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Staff Report for and Presentation of "New San Leandro" Video Relating to the City's Innovation and Technology Ecosystem

**SUMMARY AND RECOMMENDATIONS**

The [New San Leandro video <http://www.youtube.com/watch?v=-hGmeofDUKQ&feature=c4-overview&list=UU5UddvClj51QwAdEFdz0LDw>](http://www.youtube.com/watch?v=-hGmeofDUKQ&feature=c4-overview&list=UU5UddvClj51QwAdEFdz0LDw) is the second in a series of videos designed to showcase San Leandro as a city that is transforming itself into an innovation and technology economy. This video focuses on interviews with seven San Leandro businesses, ranging from startup to enterprise in size, that operate within a unique San Leandro innovation and technology ecosystem: *San Leandro - We Make Things!*

**BACKGROUND**

In 2012, the City Manager authorized the filming of [San Leandro-Get Connected <http://www.youtube.com/watch?v=2SnQI7cQ0UY>](http://www.youtube.com/watch?v=2SnQI7cQ0UY). This video showcased the City's launch of [Lit San Leandro <litsanleandro.com>](http://litsanleandro.com), and the advantage that this lightning-fast fiber optic network provides to technology companies seeking to locate in a city with a fast fiber connection. The video also identifies the numerous companies currently doing business in San Leandro, as well as the characteristics that create a business-friendly and attractive environment (location, transportation, commercial property mix, excellent real estate values, etc.).

The **New San Leandro** video reveals a thriving, collaborative ecosystem of innovation and technology through a series of interviews between two young San Leandro entrepreneurs (Sebastian Cabrera and Derick Lee) and seven San Leandro businesses. These businesses draw the connections between new and established advanced manufacturing businesses located in San Leandro. These businesses, and the individuals interviewed, include:

- Michael Howland, Founder: [Omnom Project <http://www.omnomproject.com/>](http://www.omnomproject.com/)

- Ben Simon-Thomas, Marketing/Investor Relations: [Soundfit <http://www.soundfit.co/>](http://www.soundfit.co/)
- Jeff Musgrove, President: [Applied Fusion <http://www.appliedfusioninc.com/>](http://www.appliedfusioninc.com/)
- Louis Rigaud, Founder/General Manager: [Halus Power Systems <http://www.halus.com/>](http://www.halus.com/)
- Byron Benton, Director: [Zero Net Energy Center / Electrical Apprenticeship Program <http://www.znecenter.org/>](http://www.znecenter.org/)
- Jennifer Lieberman, Executive Director: [Kaiser Permanente, Sidney R. Garfield Innovation Center <http://xnet.kp.org/innovationcenter/index.html>](http://xnet.kp.org/innovationcenter/index.html)
- Tracy McSheery, Founder/CEO: [PhaseSpace <http://www.phasespace.com/>](http://www.phasespace.com/)

The video made its debut on Wednesday, December 11<sup>th</sup> at the Alameda County Mayors' conference, hosted by Mayor Cassidy and the City of San Leandro at the Zero Net Energy Center.

### **Summary of Public Outreach Efforts**

The video was posted to the City's YouTube site on January 17<sup>th</sup>. Marketing has launched through the [San Leandro Next <sanleandronext.com>](http://sanleandronext.com) blog, Twitter and Facebook page and numerous other outreach avenues. William Wallace, CEO of [US Ignite <http://us-ignite.org/>](http://us-ignite.org) has informed staff that the video will be featured on the US Ignite website. Staff is considering a number of options to show this film at both local community meetings and regional events.

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