



CITY OF EMERYVILLE

Incorporated 1896

1333 PARK AVENUE

EMERYVILLE, CALIFORNIA 94608-3517

TEL: (510) 596-4300 FAX: (510) 596-4389

Andrew Allen
 Ken Bukowski
 Bob Canter
 Kevin Christopher
 Phillip Clark
 John Gooding
 Krisna Hanks
 Greg Harper
 Steven Keller
 Kris Owens
 Bill Reuter
 Geoff Sears
 Mary Lou Thiercof
 Lauren Westreich
 Councilmember Nora Davis

Regular Meeting of the Economic Development Advisory Committee

Special Meeting of the Emeryville City Council
 Emeryville Civic Center, 1333 Park Avenue
 City Council Chambers, Emeryville, CA 94608

Wednesday, November 6 2013

12:00 noon

AGENDA

- I. Call to Order and Roll Call (12:00)
- II. Approval of Minutes of September 4, 2013 (12:05)
- III. Public Comment (12:10)
- IV. *Action Items*
 - a. Consideration of proposed RFQ/RFP for Marketing Strategy and Public Relations Campaign (*attachment*) (12:10 to 12:30)
- V. Information Items
 - a. Emeryville Marketing Update – Space Available Website, S. F. Business Times Advertorial - Helen Bean (12:30 to 12:40)
 - b. Ambassador Program Update (*attachment*) (12:40 to 12:45)
- VI. Staff Comments (12:45 to 12:50)
- VII. Committee Member Comments (12:50 to 1:00)
- VIII. Adjournment (1:00)

Council may attend and participate in the Advisory Committee' deliberations. However, actions taken by Advisory Committee are not official actions of the City Council but must be ratified at a regular City Council. All writings that are public records and relate to an agenda item below which are distributed to a majority of the Emeryville Economic Development Committee (including writings distributed to a majority of the Emeryville Economic Development Committee less than 72 hours prior to the meeting noticed below) will be available at the Information Counter, 1333 Park Avenue, Emeryville, California during normal business hours (9am to 5pm, Monday through Friday, excluding legal holidays).

In compliance with the Americans with Disabilities Act, a person requiring an accommodation, auxiliary aid, or service to participate in this Committee meeting should contact the City Clerk's Office or the City's ADA Coordinator (510) 450-7800 as far in advance as possible, but no later than 72 hours before the scheduled event. The best effort to fulfill the request will be made. Assistive listening devices are available for anyone with hearing difficulty from the Advisory Committee Secretary prior to the meeting, and must be returned to the Committee Secretary at the end of the meeting.

All Advisory Committee meetings are noticed as Special City Council meetings so that any or all of the City

FURTHER INFORMATION may be obtained by contacting Helen Bean, Committee Secretary, Director of Economic Development and Housing, Economic Development and Housing Department, at (510) 596-4355. The next regular meeting will be December 4, 2013.

DATED: October 30, 2013

Posting Date: October 30, 2013

Post Until: November 6, 2013


 KAREN HEMPHILL, CITY CLERK



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Emeryville Economic Development Committee

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Action Minutes

Emeryville Economic Development Advisory Committee

Regular Meeting

Special Meeting of the Emeryville City Council

Emeryville Civic Center, 1333 Park Avenue

City Council Chambers, Emeryville, CA 94608

Wednesday, October 2, 2013, 12:00 Noon

I. Call to Order and Roll Call:

The meeting was called to order at 12:00 Noon

Members Present: Ken Bukowski, Bob Canter, Phillip Clark, , Krisna Hanks, Greg Harper (arrived 12:15), Steven Keller, Kris Owens, Bill Reuter (arrived 12:07), Geoff Sears, Mary Lou Thiercof, Lauren Westreich, Councilmember Nora Davis

Members Absent:

Members Excused Andrew Allen, Kevin Christopher, John Gooding

Staff Present: Helen Bean, Charles Bryant, George Warren (Alameda Fire)

Citizen's Present: John Scheuerman

Other: Giyan Sienaratne (consultant),

II. Approval of Minutes

Keller moved and Westreich seconded a motion to approve the minutes. Minutes were approved without exception.

III. Public Comment - There was no public comment

IV. Information Items

a) Building Permit and Zoning Discussion

Charles Bryant, Director of Planning and Building, distributed and provided an overview of the "It's Your Building Department" hand-out (attached). After Committee discussion on this item, Bryant committed to developing a draft packet explaining the permit process that could be distributed to small businesses for Committee review at its January 2014 meeting.

b) Transit and Economic Development

Committee member Keller and guest John Scheuerman presented a report on this item.

V. Staff Comments

Staff noted that future minutes will be prepared as "Action Minutes" and not included a overview of the content of the Committee discussion

VI. Committee Member Comments

Bob Canter announced the upcoming Annual Celebration of the Arts Exhibition.

VII. Next Meeting Date – November 6, 2013– 12:00 PM

VIII. Adjournment – The meeting was adjourned at 1:15 p.m.

Prepared by:



Helen Bean
Economic Development and Housing Department

Approved by Committee:



**The City of Emeryville
REQUEST FOR QUALIFICATIONS AND PROPOSALS
FOR ECONOMIC DEVELOPMENT MARKETING STRATEGY AND
PUBLIC RELATIONS CAMPAIGN**

Submittal Deadline:

December 6, 2013 – 12:00 Noon

The City of Emeryville is seeking a consultant to provide economic development marketing and public relations services for the development and implementation of a marketing strategy and public relations campaign that will promote Emeryville as a dynamic city filled with innovative and cutting edge businesses.

In responding to this RFQ/RFP, consultants are encouraged to bring their creative thought and resources to accomplishing the objectives of the City presented herein. As a starting point, the City anticipates the marketing strategy and public relations campaign would include the following elements:

Elements of Marketing Strategy

- Development of Emeryville's brand as a premier business location
- Development a plan for creative outreach to thought leaders in the business community
- Development of a social media plan that can be implemented by City staff
- Training program to develop the City's capacity to implement the public relations campaign after the consultant contract is completed

Elements of Public Relations Campaign

- Development and roll out of a dynamic website
- Design and development of coordinated collateral materials
- Creation of a social media presence
- Preparation, distribution, and successful placement of press releases in local media
- Design of an economic development newsletter template

ABOUT EMERYVILLE

The City of Emeryville was incorporated in 1896 and comprises approximately one square mile of land. It is located along the eastern shore of the San Francisco Bay, near the eastern landing of the Bay Bridge, between Oakland and Berkeley in Alameda County. The City's central location makes it easily accessible to all major Bay Area employment centers.

The City has a population of approximately 10,200. The General Plan projects the population to grow to roughly 16,600 by the year 2030. As of 2010, 69.40% of the population had a bachelor's degree or higher. The average household income was \$57,355. Homeowners constituted 36.1% of the population and 87.1% of Emeryville's housing units were located in multi-unit structures.

During the 1990s and the first decade of the 21st Century, the City transformed from an old industrial town to a modern mixed use urban center. The business sector is a very significant component of the Emeryville community. There are over 20,000 employees working in Emeryville, and on a daily basis, Emeryville companies attract thousands of people to the City as visitors, clients, vendors and patrons. Taxes and fees paid by Emeryville businesses represent over 85% of revenue to the City's General Fund.

The City is a major retail center in the East Bay and also supports a number of significant industry clusters including bio-science, new media, and food preparation. There is 14.9 million square feet of commercial building area in the City, 3.9 million square feet of office space, 1.4 million square feet of retail, and 929 hotel rooms. The largest employers are Pixar, Novartis, AC Transit, Oaks Card Club, LeapFrog, Ikea, AA of Northern California, Amyris, and Clif Bar.

The City of Emeryville supports business growth, development, entrepreneurship and innovation. Emeryville is home to both small and large businesses and prides itself on supporting a business-friendly culture. From retail stores to technology firms, businesses in Emeryville benefit from a small and personal city government, an active and engaged residential community, and a thriving local business community.

The City's Economic Development Strategy and Implementation Plan serves as a blueprint to guide the City's Economic Development Programs. The vision of the Economic Development Strategy is to support and expand the economic base of Emeryville in order to provide a high quality of life for the Emeryville community. By supporting a strong economy, created by growing and thriving Emeryville businesses, the City is able to provide a deliver quality services to its residents. The Strategy focuses on initiatives in each of the following areas:

- Improving access
- Support bioscience industries
- Support infill development
- Improve process of operating/locating a business in Emeryville
- Support/explore innovations to serve the business community
- Support small, local-serving business development

- Build/expand strategic partnerships
- Sustainability
- Fiscal development

The City of Emeryville has a 15-member Economic Development Advisory Committee that provides recommendations to the City Council on economic development initiatives, priorities, and strategies. The Committee is composed of resident and business representatives who are committed to the economic growth and vitality of the City. This Committee will serve as a resource to the consultant throughout the term of the assignment.

OBJECTIVES

The selected consultant will be expected to apply innovative and creative talents in developing and implementing a marketing strategy and public relations campaign that effectively promotes Emeryville as a dynamic city filled with innovative and cutting edge businesses. The audience for the strategy and campaign should be the wider regional business community and the Emeryville business community. In accomplishing this project, the consultant should use a collaborative process that engages the community.

The overall objectives of the marketing strategy and public relations campaign are:

1. Attract and retain business in Emeryville by generating regional visibility and appreciation of Emeryville's value proposition and brand as a dynamic city filled with innovative and cutting edge businesses.
2. Generate opportunities to keep the local community engaged with the City's successes.
3. Effectively tell Emeryville's story of innovation and business growth.
4. Create opportunities for people to connect to the messages.
5. Build the City's capacity in implementation and management of an ongoing public relations campaign (including social media) after the consulting contract expires.
6. Measure the outcome of the strategy and campaign.

DELIVERABLES

1. A marketing strategy that effectively delivers Emeryville's message to the regional and local community and incorporates creative methods of reaching thought leaders and other influential media persons (journalists, bloggers, analysts, etc) in varied ways beyond news announcements;
2. A dynamic and interactive economic development website coded for search engine optimization and designed so the City has the capability to host and maintain the site after the contract is expired;
3. An audit of and revisions to existing City economic development materials to align with Emeryville brand and business value proposition;
4. A social media presence based on a social media plan recognizing the City's staffing capacity (this could include training of staff in managing social media);
5. Design and development of collateral material coordinated with the City web site;
6. At least 12 press releases distributed to relevant media outlets;

7. Email newsletter template;
8. Training sessions for City staff in ongoing management of web site, social media, and other elements of public relations campaign;
9. A measurement tool to assess the success of the marketing strategy and public relations campaign.

TERM

The term of the contract will be one year.

SUBMITTAL REQUIREMENTS

Submittal

Please submit two (2) originals and one (1) unbound, 8.5" x 11" collated copy of the consultant qualifications and proposal, with the following materials included in this order:

Proposal

Submit a narrative presenting the services the consultant would provide detailing the approach, methodology, deliverables, and client meetings. The narrative should include a scope of work in sufficient detail to communicate how the consultant will accomplish the objectives of the work effort. The proposal should include the following:

Consulting Team

Identify the consulting team, project manager, and the personnel to be assigned to this project (including names, addresses, current phone numbers, and email addresses). Include brief resumes for all team members, identify how many years this team has worked together, and a list of projects this team has completed or is currently working on.

Past Experience

Provide background on the proposing firm/team and include a description of prior experience similar to that outlined in this RFQ/RFP.

Provide two examples of past work for cities and public agencies.

References

The proposal shall include three references including contact persons and phone numbers with a brief description of the work conducted for each. References from other clients with similar projects as that outlined in this RFQ/RFP are desirable.

Budget

The consultant shall develop a budget for a scope of work that outlines the deliverables and implementation actions with their associated cost. The budget shall indicate the number of hours

devoted to each budget item. The budget shall include a list of billable rates for all personnel assigned to the project, including hourly rates, and any other charges proposed. The City anticipates appropriating approximately \$100,000 to this project.

Timeline

The proposal shall include a timeline for the preparation and implementation of the tasks/activities being proposed.

CONSULTANT SELECTION SCHEDULE

Item	Timing/Deadline*
RFQ/RFP Distributed	December 6, 2013
Submittal Due:	Monday, January 31st, 2014 at Noon
Staff Review of Proposals and Selection of Short List	February 2014
Short List Recommendations to Economic Development Committee	March 5, 2014
Interviews by Economic Development Committee	April 2014
Economic Development Committee Recommendations to City Council & Consultant Selection	May 2014

* The above time frames are estimates only, and may be adjusted by staff.

Submittal Deadline: Friday, December 6th, 2013 at Noon
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Submission of Proposal and questions about the RFQ/RFP shall be directed to:

Helen Bean
Director
Economic Development and Housing Department
City of Emeryville
1333 Park Avenue
Emeryville, CA 94608
(510) 596-4355; (510); hbean@ci.emeryville.ca.us

ADDITIONAL INFORMATION

The City reserves the right to:

- Request additional information
- Extend the due date of the RFQ/RFP
- Interview any or all consultant submittals

- Reject, in whole or in part, any or all proposals
- Obtain additional proposals beyond the due date if the proposals received are unsatisfactory
- Negotiate with any qualified source
- Cancel, in whole or in part, this Request for Qualifications/Proposals

All proposals will become the property of the City.

The RFQ/RFP is not a contract or a commitment of any kind by the City and does not commit the City to award an exclusive development option. No reimbursement will be made by the City for any cost incurred by developers in preparation of the response to this RFQ/RFP.

ATTACHMENTS:

Economic Development Strategy and Implementation Plan
List of possible messages about Emeryville
Emeryville's economic development resources
Emeryville's Economic Development Fact-Sheet – 7/2013
City of Emeryville demographic profile – 2010 Census

