



City of San Leandro

Meeting Date: November 29, 2021

Presentation

File Number: 21-686

Agenda Section: PRESENTATIONS

Agenda Number: 4.A.

TO: City Council

FROM: Fran Robustelli
City Manager

BY: Tom Liao
Community Development Director

FINANCE REVIEW: Not Applicable

TITLE: Annual Economic Development Update Presentation

Please click on the link to view presentation



SAN LEANDRO ECONOMIC DEVELOPMENT UPDATE



Economic Development Overview

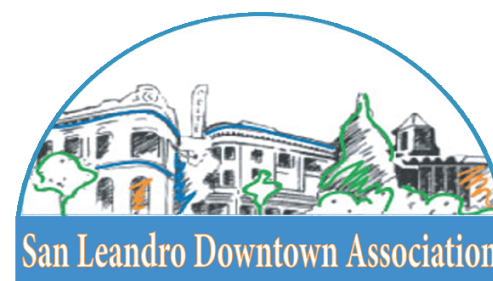
Economic Development Goal

*Improve San Leandro's quality of life by encouraging reinvestment and economic growth through **retention** and **expansion** of existing businesses and **attraction** of new industry, which will enhance the **local tax base** and enable an increase in the **standard of living** for all San Leandro.*

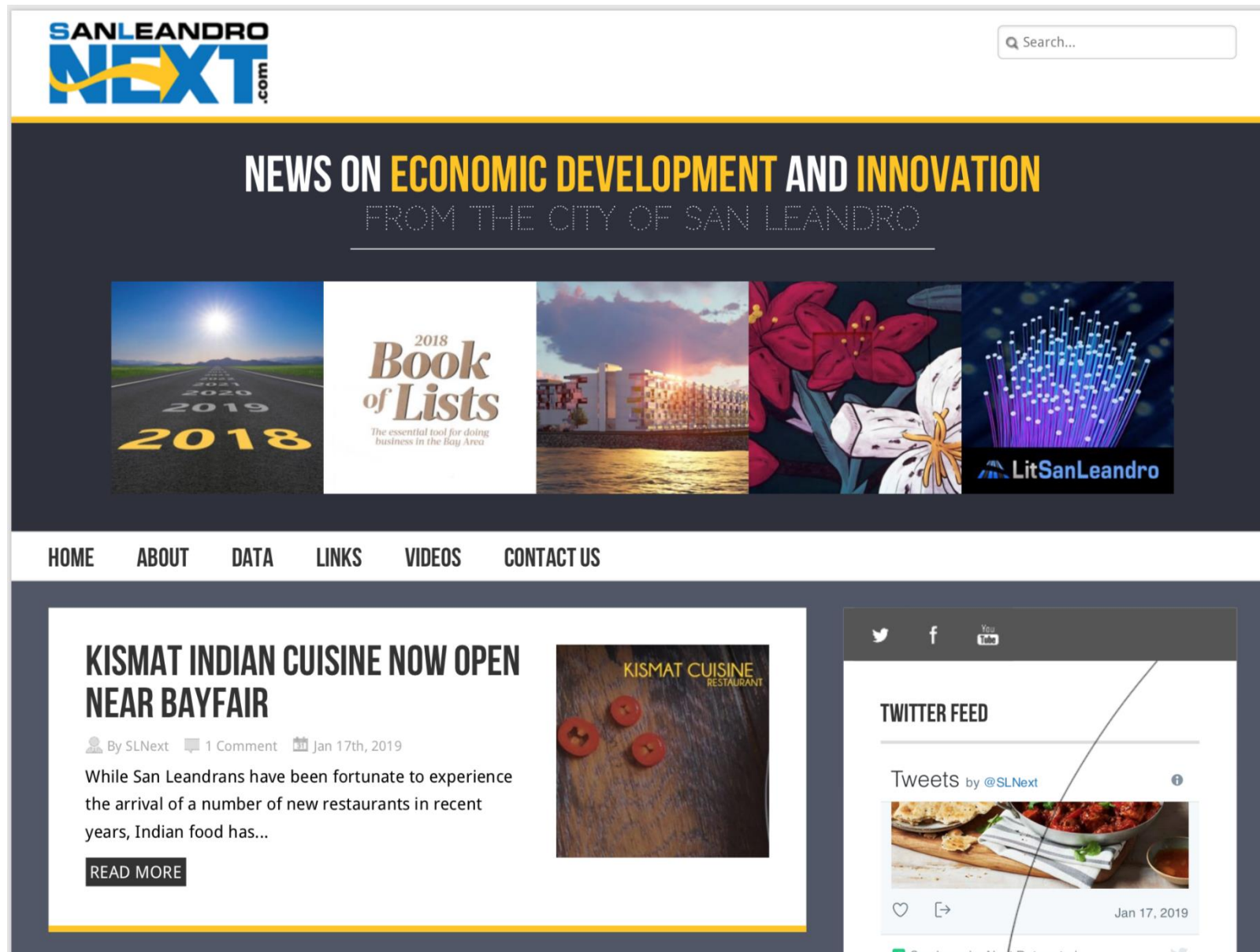


Economic Development Programs

- Support Businesses – small and large
- Promote Robust Business Ecosystem – advanced & innovative
- Liaison for Businesses and Developers with City – questions and resources
- Incentive Programs – over \$500,000 in past 5 years
- Strategic Projects – Public Art, Downtown Parking, **Shoreline Development**
- RDA Successor Agency Management – Property Sales, ROPS



Marketing & Information Sharing



San Leandro Next Blog – 7,000+ views/month


Facebook – 8,000 views/month

Twitter – 1,260+ followers

Recent posts on:


- COVID-19 Business Resources
- New & Innovative Biz Stories
- Regulation Updates
- Housing Element
- Climate Action Plan

3.




Parrott Apartments
1604 San Leandro Blvd.
• 62 affordable housing units

4.




Maplelane
903 Manor Blvd.
• 39 Townhouses

5.




Alvarado-Antonio Apartments
• 5.73 acre Transit Oriented Development
• 687 residential units mix of studios, 1, 2, and 3 bedrooms

15.




San Leandro Mazda
620 Marina Blvd.
• New 122,000 sqft dealership and service center

16.




San Leandro Tech Campus Office
1600 Alvarado Street
• 396,000 square feet of office

8.



The Davis @ 1188
1188 East 14th Street
• 197 housing units
• Specialty grocer and retail

12.



Marina Gateway Industrial Center
2000 Marina Blvd.
• 327,000 square feet Class A Industrial Building
• Torani syrups bringing 150+ jobs

SAN LEANDRO DEVELOPMENTS



RESIDENTIAL				
1.	Marea Alta & La Vereda	1400 San Leandro Blvd.	200 Affordable Units	Complete
2.	E. 14th St. Housing	110 E. 14th Street	221 Affordable Units	Approved
3.	Parrott Apartments	1604 San Leandro Blvd.	62 Affordable Units	Construction
4.	Maplelane	903 Manor Blvd.	39 Townhouses	Approved
5.	Alvarado-Antonio	899 Alvarado St.	687 Housing Units	Approved
6.	Broadmoor Village	311 MacArthur Blvd.	20 Townhome Units	Approved
7.	Bancroft Housing	1388 Bancroft Ave.	Multi-Family Units	Approved
MIXED-USE				
8.	The Davis @1188	1188 E 14th Street	197 Housing Units	Proposed
9.	Town Hall Square	1199 E 14th Street	150 Housing Units	Proposed
10.	268 Parrott Street	268 Parrott Street	26 Condo Units	Approved
MANUFACTURING/ INDUSTRIAL				
11.	SL Business Center	100 Halcyon Drive	550,000 sqft	Complete
12.	Torani	2000 Marina Blvd.	327,000 sqft	Complete
13.	DCT Industrial	2001 Williams Street	72,000 sqft	Complete
14.	Alvarado Commerce	2756 Alvarado Street	159,450 sqft	Construction
OFFICE & RETAIL				
15.	San Leandro Mazda	620 Marina Blvd.	122,000 sqft	Complete
16.	SL Tech Campus	1600 Alvarado Street	396,000 sqft office	Construction
17.	Creekside Plaza	500 Davis Street	77,000 sqft office	Approved
HIGH GROWTH AREAS				
18.	Shoreline	Shoreline	Housing, Hotel	Planned
19.	Bay Fair TOD Plan	Bay Fair BART Station	Mixed-Use Development	Rezoning


18.



Shoreline Development

- Expand public park with recreational amenities
- 200 room hotel
- 2 restaurants & banquet hall
- 500 housing units
- New Mulford-Marina library

19.



Bay Fair TOD Plan

- Guide for future development of a sustainable, vibrant, walkable, and safe transit oriented village with a diversity of land uses serving local and regional populations.



SAN LEANDRO

WE MAKE **THINGS!**

San Leandro is building on its deep manufacturing history, transforming into an innovation and advanced manufacturing hub. With a business friendly climate, easy transportation access, ultra high speed internet, and a diverse housing and employment base, San Leandro is the place to grow your business.



TORANI • PCC STRUCTURALS • 21ST AMENDMENT • GHIRARDELLI • ENERGY RECOVERY
VANTAGE ROBOTICS • DRAKE'S • MI RANCHO • SCANDIC SPRINGS • FREEWIRE TECH • COCA-COLA

BUILDING AN INNOVATION ECOSYSTEM

SLNEXT@SANLEANDRO.ORG

(510) 577-3311



COVID-19 Business Assistance

- ❑ Residential & Commercial Eviction Moratorium
- ❑ Temporary Outdoor Facilities Program
- ❑ Limit on Third-Party Food Delivery Fees – 15%
- ❑ Keeping it Local Campaign
- ❑ Business Damage/Theft Response & Assistance
- ❑ City & County Business Grants - \$1.68 M
 - ❑ **336 Businesses Received \$5,000 Grants**
 - ❑ \$800,000 City General Funds
 - ❑ \$830,000 CARES Act Funds Via Alameda Co.
 - ❑ \$50,000 East Bay Community Energy



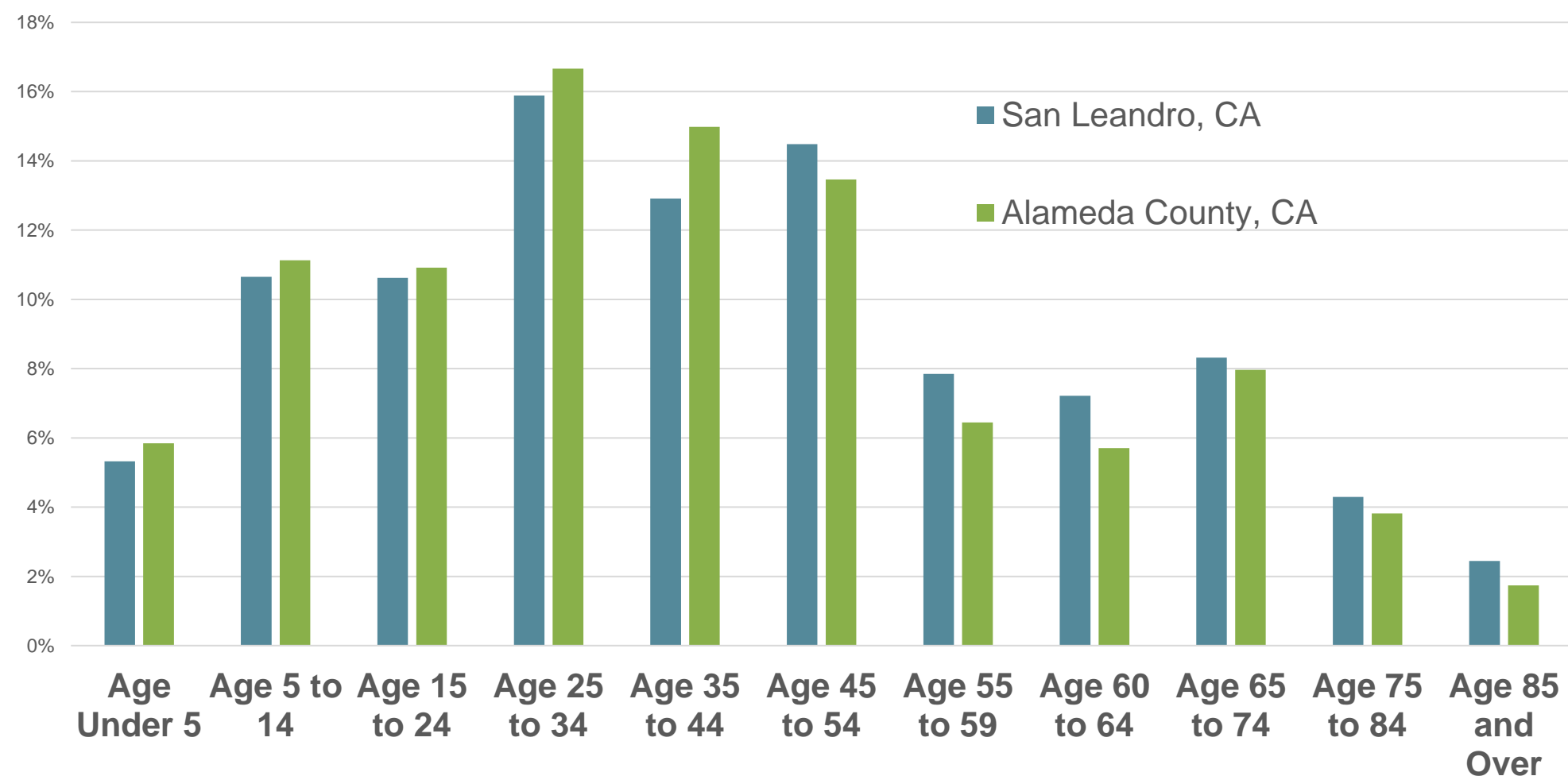
Economic Recovery Efforts

- ❑ **Keeping It Local SL Campaign** – Shop Local Gift Card
- ❑ **Commercial Relief Grants** – \$750,000 (ARPA funds)
 - ▣ Support continued operations after end of Eviction Moratorium
- ❑ **Outdoor Facilities Support** – Incentive Funds Available
- ❑ **Technical Assistance** – \$225,000 over 2+ years (ARPA funds)
 - ▣ Online/Website Assistance
 - ▣ Permit processes, etc.
- ❑ **Economic Development Strategic Plan**
 - ▣ Planning for a smart and equitable recovery



Community Overview

Population



Total Population – 90,025

Median Age – 40.7

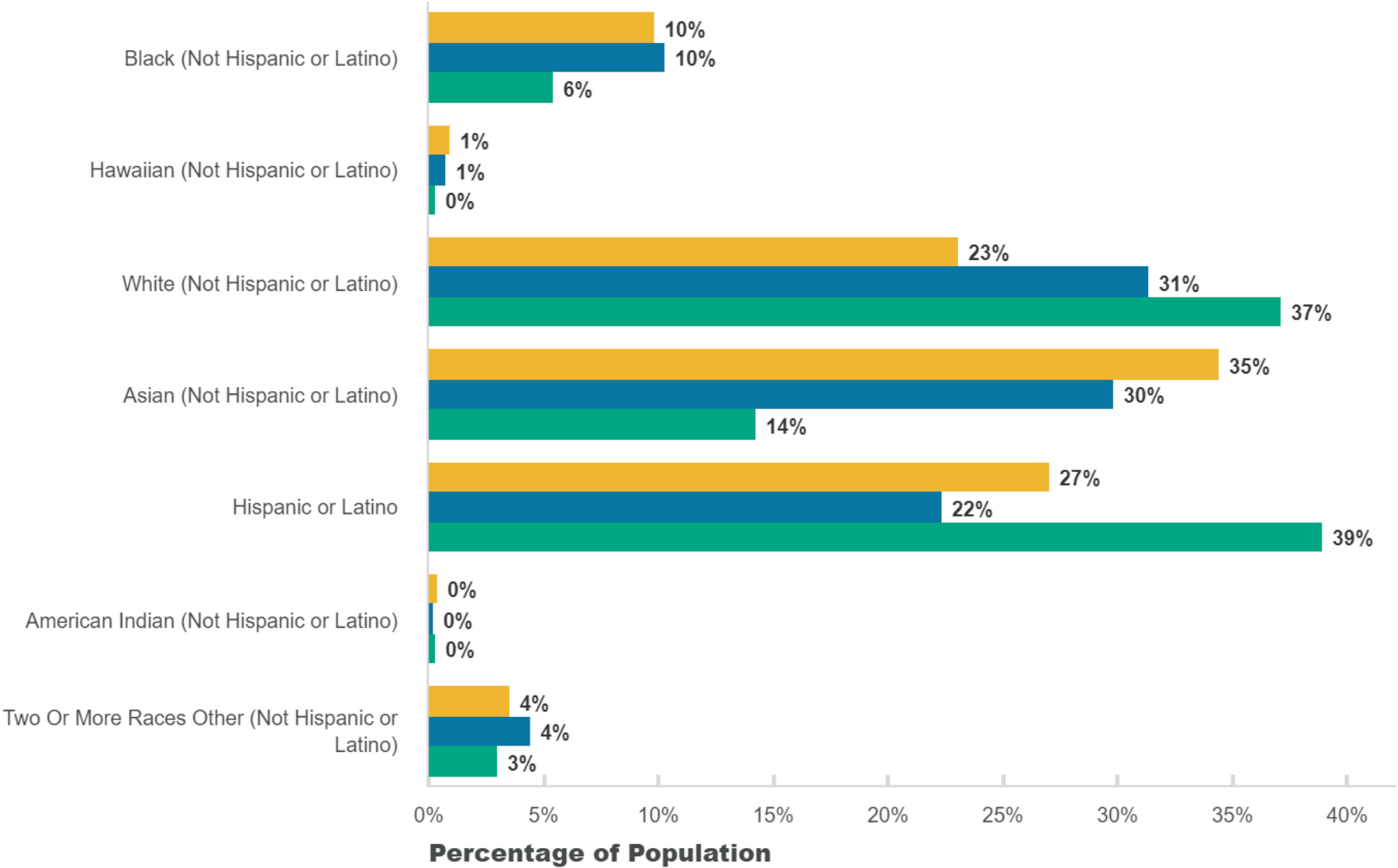
Pop. Under 18 – 17,125

Households – 31,434

Avg. HH Size – 2.9 people

Race & Ethnicity

Race/Ethnicity Totals



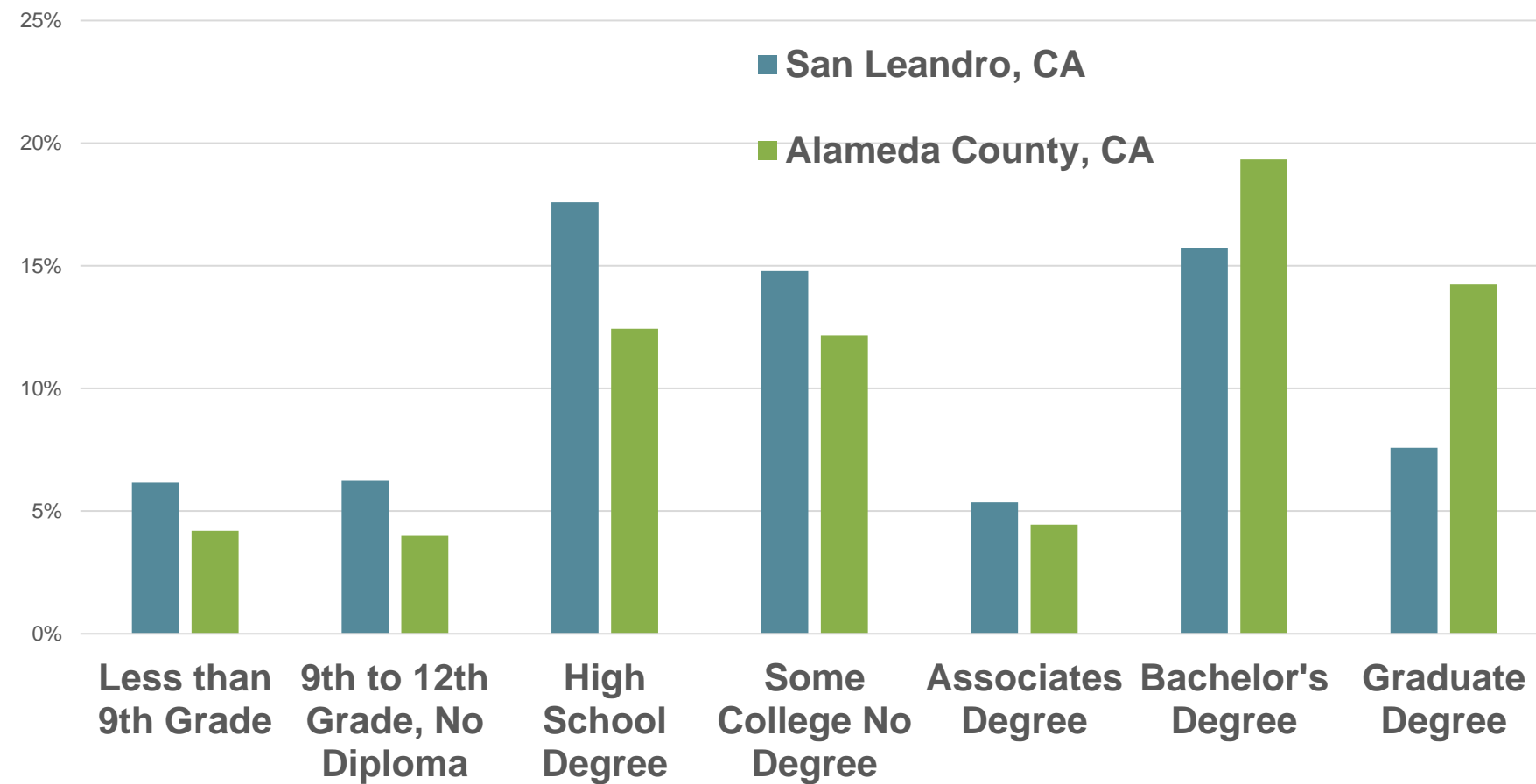
Diverse Community

- Asian – 34.5%
- Hispanic or Latino – 27%
- White – 23%

Multi-Lingual (Languages at Home)

- English Only – 51.2%
- Asian-Pac. Isl. – 18.4%
- Spanish – 15.4%
- Other Indo-European – 7.7%

Educational Attainment



Residents with College Degree

- San Leandro: 29%
- Alameda Cty: 38%

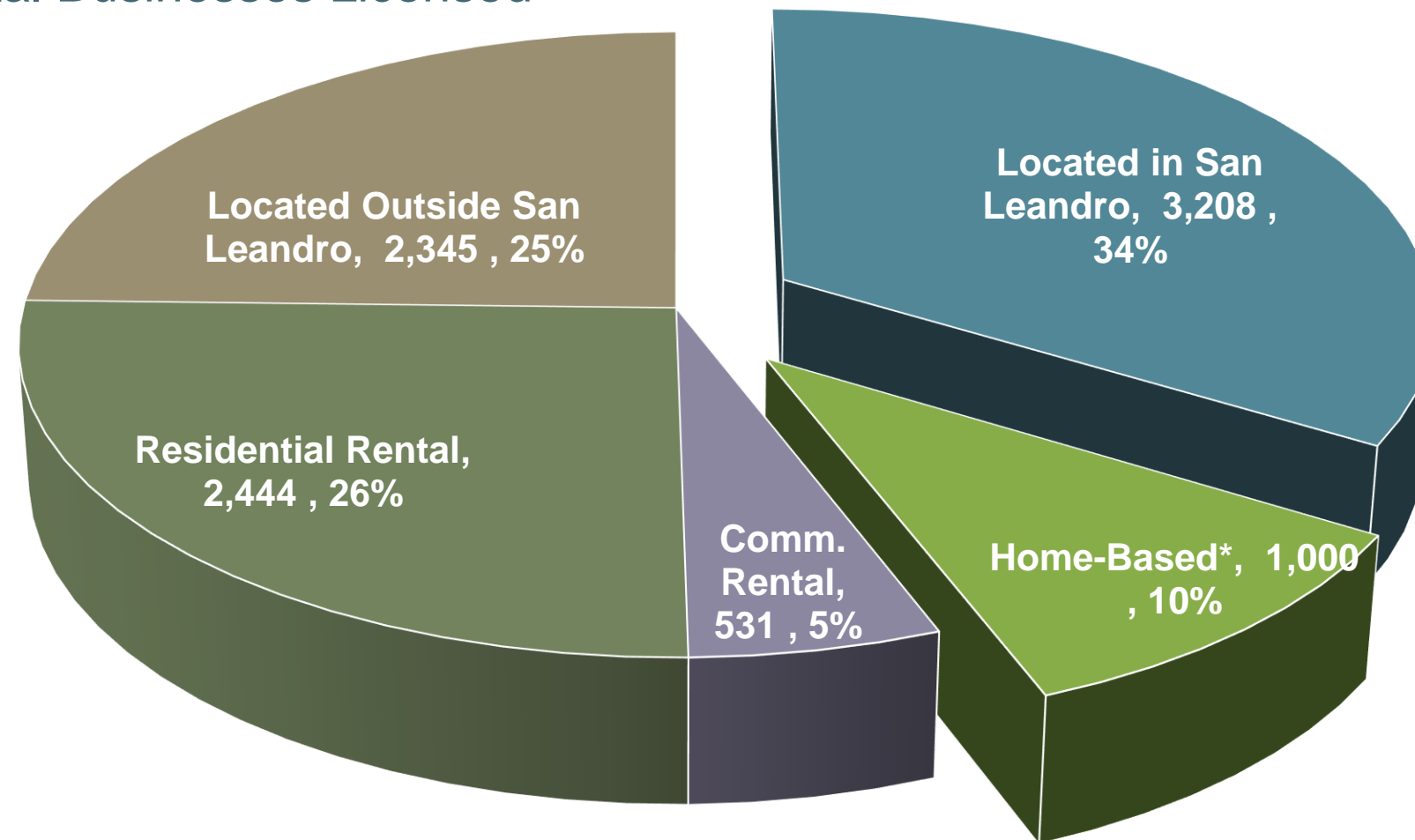
Top Bachelor's Degrees

- Business – 19.6%
- Social Science – 12.5%
- Science – 8.5%
- Engineering – 7.3%
- Lit. & Lang – 6.5%
- Education – 6.4%

Business Overview

Total Number of Business Licenses

9,500+ Total Businesses Licensed



4,200 businesses in San Leandro, includes 1,000 home-based businesses

Excludes non-profits, financial institutions, public agencies, and some trucking operations

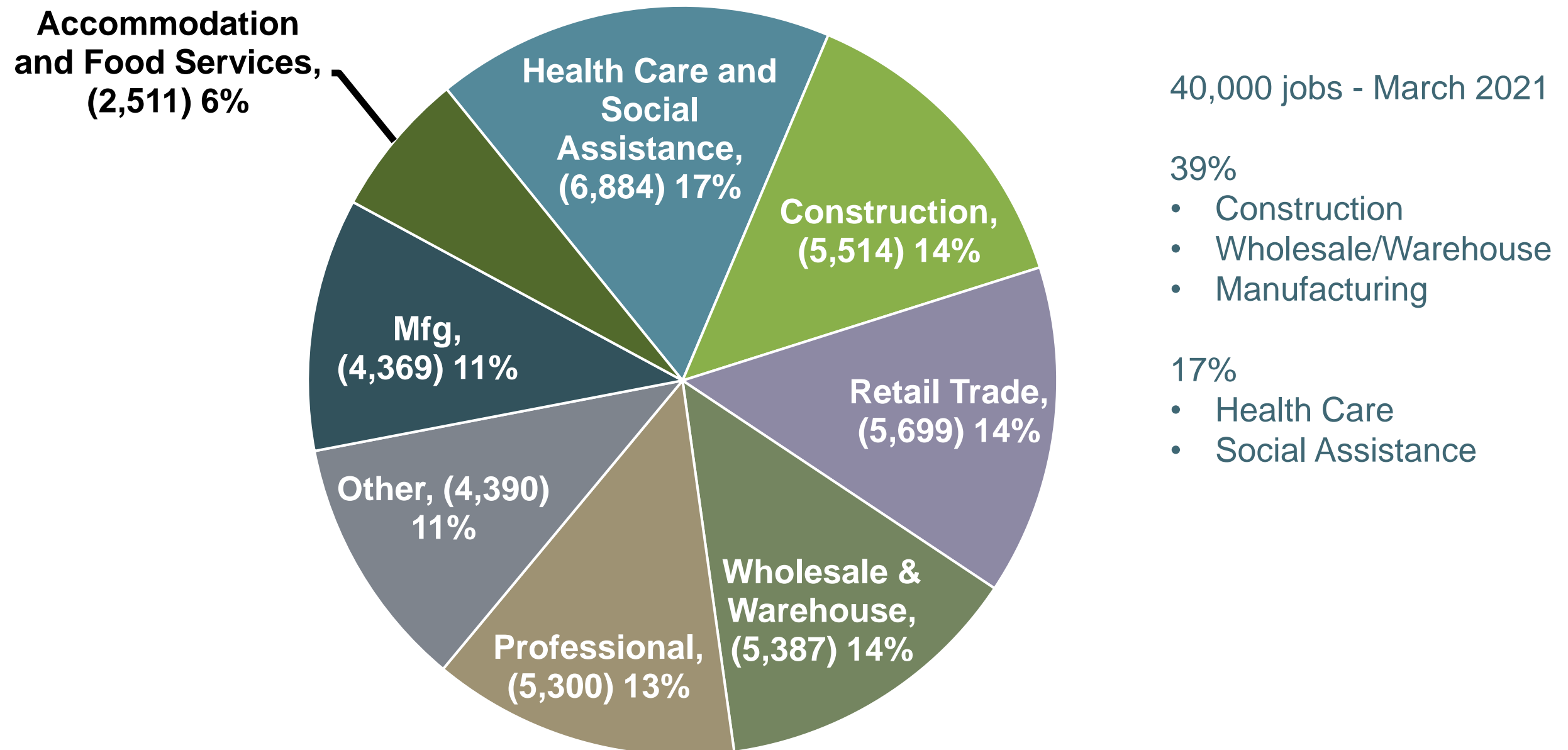
** estimated*

Top 20 San Leandro Employers

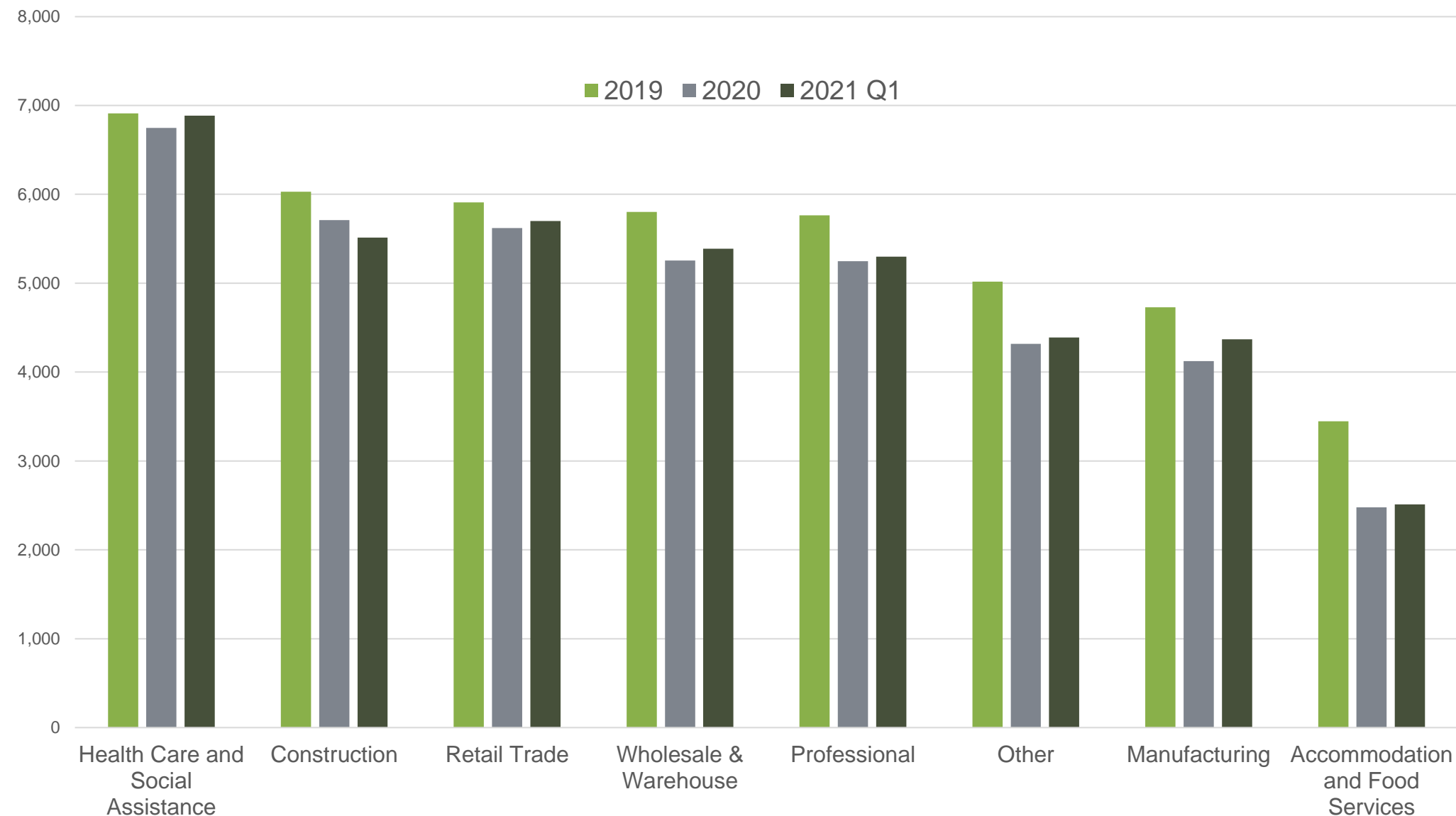
(Alphabetical Order)

- **ACCO Engineered Systems**
- Alameda County Industries
- Amazon
- City of San Leandro
- **Coca-Cola Bottling**
- Costco
- **Ghirardelli Chocolate**
- Home Depot
- Kaiser Permanente
- Kindred Hospital
- Macy's
- **OSIsoft**
- **PCC Structural**s
- Safeway Stores
- San Leandro Hospital
- San Leandro Unified School District
- **Splay, Inc. (Green Toys)**
- Target Stores
- **Torani**
- Wal-Mart Stores

Employees by Industry



Employees by Industry



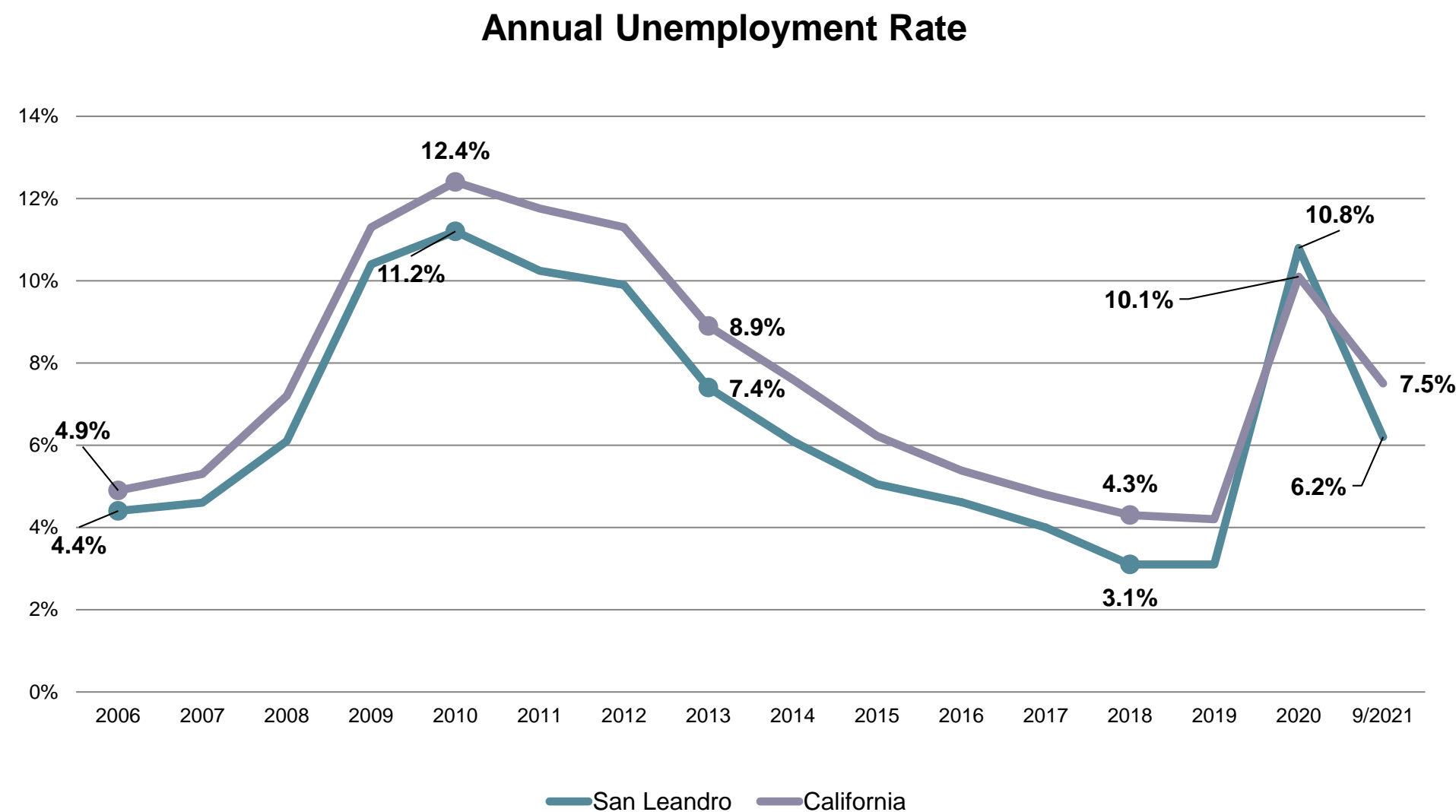
2019 vs. Q1 2021

3,500+ fewer jobs

Largest losses

- Accommodation and Food Service
- Construction
- Professional

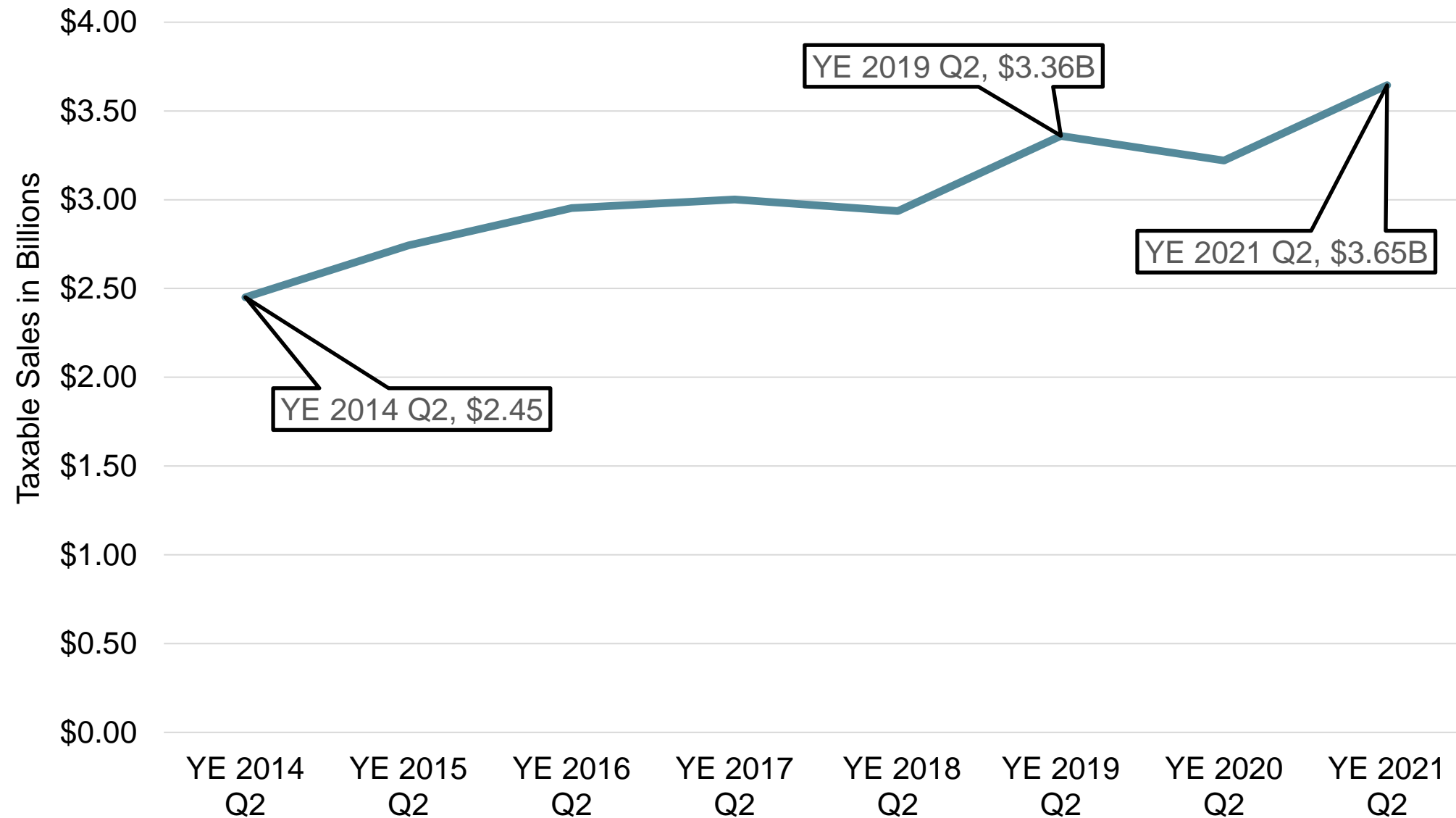
Unemployment Rate



1,500 More
Residents
Employed
since 2020

Business Activity

Taxable Sales Activity



Top 25 Sales Tax Remitters

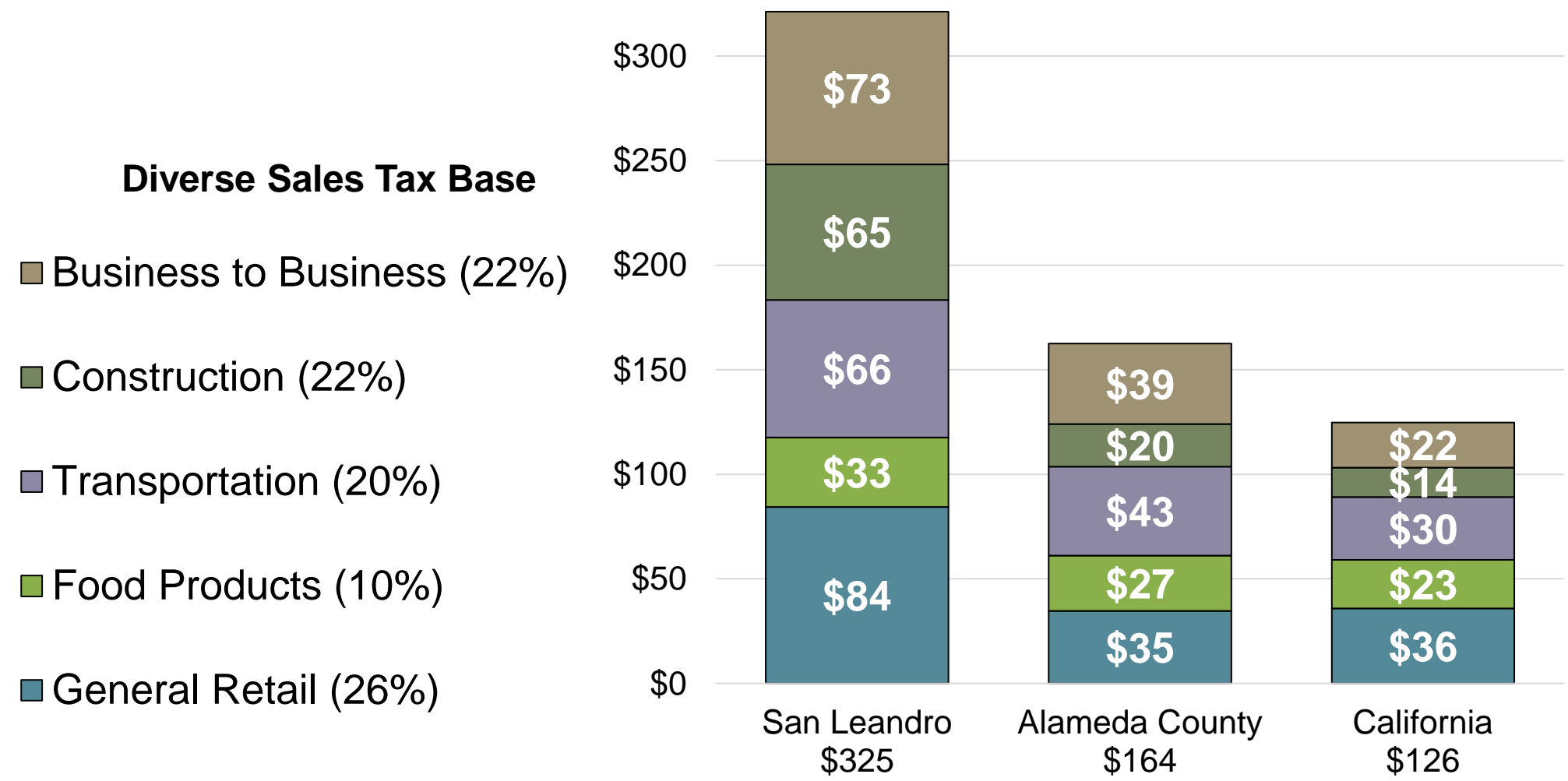
(Alphabetical Order)

- **AMERICAN EMPEROR**
- **BEACON ROOFING SUPPLY**
- **CONSOLIDATED ELECTRICAL DISTRIBUTORS**
- **COSTCO WHOLESALE**
- **EDGES ELECTRICAL GROUP**
- **ENTERPRISE RENT-A-CAR**
- **EWING IRRIGATION PRODUCTS**
- **F H DAILEY CHEVROLET**
- **FERGUSON ENTERPRISES**
- **HOME DEPOT**
- **LIVING SPACES FURNITURE**
- **NIKE FACTORY STORE**
- **NORCAL KENWORTH BAY AREA**
- **PETERSON POWER SYSTEMS**
- **PETERSON TRACTOR COMPANY**
- **PETERSON TRUCKS**
- **ROSS STORES**
- **SAFEWAY STORES**
- **SAN LEANDRO CHRYSLER JEEP DODGE RAM**
- **SAN LEANDRO HONDA**
- **SAN LEANDRO HYUNDAI / KIA**
- **SUNBELT RENTALS**
- **TARGET STORES**
- **THE FORD STORE**
- **WAL MART STORES**

Source: MuniServices, 2021Q2

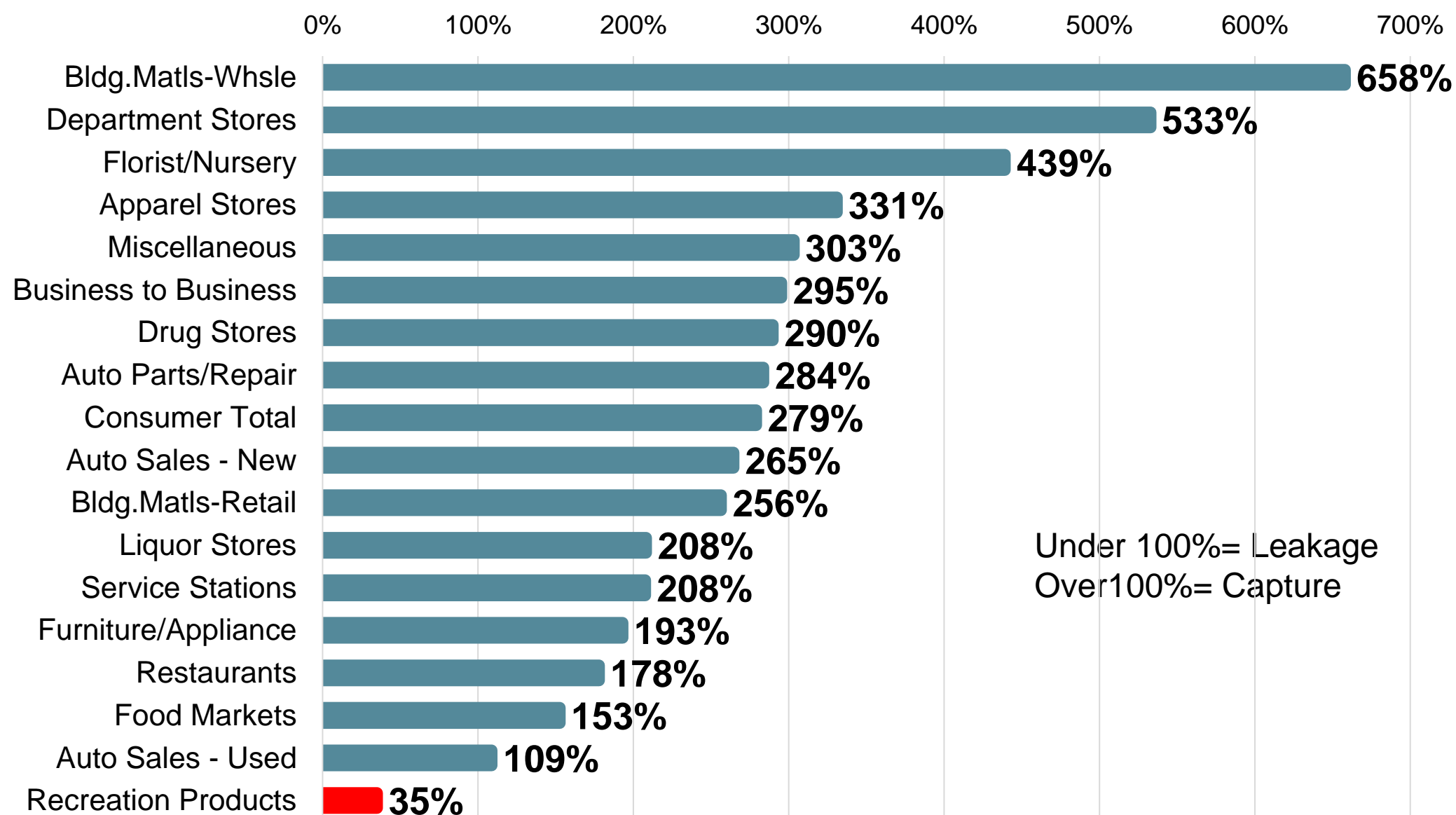
Sales Tax Per Capita

More than double the State average



Source: Muni Services Benchmark Year 2021-Q2

Sales Tax Capture and Leakage

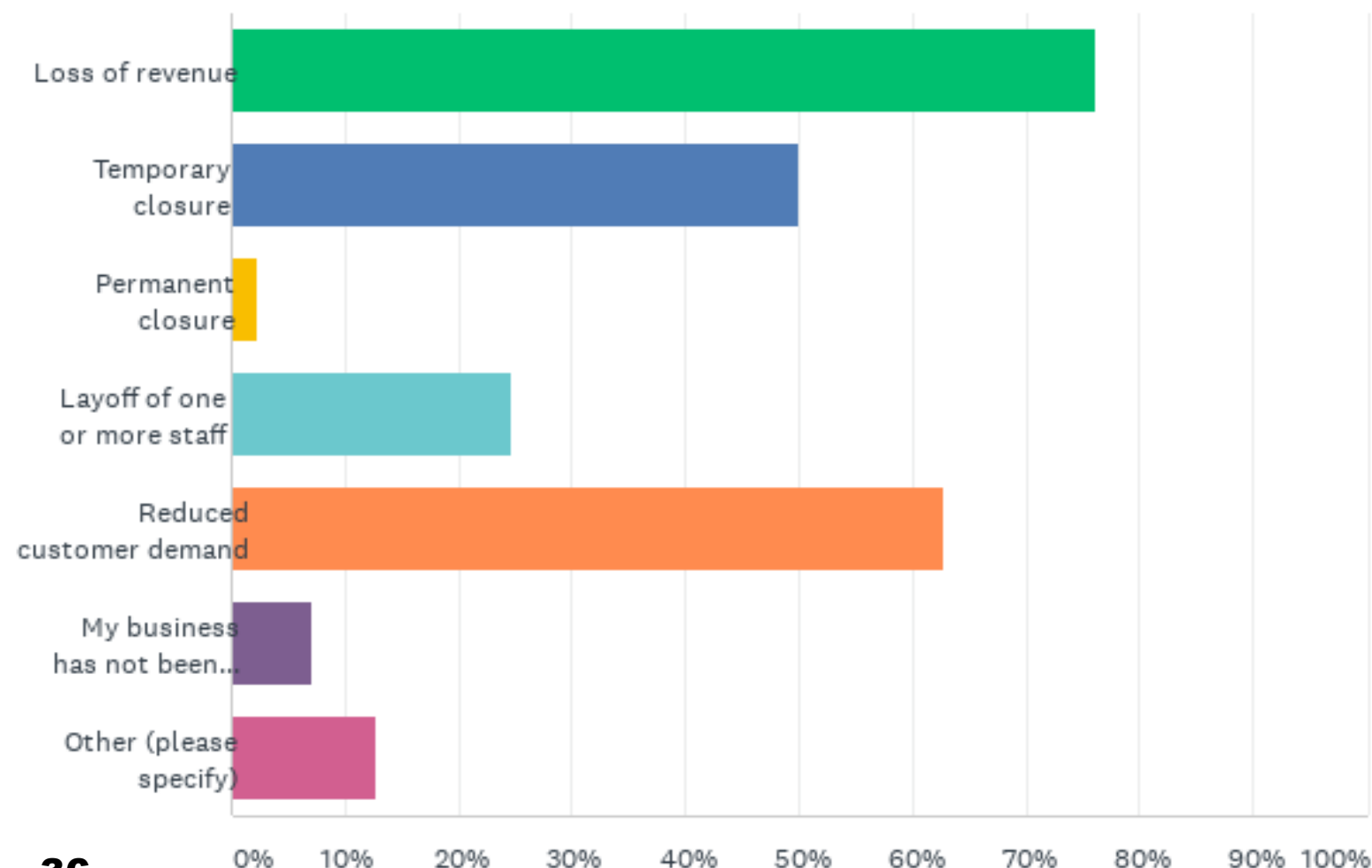


COVID-19 Business Survey

Results -

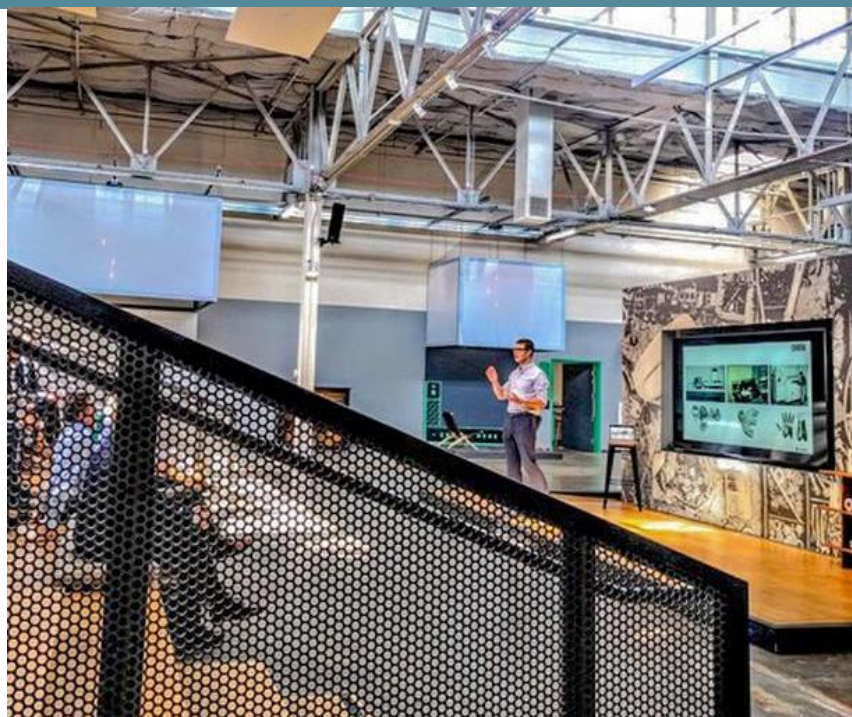
- 127 responses
- Diverse respondents
- 85% <10 employees
- 23% received no COVID-19 Financial Assistance
- 22% behind on rent
- 26% no website & want assistance

Q8 How was your business negatively impacted?



Business Ecosystem

Business Ecosystem



SAN LEANDRO'S MANUFACTURING ECOSYSTEM

GATE 510



New Businesses

 **SWIFTSCALE** BIOLOGICS

Torani

ARTEMYS FOODS



MAZDA



New Culture



ARALEZ
BIO



BLINDWOOD

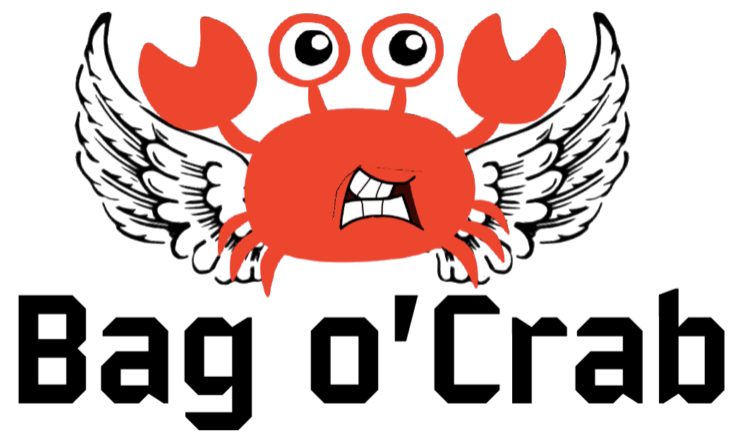
CIDER 40



CUBERG

New Restaurants

URBAN KA-RE HOUSE



Taishan BBQ



Next Steps

Recovery Assistance

- Keeping it Local Shop Local Gift Card
- Commercial Assistance Grants
- Technical Assistance
- Economic Development Strategic Plan

Ongoing Activities

- Existing Business Assistance
- Strategic Project Management
 - ▣ **Shoreline Development**
 - ▣ Town Hall Square



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