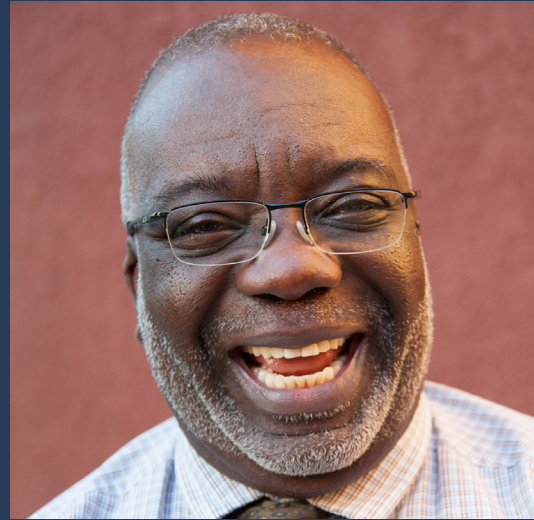


SOCIAL IMPACT REPORT

fiscal year 2016-2017



Celebrating Five Years of Economic Vitality



OVERVIEW

Develop. Diversify. Stabilize.

The San Pablo EDC creates sustainable economic prosperity by supporting innovation and entrepreneurship while preserving our community's diverse culture. We put people to work, and we help people realize their dreams.

A Word from the San Pablo EDC Executive Director & General Manager

For the past five years, we have been a local nonprofit organization on an ambitious mission to create economic opportunity in our own backyard. We opened the doors with a modest staff and one training partner. Today, we are fortunate to have a dynamic team delivering a robust array of services through multiple partners and regional networks.

Many people allowed us to get here. From the partner's belief that together we build stronger pathways towards living wage employment to the funders, sponsors, and members who make it possible. Frontline staff delivers service every day, and our board members propel our mission. We are grateful for all who help us make a difference in our region.

We have celebrated many milestones along the way. Our first Removing Barriers Job Readiness cohort graduate now works for the Contra Costa County District Attorney, and a job trainee parlayed his entrepreneurial skills and barber's license into a thriving local business hiring other local graduates. It has been an incredibly satisfying first five years.

Thank you for being part of our growth.

Board of Directors

Adam Novickas, Chair
Kathy Chao Rothberg, Vice Chair
Elizabeth Pabon, Treasurer
Xavier Abrams, Director
Genoveva Garcia Calloway, Director

San Pablo EDC Staff

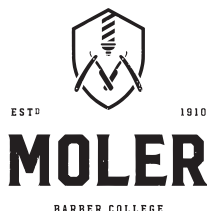
Matt Rodriguez, Executive Director
Leslay Choy, General Manager
Bradley Ward, Controller
Vivian Wong, Sr. Program Coordinator, Business Associate & Sales Manager
Ren Floyd-Rodriguez, Program Coordinator
Nora Ruiz, Sr. Program Associate
Elliot Grossman, Program Associate
Mary Biasotti, Independent Contractor & Grantwriter



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Special thanks to our sponsors:



Cover Photo by Karina Furhman

Cover Photo: Kola Onafowode, owner of Micro-Easy Vocational Institute & San Pablo EDC vocational training partner and business member



PROGRAMS & PARTNERS

San Pablo EDC Programs for Workforce & Entrepreneurs

JOB TRAINING AND WORKFORCE DEVELOPMENT

Barbering and Cosmetology (Moler Barber College)

Business Administration Bootcamps (JVS)

Career Technical Education (Contra Costa College (CCC))

- Administration of Justice
- Automotive Services
- Biotechnology
- Business Administration
- Business Office Technology
- Computer Communications Technology
- Digital Film Production
- Emergency Medical Services
- Forklift Logistics Operations Warehouse
- Nursing and Medical Assistant

Commercial Driver's License (MTS Training Academy, ATD)

Construction (RichmondBUILD, Rising Sun Energy Center (RSEC))

Green Building and Solar Installation (RSEC)

HAZWOPER 40 and OSHA 10 (NCTAT and AJCC-SP)

Information Technology (The Stride Center, Micro-Easy Vocational Institute)

REMOVING BARRIERS SUPPORTIVE SERVICES

Tattoo Removal (New Skin, City of San Pablo)

Removing Barriers Job Readiness Certificate (Travis Credit Union)

Monthly Job Readiness Workshops & Financial Literacy (Travis Credit Union)

First-Time Homeownership Assistance (FHLBSF, Mechanics Bank, RNHS)

Childcare services (Early Learning Center at CCC)

Bilingual Computer Literacy (Ruiz Technology Services)

Professional Clothing (Wardrobe for Opportunity)

San Pablo Scholars Scholarship Fund (City of San Pablo, CCC)

ENTREPRENEURS AND BUSINESS DEVELOPMENT

Free Monthly Business Workshops led by experts in the field

Networking Mixers (Small Business of the Year, B2B Mixers, Multi-chamber Mega Mixers)

Shop Local Campaigns (Local FIRST, Road to Rewards, National Small Business Week)

Start-up Assistance

- Permits & Licensing Assistance, Quick Start Guides
- Business Plan (Small Business Development Center)
- Access to Capital (nano-capital & traditional lenders)
- Wage-subsidy Program Referrals (OTJ Training, ESE & CCWorks Program)

EDC Membership & Sponsorship: Marketing Services & B2B/B2C Referrals

- Branding and Logo Design
- Website Landing Page, Email Marketing
- Collateral Design
- Social Media
- Videography, Photography
- Strategic Marketing & Google Maps

Community Events Inclusion

- Torch Run
- National Night Out
- Coffee with Cops
- San Pablo Olympics
- 4th of July
- Hall-o-Ween

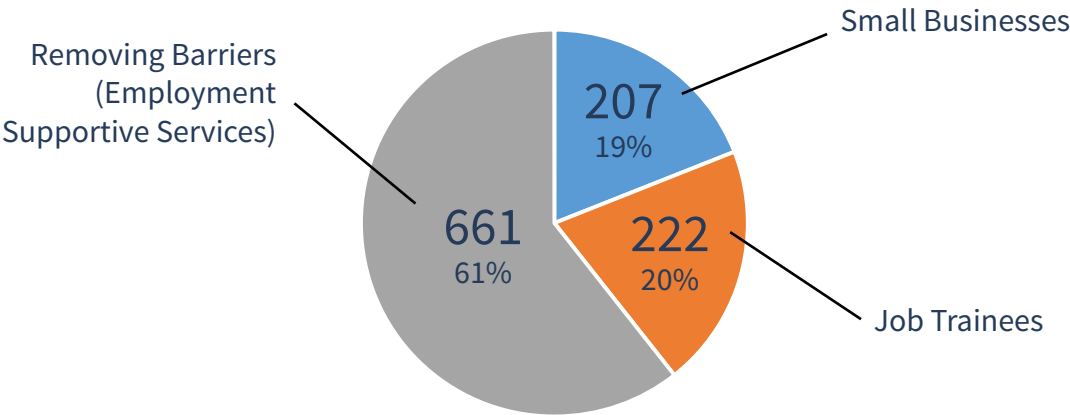
Local FIRST Guide and El Portal Newsletter



FIVE YEAR IMPACT

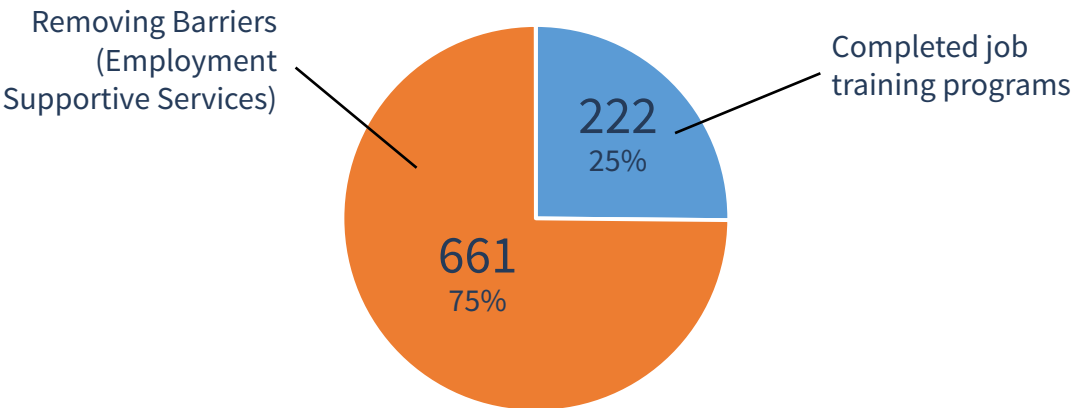
Cumulative economic impact of San Pablo EDC programs from 2012-2017

1,090 total clients served



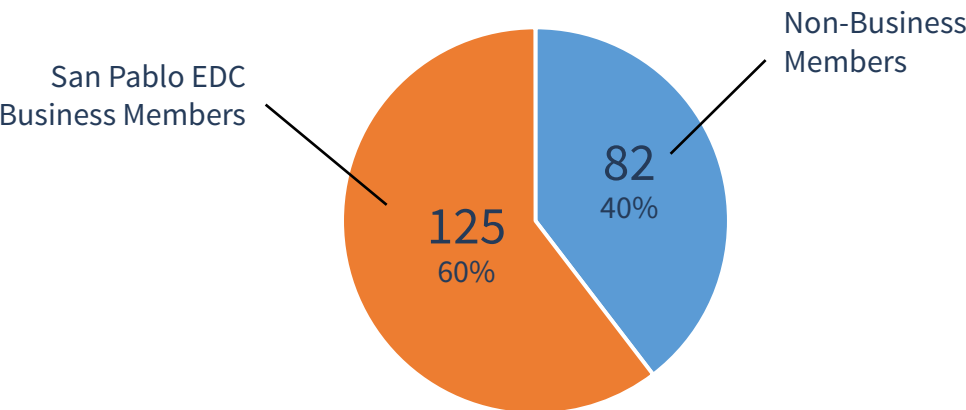
883

Workforce Clients Served



207

Small Businesses and Entrepreneurs Served



BUSINESS DEVELOPMENT

FY 16-17. Giving the right tools to small business owners for growth.

BUSINESS DEVELOPMENT

.....

Connections for entrepreneurs and owners to business resources that can help start, manage, and grow.

FY 16.17

12

Business events: networking mixers and grand opening ceremonies

3

LOCAL First magazine publications

26

Individual business consultations and associated services

18

Industry sectors within SPEDC Business Members

97

SPEDC Business Members receiving business support and services

72

Business training workshop attendees

Business Spotlight: Rockin' Crawfish

San Pablo EDC spurs and celebrates growth and success in the business community through intimate work with small business owners and entrepreneurs. This past January through March, the San Pablo PEDC collected 621 nominations for Small Business of the Year from 44 locations and numerous online surveys. The winner, Rockin' Crawfish, received over \$10,000 worth of marketing through their win.

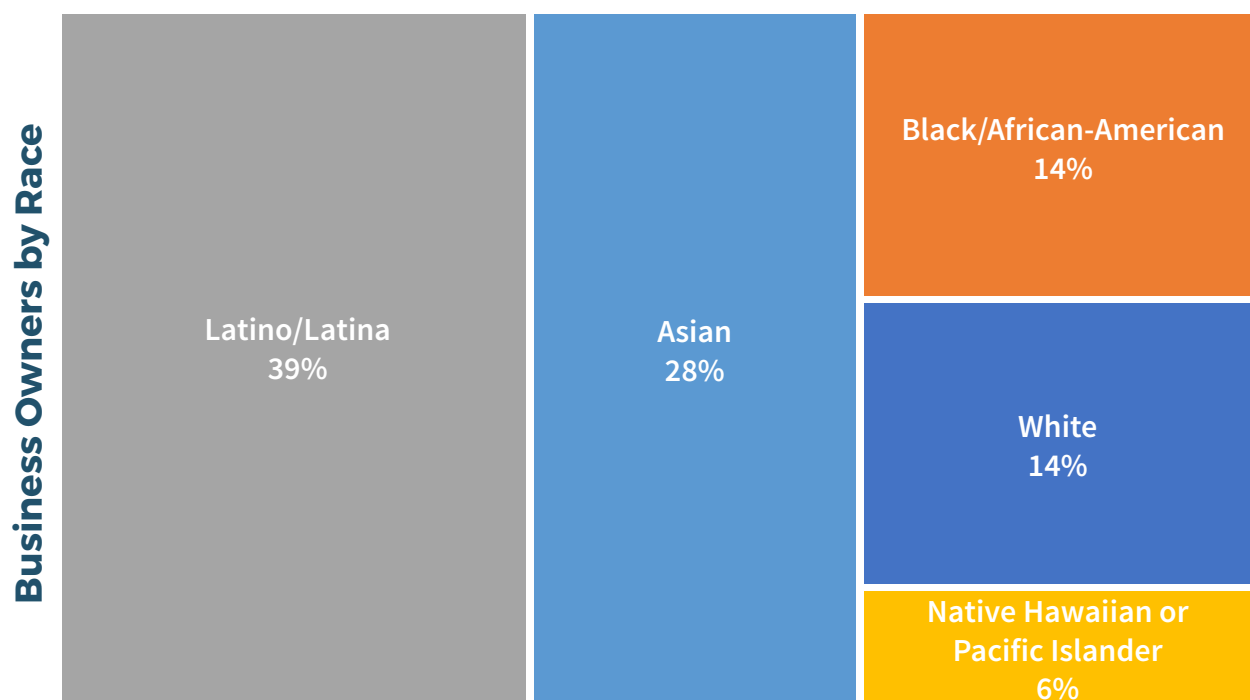
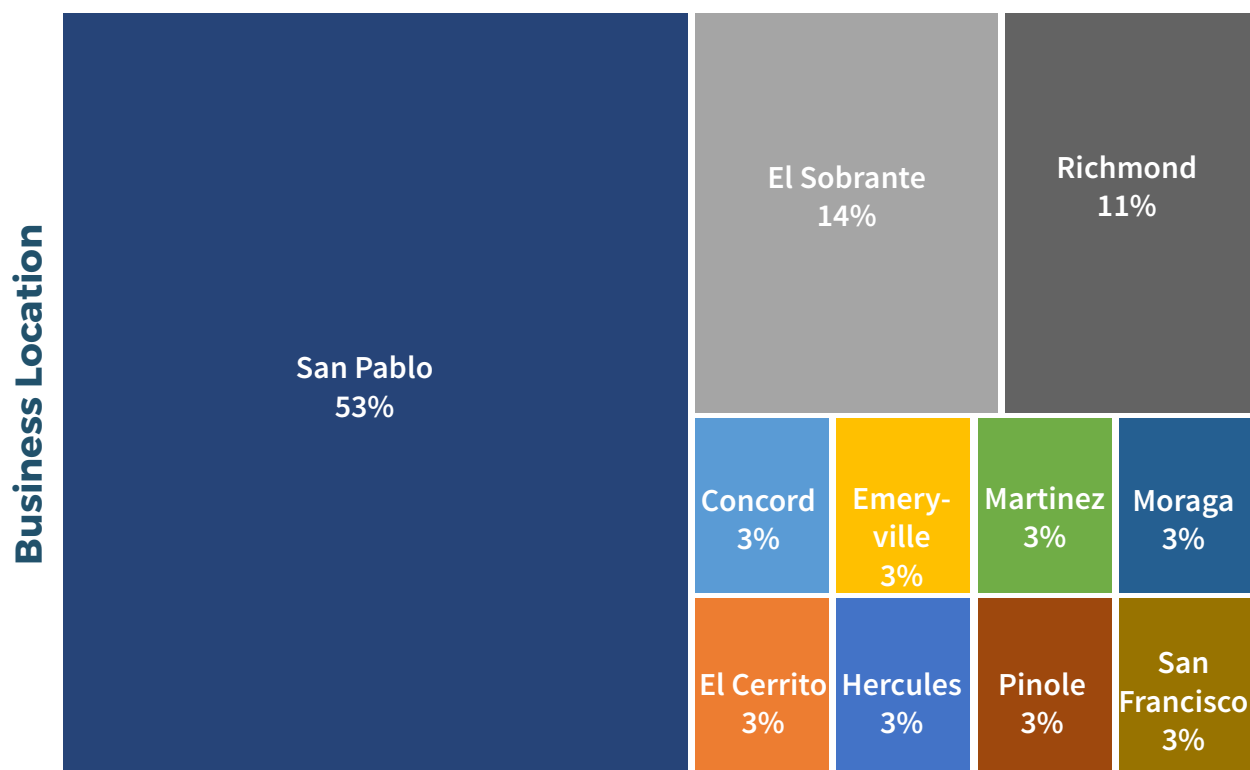
They were honored at our annual celebration mixer, and the East Bay Leadership Council awards luncheon. They even hosted the Road to Rewards launch party. Chris Yee, Nhan Ngo, Zach Ho, and Hai Truong opened Rockin' Crawfish on August 24, 2015.

"The restaurant business is one of the hardest industries to succeed in. The competition is so fierce," said Zach Ho. Rockin' Crawfish is set to grow with the continued support of San Pablo EDC.



AT A GLANCE

We work with a diverse group of business owners, particularly minorities and women. Women make up 55% of San Pablo EDC business member-owners working in a broad range of industries. 18 unique industries are represented; retail, food/beverage, and hospitality are the largest business categories (approximately one-third).



BUSINESS DEVELOPMENT

Strengthening the local business economy



Promote local businesses, like Grocery Outlet



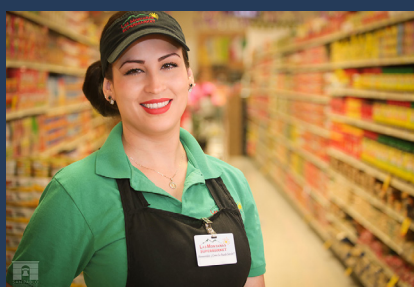
Small Business of the Year Celebration Mixer 2017



Alex's Giant Burger, SBOTY Honorable Mention 2016-17



Duran's Auto Glass magazine ad photo



Las Montañas cover of Summer 2016 Local FIRST magazine



Quarterly business mixers



East Bay Coffee Grand Opening



Dragon Snow Grand Opening



Samraj Sweets 'N Chaat Grand Opening



Ocotes Grill Grand Opening



Road to Rewards: Discover, Play, Win Campaign



Business workshops, such as Access to Capital

EDC BUSINESS MEMBERS

Our businesses serve as the economic engine that provides jobs for our local residents. We have cultivated relationships with each business owner over the past five years and delivered excellent member benefits that helped them achieve their goals of business retention and expansion, which in turn, allows them to hire our local residents.



Photo by Marvin Soriano

Blue Chip Sponsors

Official Printing Partner: Chimes Printing
Official Energy Partner: MCE Clean Energy
Official Job Training Partner: Moler Barber College
Official Financial Literacy Partner: Travis Credit Union

Avenue Sponsors

1st Northern California Credit Union
Mechanics Bank

Bell Sponsors

First Bank
Print 'Em All
Castro DDS

EDC Member Businesses

A-1 Martin Auto Body and Frame

Acuity Extended Care

ADF Handyman & Painting LLC

Alex's Giant Burger

Alicia's Flower Shop

Aloha Pure Water + Shaved Ice

Ameriprise Financial

Animal Care Clinic

Apex Mortgage Solutions

Better Homes & Gardens

Blue Bay Thai

Brookvale Pharmacy

Cafe Soleil

Cal Accessibility

Catahoula Coffee

Centro Latino Cuzcatlán

Co-Work Lounge

Curbside Kitchen

Curry Me Up

Dragon Snow

East Bay Coffee

El Cerrito Martial Arts

Farmers Insurance

Fast Track Coffee

First Alarm

First Bank - Avenue Sponsor

Five Star Cleaners

Food Barn

New York Life

Four Fools Winery

Glicel Sumagaysay Employment Law

Great American Cleaners

Green & Fair Janitorial & Maintenance

Grocery Outlet

Harmony Beauty Spa

Hatlen Center

Holiday Inn Express

Hornbill Burmese Cuisine

J&M Auto Repair

Jackson Hewitt Tax Services

JHS Auto Repair

Kelly-Moore Paints

La Plazuela

Lao Family Community Development

Las Montanas Supermarket

Legal Shield

Leila by the Bay

Local Educators for Tomorrow

Los Centzontles Mexican Arts Center

Lotus Blossom Spa

MacArthur Baptist Church

Margarita's Financial Dynasty

Merry Maids

Micro-Easy Vocational Institute

Mountain Mike's Pizza

MVRod Team Real Estate

Nerd Crossing

Noodle 21

Ocotes Mexican Grill

Palikhe Buck & More Dollar Store

Pamir Afghan Cuisine

Paul Morris Management

Paychex

Pro Power Wash & Maintenance

Pupuseria La Paz

Pure Momentum Consulting

Quickly

Richmond PAL

Richmond Tire

Rockin' Crawfish

Salesian College Preparatory

Samraj Sweets 'N Chaat Hut

San Pablo Dental Care

Soriano Real Estate

St. David of Wales Parish

St. Paul School

Taqueria Doña Maria

Tentmakers, Inc.

The Pedaler

This & That Building Materials

Windermere Real Estate

Workforce Development Board

World Financial Group

Xiang Xiang Noodle

Xinia's Bakery

WORKFORCE DEVELOPMENT

FY 16-17. Giving the right training and resources to job seekers for living wages.

WORKFORCE DEVELOPMENT

.....

Creating economic opportunity by offering job readiness, training, and employer connections.

FY 16.17

18

High-growth career pathways options

9

Job training and certification programs

75

Community job training program participants

29

Resident job training program participants

104

Job training program participants

95

Job readiness workshop attendees

Workforce Spotlight: Daniel Lopez

As a community college student with dyslexia, Daniel Lopez felt frustrated with his progress in school. One day, his counselor informed him about Richmond-BUILD, a construction training program and how he could qualify for a grant through San Pablo EDC.

After receiving the grant, Daniel entered the program. He learned foundational construction and job readiness skills to help him keep his future job, such as showing up on time every time to work, how to handle feedback, and how to be a team player.

“At some point in my RichmondBUILD training, my instructor took us on a tour of the plumbers’ union training facility, I got really interested in that field and said to myself, ‘This is something I want to do,’” Daniel remembers.

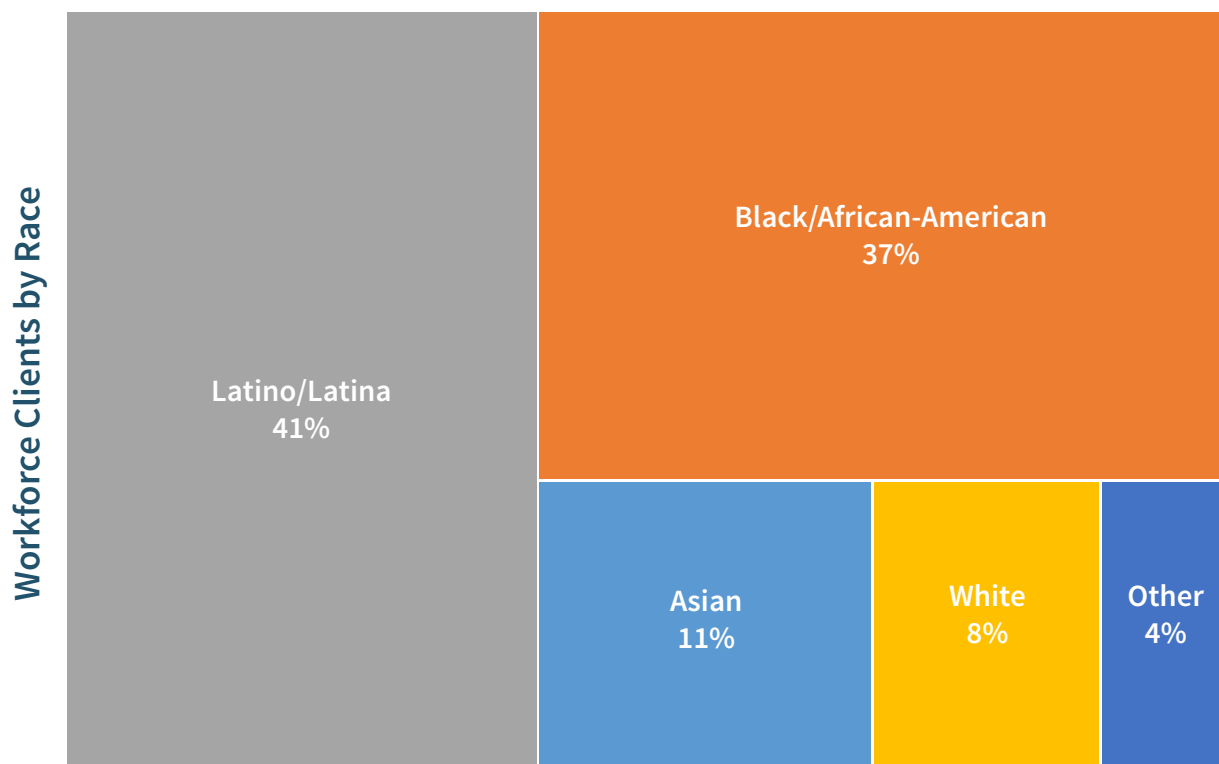
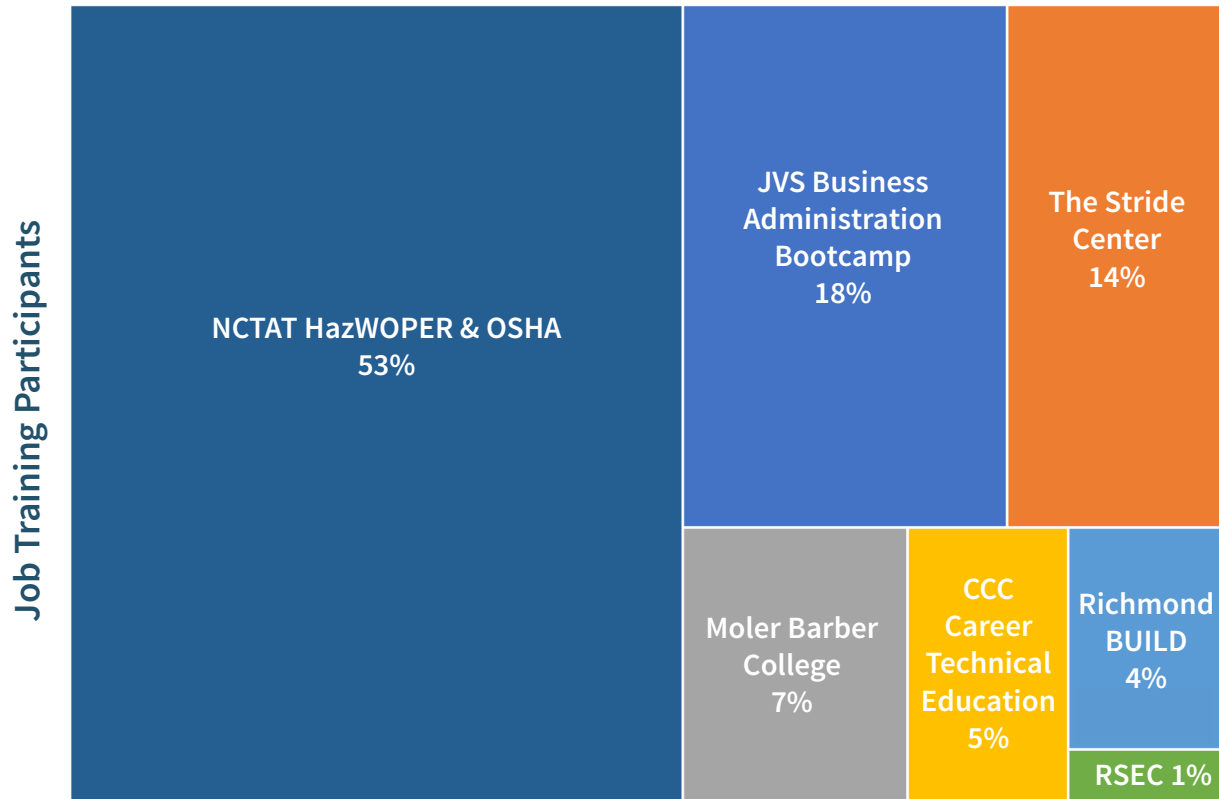
Upon his graduation from RichmondBUILD, Daniel landed a construction job at Synergy, a renewable energy company through PeopleReady and took the plunge to pursue his passion for the skilled trade of which he had only previously dreamed. That day will come as soon as he completes his apprenticeship at the Plumbers Steamfitters Union.



Photo by Vivian Wong

AT A GLANCE

San Pablo EDC provides funding for job training programs and prepares job seekers through work-force development workshops & certifications. People from many backgrounds and life situations utilize these services coming from San Pablo and the surrounding community at large. Multiple job training partners help make this possible.



WORKFORCE DEVELOPMENT

San Pablo EDC job training programs



Environmental Remediation Training, NCTAT



Forklift, Logistics, Operations, Warehousing, CCC



Construction, RichmondBUILD



Greenbuild, Rising Sun Energy Center (RSEC)



Automotive Services, Contra Costa College (CCC)



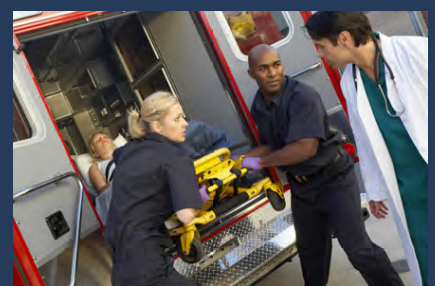
Biotech, CCC



Class A + B Drivers License, Michael Transportation



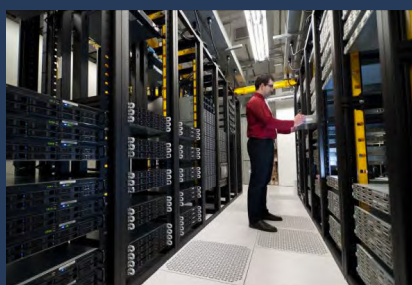
Nursing Assistant, CCC



Emergency Medical Services, CCC



Digital Media, CCC



Information Technology, Stride Center & Micro-Easy



Barbering & Cosmetology, Moler Barber College

REMOVING BARRIERS

San Pablo EDC supportive services for workforce



Subsidizing costs for high-needs clients



Before & after photo of client tattoo after 12 treatments



HS Diploma & GED, West County Adult School



Childcare at Early Learning Center at CCC



Bilingual Computer Literacy Courses



Professional work clothes through Wardrobe for Opportunity



Monthly job readiness training workshops



Business Administration Bootcamp, JVS



Email blasts to job seekers on job & career opportunities



Lao Family, AJCC, and other partner referrals



1st time homebuyer matching grant (WISH)



Community outreach for EDC programs

REMOVING BARRIERS

FY 16-17. Removing barriers to employment through various supportive services

REMOVING BARRIERS

.....

Removing barriers to employment through tattoo removal, job readiness skills, computer classes, financial literacy, professional clothing, and childcare.

FY 16.17

61

Computer literacy class students

7

College scholarships for San Pablo students

174

Unique individuals treated for tattoo removal

118

Homebuyer Grant Applicants Screened

428

Tattoo removal sessions

273

Individuals in Removing Barriers programming

Removing Barriers Tattoo Removal: Changing Lives, Building Careers

Removing Barriers Tattoo Removal program is often a point of entry for our clients seeking to erase the stigma or symbolism of tattoos, particularly those that present a stark barrier to employment, self-confidence, and safe community re-entry. Removing barriers tattoo removal program has served over 485 clients since its beginning in 2013, and 90 of those clients have declared ex-gang affiliation tattoos.

Some clients also choose to remove tattoos that bring back painful memories. One of our clients removed several large tattoos that were forced on her when she had been in an abusive relationship. In her first visit, she could not make eye contact. However, by her next treatment, she opened up to staff and shared that her parents were taking her back in, and she was about to enroll in college.

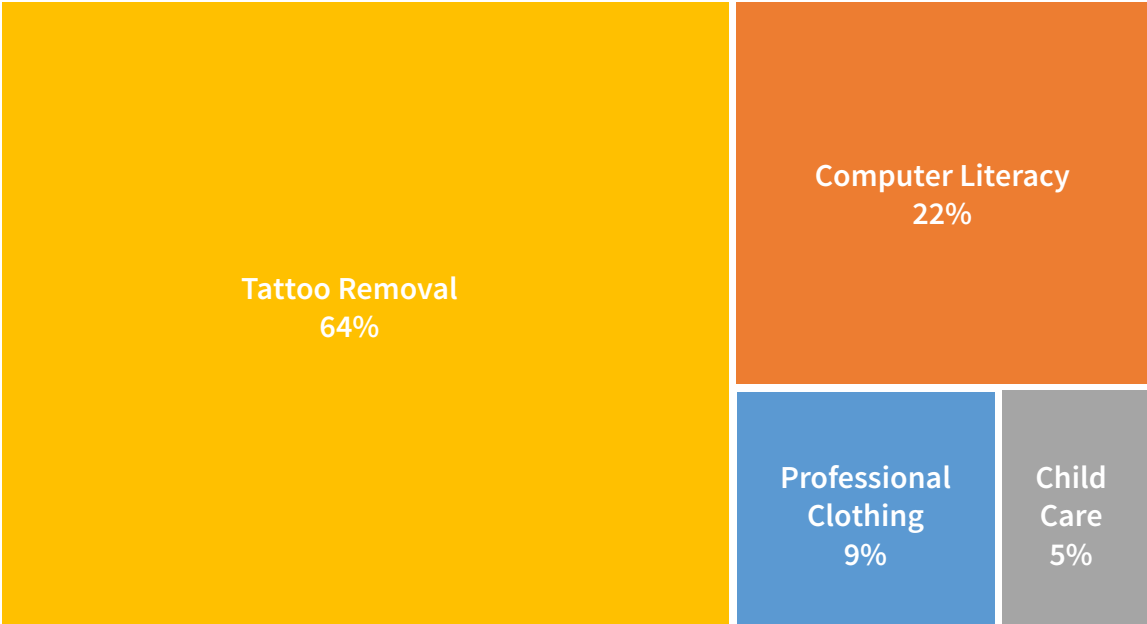
Many sessions later, the tattoo removal client shared that she had a job and was newly engaged. Stories like hers remind us of how tattoo removal transforms lives, restores self-confidence, and brings hope through employability and upward mobility.



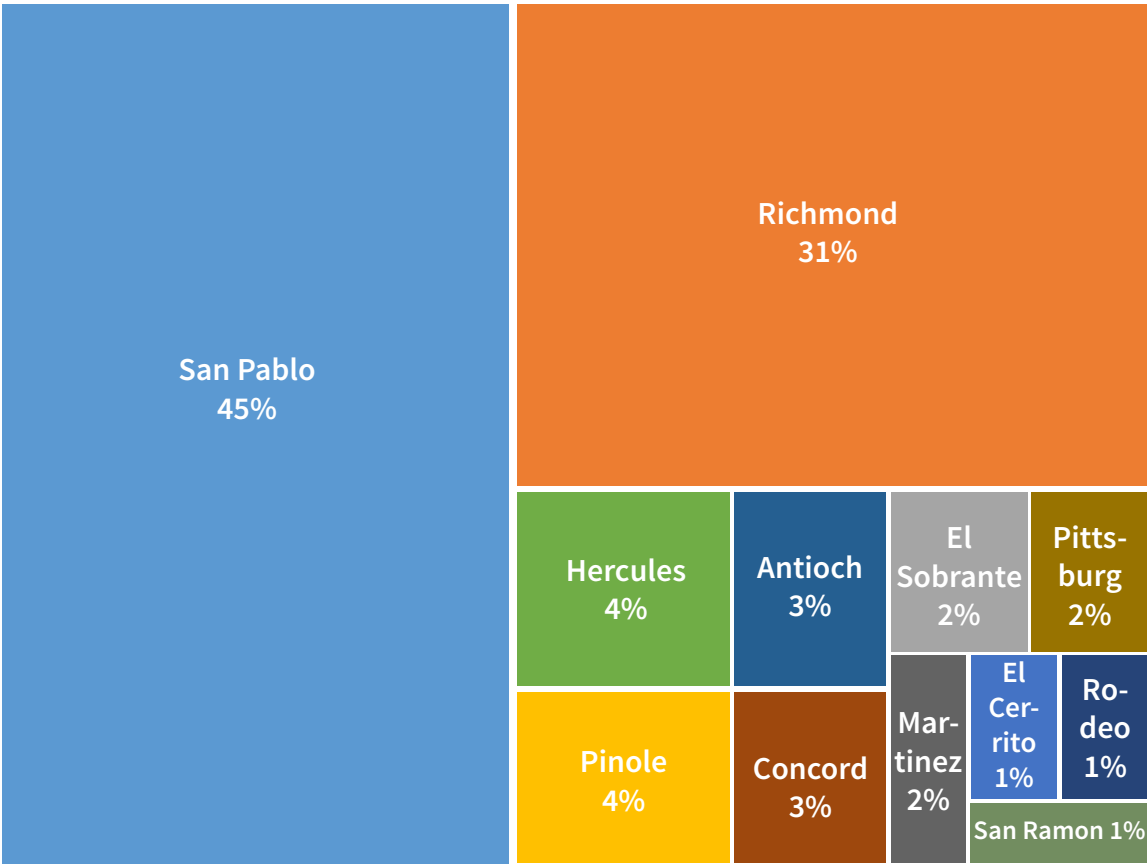
SUPPORTIVE SERVICES

San Pablo EDC provides a wide range of services to access job training and remove barriers to gainful employment ranging from assistance with GED/high school diploma to fixing credit to childcare and financial literacy. San Pablo EDC also treats clients from across the Bay Area with low-cost tattoo removal and provides additional job support to get people job ready.

Removing Barriers Programs



Tattoo Removal Clients by City



COMMUNITY PROJECTS

FY12-17. Funding community projects through New Markets Tax Credits (NMTC)

Project Spotlight: Rumrill Sports Park and San Pablo Community Center

Using NMTCs, the San Pablo EDC has been able to close the funding gap on two key projects to benefit the San Pablo community, its businesses, and its workforce.

In 2012, the San Pablo EDC joined efforts with the City of San Pablo to close its first NMTC deal for \$9.4M with Telecu as the tax credit lender and Chase as the investor. The deal paved the way to build a 10,000 square foot, LEED-certified community center with healthy activities, bilingual computer literacy and job training courses, and community space.

In 2015, the City of San Pablo once again made a 4.5 acre, \$7.4M NMTC deal possible to help San Pablo EDC build Rumrill Sports Park with NCCLF as the tax credit lender and Bank of America as the investor. This park features two kiosk spaces for minority- and women-owned businesses to provide healthy foods, provides a safe place for San Pablo sports teams to play and put to work San Pablo residents at a local security firm.



\$16 million
NMTC funds
allocated towards
community
projects

Photos by Bud Glick

SALES TAX REVENUE INCREASE

With increasing marketing of local businesses within and outside of San Pablo, and an introduction of multiple shopper incentive campaigns, San Pablo EDC has contributed to the rise of sales tax revenue in the City of San Pablo from \$1.7M in 2012 to \$3.7M in 2017. Regular business education workshops and technical advisory appointments are helping local businesses stabilize and grow.

\$2 million
in sales tax
revenue growth
(2012-2017)



Emanuel Gomez, owner of Las Montañas Photo Credit: Marvin Soriano

COMMUNITY VITALITY

With a jobless rate of 20% in 2012, eliminating barriers to employment and supporting small businesses became San Pablo EDC's top priorities. Since then, we have provided job skills training, affordable child care, and creative initiatives to support community well-being.



"We are honored to be nominated Small Business of the Year. It's really boosted staff morale and I appreciate everyone's support for our business!" -Zack Ho, owner of Rockin' Crawfish



"Being an EDC member business has given us so much visibility in the community that in one campaign alone, we had 170 additional customers in three months. Their work directly improves our marketing reach by creatively targeting local customers. The bottom line impact means a lot to us a a small business." - Dr. Evans, Animal Care Clinic



"My life has truly changed since Adrian's injury. His father is still in prison for his wrongdoing. Now at 9, Adrian is severely handicapped. He has cerebral palsey due to his father's violence. However, Removing Barriers is helping me erase my painful past, which I am so grateful for. Every day is a challenge for me, but also a big blessing." -Maria P., Removing Barriers client



"A lot of doors began to open for me. It hasn't even been a week, and I already have a full-time job and making a good wage because of the job training." -Jacob S., HAZWOPER graduate



"It really helped to get hands on work experience, real life work skills, and learn about potential careers I'm now pursuing." - Daniel L., RichmondBUILD graduate

ALL-AMERICA CITY WINNER

The City of San Pablo was awarded as California's only All-America City winner in 2014 by the National Civic League. San Pablo EDC was specifically recognized for strengthening the community through our economic development efforts in and around San Pablo.



Photos by Bud Glick



Published December 7, 2017

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Designed by Vivian Wong*

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