

**Economic Development Alliance for Business
(EDAB)
Fiscal Year 2005 - 2006
Performance Report Highlights
July 1, 2005-June 30, 2006**

Business Development and Retention:

- Providing quarterly forecasts (prepared by UCLA Anderson Forecasts) and monthly economic updates (done internally) to assist businesses, cities and potential investors by making available to them forward-looking information about the East Bay.
- Mailed a letter to over 600 Alameda County manufacturing firms under the County Administrator's signature to let them know about programs and resources to help them grow, including the Industrial Development Bond (IDB) program. So far this fiscal year, staff has talked to 23 businesses about IDBs.
- Two IDBs have been closed, increasing business investment in Alameda County by \$13 million through the Industrial Development Bond program that will retain 155 jobs and is expected to create 275 new jobs. Total job impact using standard industry multipliers would be 700 jobs.
- The Governor signed into law legislation sponsored by the County repealing the sunset of local government's authority to issue Industrial Development Bonds (AB 382 Chan).
- Representatives from Alameda County met with officials in Japan and Korea who have major operations in the East Bay and with trade groups to promote jobs and investment in the County.
- Working with the Alameda County Community Development Agency in developing a marketing strategy and a strategic plan for the unincorporated areas of Alameda County.
- Providing principal staff support, website and fiscal management to the Bay Area East Shore program as it continues to market the five Alameda County cities (Alameda, Berkeley, Emeryville, Oakland and San Leandro).
- Participated in two tradeshows to-date to promote economic development opportunities in the East Bay, generating a total of 89 business leads and a mailer was sent to a list of 580 corporate real estate executives as a follow-up to the CoreNET2005 tradeshow. The third tradeshow EDAB will be participating in (the BIO 2006 Annual International Convention in Chicago) begins April 10, 2006.
- Approved a water policy position statement regarding EDAB's involvement in advancing efforts to guarantee water quality and supply for East Bay residents and businesses.
- Participating in the development of strategic plans and creation of new opportunities for the Green Business and the StopWaste Partnership Programs, to enhance the marketing of these programs to businesses.

- Participating in the East Bay Municipal Utility District's Advisory Group working on regional wet weather facilities issues to assure costs to businesses and residents are kept in control while assuring the highest standards for public health and the environment.

Housing and Transportation:

- Engage businesses/the community in efforts to assist local governments in their endeavors to meet regional housing needs requirements through EDAB's East Bay Workforce Housing Coalition.
- Developed project endorsement criteria for the East Bay Workforce Housing Coalition to use when reviewing housing and mixed-use development projects and seeking support of businesses and the community.
- Participated on the State Department of Housing and Community Development's Housing Task Force, responsible for recommending reforms to the Governor and the legislature to increase housing production.
- Participating, along with the Metropolitan Transportation Commission (MTC) and the Bay Area Air Quality Management District (BAAQMD) on the State Integrating Work Group commissioned to develop the State's Action Plan; a draft plan, released in December, includes the Bay Area's priority transportation and community mitigation improvement projects.
- Continuing to work with MTC to secure federal support for the Bay Area's goods movement transportation capital improvement plan.

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 find information about the East Bay, including various types of data and information on important resources.

Report for: **edab.org** Date Range: 07/01/2005 - 03/06/2006

Total Visitors	146,546
Total Pageviews	447,754
Total Hits	2,380,901
Total Bytes Transferred	35.13GB
Average Visitors Per Day	603.06
Average Pageviews Per Day	1,842.6
Average Hits Per Day	9,797.94
Average Bytes Transferred Per Day	148.0MB
Average Pageviews Per Visitor	3.05
Average Hits Per Visitor	16.24
Average Bytes Per Visitor	251.4KB
Average Length of Visit (H:M:S)	00:02:26

Access to Global Markets and Foreign Investment:

- Work with the Bay Area World Trade Center, participating and assisting in setting up meetings for inbound foreign delegations ranging from businessmen to government and trade officials, to promote East Bay commerce and extend global network opportunities for East Bay businesses.
- In collaboration with the Bay Area World Trade Center, organized a program at the Communications Technology Cluster for Chinese officials interested in understanding the role of government in starting and supporting small businesses.

Innovative and Knowledge-Based Growth:

- In partnership with companies, research institutions and other regional organizations, participated in the Bay Area Science and Innovation Consortium (BASIC) and worked on website, workforce and other projects to increase public understanding of the role of science and technology in the economy of the Bay Area.

Workforce Development:

- Working with workforce training organizations and the State Employment Development Department on an East Bay Regional Economy project to create a profile of emerging and declining industry sectors.
- Held a briefing on the national and local economy for Alameda County's Workforce Investment Board.
- Managed the Vendor First Source Program to link job opportunities to Alameda County residents through the East Bay Works One-Stop Centers.
- Through a Memorandum of Understanding with the Workforce Investment Board (WIB), provided technical assistance on outreach to employers and other marketing strategies.

Membership Development and Events:

- Developed recommendations to enhance EDAB's economic development services and expand its role in the East Bay; recommendations include strengthening EDAB's regional identity, expanding EDAB's role in collaboration/advocacy and focusing on membership development/involvement.
- Authorized a workgroup to meet with key member and non-member constituent groups to seek comments and provide input on these recommendations; recommendations to be finalized pending further discussion at EDAB's Board of Directors' April 2006 Retreat.
- Utilizing a targeted approach for new memberships in the greater East Bay region with a special focus on increasing private sector memberships.
- Held a general membership meeting focusing on sustainable development principles and best practices that also honored local businesses who are role models in the community, receiving StopWaste Partnership awards from the Alameda County Waste Management Authority and Recycling Board for their efforts.
- Hosted an annual Legislative Reception and Vision Award event which provided an opportunity for EDAB members to meet key legislators and help to bring more recognition to the issues important to East Bay leaders; the Vision Award recognized one of these key leaders.