

Economic Development Summit 2024

February 15, 2024



Putting the Puzzle Together:
Pinole's Economic Path Forward!



Today's Program

Time

Networking & Breakfast

8:15 am

Welcome - Mayor Toms

8:45 am

**Background on Pinole's ED Strategy -
CD Director Whalen**

8:50 am

**Update on First Year Milestones &
How to Get Involved -
CD Director Whalen and Guest Speakers**

9:00 am

Q&A

9:45 am

Closing - Mayor Toms

9:55 am

End

10:00 am

Welcome and Introductions

CITY OF PINOLE



Mayor
Maureen Toms



Community
Development
Director
Lilly Whalen



Suzy Kim
Director,
RSG



Kevin Ham
Director,
RSG

LOCAL BUSINESS SPEAKERS



Brian Baniqued
Owner,
Baniqued Commercial Real Estate



Lisa Ancira
Owner,
East Bay Coffee

GUEST AGENCY SPEAKERS



Alyson Greenlee
Economic
Development
Manager
Contra Costa
County



Leslay Choy
Executive Director
San Pablo
Economic
Development
Corporation



Sylvia Villa-
Serrano
Executive Director
Bayfront Chamber
of Commerce



Stephen Baiter
Executive Director
East Bay
Economic
Development
Alliance

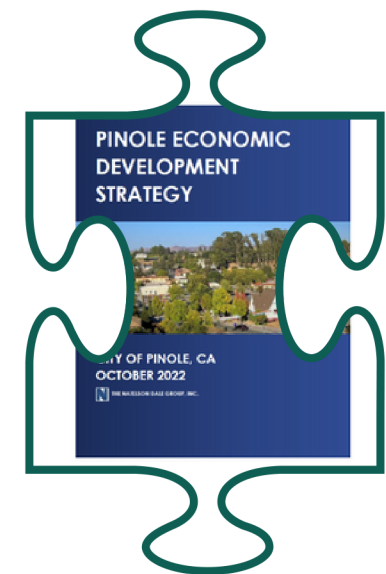
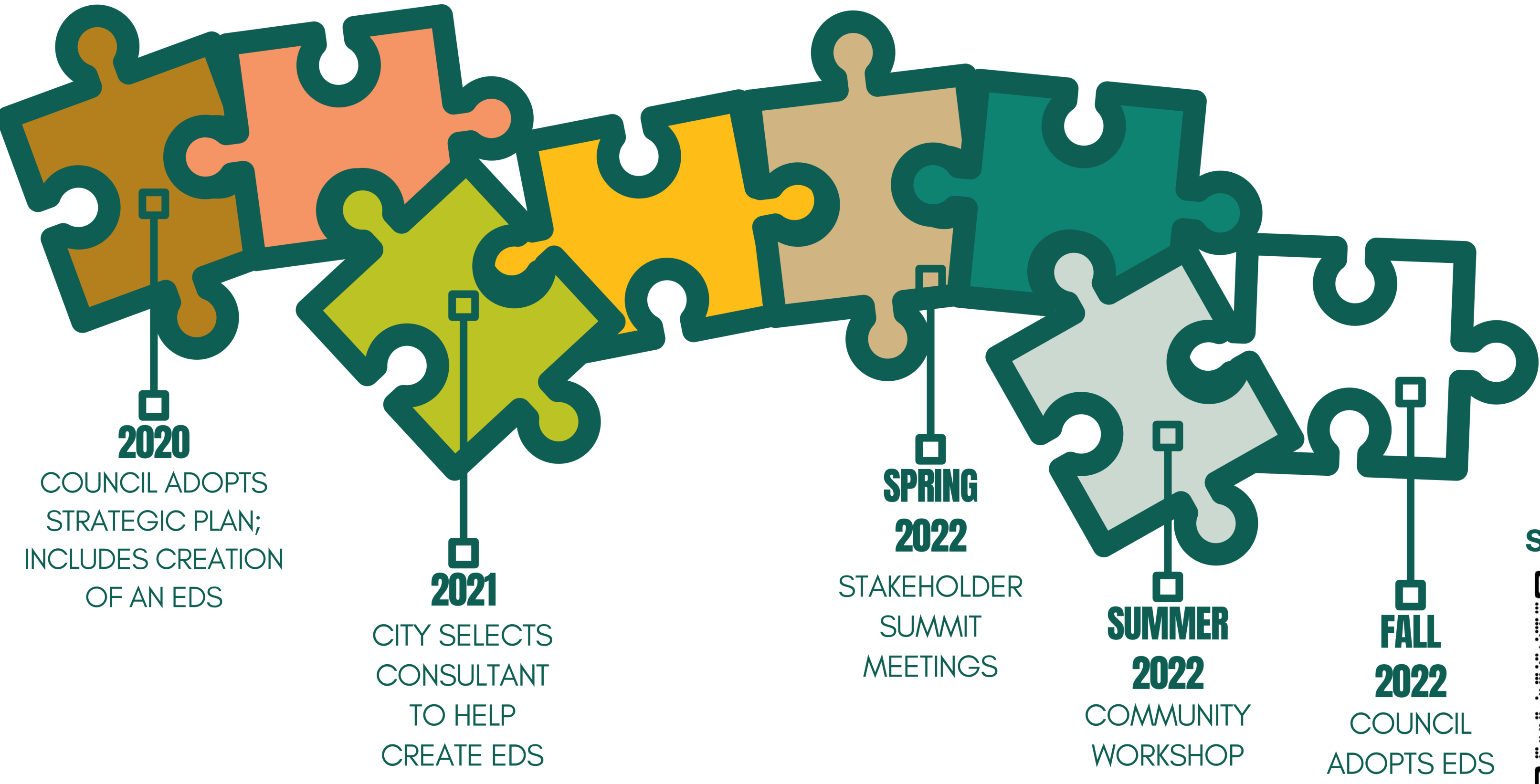


Nicole Levine,
Center Director,
East Bay
Renaissance
Entrepreneurship
Center

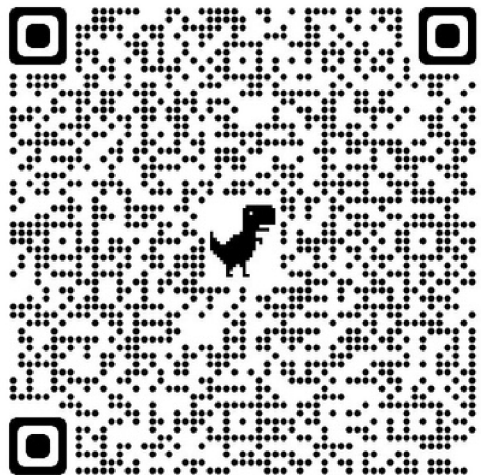


Nancy Mangold
Executive Director,
Small Business
Development
Center, East Bay

Creation of Pinole's Economic Development Strategy (EDS)



SCAN ME for EDS



SPECIAL
Thanks

EDS Stakeholder Committee

Alex Gomez, Kitchen 812

Brian Baniqued, Baniqued Commercial Real Estate

Cheryl Lee, Pinole Library

Dr. Nicole Barnett, Kaiser Permanente

Ivette Ricco, Rotary Club of Pinole

Josephine Orozco, Bay Front Chamber of Commerce

Leslay Choy, San Pablo Economic Development Corporation

Lino Amaral, Bay Front Chamber of Commerce

Marc Guzman, Baniqued Guzman Asset Management

Patience Ofodu, Workforce Development Board of Contra Costa County

Richard Schoebel, Retail Opportunity Investments Corp.

Stephen Baiter, East Bay Economic Development Alliance

Tamia Brown, Workforce Development Board of Contra Costa County

Teresa Stott, Bear Claw Bakery

Wendell Hunter, Butter Pecan Bakery

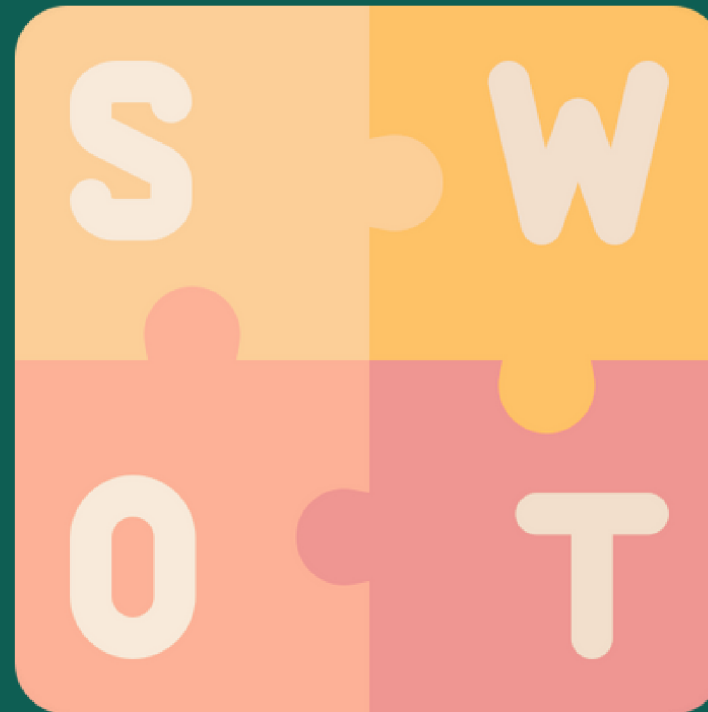
Pinole's SWOT Assessment

Strengths

- Strong existing retail/restaurant offerings
- Waterfront is an attractive amenity
- Post-pandemic employment and development trends likely to affect Pinole

Opportunities

- Potential to expand downtown as a regional destination
- Region is economically dynamic
- Significant local labor force commutes out of region - opportunity for business attraction/entrepreneurial efforts
- Potential to attract more workers attractive to tech firms by expanding housing product mix (including work-from-home)
- Potential to enhance waterfront (bay & creek)



Weaknesses

- Limited existing supply of competitive office and industrial development
- City's small size/staffing can make it challenging to interface effectively with businesses
- Limited land capacity for future development
- Pinole has a lower percentage of residents with degrees beyond an associate's degree compared to East Bay overall

Threats

- Future population/employment growth expected to be minimal (due to amount of available developable land)
- Pinole's economy is currently focused on local-serving businesses/jobs; export-oriented industries are underrepresented compared to rest of East Bay
- Global declines in brick-and-mortar retail

Pinole by the Numbers



19,505

RESIDENTS
(2021)



15,353

DAYTIME
POPULATION
(2021)



6,248

JOBS
(2021)



41%

OF POPULATION
HAS ASSOCIATES
DEGREE OR HIGHER

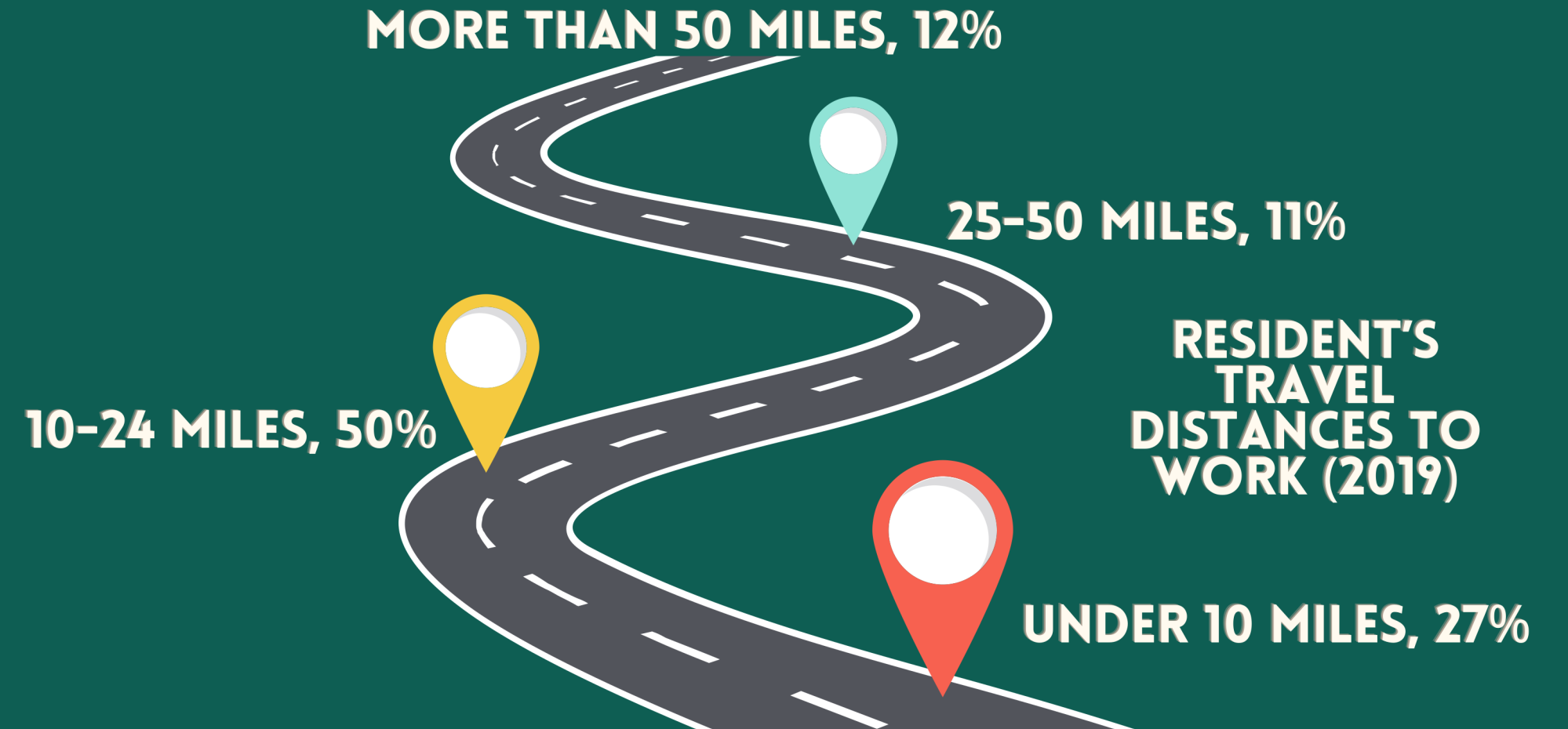
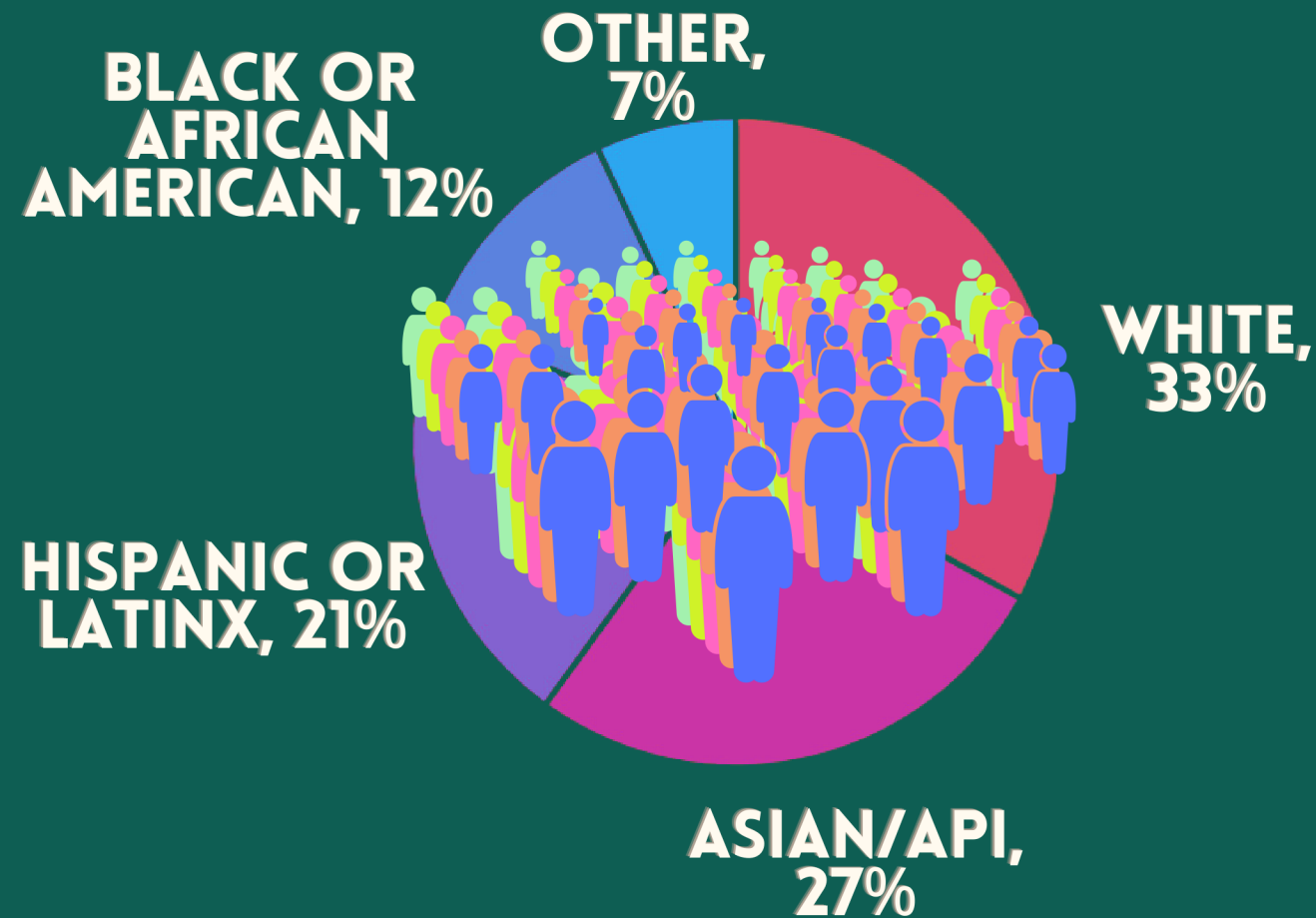


\$100,315

MEDIAN HOUSEHOLD
INCOME (2021)

PINOLE IS DIVERSE: ONE OF THE SIX MOST RACIALLY INTEGRATED CITIES IN THE ENTIRE BAY AREA (2021 REPORT)

MAJORITY OF PINOLE RESIDENTS COMMUTE UNDER 25 MILES (2019)



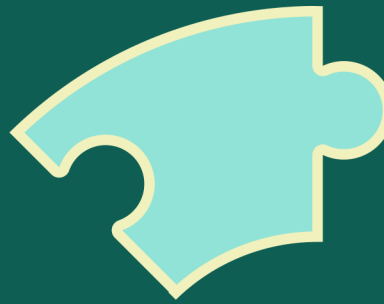
RESIDENT'S TRAVEL DISTANCES TO WORK (2019)

Pinole's Major Employment by Industry



27%

ACCOMODATION &
FOOD SERVICE



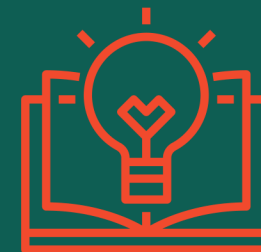
26%

RETAIL TRADE



15%

HEALTH CARE AND SOCIAL
ASSISTANCE



11%

EDUCATIONAL SERVICES

21%

OTHER: PROFESSIONAL, SCIENTIFIC
AND TECHNICAL SERVICES,
TRANSPORTATION AND
WAREHOUSING, FINANCE AND
INSURANCE, CONSTRUCTION, REAL
ESTATE AND RENTAL AND LEASING,
MANUFACTURING, ARTS,
ENTERTAINMENT, AND RECREATION

EDS Major Goals

Expand economic opportunities for Pinole's resident workforce



Revitalize Pinole's other commercial and industrial areas



Leverage the economic development potentials of historic downtown and waterfront areas



Strengthen the City's fiscal position



YOU ARE
HERE

5 Year Timeline

July 2023 -
June 2024

July 2024 -
June 2025

July 2025 -
June 2026

July 2026 -
June 2027

July 2027 -
June 2028

The EDS is Organized Around 6 Major Initiatives

Enhance City's interface with education/ workforce development partners

6

1 Implement economic development branding/marketing program

1

Expand development capacity and pursue placemaking projects

5

2 Focus business retention/expansion/attraction efforts around high-priority industry clusters

2

Systematically review and strengthen City's business/ development friendliness

4

3 Collaborate with regional partners to expand availability of entrepreneurial development resources

3

Creating an Environment for Economic Progress

Business Development & Job Creation



Target Industry Program

BUSINESS RETENTION, EXPANSION, ATTRACTION

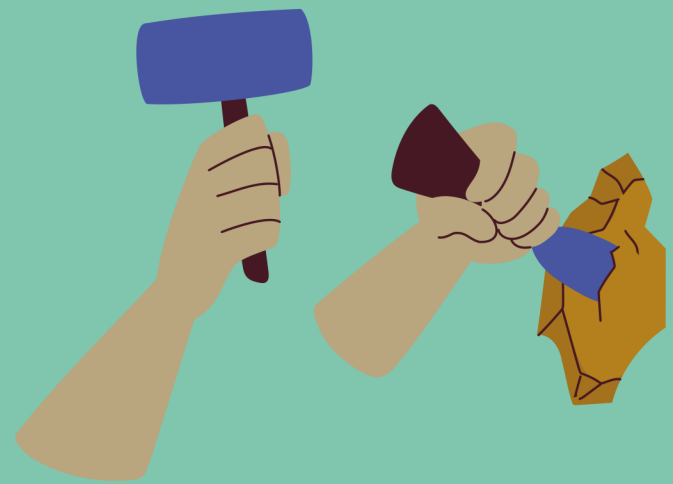
BUILD ON CORE STRENGTHS

RETENTION/REPOSITIONING

EXPANSION

ATTRACTION

AMENITY INVESTMENT



Retail/Restaurant

Health Services

Hospitality and Tourism



ATTRACTION

ENTREPRENEURIAL DEVELOPMENT

TAP INTO REGIONAL CLUSTERS



Information Technology & Analytical Instruments

Medical Devices

Communications Equipment & Services

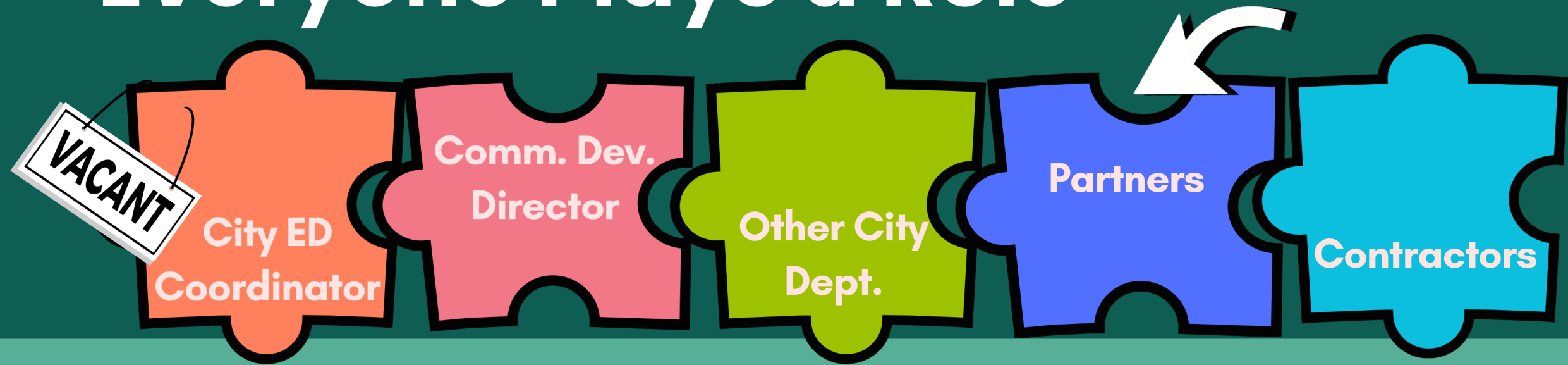
Business/Professional Services

Insurance Services

Video Production and Distribution



Everyone Plays a Role



1	Branding/ Marketing	LEAD			SUPPORT	SUPPORT
2	Business Retention/ Expansion/Attraction	LEAD	SUPPORT	SUPPORT	SUPPORT	
3	Entrepreneurial Development	COORDINATION	SUPPORT	SUPPORT	LEAD	
4	Business/ Development Friendliness	LEAD	SUPPORT	SUPPORT	SUPPORT	
5	Development Capacity/ Placemaking	SUPPORT	LEAD	SUPPORT	SUPPORT	
6	Workforce Interface	COORDINATION			LEAD	



Year 1 Milestones Update

First Year Milestones (FY23/24)



Branding/Marketing



CREATE PINOLE ECONOMIC DEVELOPMENT WEBPAGE

COORDINATE WITH PARTNERS

HOST SUMMIT MEETING



A Thriving Bay Area Oasis Rooted in Community

OPPORTUNITIES TO HELP

-  Attend subsequent Summit meetings (to define strategy for using positioning or new special events as mechanisms for placemaking and economic development promotion)
-  Attend annual industrial broker luncheon/site tour (to establish Pinole as a viable location for targeted office/industrial tenant types)
-  Join an Ad-Hoc Task Force (to identify and organize new special events to support placemaking efforts)
-  Recruit fellow business owners to join





Stephen Baiter
Executive Director
East Bay Economic Development
Alliance

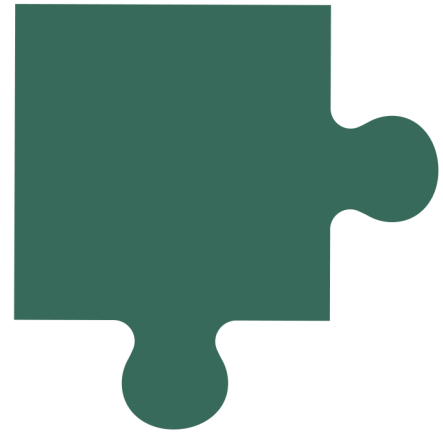


Sylvia Villa-Serrano
Executive Director
Bayfront Chamber of Commerce

First Year Milestones (FY23/24)

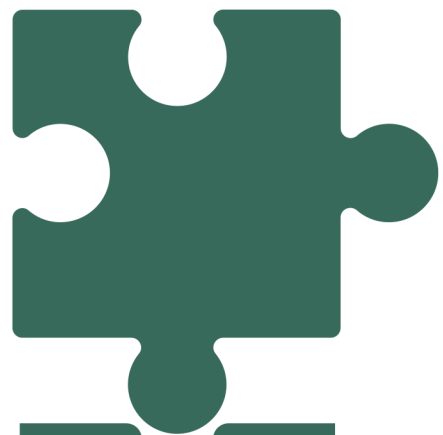


Business Retention/Expansion/Attraction

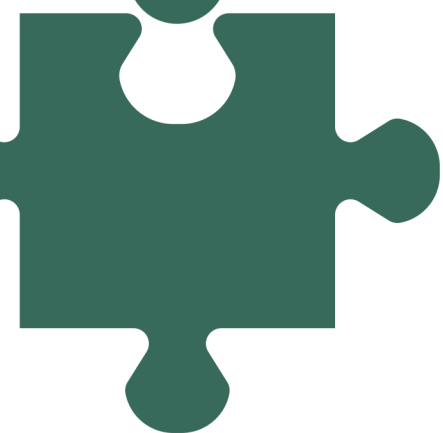


IDENTIFY SHORT LIST OF INDUSTRY CLUSTERS

- ENTERTAINMENT
- HEALTH SERVICES
- INFORMATION TECHNOLOGY & ANALYTICAL INSTRUMENTS
- BUSINESS AND PROFESSIONAL SERVICES
- MEDICAL DEVICES
- COMMUNICATION EQUIPMENT & SERVICES



COMPILE DATABASE



DEFINE OUTREACH STRATEGY

OPPORTUNITIES TO HELP

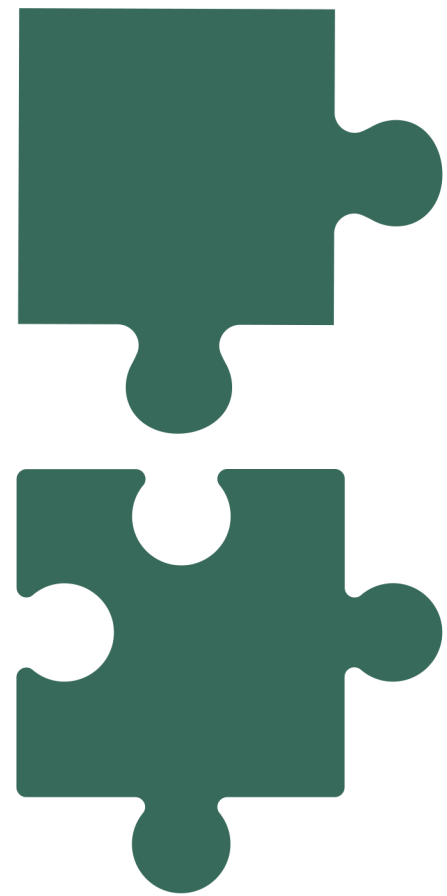
-  Consider entering into a **formal MOU** with the City for coordination on **business attraction**
-  Defining **outreach strategy** for maintaining ongoing communication with key existing firms in **retention/expansion clusters**
-  Participation in designing and implementing a **needs assessment** of firms receptive to business retention/expansion assistance



First Year Milestones (FY23/24)



Entrepreneurial Development



UPDATE ED WEBPAGE

**MEETINGS WITH
REGIONAL PARTNERS**

OPPORTUNITIES TO HELP

-  Help organize and attend annual **“Startup Network”** workshop (featuring presentations from partner organizations and providing networking opportunities for prospective startups)
-  Attend **Regional Partner Meetings** (to discuss EDS target industry cluster program and identify targeted industries likely to offer significant entrepreneurial development opportunities)





renaissance
entrepreneurship center



Nicole Levine, Center Director, East Bay
Renaissance Entrepreneurship Center



**SMALL
BUSINESS
DEVELOPMENT
CENTER**

EAST BAY



Nancy Mangold
Executive Director,
Small Business Development Center, East Bay

First Year Milestones (FY23/24)

Business/Development Friendliness

 **ESTABLISH "BUSINESS CONCIERGE" PROGRAM**

 **ANNUAL REVIEW OF BUSINESS/DEVELOPMENT FEE SCHEDULE**

COMING SOON



eTRAKiT
Online Permitting System

OPPORTUNITIES TO HELP

-  Periodic Local Business Roundtable meetings (to discuss Pinole's business friendliness and pain points)
-  Annual Broker/Developer Appreciation Event (to obtain ongoing feedback on ways City can improve business/development friendliness)





Brian Baniqued
Owner
BCRE



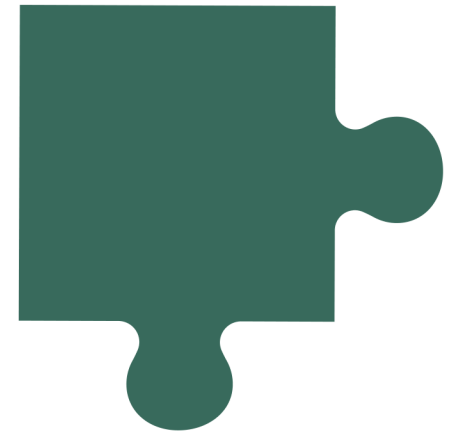
Lisa Ancira
Owner
East Bay Coffee



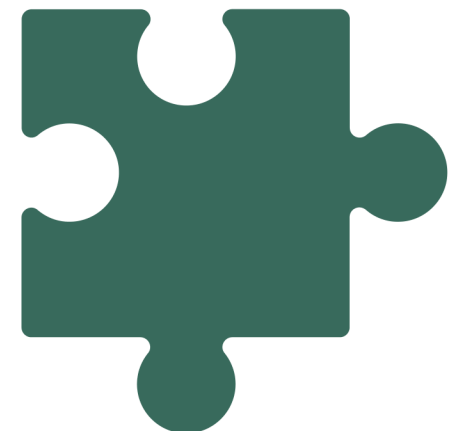
First Year Milestones (FY23/24)



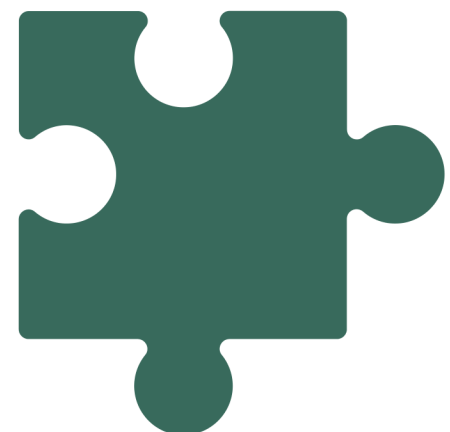
Development Capacity/Placemaking



IMPLEMENT "REPOSITION RETAIL" STRATEGY



REVIEW LAND USE PLANS



STUDY FEASIBILITY OF EIFD

OPPORTUNITIES TO HELP



Attend a focus group meeting with development community (to identify market demand prospects for various reuse approaches/concepts in existing shopping centers)



Participate in One-on-One meetings with Shopping Center Ownership/Management (to assess interest in revitalizing and/or redeveloping properties and to determine means by which City could facilitate/incentivize action on revitalization)





CONTRA COSTA
COUNTY, CALIFORNIA

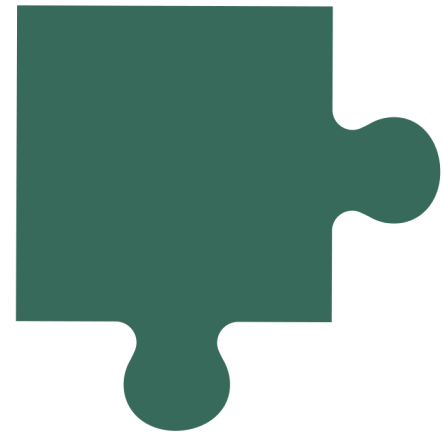


Alyson Greenlee
Economic Development
Manager
Contra Costa County

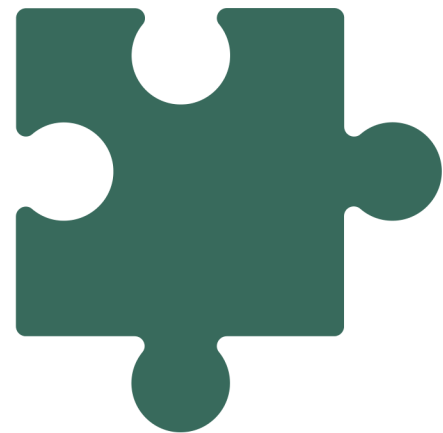
First Year Milestones (FY23/24)



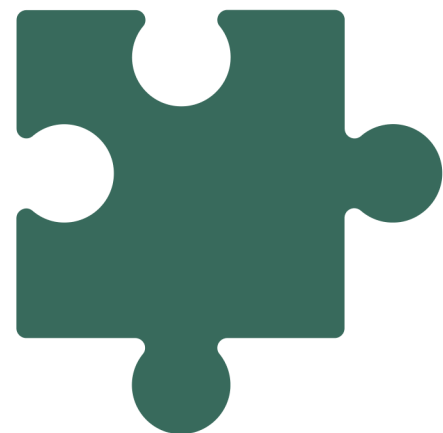
Workforce Interface



FACILITATE PERIODIC MEETINGS OF A "PINOLE WORKFORCE DEVELOPMENT CONSORTIUM"



DEFINE STRATEGY



UPDATE ED WEBPAGE

OPPORTUNITIES TO HELP



Get involved in the Pinole Workforce Development Consortium (to coordinate service providers related to workforce training to ensure consistent dissemination of information about available programs/resources and facilitating useful connections between employers and training organizations)





SAN PABLO EDC
putting people to work



Leslay Choy
Executive Director
San Pablo Economic Development
Corporation



HOW YOU CAN PROVIDE SUPPORT

-  Volunteer time on special committees
-  Provide space for meetings
-  Provide leads on upcoming vacancies and new tenants looking for space
-  Spread the word to fellow business owners
-  Programming
-  Marketing
-  Outreach
-  Shared services and resources

<https://forms.office.com/g/QysTQbMyee>

Informed, Involved, Invested -
Moving Pinole's Economic
Development Strategy Forward!



Lilly Whalen

Community Development Director

(510) 724-8932

LWhalen@ci.pinole.ca.us

STAY INFORMED

BE INVOLVED

INVEST

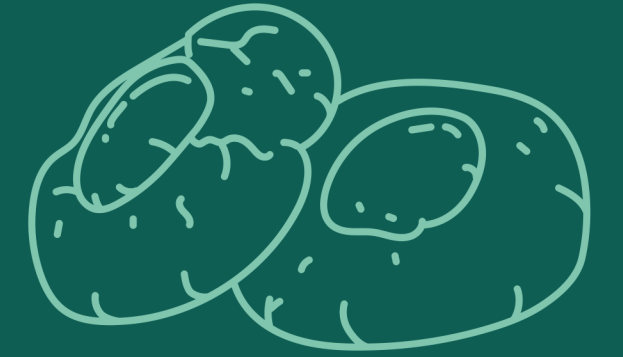
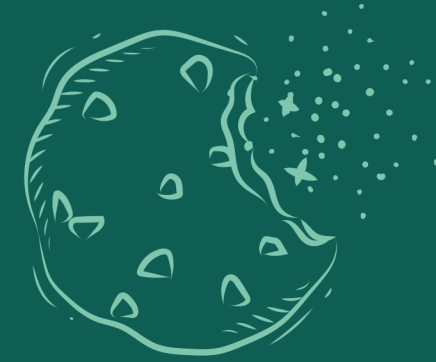
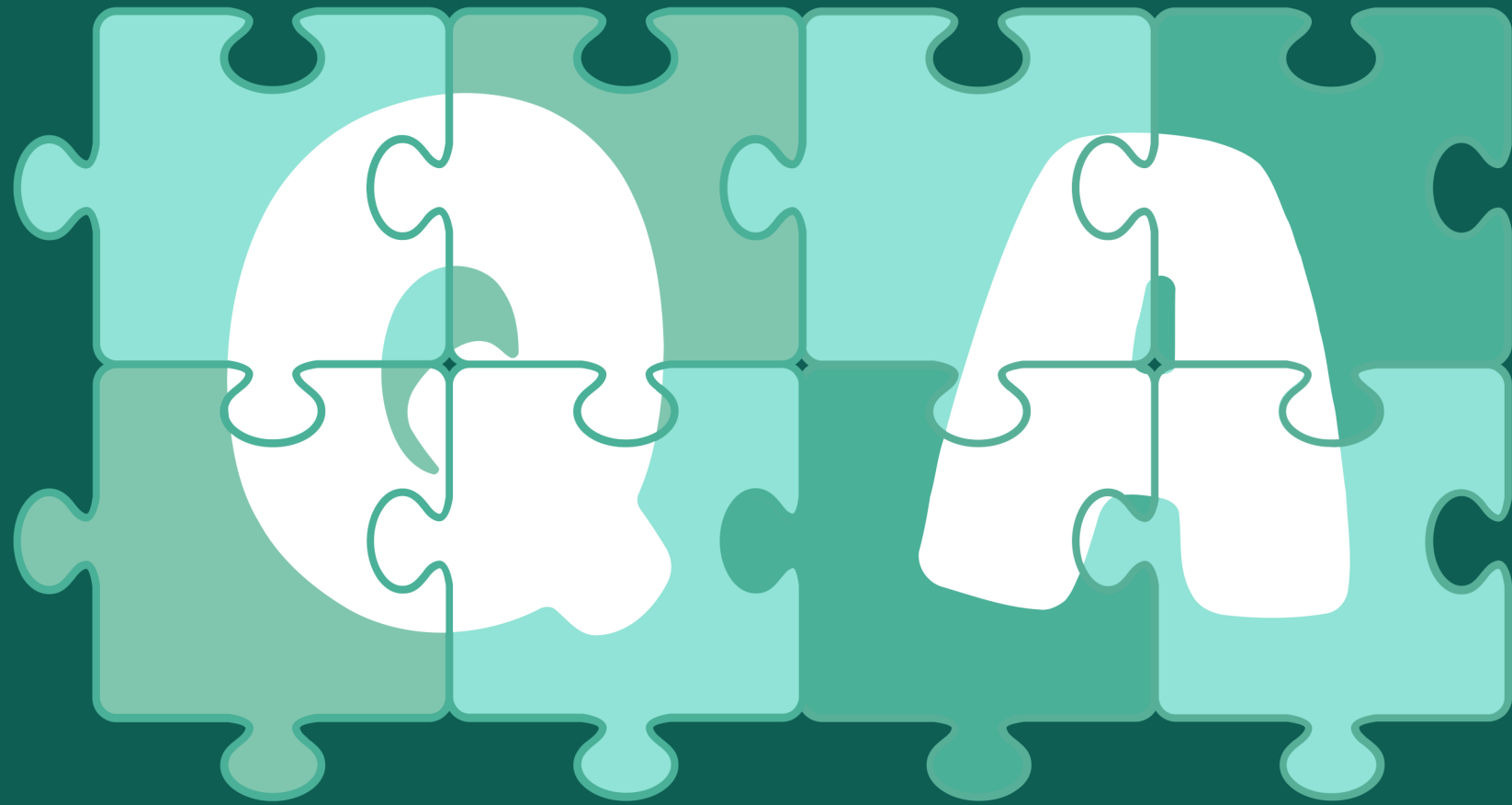
YOUR TIME & RESOURCES

IGNITE

POSITIVE CHANGE



SPECIAL Thanks



Antlers Tavern, 2284 San Pablo Ave
Butter Pecan Bakeshop, 1889 San Pablo Ave
East Bay Coffee, 2529 San Pablo Ave
Sprouts, 1300 Pinole Valley Rd
Sweet Pipers, 2352-A San Pablo Ave
Tina's Place, 2310 San Pablo Ave



Thank You for Attending!



Mayor
Maureen Toms

Scan me

Informed, Involved, Invested -
Moving Pinole's Economic
Development Strategy Forward!



STAY INFORMED
BE INVOLVED
INVEST
YOUR TIME & RESOURCES
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POSITIVE CHANGE

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