



EAST BAY FORWARD

Leading Through the Crisis

Call for Sponsors

East Bay EDA is seeking report sponsorships for "East Bay Forward." Sponsors will also have the opportunity to serve on a high-level Advisory Committee that will help to shape and inform the report's recommendations and strategies.

To learn more about report sponsorships, please contact:

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REPORT BACKGROUND

Background

During the Great Recession, East Bay EDA commissioned a study to highlight the assets of the East Bay and to better understand the region's economic challenges and opportunities. The 2011 study was seminal in bringing cross-sector collaboration as well as garnering significant public and private funding to carry out specific activities identified in the report. In 2021, we are seeking ways to help support another economic recovery, but one that is far more complex. We know that this crisis has accelerated the region's pre-pandemic challenges, such as rising homelessness, housing affordability, and workforce retention, among others. However, the region's post-pandemic "reset" presents an opportunity to chart path forward built upon a more inclusive, resilient, and sustainable East Bay.

Due to a pandemic that has been beyond anyone's experience, the East Bay is now facing a multi-dimensional situation requiring solutions to support and strengthen immediate and longer-term economic recovery. This includes taking the measures needed to avoid a scarring of the economy from business closures, job losses, higher inequality, loss of savings and other damaging impacts to neighborhoods and communities. It is clear that increasing access to opportunities is now more critical than ever if we are to avoid deepening racial and socioeconomic disparities.

For this reason, to the extent possible and in addition to standard regional economic analyses, information and insights are being sought to help understand and address a broad range of major issues unique to this recovery, such as evolving public health mandates, societal behavior changes, disruptions to international supply chains, and divisive politics.

Overview

The East Bay Economic Development Alliance (East Bay EDA) is currently finalizing the selection of a consultant or consultant team to assist in preparing "East Bay Forward," a regional economic assessment and economic resilience vision to guide economic recovery and growth over the next five to ten years centered on rebuilding an equitable, resilient, and sustainable East Bay region. The report will provide a baseline assessment of recent economic trends impacted by the COVID-19 pandemic. Additionally, the vision will focus on business development opportunities, job creation, as well as the investment streams and initiatives, both public and private, that are needed to help the East Bay economy rebound and adapt quickly to the post-pandemic environment.

A senior-level Strategic Advisory Committee comprising regional economists and other experts will be engaged to inform and guide the work. A Project Team, led by the East Bay EDA Executive Director, East Bay EDA staff, members as well as partner representatives will be formed to guide and supervise the work of the consultant team and provide real-time feedback on recommendations and strategies for the final report.

REPORT OBJECTIVES

This study will provide recommendations for business leaders, education professionals, elected officials, local government agencies and their staff, and other community leaders to better plan to meet the challenges around supporting an effective economic recovery. The objectives of this study are to provide informed and data-driven guidance that will:

- Maximize the East Bay's role within the greater Bay Area economy while providing the greatest benefit to each of the diverse sub-regions of the East Bay;
- Evaluate the region's capacity for supporting growth across three key issue areas: business climate, infrastructure and workforce development;
- Provide for maximum resilience against future economic shocks while protecting public health; and
- Ensure economic recovery will reduce disparities in income and race.

This report will be comprised of three parts; for more details about each subsection, please contact East Bay EDA staff.

Task 1: Baseline Economic Assessment of COVID-19 Impacts

This task will include, but not be limited to, the following elements:

- A. Baseline economic assessment of recent employment and business trends
- B. Addressing critical, immediate challenges
- C. Identifying trends and structural changes accelerated by the pandemic crisis

Task 2: Moving the East Bay Forward

This task will include, but not be limited to, the following elements:

- A. Highlighting and mapping the region's strategic advantages as part of the greater Bay Area and its unique assets to support business growth and job creation at the regional and the sub-regional levels
- B. Identifying emerging industries and opportunities for growth (i.e., how can we keep successful innovations going over the long term? How do we leverage these opportunities?)
- C. Direction of venture capital activity in the East Bay
- D. Actions needed to dismantle racial inequities and barriers to economic opportunities
- E. Discussion of lessons learned that will help us prepare and safeguard for the next economic crisis while protecting public health
- F. Recommendations of strategic priorities to help leaders in the public, private, and social sectors overcome the crisis and move the East Bay forward.

Task 3: Full Report

The final report will weave Task 1 and Task 2 into cohesive report with executive summary and may involve updating economic data and new findings/recommendations as necessary.

SPONSORSHIP BENEFITS

East Bay EDA has driven public-private collaboration by publishing original research and reports on the East Bay economy. Your investment will support data-driven insights and recovery strategies for leading the East Bay forward. Select from the following sponsorship tiers and contact Stephen Baiter, Executive Director, to learn more.

	Champion	Leader	Supporter
	\$10,000 (Limit 2)	\$5,000 (No Limit)	\$2,500 (No Limit)
REPORTS			
Strategic Advisory Committee Participation	 <i>Priority</i>		
Report Acknowledgements (Digital & Print)	Featured Logo	Logo	Name
Announcement of Report Releases	Featured Logo	Logo	
Report Feature on Website	Featured Logo	Logo	
2021 SPEAKER SERIES EVENTS			
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Social Media Promotion	Featured Logo	Logo	Logo
Slideshow Recognition	Featured Logo	Logo	Name
Opportunity to Introduce Speakers and/or Moderate Panel	 <i>Priority</i>		
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