

East Bay Economic Development Alliance (East Bay EDA) Contact:
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East Bay Economic Development Alliance (East Bay EDA) to Reveal the Comprehensive Economic Development Strategy (CEDS) Report and Provide an Update on the Cannabis Industry at their 2017 Fall Membership Meeting

Media Advisory

Oakland, CA – On September 14, The East Bay Economic Development Alliance (East Bay EDA) will host their last public meeting for the calendar year and will reveal highlights of the highly anticipated 9-county Comprehensive Economic Development Strategy (CEDS) Report as well as provide an update on the Cannabis Industry: *Opportunities & Challenges*. This event is free and open to the public.

What: East Bay EDA 2017 Fall Membership Meeting
Where: Rosewood Commons Conference Center: Tassajara Room
4400 Rosewood Drive, Pleasanton
When: 8:30 – 9:00 am Registration, Networking, Breakfast
9:00 – 11:00 am Program

Approximately, a year and a half ago, East Bay EDA's Economic Development Directors' Council expressed the need for a Comprehensive Economic Development Strategy, or a CEDS report, for the East Bay to enable cities and counties to access federal grant resources.

Cities had been using East Bay EDA's 2011 *Building on Our Assets* study, which had been recognized by the federal Economic Development Agency as the East Bay's justification document to access federal funds, but the study required an update.

The Economic Development Agency required the creation of a larger economic development district beyond the East Bay region and a corresponding CEDS report, to allow cities and counties to access more federal financing resources than would be afforded to a smaller region. A partnership was formed with the Association of Bay Area Governments (ABAG) that provided the manpower and financing to create the report, and East Bay EDA that coordinated over a dozen cross-sector East Bay leaders to serve as an East Bay Strategy Committee. The Strategy Committee, many of them East Bay EDA leaders, has been deeply involved in the development, review and critique of the CEDS report. A reveal of the 9-County CEDS Report will be released during this Fall Membership meeting.

In addition, Greg Minor, Assistant to the City Administrator for the City of Oakland, will deliver an update on the Cannabis Industry: *Opportunities & Challenges*. While the state prepares to enact Proposition 64, which goes into effect January 1, 2018 and allows the recreational use of cannabis, many cities and businesses are trying to navigate uncertainties surrounding the new industry. Mr. Minor has overseen the permitting of cannabis businesses in Oakland for the past 3 years, oversees the office responsible for meting out city medical cannabis permits, and assists with the city's race and equity program related to the industry.

About the East Bay EDA:

The East Bay Economic Development Alliance (East Bay EDA) is the regional voice and networking resource for strengthening the economy, building the workforce and enhancing the quality of life in the East Bay. [Click here](#) for more information about East Bay EDA.

Please RSVP for event access.

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