

Council Economic Development Committee



June 3, 2024



How to Provide Public Comments

The Council Economic Development Committee is accepting public comments prior to the meeting via email or during the meeting via the Zoom link or Zoom dial-in information listed on the published agenda.

If you are making your comments during the meeting please note:

- Click the “Raise Hand” button to request to speak when the Staff Liaison calls for public comments on an eligible agenda item. You will be permitted to speak during your turn and muted after the allotted time (3 minutes).
- When joining by phone, click *9 to raise a hand to speak. Press *6 to unmute. We kindly request speakers to mute or turn down the meeting video when it is their opportunity to speak as it may cause interference with the speaker system.
- Use headphones/mic for better sound quality and less background noise
- Decorum: Please be mindful that virtual meetings are public and will be recorded. All meeting rules of procedure and decorum, including speaker time limits, will apply. The Staff Liaison, via the host, may remove individuals for persistent disruption or any conduct or statements that threaten the safety of any person(s) at the meeting.

AB 2449 TELECONFERENCE NOTIFICATIONS AND CONSIDERATION

Approval of Minutes from April 29, 2024
Special Meeting

Approval of Fiscal Year 2025 CEDC Regular Meeting Schedule

FY 2025 Regular Meeting Schedule

- ~~August 5, 2024 Canceled~~
- ~~September 2, 2024 Canceled~~
 - October 7, 2024
 - November 4, 2024
 - December 2, 2024
- ~~January 6, 2025 Canceled~~
 - February 3, 2025
 - March 3, 2025
 - April 7, 2025
 - May 5, 2025
 - June 2, 2025
 - July 7, 2025

Introduction to East Bay Small Business Development Center's Small Business Finance Assistance Program (Oral Report Only)



**SMALL
BUSINESS
DEVELOPMENT
CENTER**

EAST BAY

**CAL STATE
EAST BAY**

COLLEGE OF BUSINESS & ECONOMICS

**East Bay
Small Business
Development Center
Raising Capital for Small Business**

Nancy Mangold, Executive Director, East Bay SBDC

Financing - Start-Up and Early Stage Entrepreneurs

- Most difficult stage for financing
- Lack of business history
- Banks require 1-2 years in business
- Projection based financing, need a Business Plan
- Possible sources
 - Several CDFIs fund this stage
 - SBA Financing
- Funding range: 50K, 100K, 350K



SBA Financing - Start-Up/Established Business

SBA 7a – up to \$5M

- General purpose loan. It can be used for:
 - Starting up a new business
 - Purchasing a business
 - Business expansion
 - Capital expenditure
 - Real estate purchase
 - Permanent working capital
 - Refinancing existing business loans
 - Any other legitimate business use

SBA 504 - up to \$5M

- for long-term asset purchase

Bank Financing - Established Business

SBA Loans & Conventional Bank Loans & Credit Lines

- SBA Loans
- Conventional Bank Loans
 - Less restrictive use
 - Larger loan amount
 - Less paper work
 - Market interest rates
 - Established business with profitable history



Equity Financing - Angels and VCs

- Finding Investors
 - Angel networks, Investor List, Pitch Events, Foundersuite
- Identify Investors with similar thesis
- Making connections
- Prepare Marketing Materials
- Pitch Deck and Presentations
- Investor - Due Diligence
- Term Sheet

Sources

- Incubators
- Accelerators
- Friends Family Fools
- Angels and Angel Groups
- Venture Capitalist
- Family Offices
- Corporations

Equity/Debt Financing – Crowdfunding

- Reward-based Crowdfunding
- Equity-based Crowdfunding
- Debt-based Crowdfunding
- Donation-based Crowdfunding

KICKSTARTER

INDIEGOGO



Wefunder



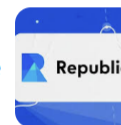
SeedInvest



StartEngine



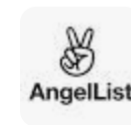
Crowdcube



Republic



Indiegogo



AngelList



GoFundMe



Kickstarter

1. Prosper

2. Funding Circle

3. Upstart

4. GoFundMe

5. Indiegogo

6. SoFi

7. Rally.org

SBIR/STTR: 3-Phase Program

PHASE I

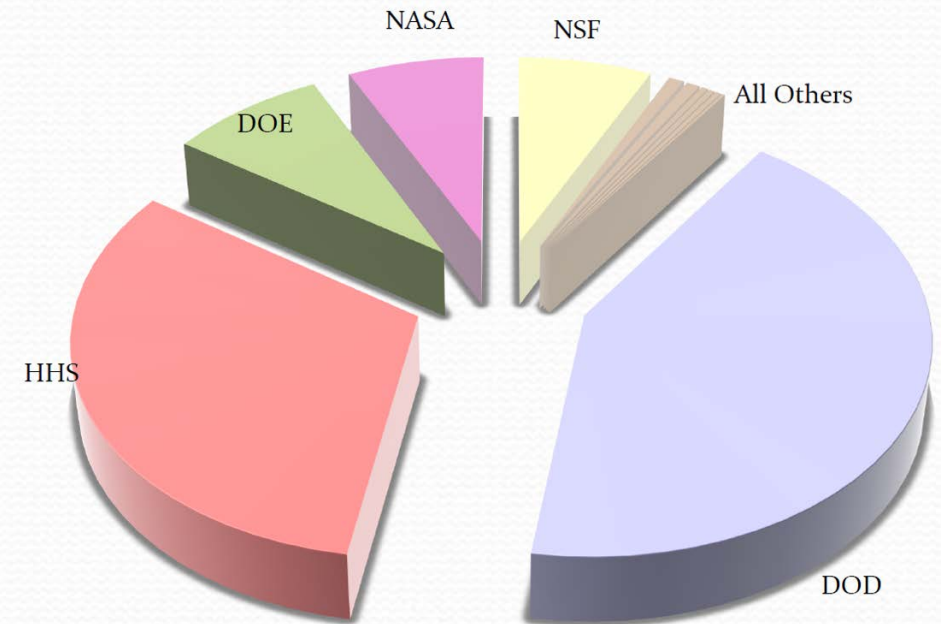
- Feasibility Study
- Up to \$300,000 and 6-12 months (SBIR) or 12-month (STTR) Award

PHASE II

- Expand on Phase I R&D
- Up to \$2,000,000 and 2-year Award

PHASE III

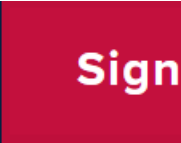
- Commercialization Stage
- Use of non-SBIR/STTR Funds



SBIR: \$3.28 Billion
STTR: \$453 Million



Contact Info

- Website: <https://www.eastbaysbdc.org/>
- Sign up for services: go to website and click 
- Phone: 510-885-4801
- Email: eastbaysbdc@csueastbay.edu
- Nancy Mangold nancy.mangold@csueastbay.edu

Preliminary Concept Review of a Major Site Plan Review Application to Construct a Three-Story Data Center, Generator Yards, Substation, Switching Yard, and Related Accessory Structures on an Approximately 11-Acre Site Located at 26062 Eden Landing Road (Assessor Parcel Nos. 461-0085-052-01 and 461-0085-016-00). Application SPR-23-0036; Miles Kersten for STACK Infrastructure (Applicant) on behalf of SI SVYL3 LLC (Owner).

STACK Data Center

Major Site Plan Review for a Data Center Complex
26062 Eden Landing Road



*Council Economic Development Committee
June 3, 2024
Elizabeth Blanton, AICP, Senior Planner*



Clawiter Rd.

I-880

Shoreline
Interpretive
Center

SR 92



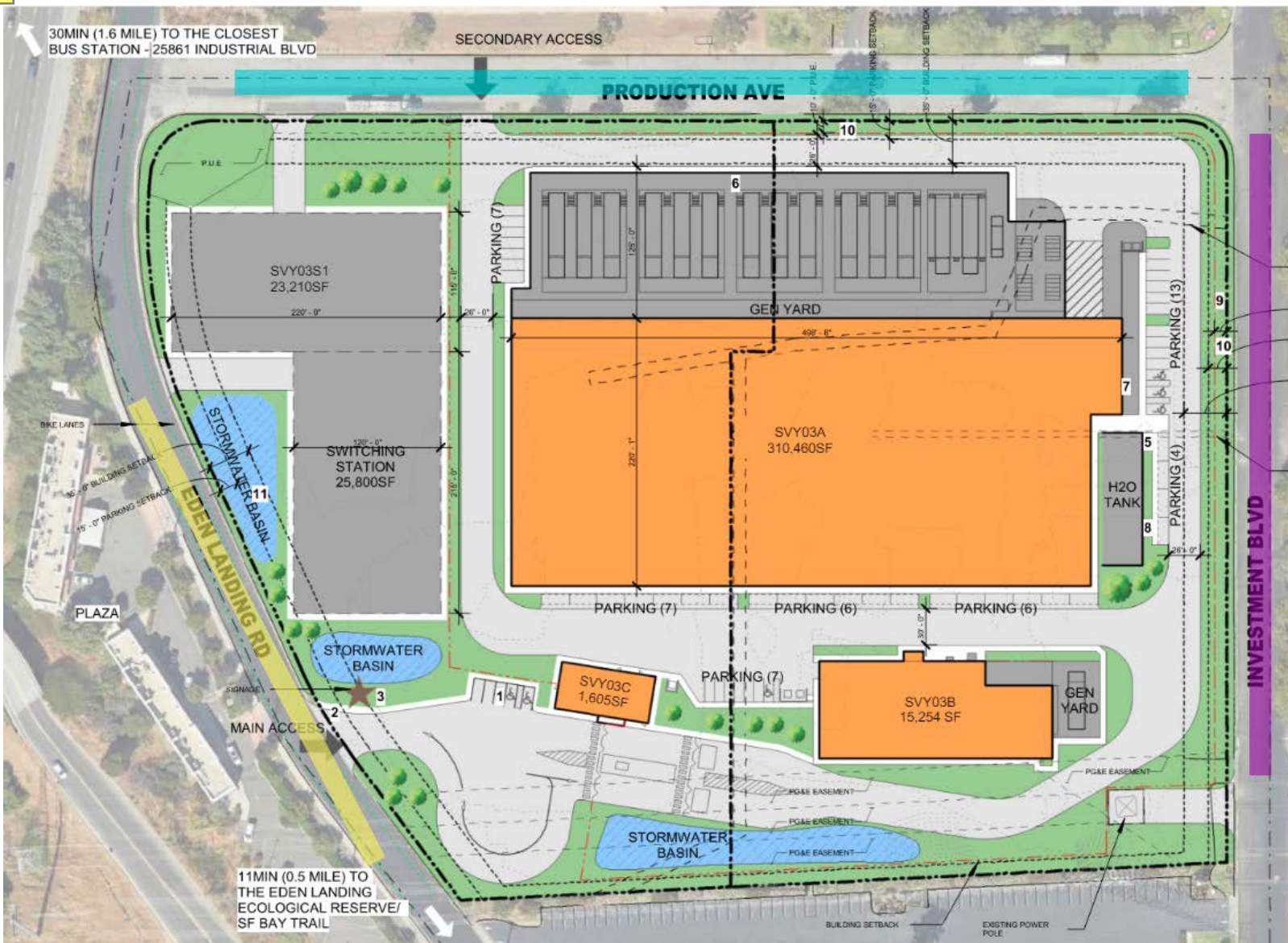
Project
Site

Industrial Blvd.



- ✓ **26062 Eden Landing Rd**
 - ✓ 11 acres
 - ✓ 3 street frontages
 - ✓ Existing light industrial/office park
- ✓ **General Plan**
 - ✓ Industrial Corridor (IC)
- ✓ **Zoning**
 - ✓ Industrial Park (IP)

Project Site



- ✓ Two **data center buildings**
 - ✓ Building A: 310,000 s.f., 100' tall, 108' to penthouse
 - ✓ Building B: 15,000 s.f.
- ✓ Two **generator yards** with 28 emergency generators
- ✓ Onsite project **substation** and **switching station**

Site Plan



Artistic Screening Options



- ✓ **Maximum height** in IP zoning district: **75'**
 - ✓ *Proposed:*
100' (108' to penthouse)
- ✓ Approving body may allow building height to exceed maximum if the project will result in **public benefits/amenities** that couldn't be achieved otherwise

Building Height



\$300,000	• Gateway Marker Project (w/ Community)
\$300,000	• La Vista Park Contribution Match
\$200,000	• Small Business Grant Program
\$100,000	• Hayward Area Shoreline Planning Agency
\$100,000	• HUSD STEAM Showcase 
\$100,000	• City Sustainability Goal & Awareness

Public Benefits Proposal



✓ **Public Benefits Proposal**

- ✓ *Is the current proposal sufficient to warrant the requested height increase?*
- ✓ *If not, what changes or additional components does the CEDC recommend?*

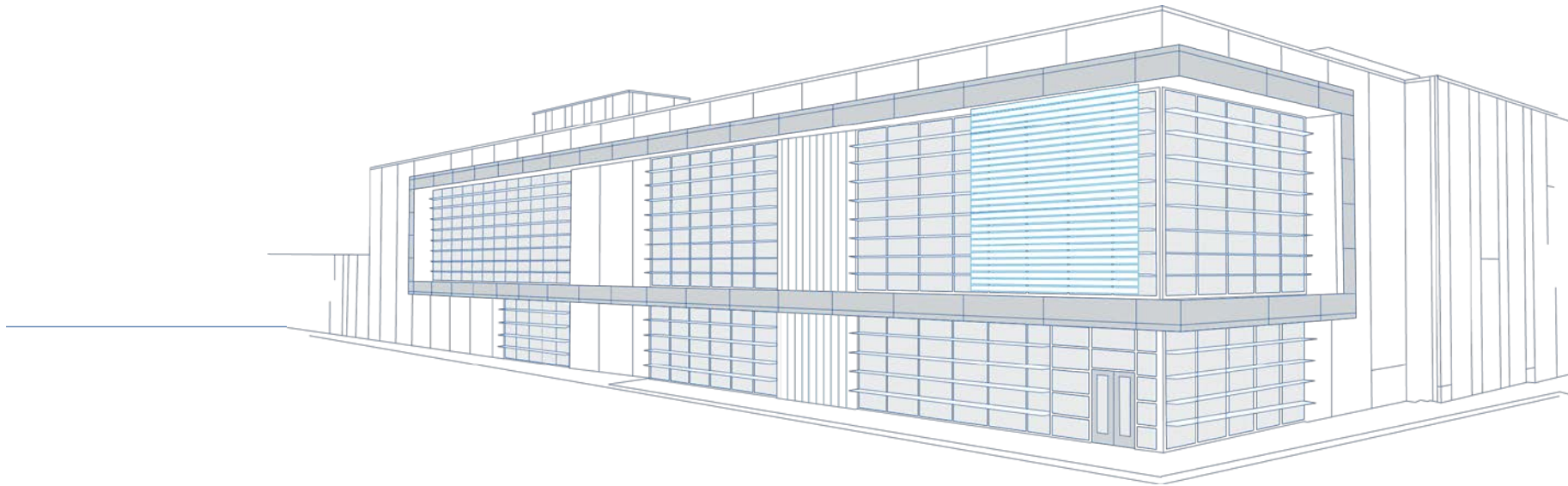
✓ **Other Comments?**

Discussion

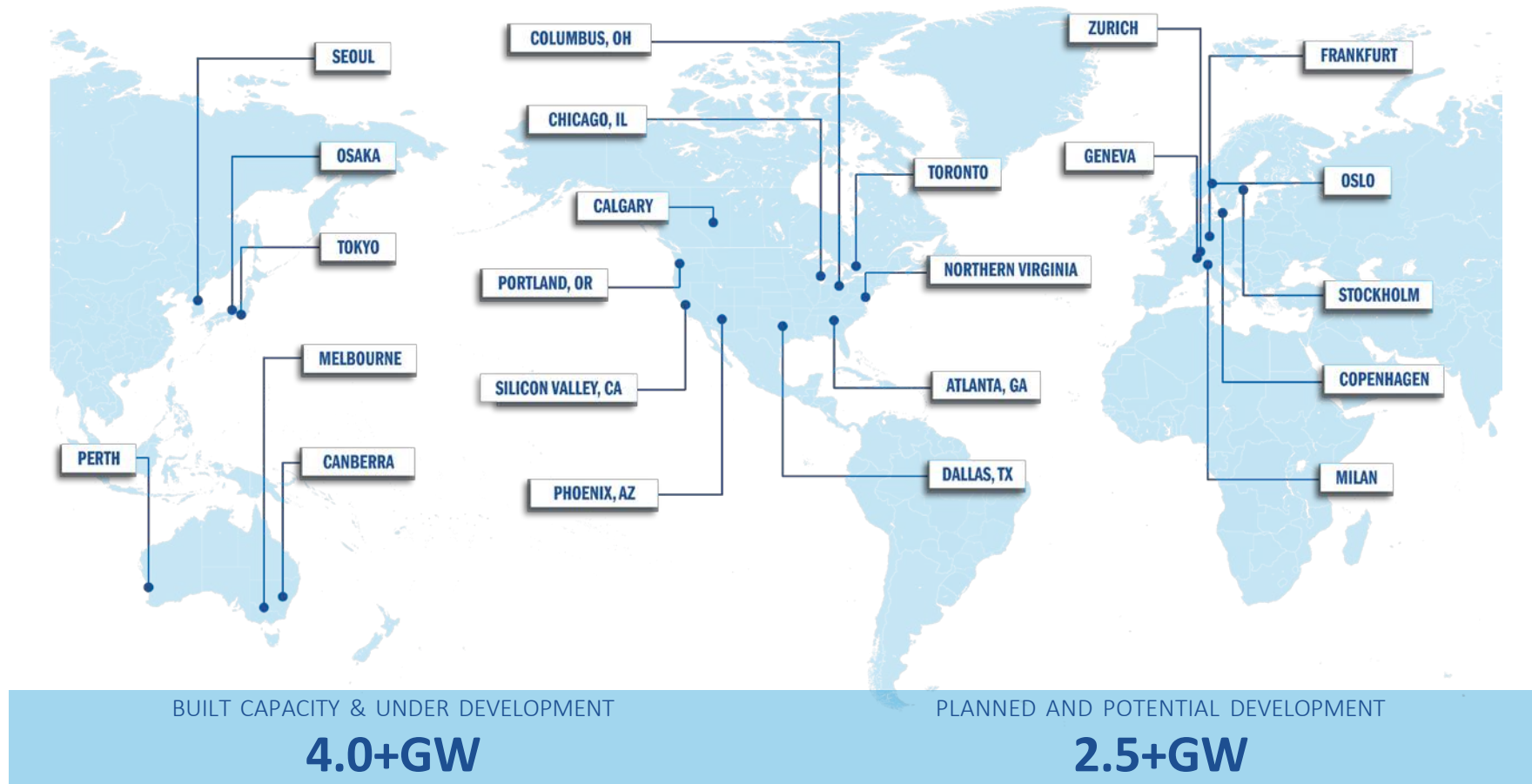
STACK - Eden Landing in Hayward, CA

COUNCIL ECONOMIC DEVELOPMENT COMMITTEE – JUNE 2024

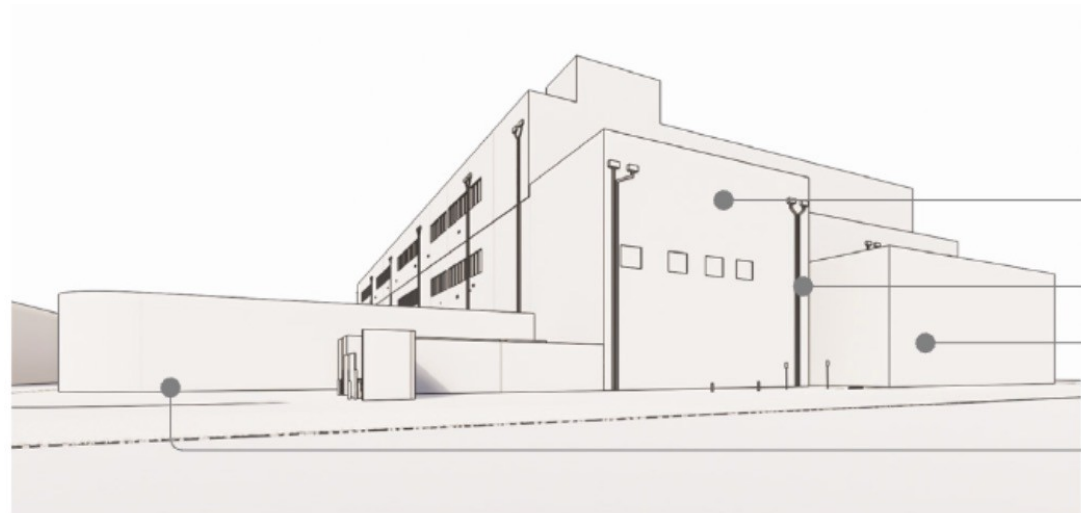
26062 EDEN LANDING ROAD



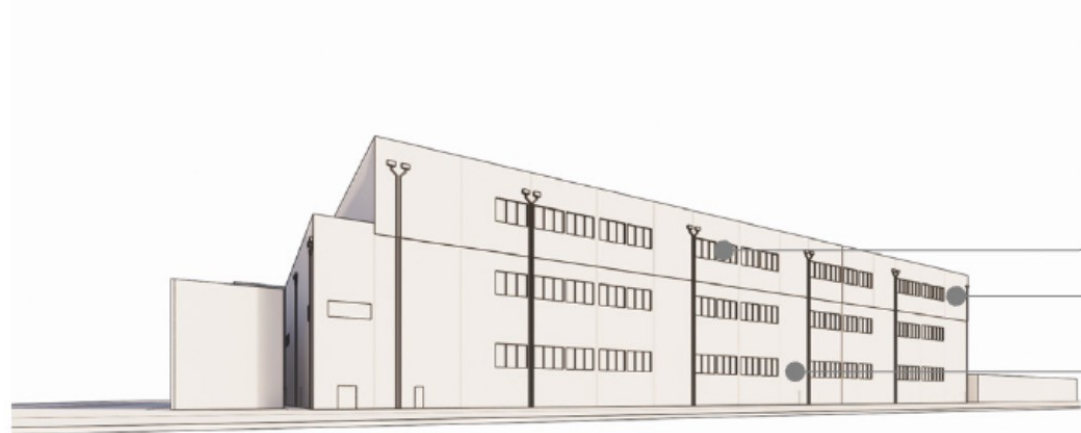
STACK INFRASTRUCTURE GLOBAL FOOTPRINT



CONCEPTUAL DESIGN



VIEW 1-BUILDING FRONT



VIEW 2 - PRODUCTION AVE

PROPOSED DESIGN



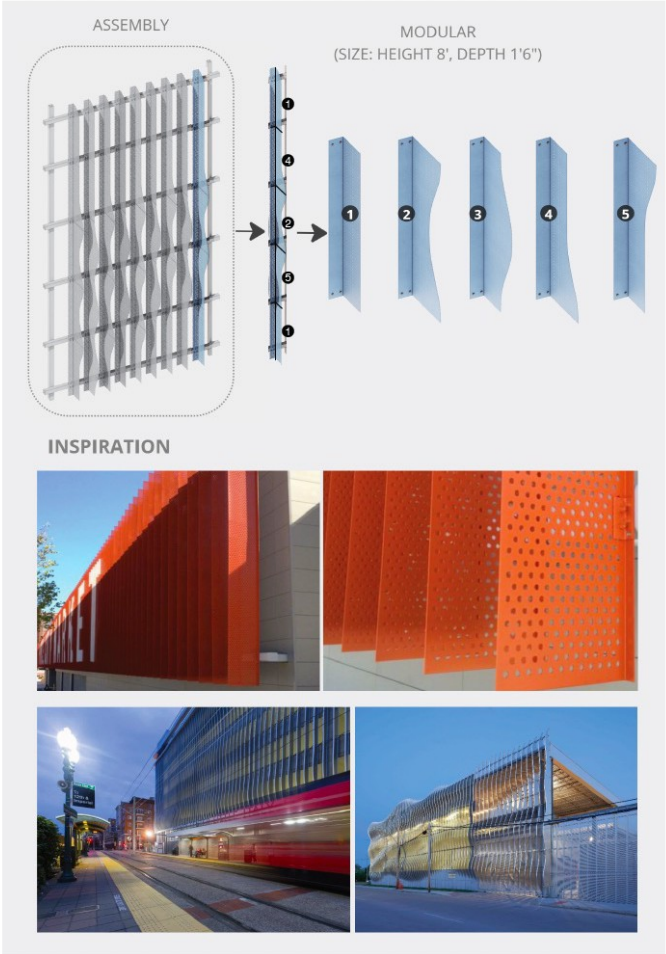
View from Investment Blvd

PROPOSED DESIGN

RENDERING



PERFORATED METAL PANEL



GOOGLE EARTH VIEW



KEY MAP



View from Highway 92

PROPOSED PUBLIC BENEFITS

\$300,000

- Gateway Marker Project (w/ Community)

\$300,000

- City Park Contribution Match

\$200,000

- Small Business Grant Program

\$100,000

- Hayward Area Shoreline Planning Agency

\$100,000

- HUSD STEAM Showcase



\$100,000

- City Sustainability Goals & Awareness

\$1,100,000

- Total Public Benefit Package

Thank you!



✓ **Public Benefits Proposal**

- ✓ *Is the current proposal sufficient to warrant the requested height increase?*
- ✓ *If not, what changes or additional components does the CEDC recommend?*

✓ **Other Comments?**

Discussion

Future Meeting Topics as of June 3, 2024



**Council Economic Development Committee
Future Meeting Topics as of June 3, 2024**

RESPONSIBLE STAFF	FUTURE MEETING AGENDA ITEMS	PRESENTATION DATE*
Economic Development	Hayward Upward Economic Recovery Program Updates	Standing Item
Economic Development	Downtown Action Plan Working Group Update	To be scheduled
Community and Media Relations	Update on Implementation of Hayward Branding and Marketing Activities	To be Scheduled

*Subject to change and data availability

Committee Member/ Staff Announcements and Referrals

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2024 Economic Development Organization (EDO) Awards

Together for Hayward - Point of Sale Grant Program

Committee Member/ Staff Announcements and Referrals



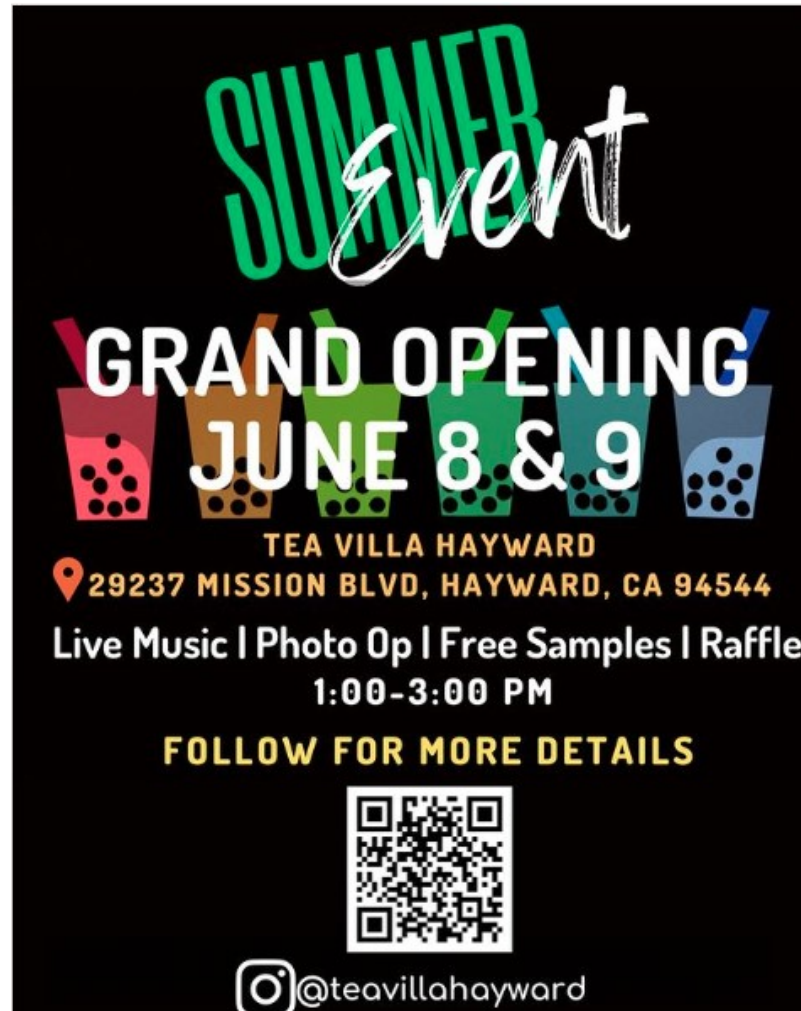
El Taquito
22354 Mission Blvd

Committee Member/ Staff Announcements and Referrals



El Pollo Loco
24119 Mission Blvd

Committee Member/ Staff Announcements and Referrals



Tea Villa
29237 Mission Blvd

Committee Member/ Staff Announcements and Referrals

A promotional poster for a 'Learn to Earn Job Fair'. The poster has a dark background with green and white accents. At the top, it features logos for Hayward (a large green 'H'), Cal State East Bay, Chabot College, and Hayward Promise Neighborhoods. The main title 'LEARN TO EARN JOB FAIR' is in large, bold, green and white letters. Below the title, a paragraph describes the event as a collaborative effort between the City of Hayward, Cal State University East Bay, Chabot College, Hayward Promise Neighborhoods, and local employers, offering employment-ready students a chance to showcase their skills. The event details include the time (3:00 - 6:00 PM) and date (SEP 19, 2024), the location (Hayward City Hall, 777 B Street, Hayward, CA), and a phone number for more information (510 583 5540). A 'REGISTER NOW' button and a QR code are also present. Three circular inset images show people at the event: a group of three young adults walking, a large building (Hayward City Hall), and two men shaking hands over a document.

HAYWARD **CAL STATE EAST BAY** **CHABOT COLLEGE** **HAYWARD PROMISE NEIGHBORHOODS**

LEARN TO EARN JOB FAIR

Join us at the Learn to Earn Job Fair, a collaborative effort between the City of Hayward, Cal State University East Bay, Chabot College, Hayward Promise Neighborhoods and local employers! This event offers employment-ready students a chance to showcase their skills in Hayward's vibrant job market. Don't miss out on connecting with potential opportunities that could shape your future career!

 3:00 - 6:00 PM
SEP 19, 2024

 Location
HAYWARD CITY HALL
777 B STREET, HAYWARD, CA

 For more information
510 583 5540

REGISTER NOW

<https://bit.ly/44mhigG>



Adjournment