

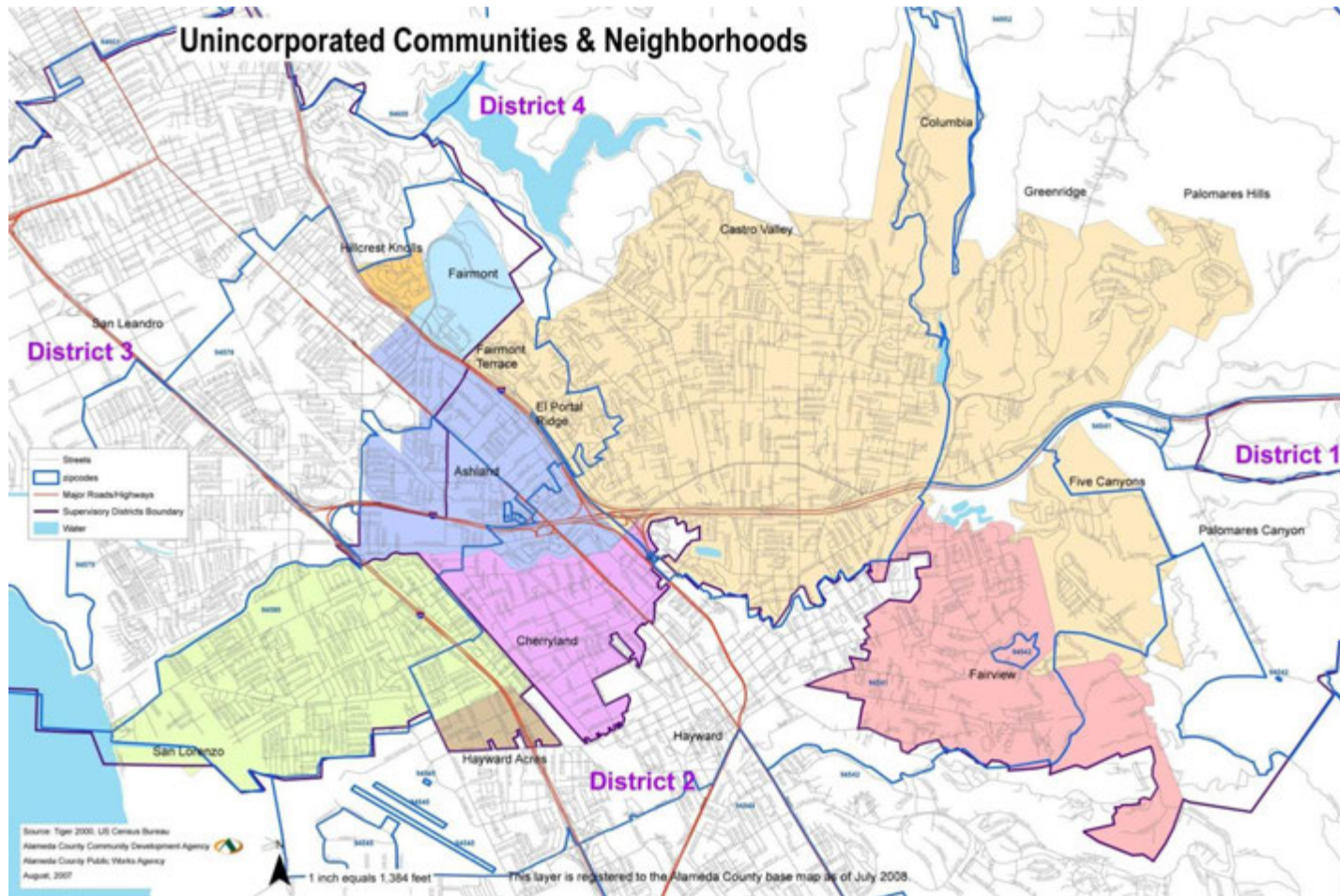
Economic Development in the Unincorporated Eden Area

An EALI Visioning Group

Strong Business Activity Creates

Dynamic, Healthy Communities

Network of Commercial Corridors



Our commercial corridors are under developed.

Strategic improvements would attract businesses that would support tax base and create jobs.

Economic Development Goals

“Open for Business”

1. Improve the Look and Feel
2. Promote Economic Investment, Attract Businesses and Customers
3. Improve Infrastructure and Communication Technology

Economic Development Goals

“Open for Business”

GOAL #1

IMPROVING THE LOOK AND FEEL....

Improve the Look and Feel

Do we call it blight?



As we eat with our eyes first, our first impression of an area lasts as we drive through.

Can we allow our major commercial corridors to miss the opportunity to attract customers and businesses?

A Vision Becoming a Reality



Enhanced Code Enforcement



Pro-active
Intervention
prevents business
disruptive
conditions from
taking over an
area.

Branding our neighborhoods

We create and show our pride in where we live by identifying our neighborhoods and communities.

Residents can support their community as the community supports residents.





Create
Community
Pride
and
Recognition



Recognize
and Show
Pride in
Community



There is much
to crow about

Facade Improvement

We do eat with our eyes first. The atmosphere we create speaks to who we are and who we are trying to attract. Are we doing our best to create the community we want to live in?



Economic Development Goals

“Open for Business”

GOAL #2

PROMOTE AND SUPPORT BUSINESS
ATTRACT CUSTOMERS...

Promote Private and Public Investment to Attract Businesses, Customers and Jobs



One
successful
business can
attract
customers
to
surrounding
businesses.

Support our Chamber of Commerce

THE CASTRO VALLEY/ EDEN AREA CHAMBER OF COMMERCE PRESENTS

CASTRO VALLEY Creates!

COMMUNITY STREET CELEBRATION!
Saturday, Sept. 28 • 10am -1pm
On the Boulevard
between San Miguel
and Wilbeam
Free & fun for all ages!



Celebrate Creativity

- Hands-on art & crafts activities
- Live youth performances
- Displays & demonstrations by local artists
- Face-painting, cookie decorating, and more!



PUBLIC ARTWORK
By Wilbeam Stone Sculpture in collaboration with Pigeon Blowing Studios.

The artwork celebrates Castro Valley's natural and cultural heritage and community. The artwork is made of 24 cast stone and 9 galvanized metal. The sculpture is made of 24 cast stone and 9 galvanized metal. Please take photos.




Celebrate Community

- Dedication of the new public art along Castro Valley Boulevard
- Special shopping and dining opportunities
- Fun games, jumpy house, and prizes



CASTRO VALLEY
DOWN TOWN
REACTIVATION

Celebrating Community Creativity!

CASTRO VALLEY
RENEWING AND
GROWING COMMUNITY

The Chamber of Commerce can only exist with our help and support. They help and support our businesses.



An Events Coordinator to Promote Business

KIDS COSTUME CONTEST & BOUNCE HOUSE
Join the fun • Win prizes
Saturday October 26
Contests at 11am & 1pm

Castro Valley's
Farmers Market -NOW- **Year Round**
Every Saturday 10 - 2

Thanks for Your Support

yelp URBAN VILLAGE Castro Valley FARMERS MARKET BART

Successful events bring the community out into the business districts to expose customers to services, products and each other truly nurturing community.

Create Community Events

Bring neighbors out to meet neighbors and understand community resources



Pride in ourselves, pride in our heritages,
pride in our communities.

Creating & Growing a Home Based Business

Tuesday, October 29 ♦ 9:00am - 12:00pm
224 W. Winton Avenue
Hayward CA

Seminar Presented by:



This seminar helps new home-based businesses get started and helps existing home businesses grow.

Participants will learn how home-based businesses:

- create an effective business plan
- establish proper licenses and permits
- develop an understanding of finances
- find the right customers
- effectively use social media

Register for free at:
<http://acsfdc.org/node/19170>

More information:

Alameda County Small Business Development Center ♦ www.acsfdc.org
Paula@acsfdc.org ♦ 475 14th Street ♦ At the Oakland Chamber ♦ Oakland, CA 94612

There is free parking until 1pm for the 1st 40 attendees at the County garage at 24360 Amador St., Hayward. Validations will be provided at the seminar. The lot in front of 224 W. Winton is paid parking.

Support
business creation,
retention and
entrepreneurship
through
ombudsman
position and
mentoring

• e

Pursue Site Development

Potential must be matched
with opportunity to attract
business.



Jobs and Tax revenue waiting to be
realized

UPDATE COUNTY PLANNING DOCUMENTS

**General Plans, Zoning Ordinances, and other
Policy Plans** need to be **streamlined and
focused on creating new business and
supporting existing businesses.**



Create a
working group
to develop
policies that
would make
the area more
business
friendly

A Bright Venture



Economic Development Goals

“Open for Business”

GOAL #3

IMPROVE INFRASTRUCTURE &
COMMUNICATIONS TECHNOLOGY...

Improve Infrastructure and Communication Technology

Provide potential for dark fiber installation to connect information network through Unincorporated Eden Area offering businesses latest in high tech information exchange.



10 GB/sec

Broadband is the most important selling point
in the commercial real estate market,
behind price, parking and location

INFRASTRUCTURE

[Emeryville](#), a tiny 2-square mile municipality that in 2000 boasted just over 6,000 residents, purposefully focused on redeveloping its industrial infrastructure to become the East Bay's premier retail shopping destination this side of The Tunnel.

Infrastructure Improvements start from the ground up

