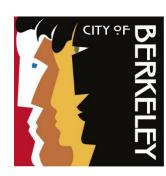
OFFICE OF ECONOMIC DEVELOPMENT

OVERVIEW FOR BERKELEY LAB COMMUNITY ADVISORY GROUP

Presented by: Elizabeth Redman Cleveland

Chief Strategist for Sustainable Growth, City of Berkeley Office of Economic Development





OED Services



Identify resources and get assistance to launch or grow a business.



Connect with local leaders through business networks, commercial districts, and industry groups.



Obtain **economic and demographic data** to support location decisions, marketing, and research.



Find a **business location** or commercial real estate in Berkeley.



Get certified as a green business.



Get financing for a business expansion or other business needs through our Revolving Loan Fund.



Recruit local talent or share your knowledge through our education and training partner network.



Plug-in to the broader Berkeley innovation ecosystem, including U.C. Berkeley and Berkeley Lab.



Navigate Berkeley's codes, regulations, and policies to start or expand a business.



Provide feedback on local policy.

berkeley startup cluster









STARTUPS

SPACE

RESOURCES

EVENTS

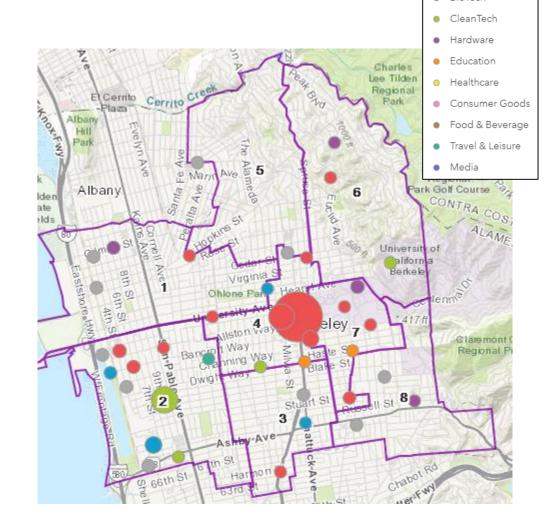
Making our city a more
Vibrant, Accessible, and
Equitable Place
for Startups to
Launch and Grow

Presentation Overview

- 2019 Berkeley Innovation Sector Snapshot
- Berkeley Startup Cluster (BSC) Background
- Summary of Innovation Sector Outreach
- Updated BSC Mission,
 Objectives and Work Plan

Innovation Sector –2019 Snapshot

- ~400 innovation sector companies
- Vast majority (80%+) are startups or emerging growth companies
- Large concentrations in:
 Software, Biotech, CleanTech
- many housed within Berkeley's 7 accelerators
 & 10 co-working spaces, which offer more
 than 70,000 sf of cumulative office space.
- ~15% have at least one woman founder



Software

Berkeley Startup Cluster History



- Launched in 2009
- East Bay Green Corridor partnership spin-out
- Informal collaboration
- Mission
 - 1. <u>Biz</u>: Attract startups
 - 2. Civic: Drive economic vitality











Innovation Sector Outreach

Outreach to:

- 120+ startup founders and executives
- 15+ community managers of Berkeley co-working spaces
- Leaders of local accelerators, incubators, startup coaching & mentoring programs, & other innovation ecosystem experts (real estate brokers, investors, etc.)





2018 Berkeley Startup Survey



Surveys Received



Have UC Connection



Likely to stay in Berkeley as company grows

Why is your company located in Berkeley? (#1 Factor)

- 1. Talent Pool
- 2. Culture
- 3. Customers & Market

What resources would be most helpful in the next year?

- 1. Available/affordable workforce housing
- 2. Events to connect with investors
- 3. City-sponsored media exposure for startups
- 4. Available/affordable office space
- 5. Available/affordable specialized workspace (ex: light industrial, wet lab, etc.)

Mission – Updated 2018

Make Berkeley a more vibrant, accessible, and equitable place for startups to launch and grow.

Objectives

- Information
- Networking
- Marketing
- Infrastructure
- Real estate
- City policy
- Diversity & Community
 Engagement

Provide local innovators with information about resources and opportunities.

Improve the number and quality of events & networks for Berkeley entrepreneurs.

Improve Berkeley's image as a place for startups.

Develop local infrastructure to meet the needs of the innovation sector.

Increase high quality commercial real estate & wet lab space.

Align city policy to support local innovation and startup growth.

Increase innovation sector diversity & community engagement.

Steering Committee

- City of Berkeley Office of Economic Development
- UC Berkeley (including IPIRA, Local Government and Community Relations, SkyDeck)
- Berkeley Lab (Government and Community Relations, Innovation and Partnerships Office)
- Berkeley Chamber of Commerce
- Downtown Berkeley Association





Advisory Group









Starbutter Al



50+ members:

cyclotronroad



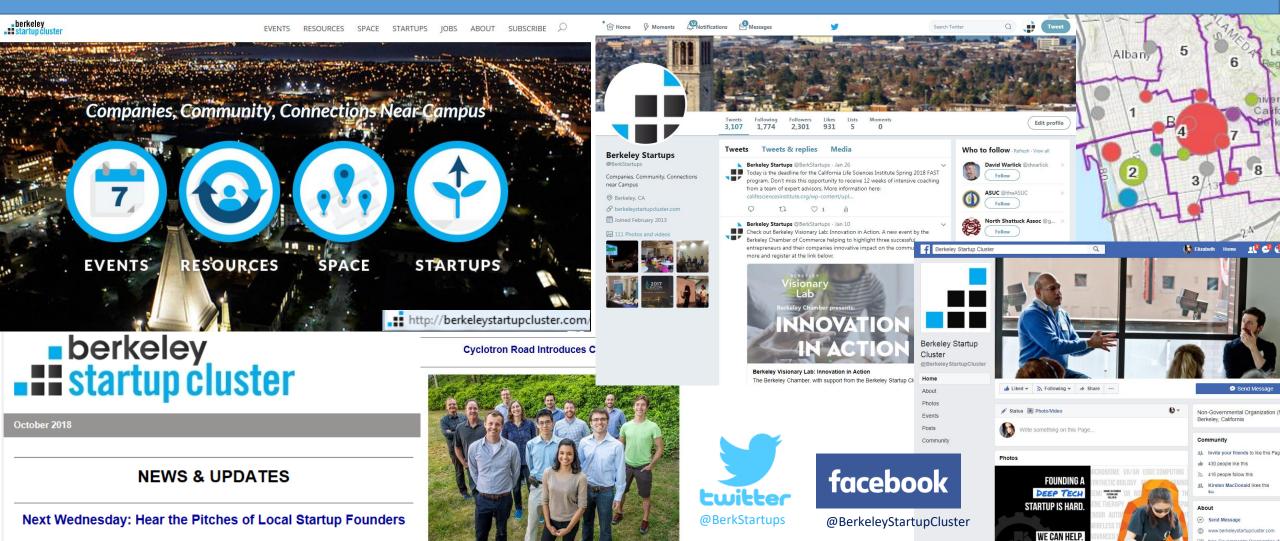




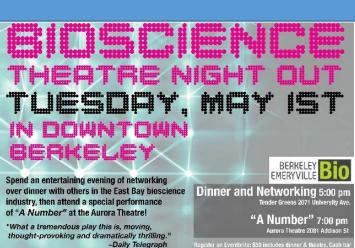
- 20+ either run a startup or did previously
- 7 investors
- 5 accelerator leaders
- 6 real estate experts
- Other Berkeley innovation ecosystem leaders



Provide local innovation leaders with relevant information about resources and opportunities.



Improve the number and quality of events & networks for Berkeley entrepreneurs.

















FREIGHT & SALVAGE COFFEEHOUSE | MONDAY, SEPTEMBER 16

BREAKFAST

HOTEL SHATTUCK, BERKELEY **FRI, NOVEMBER 16, 2018** 10:00 AM - 1:00 PM









Home / Events / Event Detail

EVENTS & NETWORKING ~

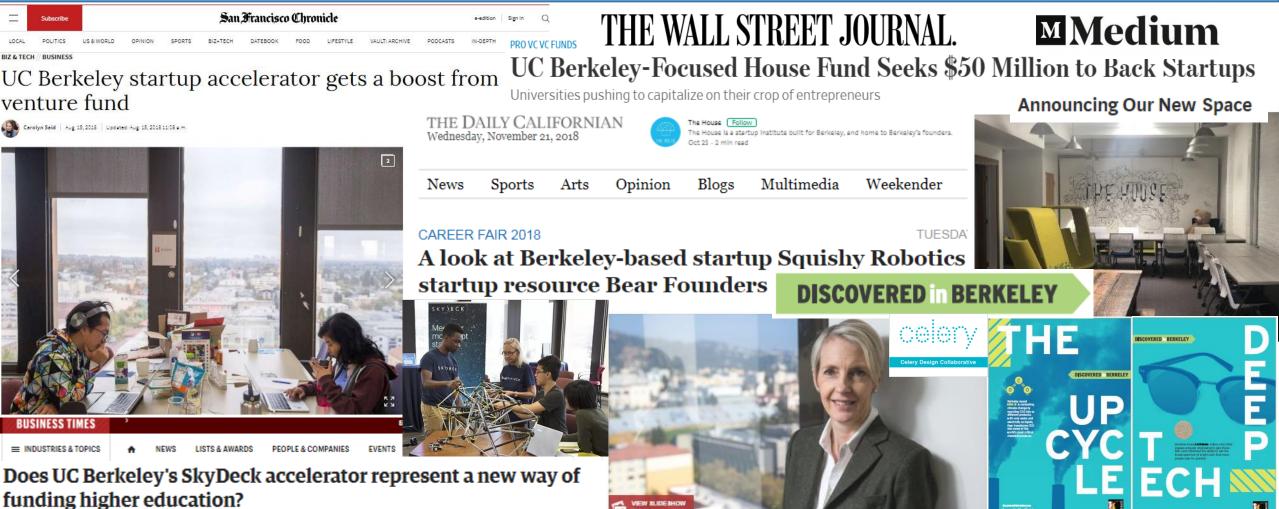
berkeley startup cluster

717 POTTER ST. BERKELE

Berkeley "Meet the Inspector" Workshop



Improve Berkeley's image as a place for startups.



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Increase high quality commercial real estate & wet lab space.



DHARMA & COLLEGE

2105-2107 Bancroft Way @ Shattuck

BERKELEY, CA

Align city policy to support local innovation and startup growth.



BERKELEY MUNICIPAL CODE

A Codification of the General Ordinances of the City of Berkeley, California

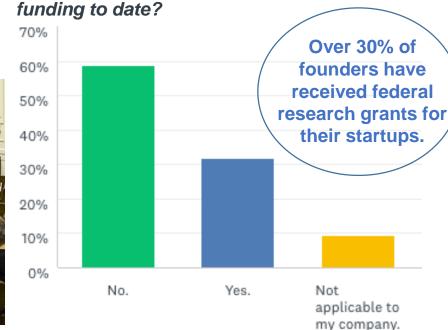
CODE PUBLISHING COMPANY

BMC General Information

Ordinances Pending Codification



2018 Berkeley Startup Survey: Has your company received any SBIR, or other federal research grant



LAND USE ZONING DISTRICTS

AS OF MARCH 20, 2014



Single Family Residential Limited Two-family Residential Restricted Two-family Residential Restricted Multiple-family Residential Multiple-family Residential Multi-family Residential High Density Residential Environmental Safety-Residential

Residential High Density Subarea Residential Mixed Use Subarea

C-DMU Core C-DMU Outer Core C-DMU Corridor C-DMU Buffer

General Commercial Elmwood Commercial Neighborhood Commercial North Shattuck Commercial

South Area Commercial Solano Avenue Commercial Telegraph Avenue Commercial

West Berkeley Commercial

Manufacturing Mixed Manufacturing Mixed Use-Light Industrial Mixed Use-Residential

Specific Plan

Increase innovation sector diversity and community engagement.



Thank you.

For questions or comments, contact:

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