

CONTRA COSTA COUNTY

AGENDA

Economic Development Committee

Supervisor Diane Burgis, Chair Supervisor Candace Andersen, Vice Chair

Thursday, August 7, 2025	3:00 PM	3361 Walnut Boulevard, Suite 140,
		Brentwood, CA 94513
		309 Diablo Road, Danville, CA 94526

ZOOM LINK

https://cccounty-us.zoom.us/j/88506560273 | Call in: 888 278 0254 US Toll-free Access code: 841892

The public may attend this meeting in person at either above location. The public may also attend this meeting remotely via Zoom or call-in.

Agenda Items: Items may be taken out of order based on the business of the day and preference of the Committee.

- 1. Introductions
- 2. Public comment on any item under the jurisdiction of the Committee and not on this agenda (speakers may be limited to two (2) minutes).
- 3. REVIEW and APPROVE meeting record from June 2, 2025, Economic <u>25-3170</u> Development Committee
 - <u>Attachments</u>: <u>DRAFT Economic Development Committee 06.02.25 minutes.pdf</u>
- 4. RECEIVE presentation from Contra Costa County Economic Development on BESTeam (Business Enhancement Support Team) (George Carter, Economic Development Project Manager, Contra Costa County)

<u>Attachments: 2025-08-07 Economic Development Committee BESTeam</u>
Presentation.pdf

- **5.** RECEIVE report from and/or PROVIDE direction to staff regarding County economic development work program
 - Attachments: Bludot Business Announcement.pdf
- 6. The next meeting is currently scheduled for October 6, 2025.
- 7. Adjourn

General Information

This meeting provides reasonable accommodations for persons with disabilities planning to attend a the meetings. Contact the staff person listed below at least 72 hours before the meeting. Any disclosable public records related to an open session item on a regular meeting agenda and distributed by the County to a majority of members of the Committee less than 96 hours prior to that meeting are available for public inspection at 1025 Escobar St., 4th Floor, Martinez, during normal business hours. Staff reports related to items on the agenda are also accessible on line at www.co.contra-costa.ca.us.

HOW TO PROVIDE PUBLIC COMMENT:

Persons who wish to address the Committee during public comment on matters within the jurisdiction of the Committee that are not on the agenda, or who wish to comment with respect to an item on the agenda, may comment in person, via Zoom, or via call-in. Those participating in person should offer comments when invited by the Committee Chair. Those participating via Zoom should indicate they wish to speak by using the "raise your hand" feature in the Zoom app. Those calling in should indicate they wish to speak by pushing *9 on their phones.

Public comments generally will be limited to two (2) minutes per speaker. In the interest of facilitating the business of the Board Committee, the total amount of time that a member of the public may use in addressing the Board Committee on all agenda items is 10 minutes. Your patience is appreciated.

Public comments may also be submitted to Committee staff before the meeting by email or by voicemail. Comments submitted by email or voicemail will be included in the record of the meeting but will not be read or played aloud during the meeting.

For Additional Information Contact:

Alyson Greenlee, Committee Staff via email at alyson.greenlee@dcd.cccounty.us or by phone 925-655-2783



CONTRA COSTA COUNTY

1025 ESCOBAR STREET MARTINEZ, CA 94553

Staff Report

File #: 25-3170 **Agenda Date:** 8/7/2025 **Agenda #:** 3.

Advisory Board: Economic Development Committee

Subject: REVIEW and APPROVE meeting record from June 2, 2025, Economic Development Committee

Presenter: Alyson Greenlee, Economic Development Manager

Contact: 925-655-2783

Information:

This is a recurring item of this committee.

Referral History and Update:

See attachment.

Recommendation(s)/Next Step(s):

REVIEW and APPROVE meeting record from June 2, 2025, Economic Development Committee

CONTRA COSTA COUNTY ECONOMIC DEVELOPMENT COMMITTEE— Meeting Record June 2, 2025 10:30 A.M. In Person/Via Zoom

Supervisor Candace Andersen, District II Supervisor Diane Burgis, District III

1. Welcome and Introductions

Supervisor Andersen called the meeting to order at 10:30 AM. Supervisors Andersen and Burgis introduced themselves.

2. Public comment on any item not listed under the jurisdiction of the Committee and not on this agenda (speakers may be limited to two (2) minutes.

No public comments.

3. REVIEW and APPROVE meeting record from February 20, 2025, Contra Costa County Economic Development Committee

Sup. Burgis approved of the meeting minutes, as did Sup. Andersen. Will pass on to the BOS.

4. RECEIVE presentation from City of Brentwood (Ricardo Noguera, Economic Development Program Manager)

The City of Brentwood gave a presentation on current economic development initiatives and their local workforce profile. They spoke about the geographic advantages and high education of the residents of the city in relation to desirable industries. The Sand Creek extension and The Yard in Downtown Brentwood are recent examples of completed projects in the city. The economic development team is pursuing the Innovation Center and new industrial parks.

Current challenges the city faces are Tech & life sciences is struggling in the Bay Area, elevated land prices compared to nearby counties, PG&E and the lack of availability to supply power poles, and the relationship between affordable housing and economic development.

5. RECEIVE updates from staff and/or PROVIDE directions to staff regarding Economic Development Work Program

- County staff continues to participate in Bay Areas Jobs 1st Collaborative. A next generation battery manufacturing hub is being prioritized by the collaborative. The county will support the project as it pursues a pilot project
- Economic Development staff were notified by the U.S. EPA of our successful application to the U.S. Environmental Protection Agency's Brownfields and Land Revitalization Program. We can expect an award of \$1.2 million to cover site investigation and planning.
- Economic development staff and partner cities are coordinating with Team California in preparation for the November Meet the Consultants (MTC) event. Planning meetings begin in June. The next steps will be to work on marketing and pursuing partnership opportunities.
- East Bay EDA will sponsor the MTC Bus Tour which will visit county and partner city's sites.
- Economic development staff released a business survey in May to initiate steps to understand the desires and needs of unincorporated businesses.
 Staff will begin to provide outreach to businesses that have requested to speak with county staff.
- Since the last County Economic Development meeting in February, staff have assisted over 80 unique businesses.
- County Economic Development staff have submitted two responses to Requests for Information that we received from the Governor's Office of Business & Economic Development or Go-Biz, and both were in the field of manufacturing—sustainable construction materials and recycling.
- Two countywide economic development meetings have been conducted and will continue to occur quarterly.
- Economic development staff from the county participated with the District III supervisor's staff to visit Birdstop, an autonomous drone company with the County Airports Director and East Bay EDA to Buchanan Airfield.
- Economic development staff from the county continue to participate in regular meetings for the implementation of the two-year, Northern

- Waterfront Technical Assistance Priority Production Areas planning project for the MTC-ABAG. This is with the cities of Antioch, Concord, Oakley and Pittsburg.
- County staff continue to support the Green Empowerment Zone. The UC Labor Center has a contract through June 2026 with State approval, and they have recently adopted and delivered a set of priority technology sectors for the Green Empowerment Zone of contra Costa County.

6. Committee Member Comments

The committee stated that it would be beneficial if during the installation of underground infrastructure if PG&E could install required electrical conduit to supply future sites power on a shorter timetable. Specific plans and zones that are more business friendly would be favorable to attract businesses.

7. Adjourn to the next meeting (August 4, 2025)
Sup. Andersen adjourned the meeting.



CONTRA COSTA COUNTY

1025 ESCOBAR STREET MARTINEZ, CA 94553

Staff Report

File #: 25-3171 Agenda Date: 8/7/2025 Agenda #: 4.

Advisory Board: Economic Development Committee

Subject: RECEIVE presentation from Contra Costa County Economic Development on BESTeam (Business

Enhancement Support Team)

Presenters: George Carter, Economic Development Project Manager, Contra Costa County, and Bret Sweet,

Economic Development Manager, City of Antioch, and Gaby Seltzer, Economic Development Recovery

Fellow, City of Antioch Contact: 925-655-2782

Information:

Contra Costa County Economic Development's presentation on BESTeam (Business Enhancement Support Team) is attached.

Referral History and Update:

At its February 2, 2025, meeting, the Economic Development Committee received a presentation from the City of Antioch on its Antioch Business Collaborative, when the committee requested an update on efforts to explore such a model countywide. The Contra Costa County Business Enhancement Support Team (BESTeam) offers another such model for connecting small businesses with resources.

The Workforce Development Board of Contra Costa County formed the Business Enhancement Support Team (BESTeam), to develop and implement strategies that support economic vitality and business growth. The BESTeam consists of a group of handpicked service providers that are prepared to deliver quality services to meet the needs of the small business community. Through coordinated efforts, the team delivers regional solutions to local challenges. The model was a data-driven, demand-driven approach to serving small business needs that addressed the needs of business with resources delivered on-site. The BESTeam won the California Association for Local Economic Development (CALED) Award.

Since the February 2nd meeting of the Economic Development Committee, County staff have met with the City of Antioch Economic Development Manager and Economic Recovery Fellow twice to discuss potential Contra Costa County program models. Staff will continue to meet to explore options for a Contra Costa Business Collaborative and are also pursuing free technical assistance through the Economic Recovery Corps network, which will be providing advising on best practices.

Recommendation(s)/Next Step(s):

RECEIVE presentation from Contra Costa County Economic Development on BESTeam (Business Enhancement Support Team) (George Carter, Economic Development Project Manager)

Business Enhancement Support Team (BESTeam)

California Association of Local Economic Development (CALED) Award of Excellence Winner for the Workforce Development Board of Contra Costa County

George E. Carter III

Department of Conservation & Development

Strategy

- Data collection focus group
- Demand-driven approach to serving small business
- Addresses the needs of business
- Resources delivered on site.

BESTeam Members

- Workforce Development Board
- Economic Development
- Green Business Program(s)
- U.S. Small Business Administration (SBA)
- Small Business Development Center (SBDC)
- Employment Development Department (EDD)
- Chambers of Commerce
- California Employers Association
- Community Development Financial Institutions (CDFIs)
- Training and Education Providers
- East Bay Works America's Job Centers/Career Centers
- Contra Costa County Purchasing Services
- Contra Costa Library

Resources & Solutions

- Business Management Information
- Tax Credit Information
- Business Development
- Mentoring
- Human Resources & Recruiting
- Training (Customized, On-the-Job, Industry or Topic Specific)
- Marketing
- Access to Capital
- Apprenticeship Opportunities
- Contracting Opportunities

Return on Investment

- Increased exposure/visibility
- Over 400 businesses connected with BESTeam resources and service providers:
 - ► Funding ~ Consulting ~ Green Certification Tax Credits ~ Recruitment Assistance Apprenticeship Training, etc.
- Partnered with economic development as a resource
- Solution to becoming the "go-to" source for business and workforce information.

Program Outcomes

- Conducted 4 BESTeam resource events (Concord, San Ramon, Antioch, El Cerrito) where over 400 businesses attended
- Connected with 25 city leaders to develop business outreach strategies and provide resource information
- Partnered with cities and chambers to coordinate various business information events and resource activities
- Supported initiatives of local elected officials by brokering business services.

Benefits

- Allowed the Workforce Development Board to engage businesses, broker business services, and provide information and resources to the business community
- An opportunity to support local economic development initiatives (i.e., business retention and expansion)
- Gave increased visibility within the economic development community.

Outreach

TAKING YOUR BUSINESS TO THE NEXT LEVEL

Thursday, April 26, 2007, 9:00a.m. - 12:00p.m. Lone Tree Event Center 4800 Golf Course Rd. Antioch, CA

In partnership with Contra Costa County and the Cities of Antioch and Pittsburg, the BESTeam (Business Enhancement Support Team) of the Contra Costa County Workforce Development Board is sponsoring, "Taking Your Business to the Next Level!" The purpose of this workshop is to connect local Home-Based and Small Business owners to the underutilized business resources available to them at no cost.

This is a <u>free</u> event where business support organizations, including the U.S. Small Business Administration, U.S. Department of Labor, Contra Costa Small Business Development Center, EASTBAY Works One-Stop Career Center, California Employers Association, and others are available to provide resources to assist in the success of the local small business community.

Those in attendance will gain insight into the following:

- Information on how to receive Employer Tax Credits
- Information on available funding possibilities (i.e. SBA and Micro Loan programs)
- Assistance with business analysis and management, business planning, market research, marketing, finance, selling to the government, and technology
- Human Resources information and assistance
- Job placement and recruitment assistance
- Customized training to meet the needs of your current and future workforce
- Entitlement and site location assistance
- Assistance identifying resources for specific business operations
- Access to educational resources (i.e. Los Medanos College, Adult Education, ROP)
- Assistance identifying resources for specific business needs beyond this event

Outcomes - Central County

Business Needs:

- Access to business information and resources
- Access to business owner or employee training resources
- Networking opportunities

Solutions:

Partnered with the cities' Business Retention Specialist to broker information and resources. Developed a formal relationship with various SBA-funded business development organizations to provide training.

Outcomes - South Central County

Business Needs:

- Networking
- Access to business information
- Access to business owner or employee training information.

Solutions:

Delivered SBDC Business Management Training. Coordinated Contracting Opportunities Workshop. Requested 2008 BESTeam Event.

Outcomes - East County

Business Needs:

- Marketing
- Funding and financial literacy
- Business start-up and expansion
- Consulting

Solutions:

Developed a relationship with Citibank to fund and deliver financial literacy training. Facilitated a partnership with SBDC & chamber to provide business training.

Outcomes - West County

Business Needs:

- Marketing
- Business expansion
- Funding and financial literacy

Solutions:

Scheduled a meeting with West County Economic Development Directors to develop strategy for marketing workshops. Developed a relationship with Citibank to fund and deliver financial literacy training.

BESTeam Contra Costa Survey (East/West/Central/South Central)

- Are you satisfied with how this workshop addressed your needs?
- How useful was this event for strengthening your knowledge as a business owner and/or a product developer?
- How useful was this event for enhancing your business operations?
- What attracted you to this event?
 - Access to Business Info ~ Access to Business Owner or Employee Training Info ~ Networking opportunity ~ Able to Connect to Resource
- Were you able to connect with someone today who could help address your needs?
- Would you recommend this event to other business owners?
- What changes to your business do you anticipate in the near future?
 - Business Expansion ~ Business Start-up ~ Finance ~ Hiring Need ~ Human Resources ~ Marketing ~ Training (owner or employee) ~ other
- Can we follow up to ensure that your needs are met?

Resource Provider Follow-Up Survey

- Dear [Resource Participant]:
- In an effort develop a comprehensive outcome report of services provided to the businesses attending our business resource events, we are asking for your participation in completing this Resource Provider Follow-Up Survey. Please take a few minutes to provide us with the requested information
- Example: JOE'S AUTOMOTIVE
 - After initial contact, designed a business plan and provided financial consulting; devised market plan. Referred to EASTBAY Works for recruiting assistance.
 - Business Plan 10 hrs
 - Financial Consulting 3 sessions @ 1 hr each
 - Marketing Plan 4.5 hrs.
- Please include any information that you might have gathered for other businesses that do not appear on your list but have indicated that they became aware of your organization as a result of one of our business resource events.

Business Enhancement Support Team (BESTeam)



Directory of Resources

Notes:

Bay Area Green Business Program

www.greenbiz.ca.gov

Why be certified as a Green Business?

- · Respond to a growing customer interest
- Improve employee morale
- Save money by conserving both material waste, water, & energy
- Reduce greenhouse emissions

Program Description

We have certified almost 300 businesses of all types in Contra Costa who have met our standards for conserving energy, water, and other materials, and preventing pollution. These businesses are listed on our website; recognized before the County Board of Supervisors; and given a plaque, a window decal, and other assistance to help promote themselves as Green Businesses.

Robin Bedell-Waite (925) 335-3200 rbwaite@hsd.cccounty.us

Contra Costa County Contracting Programs

www.co.contra-costa.ca.us

Outreach program: small business enterprise contracting programs, purchasing

Kevin Barenson (925) 313-7300

kbarenson@gsd.cccounty.us

Emma Kuevor (925) 335-1045

ekuev@cao.cccounty.us

Contra Costa Library

www.ccclib.org

Specialized Databases for Business

- Business & Company Resource Center
- Directory Library
 - Encyclopedia of Associations
 - National Directory of Nonprofit Organizations
- ReferenceUSA
 - o U.S. Businesses
 - O. U.S. New Businesses
 - o U.S. Residential
 - O International Businesses
- Small Business Resource Center
 - O sample business plans

E-Books - Audio books and more

- Downloadable Media Collection
- Safari technical books

All available 24/7 at ccclib.org Apply for an e-Card for easy access 24/7

Valerie Zito (925) 927-3233

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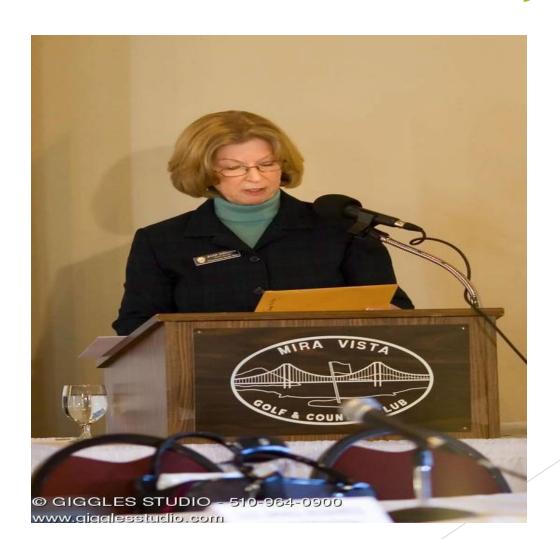




























Testimonials

- "Thoroughly enjoyed being here. Question and answer period very informative. Good networking among the group. Resources outstanding!" Healthy Foods
- "Great seminar! I acquired a lot of information that my business can use now and in the future". HJB Hoses and Fittings, Inc.
- "Thank you for pulling all of this together. We now have some direction, names, numbers and an idea of what to do next." Warren-T Computer Solutions



Thank you!

George E. Carter III

Economic Development Project Manager

925-655-2782

george.carter@dcd.cccounty.us



CONTRA COSTA COUNTY

1025 ESCOBAR STREET MARTINEZ, CA 94553

Staff Report

File #: 25-3172 Agenda Date: 8/7/2025 Agenda #: 5.

Advisory Board: Economic Development Committee

Subject: RECEIVE report from and/or PROVIDE direction to staff regarding County economic development

work program

Presenter: Alyson Greenlee, Economic Development Manager

Contact: 925-655-2783

Information:

Since the last meeting of the Economic Development Committee on June 2, 2025, various elements of the economic development work program have proceeded. This report includes updates on multiple efforts.

Referral History and Update:

Since the June 2, 2025, meeting of the Economic Development Committee, various elements of the economic development work program have proceeded. This includes:

- Attended the Brownfields Conference in Sacramento on 6/3/2025
- Participated in CALED's Travel & Tourism webinar on 7/9/2025.
- Participated in the California Financing Coordinating Committee 2025 Spring Virtual Funding Fairs to identify and determine additional forms of grant funding moving forward, and toured the Rodeo Sanitary District.
- Attended the California Strategic Growth Council on 7/7/2025.
- Met with the CA State Treasurer's Office on 6/12/2025 identify resources for financing of critical infrastructure to support business development and economic growth.
- Met with the Crockett Chamber of Commerce on 6/18.
- Met with the San Joaquin Delta National Heritage Area to discuss opportunities to collaborate and connect on visitation to various parts of the area, including for the TeamCalifornia Site Selectors' Conference.
- Toured Rodeo and Rodeo Renewable Energy Complex on 6/24
- Met with the City of Antioch to discuss Business Collaborative on 6/27
- Participated in the SBA's Community Builder's Network Presentation on 7/17
- Will conduct the next Quarterly Economic Development meeting on 8/20 with presentations from the CleanFund and with the Treasurer's Office as introduced at the California Financing Coordinating Committee 2025 Spring Virtual Funding Fairs.
- Attended regular project updates on the Priority Production Areas Project with MTC-ABAG and with Placeworks and coordinated updates to the cities of Pittsburg, Oakley, Antioch, and Concord. The initial set of maps have been delivered and Placeworks is undergoing significant revisions based on cities and County feedback in order to deliver ready web-ready maps.
- Coordinated TeamCalifornia Planning meetings on 7/5 and with East Bay EDA and the cities of Pittsburg, Concord, Antioch, Oakley, and Brentwood for the Bus Tour of TeamCalifornia. Also, working

File #: 25-3172 Agenda Date: 8/7/2025 Agenda #: 5.

with the Airports Division to facilitate this bus tour visit.

- Attended the State of the County Address on 7/29 with the San Ramon Chamber.
- Attended the Activation Plans for the California Jobs First Initiative on 7/30.
- Since the June 2, 2025 meeting, 1,201 recipients opened the Business survey email and 40 additional small business survey responses were received.
- Attended the Los Medanos College P-TEC Open House event.
- Assisted over 40 additional survey responses received in July
- Connected with over 100 business to provide resources, including multiple requests for site selectors' information, start-up information, SBA information, and info. on zoning, code enforcement, also working with current planning to incorporate economic development into work flows.
- Shared on social media the Startup World Cup announcement and also various impressions for business events being posted (55% of business have opened the email), including the Business Survey that is still currently open. Here are the stats on impressions/reactions/shares to-date for social media post:
 - o Facebook: 158 reached, 2 reactions 4 shares
 - o Instagram: 123 reached, 7 reactions, 2 shares
 - o Twitter/X: 330 reached, 2 reactions, 3 reposts
- Attended Bay Point MAC mtg. (E. County)
- Attended Dist. 5 Grant Writing Seminar (East County) connected to several non-profit organizations serving East County
- Met w/Roof & Realm (Central County) to discuss business operations and development opportunities
- Co-Biz (West County) discuss resources available to businesses in W. County/No. Richmond
- Juice Breeze (West County)- Seeking funding resources. Connected to: Kitchen 812 for business
 advising and funding resources, SBDC for Small Business Advising and workshops specifically for
 Food Service businesses, and the SBA for SCORE (Service Corps for Retired Executives) for
 mentorship support and information on certification to obtain contracting opportunities
- Toured Rodeo Renewable Energy Complex (West County) Discussed expansion plans for the company. Also visited Brownfield priority site during the tour (Joseph's Marina).
- Toured Martinez Refining Company.
- Toured Henkel Aerospace Adhesives (District 5) to explore development opportunities.
- Attended Bay Point Community Advisory Panel (CAP) mtg.
- Met with City of Antioch to discuss business resource provider collaboration.

Recommendation(s)/Next Step(s):

RECEIVE report from and/or PROVIDE direction to staff regarding County economic development work program



Apply by August 17 to present your business at the premier startup competition located at Cal State East Bay.

Dear Contra Costa Business Leader,

We are delighted to share information about the Start Up World Cup - East Bay Regional, taking place on September 10, 2025, from 5:00 PM to 8:00 PM at California State University, East Bay. This high-profile event brings together established businesses and

emerging **startups** for a night of innovation, networking, and strategic opportunity.

We encourage you to apply and:

- Showcase your company to a distinguished panel of investors and industry leaders
- Connect with fellow entrepreneurs, mentors, and potential partners
- Gain media exposure and position your brand at the forefront of regional innovation

Key Dates:

- June 2: Applications Open
- August 17: Submission Deadline
- August 29: Top 10 Finalists Announced
- September 10: Regional Finale & Awards Ceremony

Submit your application by August 17 to be considered among the Top 10 finalists and compete in the Grand Finale for a \$1 million Investment Prize. Visit the official page to apply or register to attend:

Apply to Compete: <u>Apply Here</u>

• Register to Attend: Register Here

Seats for attendees are limited—secure your spot today and join us in celebrating the vibrancy of the East Bay startup ecosystem. For questions or sponsorship inquiries, please contact ebinfo@east baysbdc.org



REMINDER: This is a friendly reminder to complete the Contra Costa County Business Questionnaire

Why Your Input Matters

- Ensures county leadership understands your needs
- Guides policy decisions that impact businesses like yours
- Helps allocate resources and support where it's needed most

Sincerely,

Contra Costa County Economic Development Team

Department of Conservation & Development | Contra Costa County

https://www.contracosta.ca.gov/4805/Economic-Development