



The Local and Regional Economy

City Council
December 12, 2011

Overview

- ▶ **Karen Engle, Executive Director of the East Bay EDA**
 - ▶ Building on Our Assets – Economic Development & Job Creation in the East Bay
 - ▶ Central Alameda Business Dynamics

- ▶ **Cynthia Battenberg, Business Development Manager**
 - ▶ Business, Employment , Industry and Sales Data



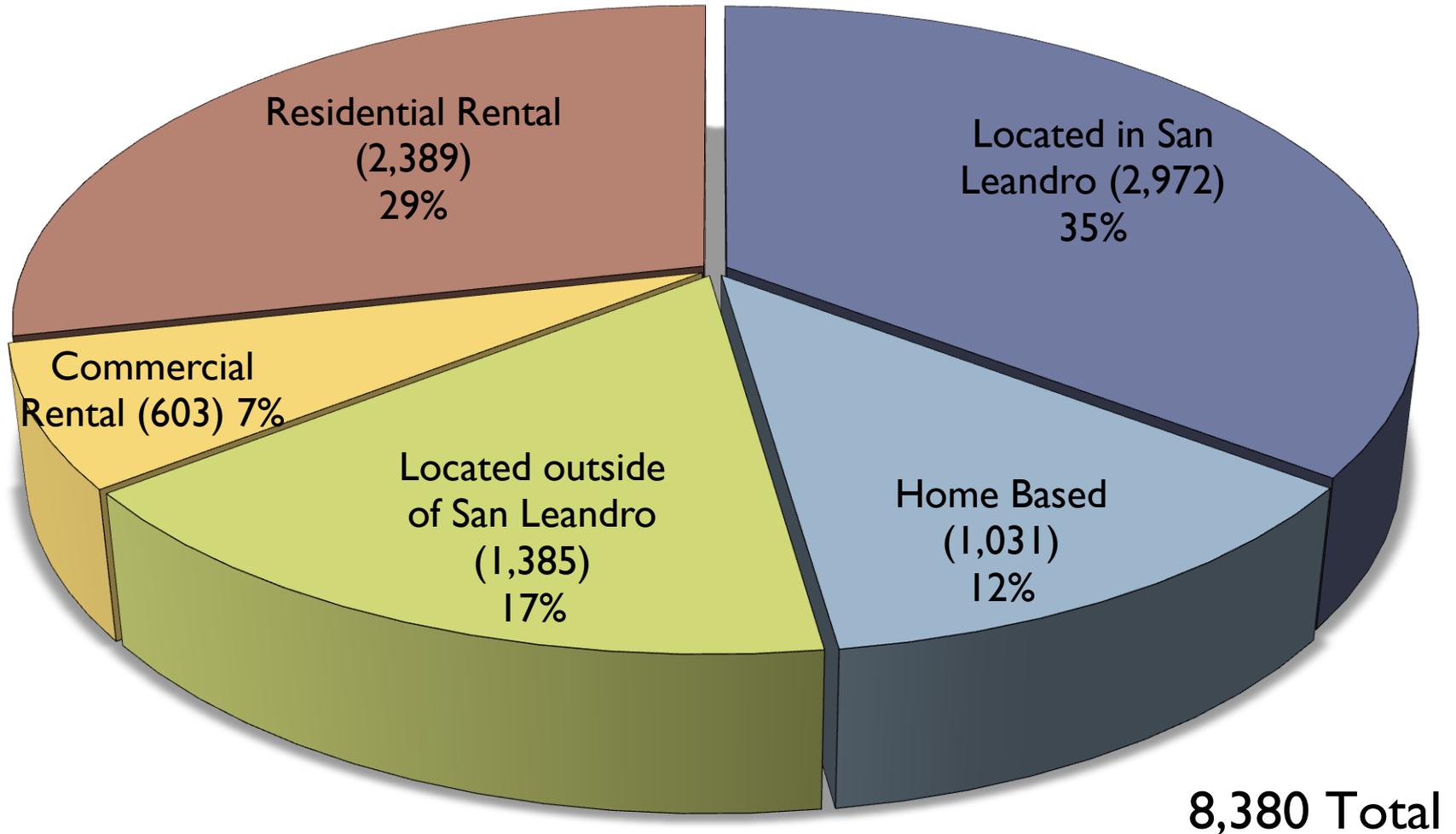
Data Sources

- ▶ Business License database
- ▶ California Economic Development Department
- ▶ Dun & Bradstreet
- ▶ Cassidy Turley/ BT Commercial
- ▶ Muniservices
- ▶ City of San Leandro
- ▶ 2010 Census
- ▶ ESRI



Number of Business Licenses

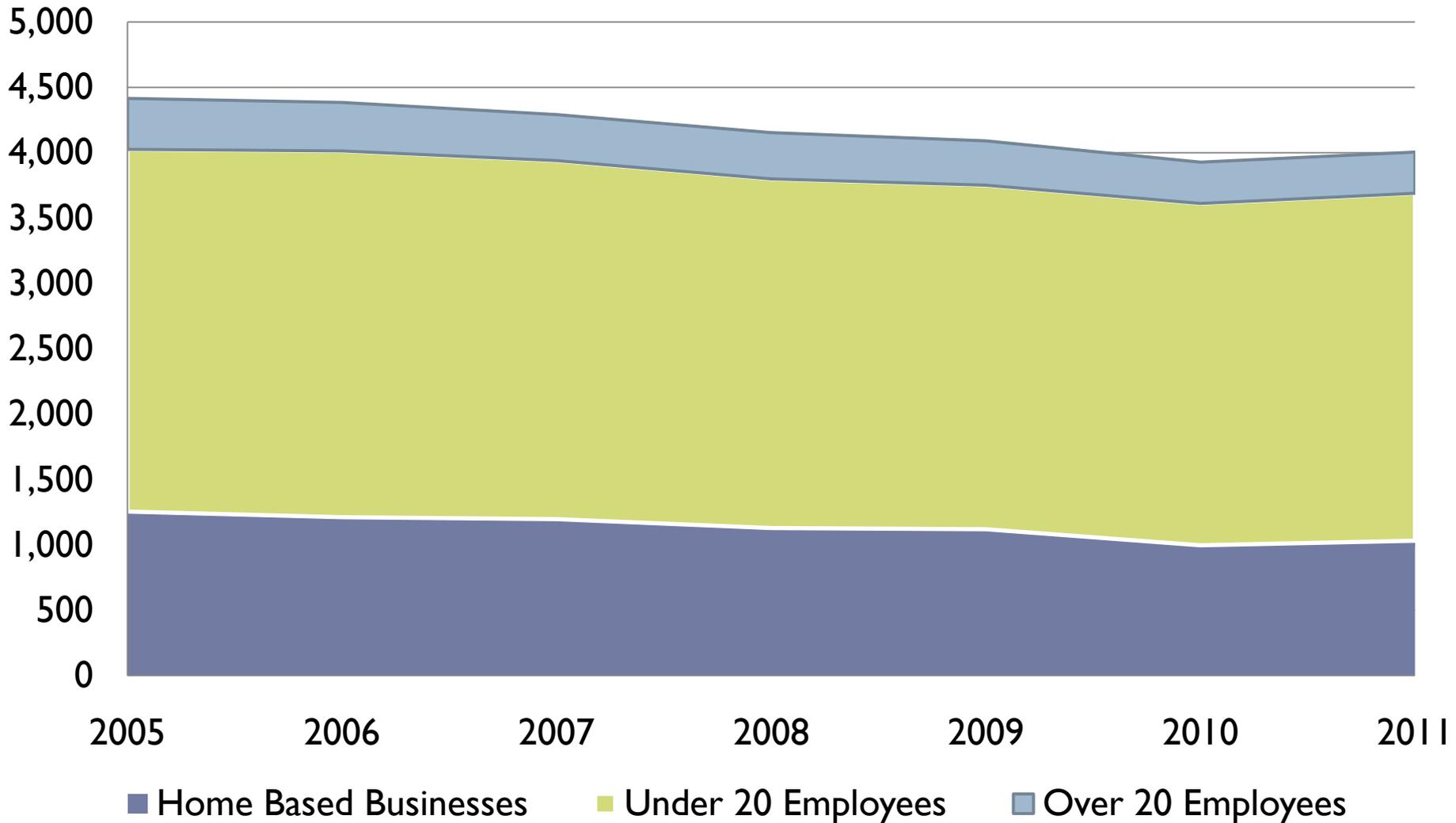
Source: Business License Database 2011



Excludes non-profits, financial institutions, public agencies, and some trucking operations

Number of Businesses

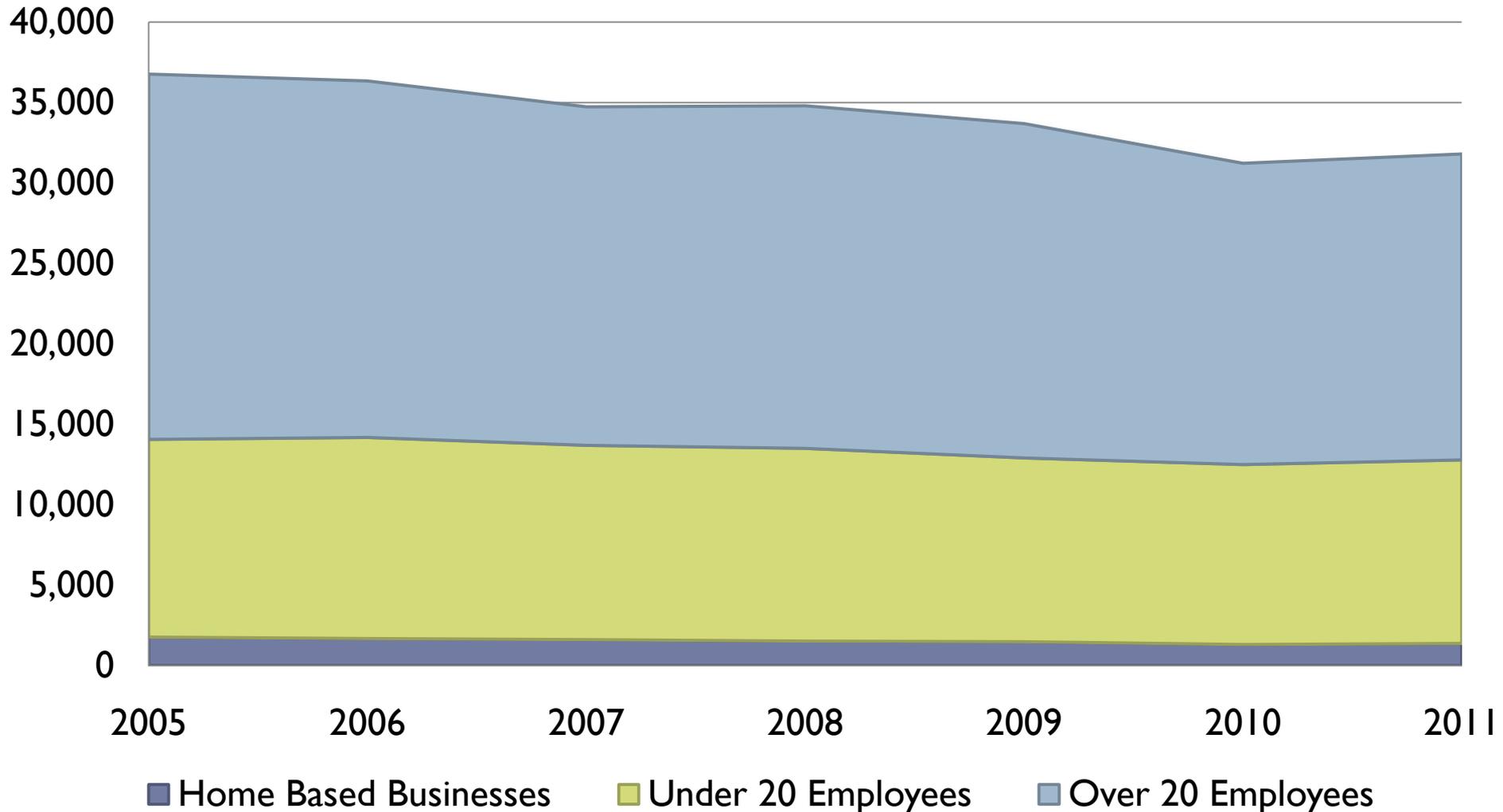
Source: Business License Database



▶ Excludes property rental and businesses located outside of San Leandro

Number of Employees

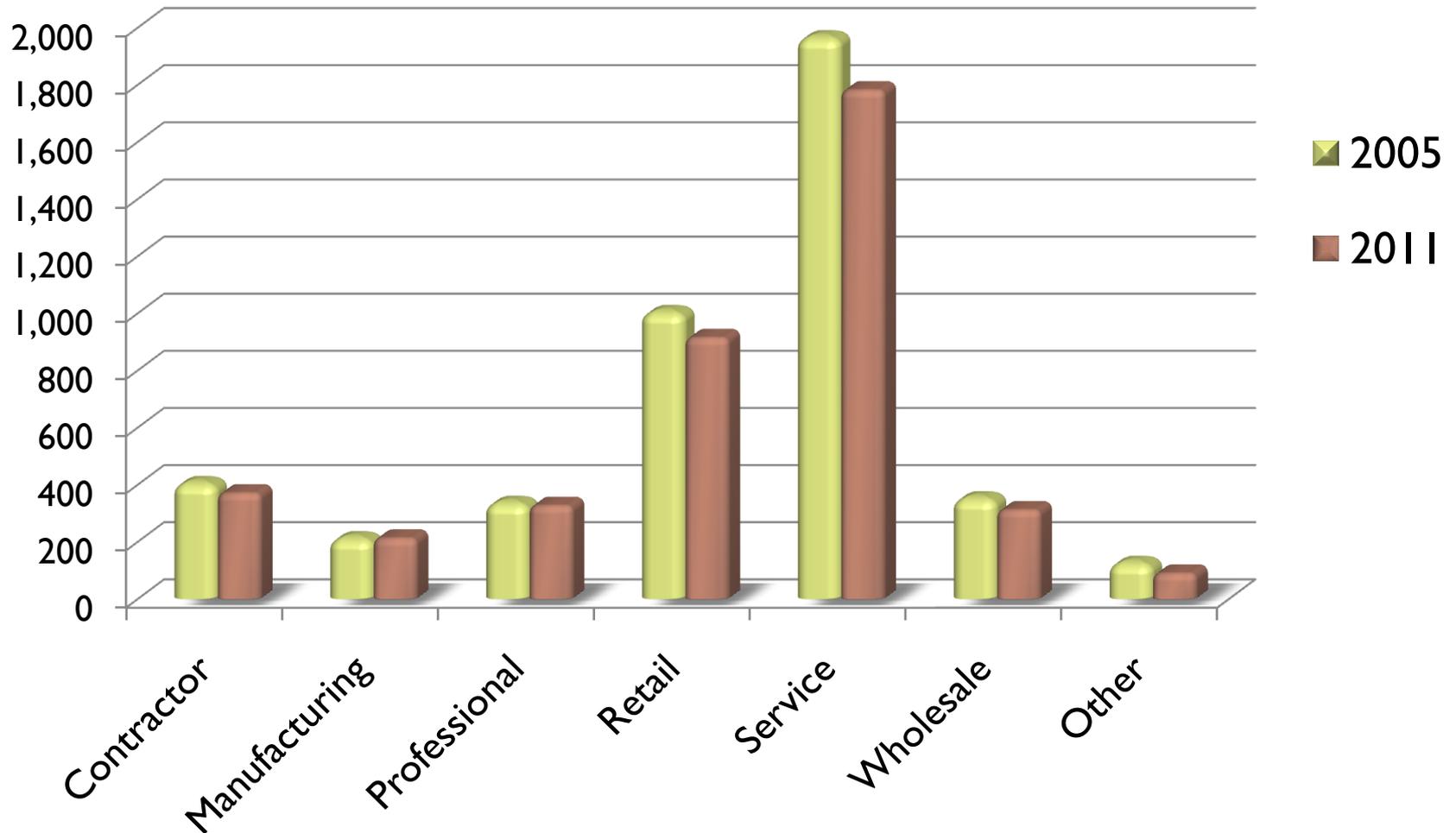
Source: Business License Database



▶ Excludes property rental and businesses located outside of San Leandro

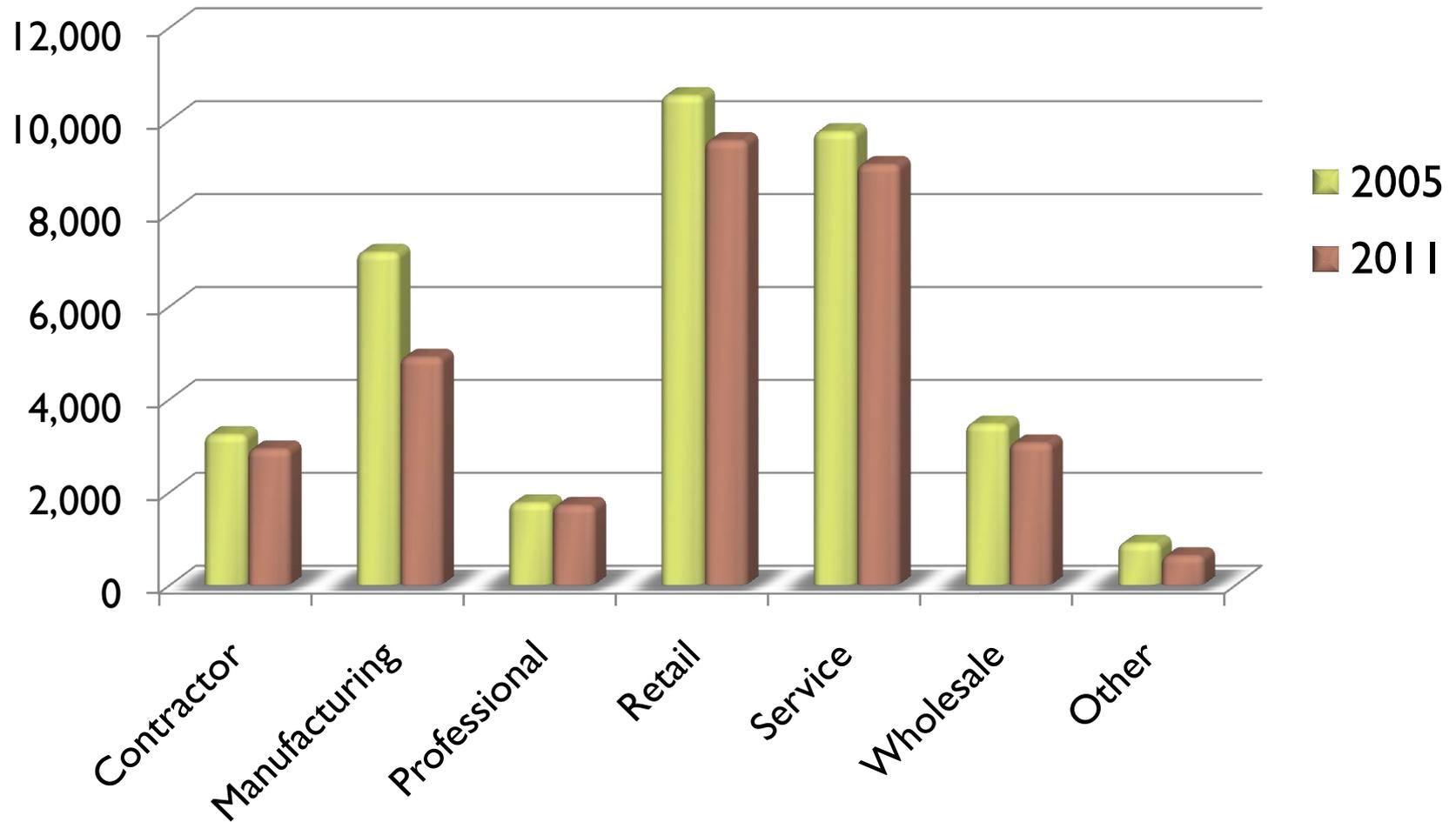
Businesses by Industry

Source: Business License Database



Employees by Industry

Source: Business License Database



Top San Leandro Employers (in alphabetical order)

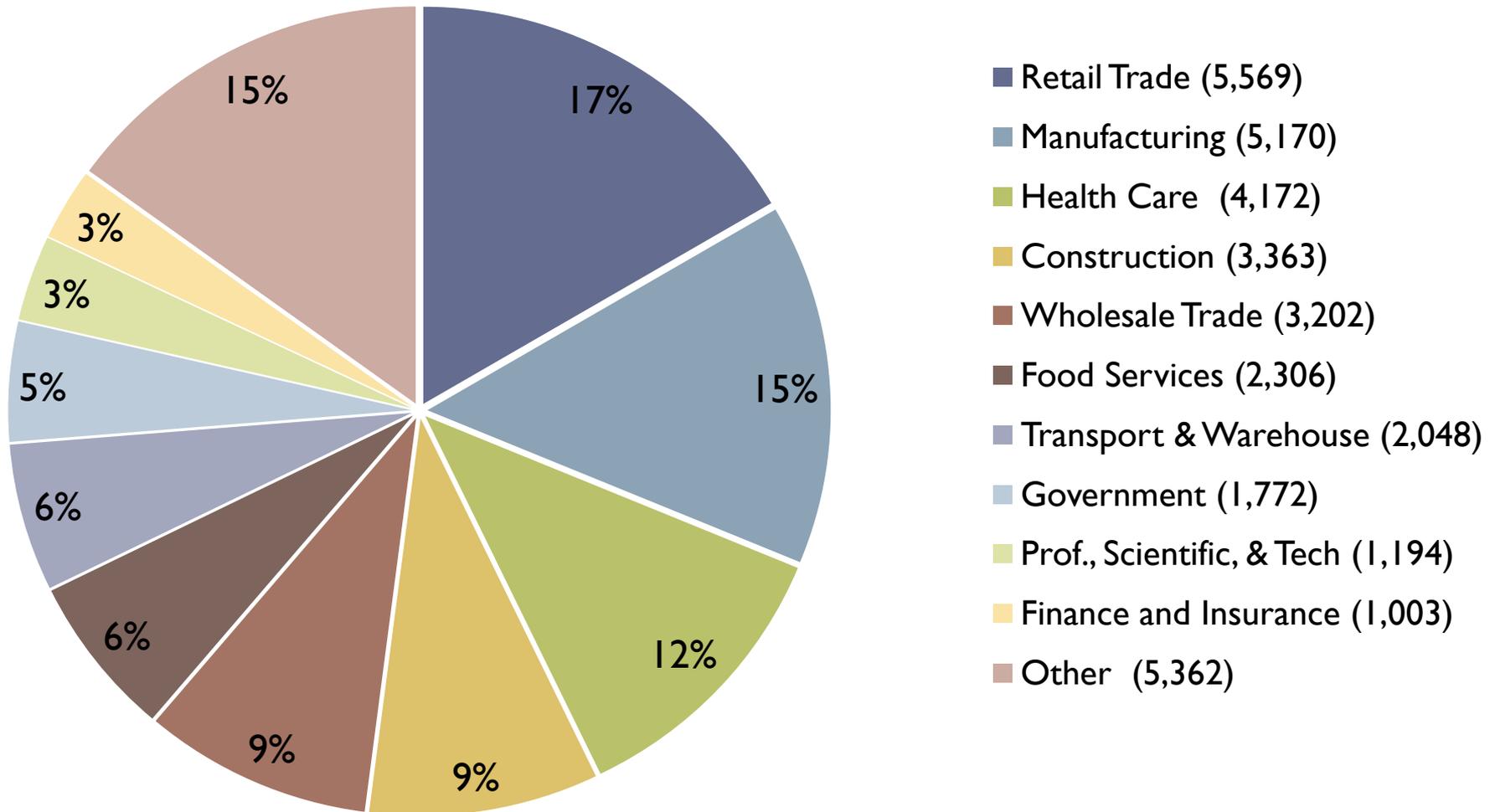
Source: Business License Database 2011

- 7 Up Bottling
 - 24 Hour Fitness
 - Acco Engineered Systems
 - City of San Leandro
 - Coca Cola
 - Costco
 - Georgia Pacific
 - Ghirardelli
 - Home Depot
 - Kindred Hospital
 - Macy's
 - MV Public Transportation
 - VF Corp
 - OSIsoft
 - Otis Spunkmeyer
 - Paramedics Plus (AMR)
 - Peterson Tractor
 - Precision Foundry
 - Prime Source Floral
 - San Leandro Hospital
 - San Leandro Unified School Dist.
 - Target
 - TriNet
 - Wal-Mart
 - Wells Fargo
-



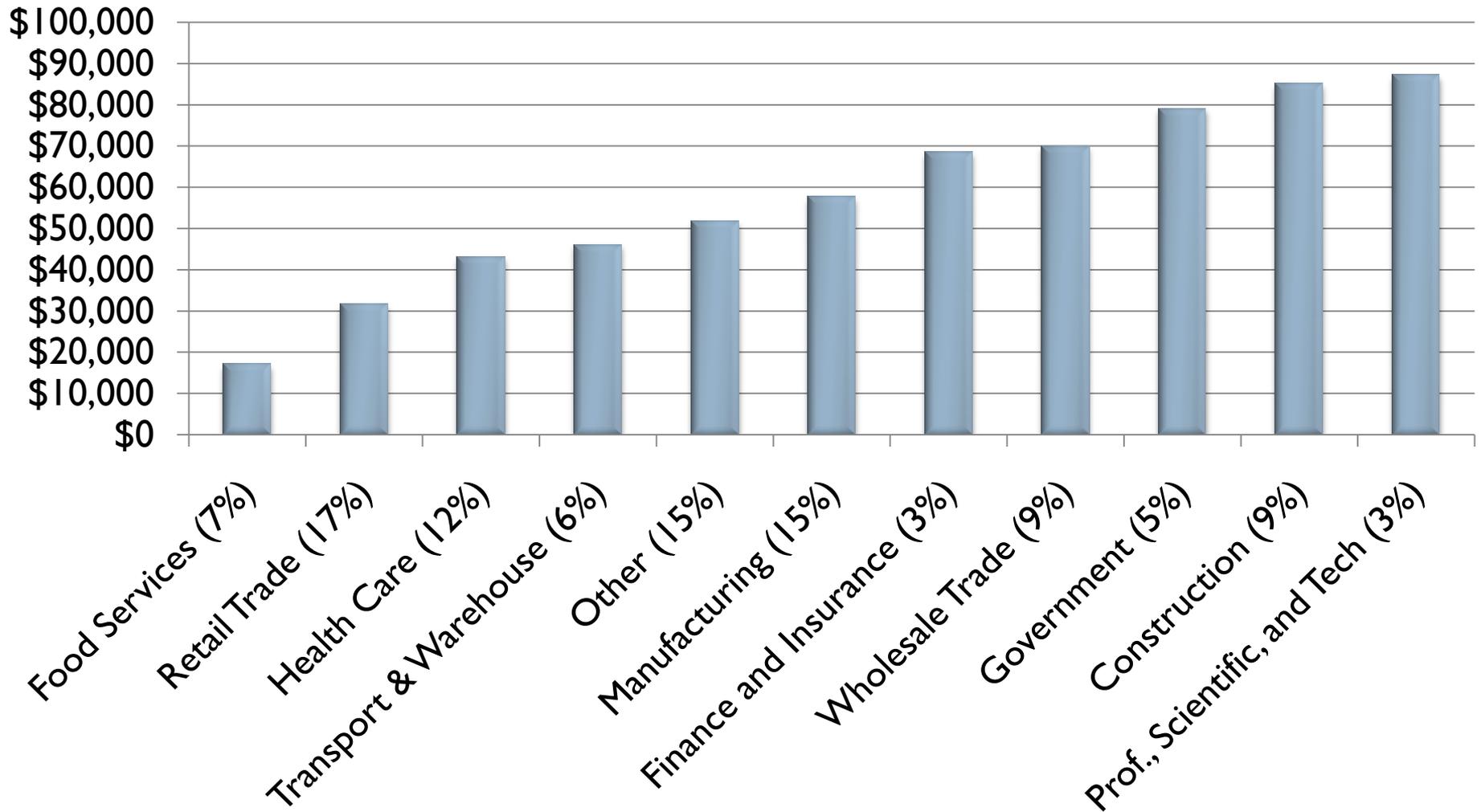
Employment by Industry (San Leandro)

Source: California Economic Development Dept. 2010



Average Wage by Industry (San Leandro)

Source: California Economic Development Dept. 2010



Employment Concentration: San Leandro vs. CA

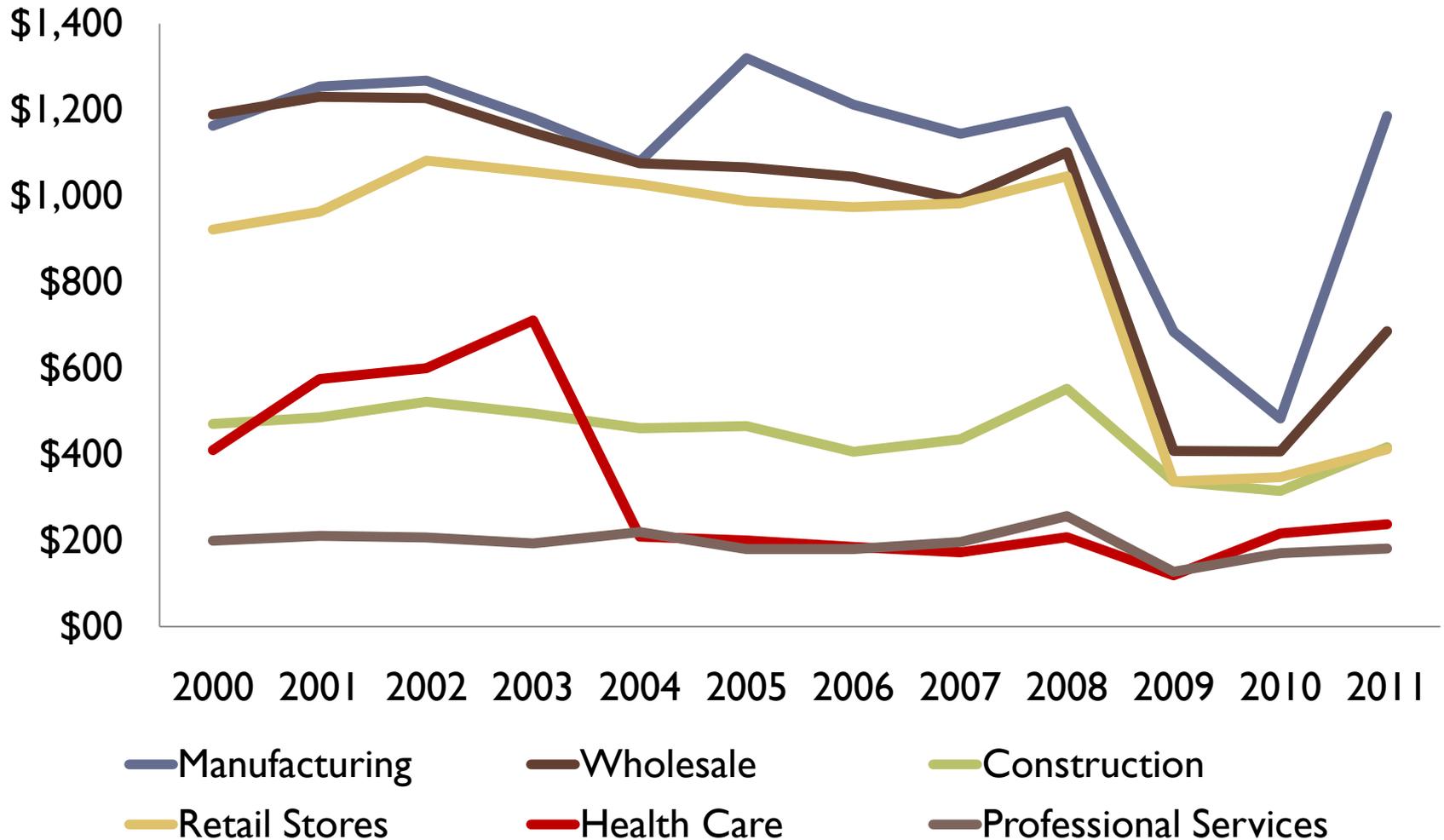
Source: California Economic Development Dept. 2010

Industry	% of SL Employment	% of CA Employment	Location Quotient
Construction	9.2%	3.9%	2.4
Transportation and Warehousing	6.0%	3.0%	2.0
Wholesale Trade	9.1%	4.7%	2.0
Manufacturing	14.7%	8.9%	1.7



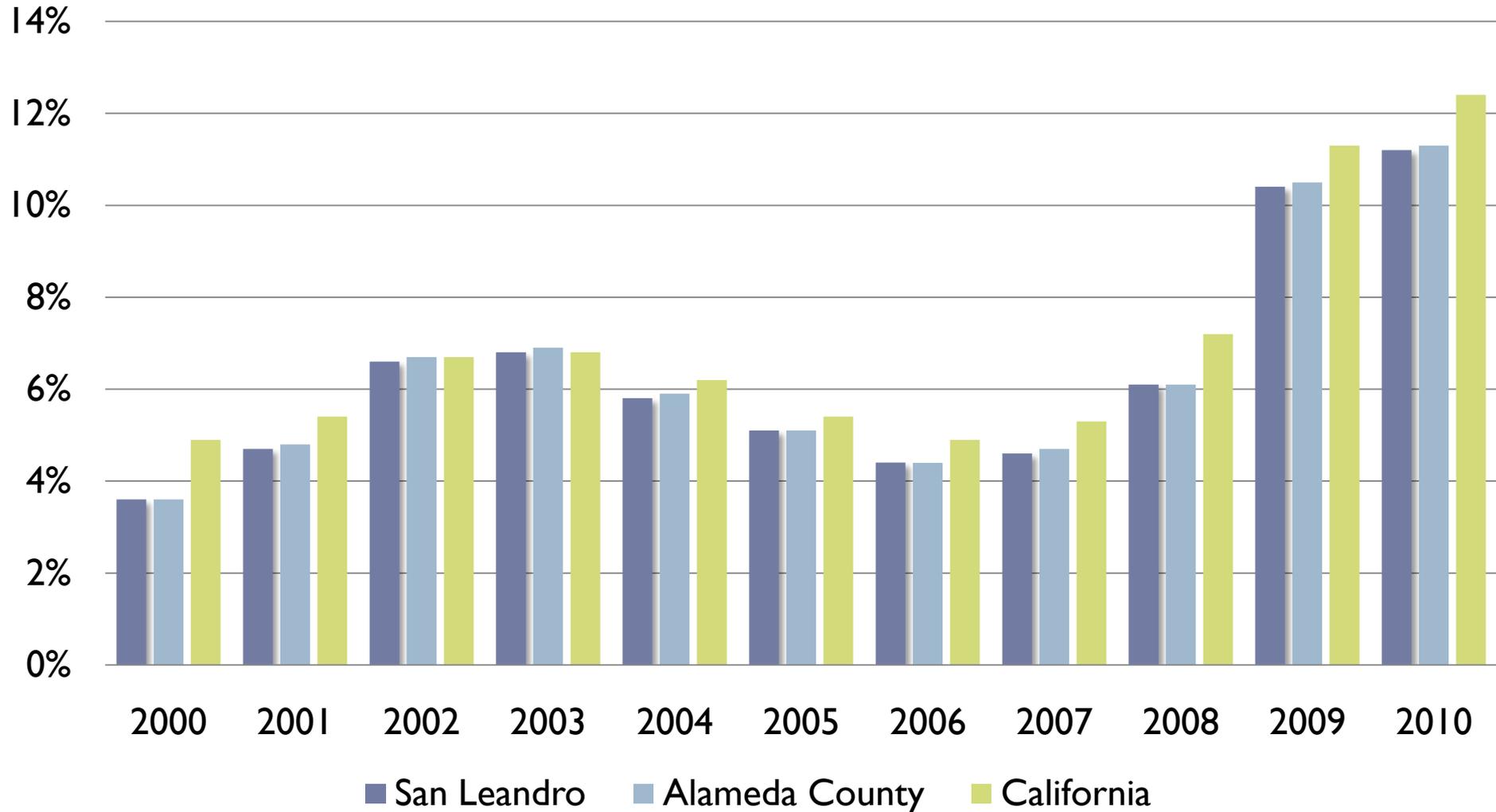
San Leandro Sales by Industry (in millions)

Source: Dun and Bradstreet



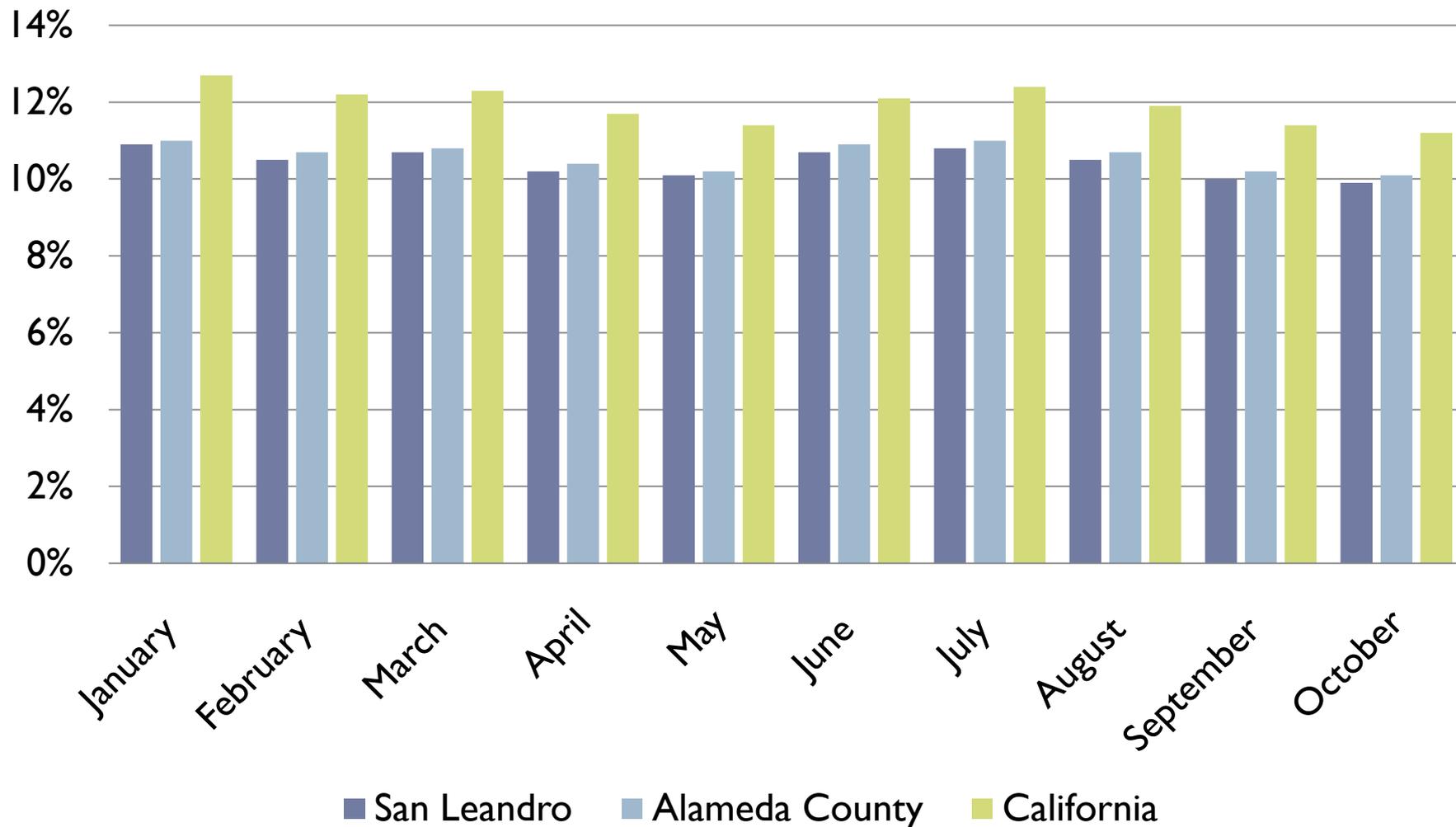
Unemployment Rate (Annual Average)

Source: California Economic Development Dept.



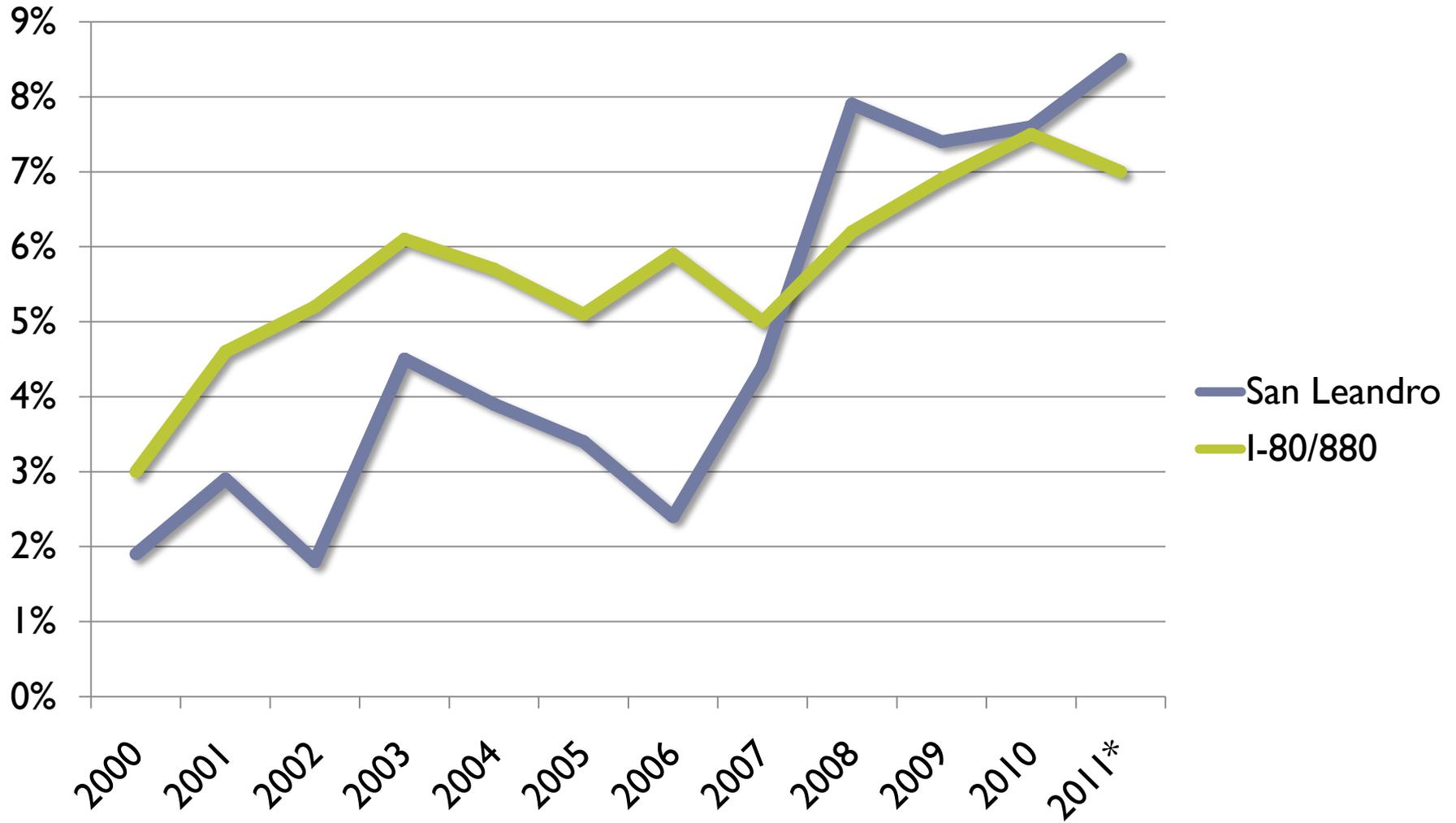
Unemployment Rate (Monthly)

Source: California Economic Development Dept. 2011



Vacancy Rates- Manufacturing

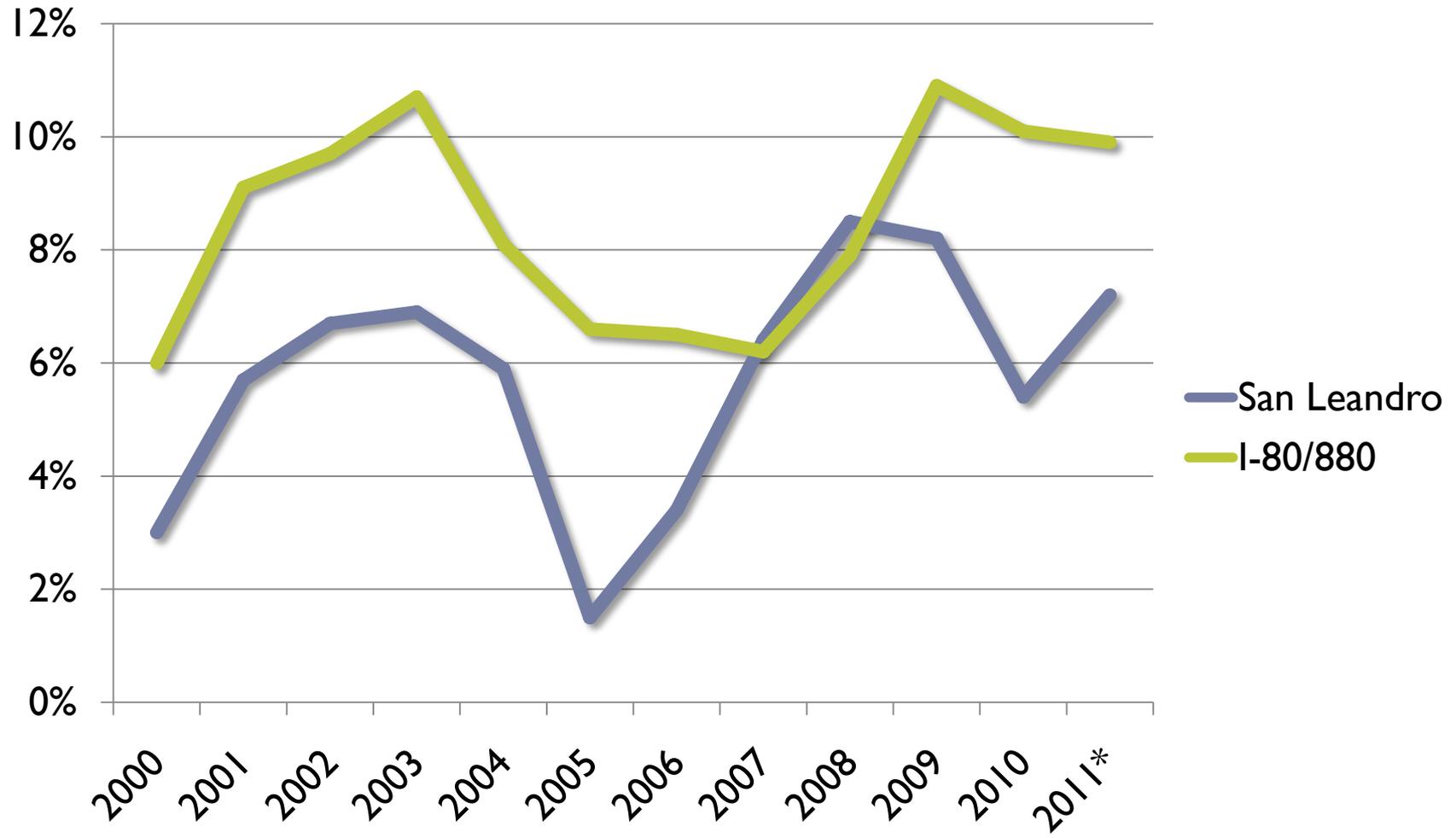
Source: Cassidy Turley/ BT Commercial



* Through Q3 2011

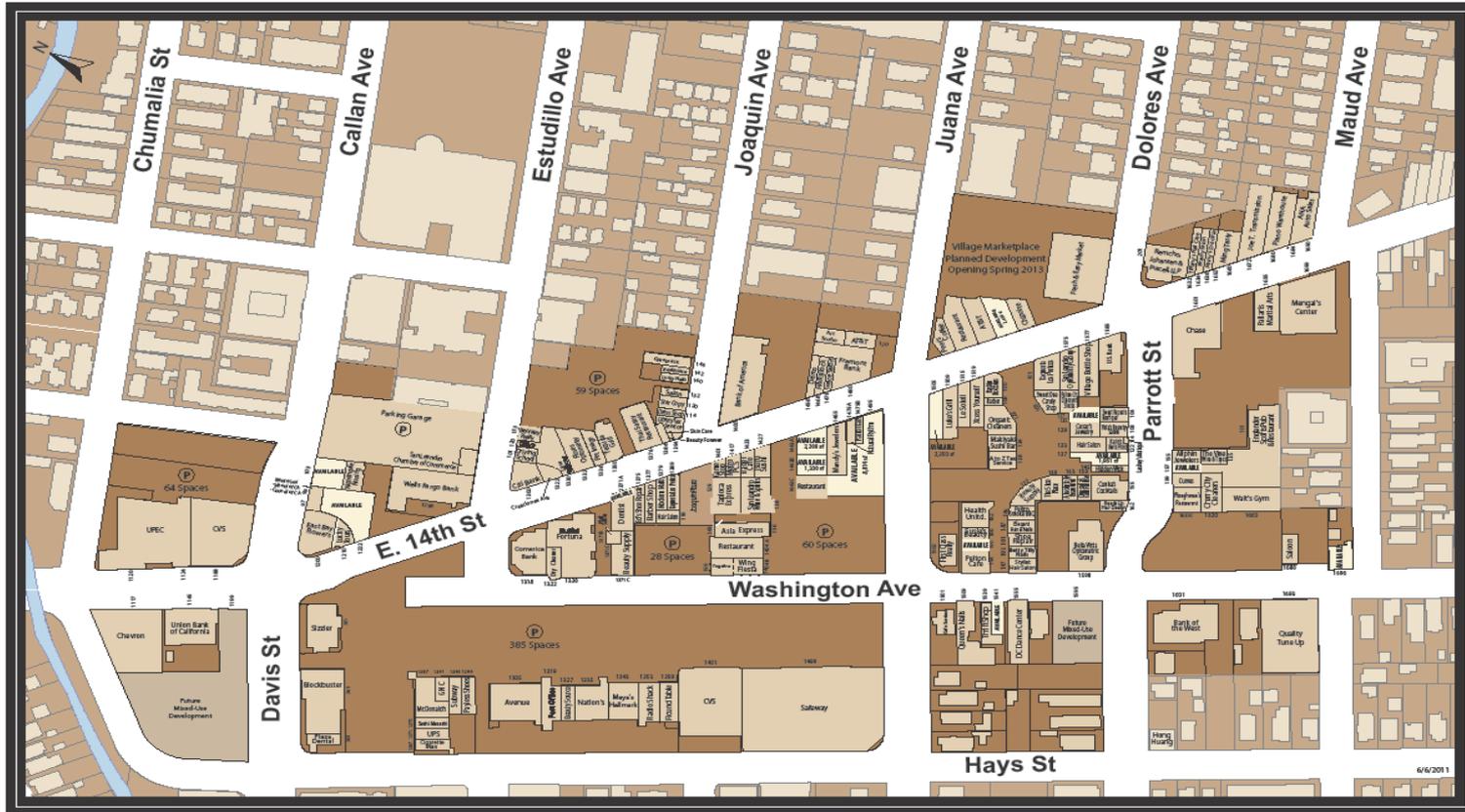
Vacancy Rates- Warehouse

Source: Cassidy Turley/ BT Commercial



Vacancy Rates- Downtown San Leandro

Source: City of San Leandro



North Side

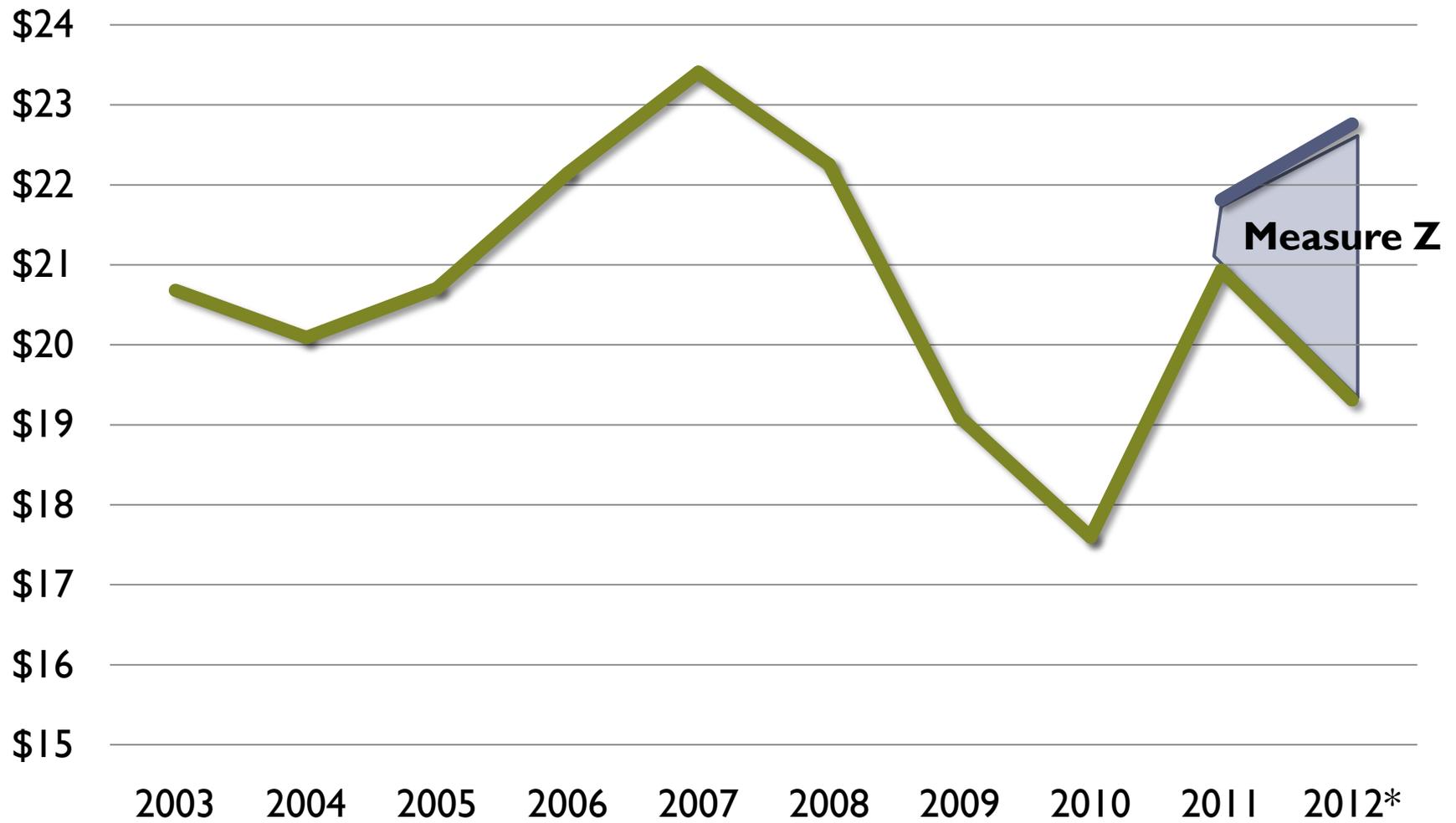
South Side

Estimated Downtown San Leandro Vacancy

8.1%

Sales Tax Revenue (in millions)

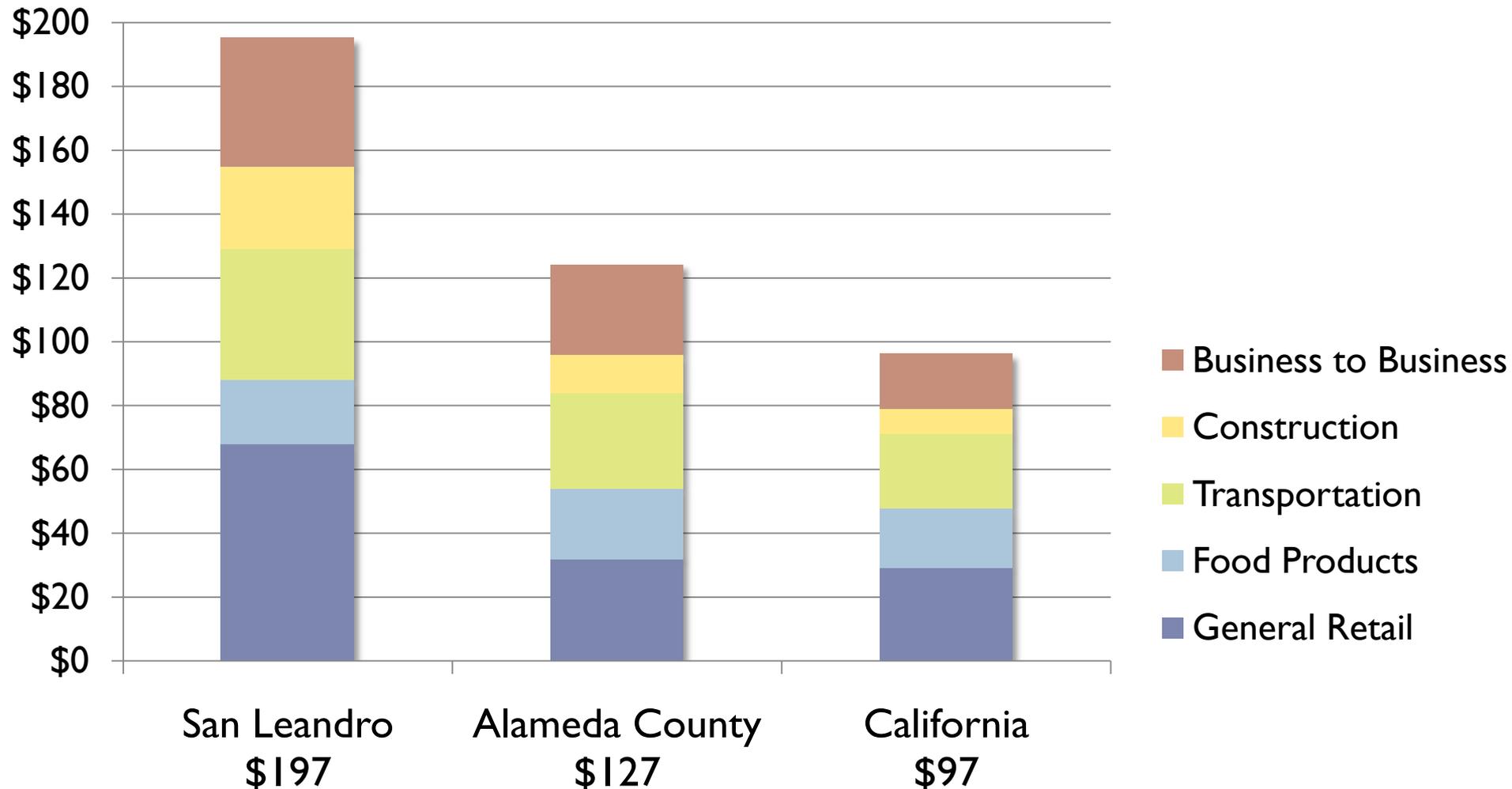
Source: City of San Leandro CAFR



* Forecast

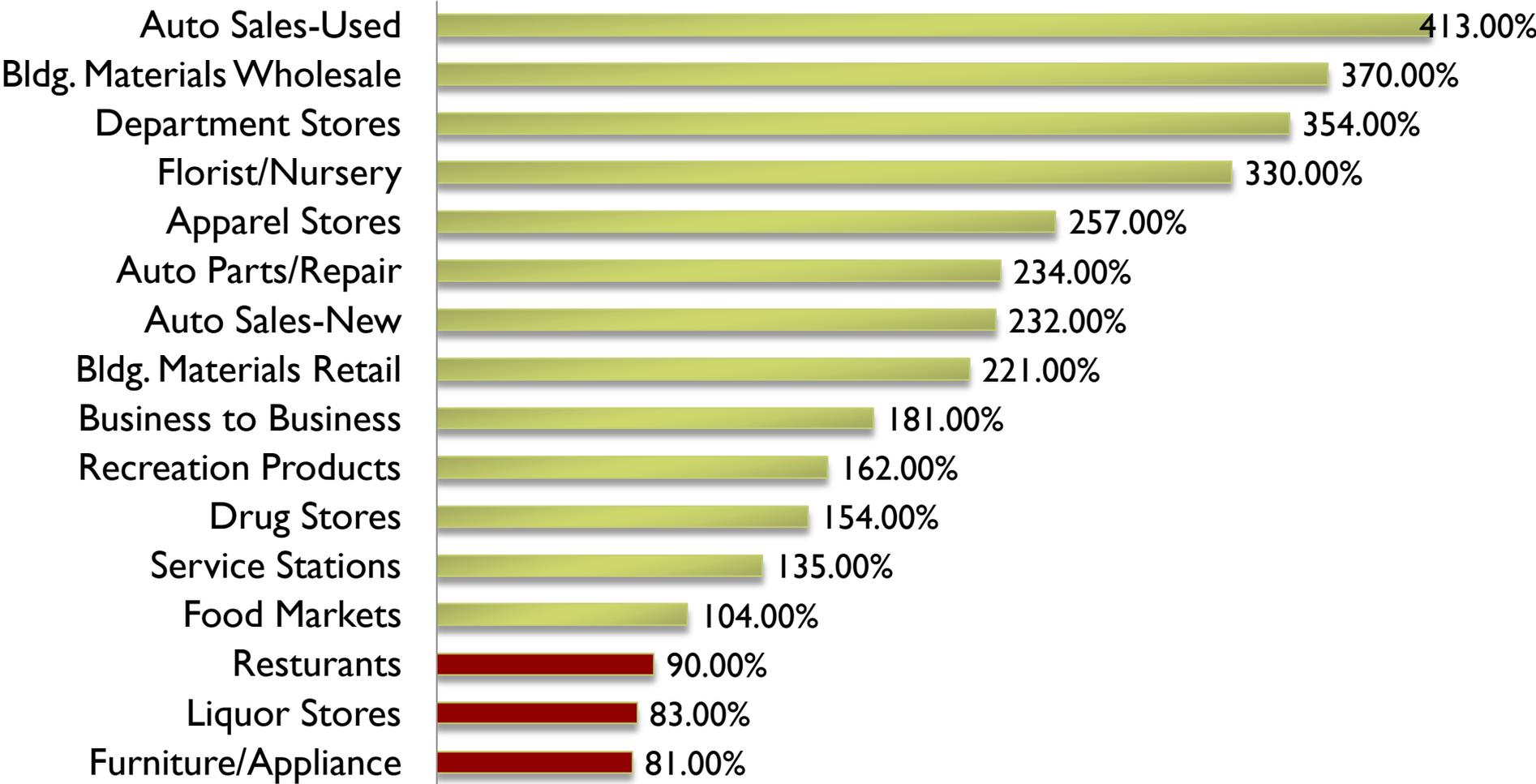
Sales Tax Per Capita

Source: Muni Services Benchmark Year 2011-Q2



Sales Tax Capture and Leakage

Source: MuniServices Benchmark Year 2011-Q2



Under 100%= Leakage

Over 100%= Capture

San Leandro Demographic and Income Profile

Sources: 2010 Census and ESRI 2011

	Total population	Median age (years)	Avg. household size	Owner-occupied housing units	Median Household Income*	Avg. Household Income*
California	37,253,956	35.2	2.9	55.9%	\$60,992	\$82,070
Alameda County	1,510,271	36.6	2.7	53.4%	\$75,371	\$97,334
San Leandro	84,950	39.3	2.7	57.5%	\$67,452	\$83,070

▶ *ESRI 2011 Forecast

Conclusions

- ▶ There are $\approx 4,000$ businesses in San Leandro
- ▶ The number of San Leandro businesses & employees has decreased by 9.5% and 13.5% respectively between 2005 and 2011, with a rebound underway.
- ▶ The top three industries in San Leandro are: Retail, Service and Manufacturing.
- ▶ Wholesale Trade, Transportation and Warehousing, and Construction are twice as concentrated in San Leandro as in the State., and Manufacturing is half again as concentrated.



Conclusions continued

- ▶ San Leandro's unemployment rate trends below both the County and State, and in October 2011 dropped below 10% for the first time since April 2009.
- ▶ The economy appears to be on a rebound with Sales by Industry increasing in 2011 and City Sales Tax on the rise.
- ▶ San Leandro generates \$197 of Sales Tax Per Capita; 55% higher than Alameda County and 103% higher than the State.



Future Economic Drivers

- ▶ Kaiser Permanente
- ▶ Shoreline Development
- ▶ Lit San Leandro
- ▶ Transit Oriented Development

