

The Local Economy- Business, Employment, Industry & Sales Data

City Council Update
January 22, 2013

City Council Goals 2012-13

- ▶ **Work with the community and all stakeholders towards completing major projects and programs for sustainable economic development**
- ▶ Place the City on a firm foundation for long-term fiscal sustainability



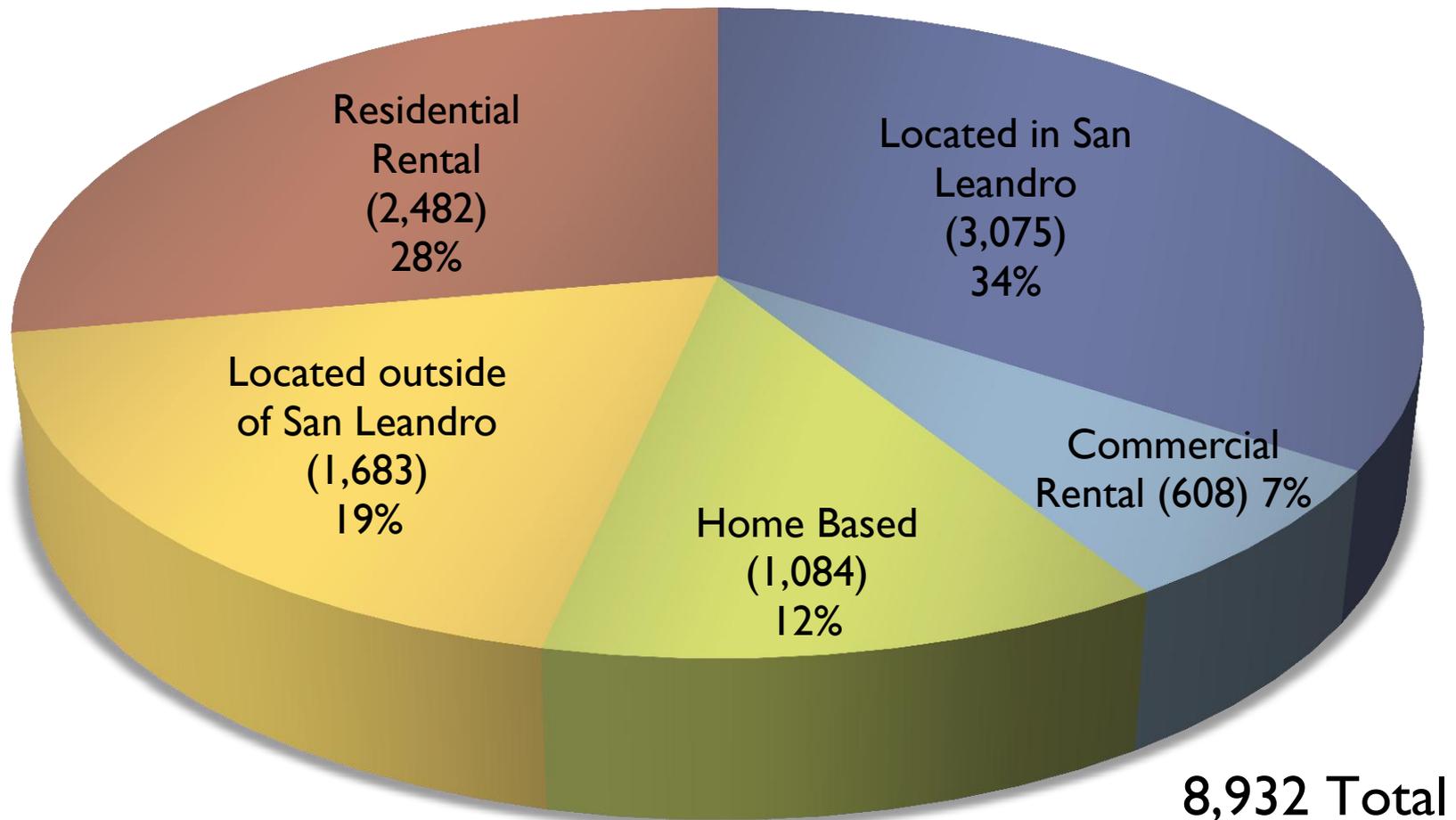
Data Sources

- ▶ Business License database
- ▶ California Economic Development Department
- ▶ Cassidy Turley/ BT Commercial
- ▶ Muniservices
- ▶ City of San Leandro
- ▶ 2010 Census
- ▶ International Council of Shopping Centers



Number of Business Licenses

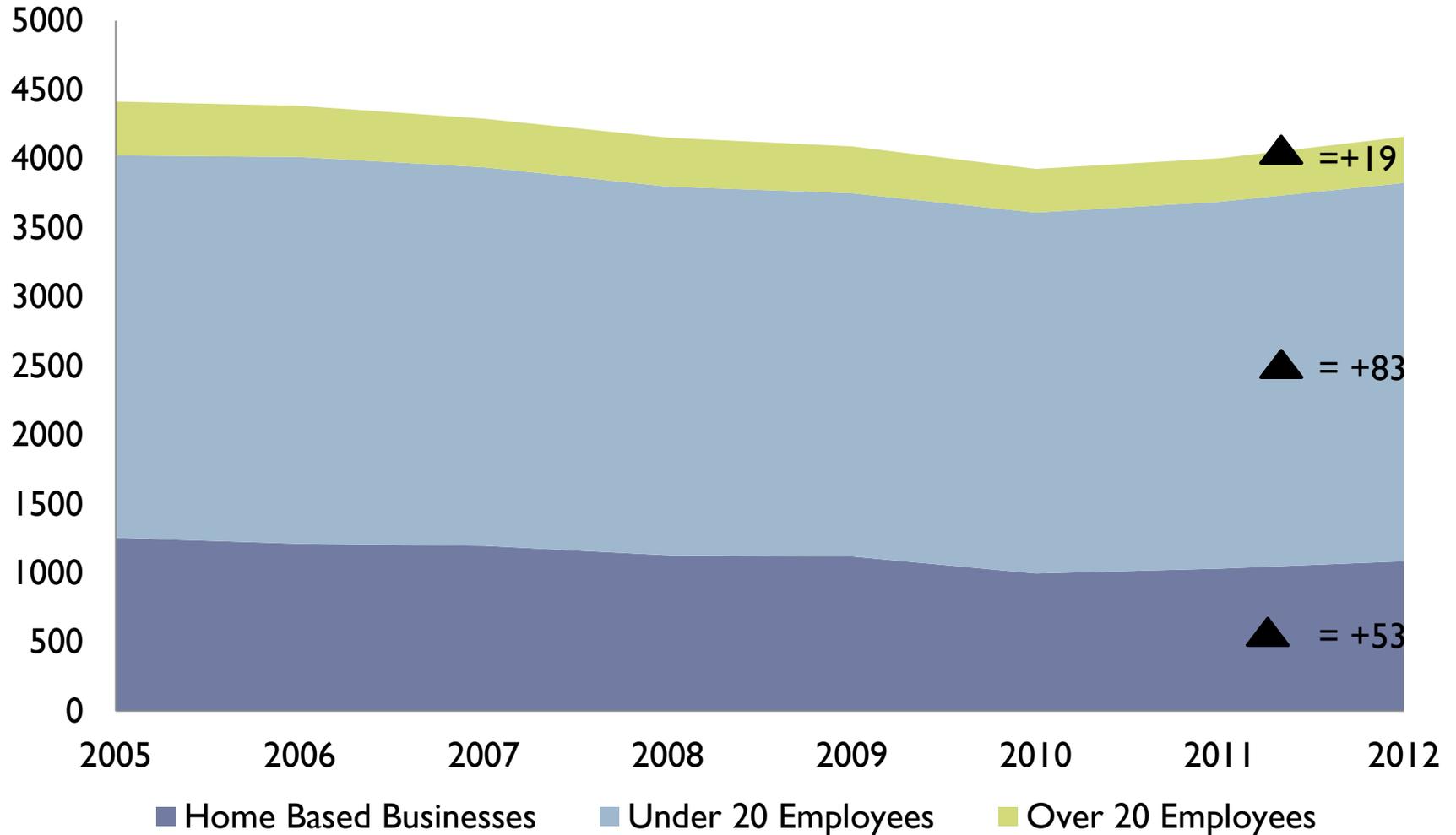
Source: Business License Database 2012



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

Number of Businesses

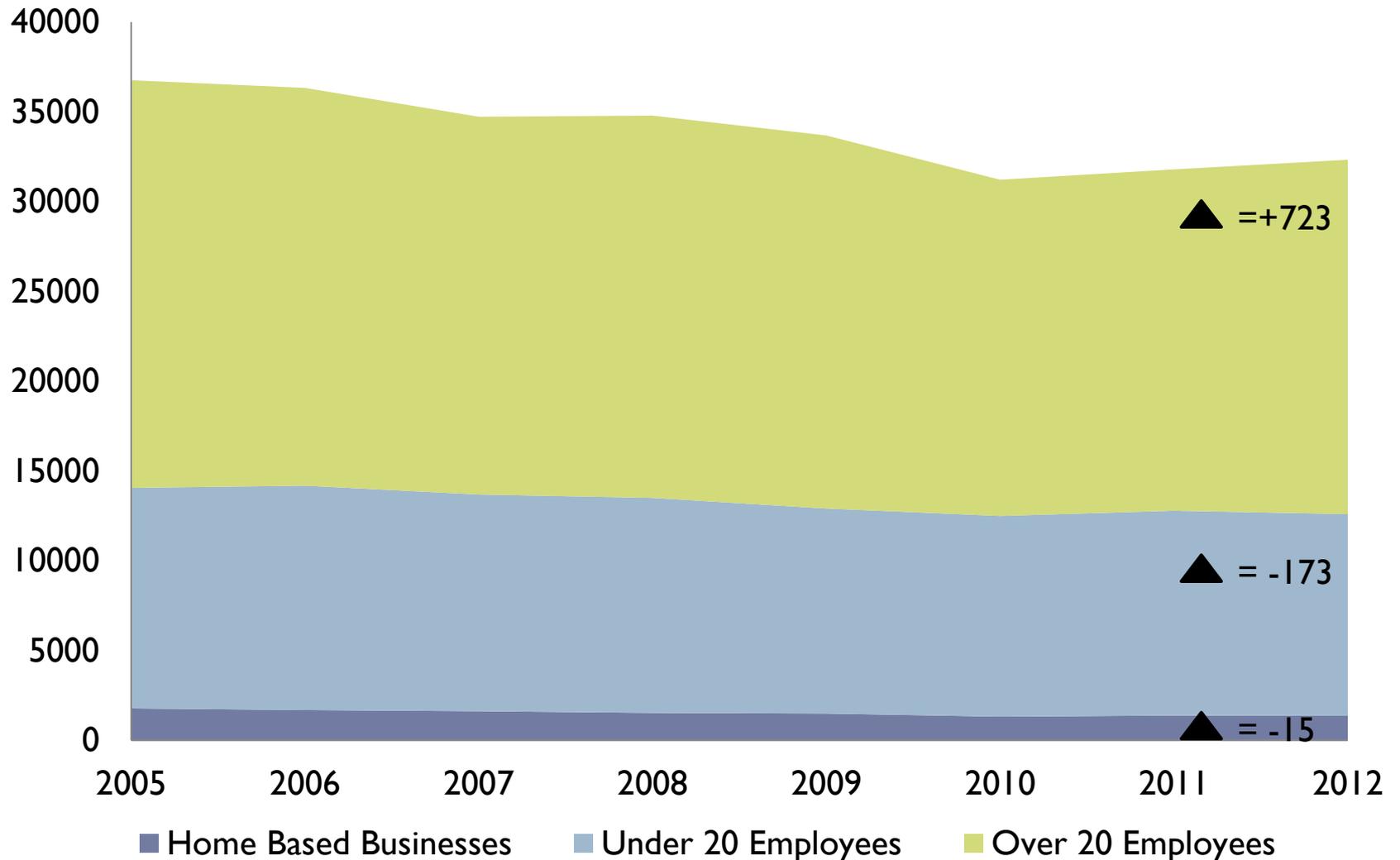
Source: Business License Database 2012



▶ Excludes property rental and businesses located outside of San Leandro

Number of Employees

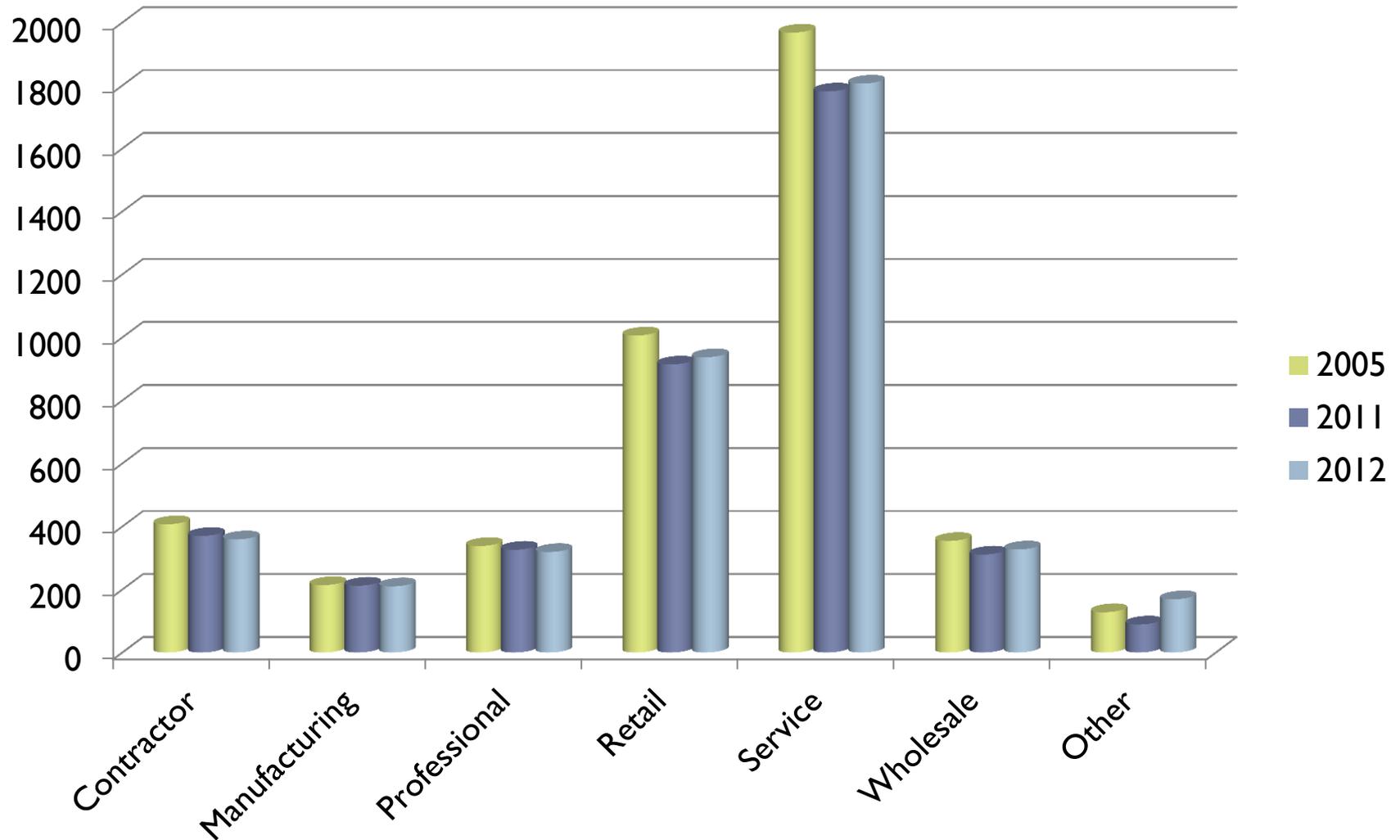
Source: Business License Database 2012



Excludes property rental and businesses located outside of San Leandro

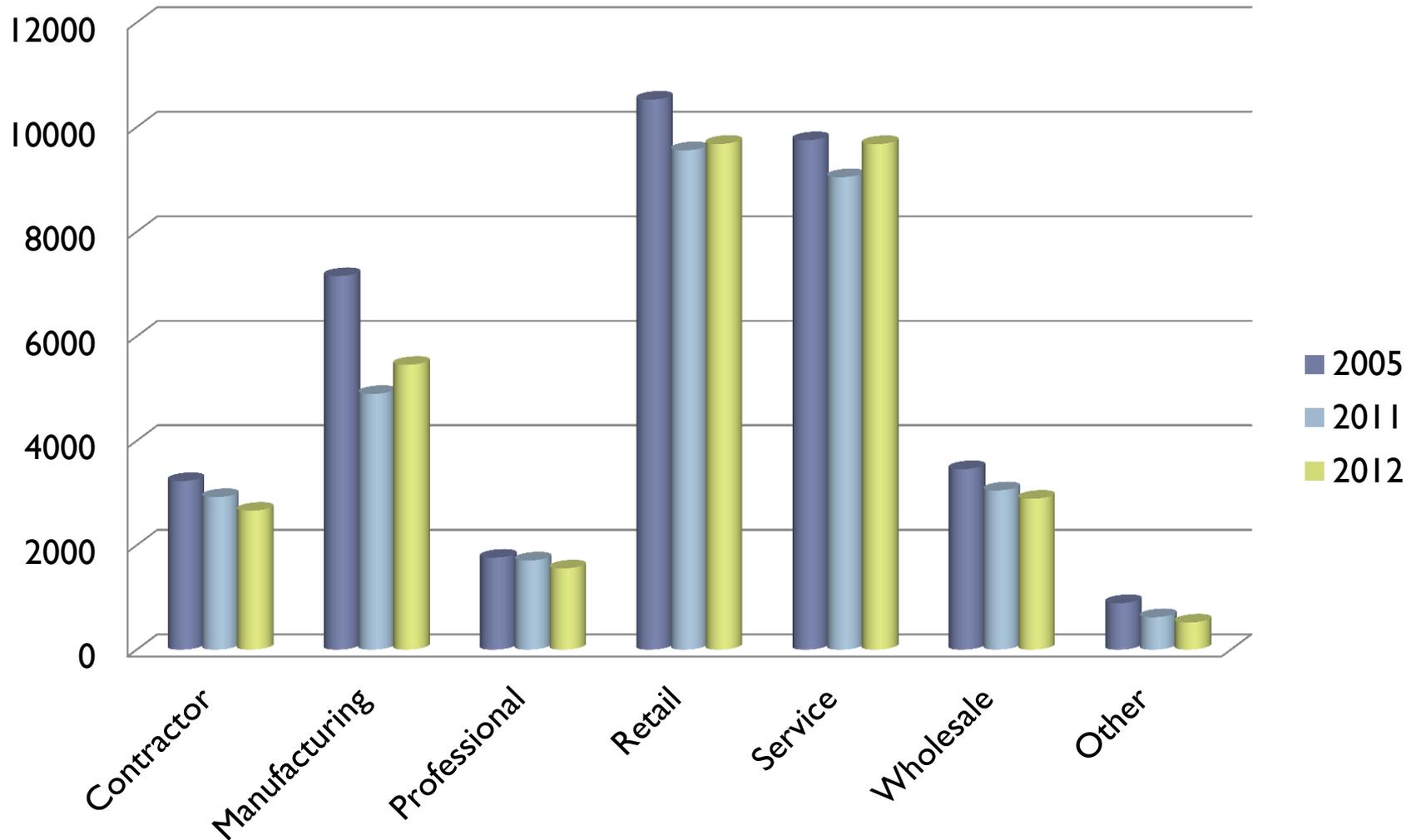
Businesses by Industry

Source: Business License Database 2012



Employees by Industry

Source: Business License Database 2012



Top San Leandro Employers (in alphabetical order)

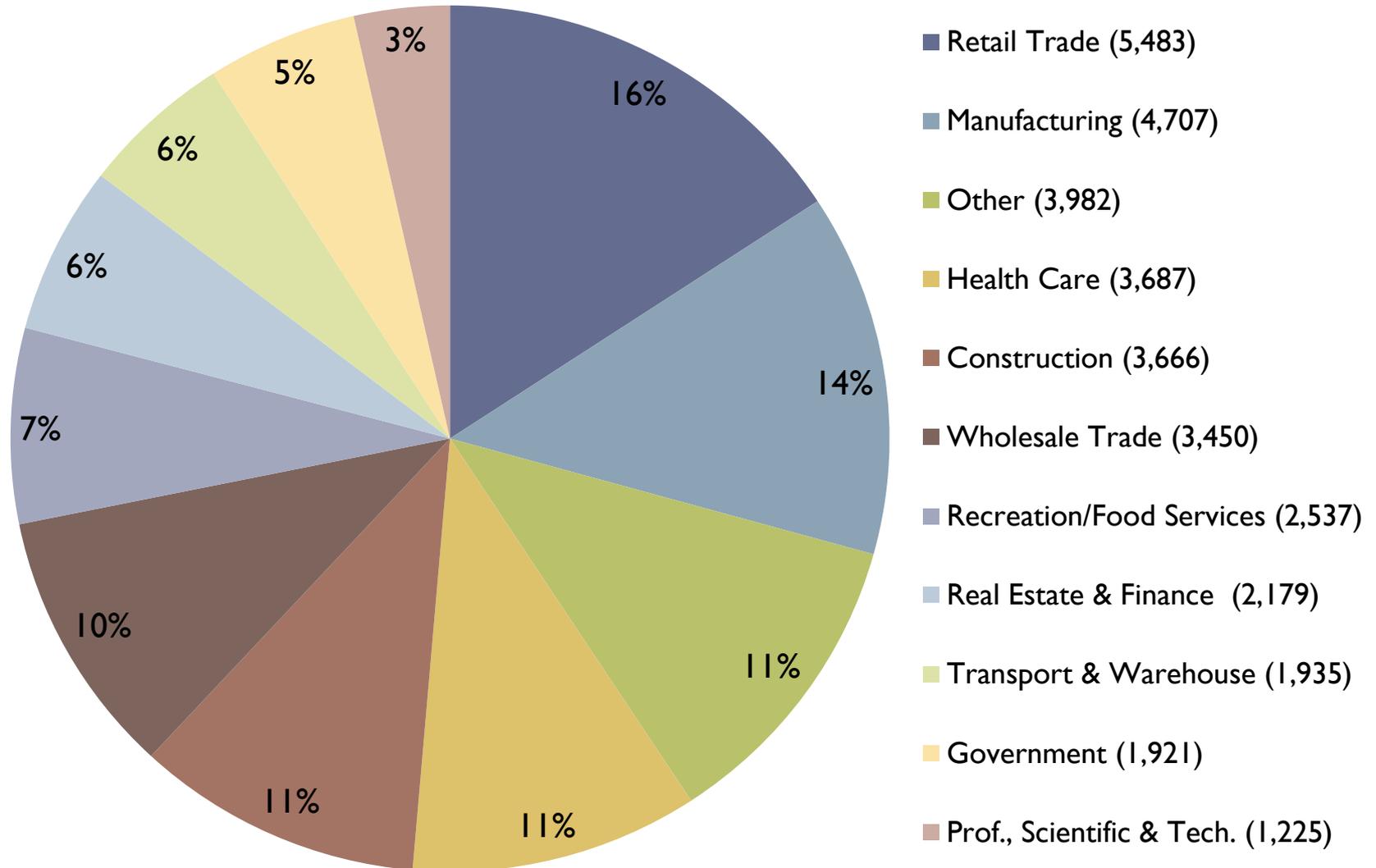
Source: Business License Database 2013

- 7 Up Bottling
 - ACCO Engineered Systems
 - City of San Leandro
 - Coca-Cola
 - Costco
 - Enterprise
 - Georgia Pacific
 - Ghirardelli
 - Home Depot
 - Kennerley-Spratling, Inc
 - Kindred Hospital
 - Macy's
 - MV Public Transportation
 - OSIsoft
 - Otis Spunkmeyer
 - Paramedics Plus
 - Precision Foundry
 - San Francisco Foods
 - San Leandro Hospital
 - San Leandro Unified School Dist.
 - Sears, Roebuck,& Co Outlet
 - Simmons Manufacturing
 - St. Francis Electric
 - Target
 - TriNet
 - Wal-Mart
 - Wells Fargo
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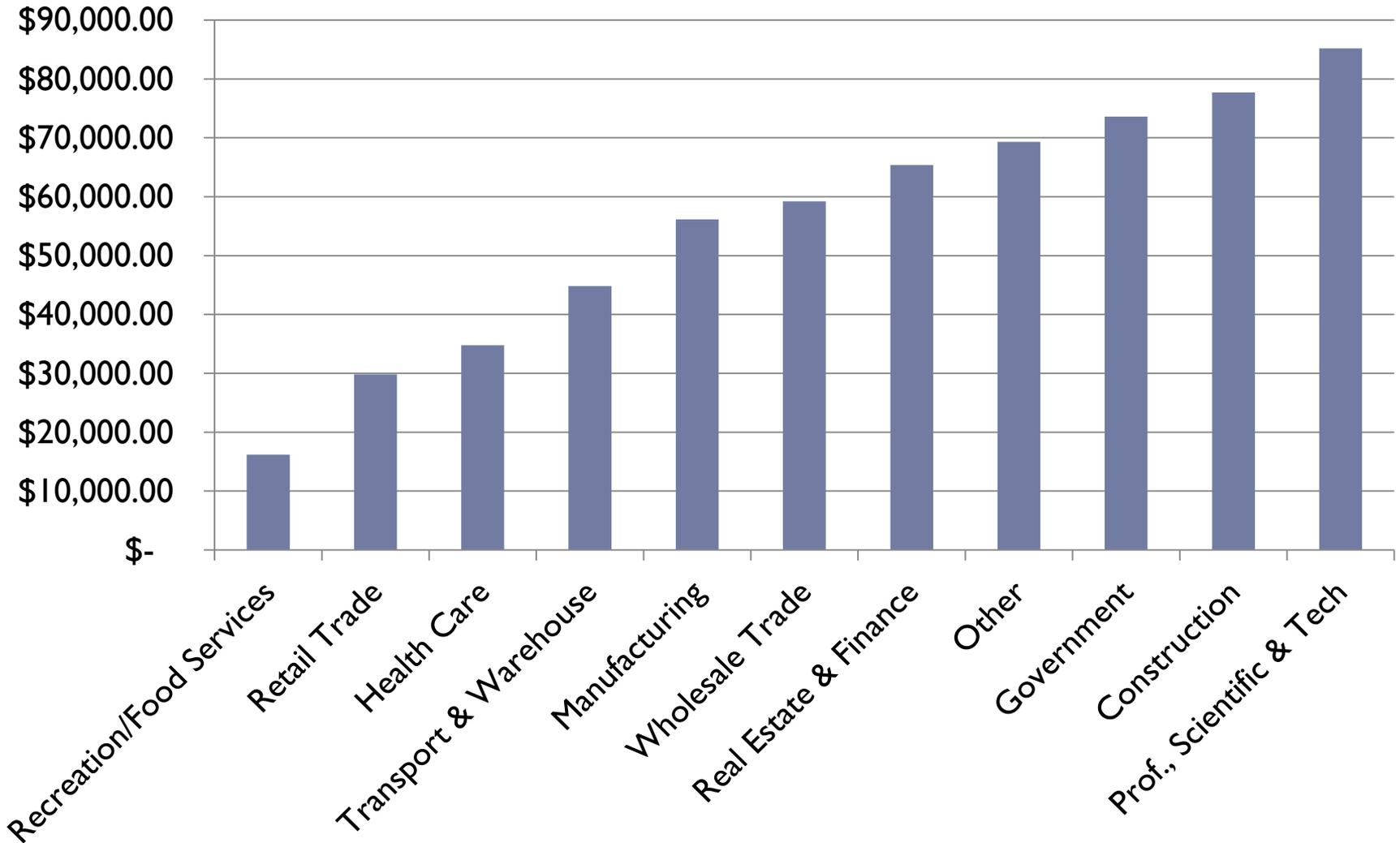
Employment by Industry (San Leandro)

Source: California Economic Development Dept. 2012



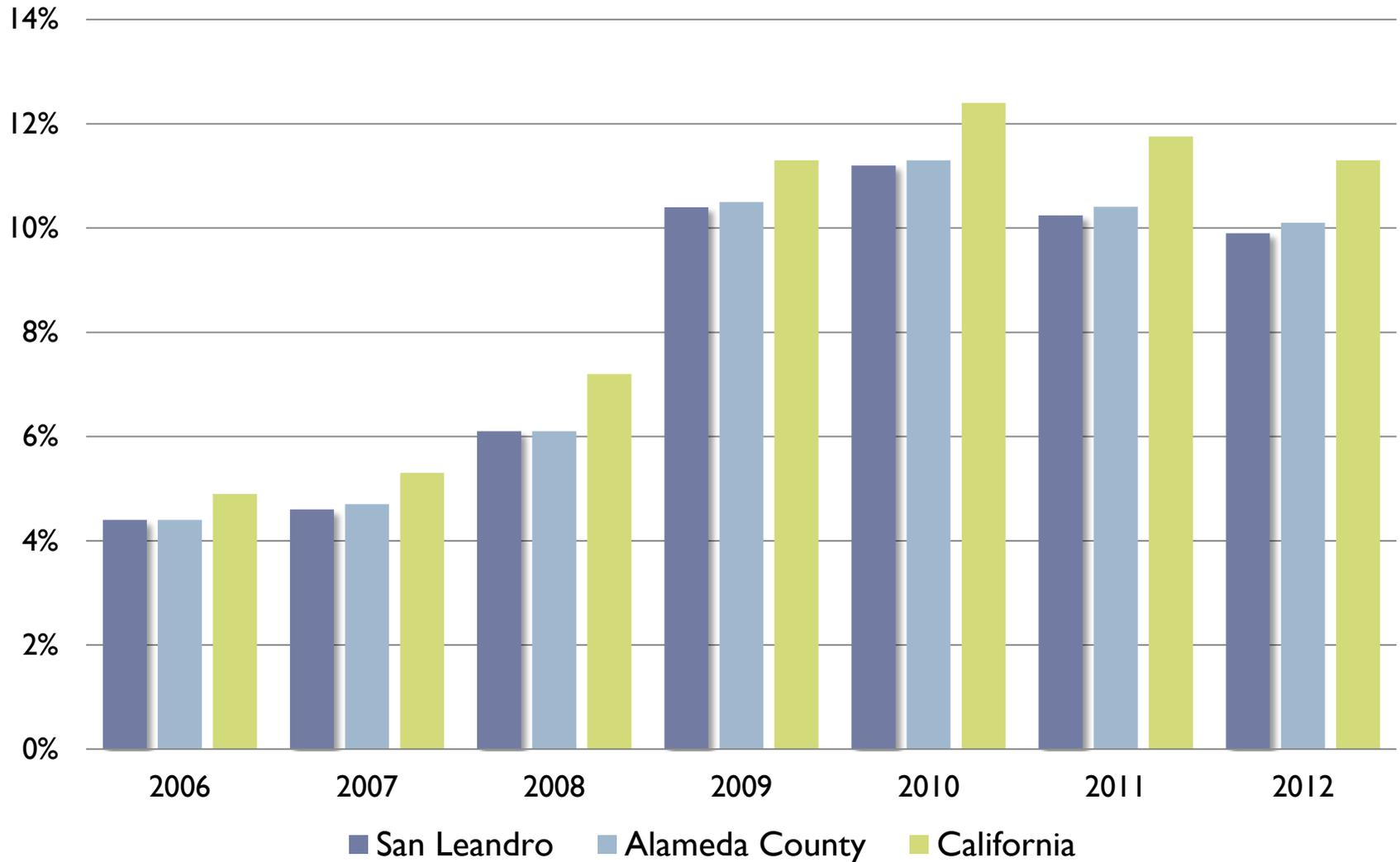
Average Wage by Industry (San Leandro)

Source: California Economic Development Dept. 2012



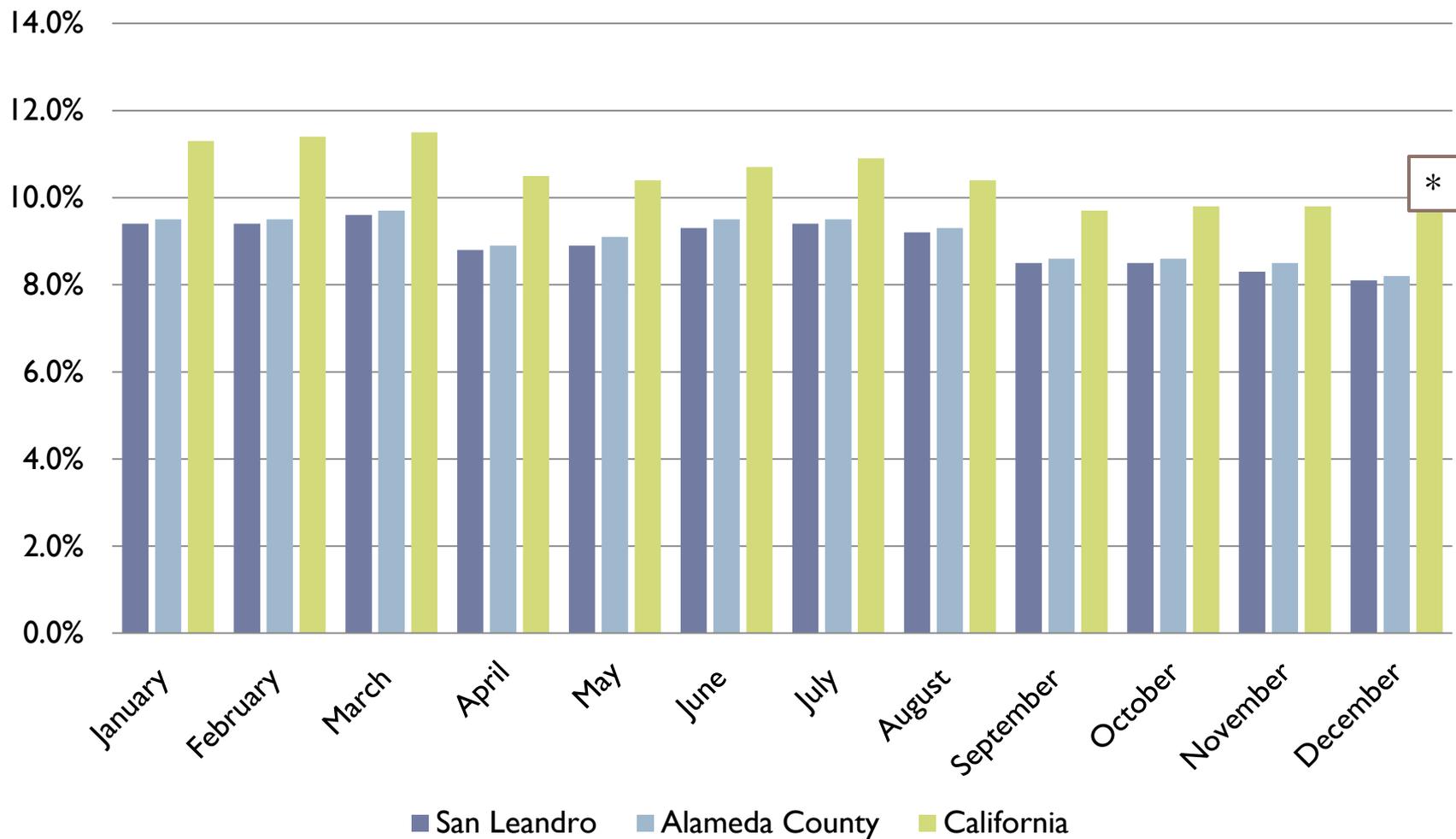
Unemployment Rate (Annual Average)

Source: California Economic Development Dept.



Unemployment Rate (Monthly)

Source: California Economic Development Dept. 2012



* Note: Data for November & December are preliminary and are not seasonally adjusted

Employment Concentration: San Leandro vs. CA

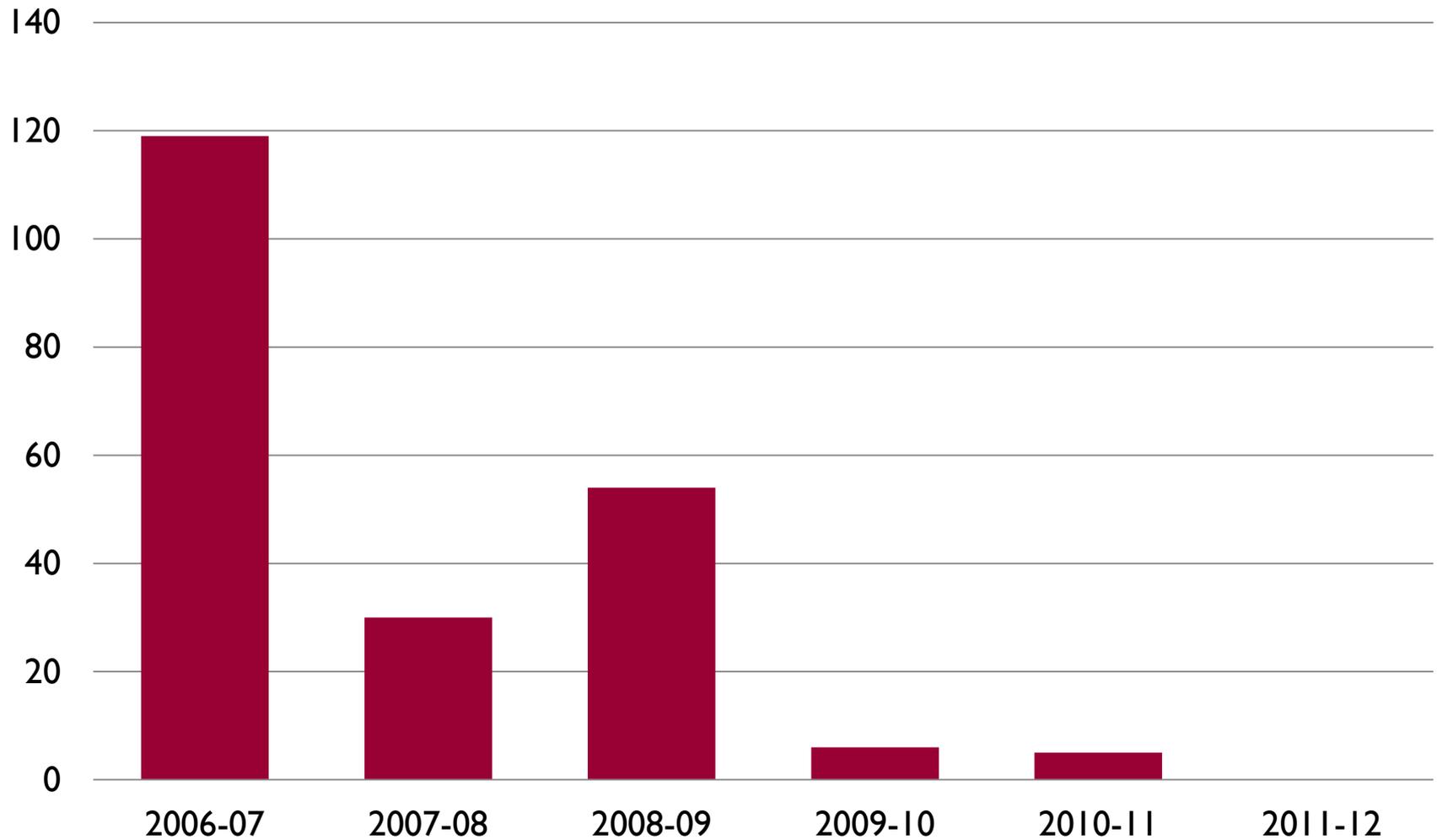
Source: California Economic Development Dept. 2012

Industry	% of SL Employment	% of CA Employment	Location Quotient
Construction	11%	4%	2.75
Transportation and Warehousing	6%	3%	2
Wholesale Trade	10%	4%	2.5
Manufacturing	14%	7%	2



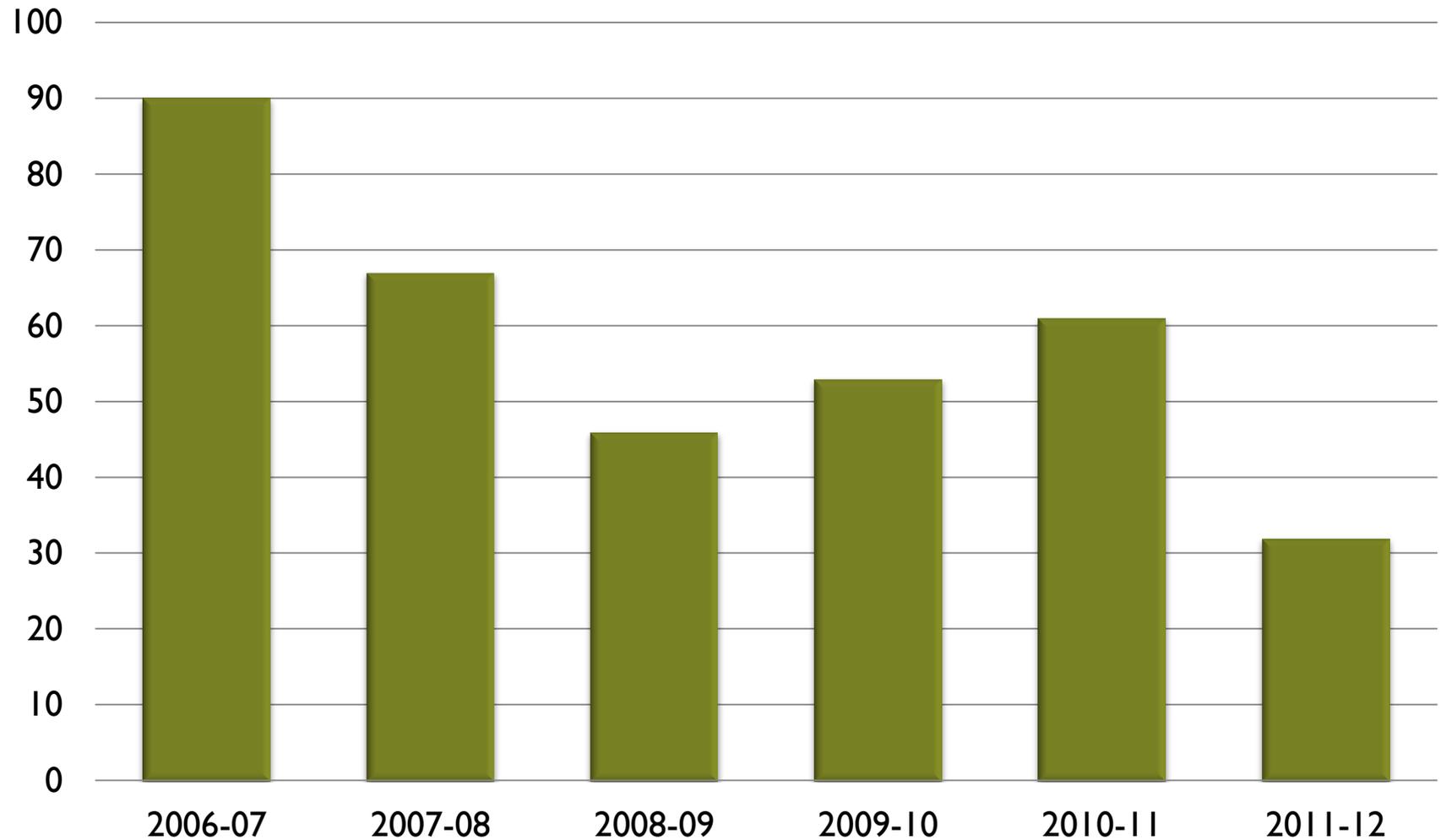
Housing Units Constructed

Source: Building Department Records 2012



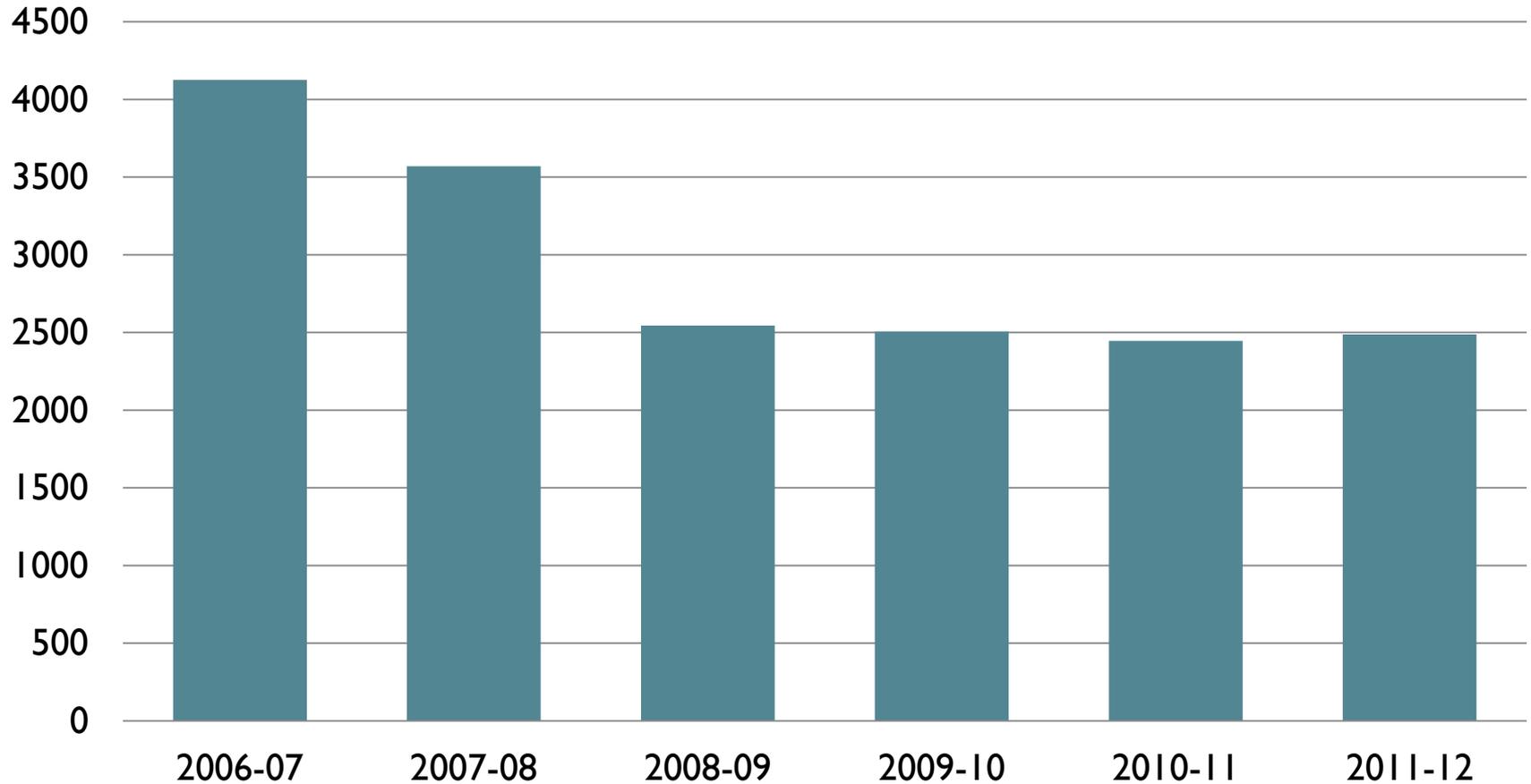
Planning Applications

Source: Planning Applications 2012 (Tidemark)



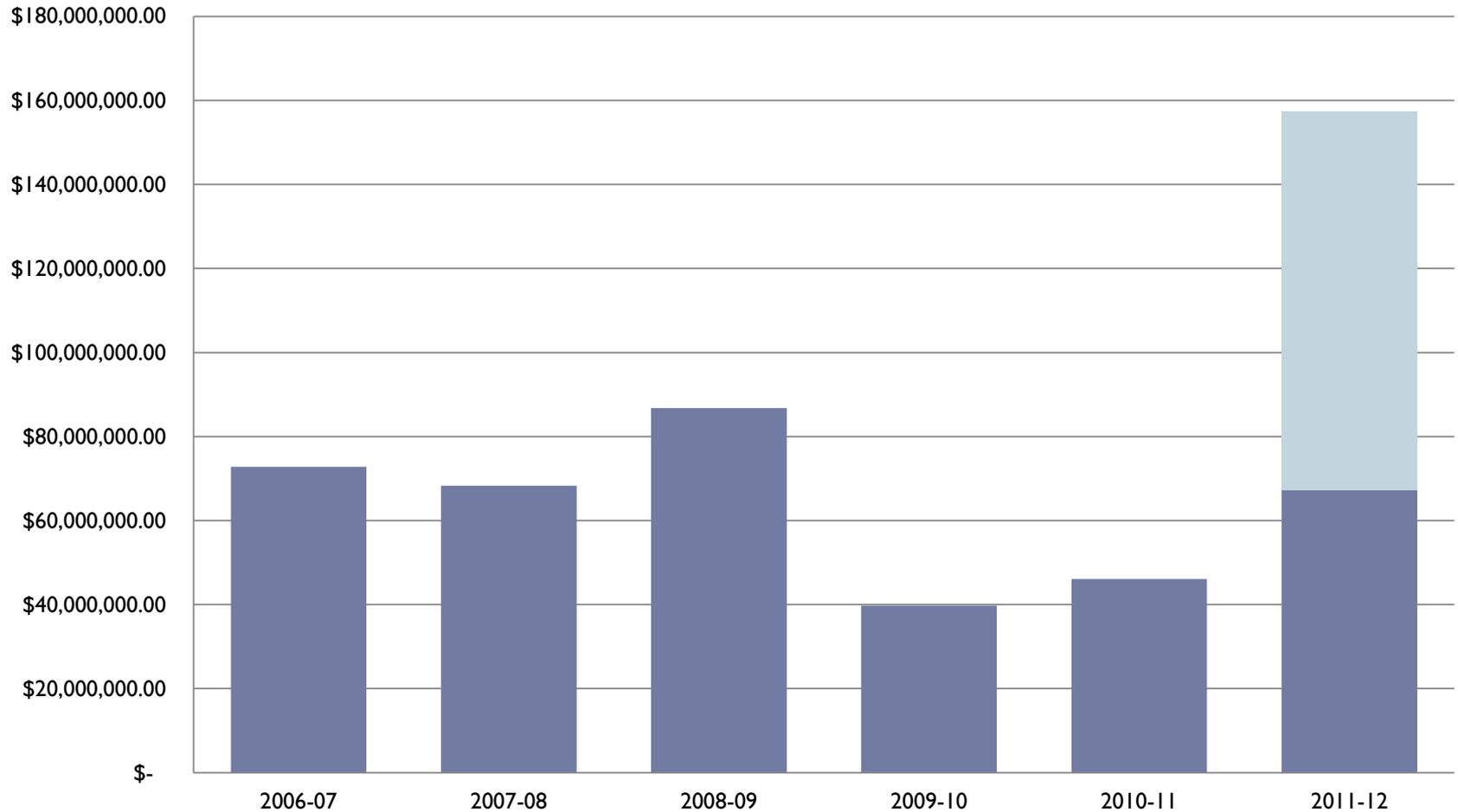
Number of Building Permits

Source: Building Department Records 2012



Building Permit Construction Valuation

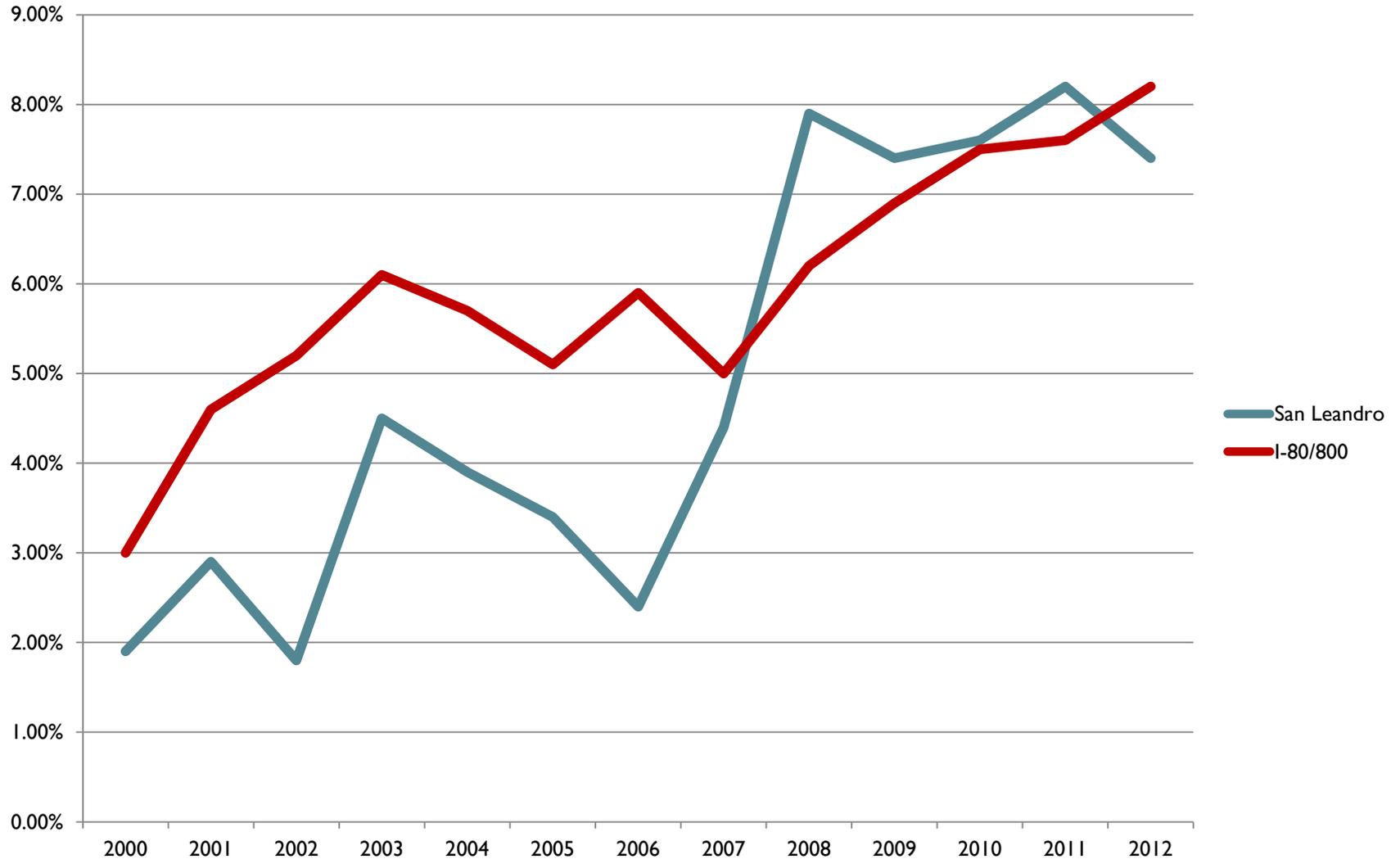
Source: Building Department Records 2012



■ \$90 m from Kaiser

Vacancy Rates- Manufacturing

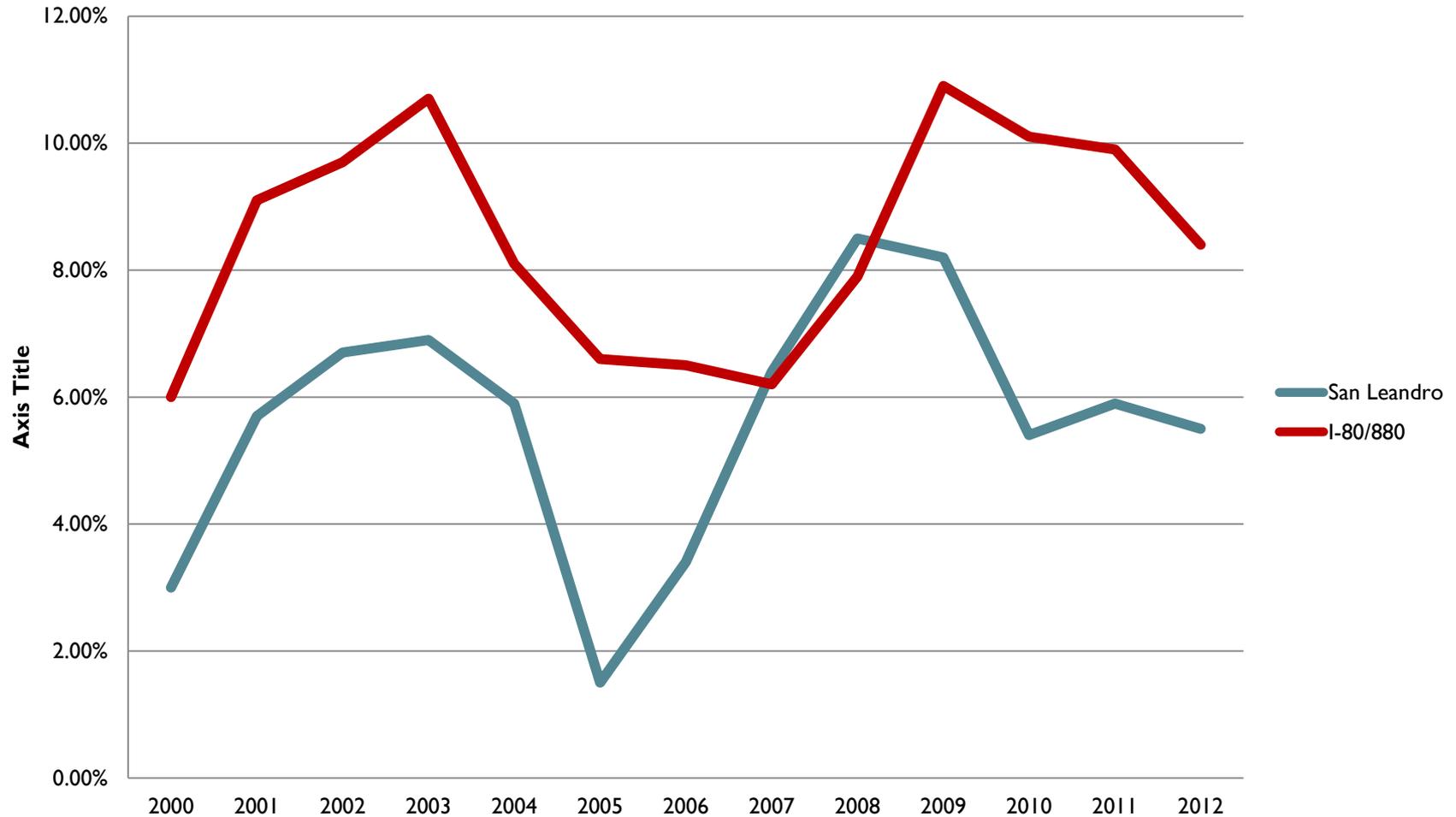
Source: Cassidy Turley/ BT Commercial



▶ * Through Q4-2012

Vacancy Rates- Warehouse

Source: Cassidy Turley/ BT Commercial



▶ * Through Q4 2012

Retail Market Trends

Source: ICSC

Retail continues its steady growth - 4% increase expected in 2013

• **Hot trends:** Personalization, low-cost Indulgences, care of oneself and care of pets

• **Successful Retail Stores:**

- Low cost or luxury (mid-point retailers being squeezed)
 - Shrinking of Product Life Spans
 - Technology
 - Customer Loyalty Programs
 - Shopper Segmentation
-



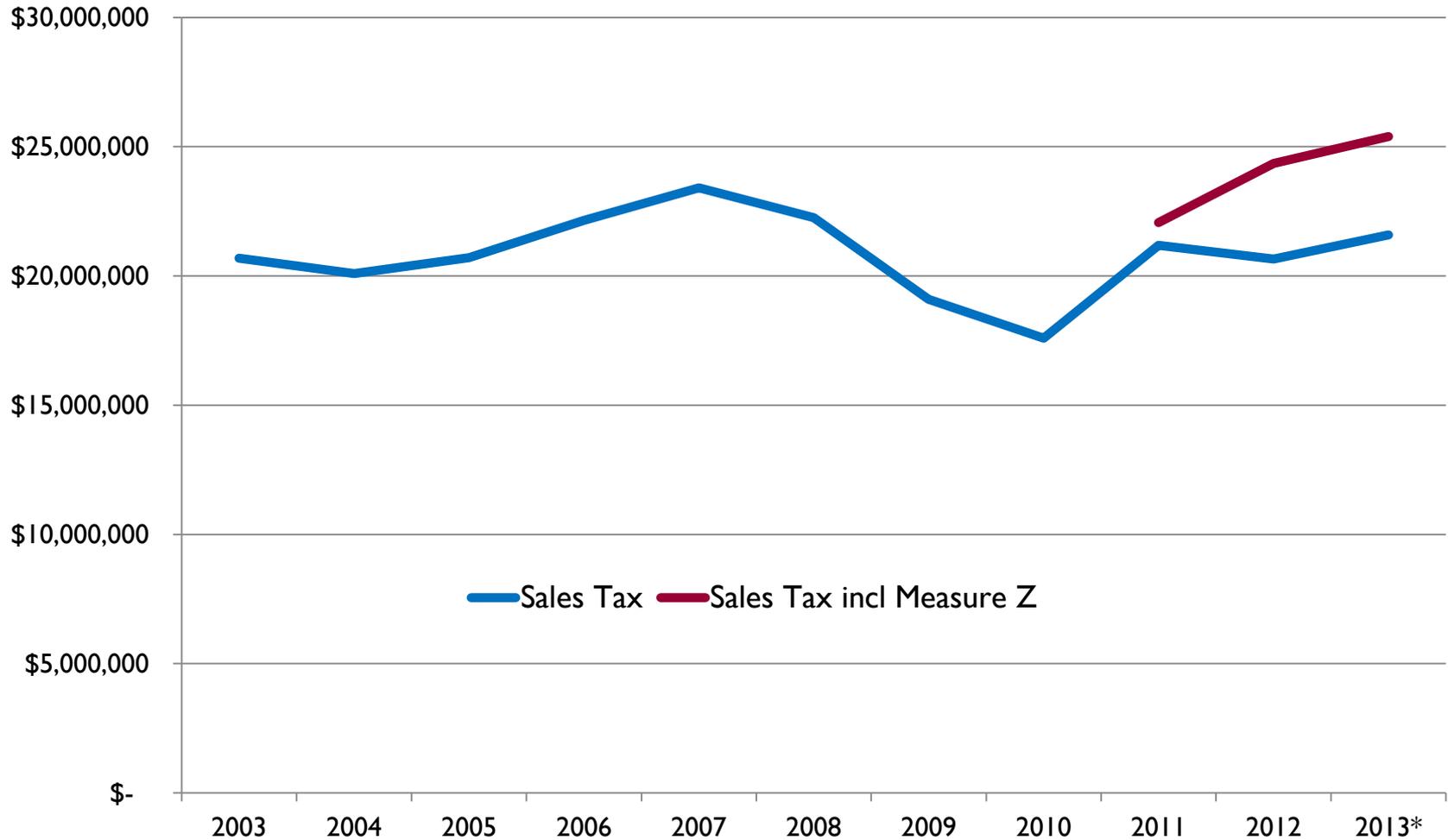
Retail Market Trends continued

- **Multi-channel retailing is a major opportunity:** Top retailers are utilizing mobile apps, websites, catalogs, and advertisements.
- **Last year 11,800 new stores opened in US:** 69% were restaurants & fast food, discount stores and apparel & accessories stores.
- **The fastest growing markets are:**
 - **0-19 year olds**
 - **65+ year olds**
 - **Latino and Asian markets**



Sales Tax Revenue

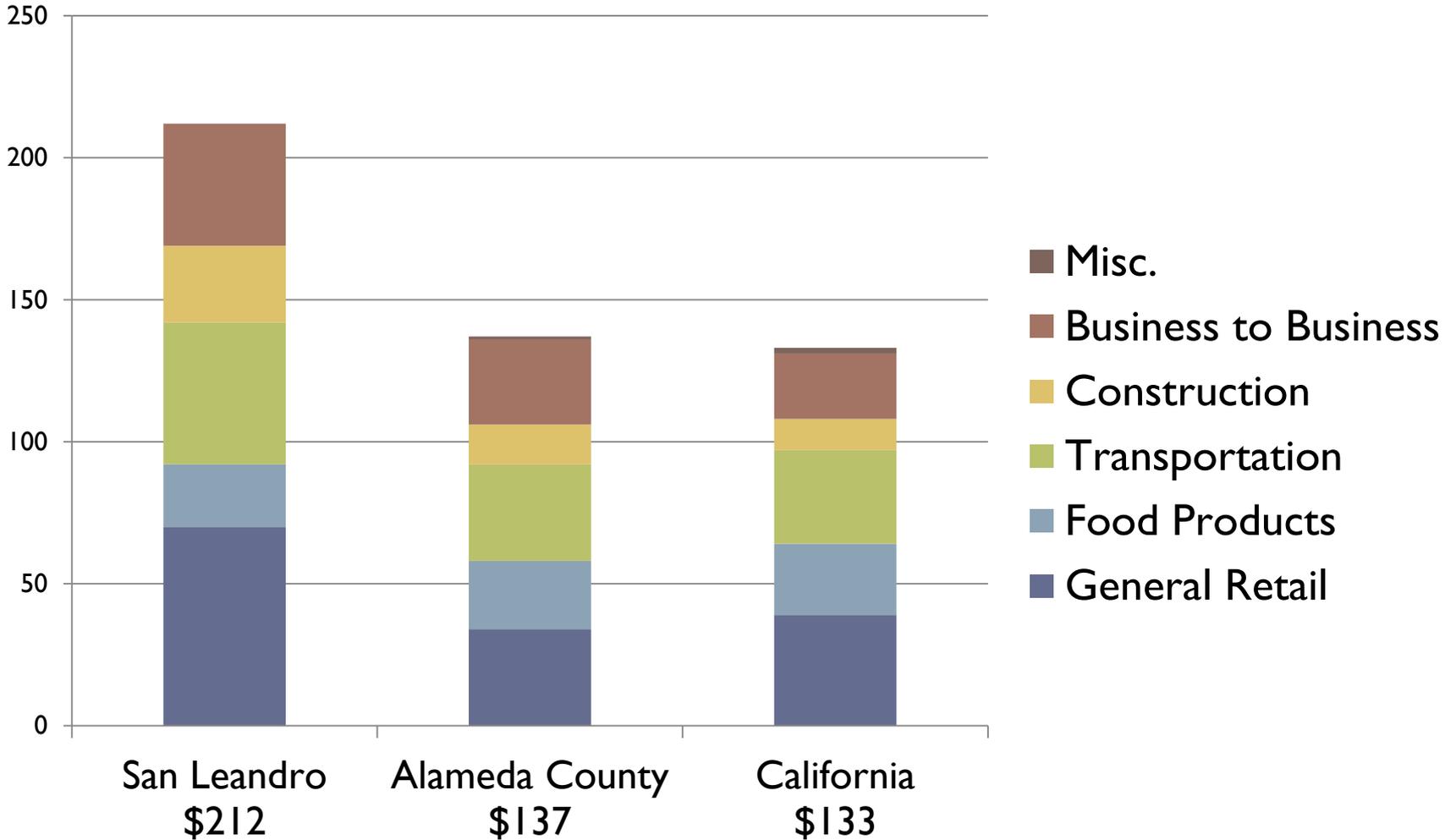
Source: City of San Leandro CAFR 2012



* Forecast

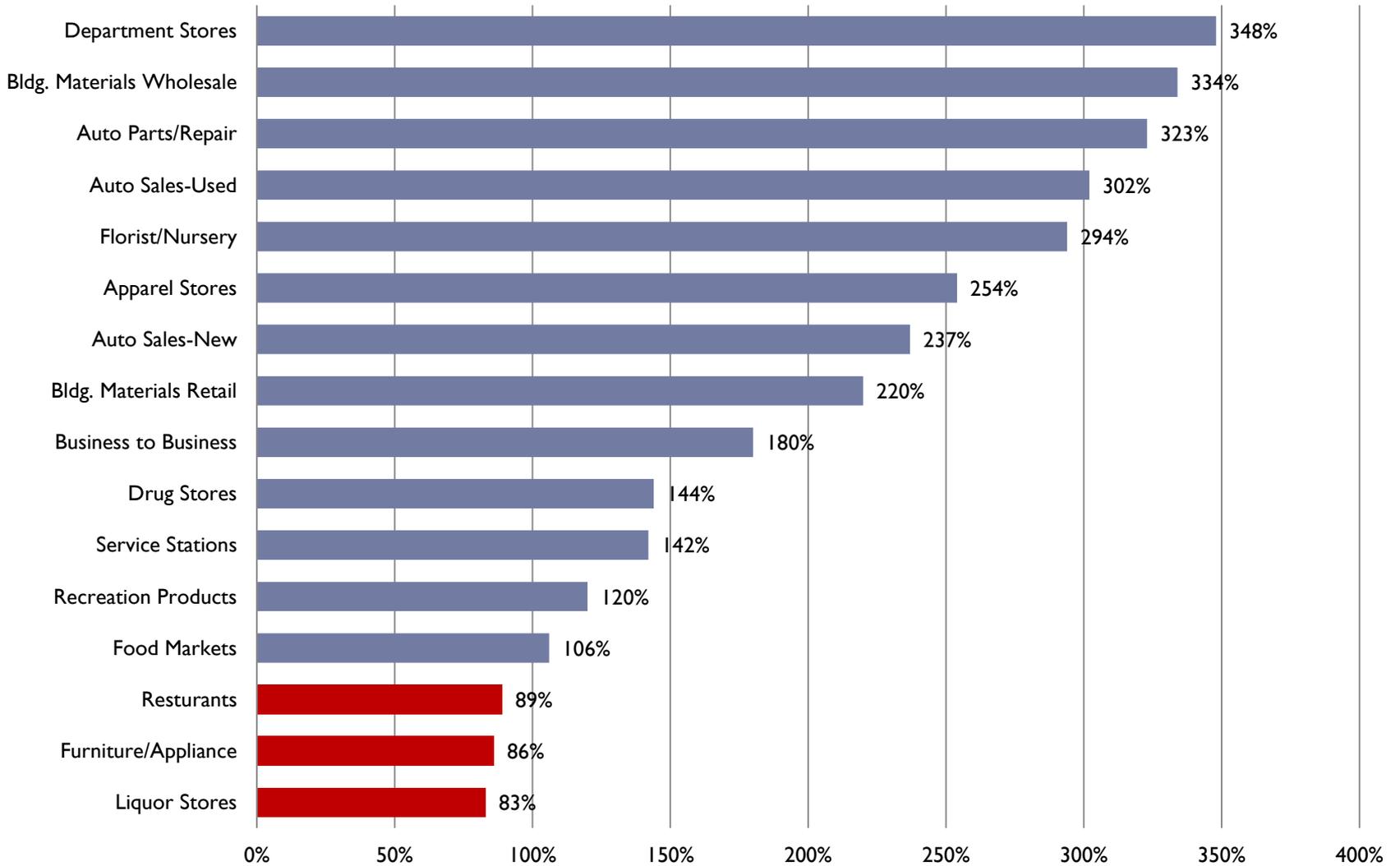
Sales Tax Per Capita

Source: Muni Services Benchmark Year 2012-Q2



Sales Tax Capture and Leakage

Source: MuniServices Benchmark Year 2012-Q2



Under 100%= Leakage

Over 100%= Capture

San Leandro Demographic and Income Profile

Sources: 2010 Census

	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



Conclusions

- ▶ There are ≈ 160 new businesses in San Leandro since last year.
- ▶ While the number of San Leandro businesses & employees decreased by 9.5% and 13.5% respectively between 2005 and 2011, businesses and employment are currently growing at a rate of 3.8% and 1.6% respectively.
- ▶ The top three industries in San Leandro are: Retail, Service and Contracting.
- ▶ Wholesale Trade, Transportation & Warehousing, Construction, and Manufacturing are twice as concentrated in San Leandro as in the State.



Conclusions continued

- ▶ San Leandro's unemployment rate trends below both the County and State, and in December 2012 dropped to 8.1% for the first time since 2008.
- ▶ The economy continues to rebound with the City Sales Tax on the rise.
- ▶ San Leandro generates \$212 of Sales Tax Per Capita- 54% higher than Alameda County and 59% higher than the State.



