BUSINESS ECONOMY POLICY

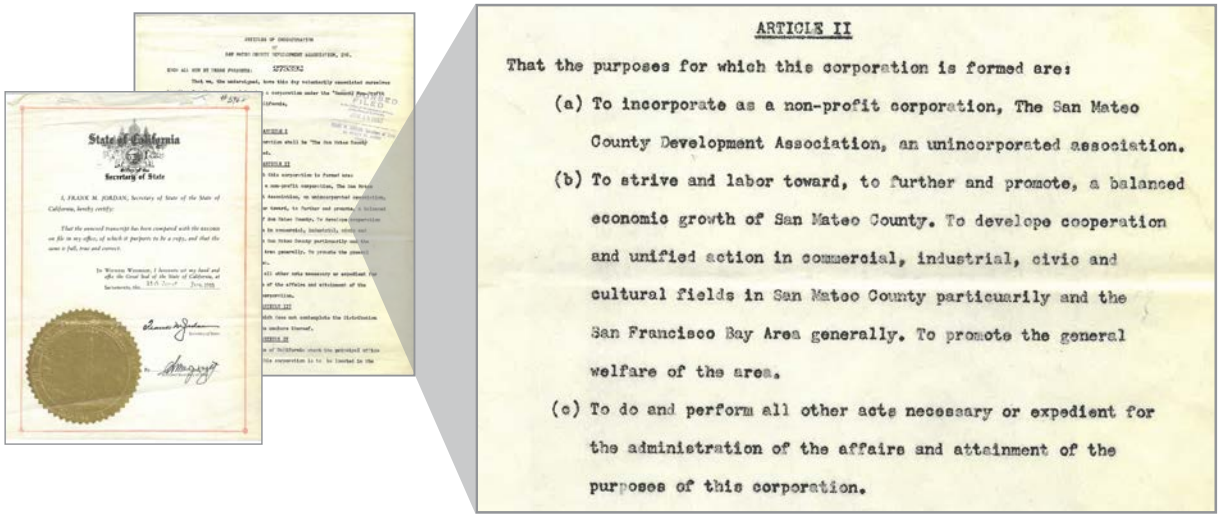
SAMCEDA

San Mateo County Economic Development Association

2022 / 2023 ANNUAL UPDATE

ABOUT SAMCEDA

MR. BOHANNON
MR. JOHNSON
UNITED
UNITED



ARTICLE II

That the purposes for which this corporation is formed are:

(a) To incorporate as a non-profit corporation, The San Mateo County Development Association, an unincorporated association.

(b) To strive and labor toward, to further and promote, a balanced economic growth of San Mateo County. To develope cooperation and unified action in commercial, industrial, civic and cultural fields in San Mateo County particuarily and the San Francisco Bay Area generally. To promote the general welfare of the area.

(c) To do and perform all other acts necessary or expedient for the administration of the affairs and attainment of the purposes of this corporation.

SAMCEDA
San Mateo County Economic Development Association

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."

LETTER FROM OUR PRESIDENT & CEO

SAMCEDA BOARD

EXECUTIVE COMMITTEE

SHERRI R. SAGER - *Chair of the Board*
Stanford Medicine Children's Health
ARIANE HOGAN - *Vice Chair*
Genentech
ROBERT WEBSTER - *Vice Chair*
Bohannon Development Company
PAUL CASIAS - *Vice Chair of Finance*
My-Business-Advisor LLP
ELAINE BREEZE - *Secretary*
SummerHill Housing Group
STEVE MINCEY - *Past Chair of the Board*
DES
ROSANNE FOUST - *President and CEO*
SAMCEDA

BOARD OF DIRECTORS

FRANK BARTALDO
Heritage Bank of Commerce
KEN BUSCH
Sares Regis Group of Northern California
CAROL DONNELLY
Embarcadero Capital Partners
SHELLEY DORAN
Webcor
WILLIAM GRAHAM
Sequoia Hospital, A Dignity Health Member
GREG HURD
BKF Engineers
RICK KNAUF
Colliers
SUNIL PANDYA
Wells Fargo
FRANK PETRILLI
Coblentz Patch Duffy & Bass
MARIO PUCCINELLI
Recology
JONATHAN SCHARFMAN
Knot Springs Holding Company
NIRAJ SINGH
Kaiser Permanente
DYANNA VOLEK
San Francisco International Airport*
CHRIS WEBER
Oracle
LUCY WICKS
STANFORD UNIVERSITY

EMERITUS ADVISORS

NORMAN BOOK, JR.
Carr McCllean
T. JACK FOSTER, JR.
Foster Enterprises

*Formerly with San Francisco International Airport

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.

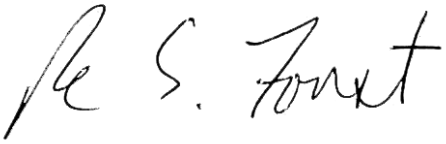
SAMCEDA in many ways can be likened to a Redwood tree, with a strong and resilient trunk at its core and the founding principle of economic stability for all. The branches added over the years represent our diverse membership base, our core advocacy efforts (in innovation and technology, housing, transportation, 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

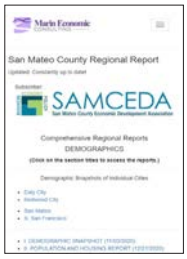
COMMUTERISM IS BIG BUSINESS
IN SAN MATEO COUNTY
SAN FRANCISCO
57,000
11,000
$
SAN MATEO COUNTY
3300
OTHER
4400
AREAS
14,000
13,000
$
SANTA CLARA COUNTY
44% OF LABOR FORCE WORKED OUTSIDE COUNTY (1960)
IMPORTS PAYROLLS
PURCHASES
FOOD
SHELTER
SERVICES
SUPPLIES
FOR 240,900 PEOPLE
INDUSTRIAL SITE ATLAS
SAN MATEO COUNTY
CALIFORNIA
JUNE 1955
VOL. IV
SAN MATEO COUNTY DEVELOPMENT ASSOCIATION, INC.
Business Climate
Survey
San Mateo County Development
Association
400 Benjamin Franklin Court
San Mateo, California
Diamond 4-8656

APRIL 2020		APRIL 2023
11.5% Unemployment Rate in San Mateo County		**2.5%** Unemployment Rate in San Mateo County
16.1% Unemployment Rate in California		**4.3%** Unemployment Rate in California
14.4% Unemployment Rate Nationwide		**3.1%** Unemployment Rate Nationwide
430,100 Labor Pool		**454,700** Labor Pool
380,700 Employed		**443,300** Employed
49,400 Unemployed		**11,500** Unemployed

ECONOMIC FACTORS TO CONSIDER

Remote / Essential, Economic Disparities, Education / Childcare, Housing, Public Transit, Industries / Jobs / Training, Technology Gaps

ECONOMIC ACTIVITIES



Marin Economic CONSULTING

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

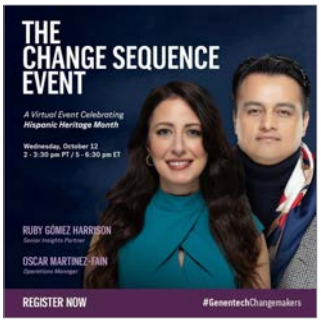
Source: Employment Development Department - Labor Market Information Division

BUSINESS: SAMCEDA MEMBERS MEETING THE MOMENT

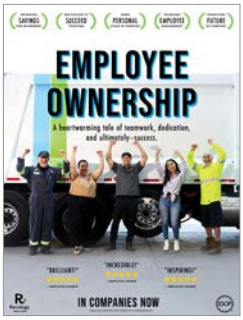
VARIETY
SAMCEDA
'The Voice of Business in San Mateo County'
ECONOMIC
ASSOCIATION

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

BKF Everywhere, The Local's Guide Supporting Small Businesses

Dignity Health's Mask Update Guidelines

Sutter Health's *Gender Identity* Webinar

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

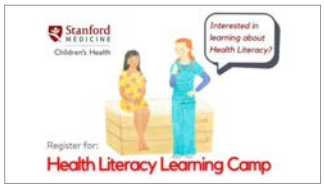
Hopkins & Carley's Legal Webinar

Stanford Medicine's *Diversity & Inclusion Forum*

Bristol Myers Squibb's Kidney Cancer Resource Campaign

Oracle's Blog Feature for Businesses

Biocom California's *Black Biotech Trailblazers in Life Science* Virtual Event



Stanford Medicine Children's Health's *Health Literacy Learning Camp* Event

PG&E's *Wildfire Safety Webinar*

Sares Regis' Employment Opportunities

W.L. Butler Construction's *Women in Construction* Initiative

San Mateo Credit Union's Financial Webinars

Presidio Bay's *Urban Revitalization Values*

Cargill's Efforts Reducing Carbon Footprint

Graniterock's Job Fair

Amgen's *University Week* Events for Students & Graduates

Greystar's Social Media Feature on *Mental Health Awareness Month*

Kaiser Permanente's *Fighting Cancer* Webinar

ENGIE's Partnership with Rhythm Energy for a Sustainable Future

Gilead's *Zeroing In: Ending the HIV Epidemic* Campaign

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*

HILLER HELICOPTERS
...ROADS ..ROADS ..ROADS
The key to CONVENIENT LIVING
The key to INDUSTRIAL GROWTH
SAN MATEO COUNTY DEVELOPMENT ASSOCIATION

IQHQ's *ESG Annual Report*

San Mateo County Fair Held at the San Mateo County Event Center

Republic Services' Recycling Efforts

Coblentz Patch Duffy & Bass LLP's *Impact of Recent Bank Failures on Borrowers, Landlords, and Other Stakeholders* Feature

Habitat for Humanity's *#CarsForHomes* Initiative

Comcast's *Gaining Transferable Skills to Grow Your Career* Webinar

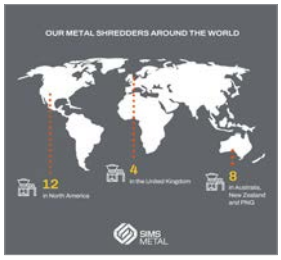
Peninsula Clean Energy In-Person Event with Silicon Valley Bicycle Coalition

SummerHill Homes' New Residential Development

California Life Science's *Small Business and Entrepreneurial Funding Resources in Translational Services* Virtual Event

Stanford Health Care's Video Visit Initiative

Swinerton's Observance of *Safety Week*



Sims Metal's Metal Shredders Around the World

Port of Redwood City's Community Event

Thomas James Homes' Internship Opportunity

Hanson Bridgett's *Labor & Employment Mid-Year Seminar*

Colliers' U.S. Market Snapshot

First 5 San Mateo County's Informational Webinars for Families

POLICY

101
San Jose
South
San Francisco
2809

SAMCEDA MEMBERS EMBRACING COMMUNITY VISIONS

SamTrans Ride Plus Initiative

Reimagine Hillsdale Open House
In-Person & Virtual Events

Caltrain's *Improved Weekday Schedule*

HIP Housing's Contest to Raise Awareness of Affordable Housing Programs

Habitat for Humanity Greater San Francisco and Hines' *1111 - 1227 Arguello Street Project*

The Sobrato Organization's *123 Independence Drive Project*

HEART of San Mateo County's *First-Time Homebuyer Workshops*

Commute.org's Survey to Better Serve the Community

Advocacy in Biotechnology, Childcare/Youth, Economy, Education, Equity, Health Care, Housing, Land Use, Technology, Transportation, and *more*

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

Sequoia Hospital Pictured Above

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

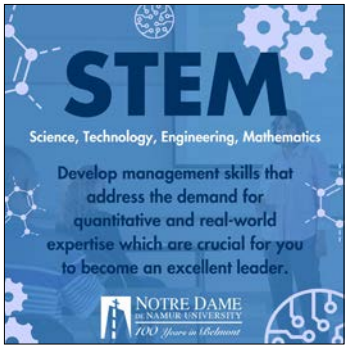
Stanford MEDICINE | Health Care

Sutter Health Mills-Peninsula Medical Center

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

Skyline College's Priority Registration for the Fall Semester

College of San Mateo's *Connect to College* In-Person Event



Notre Dame de Namur University's STEM Program

Cañada College's *Promise Scholar* Program

THANK YOU TO OUR EDUCATION PARTNERS (PARTIAL LIST)

SAN MATEO COUNTY COMMUNITY COLLEGE DISTRICT

Cañada College

College of San Mateo

NOTRE DAME DE NAMUR UNIVERSITY

SAN MATEO COUNTY OFFICE OF EDUCATION

Stanford University

Skyline COLLEGE

SAN MATEO COUNTY
TOTAL AREA
TOTAL FILL

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

Brisbane Chamber of Commerce's
Holiday Mixer

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

BRISBANE CHAMBER OF COMMERCE

Burlingame/SFO Chamber of Commerce

Daly City Colma CHAMBER OF COMMERCE

CHAMBER SAN MATEO COUNTY

COASTSIDE CHAMBER

FOSTER CITY CHAMBER OF COMMERCE

millbrae CHAMBER OF COMMERCE

PACIFICA CHAMBER of COMMERCE & VISITOR CENTER

SM area Chamber of Commerce

South San Francisco Chamber of Commerce

Eimac
EITEL-McCULLOUGH, INC.

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*

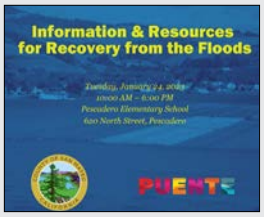
COMMUNITY PARTNERS (PARTIAL LIST)

Build Up for SMC's Childrer
CAFWD
CALIFORNIA STEWARDSHIP NETWORK
THRIVING REGIONS • THRIVING STATE
Children Now
Commute.org
FIRST 5 SAN MATEO COUNTY
HEART OF SAN MATEO COUNTY
LEADERSHIP COUNCIL SAN MATEO COUNTY
novaWORKS
PENINSULA CLEAN ENERGY
renaissance entrepreneurship center
SAN MATEO COUNTY HEALTH All together better.
Sustainable San Mateo County Economy. Equity. Environment.
THE SAN FRANCISCO Peninsula
Thrive The Alliance of Nonprofits for San Mateo County

SAN MATEO COUNTY INITIATIVES

SAN MATEO COUNTY
Invites *YOU*

CAMPAIGNS



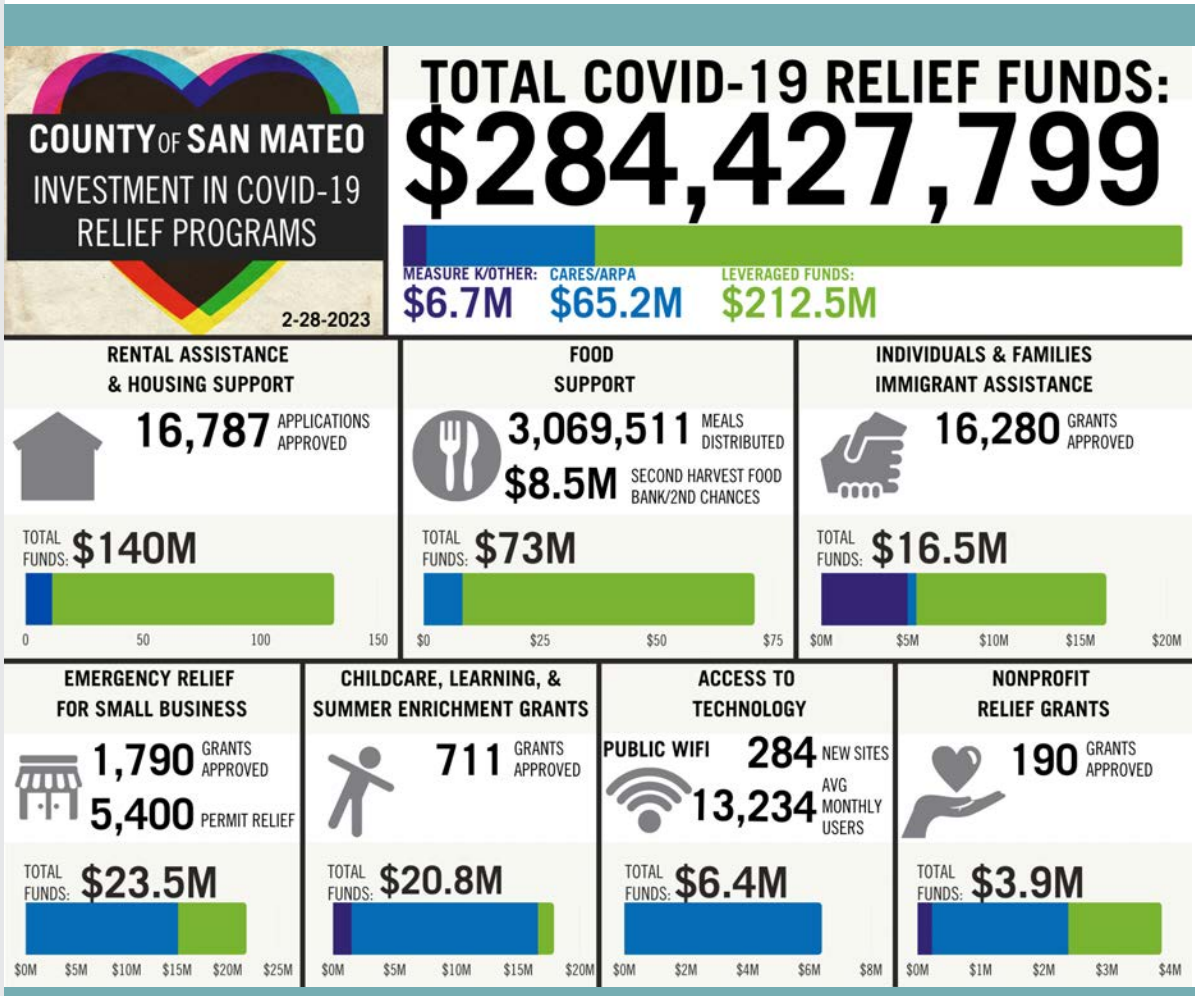
SAMCEDA'S SUPPORT FOR SAN MATEO COUNTY

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*



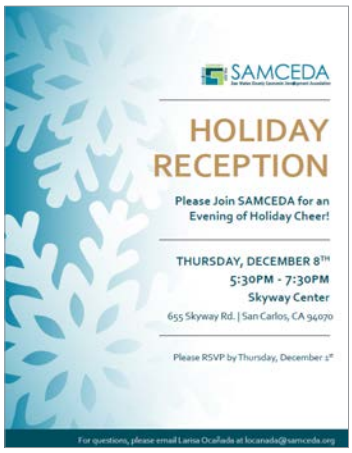
Infographic (Updated as of February 27, 2023): *San Mateo County Recovery Initiative* Website - smcrecovery.org

SAMCEDA HIGHLIGHTS

SAMCEDA is Now on Instagram!
Follow @samceda_smc

SAMCEDA Turns 70!

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



SAMCEDA's *2022 Holiday Reception*

Proclamation

Recognizing SAMCEDA
for its contributions to the Redwood City community

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

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:

GREENBELT ALLIANCE

SVCF SILICON VALLEY COMMUNITY FOUNDATION

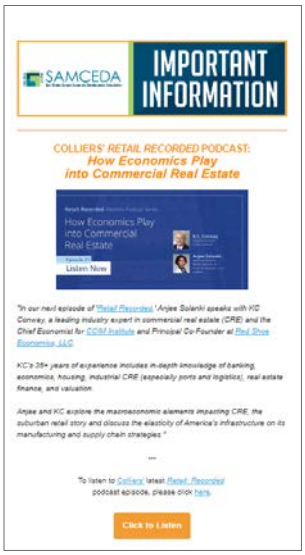
KEY PARTNER EVENTS:

NINTH ANNUAL BIRDIES FOR BUSINESS GOLF TOURNAMENT

bizwomen THE BUSINESS JOURNALS MENTORING MONDAY

PROGRESS SEMINAR BUSINESS • GOVERNMENT • COMMUNITY

Visit Our Website



Subscribe to Our Newsletter

Find Us on Social Media

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

Twitter

Facebook

LinkedIn

Instagram

YouTube

SAMCEDA - 1900 O'Farrell Street, Suite 380 | San Mateo, CA 94403
www.samceda.org | info@samceda.org | @SAMCEDA | (650) 413-5600

- 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 (JVSV), 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

PLATINUM CHAIRMAN CIRCLE