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Press Advisory & Press Conference

East Bay Expected to Continue Perform Well

Oakland, CA May 16, 2016: A new report to be released May 19 by the East Bay Economic Development Alliance (East Bay EDA) shows that the East Bay region is expected to continue its accelerated growth due to its affordability advantage.

The **2016-17 East Bay Economic Outlook** was prepared for the East Bay EDA by Beacon Economics, one of California's leading economic forecasters. Dr. Christopher Thornberg, Founding Partner at Beacon Economics, will present their findings at a special event Thursday, May 19 from 9:30 am – 11:00 am. at the Oakland Asian Cultural Center at 388 9th Street in Oakland.

The full report -- **embargoed until the end of the event on Thursday, May 19** -- will be available online at: www.EastBayEDA.org. The free event is near capacity, but open to the public with pre-registration at www.EastBayEDA.org.

About the East Bay EDA

The East Bay Economic Development Alliance is a public-private partnership founded in 1990 to serve the Bay Area's East Bay region (Alameda and Contra Costa Counties). East Bay EDA's mission is to be the regional voice and networking resource for strengthening the economy, building the workforce

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and enhancing the quality of life in the East Bay. Through cross-sector collaboration, East Bay EDA promotes the assets of the East Bay region for business attraction, retention and growth.

One of East Bay EDA's core strategies is to provide valuable information about the trends impacting the East Bay economy. Each year East Bay EDA produces an annual *East Bay Economic Outlook* report, which is both a forecast and a summary of key economic indicators for the East Bay as it compares to the Bay Area region, the state of California, and the nation.

About the Report

The report will touch upon:

- Labor market trends compared with state and national paces.
- Demographic changes in resident profile.
- Changes in taxable sales growth.
- Travel and tourism activity changes.
- Local residential and commercial real estate activity.
- Housing affordability.

Press Conference

Time has been set aside from 8:45 am – 9:30 am for reporters to engage in a press conference with Dr. Thornberg prior to his presentation. Please contact Darien Louie or Lianna Aauto by **Tuesday, May 17** if you are interested in this opportunity.

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