory meetings and tours with manufacturers will precede launch of the SLBD manufacturing series and build on the feedback received during the 2016 Founders Circle conversations and activities. Topics of importance to local manufacturers include: workforce housing, retrofit of existing buildings to standards necessary for advanced manufacturing, regional transportation, public safety, energy cost/resiliency and workforce development. Working with Community Development staff, the Chamber will align Founders Circle strategic

development with the City's economic development strategy outlined in the General Plan 2035 and the Next Generation Workplace District Study.

4. Destination San Leandro

The Chamber will promote San Leandro events in arts, culture, and recreation aimed at inviting the community and others to enjoy and learn about the City. Tentative efforts within this program include: US Makers Cup Golf & Footgolf Tournament (September 2016), Multicultural Mixer (December 2016), and ongoing collaboration and promotion of community and business events (such as the State of the City, San Leandro's craft beer cluster, the Sausage & Suds Festival, and the It's a Wonderful Night Winter Festival) via calendar, email, and social media outlets.

Previous Actions

The most recent previous Agreement with the Chamber of Commerce was approved by City Council on January 20, 2015 (Resolution 2015-009).

Legal Analysis

This Agreement was reviewed by the City Attorney and approved as to form.

Fiscal Impacts and Budget Authority

This agreement with the San Leandro Chamber of Commerce costs \$41,500 and is included in the 2016-17 budget for Chamber support in Account 010-14-010-8513 Non-Departmental Community Investment.

ATTACHMENT(S)

Attachment(s) to Resolution

- Agreement

PREPARED BY: Lars Halle, Development Coordinator, Community Development