

Alomedor 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



Cherryland Place





Cherryland Community Center

Hayward Area Recreation District



Cherryland Community Center

Construction on schedule



Castro Valley Marketplace

Craig Semmelmeyer | Main Street Properties



Castro Valley Marketplace

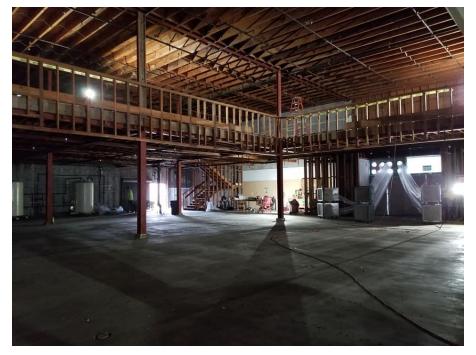
Daughtrey Building sold in January 2019

Interior construction has been underway since January.



Follow along at <u>Castro Valley Marketplace</u> Facebook page for more updates!





Lorenzo Theater

Alameda County ECD



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 Banchero'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



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

EDENAREA 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: Legaltiies & Resources
4/17/19	Class 4: Understaing 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







FBETA & Advanced FBETA

Central County FBETA:

April-May 2019, San Lorenzo Library

Sign Up → http://www.acsbdc.org/



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.

EDENAREA 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

