

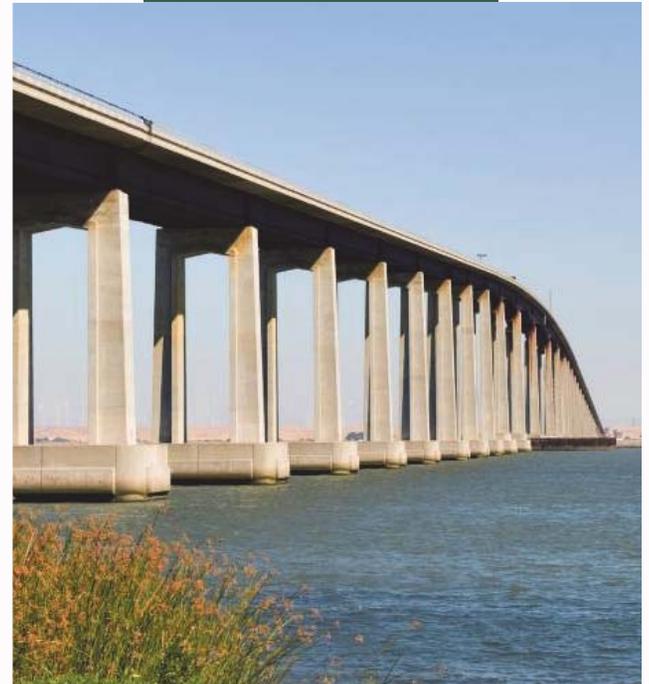
# ECONOMIC DEVELOPMENT INITIATIVES

Departmental Project Overview

February 2025 Update

**ANTI**CH  
CALIFORNIA  
OPPORTUNITY LIVES HERE

ECONOMIC RECOVERY CORPS



# Economic Development



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# Expanding capacity through federal investment

The Economic Recovery Corps (ERC) program aims to **address long standing economic disparities** in America that surfaced during the COVID 19 pandemic, **build capacity** in hard-hit communities, and **cultivate the next generation** of economic development leaders.

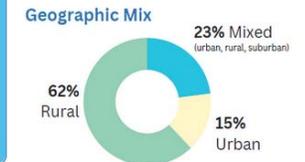
- Funded by the federal EDA through the CARES Act
- Managed by the International Economic Development Council
- Connects Antioch to a wide network of economic development practitioners



65 Fellows, 65 Catalytic Projects, 42 States, 2 Territories

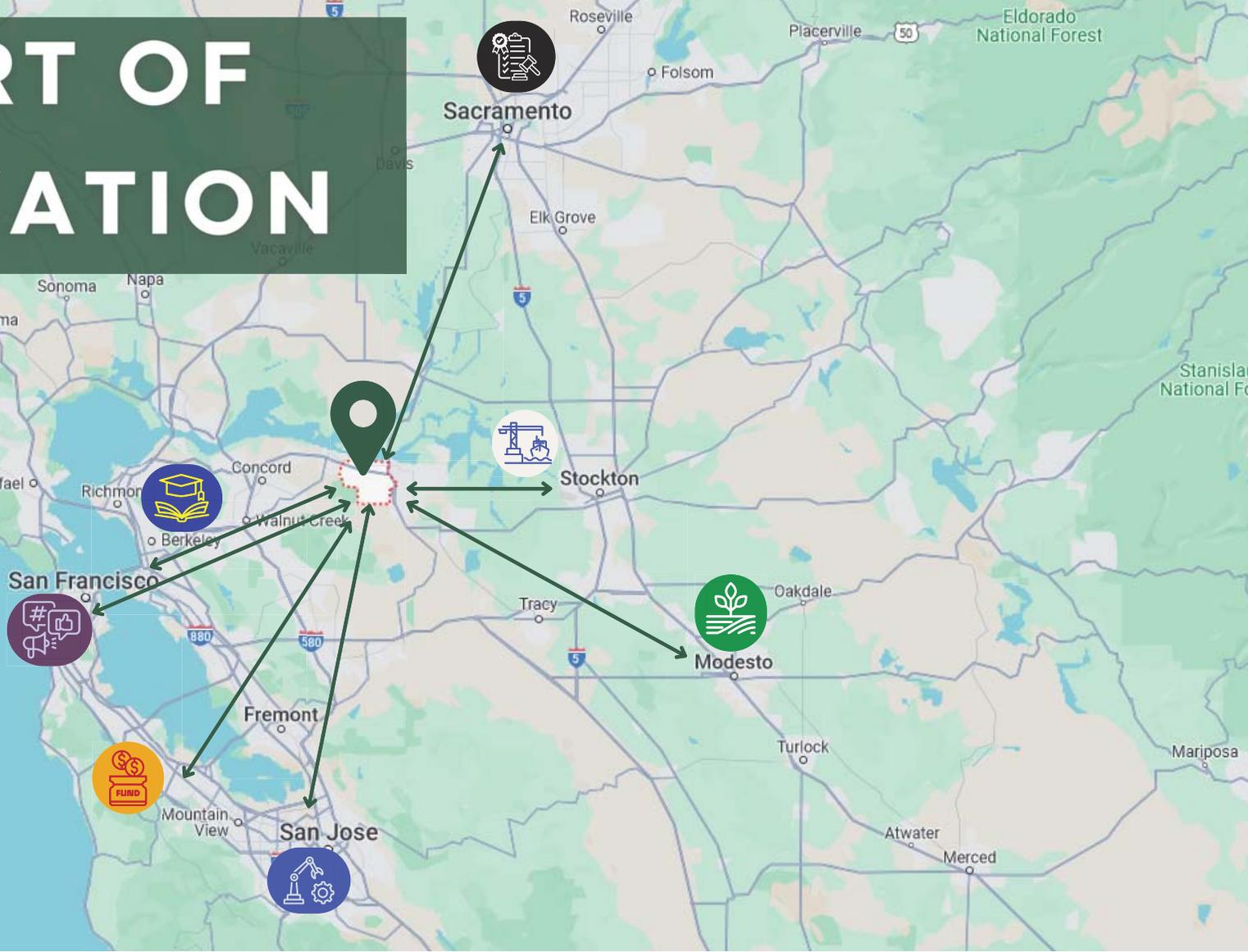


ERC Fellows are working alongside Host Organizations in communities large and small, including nine Tribal Nations, two U.S. territories, and 5 multi-state collaboratives.



Fellows	Projects	Host Organizations
<p>65% 10+ years of experience</p> <p>69% Women</p> <p>54% Identify as a person of color</p> <p>40% Come from host community or region</p> 	 Broadband  Housing  Childcare  Downtown Revitalization  Technology & Innovation  Workforce Development  Tourism & Recreation  Sustainability & Climate Resilience  Small business, Entrepreneurship, Access to Capital  Transportation & Infrastructure	<ul style="list-style-type: none"> <li>• City and county governments</li> <li>• Regional coalitions and partnerships</li> <li>• Tribal Nations</li> <li>• Economic development organizations (EDOs)</li> <li>• Economic Development Districts (EDDs)</li> <li>• Entrepreneurial support organizations</li> <li>• Community Development Financial Institutions (CDFIs)</li> <li>• Nonprofits and technical assistance providers</li> </ul>

# HEART OF INNOVATION



# Antioch's Talented Workforce



**117,000 people**  
+ 1.2% growth



**74% over 20**  
**years old**



**60% completed**  
**higher education**



**94%**  
**employment**



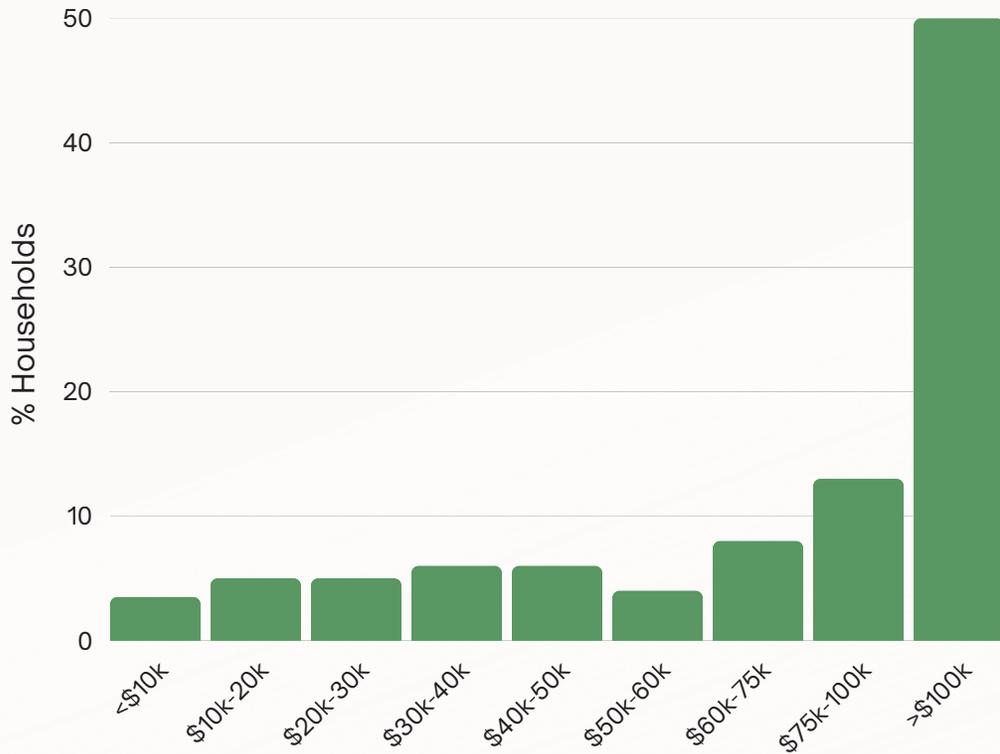
**Top industries:**  
healthcare, research  
science, retail, education



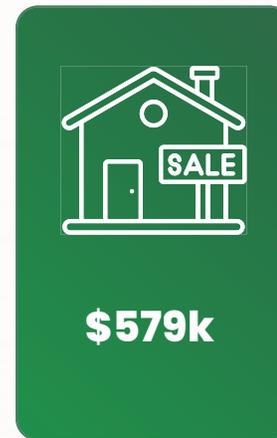
**\$107K avg**  
**HHI + 12.89%**  
Poverty

# A Diverse Middle Class

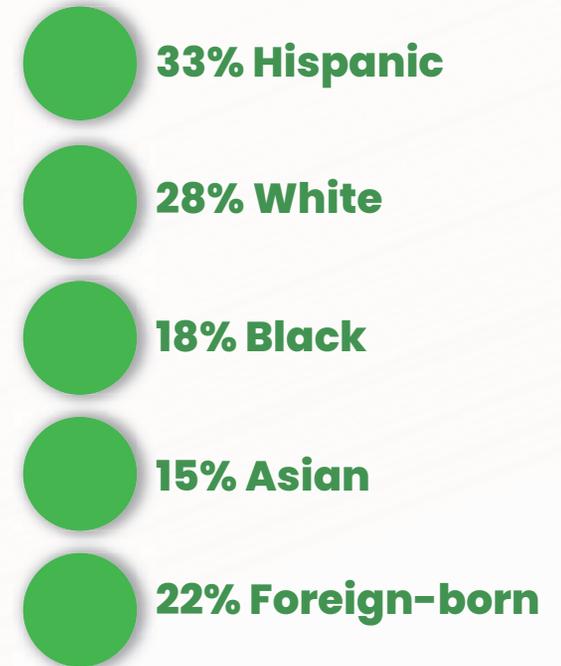
## Household Income Distribution

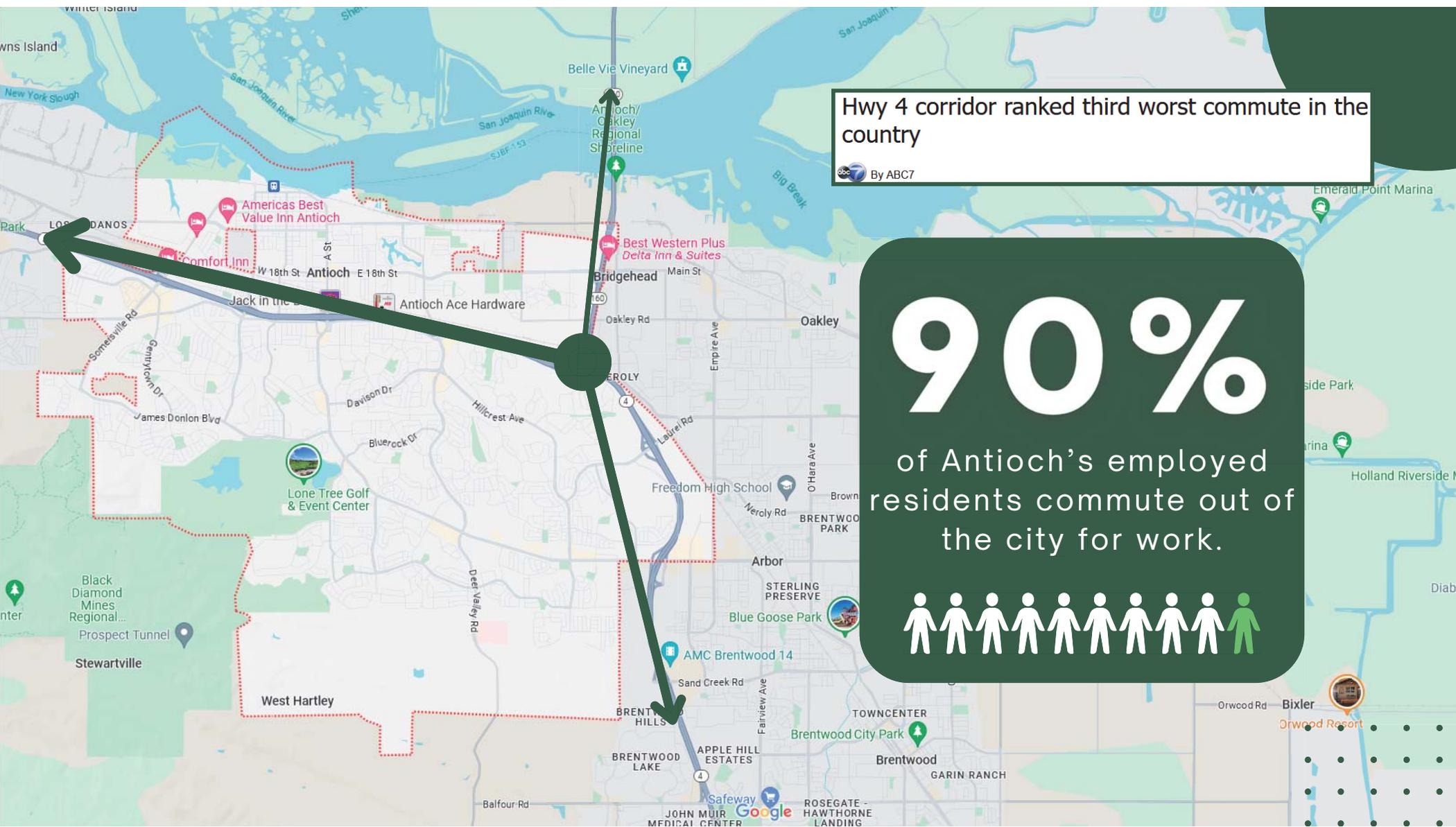


## Median Home Sale Price



## Racial Diversity





Hwy 4 corridor ranked third worst commute in the country  
By ABC7

**90%**  
of Antioch's employed residents commute out of the city for work.



# Commuter strain = community strain

## *Economic Impacts*



- Talent drain
- Less local spending
- Productivity decreases

## *Environmental Impacts*



- GHG emissions
- Air quality
- Noise and light pollution

## *Community Impacts*



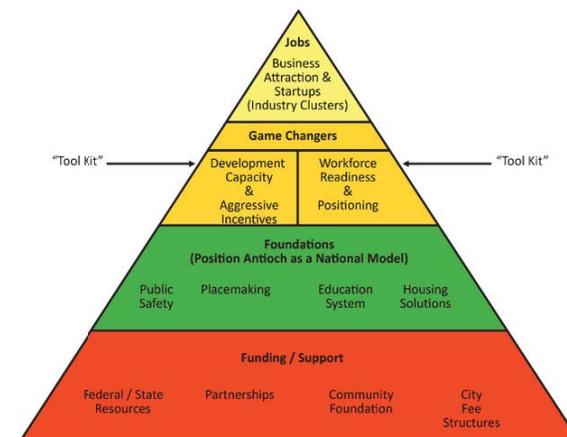
- Less time with family & friends
- Less local engagement
- Diminished sense of place

# Strategic Plan

- 01 Job Creation Pipeline
- 02 Real Estate Development
- 03 Workforce Opportunity Initiative
- 04 Startup Assistance
- 05 Public-Private Partnerships
- 06 Leveraging Housing Demand
- 07 Regional Interface/Advocacy
- 08 Funding/Resource Expansion
- 09 Coordination with City Functions

## “REINVEST ANTIOCH” ECONOMIC DEVELOPMENT PROGRAM

### ACTION PLAN AND TOOL KIT



"Reinvest Antioch" Action Plan and Tool Kit  
The Natelson Dale Group, Inc.

Adopted  
September 13, 2022

# Strategic Plan Initiatives



- 01** Job Creation Pipeline
- 02** Real Estate Development
- 03** Workforce Opportunity Initiative
- 04** Startup Assistance
- 05** Public-Private Partnerships
- 06** Leveraging Housing Demand
- 07** Regional Interface/Advocacy
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# Departmental Projects

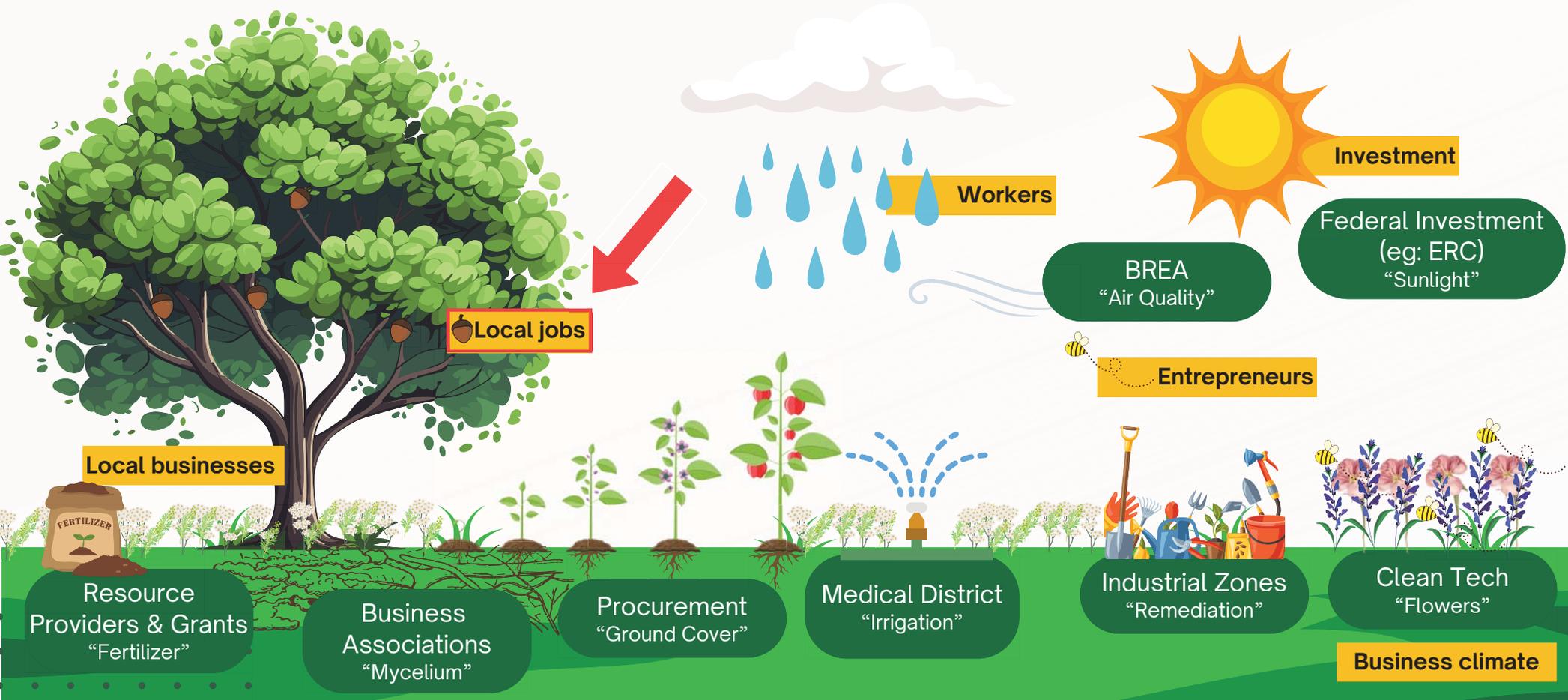
- 01** Small Business Grants **ARPA**
- 02** Resource Providers **ARPA**
- 03** Business Associations **ARPA**
- 04** Local Procurement
- 05** Medical District
- 06** Industrial Zones
- 07** Clean Tech
- 08** Retention, Expansion, Attraction
- 09** Economic Recovery Corps

# Strategic Plan Initiatives

Departmental Projects

	Job	Real Estate	Workforce	Startup	Public-Private	Housing	Regional	Funding	City
Grants									
Providers									
Associations									
Procurement									
Medical District									
Industrial Zones									
Cleantech									
BREA									
Recovery Corps									

# Methodology



# SMALL BUSINESS GRANTS

**Vision:** Used ARPA funding to provide capital to small businesses “negatively impacted by pandemic.” Offered both flexible grants and targeted facade upgrade grants. Contracted with FORWARD to screen applicants.

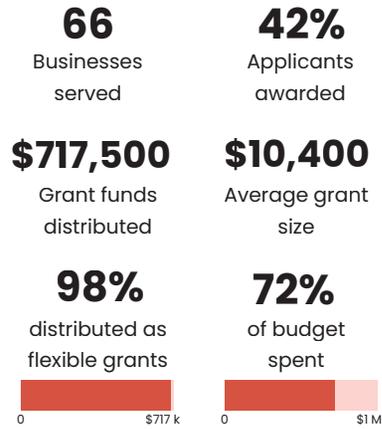
**Grant Outcomes:** \$700,000 distributed

**Facade Upgrade Outcomes:** \$17,500 distributed

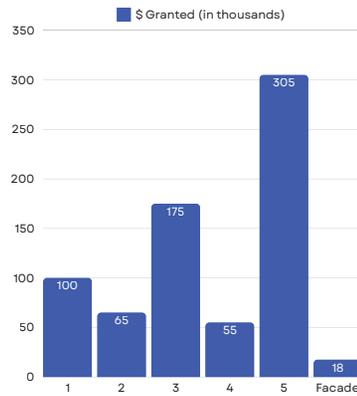
Period	Cohort	Criteria	Employees	Payments	Status
7/23 - 11/23	1	23% Or More Loss	25 or less	\$100K	Completed
12/23 - 1/24	2	23% Or More Loss	25 or less	\$65K	Completed
12/23 - 7/24	3	1% Or More Loss	25 or less	\$175K	Completed
5/24 - 7/24	4	1% Or More Loss	50 or less	\$55K	Completed
8/24 - 11/24	5	1% Or More Loss or QCT	50 or less	\$310K	Payments

# OUTCOMES DASHBOARD: 2023-2024

## Outcomes Snapshot



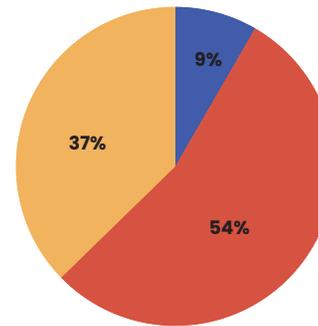
## Dollars Granted By Cohort



## By 2021 Revenue

91% of grant funding was distributed to businesses with \$1M or less revenue in 2021.

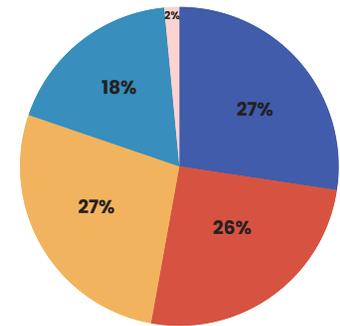
< \$50 K   \$50 K - \$1 M   > \$1 M



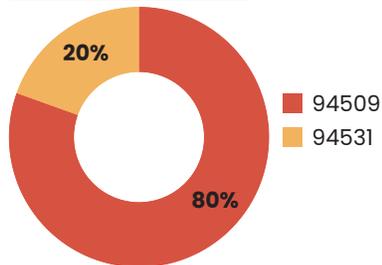
## By Employee Count

80% of grant funding was distributed to businesses with 10 or fewer employees.

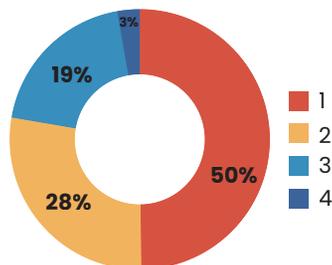
1   2 - 4   5 - 10   11 - 25   > 25



## By Zip Code

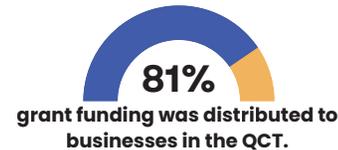


## By Council District

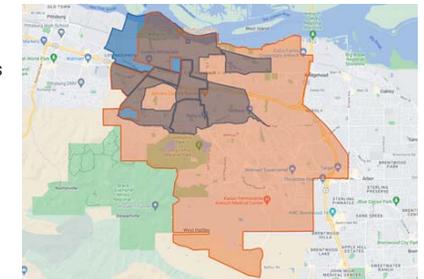


## Qualified Census Tracts

Qualified Census Tract (QCT) is a HUD designation for areas where 50% of households have incomes below 60% of the Area Median Gross Income or have a poverty rate of 25%+.



QCT   Antioch city limits



# Goals Attained

01



**Targeted Programs**  
Funding distributed to high-need recipients

02



**Increased Capacity**  
Forward allowed new staff to onboard immediately and execute program in time

03



**Technical Assistance**  
Coaching required to prepare for programming

04



**Investor Attraction**  
Focused effort with brokers to attract local and engaged landlords

# Lessons Learned

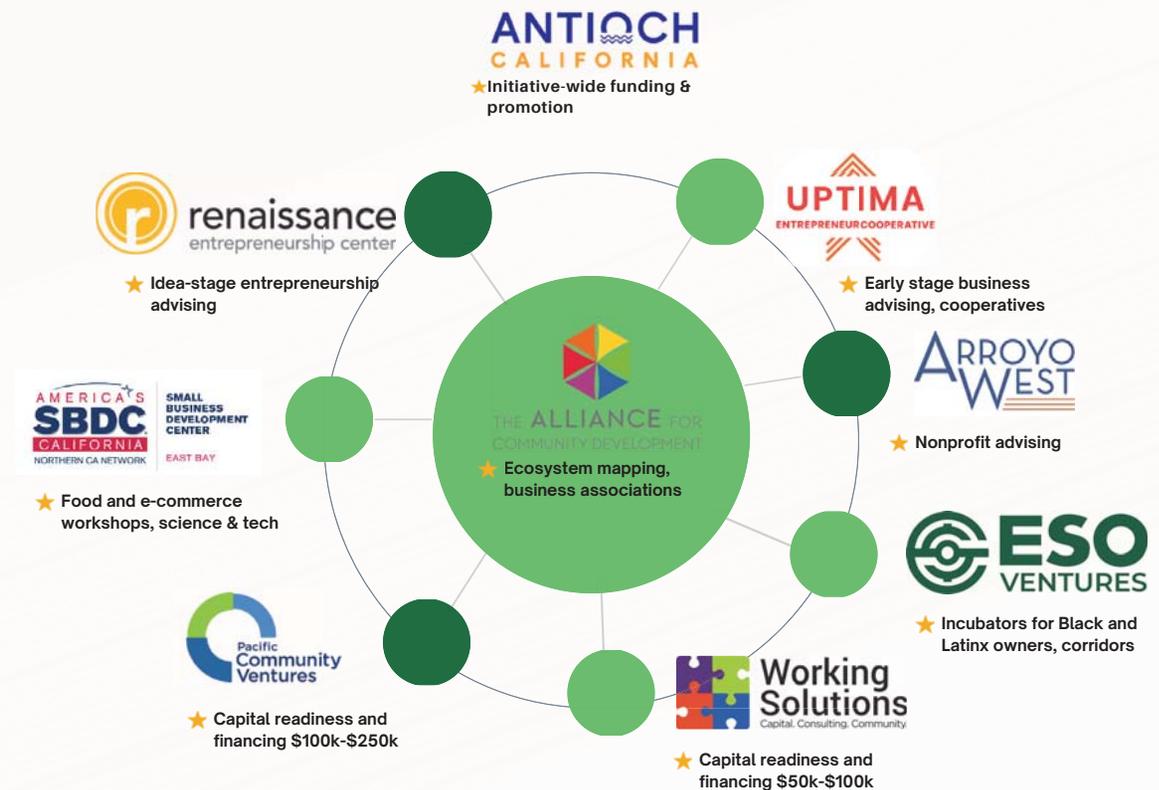
# RESOURCE PROVIDERS

**Vision:** An interwoven ecosystem of thought leaders to transform the Antioch economy. Funded via ARPA through 2026.

**Opportunity:** Retain and expand small businesses; secure long-term, county-wide funding.

**Status:** Resource providers onboarded, meeting monthly, reporting quarterly. Launching promotional materials (website, flyers, referrals) this month. Beginning office hours.

## Antioch Business Collaborative



# OUTCOMES DASHBOARD: JAN-SEPT 2024

## Overall Progress Overview

**91**

Businesses served

**3**

Businesses started

**162**

Jobs reported

**61%**

Jobs are full-time

**44**

New Customers

**\$307k**

Increase in sales reported

## Social Equity

**69%**

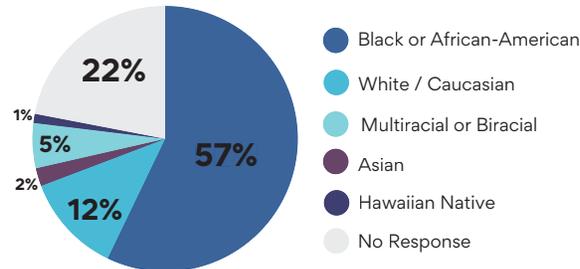
Woman-owned

**8%**

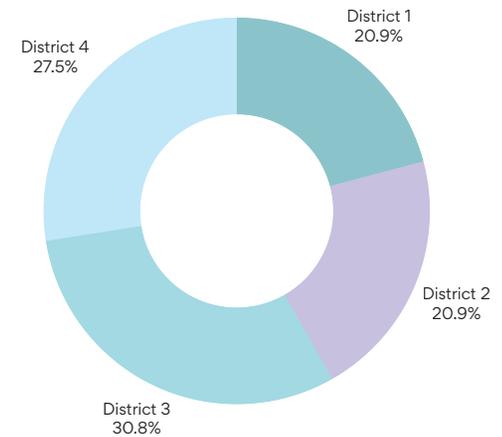
Veteran-owned

**27%**

Hispanic or Latinx



## Council Districts



## Training Sessions

**257**

Training Sessions

**41**

Clients Trained

**88%**

Clients were new

## Participation Over Time

**15%**

Clients participated for 2+ quarters

**10%**

Clients worked with 2+ providers

## Consultation Sessions

**352**

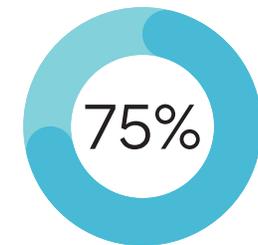
Consultation Sessions

**67**

Clients Trained

**55%**

Clients were new



Resource providers submitted data

# BUSINESS ASSOCIATIONS

**Vision:** Assist Antioch businesses in forming place-based and/or industry-based associations

**Opportunity:** Knowledge sharing, collective problem solving, cooperative purchasing, industry cultivation, placemaking

**Status:** Alliance for Community Development is organizing beauty businesses. We released an RFQ for a consultant to organize downtown businesses.

**ANTIOCH CALIFORNIA**  
OPPORTUNITY LIVES HERE

## Start a local business association

Associations help businesses overcome the obstacles they are unable to address alone. As formal organizations, they represent the needs of members. Associations can be location- or industry-based.

### Why business associations?

- Problem Solving**  
Collaborate to find localized solutions for shared issues.
- Learning**  
Share best practices, pilot ideas, host events, and network with experts.
- Voice**  
Advocate for shared interests. Leverage scale to gain access to more resources and services.
- Multiplier Effect**  
Improve Antioch's business climate.

### Activities **add value** for members.

- Network**
  - Host events
  - Meet with outside experts
  - Professional development & training
- Promote**
  - Coordinate marketing campaigns
  - Shared branding, signage, social media, website, etc.
- Share**
  - Fundraise to address shared issues
  - Collective purchasing
  - Share services, contracts, space
- Advocate**
  - Meet with legislators
  - Introduce policies
  - Form business improvement districts

**Antioch Economic Development is here to help!**

**Bret Alexander Sweet**  
Program Manager  
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**Gaby Seltzer**  
 Fellow  
925.238.3197  
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## Downtown

Feasibility study completed. RFQ out accepting bids for technical assistance



## Beauty

Comprised of barbers, salons, eyebrow care, hair care, lashes, nails and general skin care

# LOCAL PROCUREMENT

**Vision:** Government spending as growth opportunities for local businesses, especially minority-owned.

**Opportunity:** Retain and expand local businesses, growing jobs and generating tax revenue. Improve City processes with more transparency and better data.

**Status:** Research on best practices; policy comparison matrix; conducting audit of current outcomes; preparing presentation deck for internal and external stakeholders.

## Short Term



- More **local business awareness** of procurement opportunities
- More **government staff confidence** in procurement processes
- **More bids submitted**, from more diverse vendors
- **More contracts awarded** to local and diverse businesses
- Increase in **local spending**

## Long Term



- Local, small, and minority-owned **businesses grow**
- More dollars circulating locally, more **tax revenue**, more **local jobs**
- Higher quality vendor options and **improved service delivery**
- Increased **transparency and trust** between local government and business community

# Procurement Best Practices: How Antioch Compares

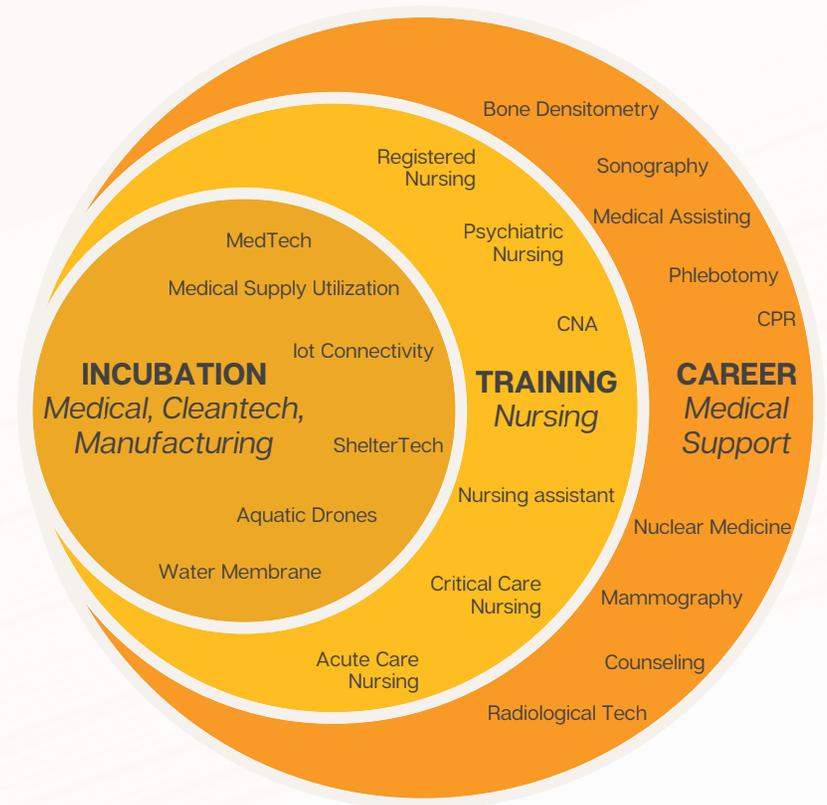
City (order of pop)	Central Office	Vendor Portal	Website Features	Preference Policies	Purchase Threshold
Hayward	Purchasing desk	Yes - OpenGov		None listed	Unsure
Concord	Purchasing division	Yes - Public Purchase	Detailed instructions	Local, environmental	\$7.5k
Berkeley	Unsure	No - registration form	List of ordinances	Local	Unsure
Fairfield	None	No		None listed	Unsure
<b>Antioch</b>	None	No		None listed	\$5k
Richmond	Purchasing division	Yes - Planet Bids	Vendor guide	Local, small, environmental	\$3k
Brentwood	None	No		None listed	Unsure

# MEDICAL DISTRICT

**Vision:** A thriving medical innovation district where local startups in healthcare, clean tech, and manufacturing sectors drive global progress, eliminate commutes, and enhance community well-being.

**Opportunity:** Empower local talent and drive medical innovation through startup incubation and workforce training. Tie together healthcare workers, students, and entrepreneurs to transform patient care and create meaningful job opportunities within Antioch's community.

**Status:** Applying for EDA funding for feasibility study, convening stakeholders





# INDUSTRIAL ZONES

**Vision:** Transform vacant, industrially-zoned lots into industrial facilities to be used as job centers.

**Opportunity:** Support the growth of jobs in manufacturing, healthcare, and clean tech by connecting employers with attractive sites.

**Status:** Applied for funding for brownfields assessment. Supporting PPA project consultants in investigating energy infrastructure gaps. Creating marketing materials for available land. Building relationships with brokers and resource menus for manufacturers.



**ANTIOCH CALIFORNIA**  
INDUSTRY LOCATIONS

### Antioch: The Bay Area's Best Kept Secret

Antioch has flown under the radar for years, which is how we've kept real estate prices low and quality of life high, but the secret is out, so get here soon!

**Why Antioch**

- Edificable Workforce**  
Our edificable housing program that attracts employees from around the Bay Area to live here, and they want to stay here.
- Waterfront Industrial Lands**  
We have some of the best heavy industrial zoning in the Bay Area, located along the Delta estuary.
- Supportive Policies & Partners**  
Our government and partners are business friendly and we have the strategic plans, zoning guidelines, and partnerships to back it up.

**The Numbers**

- Antioch is Diverse**
  - Population age 17-20: 12% growth rate
  - Racial diversity: 53% Hispanic, 28% white, 19% Black, 7% Asian
  - Foreign-born: 27%
  - Affordable housing: median sale price at \$175,000
- Antioch is Talented**
  - Higher education completion rate: 65%
  - Employment rate: 63%
  - Median household income: \$27K
- Antioch is Industrious**
  - Top industries: Healthcare, technology, retail, education
  - 188 occupations: Business, healthcare, education construction
- Antioch is Connected**
  - Business Development, Business Plan, Healthcare, Affordable Housing, Economic Development, Education
  - CAHS, Economic Development, Planning, Marketing, Development Zone

**Contact Us** | (925) 779-4668 | [economicdevelopment@antioch.ca.gov](mailto:economicdevelopment@antioch.ca.gov)

## MANUFACTURING BUILDS HERE

Resources for Antioch's Manufacturers

- Site Selection**  
Contact the City of Antioch's Economic Development department for assistance finding local facilities for your production.
- Lower Interest Loans**  
Pacific Community Ventures offers loans between \$25K to \$250K for manufacturers contributing to the labor force of Antioch.
- Advising & Capital Readiness**  
East Bay Small Business Development Center provides free training, consulting, and financing for manufacturers in Antioch.
- Trade and Export Assistance**  
The CA State Trade Expansion Program provides financial assistance for manufacturers and ship companies.
- Industrial Assessments**  
Free assessments of energy, waste, and water use for manufacturers with 500k+ in energy costs. Call for best to get funding.
- Industrial Development Bonds**  
California Enterprise Development Authority issues industrial development bonds up to \$5M for qualifying CA manufacturers.

- Antioch Business Association**  
The Antioch Fair Community Development has resources to help Antioch manufacturers form a business association.
- Consulting for Large Employers**  
Manufacturing Extension Center that provides business consulting for manufacturers with more than 50 employees.
- Technical Assistance**  
Manufacturing Extension Center that provides business consulting for manufacturers with less than 50 employees.
- Shared Learning**  
American Manufacturing Commission California's learn open calls every Monday along with webinars, podcasts and reports.
- Regional Advocacy**  
EM Bay Area is a manufacturing association that advocates and makes partnerships to help Bay Area manufacturers.
- Loans for recycled materials**  
Antioch is part of a Recycling Market Development Zone, assisting manufacturers and access incentives for using recycled materials.

**Contact Us** | (925) 779-4668 | [www.antiochca.gov/partners/get-help](http://www.antiochca.gov/partners/get-help) | [EdDevelopmentAntioch.com](https://www.eddevelopmentantioch.com)

# CLEAN TECH CULTIVATION

**Vision:** Clean tech startups choose Antioch and the Northern Waterfront region as the best location to expand, creating high skill jobs.

**Opportunity:** Catalyze growth of a clean tech industry cluster by supporting and attracting startups that leverage Antioch's existing assets while addressing environmental justice. Special focus on aquatech, carbon capture, and energy.

**Status:** Assisting startups with navigating entry in Antioch. Applying for funding for a carbon capture district. Participating in Green Empowerment Zone workshops.



# RETENTION, EXPANSION, ATTRACTION

**Vision:** Communication pipelines to expose businesses and entrepreneurs at all stages to ED resources. Data management to inform and enable targeted business support.

**Opportunity:** Maximizing touch points with existing and potential businesses

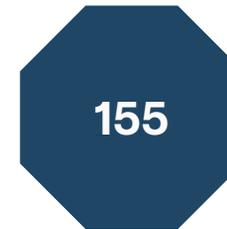
**Status:** Regular emails; resource menus; launching blog and resident newsletter; outreach to leads; database organization



**BUSINESSES**



**NON-COMMUTERS**



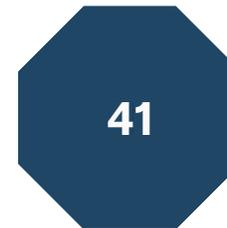
**BLUDOT LISTINGS**



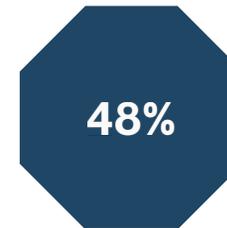
**BLUDOT USERS**



**REDEEMED IN  
OPEN REWARDS**



**GROUP EMAILS  
SINCE MARCH**



**EMAIL READ RATE**



**COMPANIES  
VISITING WEBSITE  
SINCE OCT**

# THANK YOU

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