ABOUT SAMCEDA
SAMCEDA was founded in 1953 by the early innovators and entrepreneurs in San Mateo County with a purpose:

“To strive and labor toward, to further and promote, a balanced economic growth of San Mateo County. To develop cooperation and unified action in commercial, industrial, civic and cultural fields in San Mateo County particularly and the San Francisco Bay Area generally. To promote the general welfare of the area.”
June 2023

To Our Members, Partners and Stakeholders,

This past year, as we ease out of a global pandemic, we have seen an equal amount of hope and uncertainty and yet SAMCEDA’s work, and commitment to our members, our partners and our communities remains unwavering.

These last three years, SAMCEDA has truly “swiveled” to meet every challenge and see every opportunity as a step forward. In the following pages of our Annual Update, you will see this reflected again and again in our body of work.

We connected (via any and all means) in-person, on social media, through Zoom, Google Meet, and Microsoft Teams—we communicated, collaborated and convened. It isn’t ever about one organization but the collective power and voice of bringing EVERYONE to the table and listening.

We led, we influenced, we encouraged and we persevered. We never stopped and always kept moving forward. We recognize the challenges, economic and social, and yet have no doubt that we will get through whatever comes our way, as our founders pledged to do 70 years ago when SAMCEDA was established. As we celebrate our 70-year history we are proud of all we have accomplished and excited and motivated by what the future holds and our place in it.

SAMCEDA in many ways can be likened to a Redwood tree, with a strong and resilient trunk at its core and the founding principle of economic stability for all. The branches added over the years represent our diverse membership base, our core advocacy efforts (in innovation and technology, housing, transportation, workforce, education, childcare) and a deep commitment to expanding the table of opportunity to encompass new ideas, new voices, and new opportunities.

Today, the newer branches showcase our ongoing commitments to climate resiliency, emergency preparedness, education & workforce initiatives (that include all paths to economic mobility and stability), and a place where kindness, consideration, respect, and different perspectives are encouraged & welcomed.

As we continue our journey to embrace innovation, celebrate business, build stronger communities, and provide equitable opportunities for all, I encourage you to reflect on the words of Jane Goodall:

“What you do makes a difference and you have to decide what kind of difference you want to make.”

With Gratitude,

Rosanne Foust  
President & CEO, SAMCEDA
ECONOMY: A THREE YEAR PERSPECTIVE
COMMUTERISM IS BIG BUSINESS IN SAN MATEO COUNTY

SAN FRANCISCO

11,000

SAN MATEO COUNTY

3,300

OTHER AREAS

44% OF LABOR FORCE WORKED OUTSIDE COUNTY

IMPORTS PAYROLLS

PURCHASES

FOOD

SHELTER

SERVICES

SUPPLIES

FOR 240,900 PEOPLE

INDUSTRIAL SITE ATLAS
SAN MATEO COUNTY
CALIFORNIA
JUNE 1951
VOL. IV
SAN MATEO COUNTY DEVELOPMENT ASSOCIATION, INC.

Business Climate Survey
San Mateo County Development Association
Executive Summary - 1951
ECONOMIC FACTORS TO CONSIDER


ECONOMIC ACTIVITIES

San Mateo County Regional Report (Updated on a Rolling-Basis)

Source: Employment Development Department - Labor Market Information Division
BUSINESS:
SAMCEDA MEMBERS
MEETING THE MOMENT
Bay Meadows’ Holiday Event

United Airlines’ Largest Widebody Order

Genentech’s Virtual Event Celebrating Hispanic Heritage Month

Recology’s Employee Ownership Model

Meta’s In-Person Events for Businesses

Wells Fargo’s Economic Trends Virtual Event

Sutter Health and Others Hosted the Genentech-Sponsored Event

Google’s Virtual Events for Businesses

In May 2023, San Francisco International Airport Reached More than 70,000 Daily Passengers Since March 2020

BKF Everywhere, The Local’s Guide Supporting Small Businesses

Dignity Health’s Mask Update Guidelines

Sutter Health’s Gender Identity Webinar

Stanford Medicine’s Diversity & Inclusion Forum

Bristol Myers Squibb’s Kidney Cancer Resource Campaign

PG&E’s Wildfire Safety Webinar

Biocom California’s Black Biotech Trailblazers in Life Science Virtual Event

Stanford Medicine Children’s Health’s Health Literacy Learning Camp Event

Hopkins & Carley’s Legal Webinar

Oracle’s Blog Feature for Businesses
Sares Regis’ Employment Opportunities

Graniterock’s Job Fair

W.L. Butler Construction’s Women in Construction Initiative

Amgen’s University Week Events for Students & Graduates

San Mateo Credit Union’s Financial Webinars

GreyStar’s Social Media Feature on Mental Health Awareness Month

Presidio Bay’s Urban Revitalization Values

Kaiser Permanente’s Fighting Cancer Webinar

Cargill’s Efforts Reducing Carbon Footprint

ENGIE’s Partnership with Rhythm Energy for a Sustainable Future

LinkedIn’s Jobs on the Rise Feature

AT&T’s The Achievery Initiative

BioMed Realty’s Gateway of Pacific Property Recognition

Franklin Templeton’s Alternative Education Program Initiative

Thrive Alliance, Chan Zuckerberg Initiative, and others’ Community Forums

Kimley-Horn’s Spring Campus Events
San Mateo County Fair Held at the San Mateo County Event Center

Comcast’s Gaining Transferable Skills to Grow Your Career Webinar

California Life Science’s Small Business and Entrepreneurial Funding Resources in Translation Services Virtual Event

Swinerton’s Observance of Safety Week

Port of Redwood City’s Community Event

First 5 San Mateo County’s Informational Webinars for Families

Homan Bridgett’s Labor & Employment Mid-Year Seminar

Colliers’ U.S. Market Snapshot
Policy Support and Advocacy (Partial List):

- Letter to the City of Menlo Park’s Planning Commission in support The Sobrato Organization’s 123 Independence Drive project
- Letter to California Department of Food and Agriculture (CDFA) with support for County of San Mateo’s application for the CDFA Community Resilience Centers Program
- Letter to Hon. Assemblymember Juan Carrillo with support of AB 965 (Carrillo) which ensures Californians will more quickly benefit from high-speed internet access, a vital resource essential for the public’s safety, health, and economic resilience
- Letter to Governor Gavin Newsom for a request for signature for SB 893 (Becker) Pilot Program of Free Community College Using Local Funds for San Mateo County Students
- Letter to Governor Gavin Newsom in support of Water Emergency Transportation Authority’s (WETA) application for funding through the Cycle 6 Transit and Intercity Rail Capital Program (TIRCP)
STRONGER TOGETHER
THANK YOU TO OUR HEALTHCARE COMMUNITY FOR ALL THAT YOU DO!

Hospital Council
Northern & Central California

KAISER PERMANENTE®

SAN MATEO COUNTY HEALTH
All together better.

AHMC Seton Medical Center

Dignity Health. Sequoia Hospital

Stanford MEDICINE
Children’s Health

Stanford MEDICINE
Health Care

Sutter Health
Milpitas-Peninsula Medical Center

THANK YOU TO OUR EDUCATION PARTNERS (PARTIAL LIST)

San Mateo County Community College District’s Call for Housing Board Members

Skyline College’s Priority Registration for the Fall Semester

Notre Dame de Namur University’s STEM Program

College of San Mateo’s Connect to College In-Person Event

Cañada College’s Promise Scholar Program

THANK YOU TO OUR EDUCATION PARTNERS (PARTIAL LIST)
Daly City-Colma Chamber’s
National Small Business Week Event

Burlingame Chamber of Commerce’s
Burlingame on the Avenue Event

Chamber San Mateo County’s
Leadership Program

Foster City Chamber of Commerce’s
Food Industry Exploration Training Event

Pacifica Chamber of Commerce’s
Networking Event

South San Francisco Chamber of Commerce’s
Taste of South San Francisco Event

San Mateo Area Chamber of Commerce’s
Resources and Support for Businesses

Coastside Chamber’s
Farms, Fish & Flowers Event

CHAMBER PARTNERS
COMMUNITY PARTNERS (PARTIAL LIST)

Small Business Development Center (SBDC) San Mateo’s Disaster Assistance Webinar

Peninsula Restaurant Week Presented by The San Francisco Peninsula

San Francisco Bay Area Water Emergency Transportation Authority (WETA)’s Bay Ferry 2050 Survey

Leadership Council San Mateo County’s Newly Elected Leaders Training Event

Renaissance Entrepreneurship Center’s Business Certification Program
SAN MATEO COUNTY INITIATIVES
SAMCEDA’S SUPPORT FOR SAN MATEO COUNTY

SAN MATEO COUNTY RECOVERY INITIATIVES:
• Recovery Coordination Council Committee
• Economic Recovery Committee
• Public Information and Outreach/Equity Group Committee
• Vaccine Communications & Equity Working Group Committee

HOMELESSNESS, IMMIGRATION, AND INCLUSION INITIATIVES:
• 2022: Our Year of Working Together to End Homelessness
  Convening Planning Committee
• Certified Welcoming Audit

Infographic (Updated as of February 27, 2023): San Mateo County Recovery Initiative Website - smcrecovery.org
SAMCEDA HIGHLIGHTS
SAMCEDA is Now on Instagram!
Follow @samceda_smc

SAMCEDA Turns 70!

SAMCEDA’s 2022 Holiday Reception

The City of Redwood City Recognizes SAMCEDA for Its Recovery Efforts During the Pandemic

Stanford University’s Design Fellowship - External Advisory Group (with the San Mateo County Community College District, College of San Mateos, NOVAworks, JobTrain, and Stanford University)

Progress Seminar’s Closing General Session with Hon. Congressman Kevin Mullin, Hon. Assemblymember Diane Papan, and San Mateo County Central Labor Council’s Executive Secretary Treasurer’s Julie Lind Rupp

SAMCEDA Board of Directors’ Spring Luncheon

RECENTLY JOINED AS A BOARD MEMBER:

KEY PARTNER EVENTS:
SAMCEDA highlights current updates and announcements (county, state and national), grant/fellowship/career advancement opportunities, article insights, business resource/tools and more.

FOLLOW, COMMENT, AND LIKE US ON SOCIAL MEDIA
An influential voice and a seat at the table on issues that affect San Mateo County and the greater Bay region, our 20 cities & towns, our businesses large & small, our chambers, our educational institutions, our non-profits, our labor and building & construction trades, and our residents

Direct communication with top federal, state, regional, and local political leaders

Established relationships with influential organizations including: CA Forward and the CA Stewardship Network (CSN), First Five San Mateo County, Children Now, Bay Area Council Economic Institute (BACEI), Silicon Valley Community Foundation’s Equity Forward Initiative, Bay Area Council (BAC), Silicon Valley Leadership Group (SVLG), Joint Venture Silicon Valley (JVS), The San Francisco Peninsula (CVB), American Leadership Forum (ALF), Silicon Valley Economic Development Alliance (SVEDA), the Peninsula Chinese Business Association (PCBA), and other key entities

Key partnerships and collaborations with the County of San Mateo, San Mateo County Health, NOVAworks, All Home, San Mateo County Office of Education, Renaissance Entrepreneurship Center, the Small Business Development Center (SBDC), and our Chambers of Commerce including:

- Chamber San Mateo County
- Brisbane Chamber of Commerce
- Burlingame/SFO Chamber of Commerce
- Coastside Chamber of Commerce
- Daly City Colma Chamber of Commerce
- Foster City Chamber of Commerce
- San Mateo Area Chamber of Commerce
- South San Francisco Chamber of Commerce
- Millbrae Chamber of Commerce
- Pacifica Chamber of Commerce

Strong collaborations with our non-profit community including: Thrive - The Alliance of Nonprofits for San Mateo County, HEART of San Mateo County, HIP Housing, Housing Leadership Council (HLC), Habitat for Humanity Greater San Francisco, Greenbelt Alliance, Samaritan House, Build Up SMC, Silicon Valley Children's Advocacy Network, California Apartment Association, Silicon Valley Cannabis Alliance, Leadership Council San Mateo County, and many more

Engagement with the Peninsula Mobility Group (PMG), a SAMCEDA-led initiative featuring major employers in San Mateo and Santa Clara counties focused exclusively on state, regional and local transportation advocacy efforts

Access to valuable information on a timely basis regarding budgetary and fiscal stability with state, regional, and local jurisdictions, policy initiatives on multiple topics (including transportation, housing, education, workforce development, technology, environment, healthcare, land use/zoning, and economic development) that directly impacts how business is done

Up-to-date economic research prepared both internally and externally and drawn from multiple independent sources on San Mateo County, the greater Bay Area, and the State of California