



ALAMEDA COUNTY
Community Development Agency

Alameda County

Economic Development

FORUM



***Bi-annual
ED Forum***

224 W. Winton Ave, Rm 109
Hayward

6-7:30 PM
March 6, 2019

AGENDA

- Welcome & Introductions
- Panel Presentation – BIDs and CBDs
- Eden Area Project/Real Estate Update
- Eden Area Events
- Eden Area Commercial Property Improvement Program
- Eden Area Workshops and Seminars
- Future Forum Meetings

Cherryland Place

Stuart Rickard | Bay Area Urban LLC

EDEN AREA
PROJECTS &
REAL ESTATE
UPDATE

Development Summary

Land Area	2.63 Acres
Residential	
Townhomes	
Units	35 Units
Area	55,125 GSF
Apartments	
Units	21 Units
Area	21,735 GSF
Commercial	
Area	10,586 GSF
Total Building Area	87,446 GSF



Cherryland Place



Cherryland Community Center

Hayward Area Recreation District

EDEN AREA
PROJECTS &
REAL ESTATE
UPDATE



Coming in Summer 2019
Inauguración verano 2019

**Cherryland
Community Center**
Centro Comunitario

Cherryland Community Center

Construction on schedule



Castro Valley Marketplace

Craig Semmelmeier | Main Street Properties

EDEN AREA
PROJECTS &
REAL ESTATE
UPDATE



Castro Valley Marketplace

Daughtrey Building sold in January 2019

Interior construction has been underway since January.

Opening is scheduled for Summer 2019!

Follow along at [Castro Valley Marketplace](#) Facebook page for more updates!



Lorenzo Theater

Alameda County ECD

EDEN AREA
PROJECTS &
REAL ESTATE
UPDATE



Lorenzo Theater

In February, ECD launched a study to update the potential uses and cost to restore theater to active use.

Consultants: ALH Economics and Page & Turnbull

EDEN AREA PROJECTS & REAL ESTATE UPDATE

Village Green mixed-use project on Hesperian Blvd in SLZ: Approved by the Planning Commission. Developer – Demmon Partners

Castro Valley Chabot Theater: Smalltown Society (non-profit organization) has made an offer to purchase from owner.

- Plans to continue to operating the theater w/ potential for performing art

Former Banchemo's Property on Mission and Mattox:
For Sale

THREE SIGNATURE COMMUNITY EVENTS

Showtime In San Lorenzo: Merchant Specials, Music, Entertainment, Theater tours, Outdoor Movie.

When: Saturday, July 20, 2019

Where: Lorenzo Theater.

<http://www.showtimeinsanlorenzo.org>



Castro Valley Light Parade: Merchant Specials, Music, Entertainment, Light Parade, Storefront Decorating

When: Saturday, November 9, 2019

Where: Castro Valley BLVD.

<http://cvmeetinthestreet.org/about.html>



Famfest: Festival & 5k Fun Run

When: Festival Saturday June 8, 2019; 5k Run Saturday, October 19, 2018

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

<http://www.acfamfest.org>



EDEN AREA Commercial Property Improvement Program

Guidelines are being developed, will go to Board of Supervisors May/June 2019

**Funding per business
\$25,000-\$80,000**

Budget is \$150,000 / fiscal year
for Unincorporated Area



2019 Food Business Entrepreneurial Training Academies

Food Business Entrepreneurial Training Academy (FBETA):



*A 10-Part Seminar Series
Offered by the Alameda
County SBDC and the
Alameda County
Community Development
Agency*

FBETA & Advanced FBETA

Central County FBETA:

April-May 2019, San Lorenzo Library

Sign Up → <http://www.acsbdc.org/>

EDEN AREA WORKSHOPS & SEMINARS

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

Space is limited - No cost to Attend

Class Schedule for Central County

Monday & Wednesday, 6:30-8:30pm April 8th to May 8th
San Lorenzo Library, 395 Paseo Grande, San Lorenzo, CA 94580

4/08/19	Class 1: Concept (Mission/Vision/Values)	4/24/19	Class 6: Marketing Communications
4/10/19	Class 2: Operating Model	4/29/19	Class 7: Financial Projections
4/15/19	Class 3: Consumer Packing Goods and Food	5/01/19	Class 8: Legalities & Resources
4/17/19	Class 4: Understanding Cost (cash/profit)	5/06/19	Class 9: Funding your Company
4/22/19	Class 5: Operations	5/08/19	Class 10: Your Business Plan

For more information and to register visit:

<http://bit.ly/2GLyymP>



Fremont 2019 Grads, 73 Participants!



2019 Small Business Workshops –Free!

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

**EDEN AREA
WORKSHOPS &
SEMINARS**

March 7, 2019-Successful Business Plans

April 25, 2019-Starting a Business (Spanish)

April 26, 2019-Starting a Business

May 16, 2019-Social Media & Marketing



HOW TO CONTACT US

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NEXT ED FORUM
MEETING
September 6, 2019
6-7:30 PM

Location: 224 W. Winton Avenue, Rm 109, Hayward CA 94541

