



City of
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Mayor Quan Focuses on Four Growth Areas at SF Business Time's Annual Economic Summit

Oakland, CA---Oakland Mayor Jean Quan highlighted new developments in Oakland that will help drive the Bay Area's future at the 2012 Economic Summit hosted by the SF Business Times on February 14, 2012. Both Mayor Quan and San Francisco Mayor Ed Lee were featured speakers.

"Oakland and San Francisco are the two anchors of the Bay Area Regional economy. I'm proud to say that Oakland is on the rise," said Mayor Quan.

She noted that there were four areas that will support Oakland's continued growth:

- 1. The Rejuvenation of the Oakland-Fox Theatre and Renaissance of the Uptown with the thriving arts and restaurant scene is leading growth and expanding Oakland's tourism industry.**

"Oakland bucked economic trends and saw a continued surge in our restaurant and nightlife with more than 30 new openings last year. It's one of the reasons why *The New York Times* named Oakland the top American City to visit in 2012—we're #5—just behind London and ahead of Tokyo."

- 2. Oakland as a growing hub for innovative, forward thinking companies and is the center of sustainability, the green & local economy, social and economic justice movements and healthy living.**

"Oakland is home to more than 250 businesses that offer green products or services, or have been certified as having state-of-the-art environmental performance in their operations. Our commitment to implementing policies that support sustainability and equity is one of the reasons why Oakland is consistently ranked among the top 10 green cities in the nation."

"As a result of our concentration and support of green industries, and the quality of life in our neighborhoods, companies like Sungevity, Pandora, Revolution Foods—all Oakland companies that have chosen to expand their headquarters here in our city—and many more are working with the City to attract new capital investment, entrepreneurs and jobs to Oakland," said Mayor Quan, noting that this helps explain why *Fast Company magazine* listed Oakland among the best cities in the U.S. for "urban innovation."

The Mayor added that Oakland has a long history of innovation, starting with Henry J. Kaiser's founding of Kaiser Permanente Health Care and the Clorox Foundation, both long-time Oakland business leaders.

3. Once-in-a-lifetime opportunities for large developments—Oakland’s Coliseum City in East Oakland, development of a Port-oriented trade and logistics center at the former Oakland Army Base and the rebirth of retail on the Broadway corridor.

“The scarcity of large tracts of land in built-out urban centers like Oakland make these prospects rare. Oakland has two of them.

“We reimagined the Oakland-Alameda County Coliseum Complex through a game-changing Coliseum City project that will act as a job shed for East Oakland, a catalyst for the region and transform the Hegenberger Corridor with a new, world-class sports-entertainment facility and destination retail, hotel, office open space and residential uses.

The City/Port master development process for the former Oakland Army Base will restore Oakland’s “Working Waterfront” with 5,000 jobs while it advances the Port’s readiness to serve trade not only with China, Japan and Viet Nam, but also India, Brazil and other growing trade partners.”

“The rebirth of retail on the Broadway corridor, led by the return of auto dealerships to Auto Row, demonstrates new interest in Oakland by national retailers,” she added.

4. Oakland’s competitive advantage as a transportation hub for the Bay Area.

“Our central location and great transportation network makes Oakland a great location for corporate prime and secondary headquarters,” said Mayor Quan. She noted that Oakland is one of the few cities in the nation to offer rail, ferry, bus, BART and 100 miles of bike lanes.

She noted that the new Airport Connector, along with transit oriented developments at Fruitvale, Coliseum, Broadway MacArthur, West Oakland and Lake Merritt supports the City’s smart growth policies and efforts to keep Oakland affordable and sustainable.

She added that the City, Port and Oakland Metropolitan Chamber of Commerce will host the 4th annual MegaRegion Summit in May to bring local, regional, state, federal and international leaders together to market Oakland’s advantages in office space, tourism, and international grade as well as the other competitive advantages of the area.

“Oakland plays a unique role in the Bay Area. We are a City of innovation, progressive ideas and resilience. We have grit, perseverance and an entrepreneurial spirit. And that’s why *Newsweek* named Oakland the #2 Can-do City in the Nation this year.

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