



CITY OF HAYWARD

ECONOMIC DEVELOPMENT COMMITTEE MEETING

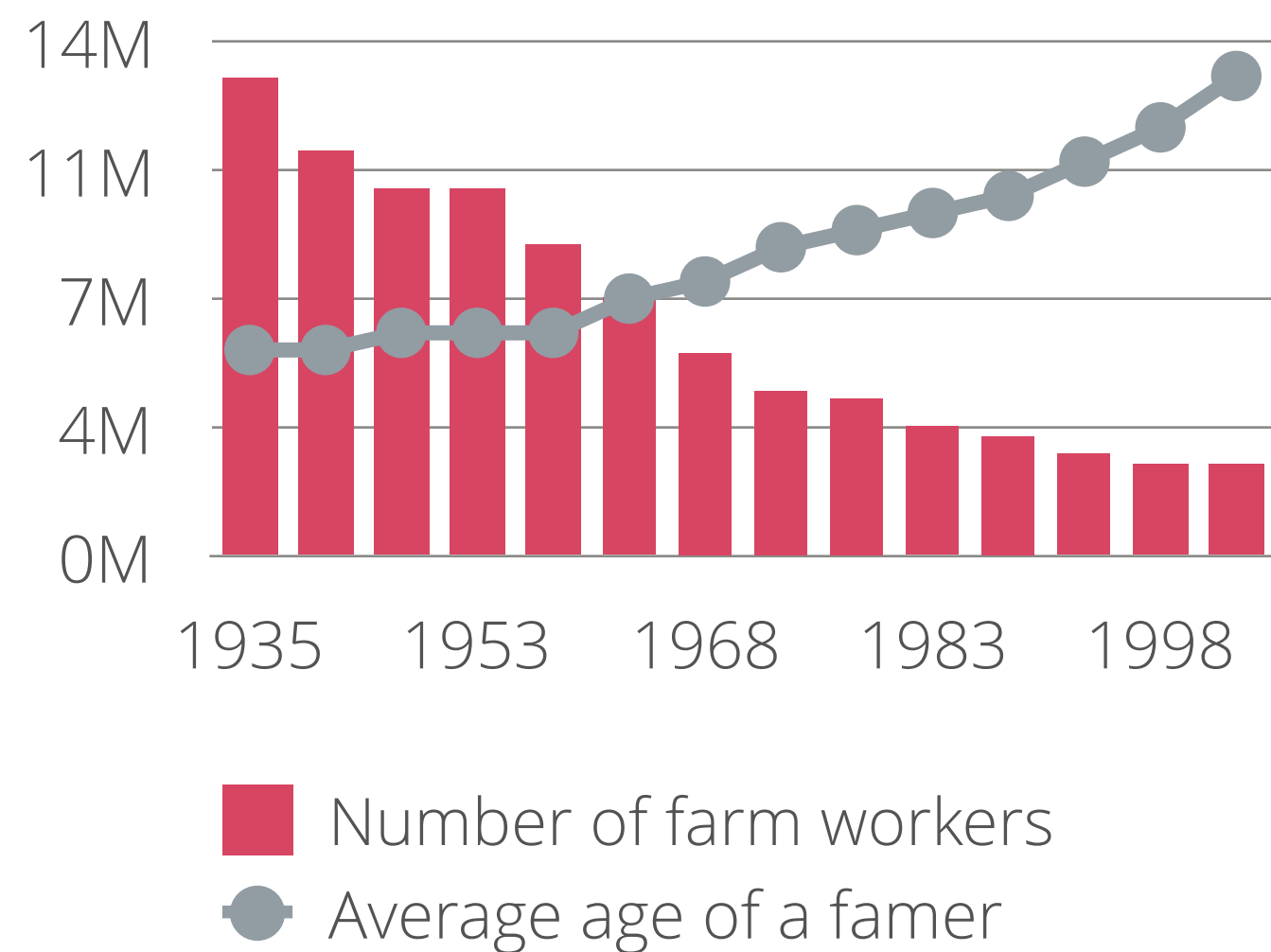
February 4th 2019. Iron Ox proposal: 24985 Hesperian Blvd, Hayward





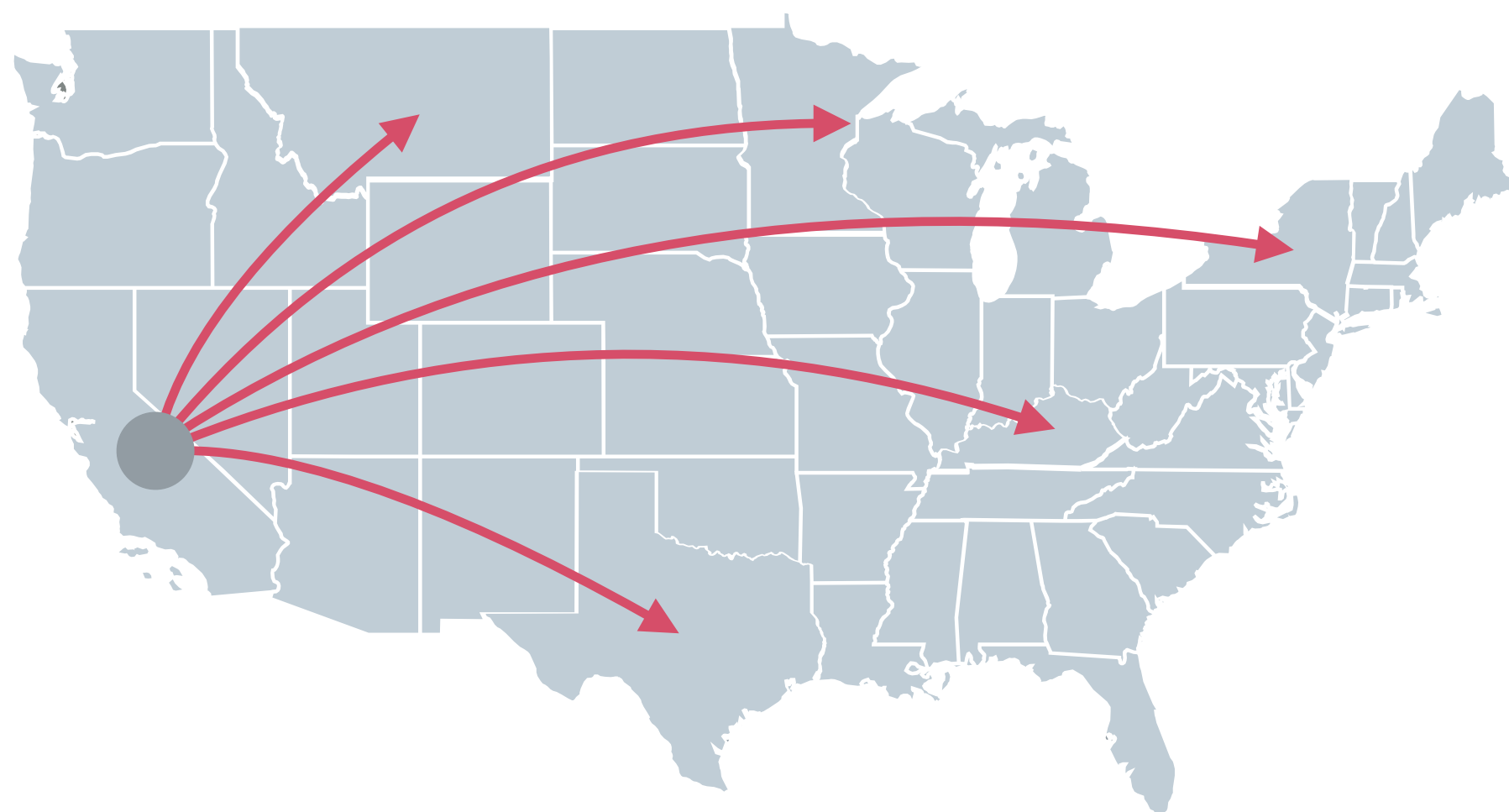
CHALLENGES IN FOOD SECURITY NOW, AND AHEAD

Agriculture is facing an unprecedented global labor shortage, yields have begun to plateau, climate is becoming increasingly volatile, and we still have to double food production over the next 30 years.



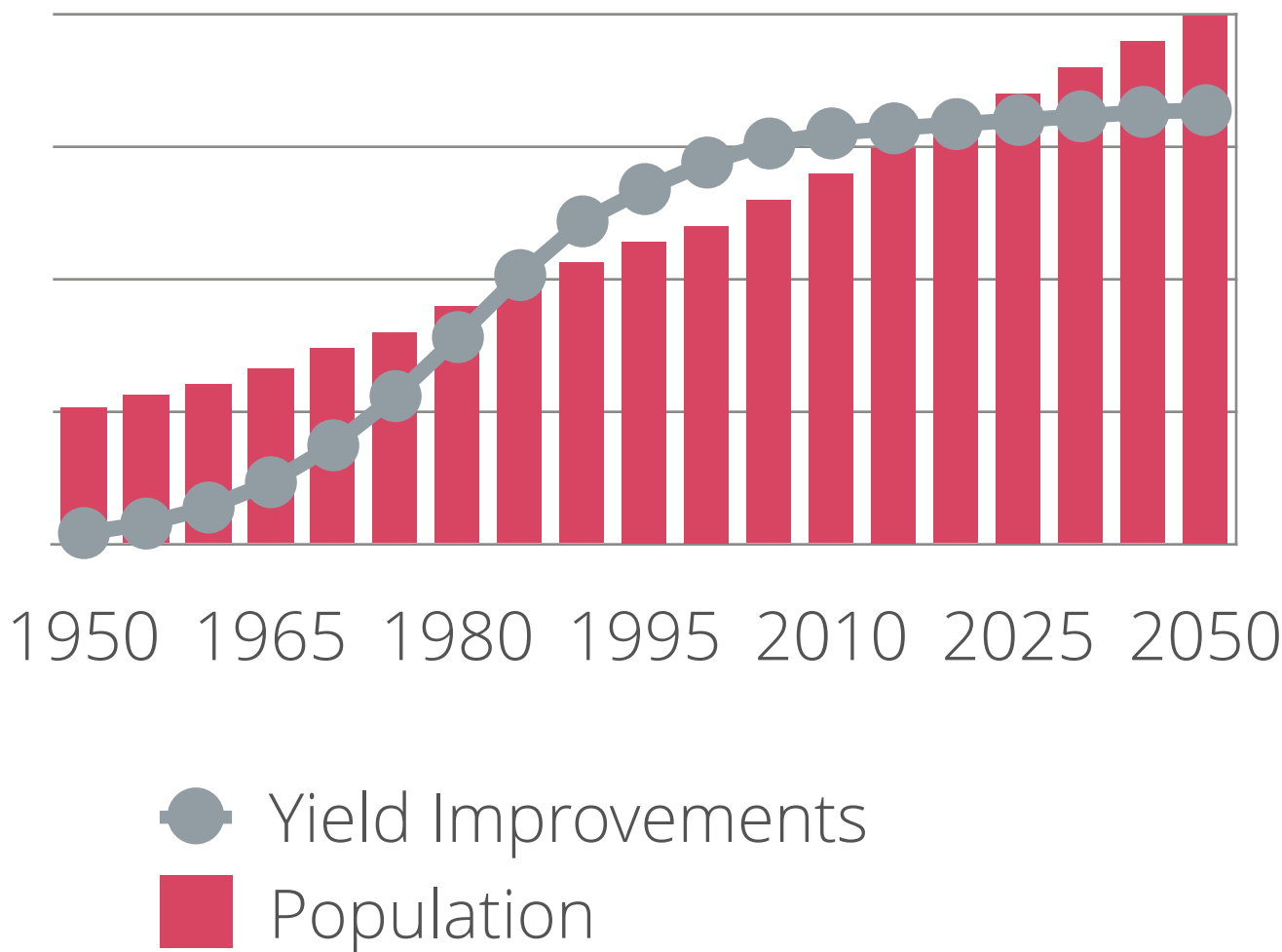
AVERAGE FARMER AGE: 58

The average age of a farmer is increasing rapidly as newer generations are moving away from agriculture.



AVERAGE MILEAGE ON PRODUCE: 2,000

Produce is traveling an average of 2,000 miles, requiring farmers to select crops for transportation instead of taste.



YIELDS ARE PLATEAUING

The world's food production needs to double in the next 30 years.



OUR MISSION: BETTER PRODUCE FOR EVERYONE

We're on a mission to grow local, fresh produce that's accessible to everyone. Our team is dedicated to addressing some of the most significant issues in food security, now and in the future. We're focused on sustainable, scalable food production for a changing climate and an ever growing population.



**Serving our community with
local, fresh access to produce**



Stable, year round growing

30X
PRODUCTIVITY

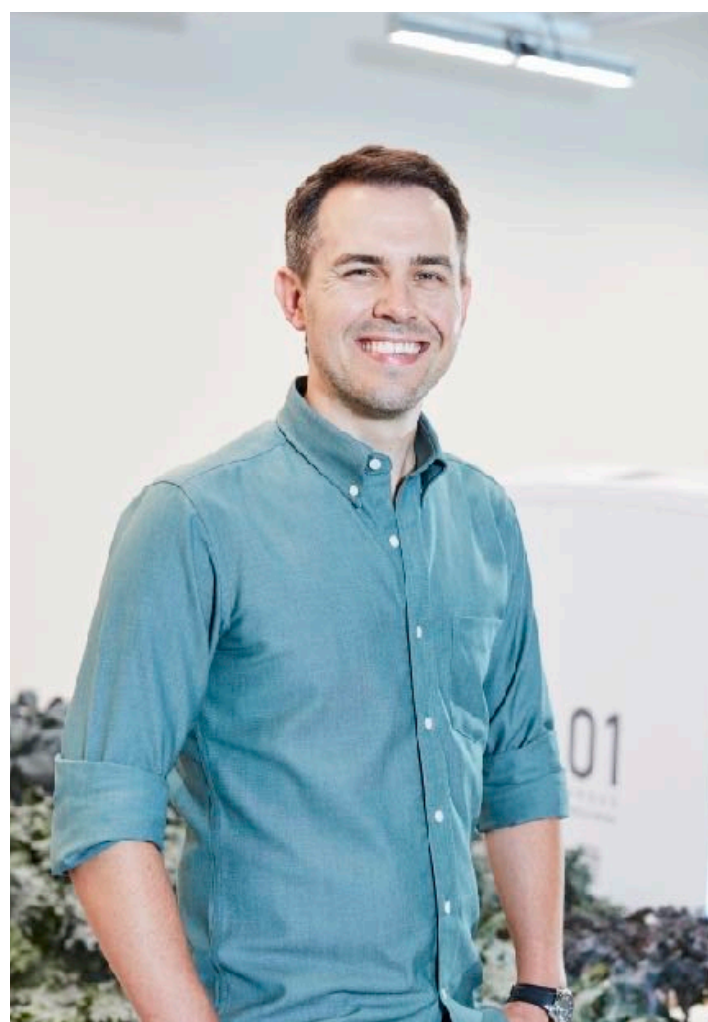
30x yield per acre





CROSS DISCIPLINARY LEADERSHIP TEAM

We're a cross disciplinary team of 15 roboticists, plant scientists, product engineers, and operation leads from MIT, Cornell, Google[x], Willow Garage.



BRANDON ALEXANDER

CEO

Grew up working on family farm in Texas



JON BINNEY

CTO

PhD in Robotics from USC



NICOLE BERGELIN

Head of Growing

Professional grower with plant science foundation



ADRIAN CANOSO

Head of Product

Design focused product lead.



VIMAL PARSOTAM

Head of Operations

Production and real estate wizard





HYDROPONICS: FRESH, CLEAN, SUSTAINABLE PRODUCE

Our plants are grown hydroponic pods that are tuned for growing efficiency.

We grow lettuce, leafy greens, and culinary herbs.





INTRODUCING ANGUS: OUR 1,000 LB MOBILE ROBOT

Angus moves our pods from the farm to our processing area.





INTRODUCING THE TRANSPLANTER

Our transplanter does the repetitive, tedious work of inspection and harvesting.





SERVING OUR LOCAL COMMUNITY

Our process eases the growing pressure of food waste and labor scarcity by providing a stable supply of fresh, nutritious food for our communities.

WE'RE JUST GETTING STARTED:

- SERVING LOCAL MARKETS & RESTAURANTS
- DONATION TO LOCAL FOOD BANKS





MOHR-FRY RANCHES

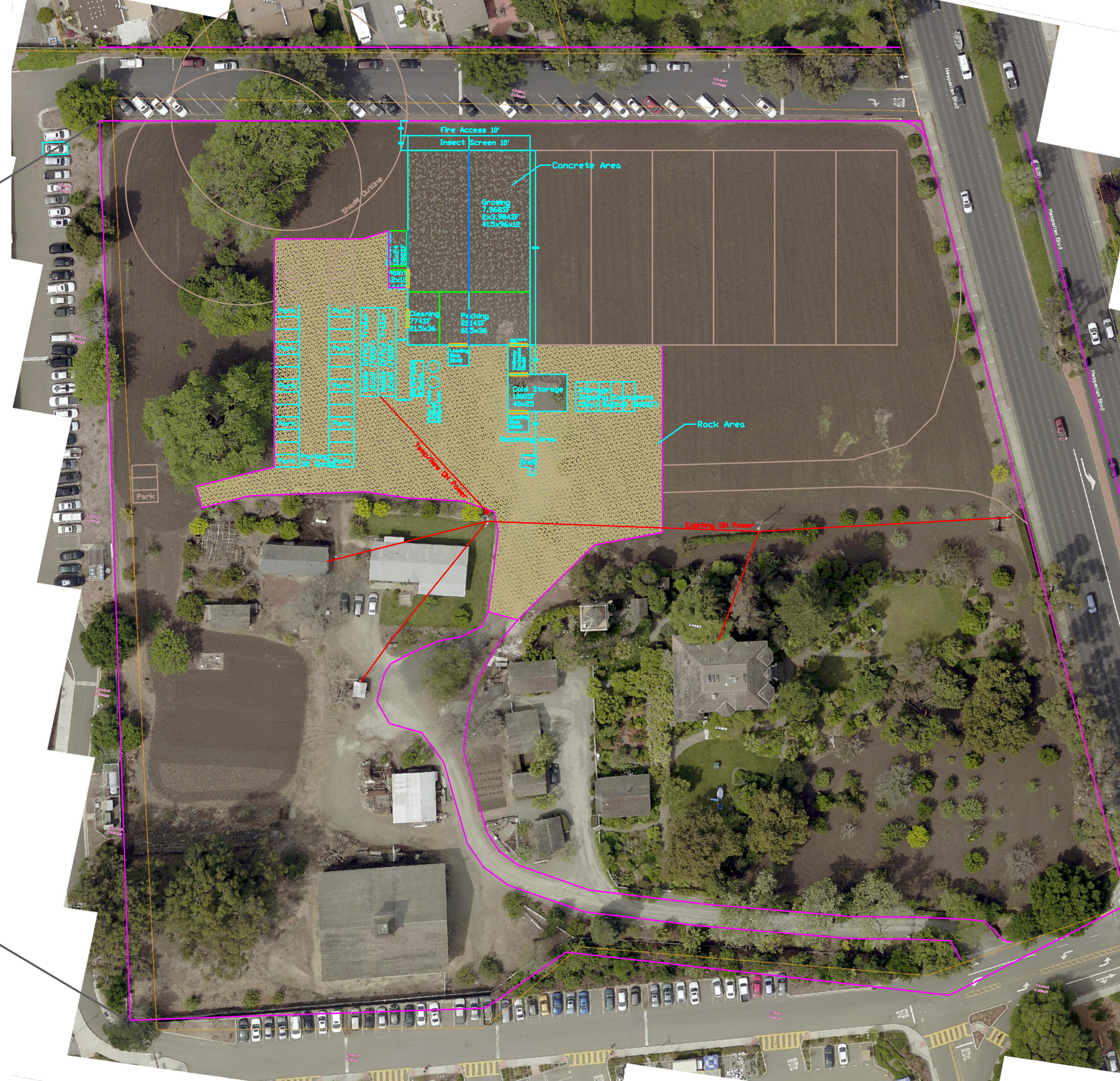
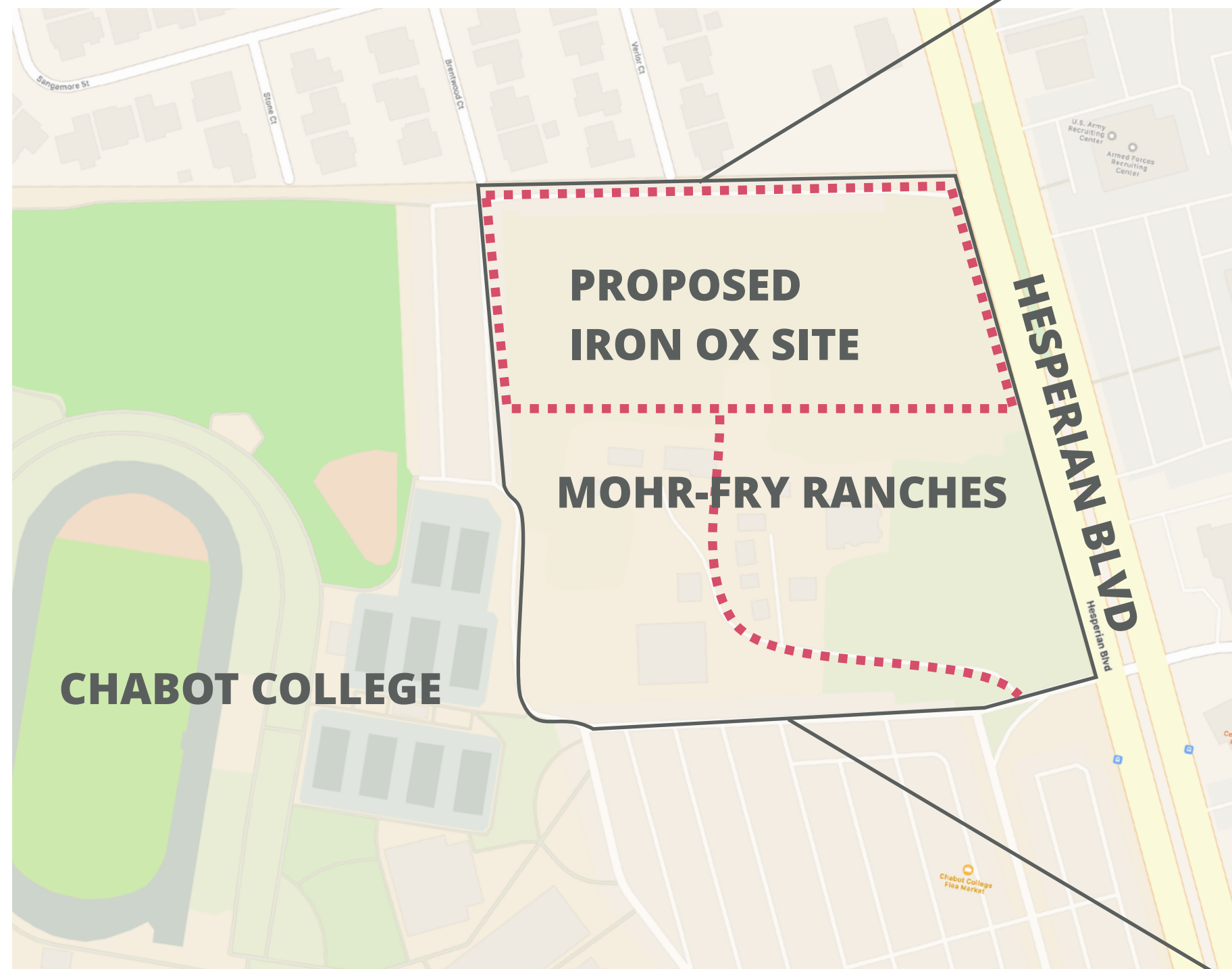
Family farming since 1855. Iron Ox has the opportunity to carry on their tradition.





MOHR-FRY RANCHES

Site plan proposal







THANK YOU



Economic Development January Activities Update

February 4, 2019



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HAYWARD

Small Business Assistance Grants

A total of \$75,000 in CDBG funds was available to small businesses with five or fewer employees that were either minority or women-owned.

\$5,000

Each business was eligible to apply for a \$5,000 grant that could be used for items to expand their business

15

15 businesses were approved to receive funds
6 – Tennyson Corridor
9 – Downtown Area

3

To date, three have turned in their receipts and payment is being processed. All receipts must be turned in by March.

El Pastorcito Taqueria

Purchased a new freezer for their restaurant located at 507 W. Tennyson Road



Las Bonitas Fashions

Purchased new display racks and monitors to better showcase their dresses and suits



Books on B

Purchased new inventory to provide a diverse selection of books and goods for customers



Business Visitation Program

SkyRyse

Autonomous Helicopters

Operating at the Hayward Airport, SkyRyse's goal is to provide on-demand transportation, much like Uber and Lyft, but in the air.

They are on their way to becoming the largest helicopter operator in the US behind the military.

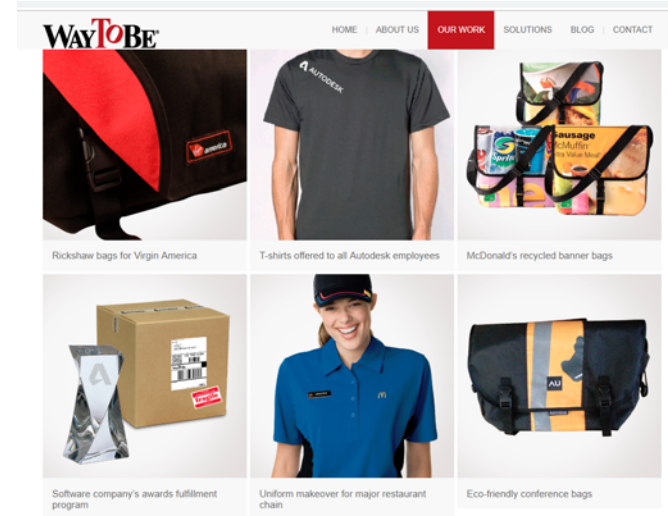
SkyRyse plans to make Hayward their hub for air service for the entire Bay Area.



Way To Be

Promotional Items and Uniforms

Located on San Clement Street, Way To Be is a promotional item and uniform supplier. Their primary contract is with McDonald's Corporate supplying all uniforms for the western United States and promotional items for the entire country. Way To Be has also provided goods for two Super Bowls as well as many technology companies.



Business Visitation Program

Microvi

Clean Water Technology

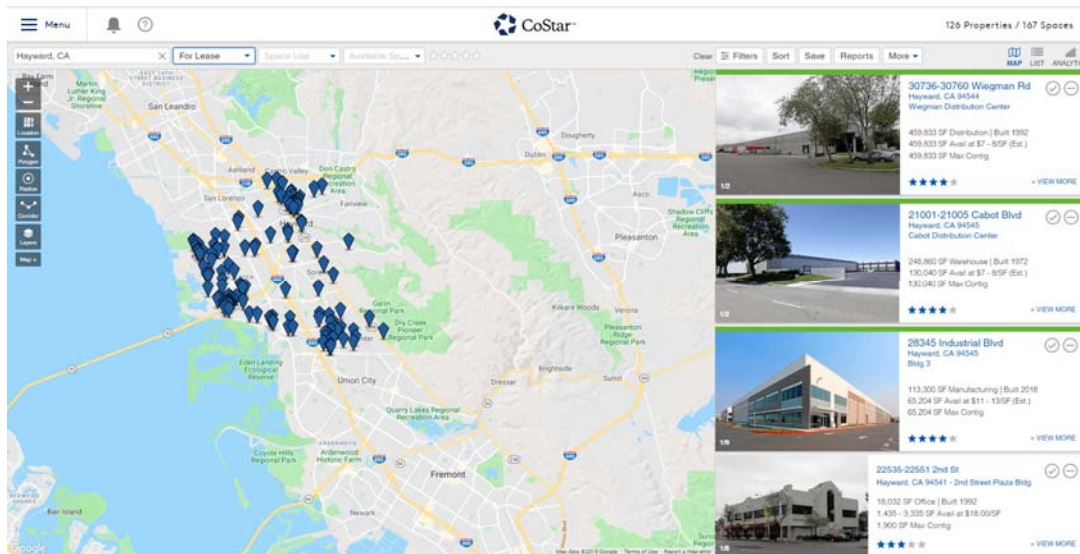
Uses technology to provide clean, safe drinking water to disadvantaged communities.

Cost-effectively remove various pollutants such as ammonia, phosphorus and nitrate with proven applications across the municipal and industrial wastewater sectors.

Microvi is one of the leading green technology companies in the world.



Business Location Services



Using the CoStar real estate system, staff performed 11 searches of available property for prospective businesses and those wishing to expand including retail, industrial, office and service uses.

During the month of January, staff performed property searches for 10 companies looking to either locate in Hayward as a new business or expand their operations as an existing business.

Building Type	Vacancy Rate	Rent per sq. ft.
Industrial Space	3.1%	\$11.14
Office	1.5%	\$28.93
Retail	1.5%	\$26.91

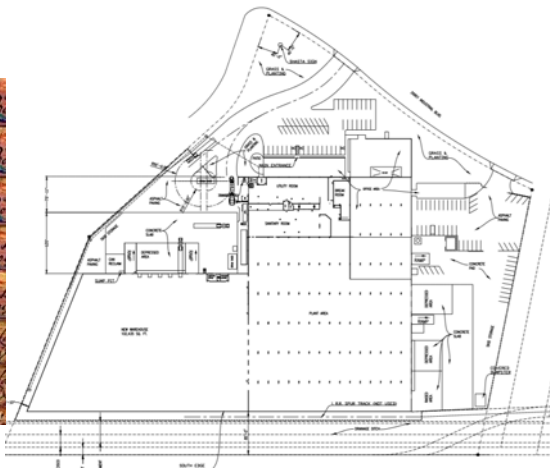
Vacancy rates are very low, and have been trending downward.

Rents have been trending upwards, and are at an all-time high for Hayward.

Concierge Meetings

Shasta Beverage Company

- Seeking a 100,000 sq. ft. expansion
- Additional warehouse and production line for Le Croix Water
- Add 25+ employees



Iron Ox

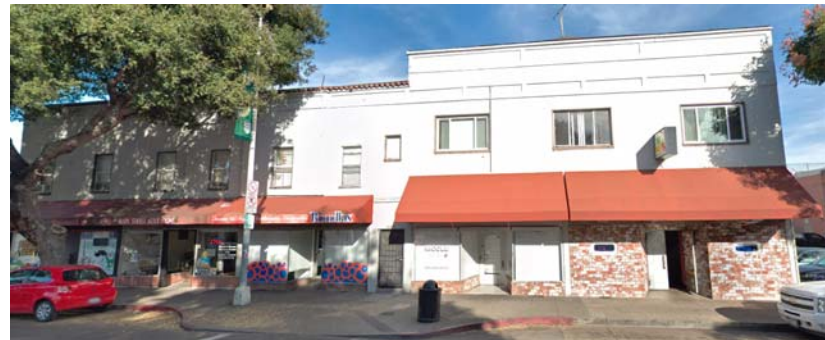
- Start-up company developing robotics for farming
- Looking to construct greenhouses for food production and robot testing

Façade Design Program

To assist those businesses participating in the Façade Rebate Program, Economic Development engaged a professional designer who works with business owners to get the greatest impact from the \$5,000 grant.

With a focus on elements that make the business more attractive to customers, possible improvements include paint, awnings and signage.

Currently working with two businesses with a list of 10 others in the coming months.



Vacant Building/Property Outreach



1010 B Street – Working with property broker to fill the tenant space. Identified the lack of trash facility as a key issue. Developing alternative solutions with staff.



Salvation Army Building – Working with property manager to provide information for new owners including Downtown Specific Plan, Opportunity Zones, and Façade Programs.



990 and 970 B Street – Working with the property owner's family to identify new tenants and providing information about incentive programs. 990 Lounge approved for corner location.

Questions

