

ECONOMIC DEVELOPMENT FORUM



2nd Quarter

April 12, 2017

6:00-7:30pm

224 W. Winton Room
Rm 109, Hayward

AGENDA

- Welcome & Introductions
- Key Projects for 2017
- Exciting New Development Projects
- New Businesses
- Eden Area Events
- Food Training Academies & Small Business Workshops
- Questions & Discussion
- Next ED Forum Meeting: Wednesday, July 12th

Key Projects for 2017

Downtown Castro Valley - Shared Parking

Retail Revival- it's not just a parking lot!

Construction of a fully accessible shared parking lot combining the rear areas of four commercial buildings. Improvements will include new paving, landscaping, hardscape, lighting, and two pedestrian paseos connecting the parking area to Castro Valley Boulevard.

Construction Budget:\$4.8 Million

Construction Schedule: April-September 2017

Redgwick Construction Company



**ECONOMIC
DEVELOPMENT
UPDATE**

ECONOMIC DEVELOPMENT UPDATE

Key Projects for 2017

Daughtrey's Building – 3295 Castro Valley Blvd.

- Request for Interest/Development Concepts released on March 1st
- Six responsive proposals received on March 24th
- Selection Committee will interview six development teams on May 10 and 12
- Selection Committee will recommend “preferred developer” during future MAC Meeting
- Six submittals will be available for public review following interviews and before MAC meeting.



RECAP RFI SCHEDULE & SELECTION PROCESS

- RFI/Dev. Concept issued on Wednesday, March 1
- Six Responses were received Friday, March 24th by 5 PM
- **Staff and Consultant Evaluations of Proposals-April**
- Interviews with Selection Committee – Week of May 10 and 12
- Follow-up interviews (if needed) – Tentative, week if May 15-19
- Selection Committee: ECD, Planning, SPA, MAC Members
- Selection Committee’s recommended “preferred developer” will be presented at MAC meeting for staff presentation, public discussion and final recommendation.



Key Projects for 2017

Billboards Reduction Program

- Outfront Media has submitted two billboard applications to the Planning Department and will be presented to the Planning Commission after the CEQA review is completed.
- The proposed locations are Langton Way (off Lewelling and Mission Blvd.) and at Arbor and A Street at 880.
- If approved, 16 billboard faces will be removed and generate revenue to the County.
- Clear Channel will be submitting their two billboards soon.

ECONOMIC DEVELOPMENT UPDATE

Key Projects for 2017 Tier One Projects:

Streetscape Improvement Projects

- Hesperian Blvd-Specs out to Bid
- E. 14th St./Mission Blvd Streetscape-Phases 2 & 3

Community Facilities

- Cherryland Fire Station-**Ribbon Cutting July 29, 2017!**
- Cherryland Community Center-**Fall 2017 Building Construction Begins**



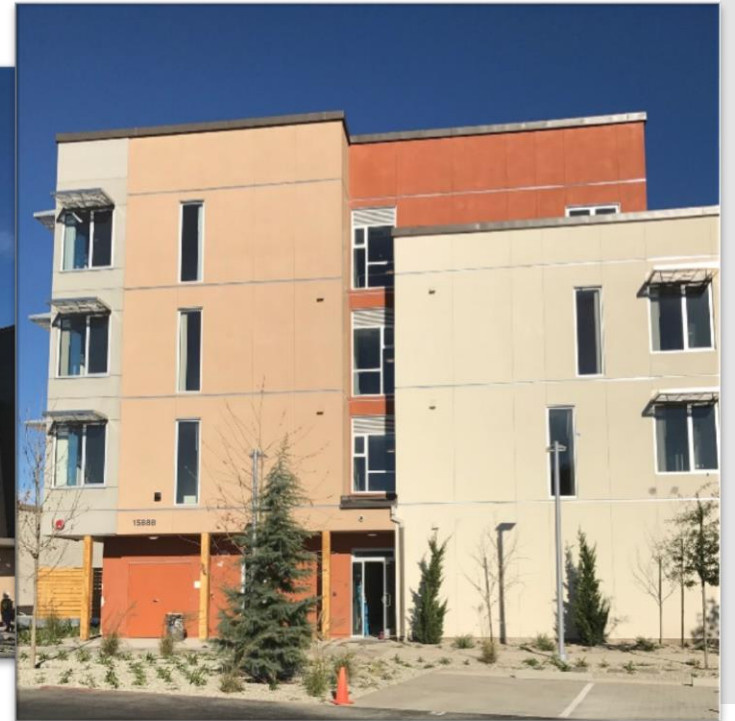
EXCITING NEW
DEVELOPMENT
PROJECTS

San Lorenzo Mixed-Use Project

Mercy Senior Housing: 77 Senior Units

Ribbon Cutting will take place May 3rd 10 AM.

15888 Hesperian, San Lorenzo, CA



EXCITING NEW
DEVELOPMENT
PROJECTS

San Lorenzo Mixed-Use Project

New development planned at Hesperian & Paseo Grande:

Developer meeting with San Lorenzo community to gather feedback/input



PERSPECTIVE VIEW FROM HESPERIAN BLVD AND PASEO GRANDE

Terry Demmon
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EXCITING NEW
DEVELOPMENT
PROJECTS

Castro Valley Projects: *Under Construction!*
Habit Burger: Planned for Castro Village's Eastern retail pad



Meridian Dialysis Center: New 9,984 SF building at 20359 Lake Chabot Rd.



Cherryland Place

Mission/Hampton site:

- Bay Area Urban Development is the County's partner for 2.6-acre opportunity site. Dynamic mixed-use development with strong focus on retail with market-rate housing. Grocery store as anchor tenant
- Draft Disposition and Development agreement going to BOS in June



EXCITING NEW
DEVELOPMENT
PROJECTS

EXCITING NEW DEVELOPMENT PROJECTS

Ashland Project: *Scheduled to open this Fall*

Ashland Marketplace & Café Accelerator:

A new market & café offering a community gathering space, fresh foods and a venue for local entrepreneurs to showcase their products. A partnership between ECD, Resources for Community Development and Mandela Marketplace.



NEW BUSINESSES

JP's Sports Bar & Lounge: Renovation is underway in former Dino's Restaurant, [Opening by end of April](#)

Lake Chabot Marketplace: 4 retail tenants
Pokeatery, [OPEN](#)

Milk Cow: Replaced Beyond Travel, Castro Valley BLVD, [OPEN](#)

Pampas Cafe: Replaced Sunflower, next to Krayon's, [OPEN](#)

Chicken on Fire: Replacing Jenny's Café, [OPEN](#)



NEW BUSINESSES

Cash & Carry: San Lorenzo, OPEN



**Neveria Y Antojitos Avila's Ice Cream Shop:
16828 Meekland, OPEN**



EDEN AREA EVENTS

2017 Showtime in San Lorenzo:

May 6th

Tours of the Lorenzo Theater from 2pm to 6pm
and Outdoor Movie Night from 5pm to 10pm.



SHOWTIME IN SAN LORENZO
May 6, 2017 • 16080 Hesperian Boulevard
www.showtimeinsanlorenzo.org

LORENZO THEATER TOURS
12:00 TO 6:00 PM
Murals Visible Under Black Light
First-Come, First-Served Tour Tickets

OUTDOOR MOVIE NIGHT 5:00 TO 10:00 PM
MOVIE STARTS AT 8:30 PM
Finding Dory • Bounce Houses • Face Painting
Food Trucks • Family Fun
Bring your own chair/blanket

SLZ BUSINESS EXPO
3:00 TO 6:00 PM
Local Businesses • Vendors • Community Updates

Disney • PIXAR
FINDING DORY

EDEN AREA EVENTS

2017 Famfest:

Ashland Cherryland FamFest 2017 is organized by the Ashland Cherryland Healthy Communities Collaborative and hosted by Alameda County. Last year, over 2,000 participants, exhibitors, and volunteers joined us for the inaugural event. This year, FamFest will continue to build civic pride, provide a vast array of resources for community members, and more importantly, be fun!

When: Saturday, October 14, 2017

Where: REACH Ashland Youth Center
16335 E. 14th St. Ashland , 94546

<http://www.acfamfest.org>



F . B . E . T . A .

Food Business Entrepreneurial Training Academy

Alameda County's Community Development Agency and the Alameda County Small Business Development Center (SBDC) together created the "Food Business Entrepreneur Training Academy (FBETA) which offers a free, ten-part seminar called "Running Your Own Food Business". Participants learn to start and grow their own food businesses, turning ideas and dreams into reality. This in-depth, intensive training covers all of the fundamental skills needed for success, including day-to-day management, how to manage cash flow and finances, how to price, package and market food products, and how to successfully operate a business that will survive and thrive in a competitive marketplace.

Developing Your Own Food Business A 10-part Seminar Series

Offered by The Alameda County SBDC and The Alameda County Community Development Agency



Thinking of launching a food product or opening a restaurant/cafe? Learn the critical aspects of how to start and succeed in the specialty food business!

Space is Limited-No Cost to Attend

CLASS SCHEDULE for NORTH COUNTY
Mondays & Wednesdays, 6:30 to 8:30 PM, January 23rd to March 1st
Alameda County Conference Center 1235 12th St #400, Oakland, CA 94607

1/23/17	Class 1: Concept/mission/values	2/08/17	Class 6: Marketing & Communications
1/23/17	Class 2: Operating Models	2/15/17	Class 7: Financial Projections
1/30/17	Class 3: Consumer Packaged Goods & Food Service Models	2/22/17	Class 8: Licenses & Permits
2/01/17	Class 4: Understanding Costs (cash/price)	2/27/17	Class 9: Funding your Company
2/06/17	Class 5: Operations	3/01/17	Class 10: Your Business Plan

Developing a Specialty Food Product -SOUP TO NUTS-

TO REGISTER: acsbdc.org/node/21630
FOR MORE INFORMATION: seminars@acsbdc.org



2017 Program Flyer

Current Graduates in Action:

Hai and Joe of Eating Saigon held an amazing pop-up Vietnamese dinner at Rick & Ann's Café on January 28, 2017 in Berkeley. Both are graduates of our Food Business Entrepreneur series!!



Top Photos: Instructor Deagon Williams welcoming 2017 North County Class, Bottom Photo: 2017 North County Graduating Class

FBETA is an investment most communities can afford to make. **Costing only \$15,000 for each 10-part FBETA**, Alameda County is investing the nominal sum of \$450 per graduate. To date, FBETA has trained **over 100 graduates**.



Eating Saigon!

Vietnamese Lunar New Year Dinner
Saturday - January 28, 2017

Sampler Plate Starter
Chi Ga - Crispy fried chicken
Chi Canh - Fresh hot spring roll
Nem Nuoi Tiet - Pork stuffed mushroom

Salad
Pho Nuoc Bonh Thuy - Vietnamese river steam basket on rice crackers

Entree
Thi Kho Tasting - Caramelized pork ribs & duck egg

Dessert
Chi Nuoc - Vietnamese green pudding



Eileen Dalton: Economic & Civic Development Department
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Award Winning
FBETA
CALED
Program of Excellence

SMALL BUSINESS WORKSHOPS



The County sponsors 5 free workshops every year, plus free one-on-one counseling through the AC Small Business Development Center to help businesses succeed.

Starting a Business

Thursday, Jan. 19, 2017

2 - 5pm

San Lorenzo Library

395 Paseo Grande

San Lorenzo

Successful Business Plans

Friday, March 3rd, 2017

9am - noon

Ashland Family Housing

16395 E 14th Street,

San Leandro (Ashland)

Social Media/

Digital Marketing Basics

Thursday, March 30th, 2017

2 - 5pm

Castro Valley Library

Chabot Room

3600 Norbridge

Castro Valley

Starting a Home-Based Business

Friday, April 28th, 2017

9am - noon

REACH Center



ALAMEDA COUNTY
Community Development Agency



SMALL
BUSINESS
DEVELOPMENT
CENTER

ALAMEDA COUNTY

QUESTIONS & DISCUSSION



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