



# SAMCEDA

San Mateo County Economic Development Association

ANNUAL UPDATE 2014 – 2015

# A MESSAGE FROM OUR CHAIR

It is my pleasure to welcome you to the 63<sup>rd</sup> San Mateo County Economic Development Association (SAMCEDA) Annual Meeting. At this time each year, SAMCEDA members and stakeholders come together to celebrate our community's successes of the past year and reflect upon opportunities for the future.

The breadth of our accomplishments and advocacy over the past year is remarkable. From engaging thoughtfully with elected officials and policymakers across the Bay Area to meeting with Economic Development officials in China, the past year has been truly inspiring.

In 2014, SAMCEDA advocated for three local ballot measures and one proposition, with our position winning in all 4 elections. SAMCEDA continued to advocate for the improvements in transportation, housing and education that our region needs to continue to stay competitive in the 21<sup>st</sup> century economy and that will allow us to continue to attract the best and brightest businesses and employees.

As an organization, SAMCEDA continued to actively engage with our members to deliver access to valuable up-to-date economic research and direct communication with political leaders on a host of issues that support business and provide jobs in our local communities.

Issue advocacy is vital to the continued prosperity of our region and the people who live and work here. However, the deep ties to our community and our government, nonprofit and business leaders is the bedrock of the advocacy work we do at SAMCEDA. Events such as our Awards of Excellence held every spring offer an opportunity to celebrate our community's brightest as well as deepen those relationships – and this past year's was a great success.

As always, both challenges and opportunities remain. As our region continues to grapple with solutions to challenges brought by a booming economy SAMCEDA will continue to be there to weigh in on behalf of our membership, clearly and consistently. I would be remiss if I didn't add a thank you to Rosanne Foust and Amanda Borsum for the outstanding job they have done in ensuring that SAMCEDA always has a seat and a voice at the table.

To our members, friends and partners, thanks for all you do to make San Mateo County one of the best places to live and work. Together we can meet the challenges of the future.



**Sherri R. Sager**

Chief Government & Community Relations Officer, Stanford Children's Health

Chair of the Board, SAMCEDA

## EXECUTIVE COMMITTEE

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Chair of the Board

Lucile Packard Children's Hospital, Stanford

**Steve Mincey**

Past Chairman of the Board

DES Architects + Engineers, Inc.

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Vice Chair

Pacific Gas and Electric Company

**Robert Webster**

Vice Chair

Bohannon Development Company

**Paul Casias**

Vice Chair of Finance

My-Business-Advisor LLP

**Todd Adair**

Secretary

BKF Engineers

**Rosanne Foust**

President & CEO

SAMCEDA

## BOARD OF DIRECTORS

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Emeritus Advisor to the Chairman

# INNOVATORS

## 2015 SAMCEDA Awards of Excellence

2015 marked the 6<sup>th</sup> year that Innovators: SAMCEDA Awards of Excellence highlighted and celebrated the depth of innovation and entrepreneurship that takes place in San Mateo County. Hundreds of companies were thoroughly vetted throughout the year, fifteen were nominated and six were chosen as **Innovators**.

Innovation is a fundamental pillar of our County's economy and SAMCEDA works to ensure that it continues to be an economic priority for both public and private stakeholders.

SAMCEDA beginning in 1953 has long advocated and been a leading voice for the business community on the Peninsula. Our primary objective has and always will be to highlight the important role that business plays in a community and to communicate that a healthy business community leads to an overall healthy economy.

In addition, SAMCEDA celebrates its unique history through the David D. Bohannon Memorial Award. This Award is dedicated to the memory of David D. Bohannon, Founder and Past President of SAMCEDA. Every recipient, including this year's honoree Anne LeClair, President & CEO of the San Mateo County/Silicon Valley Convention and Visitors Bureau demonstrates significant leadership and success in building the local economy and contributing to the quality of life in San Mateo County through community service and philanthropy.

*"The most important innovators often don't need any technologies - just imagination and acute sensitivity to people's needs."*  
– Geoff Mulgan



### 2015 AWARD WINNERS



ALIEN VAULT



### DAVID D. BOHANNON MEMORIAL AWARD WINNER



**Anne LeClair**  
President & CEO  
San Mateo County/Silicon Valley Convention and  
Visitors Bureau



Innovators 2015



Award Winners



Attendees

# CONNECTS • CONVENES • CONTRIBUTES • COMMUNICATES

## LEADING THROUGH PARTNERSHIPS

- SAMCEDA is a founding member of the Caltrain Commuter Coalition (C3) along with the Bay Area Council and Silicon Valley Leadership Group. Through this Coalition SAMCEDA is actively engaged with the Caltrain modernization and electrification project and the overall mobility in the 101 corridor.



- Co-sponsored the annual Economic Forum featuring Jeanette Garretty, Managing Director & Chief Economist – Robertson Stephens, Robert Dean, Founder and President – Harmony Capital LLC and Dylan Smith, Co-Founder and CFO – Box with the Redwood City-San Mateo County Chamber of Commerce.



- Co-sponsored the Community Choice Energy Business Roundtable with the South San Francisco Chamber of Commerce, San Mateo Area Chamber of Commerce and the Redwood City-San Mateo County Chamber of Commerce.



- Active and engaged member of the Bay Area Business Coalition (BABC), which brings together regional business groups to ensure the business community is represented in policy conversations and proposed legislation by the four regional regulatory bodies: Association of Bay Area Governments (ABAG), Bay Area Air Quality Management District (BAAQMD), Bay Conservation and Development Commission (BCDC), and Metropolitan Transportation Commission (MTC).



- The Housing, Land Use and Transportation and Public Policy committees of SAMCEDA bring member companies together to hear the very latest information from policy makers and organizations that impact the economy and quality of life in San Mateo County.



- An early supporter and ongoing collaborator for the county wide initiative, the “Big Lift”, led by the San Mateo County Office of Education. The goal is to increase reading proficiency in third grade students from the current 58% to 80% by 2020.



- Held the first annual “Birdies for Business” golf tournament bringing together business and community members for a day of networking, sun and fun on the golf course in support of the work carried out by SAMCEDA and The Chamber.



## LEADING THROUGH ADVOCACY

- As a member of the Advisory Council that produced the Silicon Valley Competitiveness and Innovation Project, SAMCEDA looks to inform a strategic, long-term policy agenda that is a data-driven, overarching economic strategy to enhance and reinforce our competitive advantages in innovation.
- Co-Chaired the 46th Annual Progress Seminar, the signature event of the Redwood City-San Mateo County Chamber of Commerce along with Assembly Member Kevin Mullin and President of the San Mateo County Board of Supervisors Carole Groom. This annual confab brings together business and government to collaborate on regional issues.
- As a key sponsor and partner with Skyline College for its 2<sup>nd</sup> annual Success Summit SAMCEDA highlights the importance of the business community in north San Mateo County.
- CONNECT14 is the brainchild of Assembly Member Kevin Mullin and San Mateo County Board of Supervisors member Warren Slocum. SAMCEDA has been a key sponsor and supporter of this annual technology and social media conference for San Mateo County's elected and appointed government leaders.
- As the Business and Economics Day Chair SAMCEDA is proud to support the "Leadership Redwood City-San Carlos-Belmont-Menlo Park" program that educates community members from the business, government, education and nonprofit sectors on a variety of topics including transportation, sustainability, public safety, and philanthropy that build strong communities.
- Bizwomen Mentoring Monday provided an opportunity for SAMCEDA to meet and mentor women that are looking to make a difference in their career and in their community.
- Every year SAMCEDA supports the *San Francisco Business Times* Peninsula Structures special supplement and event that highlights commercial real estate, the economy and business growth on the Peninsula and in San Mateo County.
- As a member of the Board of Trustees of the Bay Area Council Economic Institute (BACEI), SAMCEDA works with business, labor, government and education as a respected source of information and analysis, and as a trusted adviser to both business and government.
- As a proud supporter of the multi-chamber "State of the County" annual luncheon, SAMCEDA provided an economic overview of San Mateo County.

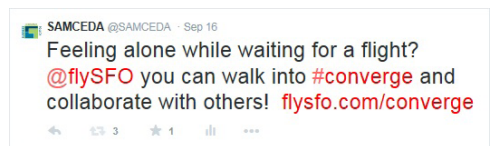
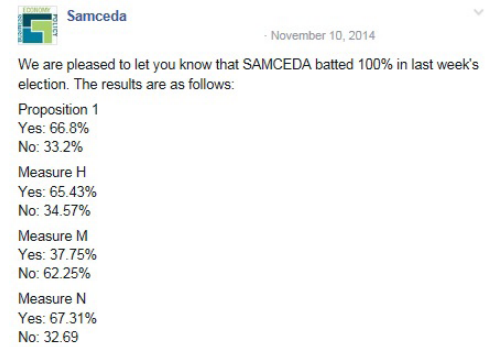


- As a Board Member of the San Mateo County Workforce Investment Board (WIB) SAMCEDA works to create linkages between employers and public and private educational institutions in order to create training opportunities and job placement for underemployed and unemployed in San Mateo County. Over the past year SAMCEDA led an Ad-Hoc committee of the Board to address a possible merger with NOVA (seven cities in northern Santa Clara Valley) that would meet the goals of the Workforce Investment Opportunity Act (WIOA) which was signed into law in July 2014. This merger becomes effective July 1, 2015 and positions the San Mateo County-NOVA WIB as a leader in workforce training and development in the State of California.

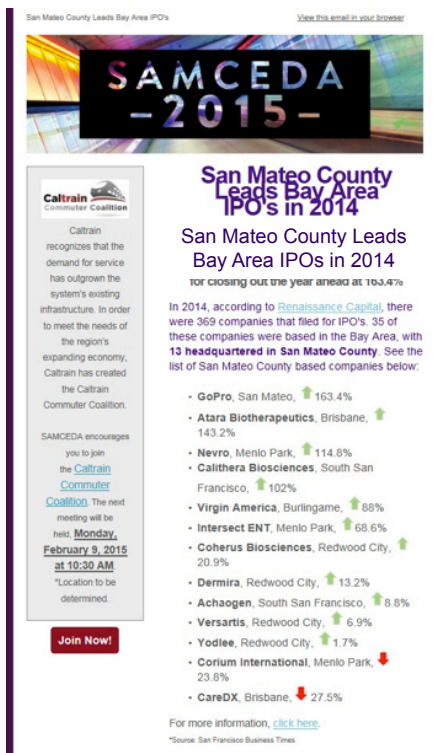


## LEADING THROUGH COMMUNICATIONS

## STRONG PRINT, ONLINE AND SOCIAL MEDIA PRESENCE



SAMCEDA (San Mateo County Economic Development Association) Nearly half of top philanthropic givers last year were Bay Area tech leaders!

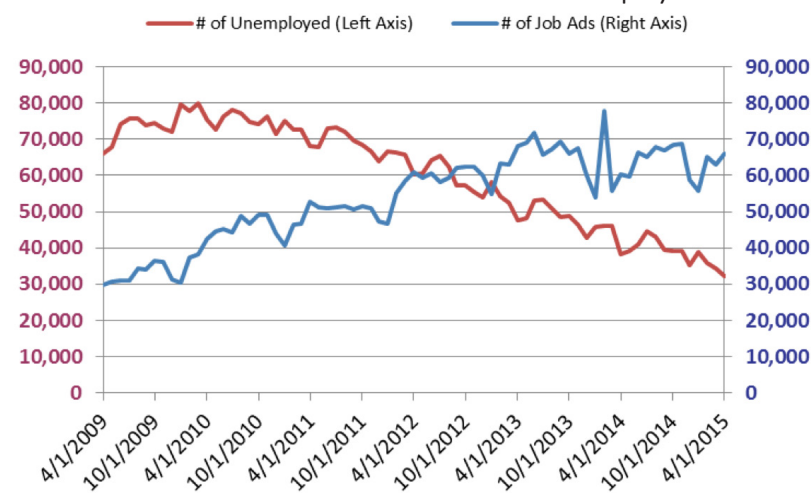


## LEADING THROUGH RESEARCH

## EMPLOYMENT DATA

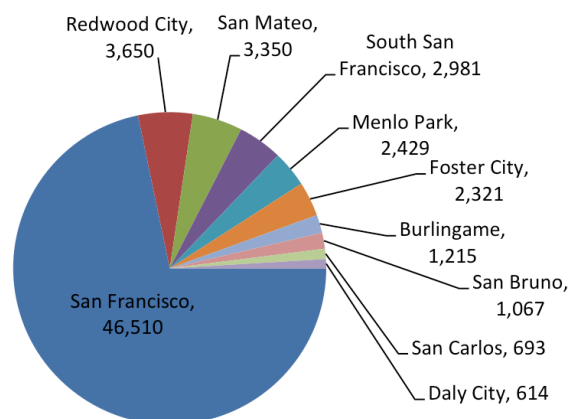
The labor force in San Mateo County is 438,900. Between May 2009 and November 2010 unemployment in San Mateo County was above 8% with an average monthly unemployment of 33,000. Since January 2011 unemployment has steadily declined to 3.2% in April 2015 with monthly unemployment below 14,000 today.

Number of Job Ads vs. Number of Unemployed



Source: Employment Development Department, State of California

Cities with Most Job Ads



## BUSINESS ESTABLISHMENT DATA

According to the California Employment Development Department, San Mateo County has 24,797 business establishments.

- 19,142 employ less than 10
- 23,548 employ less than 50
- 24,253 employ less than 100

Source: Employment Development Department, State of California

## COMMERCIAL REAL ESTATE DATA

First Quarter 2015 San Mateo County commercial vacancy is at 8.23%. This is the first time single digit vacancies have been reported in 15 years.

MARKET ACTIVITY SIGNIFICANT FIRST QUARTER 2015 TRANSACTIONS			
SIGNIFICANT LEASES			
PROPERTY ADDRESS	SQUARE FEET	TENANT	TYPE
162 Jefferson Drive, Menlo Park	135,307	EMC Corporation	Office
3170 Porter Drive, Palo Alto	105,000	Jazz Pharmaceuticals	Office
900 Middlefield Road, Redwood City	54,066	Pebble Technology	Office
1800 Bridge Parkway, Redwood City	50,473	Nevro Molecular	Office
155 Constitution Drive, Menlo Park	48,288	Anchor Free Wireless	Office
826-840 Burlway Road, Burlingame	24,630	San Francisco Opera Association	Industrial
SIGNIFICANT SALES			
Burlingame Point, Burlingame	16.22 Acres	H&Q Asia Pacific	Land
Menlo Science & Tech Park, Menlo Park	1,065,913	Facebook	Ofc/Ind/R&D
1315 O'Brien Drive, Menlo Park	217,770	Tarleton Properties	Industrial
700-900 Concar Drive, San Mateo	213,832	DivcoWest	Office

Source: Colliers International

FIRST QUARTER 2015 SAN MATEO COUNTY OFFICE DEAL VELOCITY		
SIZE RANGE	TOTAL SF	# OF DEALS
< 3K SF	149,088	111
3-5K SF	158,269	40
5-10K SF	175,195	27
10-20K SF	129,907	10
20-50K SF	230,543	7
> 50K SF	186,563	2
<b>TOTAL</b>	<b>1,029,565</b>	<b>197</b>

## PLATINUM CHAIRMAN CIRCLE SPONSORS



### WHO IS SAMCEDA?

SAMCEDA was founded in 1953 to promote business issues that enhance and sustain the economic prosperity of our region and its local communities. The message, "Business is good, Business brings opportunity," remains timeless. The rapid pace of change and innovation locally, regionally, nationally and globally demands that SAMCEDA meet an ever-changing environment with information, ideas and tools our members can utilize to remain one step ahead.

**Join the Conversation**  
**#SAMCEDABusiness**

### WHAT WE OFFER

- An influential voice and a seat at the table on issues that affect business, education, non-profits and residents.
- Direct communication with top federal, state, regional and local political leaders along with other stakeholders.
- Established relationships with regional partners throughout the Bay Area as a member of the Bay Area Business Coalition.
- Access to valuable information on a timely basis regarding budgetary and fiscal stability at the state, regional and local jurisdictions, policy initiatives on multiple topics including 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.
- Direct communication through social media and SAMCEDA 2015 (e-newsletter).



**SAMCEDA**  
San Mateo County Economic Development Association

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