



SAN LEANDRO ECONOMIC DEVELOPMENT UPDATE



Agenda

- Economic Overview
- Economic Development Programs

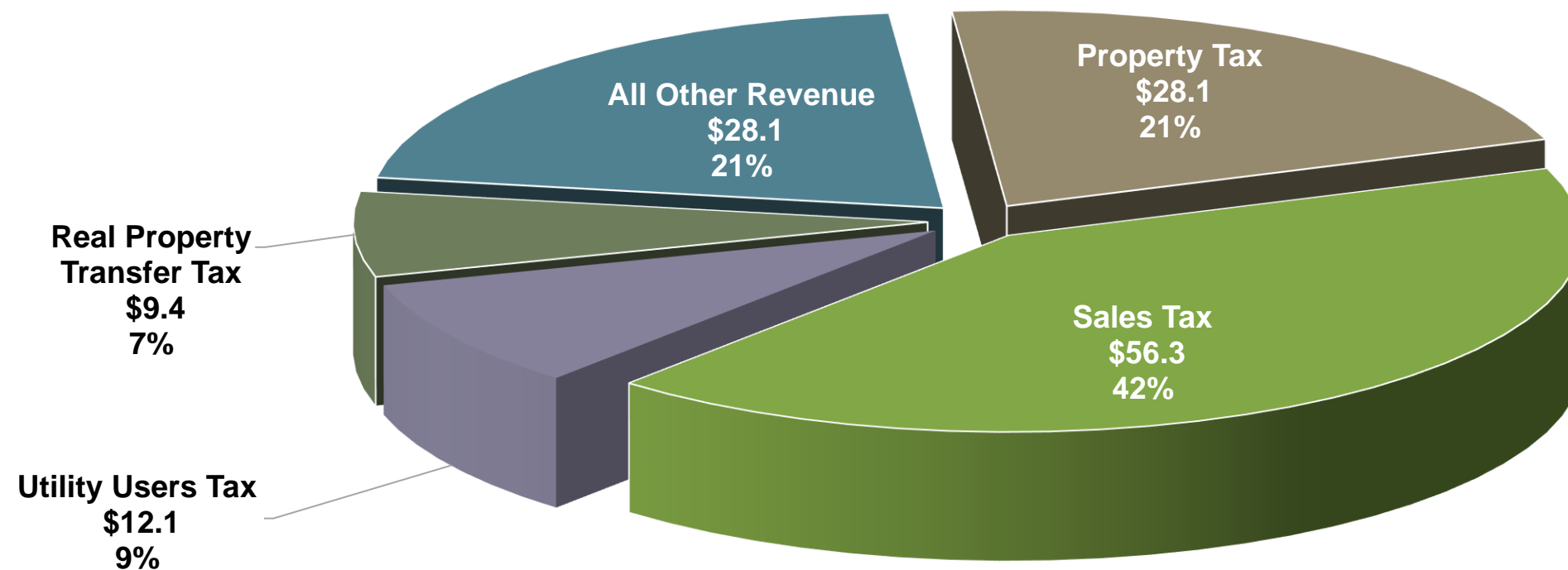


Economic Overview



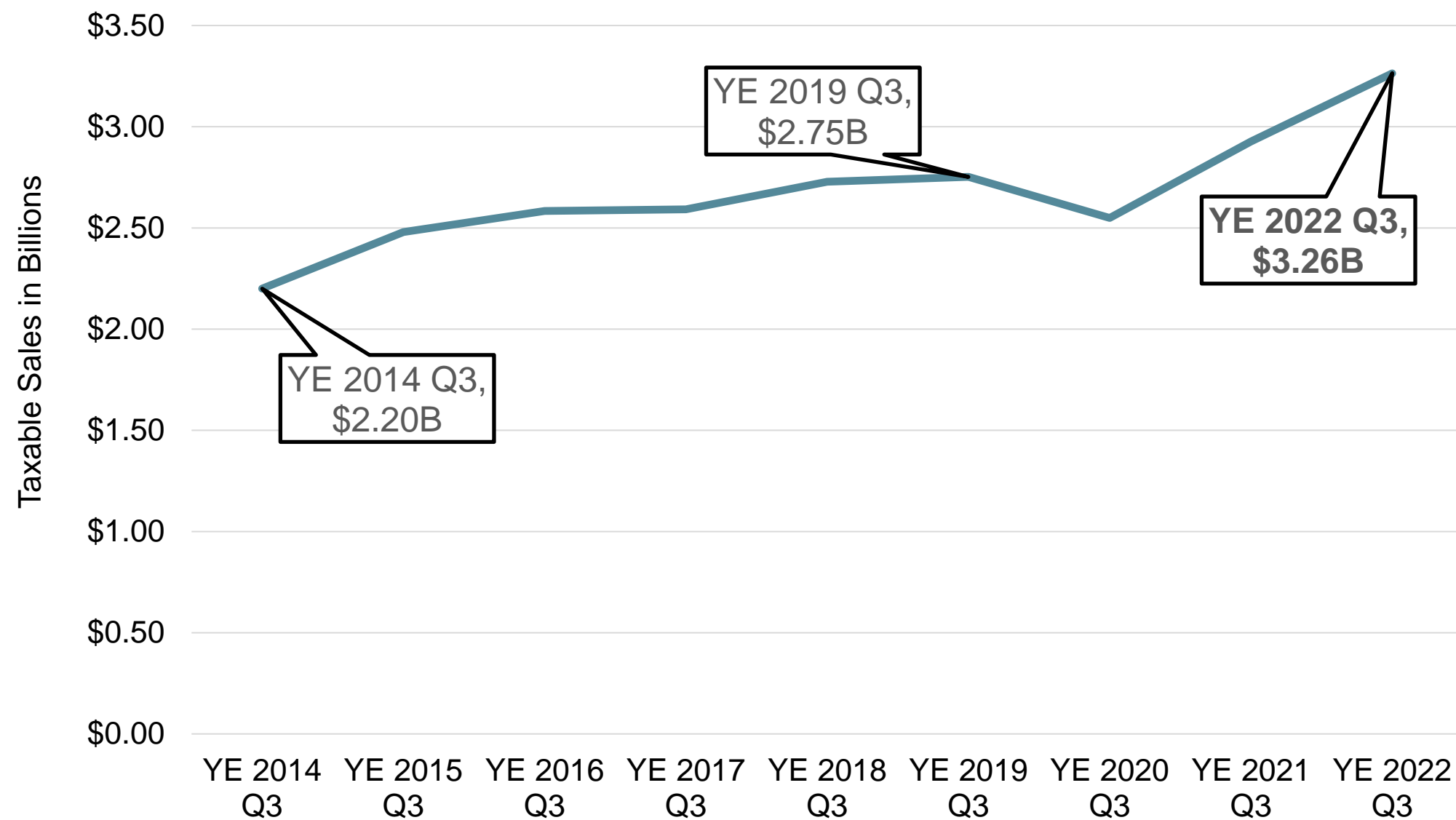
General Fund Revenues

**General Fund Revenues
FY 2022-23 (\$M)**



Source: San Leandro Budget
FY 2022-23

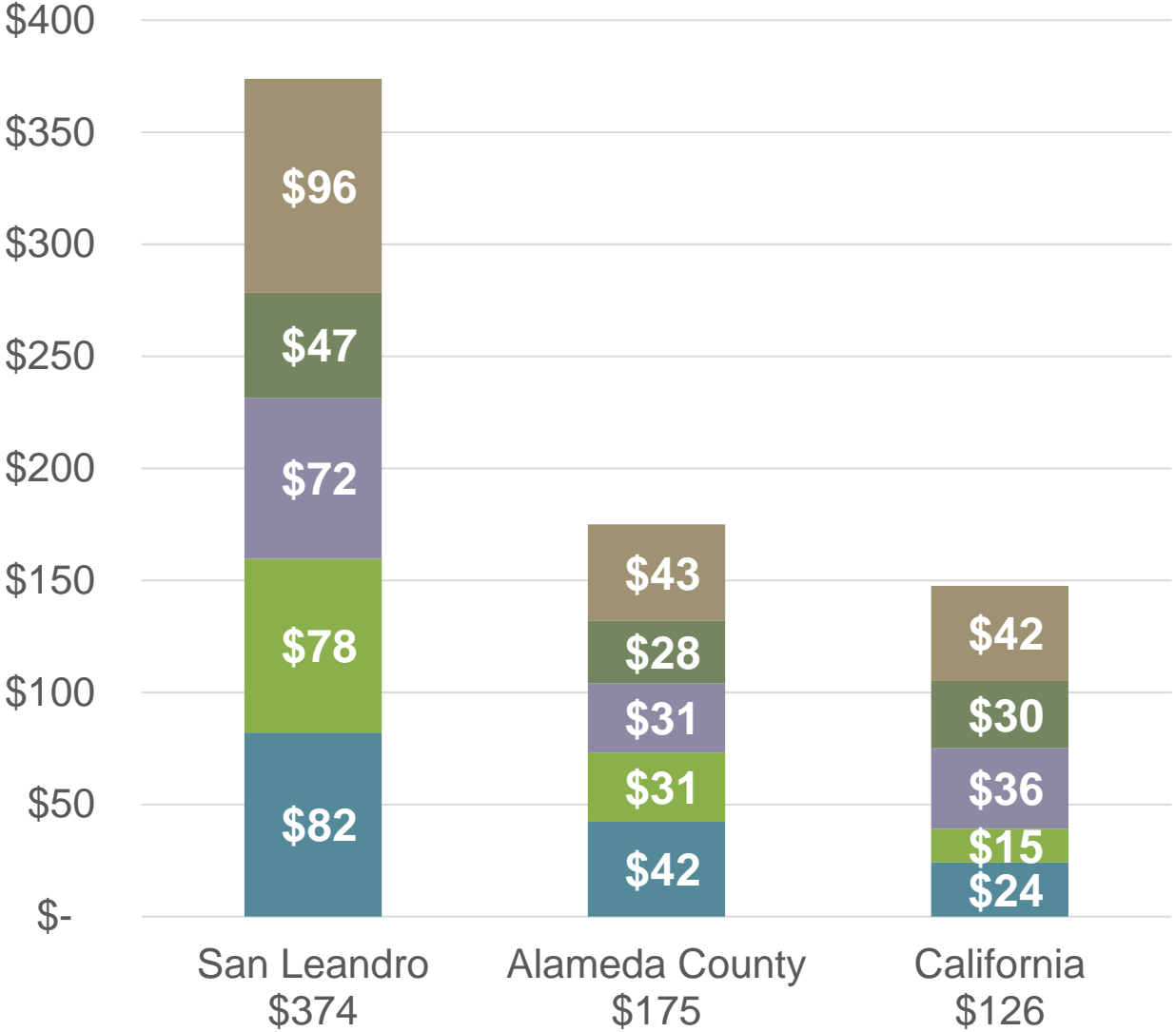
Taxable Sales Activity



Sales Tax Per Capita

Diverse Sales Tax Base

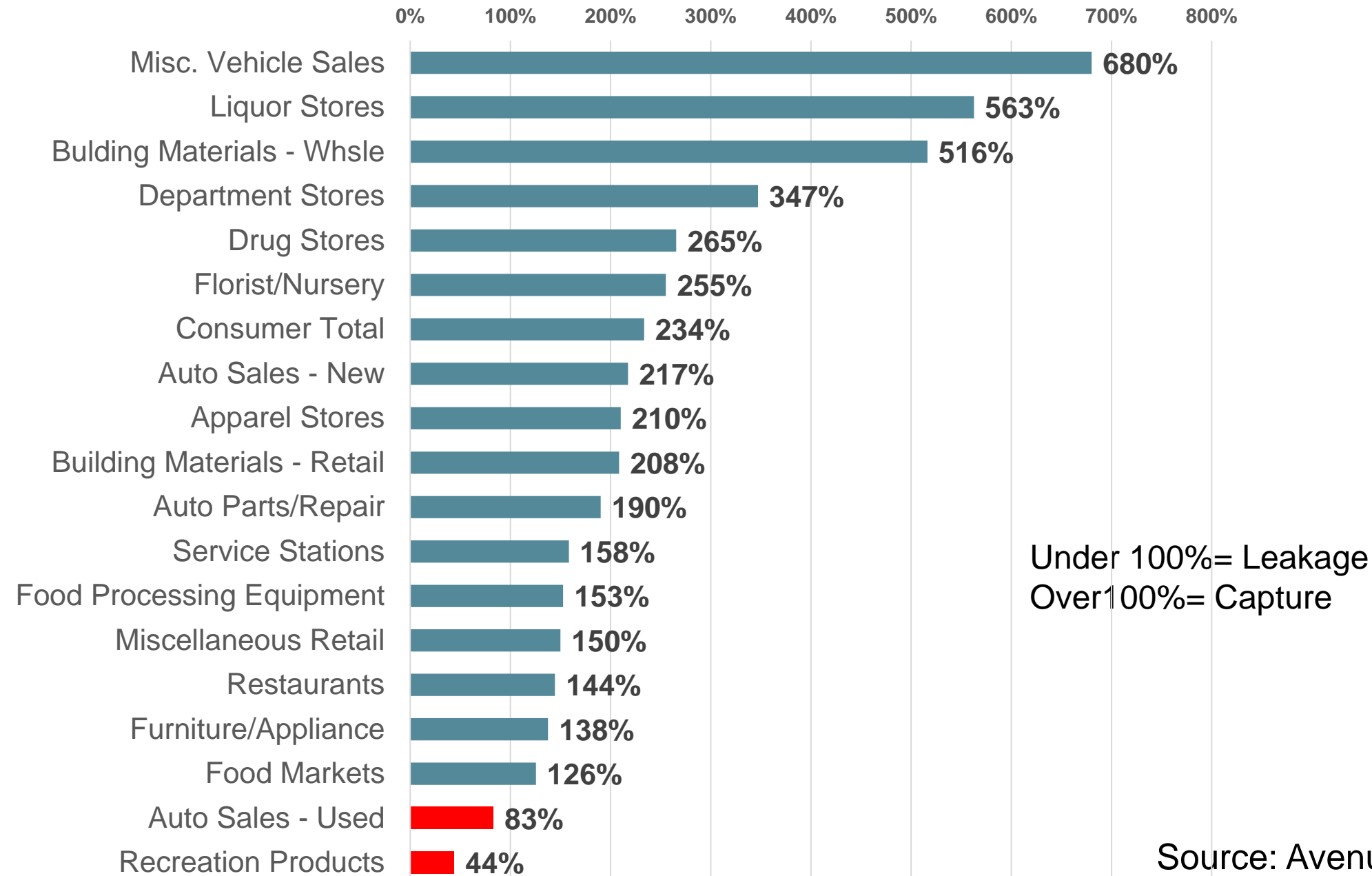
- General Retail and Misc. (26%)
- Food Products (13%)
- Transportation (19%)
- Construction (21%)
- Business To Business (22%)



More than double the State average

Source: Avenu Insights (Muni Services)
Benchmark Year 2022-Q3

Sales Tax Capture and Leakage



Source: Avenu Insights (Muni Services)
Benchmark Year 2022-Q3

Top 25 Sales Tax Remitters

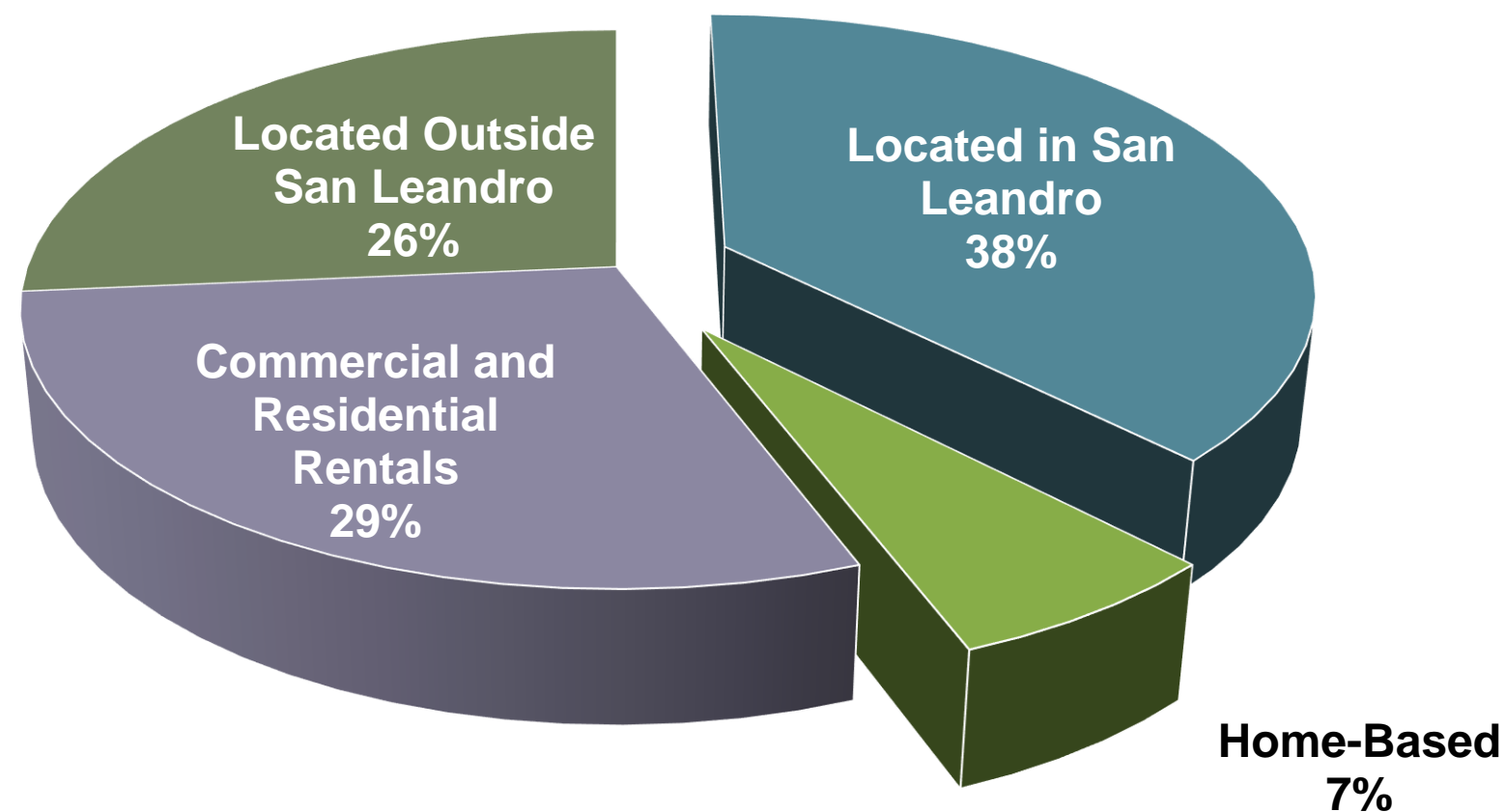
(Alphabetical Order)

- ARCO AM/PM MINI MARKETS
- AMERICAN EMPEROR
- BEACON ROOFING SUPPLY
- CHEVRON SERVICE STATIONS
- CONSOLIDATED ELECTRICAL DISTRIBUTORS
- COSTCO WHOLESALE
- EDGES ELECTRICAL GROUP
- F H DAILEY CHEVROLET
- FERGUSON ENTERPRISES
- FOUNDATION BUILDING MATERIALS
- INDEPENDENT ELECTRICAL SUPPLY
- HOME DEPOT
- NORCAL KENWORTH BAY AREA
- PACIFIC PRIDE
- PETERSON POWER SYSTEMS
- PETERSON TRACTOR COMPANY
- PETERSON TRUCKS
- SAN LEANDRO CHRYSLER JEEP DODGE RAM
- SAN LEANDRO HONDA
- SAN LEANDRO HYUNDAI / KIA
- TARGET STORES
- THE FORD STORE
- TRAYER ENGINEERING CORPORATION
- WAL MART STORES
- WINE.COM

Source: MuniServices, 2022Q3

Business Licenses

Business Licences 2022



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

Source: Business License Database 3-2022

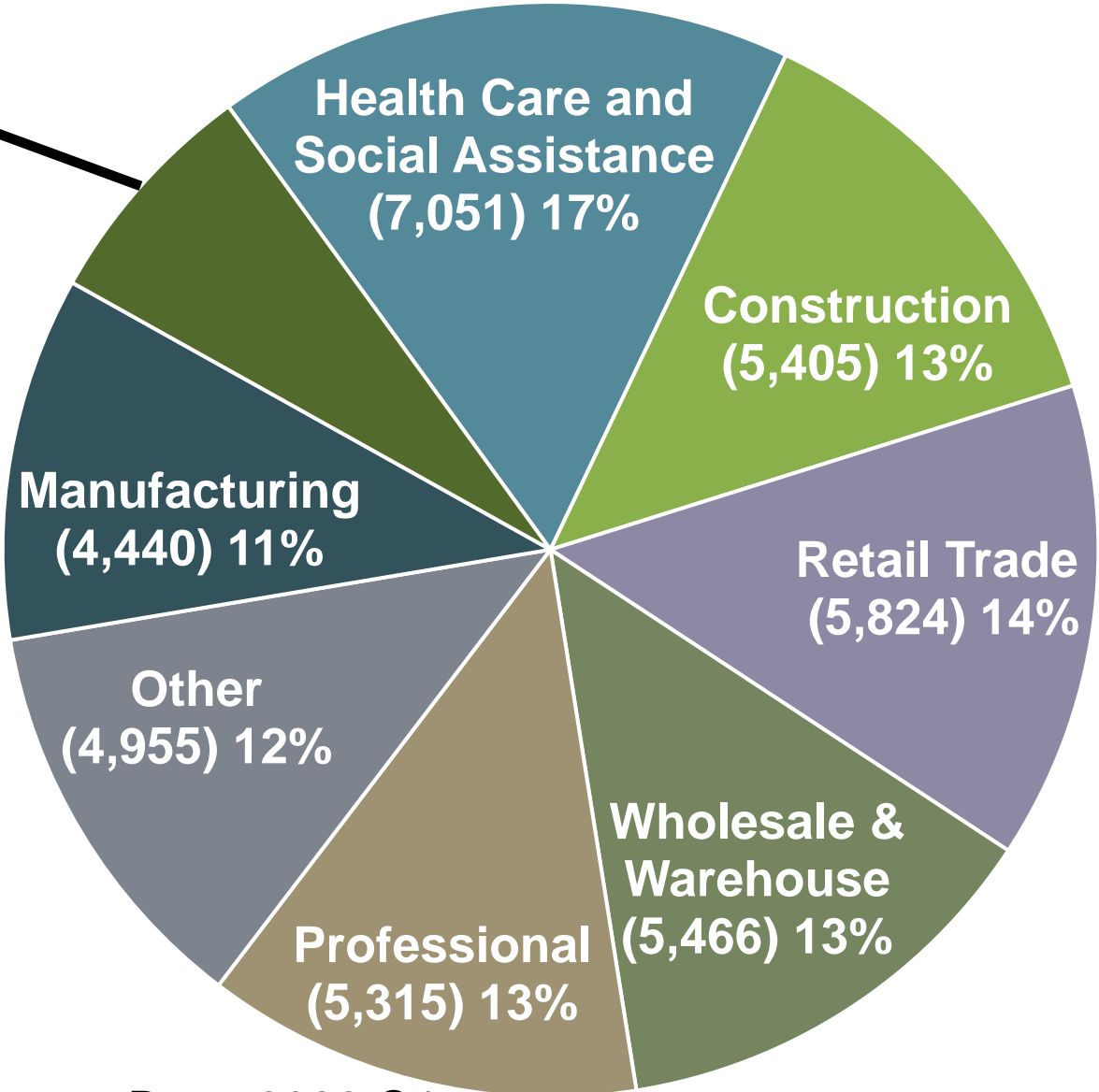
Top 20 San Leandro Employers

(Alphabetical Order)

- **ACCO Engineered Systems**
- **Alameda County Industries**
- **Amazon**
- **Ariat Int'l (NEW)**
- City of San Leandro
- **Coca-Cola Bottling**
- Costco
- **Ghirardelli Chocolate**
- Home Depot
- Kaiser Permanente
- Kindred Hospital
- **Olson & Co Steel**
- **OSIsoft**
- Safeway Stores
- San Leandro Hospital
- San Leandro Unified School District
- **Splay, Inc. (Green Toys)**
- Target Stores
- **Torani**
- Wal-Mart Stores

Employees by Industry

**Accommodation
and Food
Services
(2,848) 7%**



41,695 jobs - March 2022

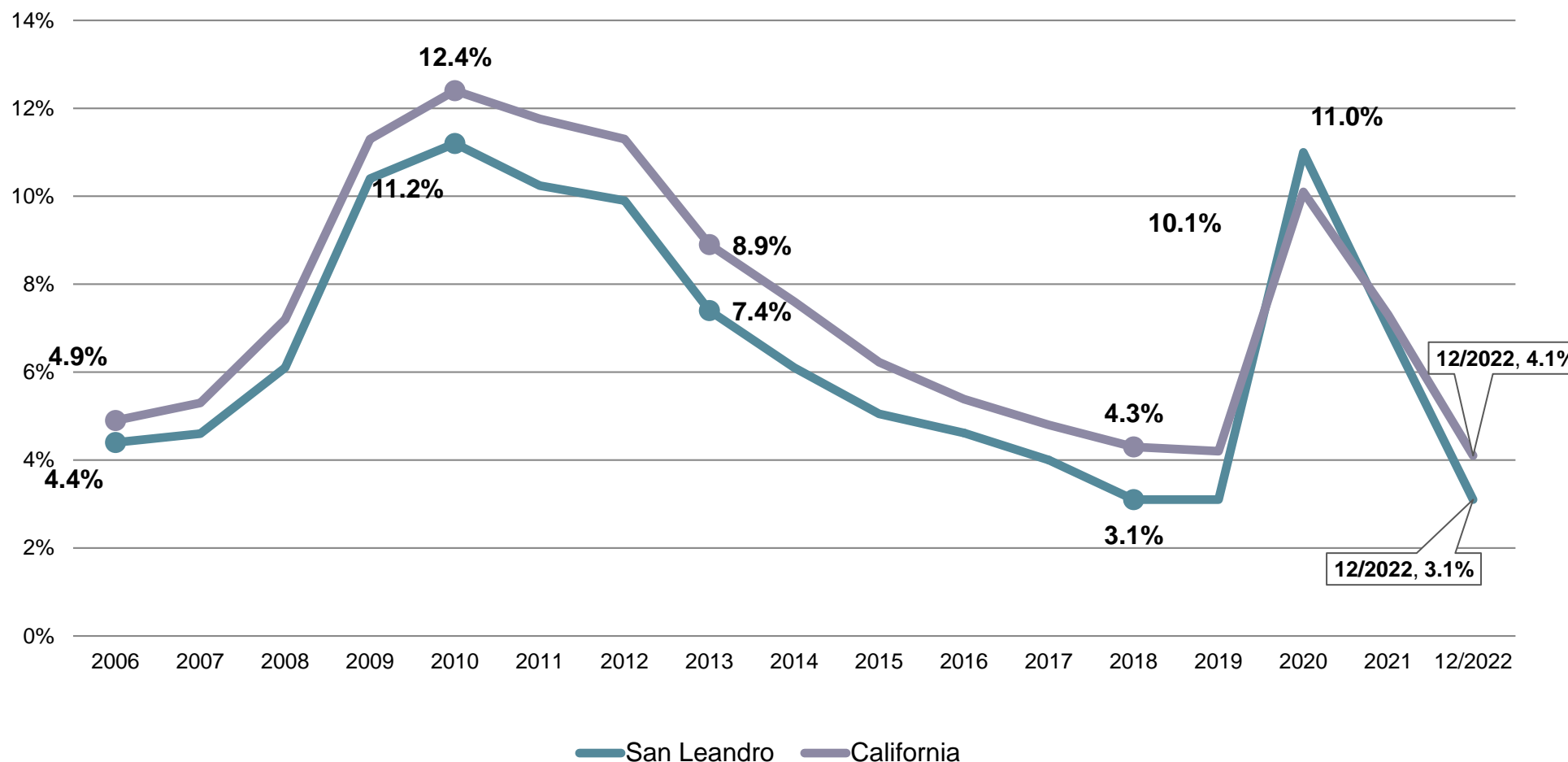
- 37% - over 15,300
- Construction
 - Wholesale/Warehouse
 - Manufacturing

- 17%
- Health Care and Social Assistance

Source: California Economic Development Dept. 2022 Q1

Unemployment Rate

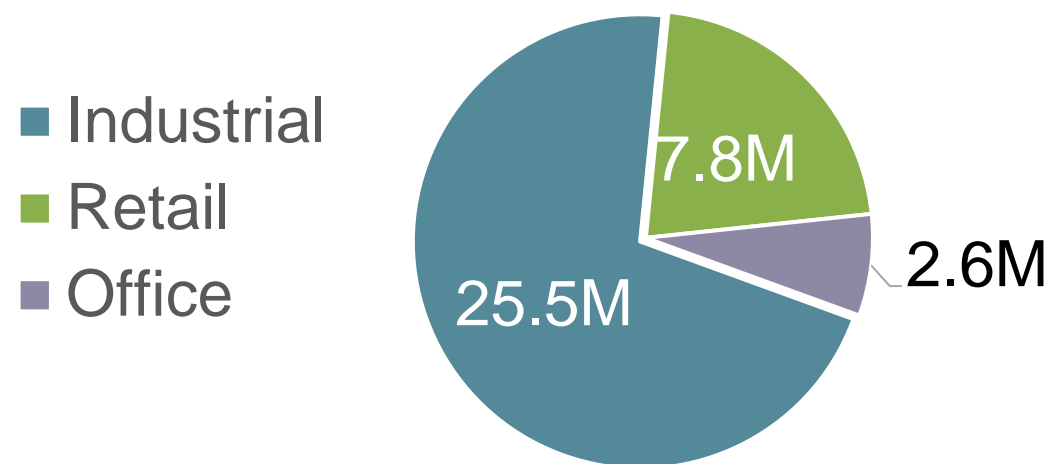
Annual Unemployment Rate



3,600 More Residents Employed since 2020

800 less than 2019 average

Commercial Real Estate



Sector	Industrial	Retail	Office
Square Ft.	25.5 million	7.8 million	2.6 million
Vacancy	5%	2.7%	6.4%
Avg. Annual Rent per SF	\$14.35	\$26.50	\$32.90
12 mo. Change	+ 7.8%	+ 0.3%	+ 3.2%

Source: CoStar 02/2023

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 Ecosystem

Why Communities Invest in Economic Development



Fostering a range of business types that diversify the local tax base, keep our local economy strong, and celebrate our unique community fabric.

2023 – 2025 Workplan

Focus on Fundamentals

- Business Recruitment – Marketing Materials
- Business Retention – Technical Assistance
- Business Expansion – Incentives and Workforce Development
- Business Ecosystem – Service Providers and City Services/Infrastructure

Economic Development Recovery Programs

- Economic Development Strategic Plan
- ARPA-Funded Business Assistance/Grants

Enhance Development Support Services

- Assist businesses through entitlements/permitting
- Support permit modernization and regulatory streamlining
- Facilitate Strategic Development Projects

Marketing & Information Sharing



150 YEARS OF MAKING THINGS IN SAN LEANDRO



SAN LEANDRO DEVELOPMENTS

1. Washington Ave Apts
15101 Washington Avenue
• 72 affordable housing units

3. Loro Landing
1604 San Leandro Blvd.
• 62 affordable housing units

17. San Leandro Tech Campus Office
1600 Alvarado Street
• 395,000 square feet of office
• Buildings 1 & 2 and parking structure completed

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

4. Maplelane
903 Manor Blvd.
• 39 Townhouses

9. Centro Callan
1188 East 14th Street
• 196 housing units
• Specialty grocer and retail

13. Duke Realty
1919 Williams Street
• 221,295 square feet Class A Industrial Building

RESIDENTIAL				
1.	Washington Ave Apts	15101 Washington Ave.	72 Affordable Units	Approved
2.	E. 14th St. Housing	110 E. 14th Street	221 Affordable Units	Approved
3.	Loro Landing	1604 San Leandro Blvd.	62 Affordable Units	Complete
4.	Maplelane	903 Manor Blvd.	39 Townhouses	Construction
5.	Alvarado-Antonia	899 Alvarado St.	687 Housing Units	Approved
6.	Philly Lane	2874 Halcyon Drive	18 Single Family Homes	Approved
7.	Bancroft Housing	1388 Bancroft Ave.	42 Housing Units	Approved
8.	Bay Fair Housing	15693 E. 14th Street	497 Housing Units	Proposed
9.	Town Hall Square	1199 E. 14th Street	180 Housing Units	Proposed
MIXED-USE				
10.	Centro Callan	1188 E. 14th Street	196 Housing Units	Construction
11.	268 Parrott Street	268 Parrott Street	26 Condo Units	Approved
MANUFACTURING/ INDUSTRIAL				
12.	SL Business Center	100 Halcyon Drive	550,000 sqft	Complete
13.	Duke Realty	1919 Williams Street	221,295 sqft	Approved
14.	Alvarado St. Warehouse	3199 Alvarado Street	262,000 sqft	Proposed
15.	Prologis	880 Doolittle Drive	90,000 sqft	Proposed
OFFICE & RETAIL				
16.	Multi-Restaurant	1495 E. 14th Street	10,600 sqft	Construction
17.	SL Tech Campus	1600 Alvarado Street	395,000 sqft office	Construction
18.	Creekside Plaza	500 Davis Street	27,000 sqft office	Approved
HIGH GROWTH AREAS				
19.	Shoreline	Shoreline	Housing, Hotel	Approved
20.	Bay Fair TOD Plan	Bay Fair BART Station	Mixed-Use Development	Rezoning

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

20. 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.

Social Media

- SL Next Blog: +4,400 views/mo.
- Facebook: +18,000 views/mo.
- Twitter: +1,260 followers

News on Economic Development and Innovation From the City of San Leandro

Development News

Community Events

New Businesses

Innovation News

Business Resources

Shop Local / Reopening Marketing

ARPA Funding - \$100,000

Keeping It Local SL Campaign

- Shop Local Gift Card - **ongoing**
 - ▣ Over 370 Gift Cards purchased with value of nearly \$20,000
 - ▣ <https://app.yiftee.com/gift-card/san-leandro/> or lhalle@sanleandro.org

Community & Business Marketing

- San Leandro Business Times - **ongoing**
 - ▣ San Leandro Insert – Summer 2022
 - ▣ **East Bay Hotspots – February 2023**
- Development Breakfast – Summer 2022

Shop Local Workplan - **upcoming**

- Integrated promotion of San Leandro via events, marketing materials, merchandise, etc.



Business Incentives & Grants

Over \$1.875M in Incentives and Grants from General Fund in past 10 Years

Marina Faire

- Re-designed/re-paved parking lot
- New landscaped areas
- Interior/exterior renovations throughout
- Security measures
- New signage upcoming



Commercial Relief Grants

ARPA Funds - \$750,000

□ Rent Relief Grants - **Complete - over \$372,000**

- 32 Grants provided to biz – up to \$15,000 grants for back rent
- Support continued operations after end of Eviction Moratorium

□ Facility Improvement Program – **underway**

- Up to \$45,000 for physical improvements
- **First Phase – Outdoor Dining**
- Future Phases – may include:
 - aesthetic/façade improvements
 - ADA upgrades
 - replacement of damaged facilities
 - environmental design elements to improve security



Technical Assistance

ARPA Funds - \$225,000

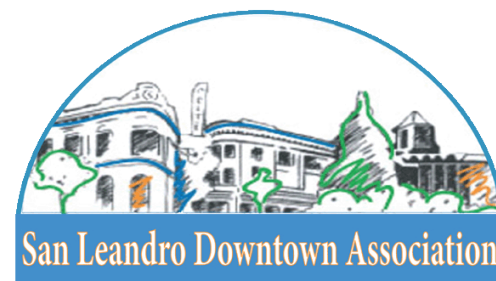
- **Monthly Business Webinars - ongoing**
 - ▣ Building/Planning Permit Process, Safe Business Practices, ADA Compliance, etc.

- **Technical Assistance Workplan & Implementation - ongoing**
 - ▣ Develop Programs that can be continued in future
 - ▣ Enhance Partnerships with TA & Educational Providers
 - More Assistance for SL Businesses
 - ▣ Provide one-on-one and group assistance in areas such as:
 - Adapting business models to changing customer demand
 - Creating an online presence, setting up ordering systems
 - Financial training and access to capital



Economic Development Ecosystem

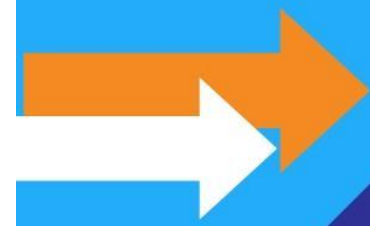
- Promote Robust Business Ecosystem – advanced & innovative
- Liaison for Businesses and Developers with City – questions and resources
- Support Strategic Groups: Chamber, Downtown Community Benefit District (SLIA), Links Shuttle, etc.
- Liaison with Property Owners: Bayfair Center, Gate510, Marina Square, Washington Plaza, Prologis, Reynolds and Brown, etc.



Chamber Partnership

100 Years Strong!

- Business Retention & Expansion
 - ▣ Small Business Week
 - ▣ San Leandro by Design
 - ▣ Manufacturing Week
- Workforce Development
 - ▣ Job Fairs – 2 per year
 - ▣ Career Fairs
- Branding & Marketing
 - ▣ San Leandro Restaurant Week



Calendar of Events

All Year	FIRST FRIDAY OPEN FOR BUSINESS Morning networking event to grow your connections. Hosted by various Chamber Members. Held every first Friday of the month.	Jun	Bistro at the Casa-3rd Part of the City of San Leandro's annual Cherry Festival event, the San Leandro Chamber of Commerce sets up an elegant and shady area selling beer, wine, and sangria. Find us in Casa Peralta's Backyard.
Mar	JOB FAIR - 24th San Leandro's go to event for job seekers and local companies looking for talent.	Jul	Restaurant Week-9th-15th First ever restaurant week inviting visitors and community members to discover local eateries.
Apr	Taste of San Leandro-28th San Leandro's premier wine and food tasting supporting our very own Leadership San Leandro program.	Aug	Multicultural Mixer-17th Annual networking mixer celebrating diversity in our business members and community.
May	State of the City-25th Meet and hear from the new mayor.		Job Fair-24th The second installment of your Chamber's go to event for job seekers. Event will take place in early August.
	Annual Business Gala-27th A celebration of business. This year we are celebrating your chamber's 100th anniversary!	Sept	San Leandro by Design - TBD Annual networking mixer celebrating diversity in our business members and community.
	SLSD Career Day-TBD In collaboration with the San Leandro Unified School District, this event celebrates and showcases the variety of careers available in San Leandro.	Oct	National Manufacturing Day-6th Celebrating the great manufacturer's in San Leandro, we invite companies to an industry mixer. Various companies also hold tours for guests.
	Small Business Week 1st-5th Annual series of free workshops and seminars to enrich and provide resources to the business community.		

Check out our events calendar for updates.
www.sanleandrochamber.com
 All events subject to change.

East Bay Economic Dev. Alliance

- Public-private-partnership supporting the local economy, workforce and quality of life
- Executive Committee & Economic Development Directors Council
- Resilient East Bay Initiative –
 - ▣ Helping manufacturing, transportation/logistics, and life science businesses grow and thrive in East Bay
 - ▣ Industrial Land Use Analysis & Support Kit – zoning, incentive and infrastructure recommendations
- Priority Production Areas – Joint Grant Application
 - ▣ supporting key industrial clusters, businesses and middle wage jobs close to housing
- East Bay Innovation Awards



Development Facilitation

Sale and Development of Strategic Projects Bringing Housing and Economic Benefits:

- Centro Callan (under construction)
- Shoreline Development Project
- Town Hall Square Development Project

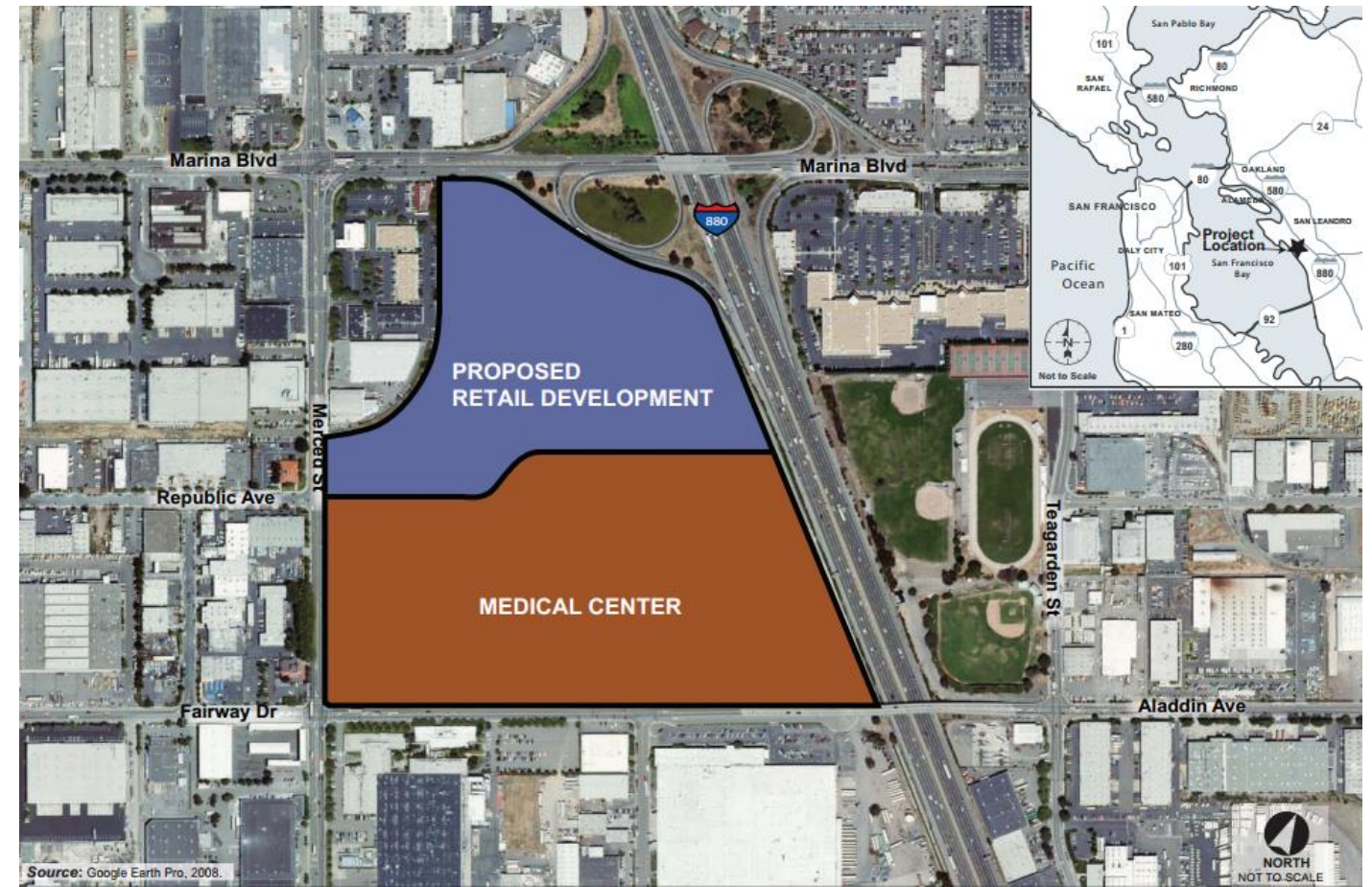


Development Facilitation - upcoming

Bay Fair TOD



Kaiser North



Economic Dev. Strategic Plan

ARPA - \$75,000

- Goals
 - ▣ Planning for a smart and equitable recovery
 - ▣ Increase economic opportunity and prosperity for all San Leandro residents and businesses
 - ▣ Increase economic activity to support civic services in San Leandro
 - ▣ Identify and respond to challenges that limit or deter business investment
 - ▣ Improve City services to better serve and attract businesses
- Provide recommendations and workplan based on public feedback and data



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Economic Development Goal

