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## PRESS RELEASE

### East Bay Quality of Life Attracts Business and Residents

Oakland, CA September 12, 2014: A new report to be released September 18 by the East Bay Economic Development Alliance (East Bay EDA) shows the unique East Bay quality of life aspects that attract businesses and residents to the region.

The East Bay's location in the San Francisco Bay Area generates a climate that impacts a significant wine industry, promotes outdoor recreational activity and supports retail and entertainment. Housing availability and costs, connectivity and mobility, and diversity are also assets that impact the East Bay economy and make the region a location of choice for business and people.

The ***East Bay Quality of Life*** report was prepared by Economic & Planning Systems, Inc. (EPS) and the East Bay EDA.

Benjamin Swigman of EPS will be presenting highlights of the report on **Thursday, September 18, from 9:30 – 11:30 a.m. at the Crowne Plaza Hotel at 45 John Glenn Drive in Concord**. To register for this event, go to: [www.eastbayeda.org](http://www.eastbayeda.org) to their "Fall Membership Meeting" – this event is open to the public at no cost.

The full report -- **embargoed until the end of the event on Thursday, September 18** -- will be available online at: [www.eastbayeda.org](http://www.eastbayeda.org).

Before Mr. Swigman's report, a panel of quality of life venue representatives will participate in lively discussion:

Robert Gundrey, Vice President of Hospitality Sales & Operations for Wente Vineyards; Michael LeBlanc, Founder & Principal of Picán Restaurant in Oakland; and Mike Moran, Supervising Naturalist of the Big Break Visitor Center at the Delta in Oakley.

Investors to this research included:

- AAA of Northern California, Nevada & Utah
- East Bay Regional Park District
- Community Bank of the Bay
- United Way of the Bay Area

### About the East Bay EDA

The East Bay Economic Development Alliance ([www.eastbayeda.org](http://www.eastbayeda.org)) is a public-private partnership founded in 1990 to serve the Bay Area's East Bay region (Alameda and Contra Costa Counties). The East Bay EDA's mission is to establish the region as a world-recognized location to grow businesses, attract capital and create quality jobs.

For Release, September 15, 2014



**EAST BAY EDA 2014 FALL MEMBERSHIP MEETING**  
**(Free and Open to the Public) To Register: [www.eastbayeda.org](http://www.eastbayeda.org)**

**September 18, 2014**

**Crowne Plaza Hotel, 45 John Glenn Drive, Concord, CA 94520**

**8:30 – 9:30 Registration, Check-In, Networking & Breakfast**

**9:30 am – 11:30 am Program**

**Call to Order & Opening Remarks**

Michael Brown, East Bay EDA Immediate Past Vice Chair & Managing Partner, Brown Church & Gee LLP

**East Bay Innovation Awards Update**

Deborah Ale Flint, East Bay EDA 2<sup>nd</sup> Vice Chair & Director, Oakland International Airport

**Quality of Life: Moderator & Panel**

Robert Brown, East Bay EDA 2<sup>nd</sup> Vice Chair &

Director, Communications and Community Affairs, AAA of Northern California, Nevada & Utah

**Panelists:**

Robert Gundrey, Wente Vineyards

Michael LeBlanc, Picán Restaurant

Michael Moran, Big Break Regional Shoreline

**Presentation of the 2014-15 East Bay Quality of Life Report**

Benjamin Sigman, Economic & Planning Systems, Inc.

**Moderated Q & A**

William Keller, Community Bank of the Bay

**Closing Remarks & Gift Basket Drawing**

Deborah Ale Flint, East Bay EDA 2<sup>nd</sup> Vice Chair & Director, Oakland International Airport

