

**Economic Development Alliance for Business
(EDAB)
Fiscal Year 2004 - 2005
Performance Report Highlights
July 1, 2004 - June 30, 2005**

Business Development and Retention:

- Sent four quarterly forecasts (prepared by UCLA Anderson Forecast) and six monthly economic updates (done internally) to an email list of over 2,000 East Bay businesses and government leaders, financial institutions, media, trade groups and potential investors providing them with forward-looking information about the East Bay. Conducted an on-line evaluation survey of the economic reports to improve their usefulness to members and the wider business community.
- Served 186 clients: 49 with expansion plans; 53 requested information; contacted 80 business prospects; and assisted 4 with business retention issues. Services included: providing Industrial Development Bond information to 41 businesses; assisting with 16 multi-jurisdictional site searches; providing 78 with general information on the East Bay and its resources; making 11 referrals to partner organizations and provided 14 with regulatory and technical assistance.
- \$7.692 million in Industrial Development Bond financing provided to two businesses resulting in 41 jobs retained with an additional 130 jobs expected to be created over the next three years. Total estimated job impact (including the multiplier factor/effect attributed to the industry) is 315 jobs. Another project totaling \$6 million has been processed and has received State approval but won't close until September 2005; this project would retain 46 jobs and create an additional 210 jobs over the next three years.
- Assisted member cities in their economic development planning. Prepared a "Life Sciences" industry assessment for the City of Fremont recommending ways to better support the city's growing life sciences industry. Prepared preliminary data and analysis to benchmark and support the City of Pleasant Hill's ongoing process to create and implement an economic development strategic plan.
- Provided leadership needed for TeamCalifornia and EDAB to participate in three (3) trade shows to promote economic development opportunities in the East Bay resulting in 73 business leads that were forwarded to member cities. In addition, a direct mail promotional piece was sent by EDAB to 500 real estate facility managers from the CoreNET 2004 tradeshow that EDAB participated in - one of these has already resulted in follow-up action on a site location project involving an EDAB member city. Also, 173 additional contacts were developed at BIO 2005 that were also sent additional information on EDAB and the East Bay. TeamCalifornia leveraged EDAB's \$6,200 tradeshow participation fees for the three shows with a total investment of over \$67,500.
- Coordinated an East Bay advertising campaign to promote the East Bay as a biotech industry hub that coincided with the BIO 2005 tradeshow held in June 2005 in Philadelphia in which EDAB participated via the TeamCalifornia booth.

- Enhanced the efforts of chambers and business groups (Livermore, Fremont, Oakland, Tri-Valley) to identify economic opportunities through participation in community processes and, where appropriate, offered technical assistance.
- Provided assistance in the form of economic reports and Employment Development Department data on businesses, employment and industry for each city to assist them with their strategic plans, market development and business retention efforts.
- Provided principal staff support, website and fiscal management to the Bay Area East Shore program in its efforts to implement a marketing plan for five Alameda County cities (Alameda, Berkeley, Emeryville, Oakland and San Leandro). Coordinated the development and implementation of its \$105,000 marketing plan, managed the bayareaeastshore.com website that has received 15,292 visitors, 27,000 page views and 144,150 hits in FY 2004-05 and sponsored/cosponsored four events.
- Prepared a statewide cooperative business marketing and advertising plan to attract new business investment; advised the Governor's Commission for Jobs and Economic Growth staff on opportunities to target business outreach and strengthen the State's support of local economic development programs.
- Participated in the development of new opportunities for the Green Business and the StopWa\$te Partnership Programs, to enhance the marketing of these programs to businesses.
- Supported the East Bay Municipal Utility District in its efforts to renew its wet weather facilities permit to assure that costs to businesses and residents are kept in control while assuring the highest standards for public health and the environment.
- Prepared 30 page East Bay Indicators 2004 report providing key economic, social, education and environmental performance information for businesses, government and community leaders. The report is also published on EDAB's website, where it is one of the top reports visited.

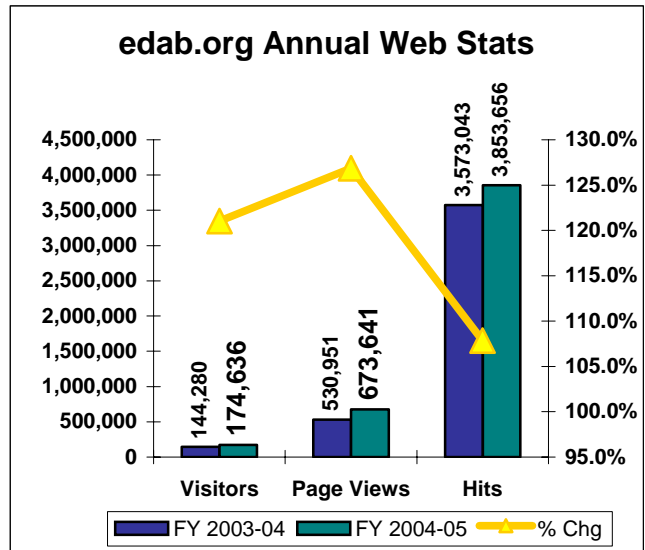
Housing and Transportation:

- Engaged businesses/the community in efforts to assist local governments in their endeavors to meet regional housing needs requirements through EDAB's East Bay Jobs/Housing Coalition and through a website highlighting housing projects that businesses/the community can support.
- Advocated, on behalf of membership, for housing reform and participated in statewide efforts with the Business, Transportation, and Housing Agency to remove barriers preventing cities/counties from meeting their housing production targets (CEQA reform).
- Completed Phase II of the Goods Movement Study focusing on solutions to commercial freight traffic flow problems and related congestion; co-sponsored a Northern California summit bringing key leaders together to discuss and promote an integrated approach to addressing the Bay Area's goods movement problems.

- Played key roles in supporting the Metropolitan Transportation Commission adoption of a goods movement plan as part of its Regional Transportation Plan and in successfully having the Bay Area's goods movement projects incorporated into the State's phase I Action plan.
- Membership supported Contra Costa County's Measure C for transportation improvements which was approved.

Website:

- Provided a website, www.edab.org, that continues to be an extensive tool for helping businesses, local governments, non-profits and the general public to find information about the East Bay, including various types of data and information on important resources. In FY 2004-05, the website had 174,636 users, who viewed 673,641 pages and accounted for 3,853,656 hits on the website, and downloaded over 44.7 gigabytes of information.



- The average number of visitors per day for this period was 478, who averaged 1,846 pages viewed, 10,558 hits and downloaded an average of 123.6 megabytes of data per day.

- The increase in the number of hits on EDAB's website (107.9%) was not nearly as great as the number of visitors (121%) or page views (126.9%) from FY 2003-04 to FY 2004-05. This is a positive change do to improvements made in the website's design and navigation system that allows visitors to find the information they want more quickly and efficiently. The larger increase in the number of page views compared to the number of visitors is also a positive indication that the visitors were viewing more information on the website.

Access to Global Markets and Foreign Investment:

- Greeted two inbound foreign delegations, including business, government and trade officials, to promote East Bay commerce and extend global network opportunities for East Bay businesses.
- Sponsored an Asian trade mission and coordinated meetings between Bay Area officials and Toyota Motor Corporation officials in Japan to promote East Bay investment opportunities including future development opportunities at New United Motor Manufacturing, Inc. in Fremont.
- Financially supported the Bay Area World Trade Center programs to increase services to East Bay businesses seeking export assistance and trading partners.

Innovative and Knowledge-Based Growth:

- Built support for the Bay Area's major science initiatives and research institutions as well as increased public understanding of the critical role of science and technology in the Bay Area economy through participation in the projects of the Bay Area Science and Innovation Consortium (BASIC), a partnership of innovative companies, major research institutions, and economic development officials.
- Addressed the critical need for more qualified biotechnology workers and for improved coordination between the industry and the local training network, by representing the East Bay and the interests of workforce training organizations on the program committee of Northern California's biotechnology industry organization, BayBio.
- Supported the East Bay's technology incubators by promoting them in presentations and events targeting foreign companies, emerging businesses, investors and industry professionals.

Workforce Development:

- With the assistance of the East Bay Works One-Stop Centers, linked Alameda County residents to job opportunities through management of the Vendor First Source Program.
- Helped prepare East Bay students for jobs in the evolving biotechnology industry through participation in the events of the Biotechnology Education and Training Alliance, a consortium managed by Ohlone Community College and including a number of local life science companies.
- Provided technical assistance to the Workforce Investment Board (WIB) to help them engage East Bay employers and economic development professionals.
- Through workshops for industry and training professionals, promoted improvements to the East Bay training network's ability to meet employer job requirements.

Events:

- Held a general membership meeting focusing on sustainable development principles and best practices that also honored local businesses who are role models in the community, receiving StopWa\$te Partnership awards from the Alameda County Waste Management Authority and Recycling Board for their efforts.
- Hosted an annual Legislative Reception and Vision Award event which provided an opportunity for EDAB members to meet key legislators and help bring more recognition to the issues important to East Bay leaders; the Vision Award recognized one of these key leaders.
- Co-sponsored events with East Bay and San Francisco Business Journals, Bay Area World Trade Center and East Bay Chambers of Commerce to bring topical issues of importance to business.