

ECONOMIC DEVELOPMENT FORUM



1st Quarter

Jan. 11, 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, April 12th

ECONOMIC DEVELOPMENT UPDATE

Key Projects for 2017

Downtown Castro Valley - Shared Parking

Construction contract awarded-3 months construction.

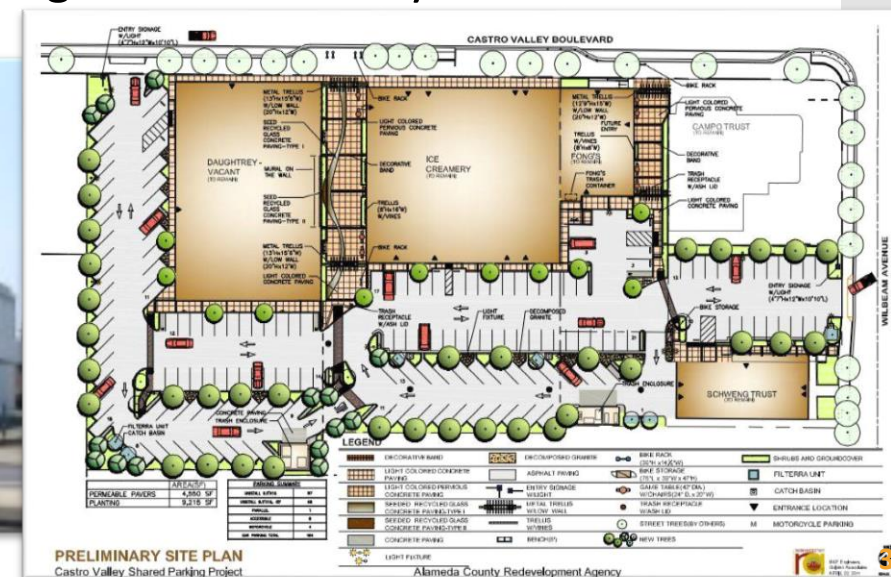
Work will be coordinated to ensure use of the lot during construction.

Daughtrey's Building – 3295 Castro Valley Blvd.

Request for Qualification (RFQ) this Spring

Billboards Reduction & Relocation

The Billboard Reduction and Relocation Program is underway.



ECONOMIC DEVELOPMENT UPDATE

Key Projects for 2017 Tier One Projects:

Streetscape Improvement Projects

- Hesperian Blvd
- Meekland Ave
- E. 14th St./Mission Blvd Streetscape-Phases 2 & 3

Community Facilities

- Cherryland Fire Station
- Cherryland Community Center
- San Lorenzo Public Plaza



EXCITING NEW
DEVELOPMENT
PROJECTS

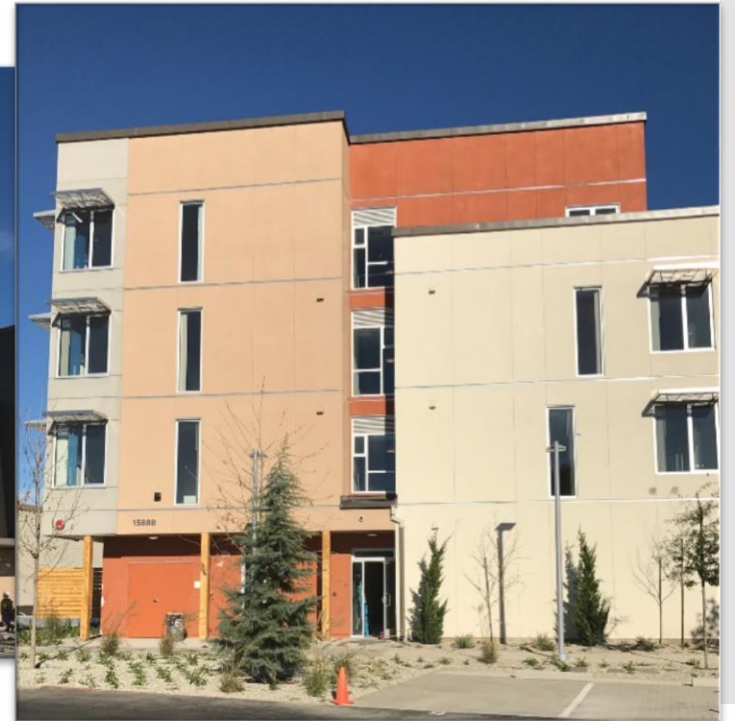
San Lorenzo Mixed-Use Project

Mercy Senior Housing:

Ribbon Cutting will take place May 3rd 10:00am.

15888 Hesperian, San Lorenzo, CA

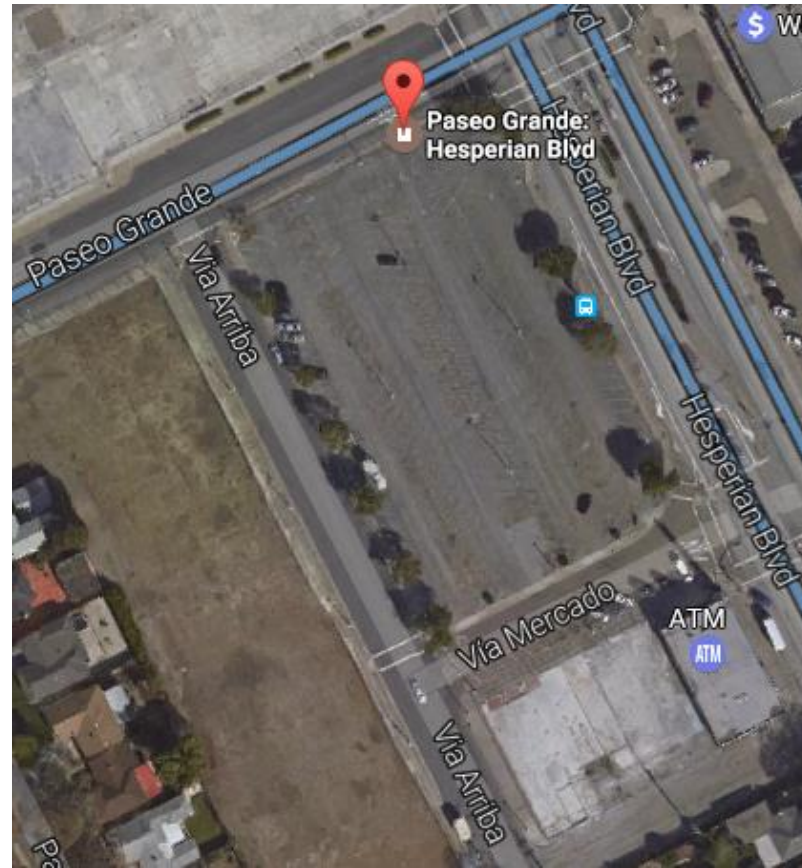
Seniors are moving into 77 units.



EXCITING NEW
DEVELOPMENT
PROJECTS

San Lorenzo Mixed-Use Project

New development at Hesperian & Paseo Grande:
Plans to share proposal with San Lorenzo community this Spring.



EXCITING NEW
DEVELOPMENT
PROJECTS

Castro Valley Projects

Habit Burger: Planned for Castro Village's Eastern retail pad



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



EXCITING NEW DEVELOPMENT PROJECTS

San Lorenzo

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



EXCITING NEW DEVELOPMENT PROJECTS

Ashland Project

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 BUSINESS

Lake Chabot Marketplace: 4 retail tenants
Pokeatery, coming soon

JP's Sports Bar & Lounge: Renovation is underway in former
Dino's Restaurant, coming soon

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, coming soon



NEW BUSINESS

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

FOOD TRAINING ACADEMY

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 125 12th St #400, Oakland, CA 94607

1/23/17	Class 1: Concept (mission/vision/values)	2/08/17	Class 6: Marketing Communications
1/25/17	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: Legalities & Resources
2/01/17	Class 4: Understanding Costs (cash/profit)	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: acsbd.org/node/21630
FOR MORE INFORMATION: seminars@acsbd.org



FOOD BUSINESS ENTREPRENEURIAL TRAINING ACADEMY (FBETA)

**CLASS SCHEDULE
for NORTH COUNTY**
Mondays & Wednesdays,
6:30 to 8:30 PM,
January 23 to March 1
-CLASS IS FULL-

**CLASS SCHEDULE
for EAST COUNTY**
Mondays & Wednesdays,
April 3 to May 3
Main Dublin Library

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



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, April 12th

NEXT ED FORUM
MEETING

APRIL 12, 2017

6:00-7:30pm

