

EDAB's Performance Report Highlights

July 1, 2003 - June 30, 2004

Business Development and Retention:

- Provided forward-looking information and comprehensive evaluations of the East Bay and its relationship to the Bay Area through quarterly forecasts (prepared by the UCLA Anderson Forecast) and monthly economic updates (prepared internally) to assist businesses, cities and potential investors. These reports are transmitted monthly to over 2,300 individuals representing businesses, government, the media, financial institutions and trade groups.
- Served 139 clients: 40 with expansion plans; 42 requesting information; 53 business prospects; and 4 with business retention issues. Services included: providing Industrial Development Bond information to 47 businesses; assisting with 18 multi-jurisdictional site searches; providing 49 with general information on the East Bay and its resources; making 7 referrals to partner organizations; and providing 1 with regulatory and 13 with technical assistance.
- Assisted in the successful site location decision of Abbott Diabetes Care, a division of Abbott Laboratories, that will be headquartered in Alameda; this will add 400 professional and technical jobs to the East Bay.
- Provided assistance in the form of economic reports, industry studies and cluster analysis for each city to help them with their strategic plans and market development activities.
- Through the support of the Tri-Valley Business Council, completed a comprehensive economic and workforce profile of the Cities of Livermore, Pleasanton, Dublin and San Ramon. The Business Council and individual cities will use the profile as a resource for community planning and targeted economic development.
- Provided the leadership needed for TeamCalifornia to participate in three tradeshows this fiscal year, thereby reducing costs to participate and making it possible for EDAB and 20 other economic development organizations to engage in marketing opportunities otherwise unattainable. This effort leveraged \$70,000 in cooperative marketing resources, resulting in 58 business leads and a mailing list of 1,500 Corporate Real Estate Executives for follow-up by EDAB and its member cities.
- Coordinated the East Bay advertising campaign to promote the East Bay as a biotech industry hub in conjunction with BIO 2004 to be held June 6-9, 2004, in San Francisco. Included in the campaign was a full-page ad placed in the BIO 2004 Preview publication that was sent by BIO to over 200,000. Also, EDAB developed a page on its website (www.edab.org/bio2004.html) that was promoted in the BIO Preview ad; this page featured 30 East Bay bioscience companies that wanted to be contacted by BIO 2004 attendees and listed resources for bioscience companies (this page had received 420 visitors by June 10, 2004). EDAB participated in the TeamCalifornia booth in the BIO2004 exhibit hall.

- Revised an EDAB mailer that will be sent to over 1,500 CORENET (International Association of Corporate Real Estate Executives) members; updated other collateral marketing materials, including EDAB's folder, Business Journals' ad, website, and the Industrial Development Bond brochure, to incorporate new information and the current EDAB design style.
- Prepared and printed 4,000 copies of the 32-page, four-color 2004-2006 East Bay Business Resource Guide with key sponsorships by the Alameda County Waste Management Authority and Recycling Board and Kaiser Permanente as well as the participation of all of EDAB's member cities.
- Participated in the development of new opportunities for the Green Business and the StopWa\$te Partnership Programs, one of which was a StopWas\$te workshop held on May 12, 2004 to provide businesses with information on new resources and to share and exchange ideas on best practices.
- Secured over \$7 million in business investment in Alameda County through the Industrial Development Bond Program, resulting in the retention of over 100 jobs and the anticipated creation of over 125 additional jobs.
- Co-Sponsored with the East Bay Business Times on May 6, 2004, a symposium "Legal Strategies for Growing Business" for small businesses to hear from four leading East Bay law firms on how to manage common legal challenges in the areas of real estate, labor, intellectual property rights, mergers and acquisitions.
- Provided staff support to the Bay Area East Shore marketing coalition of five East Bay cities and the management of a \$122,400 FY 2003-04 marketing budget. Activities included placing 17 ads in the San Jose Business Journal, hosting three events that focused on telecommunications, multimedia and bioscience, completing a major renovation of the website, (www.bayareaeastshore.com), which to date has received 7,000 visitors and 80,100 hits in FY 2004-05, and sending 4,500 mailers to tenants/high-tech CEOs in the Peninsula and South Bay to increase their awareness of the East Shore.
- Assisted the Special Advisor for Jobs and Economic Growth with the Office of the Governor to organize their program for statewide business retention and attraction.

Housing and Transportation:

- Launched the East Bay's Jobs/Housing Coalition initiative to engage businesses in efforts to support local governments in their endeavors to meet regional housing needs requirements and advocate for changes in state planning and environmental laws to encourage housing investment. The Coalition was established by EDAB in association with the Contra Cost Council, the Tri-Valley Business Council and local Chambers of Commerce.
- Co-sponsored the East Bay Business Times' March 2004 housing summit; the summit featured its Workforce Housing Committee's 10-point plan which will be the center piece of the work of the Housing Coalition; this 10-point plan was again featured at EDAB's Spring Membership Meeting in an effort to gain further member involvement and support. Conducting an online and fax survey to generate and measure support for the 10-point plan.

- Phase I of the Goods Movement Study, co-sponsored with MTC, the Port of Oakland and the Bay Area Air Quality Management District, documents commercial freight traffic flows and factors contributing to the increase in truck vehicle miles and the implications of these on transit-dependent businesses. The Phase II report, scheduled for completion in June, will recommend solutions in the areas of investment, land-use and best business practices. EDAB, in association with the Bay Area Council, will launch in July a business, labor and community Task Force to advise on the Phase II recommendations, and organize a united business and community voice for federal funding for goods movement transportation investments in the Bay Area.
- Participate on the Contra Costa County Measure C advisory committee and advocate for voter approval in November.

Advocacy:

- Co-host meetings for California’s Agency Secretary of Labor and the Agency Secretary for Business, Transportation and Housing to discuss with East Bay leaders actions needed by the State to stimulate the economy in the short term and improve economic competitiveness and the comparative advantage in the long term.
- Membership supported the passage of Regional Measure 2 to increase the bridge toll for transportation improvements aimed at easing congestion on the bridges.
- Membership supported Alameda County’s Measure A, the half-cent sales tax increase, to provide funding for critical healthcare services in the County.

Website:

- Providing a website, www.edab.org, that continues to be an extensive tool for helping businesses, local governments, non-profits and the general public to obtain information about the East Bay, including various types of data and information on important resources; the website is also becoming a useful tool for businesses and other entities making business and/or investment decisions in the East Bay; since the beginning of the fiscal year and EDAB’s implementation of its economic forecast emails, the website has seen a 45.6% increase in visitors and 41.5% in pageviews.

Note: FY 2003-04 data only goes through June 10, 2004.

REPORT FOR www.edab.org	DATE RANGE: 7/1/02 – 6/30/03	DATE RANGE: 7/1/04 – 6/10/04	PERCENTAGE CHANGE
Total Visitors	93,877	136,645	45.6%
Total Page Views	353,096	499,650	41.5%
Total Hits	2,691,984	3,384,795	25.7%
Total Bytes Transferred	18.79GB	27.76GB	47.7%

Access to Global Markets and Foreign Investment:

- Assisted in setting up meetings for five (5) inbound foreign delegations, (ranging from business executives to government and trade officials), to promote East Bay commerce and extend global network opportunities for East Bay businesses.
- Continue to financially support the Bay Area World Trade Center to increase services to East Bay businesses seeking export assistance and trading partners.

Innovative and Knowledge-Based Growth:

- In partnership with companies, research institutions and other regional organizations, supported the Bay Area Science and Innovation Consortium (BASIC) and contributed to website, workforce and other projects to increase public understanding of the role of science and technology in the economy of the Bay Area.
- Supported East Bay technology incubators and sponsored events to promote the exchange between emerging businesses, investors and professionals.
- Established a closer collaborative relationship with the East Bay Workforce Investment Boards (WIBs) to create a workforce training advantage for highly competitive East Bay, knowledge-based companies.

Workforce Development:

- Managed outreach and marketing efforts for the CalWORKs program.
- Convened the fifth annual Employer Awards' Reception, recognizing the 180 employers who have hired CalWORKs job seekers.
- Managed the Vendor First Source Program for Alameda County to link job opportunities for East Bay residents to contracts over \$100,000. Forty-four (44) job commitments were secured for East Bay residents.
- Assisted the Alameda County Social Services Agency in expanding healthcare coverage to employees not covered by employer healthcare plans (both for-profit and non-profit businesses).
- Participated with WIB staff in visiting life science companies to assess work force training needs and in generating a proposal to underwrite the training costs.
- Completed work on grant proposals with the Alameda County WIB for biotech worker training.
- Completed an evaluation of placement performance by three companies who participated in the Alameda County's Industrial Development Bond program.