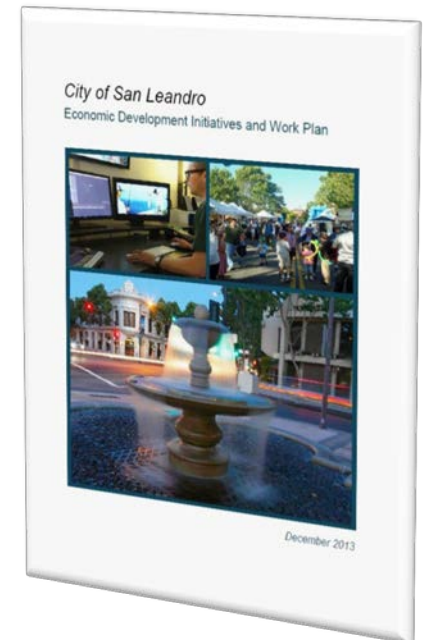


ECONOMIC DEVELOPMENT INITIATIVES AND WORK PLAN

City of San Leandro
December 16, 2013



Overview

- Economic Development Initiatives
- Outreach Process
- Work Plan Revisions
- Recommendation: Council Adoption

Support and Retention of Existing Businesses





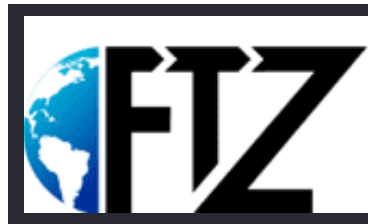
SAN LEANDRO

We want you here!

**Marketing and
Business Attraction**



Regional Coordination and Policy Development



Completion of Strategic Development Projects





Downtown San Leandro

Development of Infrastructure Critical to Business Activity





Lit San Leandro and Broadband

Development of a Healthy Tech and Innovation Ecosystem





Successful Completion of Redevelopment Unwinding

Work Plan Outreach

- May 13, 2013 City Council Work Session
- Press Release
- City Website New Item
- Five community presentations

Work Plan Revisions

New Developments

- Business License Tax Holiday
- Downtown Community Benefit District
- Next Generation Workplace District Study
- San Leandro Next

Recommendation

Staff recommends that the City Council approve the resolution adopting the City of San Leandro Economic Development Initiatives and Work Plan.

