



CITY OF MILPITAS

Economic Development and Trade Commission

DRAFT REGULAR MEETING MINUTES

Monday, October 14, 2024
Committee Conference Room
Milpitas City Hall, First Floor
455 E. Calaveras Blvd. Milpitas

CALL TO ORDER	Chairperson Norwood called the meeting to order at 4:31 PM.
PLEDGE OF ALLEGIANCE	Mayor Carmen Montano led the pledge of allegiance.
ROLL CALL	Economic Development Coordinator Thomas called the roll. PRESENT: Chairperson Chris Norwood, Vice-Chairperson Parkash Daryani, Commissioners Casey McNeil, Bimulkamar Bhagvat and Jacob Sanchez. Alternate #1 Conrad Schapira Student Commissioner Vasista Ramachandrani City Council Liaison: Mayor Carmen Montano Staff: City Manager Ned Thomas, Economic Development Director Alex Andrade, Economic Development Coordinator Michael Thomas and Economic Development Specialist Kal Zubair. ABSENT: Commissioners Lynne Rice and Larry Ciardella Alternate #2 Michael Nguyen
SEATING OF ALTERNATES	Alternate Member No. 1: Conrad Shapira was seated in place of Commissioner Rice Alternate Member No. 2: Michael Nguyen was absent
APPROVAL OF AGENDA	<u>Recommended Action:</u> Approve October 14, 2024 regular meeting agenda of the Economic Development & Trade Commission as submitted. Mover / Second: McNeil / Daryani Motion carried by a vote of: AYES: 6 NOES: 0 Ayes: Norwood, Daryani, McNeil, Bhagvat, Sanchez and Schapira Noes: None Abstentions: None

APPROVAL OF MINUTES

Recommended Action: Approve September 9, 2024 regular meeting minutes of the Economic Development & Trade Commission as submitted.

Mover / Second: McNeil / Schapira

Motion carried by a vote of: AYES: 6 NOES: 0

Ayes: Norwood, Daryani, McNeil, Bhagvat, Sanchez and Schapira

Noes: None **Abstentions:** None

PUBLIC FORUM

No speakers provided comments.

ANNOUNCEMENTS

Commission members did not provide announcements.

Mayor Montano summarized the purpose and need for Measure J and encouraged approval of the ballot measure.

Director Andrade informed the Commission that a special meeting will be held on November 18 at 4:30 PM in lieu of meeting on the second Monday of November due to the Veterans Day holiday on November 11.

Director Andrade introduced new Economic Development Specialist Kal Zubair who began work with the City on September 16.

BUSINESS ITEMS

9a. FY 2024-25 Work Plan

Recommended Action: Approve FY 2024-25 Work Plan.

Chairperson Norwood introduced this item and Director Andrade and Coordinator Thomas presented a slide deck dated October 14, 2024, which summarized the work plan development process, the Commission's FY 2023-24 work plan and accomplishments. The Commissioners were asked to approve the Commission's FY 2024-25 work plan for Council consideration at a future city council meeting in November.

Mr. Thomas shared the Commissioners' responses to the work plan development survey asking which current work plan items should be carried over to the FY 2024-25 with the following responses: Continue development and training skills for MUSD high school students, Manufacturing Day and Economic Development Strategy action items.

Chairperson Norwood opened the public forum for comment.

Milpitas resident Robert Jung asked how much revenue is generated by land use type as a measure of the Economic Development Strategy's effectiveness. Chairperson Norwood requested revenue data be provided to the Commission in the future. Mr. Jung requested clarification on why Midtown is considered a community destination and what is meant by the term "community destination." Staff will follow up with Mr. Jung.

Planning Commissioner Parveen Gupta expressed support that the City and Planning Commission to approve allowed restaurant and retail land uses in lieu of other uses to help spur revitalization of the Main Street corridor.

Chairperson Norwood handed the gavel to Vice-Chairperson Daryani and left the meeting at 5:22 PM.

The Commission reached consensus on action items regarding the Economic Development Strategy, commissioner engagement and ambassadorship, Main Street revitalization, Innovation District, work force development, Manufacturing Day, international trade and commerce, as well as zoning, land use and permitting.

Commissioner McNeil asked how the Commission can help the City Council. Mayor Montano encouraged commissioners to collaborate with city staff on creative business attraction solutions to increase revenues. Director Andrade said commissioners' leveraging their professional backgrounds can support business attraction efforts and help complete work plan action items.

Commissioner McNeil asked how commissioners' and community members' ideas and requests get elevated to the City Council be agendized for a future commission meeting.

After discussion, the Commission approved its FY 2024-25 Work Plan for the City Council's consideration at a City Council meeting in November.

Mover / Second: McNeil / Sanchez

Motion carried by a vote of: AYES: 5 NOES: 0

Ayes: Daryani, McNeil, Bhagvat, Sanchez and Schapira

Noes: None **Abstentions:** None

ADJOURNMENT

Vice-Chairperson Daryani adjourned the meeting at 5:58 PM

MEMORANDUM

Office of Economic Development



DATE: November 18, 2024

TO: Economic Development and Trade Commission

FROM: Michael Thomas, Economic Development Coordinator

VIA: Alex Andrade, Director of Economic Development

SUBJECT: **Item 9a: Economic Indicators**

BACKGROUND

The Department of Recreation and Community Services manages the City's Milpitas Youth Force (MYF) summer internship program for high school-aged students. Interns are placed in part-time summer jobs with participating employers including the City of Milpitas from June 17 to August 2. Interns are paid minimum wage up to 15 hours of work per week. Milpitas' current minimum wage is \$17.70 per hour.

The Office of Economic Development's MYF intern Arnav Pahuja prepared a report of economic indicators that includes demographic data, and revenue and workforce trends to help inform the Commission and staff of Milpitas' economic health. Data sources include the City of Milpitas, NOVAworks and the U.S. Census Bureau. Intern Pahuja will present a slide deck summarizing this information. The nexus of this item is the Commission's Work Plan action item to promote a diversified workforce and facilitate opportunities with Milpitas Unified School District to engage high school students. This item was originally agendaized for the Commission's regular meeting on September 9, 2024, but continued to the Commission's special meeting on November 18.

ATTACHMENT

Economic Indicators Slide Deck

Economic Development and Trade Commission



Item # 9a 2024 Economic Indicators Office of Economic Development

November 18, 2024

City of Milpitas

455 E. Calaveras Blvd., Milpitas, CA 95035
 www.ci.milpitas.ca.gov  408-586-3000

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Office of Milpitas Economic Development



Mission Statement

Provide services and resources to businesses and developers to attract, retain, and expand business and employment opportunities and economic diversification.

What We Do

Economic Development Division strategizes, manages, and directs programs and activities such as business retention, expansion and attraction, workforce development marketing and branding, and real estate and development.



3 Source: Office of Economic Development

3

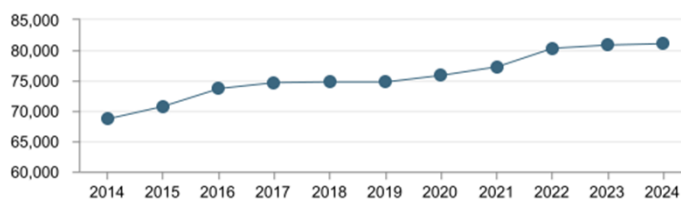
Milpitas at a Glance



- Land Area: 13.5 square miles
- Population is 81,773
- Daytime population approximately 98,000
- 64% of residents own their homes



Population



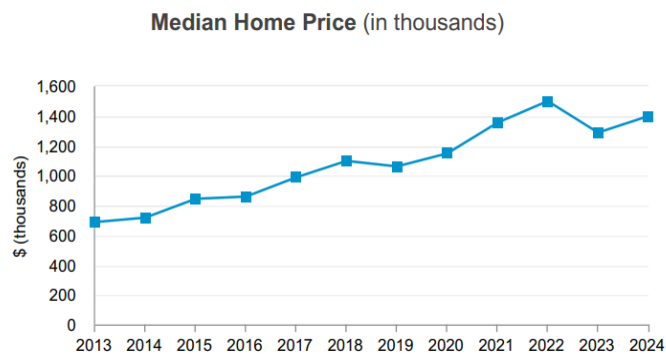
4 Source: City of Milpitas Economic Development

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Community Demographics



- **Area Median Income: \$180,400 per household**
- **Average household size: 3.3 people**
- **Median household income: \$169,460**
- **Nearly 64% of residents own their homes**
- **Median home price: \$1,570,000**
- **Median Rent \$2,981**



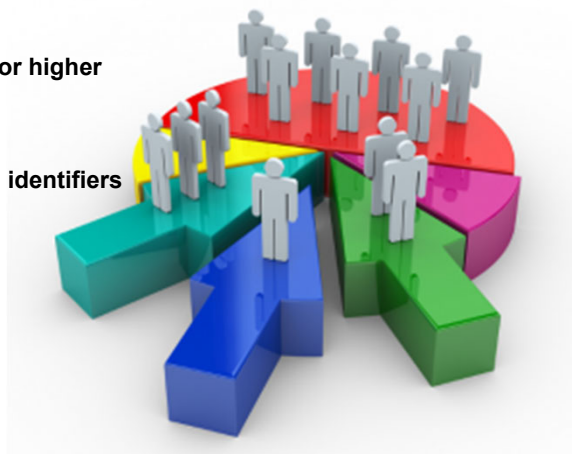
5 Sources: Census Bureau American Community Survey

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Community Demographics



- **90% of residents age 25+ graduated high school**
- **61% of residents age 25+ have a bachelors degree or higher**
- **53.7% of residents are foreign born**
- **Asian, White, Hispanic/Latino comprise most racial identifiers**
- **94.8% have an internet subscription**



6 Source: US Census Bureau (ACS 2022 estimate)

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Revenue Trends

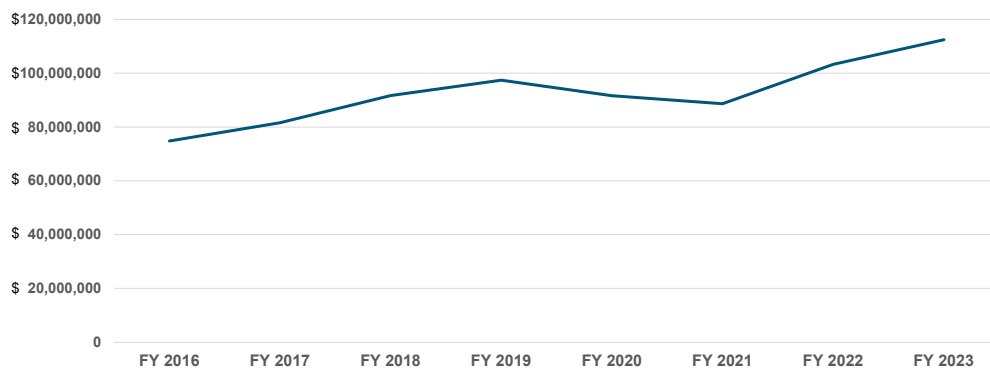


Source: City of Milpitas Finance Department

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FY 2016-2023 City Revenue Trends



Revenue Types: Property, Sales Taxes, TOT, & Other Taxes, Fees and Fines.

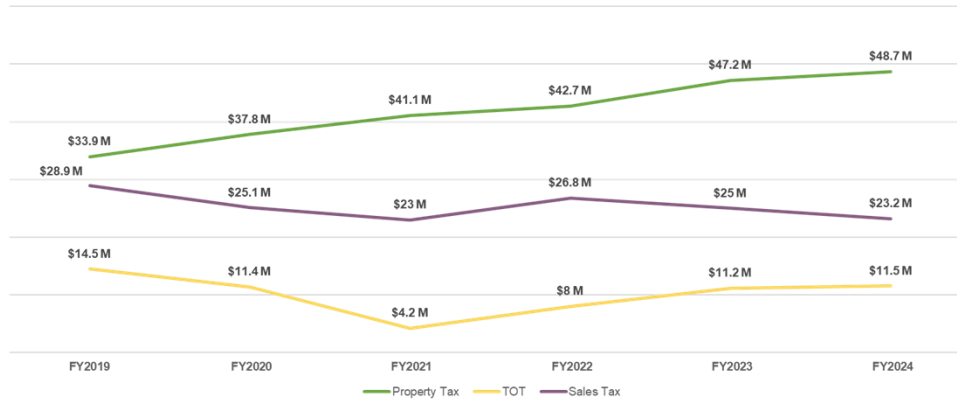
8 Source: City of Milpitas Finance Department

8

FY 2019-2024 City Revenue Trends cont.



Principal Tax Revenues FY2019-FY2024



Source: City of Milpitas Finance Department

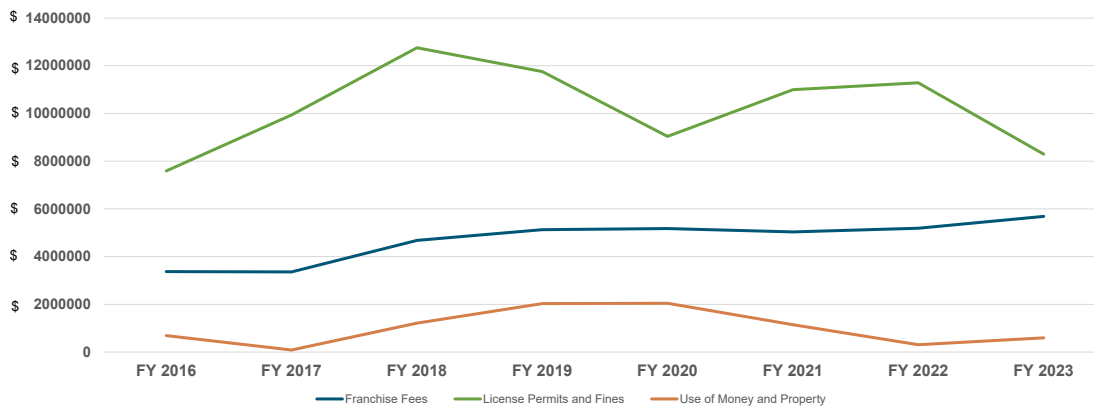
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FY 2016-2023 City Revenue Trends cont.



Other Revenues



Source: City of Milpitas Finance Department

Use of Money includes Investment Interest and Sale of Property, Plant, & Equipment

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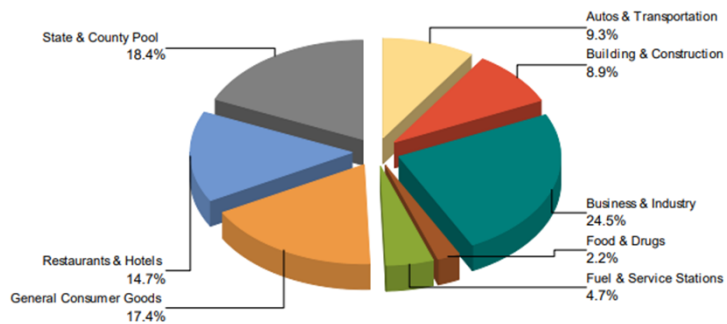
Top 25 Sales Tax Producers & Business Sectors



TOP 25 PRODUCERS

Arco	KLA Tencor
Best Buy	KZ Kitchen Cabinet & Stone
Burlington	Lennox Industries
Cisco Systems	Marshall's
Coach	Milpitas Materials Company
Consolidated Electrical Distributors	Teledyne Lecroy
Cymer	Uniqlo
Envision Honda of Milpitas	United Rentals
Envision Toyota of Milpitas	Veeco Process Equipment Inc
Flextronics	Walmart Supercenter
Floor & Decor	Zollner Electronics
Home Depot	
Hoya Corporation Usa	
Jacklin Shell	

City of Milpitas



11 Source: HdL Confirm state and county pool

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City Revenue Trends Recap



- Revenue has an upward trend, but still recovering from COVID impacts
- Measure F Sales Tax is a significant source of revenue: \$6 to \$7 Million Annually
- Sales Tax Revenues decline around FY 2020 and FY 2021, but have increased since
- Property Tax Revenues are the largest and consistent revenue source
- Transient Occupancy Tax Revenue still recovering to pre-COVID levels



12 Source: City of Milpitas Finance Department

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Workforce Trends



Source: City of Milpitas Finance Department

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Top Employers



Company	Employee Count	Sector
Cisco	3,051	Information Technology
KLA	2,544	Product Manufacturing
Western Digital	1,240	Manufacturing
BD Biosciences	1,000	Bio Sciences
Amazon	957	Commerce & Business Services
Flex LTD	957	Product Manufacturing
MUSD	950	Education
TDK Headway	740	Electronic Manufacturing
Renesas Electronics	391	Semiconductor / Manufacturing

14 Source: City of Milpitas Finance Department & MUSD

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Milpitas Workforce Trends-Annual Avg.



Year	Labor Force	Employed	Unemployed	Rate of Unemployment
2019 (Pre-Pandemic)	45,200	44,000	1,200	2.7%
2020	40,600	37,300	3,300	8.2%
2021	39,900	37,700	2,200	5.4%
2022	40,500	39,400	1,100	2.8%
2023	40,900	39,300	1,600	3.9%
2024	40,630	38,780	1,850	4.5%
October 2024	40,500	38,800	1,700	4.4%

15 Source: California Employment Development Department

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Workforce Statistics October 2024



Area	Labor Force	Employed	Unemployed	Unemployment Rate October 2024	Unemployment Rate October 2023
Milpitas	40,500	38,800	1,700	4.4%	4.4%
Santa Clara County	1,030,900	988,400	42,500	4.1%	4.0%
California	19,380,300	18,336,500	1,043,800	5.4%	5.0%
United States	168,479,000	161,496,000	6,984,000	4.1%	3.8%

16 Source: California EDD and U.S. Bureau of Labor and Statistics

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Workforce Trends Recap



- The Unemployment rate reflects fluctuations in labor force & number of employed residents
- The unemployment rate decreased significantly in 2021-2022 but currently above pre-pandemic levels.
- The largest business sector in Milpitas is manufacturing: 13,946 jobs.
- Milpitas has a variety of occupations, with software, web developers, programmers, and testers being the most dominant.

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Source: Source: Novaworks Labor Market Information & City of Milpitas Economic Development

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MEMORANDUM



Office of Economic Development

DATE: November 18, 2024

TO: Economic Development and Trade Commission

FROM: Michael Thomas, Economic Development Coordinator

VIA: Alex Andrade, Director of Economic Development

SUBJECT: **Item 9b: 2024 Manufacturing Day Debrief**

BACKGROUND

[Manufacturing Day](#) is an initiative of The Manufacturing Institute to inspire and build the future manufacturing workforce and generate awareness about the manufacturing industry among high school students in Milpitas. This event is celebrated on the first Friday of October, but communities around the country celebrate Manufacturing Day (MFG Day) throughout October via various events including facility tours, town hall events, educational fairs, hiring events, and classroom visits.

The City of Milpitas and Milpitas Unified School District (MUSD) hosted Milpitas' first Manufacturing Day event in 2017 in partnership with Flex, KLA Corporation and Cordis to convene students, educators, and local manufacturers. This event introduces high school students to career opportunities in the manufacturing industry and exposes employers to members of Milpitas' future labor force. The City and MUSD have collaborated with local manufacturers and industry partners as outlined below. The 2023 event marked the first in-person event since 2019 due to COVID-19 pandemic restrictions resulting in webinars from 2020 to 2022. This year's event was an in-person event occurring at BD Biosciences and Corsair Gaming, which both hosted MFG Day for the first time.

Previous Site Hosts and Collaborators

2017: Cordis, Flex, KLA, and MUSD
2018: Nanosys, View Inc., and MUSD
2019: Flex, Onanon, TDK Headway Technologies, and MUSD
2020: Onanon, Flex, Evergreen Valley College, and MUSD
2021: NOVAworks, TDK Headway Technologies, SEMI Foundation, and MUSD
2022: Flex, NOVAworks, SEMI Foundation, and MUSD
2023: Flex, KLA, and MUSD

The Office of Economic Development has implemented *Action 17.1.* of the City Council-adopted [Economic Development Strategy and Implementation Actions](#) which includes continued support for MFG Day and to introduce youth to potential social and economic mobility opportunities through jobs in manufacturing. This Agenda Report summarizes the planning, preparation, execution, and results of the 2024 event, and recognizes the collaborators for their contributions to this successful event.

ANALYSIS

On October 4, 2024, the Office of Economic Development in collaboration with MUSD, BD Biosciences and Corsair Gaming hosted 90 people including 55 high school students, City and school district officials, teachers, the Milpitas Chamber of Commerce, and community members during the eighth annual event.

MEMORANDUM

Office of Economic Development



Students represented Calaveras Hills High School, MUSD Innovation Campus, Milpitas High School, and Milpitas Middle College along with MUSD Board of Education members Minh Ngo, Kelly Yip-Chuan, Anu Nakka, Chris Norwood, and Robert Jung, as well as Superintendent Cheryl Jordan. City representatives included Mayor Carmen Montano, Vice Mayor Evelyn Chua, and Council Members Hon Lien and Anthony Phan, as well as Economic Development and Trade Commissioners Chris Norwood and Jacob Sanchez, City Manager Ned Thomas, Assistant City Manager Matt Cano, as well as members of the executive leadership team and economic development staff.

The year's event engaged students and guests in engineering activities, manufacturing games, facility tours, product and process demonstrations, video game play, and a panel discussion and Q&A session with employees. Event participants included BD Biosciences Vice President of Global Operations Juan Pablo Solis, Director of Operations Strategy Adam Chiasson and Senior Director Gerald Llorach. Corsair participants included Co-Founder Andy Paul and Senior Managers Bhawna Gauba and Joseph Ocbina. One guest speaker, David Bagaoisan, serves as Corsair Gaming's vice president of global manufacturing and is a Milpitas High School alumnus. Students participated in a simulated manufacturing efficiency activity and physics activity at BD Biosciences while at Corsair Gaming, students learned how to build a gaming computer, use gaming products, and play video games including a race car simulator.

City staff surveyed students about their MFG Day experience via an online form to which 20 students responded (36% response rate). Response rates between 20% and 25% are considered acceptable for online surveys. Respondents represented students from 9th through 12th grade and three high schools and MUSD Innovation Campus.

Student Event Survey Summary

- 95% (19 respondents) stated the event provided insights into each company's work and the technology and biosciences sectors as a whole, very well, or somewhat well.
- 85% (17 respondents) stated the event influenced their understanding of career opportunities in technology and advanced manufacturing positively.
- 65% (13 respondents) stated that they feel more excited to pursue a career in technology and advanced manufacturing.
- 95% (19 respondents) stated that they would encourage a friend to attend next year's MFG Day event.

These responses indicate that most students' experiences were educational and enjoyable with suggestions for enhancing the student experience at future MFG Day events. All respondent data (Attachment A) is included in this memo.

Over a 12-week period, City staff collaborated with MUSD, The Manufacturing Institute, site hosts and local businesses on the following tasks in planning and executing the 2024 event:

- Drafting, issuing, and collecting waiver and release documentation;
- Student transportation;
- Event scheduling, logistics, and materials;
- Designing, ordering and distributing event t-shirts and banners;
- Coordinating catered lunches;
- Coordinating photography and videography services.

MEMORANDUM

Office of Economic Development



As a gesture of the City's appreciation, the City Council is scheduled to issue Certificates of Commendation at its regular meeting on December 3 to MUSD, BD Biosciences, Corsair Gaming, Simon Properties and City staff for their contributions to Manufacturing Day.

FISCAL IMPACT

While there are no costs associated with adopting the recommended action, costs were realized for student t-shirts, event staff lunches, event banners, and videography and photography services. The Office of Economic Development shared costs with event partners for event-branded t-shirts for students (\$288), and covered the full cost of videography and photography services (\$2,500) provided by the City's contracted media service provider Polarlight Productions, which includes a four-minute video capturing the event. The Office of Economic Development also covered event banner costs (\$150) and lunch costs (\$467) for BD Biosciences and Corsair Gaming staff involved with event planning and execution. Event costs covered by the Office of Economic Development totaled \$3,405.00. Simon Properties, owner of the Great Mall of Milpitas, underwrote the entire cost of student and guest lunches (\$2,021.00) provided by Milpitas delicatessen Crust Sourdough. City staff appreciates the generous collaboration among this year's event partners.

RECOMMENDATION

Receive report on Manufacturing Day 2024 and provide feedback on planning and execution for future Manufacturing Day events.

ATTACHMENT(S)

Attachment A – Student Survey Responses

Attachment B – 2024 Manufacturing Day Event Photos

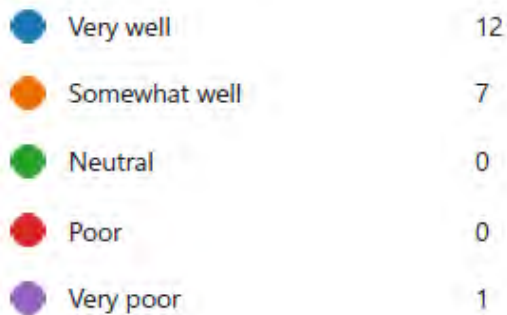
Attachment A: Manufacturing Day Student Survey Responses

Response Data

- Survey Distributed to 55 Students
- 20 Respondents
- Response Rate: 36%
- Respondents by Grade Level:
 - o 9th Grade: 5 respondents
 - o 10th Grade: 2 respondents
 - o 11th Grade: 7 respondents
 - o 12th Grade: 2 respondents
 - o Did not provide grade level: 4 respondents

Reponses

1. How well did the event provide insights into each company's work and the technology and biosciences sectors as a whole?



2. How do you feel the event influenced your understanding of career opportunities in technology and advanced manufacturing?



3. In one or two sentences, what was the most interesting part of the day for you and why?

The video games were fun.

Corsair was interesting and fun

The most interesting part of the day was seeing how all the companies work.

The biotech device explanation

I liked playing video games

The most interesting part was the gaming activity since it inspired me to work hard to be able to afford one like that.

The most interesting part of the day was during lunch, when I was able to sit down with Robert Jung and talk about the future of AI and the engineering field.

The Corsair gaming experience

It was really engaging and wholesome to see people talk about their journey and ways to pursue their career pathways. Seeing the game room was awesome, the bright colors, every room of the building is organized and clean. Overall, everything was interesting, and I am grateful for the opportunity to engage and enjoy this experience.

Seeing the parts of the computer at Corsair and their functions.

Gaming room because it's fun.

The most interesting part was when we played "Fall Guys" in Corsair's video game room. The second most interesting thing is when we dissected the computers at Corsair.

The most important part of the day was when BD Biosciences led us into their testing facility. I found it fascinating how their production and testing process worked even though the product itself didn't particularly interest me.

Learning Computer parts and playing PC games.

The most interesting part was playing "Fall Guys" and playing with catapults.

BD's product assembly was very insightful on what medical importance has on procedures.

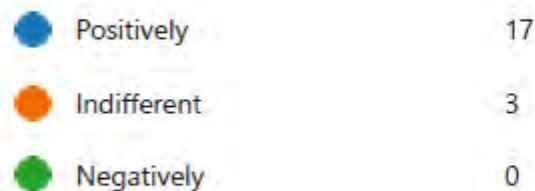
Learning about the cell laser process at BD.

Corsair explaining the PC compartments was pretty interesting. The PC's were impressive and made it interesting.

The part where we got do hands on things and see some of the products made there. It was also interesting to hear how these products work on the inside.

I enjoyed looking at the parts of the machinery at BD, and then listening to the presenter talk about the different PC parts and their functions.

4. Do you feel more excited to pursue a career in these sectors?



5. Would you encourage a friend to attend next year's Manufacturing Day?



6. What is one suggestion that you have for improving Manufacturing Day in the future?

Show more of the product creation process.
More time for video games.
Provide more time for us to explore the rooms.
Have the students design the shirts for extra credit.
I would say more hands on activity, however how everything is processed is wonderful still. :)
More interactive activities.
Make the explanations simple and less wordy.
Give us more games to play in Corsair
There's nothing I can think of. It was pretty good.
Make it more interactive with more fun games and things to do instead of a lot of lectures.
No suggestions Event went very well.
More gaming.
Maybe more hands on activities to get students engaged. For example, I like to work on things rather than seeing them on the screen. It would get students more engaged.

Manufacturing Day Event Photos



Images 1, 2 and 3 taken at BD Biosciences and courtesy of Polarlight Productions

Images 4, 5 and 6 taken at Corsair and courtesy of Corsair

MEMORANDUM

Office of Economic Development



DATE: November 18, 2024
TO: Economic Development and Trade Commission
FROM: Michael Thomas, Economic Development Coordinator
VIA: Alex Andrade, Director of Economic Development
SUBJECT: **Item 9c: Innovation District Branding Initiative Update**

BACKGROUND:

The Milpitas Innovation District is a 74-acre area located in the Milpitas Metro Specific Plan envisioned as a thriving employment destination featuring modern office, creative flex space, and R&D buildings. Zoning also allows for limited residential uses south of the Transit Center on the south side of South Milpitas Boulevard Extension. This district is established in the City's Economic Development Strategy and includes land adjacent to the Great Mall and parcels on both sides of Montague Expressway. The opening of the Milpitas Transit Center and the extension of regional BART service into the South Bay changes the outlook for the Milpitas Innovation District by giving it valuable direct transit access to other parts of the Bay Area.

Creation and development of this district is rooted in the City's General Plan 2040, Economic Development Strategy and The Fiscal Benefits of Employment:

1. [General Plan 2040 Action ED-3i](#): Explore the creation of an Innovation District in the Milpitas Metro Specific Plan area to facilitate increases in employment densities while leveraging the area's proximity to mass transit
2. [Economic Development Strategy Action 27.2](#): Identify potential office and R&D development opportunity sites as part of the Metro Specific Plan to expand the area's boundaries to incorporate potential Innovation District sites.
3. Action #11 of [The Fiscal Benefits of Employment Lands' Final Report's Innovation District Action Plan](#).

The Fiscal Benefits of Employment Lands Study and Final Report guides city policy towards a fiscally resilient future based on protection and preservation of employment lands, expansion and attraction of innovative and competitive businesses, and implementation of the Innovation District. This study encompassed two phases with Phase II including the Milpitas Innovation District Branding Initiative.

Completed in June 2022, Phase II culminated in a final report combining contextual information and data concerning development opportunity sites and costs of commercial, industrial, and mixed-use parcels within and around the Innovation District, case studies of other Innovation Districts, and a broad range of options and action items suitable for creating an Innovation District Action Plan. The economics of commercial development in the Innovation District are challenging, which makes the City's actions to incentivize and support Innovation District development so important.

The Innovation District Branding Initiative is one of 14 actions divided into three categories designed to help catalyze the Innovation District.

- Incentivizing new development
- Funding and investing
- City leadership, outreach, and partnerships

The branding initiative (Action # 11) is included in the leadership, outreach, and partnerships category. Via effective place branding, the Innovation District is to turn from a place into a brand with which residents, employers, workers and visitors identify. Following a competitive RFP process in 2023, Milpitas-based marketing agency Navajo Company was selected as the branding consultant. The scope of work includes brand strategy, a dedicated website, business attraction assistance and promotional and collateral materials. City staff and Navajo Company have been collaborating on the branding initiative since October 2023.

Navajo Company and staff began this project via an iterative process to develop the branding initiative’s brand identity that includes brand purpose, vision, mission, values and themes resulting in three draft name and tagline options. At its regular meeting on June 10, 2024, the EDTC reviewed the draft name and tagline options, and recommended “Milpitas Innovation District: Reimagining work, connection, and community” as the name and tagline, which serves as the district’s brand identity foundation. The Innovation District Branding Initiative Update memo dated June 10, 2024 (Attachment A) provides additional info regarding name and tagline development.

ANALYSIS

After the name and tagline were selected, Navajo Company provided first draft logo designs known as logo marks, as well as fonts and color palettes in September. Staff and the city manager reviewed the first drafts resulting in three revised draft logo and letter mark designs in October that were integrated with the fonts and color palettes selected in the first draft (Attachment B). A logo mark is an image or icon, while a letter mark is a logo made up of letters, usually the initials of the brand.

The revised draft logo marks took inspiration from features in Milpitas’ natural and built environment such as the nearby hills and architectural features in contemporary buildings like the BART station (Page 3, Attachment B). The letter mark took inspiration from design features in Milpitas’ infrastructure and built environment (Page 28 of Attachment B)

The sans serif font is clean, simple and contemporary. The color palette reflects both contemporary, technology-themed hues, as well as primary and secondary colors of the City’s community mark that include hues in the natural environment.

These draft designs, colors and fonts are extensions of the brand identity that was influenced by the brand strategy elements that include brand purpose, vision, mission, values and themes, and target audiences, which are included in the following table for reference as commissioners consider the draft logo and letter marks.

Brand Strategy Elements

Brand Element	Description
Vision	This community is envisioned as a highly desirable employment destination for STEM professionals. Environmentally sustaining, easily accessible, and integrated with the surrounding residential, retail, and open space environments to optimize employee wellbeing and productivity, increasing value to employers and property owners.
Mission <i>What will we do?</i>	Create a flexible space for commercial real estate developments supporting research, product development, education, and related activities within Milpitas’s built environment and transportation infrastructure

Brand Element	Description
Values	• People centric • Business friendly • Prioritize environmental sustainability • Plan for resilience
Themes	• Employee life balance • Mobility & connectivity • Family & community • Thriving and business-friendly city
Target Audiences	• Employers • Investors & real estate developers • Landowners • Residents

FISCAL / ECONOMIC ANALYSIS OR IMPACT

Via the FY 22-23 fiscal year budget process, the City Council allocated \$74,590 to fund the Innovation District's branding initiative scope of work. To date, \$13,488 has been paid for deliverables in the scope of work with a remaining balance of \$61,102.

RECOMMENDATION

Receive update and make recommendations on logo design options.

ATTACHMENTS

A: Milpitas Innovation District Branding Initiative Update Memo, June 10, 2024

B: Logo Design Letter Mark Options



MEMORANDUM

Office of Economic Development

DATE: June 10, 2024
TO: Economic Development and Trade Commission
FROM: Michael Thomas, Economic Development Coordinator
VIA: Alex Andrade, Director of Economic Development
SUBJECT: **Item 9b: Innovation District Branding Initiative Update**

BACKGROUND:

The Innovation District (ID) is a 74-acre area located in the Milpitas Metro Specific Plan envisioned as a thriving employment destination featuring modern office, creative flex space, and R&D buildings. Zoning also allows for limited residential uses south of the Transit Center on the south side of South Milpitas Boulevard Extension. This district is established in the City's Economic Development Strategy and includes land adjacent to the Great Mall and parcels on both sides of Montague Expressway. The opening of the Milpitas Transit Center and the extension of regional BART service into the South Bay changes the outlook for the Milpitas Innovation District by giving it valuable direct transit access to other parts of the Bay Area.



This item's nexus to the Economic Development & Trade Commission (EDTC) is:

- The Commission's work plan action item to market development opportunities with the real estate development and brokerage communities, and business attraction in emerging technology industries.
- Action #11 of [The Fiscal Benefits of Employment Lands Final Report's](#) Innovation District Action Plan.

Vision

In addition as an employment destination, The Innovation District is envisioned as a flexible space for people to interact through a well-connected network of public infrastructure including bike paths, pedestrian scale sidewalks, social gathering places, and high-speed fiber with proximity to public transit. The vision includes shaping Milpitas' urban development practices to build a culture of creativity, innovation, inclusivity and equity, and agility to help advance opportunities for innovation. Innovation Districts typically include a combination of the following features:

- Advanced research institutions and medical campuses
- Major real estate developers and landowners
- Anchor companies
- Incubators, accelerators, and other economic cultivators

Examples of innovation districts in other communities include Mission Bay in San Francisco, Warm Springs in Fremont and Perry Park in Sunnyvale.



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Fiscal Benefits of Employment Lands Study and Final Report

The Fiscal Benefits of Employment Lands Study and Final Report guide City policy towards a fiscally resilient future based on protection and preservation of employment lands, expansion and attraction of innovative and competitive businesses, and implementation of the Innovation District. This study encompassed two phases:

Phase I

Completed in October 2021, Phase I identified potential benefits of The Innovation District, including the attraction of a large number of well-paying jobs and substantial positive fiscal impacts on the City's General Fund. It also indicated challenges associated with the economics of development to overcome in establishing the district, such as project costs for Class-A office making it fiscally impossible to purchase land for such development projects while light industrial, warehouse and distribution projects penciling out for example.

Phase II

Completed in June 2022, Phase II culminated in a final report combining contextual information and data concerning development opportunity sites and costs of commercial, industrial, and mixed-use parcels within and around the Innovation District, case studies of other Innovation Districts, and a broad range of options and action items suitable for creating an Innovation District Action Plan. The economics of commercial development in the Innovation District are challenging, which makes the City's actions to incentivize and support Innovation District development so important.

Action Plan

The Action Plan builds upon the visioning and policies of The City's General Plan 2040, Economic Development Strategy, and Milpitas Metro Specific Plan, and recommends a series of actions the City could pursue to support the growth in the Innovation District. The Innovation District Branding Initiative is one of 14 actions divided into three categories designed to help catalyze the Innovation District.

- Incentivizing new development
- Funding and investing
- City leadership, outreach, and partnerships

The Branding Initiative (Action 11) is included in the leadership, outreach, and partnerships category. Via effective place branding, the Innovation District is to turn from a place into a brand with which residents, employers, workers and visitors identify. Following a competitive RFP process in 2023, Milpitas-based marketing agency Navajo Company was selected as the branding consultant. The scope of work includes brand strategy, a dedicated website, business attraction assistance and promotional and collateral materials.

ANALYSIS

Since launching work on this initiative last October, Navajo Company developed draft name and tagline options for staff consideration that are the foundation of the district's brand identity by creating a distinct personality, tone of voice, and visual elements that represent the brand consistently across all touchpoints. Following an iterative process between Navajo Company and City staff, three draft name and tagline options have emerged.



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The three name and tagline options (Brand Identity) were influenced by the brand strategy deliverable that includes the elements of brand purpose, vision, mission, values and themes, and target audiences.

Brand Strategy Elements

Brand Element	Description
Purpose <i>Why are we doing this?</i>	Ensure reliable, long-term economic growth and funding for City services by attracting and retaining businesses in Milpitas and leveraging Milpitas's well-connected transit to attract talent from across Silicon Valley Improve quality of life for our growing Milpitas resident population by providing employment and job upskilling opportunities and creating a positive sense of place
Vision <i>What will it be like?</i>	This community is envisioned as a highly desirable employment destination for STEM professionals whose work requires collaboration on site. Environmentally sustaining, easily accessible, and integrated with the surrounding residential, retail, and open space environments, the Innovation Community will optimize employee wellbeing and productivity, increasing value to employers and to the Community's property owners.
Mission <i>What will we do?</i>	Within Milpitas's existing ecosystem of residential, retail, and transportation infrastructure (Milpitas Metro), create a flexible space for commercial real estate developments supporting research, physical product development, exhibition, education, and related activities.
Values	• People centric concepts - o Human scale development - o Accessible environments - o Inclusive opportunities and processes - o Social equity • Business friendly • Prioritize environmental sustainability. • Plan for resilience.
Themes	• Employee life balance • Mobility & connectivity • Family & community • Thriving and business-friendly City
Target Audiences	• Employers • Investors & real estate developers • Landowners • Residents



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The detailed summary table provides context to facilitate thought and discussion on helping City staff determine one name and tagline from which to create draft logos, fonts and color palettes for future consideration. A logo, fonts and color palette will influence development of the other deliverable in the initiative's scope of work: a dedicated website, business attraction assistance and promotional and collateral materials.

Brand Identity (Draft Innovation District Name & Taglines)

Name & Tagline Type	Description	Examples	Draft Name & Tagline	Benefits
Clear & Simple	A brand name that meets expectations is easy to understand. Clarity takes preference over excitement. Audiences that respond to these names expect the brand to convey exactly what it is and what it does.	General Electric Met Life	Milpitas Innovation District <i>Life works better here</i>	This name makes it clear what we are offering. The tagline positions the district as a new paradigm for employment.
People-Focused	There is a growing consensus that innovation districts today must be designed for the humans who inhabit them. Audiences that respond to these names consider the needs of the employees at the Innovation District's tenant companies.	Allstate Insurance – You're in Good Hands Have you driven a Ford lately?	MetroTech @ Milpitas <i>Reimagining work, connection & community</i>	Leveraging the potential cachet of the well-developed Milpitas Metro Specific Plan, this brand name positions the innovation district as the area's tech center.
Evocative	Like all brands, place brands compete for attention and mindshare. Interesting and relevant brand names are more likely to be remembered and shared.	Nike – Just Do It Fly the friendly skies of United	Tech Nexus @Milpitas <i>More connected, sustainable & accessible</i>	This name can be used with or without the city name. Both name and tagline emphasize the importance of connections—between people, places, and information. The tagline references additional brand values.



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FISCAL / ECONOMIC ANALYSIS OR IMPACT

Via the FY 22-23 fiscal year budget process, the City Council allocated \$74,600 to fund the innovation district's branding initiative scope of work.

RECOMMENDATION

Receive update and provide feedback on name and tagline options.

CLIENT:
City of Milpitas

SERVICE:
Logo Design

YEAR:
2024

CREATIVE DIRECTION:
NAVAJO Company

ATTACHMENT B

Milpitas Innovation District

Logo Proposals

Abstract Logo Mark

Exploration 01

Nature & Infrastructure



Curvy cuts



Main structure











Milpitas

Innovation
District | Reimagining work,
Connection & Community



Milpitas Innovation
District





Milpitas

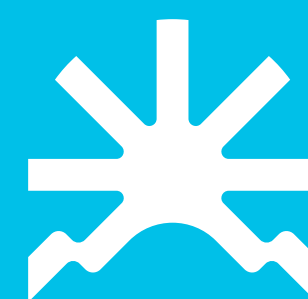
Innovation
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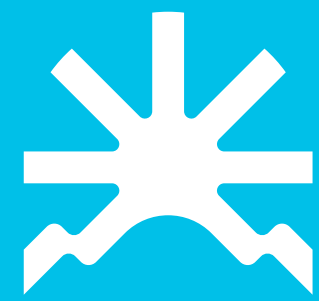
Abstract Logo Mark

Exploration 02









Milpitas

Innovation District | Reimagining work,
Connection & Community







Milpitas

Innovation
District | Reimagining work,
Connection & Community

Abstract Logo Mark

Exploration 03









Milpitas

Innovation
District | Reimagining work,
Connection & Community







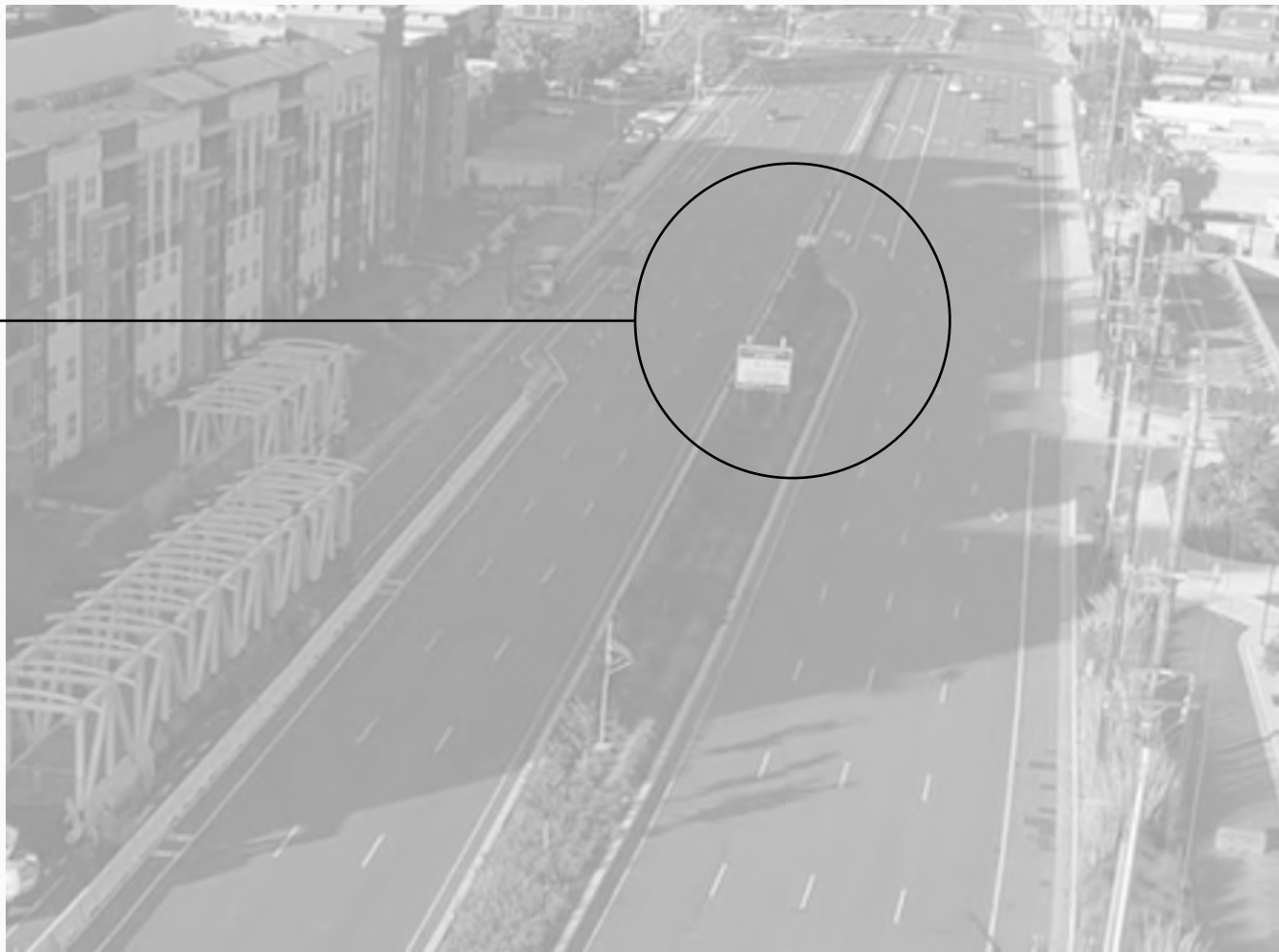
Milpitas

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Lettermark

Exploration 01

Street division form



Unique structure



Final route cuts







Milpitas Innovation
District









Milpitas Innovation
District



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Connection & Community

Lettermark

Exploration 02



MID Milpitas Innovation
District

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mild **Milpitas**

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Lettermark

Exploration 03

מילפיתס **Milpitas** Innovation
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