

ECONOMIC DEVELOPMENT ANNUAL REPORT 2019

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MARKETING SAN LEANDRO

San Francisco Business Times Insert

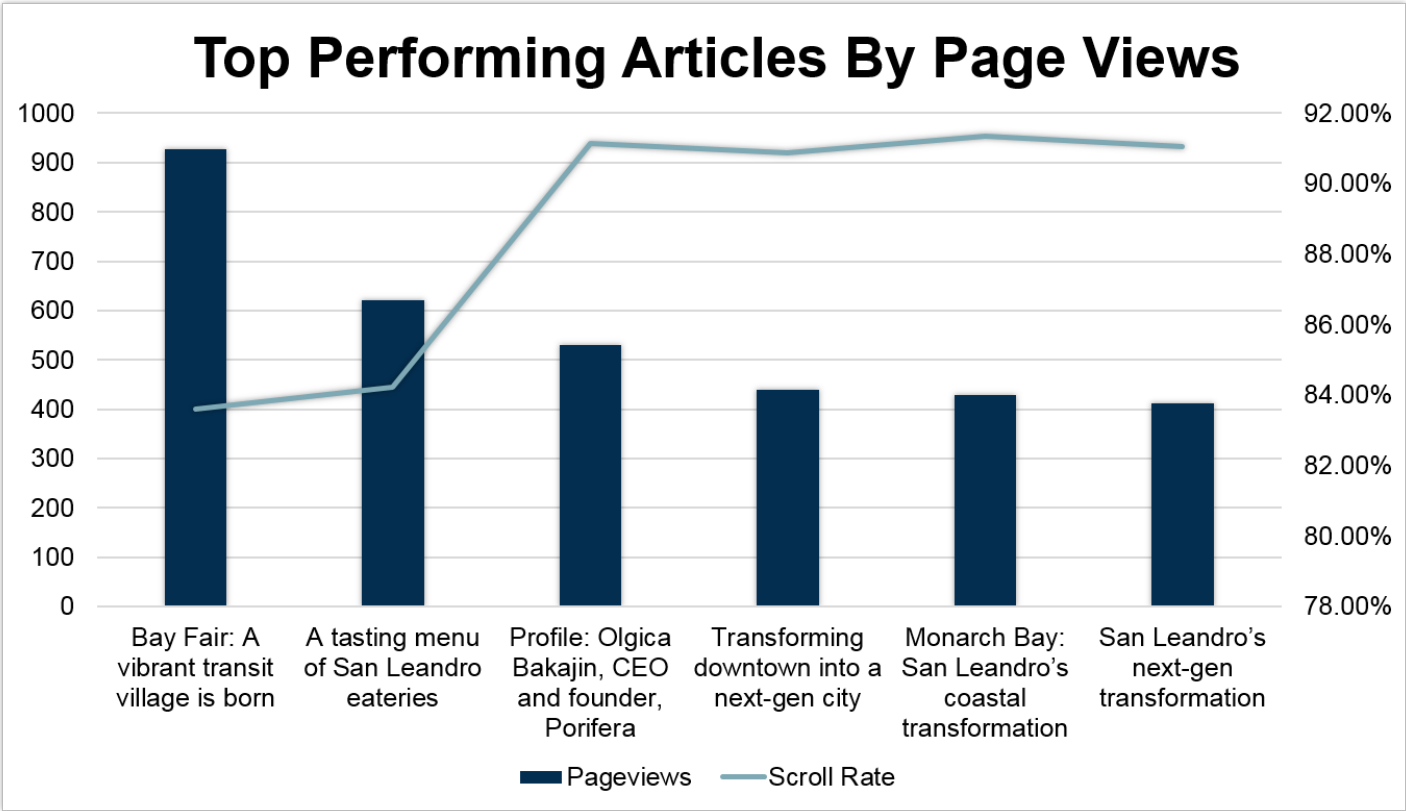
- 48,000 print readers



San Francisco Business Times Online Performance

Delivery

- **1,260,001** headline promotion impressions delivered
- **699** headline clicks
- **5,619** page views
 - *Average 280 page views per article*
- **71.66 (s)** active page dwell time
- **85.44%** scroll rate
- **83.37%** scroll depth



Opportunity Zone Dashboard



Home

What is an Opportunity Zone? ▾

The Zone ▾

Residents & Community

Workforce & Talent

Housing

Healthy Neighborhoods

Contact Us

San Leandro's Opportunity Zone

This is the City of San Leandro's official Opportunity Zone dashboard, a central location for information about the Opportunity Zone and strategic locations for development that can positively impact the community. Visitors can use this prospectus to learn more about our community and the Opportunity Zone.

[Read More.](#)

The San Leandro Story

San Leandro in the News

- Facebook followers: 2,133
- Twitter followers: 1,149
- SLNext followers: 370

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3    

By Benjamin Seto,
Aug. 26, 2019, 11 a.m.

Eating San Leandro: The East Bay city steps into the food spotlight


FOURTH STREET
BERKELEY

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FOOD

Bay Area women carve out a place in food tech with plant-based meat and dairy

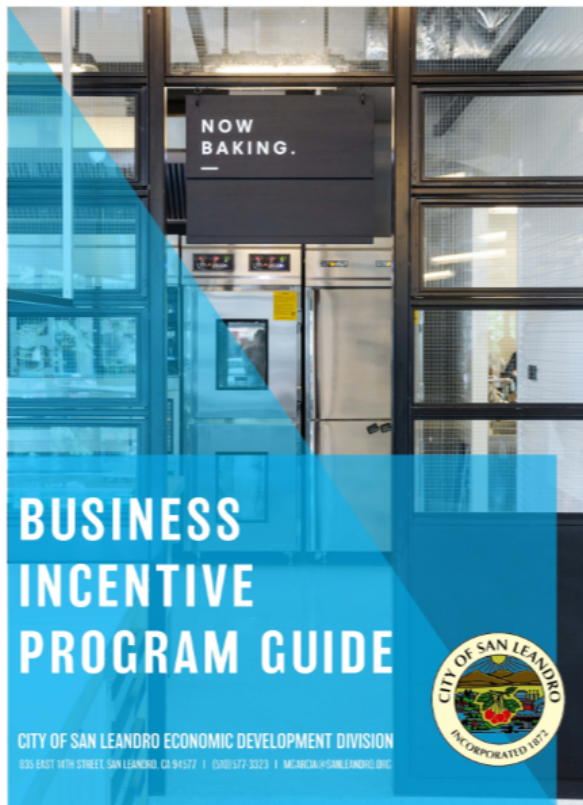


Janelle Bitker | Oct. 3, 2019 | Updated: Oct. 3, 2019 9:39 a.m.

SAN LEANDRO BUSINESS INCENTIVES

Business Incentive Program Revamp ([Chinese](#) & [Spanish](#))



Completed 2019 Business Incentive Projects



Top Hatters Kitchen & Bar



PLACEMAKING & PUBLIC ART IN SAN LEANDRO



100 Halcyon Street



"Hands of Change" Spring Mural

BUSINESS IN SAN LEANDRO

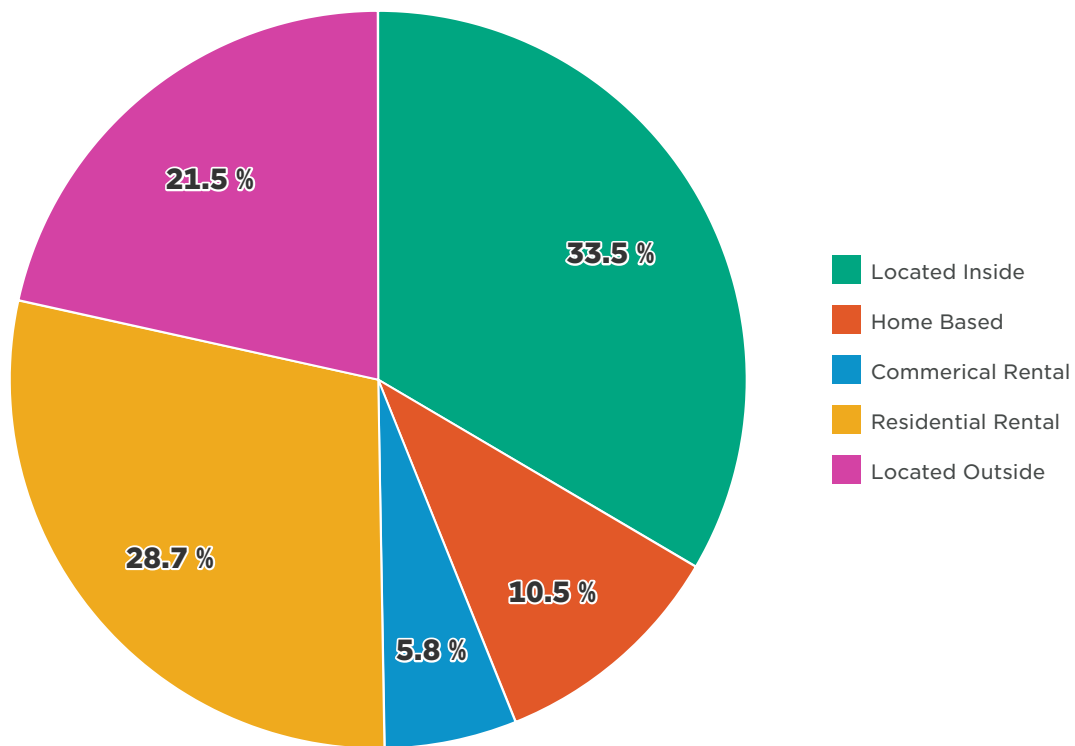
San Leandro Businesses in 2019



9,320

Total Businesses Licensed 2019

4,093 businesses in San Leandro, included 974 home based businesses



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

Source: HdL Business License Data November 2019

Venture Capital 2017-2019

\$41.43 Million in Venture Capital 2017-2019

Company Name	Deal Date	Deal Size	Industry
TerrAvion	Feb-17	10M	Artificial Intelligence
Solugen	Sep-17	4.4M	Clean Tech
iHear	Sep-17	2.3M	Health Tech
FreeWire	Jan-18	13.34M	Clean Tech
Bio Essence	Jan-18	1.16M	Life Sciences
Novol	Jan-19	0.23M	Optical Plastic
Rainer Therapeutics	Feb-19	10M	Life Sciences

Source: Pitchbook Database, Beacon Economics

New San Leandro Businesses 2019



Small Business Assistance

Small Business Administration 2014-2019



134

SBA Loans



\$79,000,000

Total Loan Financing



91

Contract Set Asides



\$4,000,000

Value Of Contracts



6

Research Grants



\$2,000,000

Value Of Grants

Small Business Development Center 2017-2019



58

San Leandro Clients



\$1,000,000

Funding Awards



47

Jobs Created



\$3,000,000

Change In Sales



4

SBDC SL Classes



102

Class Attendees

EMPLOYMENT IN SAN LEANDRO

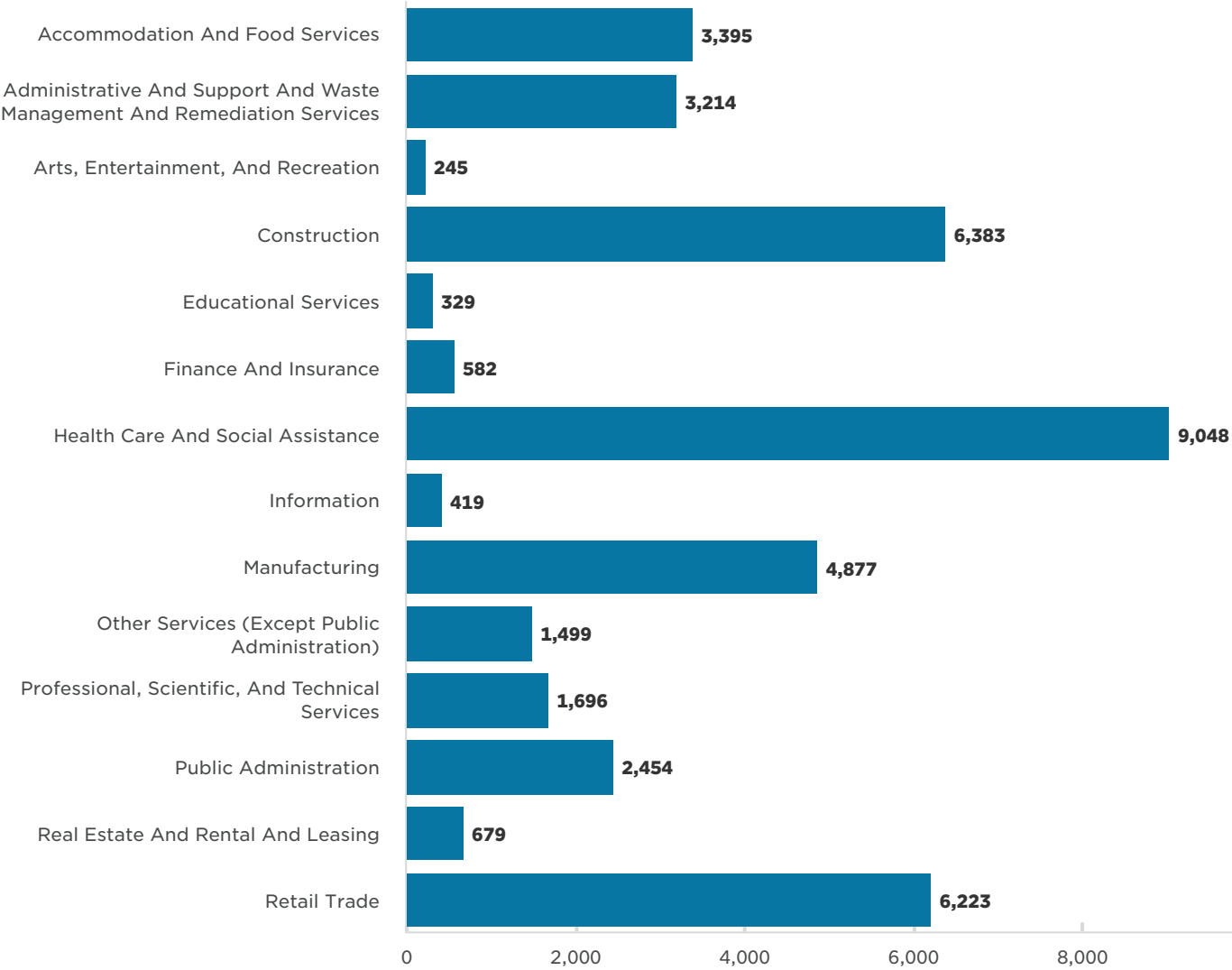
47,853
Total Employees in Q4 2018

Source: California Employment Development Department Q4 2018

3.1%
Unemployment Rate

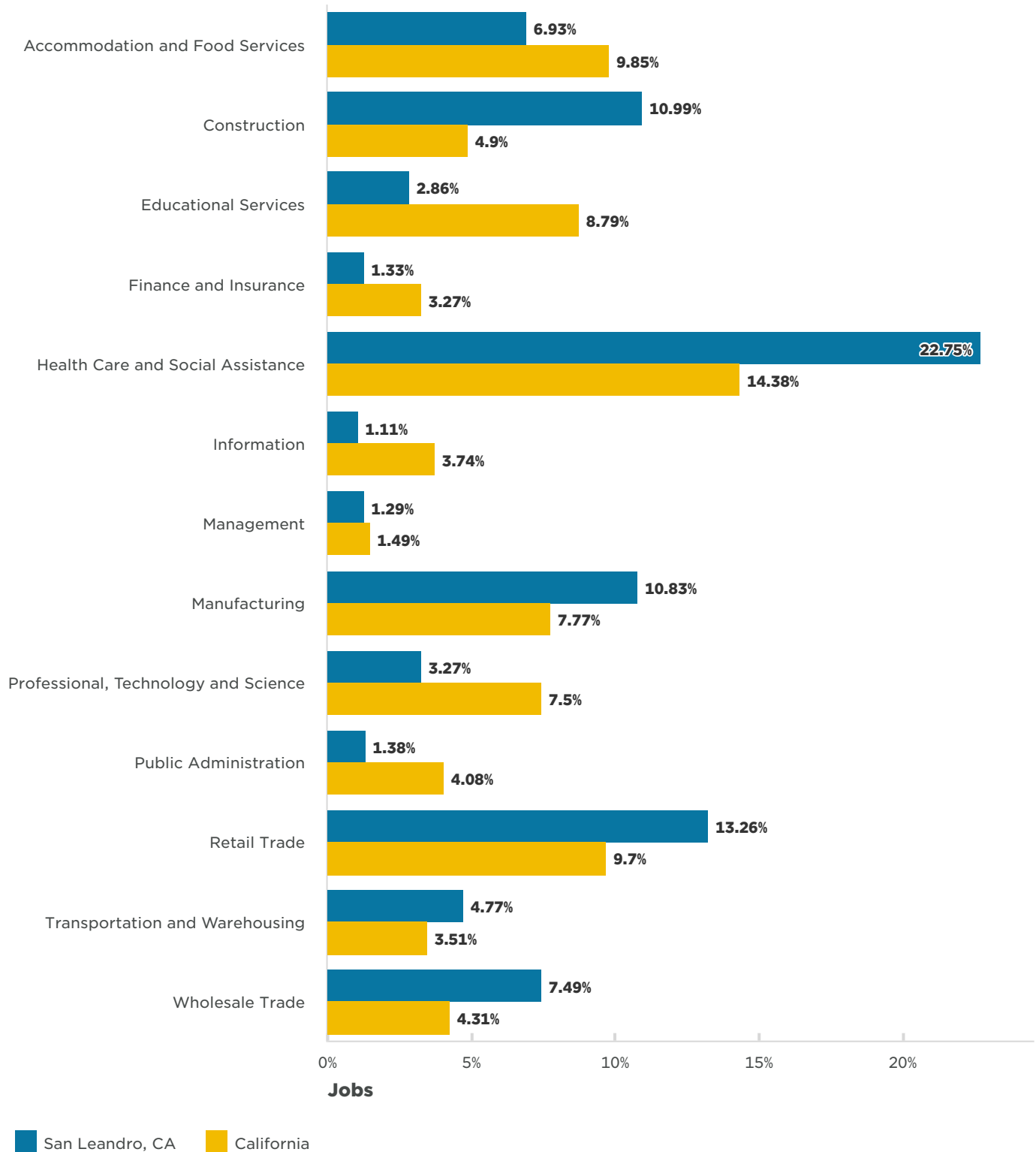
Sources: BLS LAUS

Employment by Industry

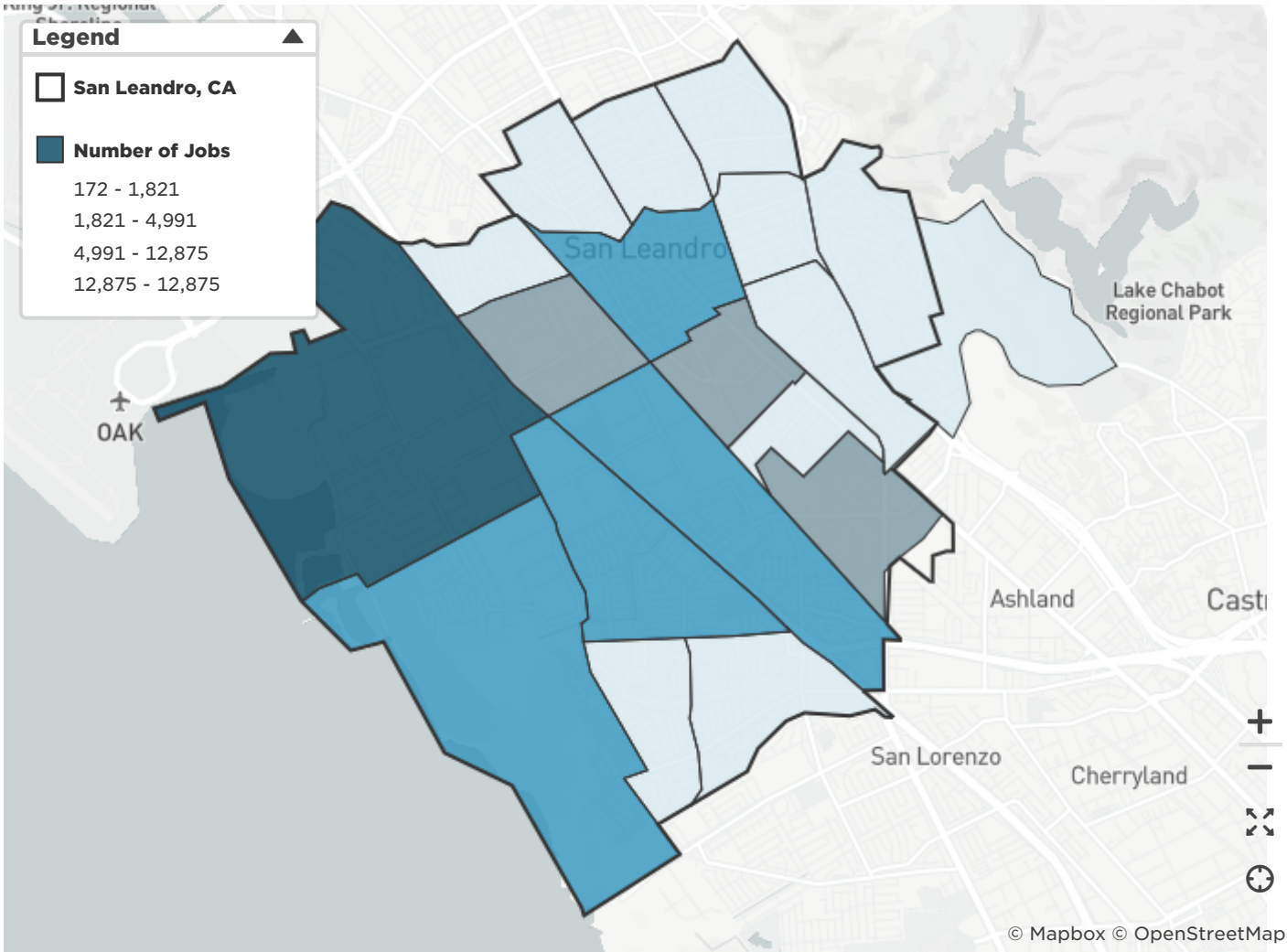


- 1,388 new jobs in the last year
- Health Care increase by 5.6%
- Retail increase by 2.6%

Number of Jobs



Employment Heat Map



Source: LODS Version 7.3 2017

Top 20 San Leandro Employers

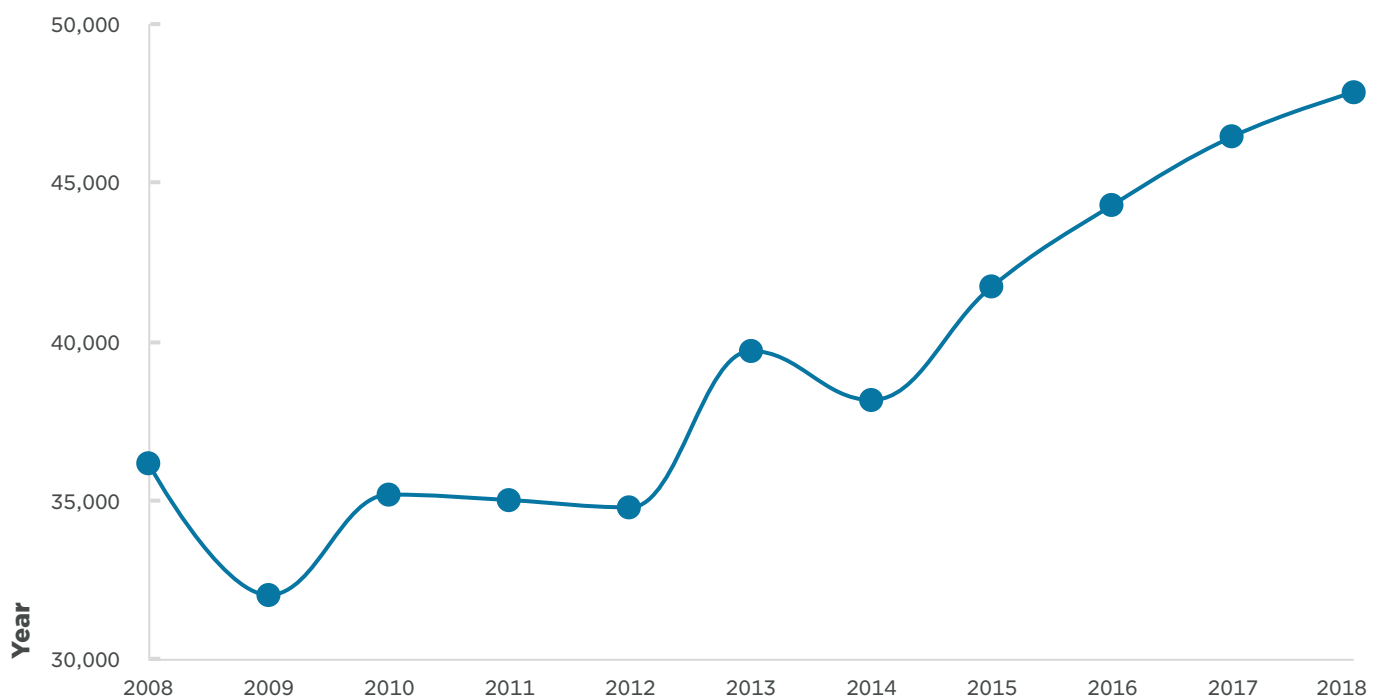
ACCO Engineering Services	Kindred Hospital
Alameda County Industries	Mi Rancho Tortilla Factory
Amazon.com Services*	MV Public Transportation
Coca-Cola	Olson & Co Steel*
Columbia Cosmetics	OsiSoft
Costco Wholesale	PCC Structural
Friant*	Splay
Georgia Pacific*	Target
Ghirardelli	UPS
Kaiser Permanente	Wal-Mart

*New to Top 20

Source: HdL Business License Data November 2019

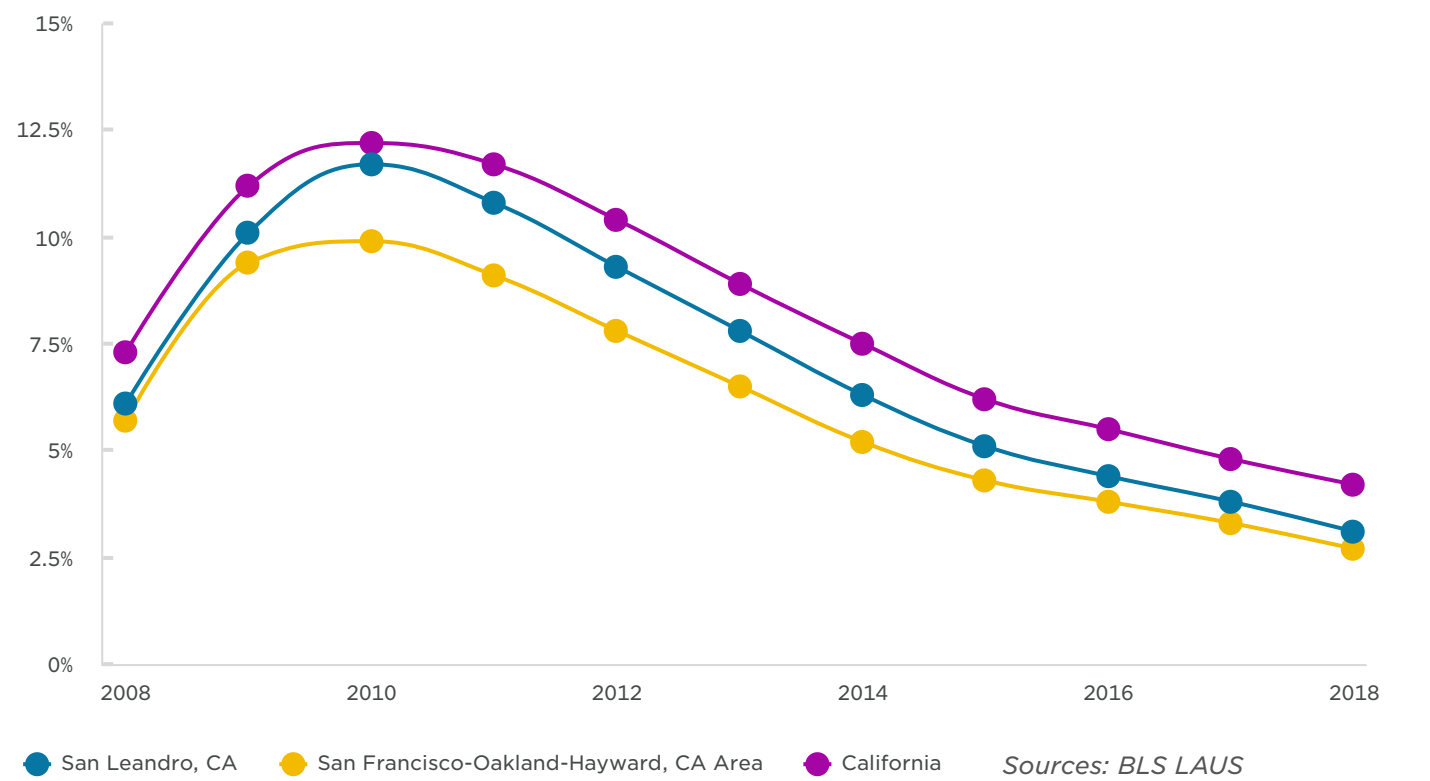
Employment Growth 2008-2018

- 3,552 new jobs since 2016
- 11,691 new jobs since 2008



California Employment Development Department Q4 2008-Q4 2018

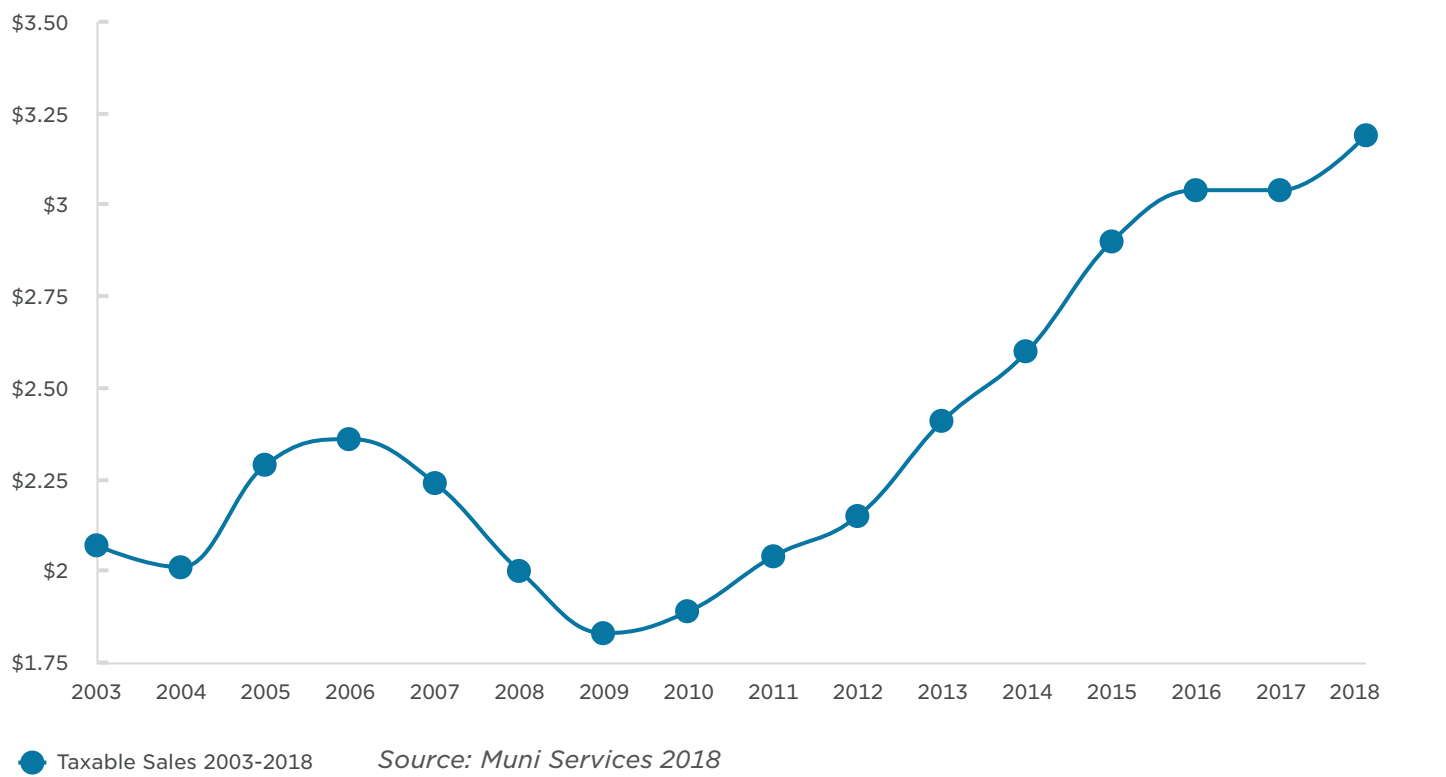
Unemployment Rate 2008-2018



TAXABLE SALES ACTIVITY

**\$3.19**
Billion in Taxable Sales 2018

Source: Muni Services 2018



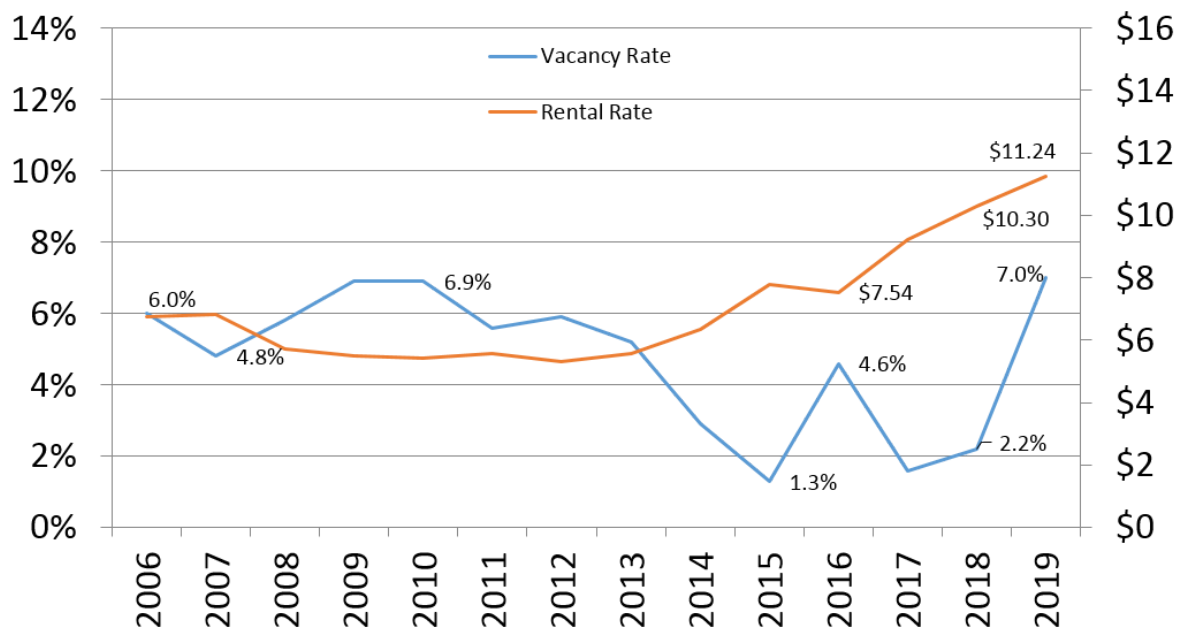
SAN LEANDRO'S INDUSTRIAL & RETAIL MARKET

Vacancy & Rental Rates -Industrial

- 21.9 Million Square Feet of Industrial Space
- 600,000 Square Feet of New Industrial Space
- 155,000 Square Feet Under Construction

Vacancy Rate

Rental Rate

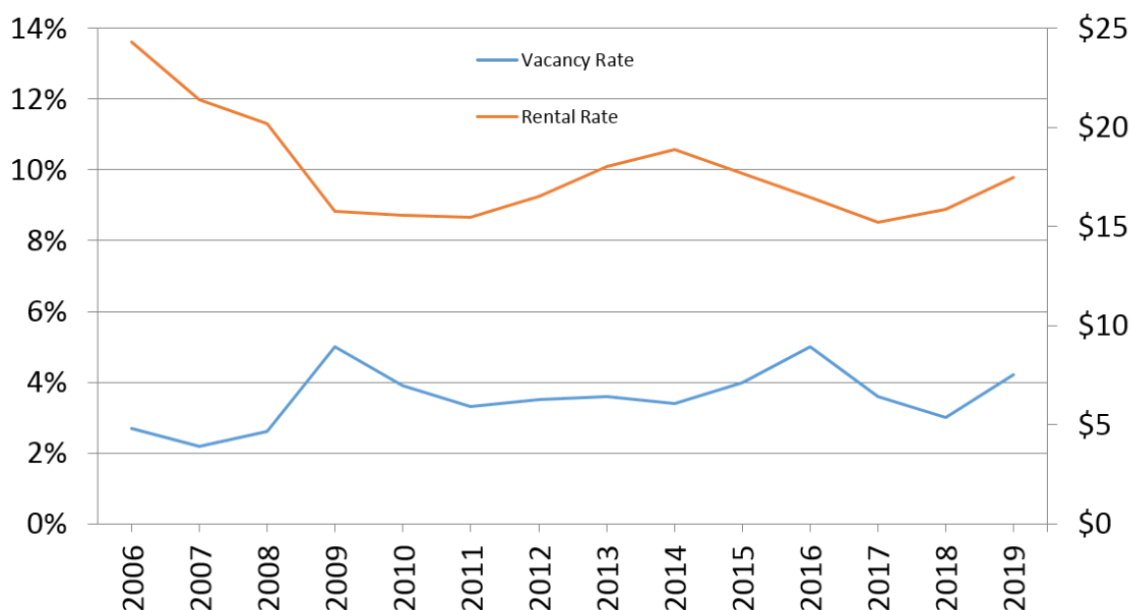


Vacancy & Rental Rates -Retail

- 6.2 Million Square Feet of Retail Space

Vacancy Rate

Rental Rate



Major Property Transactions



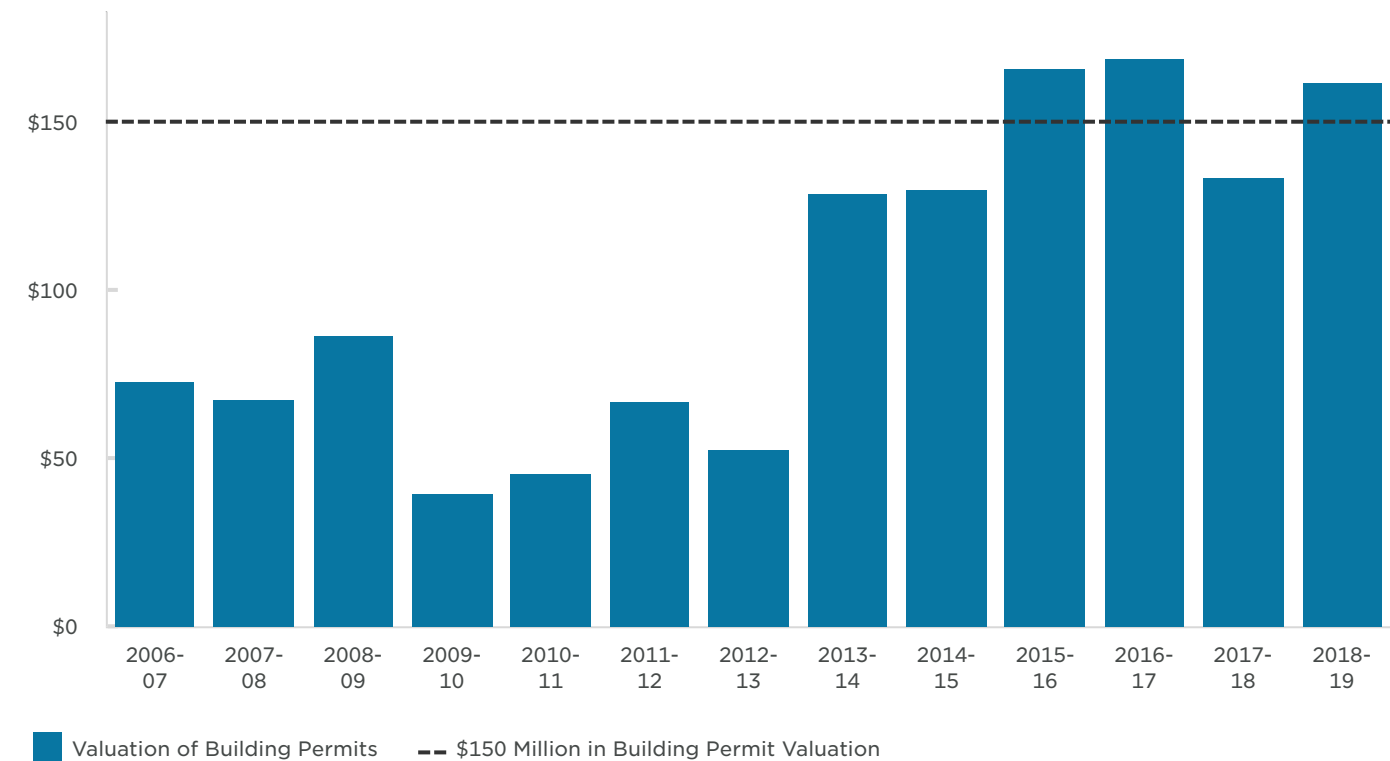
2020 Williams Street



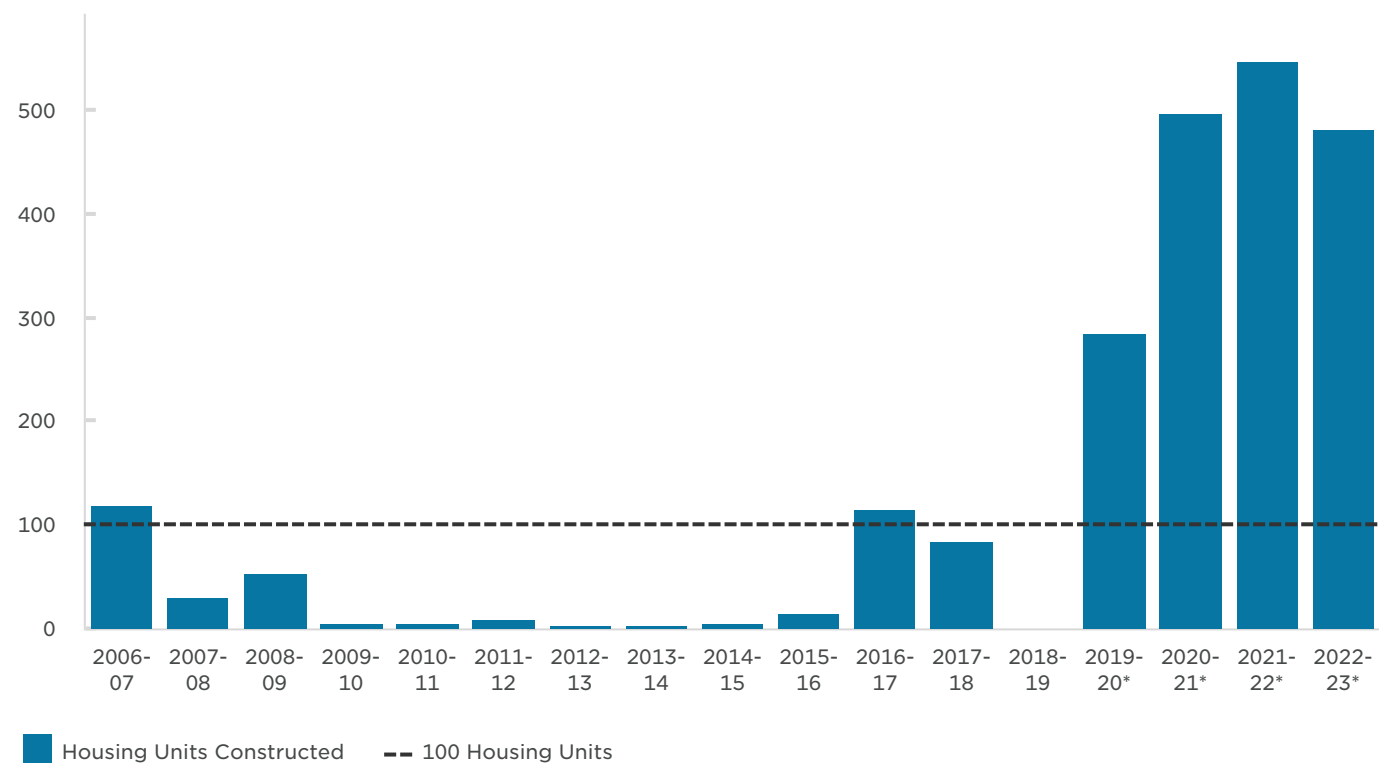
SAN LEANDRO CONSTRUCTION

Building Permit Construction Valuation 2006-2019

- *\$162 Million in FY18-19 Building Permit Construction Valuation*
- *Increase of \$28 million since FY17-18*
- *\$631 Million since 2015*
- *In the last 4 years (2015-2019) valuation has equaled that of the valuation in the last 9 years (2006-2014)*



Housing Units Constructed 2006-2023



**Estimated date of construction beginning*

Residential Development Project Status

Alvarado & Antonio Apartments -899 Alvarado Ave

- APPROVED
- 687 Units





100 Halcyon Dr



- Complete



SPECIAL PROJECTS



San Leandro Parking Program



- **CPPA Public Parking Program of the Year Award**
- **City Manager Award**
- **3 Parking Conference** panels
- Average 200 **Employee Parking Permits** per month
- New **Mackay Meters** were paid off in 7 months (\$84,000 Feb-Aug)
- **Parkmobile** usage continues to increase at an average of 20% per month
- **Downtown Parking Garage Pay Station** revenue has increased by 900% (\$150 average per month to \$1,500 per month)

Paid Parking Revenue

