



CITY OF MILPITAS

ECONOMIC DEVELOPMENT & TRADE COMMISSION

REGULAR MEETING AGENDA

4:30 PM

Monday, August 11, 2025
Committee Conference Room
Milpitas City Hall, First Floor
455 E. Calaveras Blvd., Milpitas

1. Call to Order (4:30 PM)
2. Pledge of Allegiance
3. Roll Call
4. Seating of Alternates
5. Approval of Agenda: August 11, 2025
6. Approval of Meeting Minutes: June 9, 2025
7. Public Forum

Members of the audience are invited to address the Commission on any subject not on the agenda. Speakers must state their name (address is optional) for the record, and limit their remarks to three minutes or less. For items not listed on the agenda, no response is required of City staff or Commissioners. However, Commissioners may ask staff to place the item on a future meeting agenda.

8. Announcements

- a. Commissioners
- b. City Council Liaison
- c. City Staff

9. Business Items

a. **Economic Indicators Update – Saanvi Juneja, Milpitas Youth Force Intern (4:45 PM)**

Receive a presentation on economic indicators, including demographic, employment, and revenue data from the Office of Economic Development's Milpitas Youth Force intern. This item aligns with the Economic Development Strategy goal of enhancing competitiveness and strengthening Milpitas' position within the regional economy of Silicon Valley.

Recommendation: Receive the presentation.

b. **Impact of Economic Development Strategy – Kal Zubair, Econ. Dev. Specialist (5:10 PM)**

Receive a presentation on the impact of the Economic Development Strategy (2020-2025), including a comparison of key performance indicators against other Silicon Valley cities. This item aligns with the Economic Development Strategy goal of enhancing competitiveness and strengthening Milpitas' position within the regional economy of Silicon Valley.

Recommendation: Receive the presentation

c. **2026 Sports Events Planning – Michael Thomas, Econ. Dev. Coordinator (5:40 PM)**

Receive update on recent developments related to the City’s plan for the 2026 Super Bowl and FIFA world Cup. This item’s nexus is Economic Development Element Policy ED 4-1: Enhance the City’s economic vitality.

Recommendation: Receive presentation and provide suggestions on planning efforts.

10. Adjournment – Next Regular Meeting Scheduled for Monday, September 8, 2025

KNOW YOUR RIGHTS UNDER THE OPEN GOVERNMENT ORDINANCE

Government’s duty is to serve the public, reaching its decisions in full view of the public. Commissions and other agencies of the City exist to conduct the people’s business. This ordinance assures that deliberations are conducted before the people and the City operations are open to the people’s review.

For more information on your rights under the Open Government Ordinance or to report a violation, contact the City Attorney’s office at Milpitas City Hall, 455 E. Calaveras Blvd., Milpitas, CA 95035
e-mail: mmutalipassi@milpitas.gov / Phone: 408-586-3040

The Open Government Ordinance is codified in the [Milpitas Municipal Code as Title I Chapter 310](#) and is available online at the City’s website www.milpitas.gov.

Materials related to an item on this agenda submitted to the Commission after initial distribution of the agenda packet are available for public inspection at the City Clerk’s office at Milpitas City Hall, 455 E. Calaveras Blvd., Milpitas and on the City website. Commission agendas and related materials can be viewed online at

APPLY TO SERVE ON A CITY COMMISSION

Commission application forms are available online at www.milpitas.gov or at Milpitas City Hall. Contact the City Clerk’s office at 408-586-3003 for more information.

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CITY OF MILPITAS

Economic Development and Trade Commission

DRAFT REGULAR MEETING MINUTES

Monday, June 9, 2025
Committee Conference Room
Milpitas City Hall, First Floor
455 E. Calaveras Blvd. Milpitas

CALL TO ORDER

Vice-Chair Rice called the meeting to order at 4:31 PM.

PLEDGE OF ALLEGIANCE

Alternate Schapira led the pledge of allegiance.

ROLL CALL

Economic Development Specialist Khaled Zubair called the roll.

PRESENT: Vice Chair Rice, Commissioners Bill Bhagvat, Larry Ciardella, Parkash Daryani, Jacob Sanchez.

Alternate #1 Conrad Schapira, Alternate #2 Michael Nguyen

City Council Liaison Councilmember William Lam

Staff: Economic Development Coordinator Michael Thomas and Economic Development Specialist Kal Zubair

ABSENT: Chair Chris Norwood, Commissioner Casey McNeil

SEATING OF ALTERNATES

Alternate Member No. 1: Conrad Shapira was seated in place of Commissioner McNeil

Alternate Member No. 2: Michael Nguyen was seated in place of Chair Norwood

APPROVAL OF AGENDA

Recommended Action: Approve June 9, 2025 regular meeting agenda of the Economic Development & Trade Commission as submitted.

Mover / Seconder: Schapira / Daryani

Motion carried by a vote of: AYES: 7 NOES: 0

Ayes: Rice, Schapira, Bhagvat, Daryani, Ciardella, Sanchez, and Nguyen

Noes: None **Abstentions:** None

APPROVAL OF MINUTES

Recommended Action: Approve April 14, 2025 meeting minutes of the Economic Development & Trade Commission as submitted.

Mover / Seconder: Daryani / Schapira

Motion carried by a vote of: AYES: 7 NOES: 0

Ayes: Rice, Schapira, Bhagvat, Daryani, Ciardella, Sanchez, and Nguyen

Noes: None **Abstentions:** None

PUBLIC FORUM

No speakers provided comments.

ANNOUNCEMENTS

Commissioner Sanchez reported that the SBA's small business loan interest rates are holding steady at 6.4%.

Vice Chair Rice reported that the Great Mall will hold the fourth annual National Outlet Day between June 12 and 15. Ms. Rice also provided a summary of the Great Mall's Annual Earth Day event in April, wherein 300 2nd and 3rd grade students from Milpitas Unified School District learned about recycling, plants, sustainability with lunch at Dave and Busters.

Mr. Thomas also informed the commission that Deanna Santana was appointed as the interim city manager and provided an update on staffing changes in the Office of Economic Development.

Councilmember Lam reported that the City Council approved the City's FY 2025-2026 operating budget and FY 2026-30 Capital Improvement Program (CIP), the 2025-2029 Community Development Block Grant Consolidated Plan and 2025-2026 Annual Action Plan.

BUSINESS ITEMS

9a. Emergency Alert System – Toni-Lynn Charlop, Emergency Management Coordinator

Recommended Action: Receive a presentation on the City's implementation of the emergency alert and warning app Genasys Protect.

Vice Chair Rice introduced the agenda item and Emergency Coordinator Charlop presented on the City's adoption of the new alert and warning app. Ms. Charlop walked the Commission through the Genasys Protect platform and explained its benefits.

No public comment was provided.

Commissioners discussed the details of the presentation and asked clarifying questions about use of the app.

Mover / Seconder: Schapira / Ciardella

Motion carried by a vote of: AYES: 7 NOES: 0

Ayes: Rice, Schapira, Bhagvat, Daryani, Ciardella, Sanchez, and Nguyen

Noes: None **Abstentions:** None

9b. 2026 Sports Events Planning – Michael Thomas, Economic Development Coordinator

Recommendation: Receive an update on staff's planning efforts regarding global sporting events scheduled for the Bay Area in 2026 and provide suggestions.

Vice Chair Rice introduced the agenda item and Economic Development Coordinator Thomas presented an update of staff's efforts to better understand the potential impact of the Super Bowl and FIFA World Cup.

No public comment was provided.

Vice Chair Rice suggested that staff include potential impact of short-term rentals such as Airbnb and VRBO in these considerations.

Mover / Seconder: Schapira / Daryani

Motion carried by a vote of: AYES: 7 NOES: 0

Ayes: Rice, Schapira, Bhagvat, Daryani, Ciardella, Sanchez, and Nguyen

Noes: None **Abstentions**: None

9c. Milpitas Historic Downtown Business Association – Kal Zubair, Economic Development Specialist

Recommendation: Receive an update on staff's efforts to revitalize Main Street and provide suggestions.

Vice Chair Rice introduced the agenda item. Economic Development Specialist Zubair provided a presentation on the Milpitas Historic Downtown Business Association that highlighted relevant recent developments.

No public comment was provided.

Councilmember Lam asked about the cost of producing the video profiles that were discussed via the contracted provider. Economic Development Specialist Zubair responded that the contract's value is \$6,000.

Mover / Seconder: Schapira / Daryani

Motion carried by a vote of: AYES: 7 NOES: 0

Ayes: Rice, Schapira, Bhagvat, Daryani, Ciardella, Sanchez, and Nguyen

Noes: None **Abstentions**: None

9d. New Business Item Discussion – Chris Norwood, Chairperson

Vice Chair Rice introduced the item. Commissioners introduce items the Commission may consider including or modifying in future EDTC Workplans. Staff note and file Commissioners' suggestions.

Alternate Schapira commented on the positive impact that the Permit Navigator position had on the business community, specifically citing Los Jefe's Taqueria.

Commissioner Daryani asked for an update on the online marketplace proposal. Mr. Zubair provided a background on the proposal to the Commission and explained that the Chamber of Commerce had rejected it, citing its high price.

ADJOURNMENT

Motion to adjourn the meeting.

Mover/Seconded: Daryani / Sanchez

Motion carried by a vote of: AYES: 7 NOES: 0

Ayes: Rice, Schapira, Bhagvat, Daryani, Ciardella, Sanchez, and Nguyen

Noes: None **Abstentions:** None

DRAFT

MEMORANDUM

Office of Economic Development



DATE: August 11, 2025

TO: Economic Development and Trade Commission

FROM: Kal Zubair, Economic Development Specialist

Via: Alex Andrade, Director of Economic Development and Strategic Initiatives

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

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 23 to August 8. Interns are paid minimum wage up to 18.5 hours per week. Milpitas' current minimum wage is \$18.20 per hour.

The Office of Economic Development's MYF intern Saanvi Juneja 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 Juneja will present a slide deck summarizing this information. This item aligns with the Economic Development Strategy goal of enhancing competitiveness and strengthening Milpitas' position within the regional economy of Silicon Valley.

RECOMMENDATION

Receive the presentation.

MEMORANDUM

Office of Economic Development



DATE: August 11, 2025

TO: Economic Development and Trade Commission

FROM: Kal Zubair, Economic Development Specialist

VIA: Alex Andrade, Director of Economic Development and Strategic Initiatives

SUBJECT: Item 9b Impact of the Economic Development Strategy

BACKGROUND:

The Economic Development Strategy (EDS) is a five-year policy document that the City Council approved on May 5, 2020 and sunset in May 2025. This was fifteen years after the previous strategy, which was adopted on February 7, 2006. The EDS is based on the following goals:

1. Cultivate a strong stable and diverse local economy.
2. Achieve fiscal sustainability and maintain adequate revenues to provide quality and essential public services.
3. Encourage new development in key opportunity areas that provide high-quality work environments and competitive business locations.
4. Pursue economic development opportunities that foster and improve quality of life.
5. Increase community workforce preparedness and cultivate an entrepreneurial environment that fosters innovation.

The EDS addresses seven topic areas based on challenges and opportunities identified through community and business outreach and data analysis in 2019 and early 2020:

- Small Business, Entrepreneurship, and Displacement Prevention Strategies
- Retail and Restaurant Strategies
- Workforce Development and Education Resources
- High Tech and Advanced Manufacturing Sector Strategies
- Light Industrial, Manufacturing, and Warehouse Distribution
- Innovation District and Real Estate Development Opportunities
- City Marketing and Processes

To date, Economic Development staff have completed 53 actions (83%) and have 11 actions in progress (17%). The 5 years of the EDS' mandate ended in May 2025. Because of the timing of the EDS, COVID-19 recovery was emphasized; 8 action items (13%) were explicitly COVID-19 related. The EDS's prescriptions were invaluable in providing a framework for Economic Development staff to help deliver the City's economy through the pandemic's uncertainty.

As the Economic Development Strategy sunset in May 2025, this report and presentation at the August 11 EDTC meeting will provide an update on the EDS's accomplishments and impacts.

MEMORANDUM

Office of Economic Development



ANALYSIS:

EDS accomplishments include the following, but are not limited to:

Business Attraction, Expansion & Retention

- Amazon, BD Biosciences, Rivian, Cpacket Networks, NVZN, SanDisk, Tarana Wireless, Trace3

Workforce Development

- Milpitas MyPlan Career Accelerator, FlexFactor, Manufacturing Day

COVID-19 Business Resiliency & Recovery

- Small Business Assistance Subcommittee, IEDC award – research “Surviving the Pandemic and Building Resilient Hotel and Travel Industries in Silicon Valley, 3rd-party Food Service Delivery Fee Cap Urgency Ordinance

Main Street Revitalization

- Milpitas Historic Downtown Business Association, Storefront Improvement Grant Program

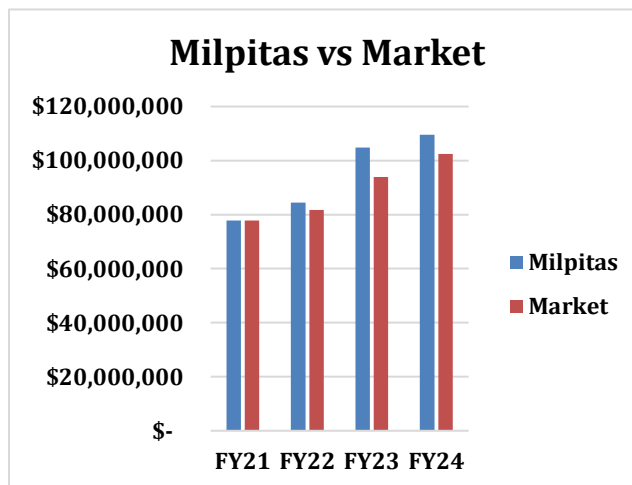
Community Development Block Grant

- Microenterprise Grant Program - \$450,000 in grants disbursed

Small Business Resources & Training

- International trade webinar series with Mission College, Access to Capital, Marketing, PPP/EIDL, Debt Management, HR Compliance, AI for Small Business etc.

Staff’s analysis of the Annual Comprehensive Financial Reports of Santa Clara County cities and Fremont found that Milpitas outperformed the market¹. The analysis considered Government-Type revenues and excluded pandemic-related grants to isolate economic development-related indicators. During the COVID pandemic, cities received significantly more funding in these categories, resulting in additional overall revenues. The methodology used allowed for a like-for-like comparison of economic development in Milpitas to that of the region.



¹ Market is defined as Mountain View, Sunnyvale, Gilroy, Palo Alto, Milpitas, Santa Clara, Campbell, Fremont, San Jose, Los Altos, Los Altos Hills, Saratoga, and Cupertino.

MEMORANDUM

Office of Economic Development



The average annual growth rates of general revenues in Santa Clara County + Fremont during the period of Fiscal Year (FY) 2021-2024 were:

FY 2021-2022: 5%
FY 2022-2023: 15%
FY 2023-2024: 9%

During this period, Milpitas' average annual growth rates of general revenues were:

FY 2021-2022: 8%
FY 2022-2023: 24%
FY 2023-2024: 5%

From FY21 to FY24, Milpitas received \$20.8 million more in general revenues than the market rate. While the EDS proved favorable to Milpitas' economic vitality and growth, it is important to note that other factors such as post-COVID economic catalysts that resulted in technology hiring, government stimulus, and low interest rates, played a role in increasing market performance.

In addition to retaining and expanding existing businesses in Milpitas, the Strategy has helped advance a business-friendly environment that entrepreneurs and businesses feel confident investing in. This is evidenced by the increased growth rate of business licenses in the city. The growth rate of business licenses between FY12-20 was 5% and has been 9% between FY21-Current. There are 233 additional business licenses above the pre-EDS growth rate. In addition to new business starts, the largest property taxpayers are commercial properties and the highest-performing sales tax category is business-to-business.

Investment in Milpitas through tenant improvements and job creation creates a cascading effect of economic activity through the city and the region, called an economic multiplier. The following represents business attraction efforts that have an economic multiplier impact on the Milpitas economy.

Case Study #1: BD Biosciences

Guided by Economic Development Strategies 14, 19, 20, 22, Office of Economic Development staff successfully recruited BD Biosciences to a vacant office complex at 135 and 155 North McCarthy Blvd. This successful attraction resulted in a \$100 million investment in Milpitas. Embarcadero Realty contributed \$30 million to BD Biosciences for Tenant Improvement expenses. BD Biosciences invested \$70 million to relocate to Milpitas from San Jose. These investments directly enhance the Business-to-Business sales tax revenue category.

Secured property tax revenues amount to approximately \$168,000 to the General Fund in FY25, or 0.84% of the City's revenue: 135 N McCarthy (BD Bio) is currently valued at \$20,754,708, up from \$12,829,160 in FY22; 155 N McCarthy (BD Bio) is \$32,215,429, up from \$11,880,965 in FY22.

Total permit fees from BD Biosciences = \$605,769 (Building: \$478,834.61 (50 permits), Planning: \$3,552 & Fire Prevention: \$123,382).

MEMORANDUM

Office of Economic Development



BD Biosciences brings 1000 new employees to Milpitas: 800 in-office and 200 remote, approximately becoming the fourth largest employer in Milpitas. Per Century Urban's estimate of sales tax revenue per worker of \$430 * 800 in-office employees equates to an estimated \$344,000 to the City.

Case Study #2: Rivian

Guided by Economic Development Strategies 23 and 24, Economic Development staff successfully attracted Rivian's last-mile hub for Northern California through the negotiation of an Economic Development Incentive Agreement to 755 Yosemite Drive. This sales tax sharing agreement expected to net the City \$19.4 million over an eight-year term (\$2.42 million per year). Milpitas is expected to capture the Bradley-Burns portion of sales tax for all vehicles that are picked up from the location.

Rivian's investment in Milpitas through its lease and tenant improvements is approximately \$7.5 million. 755 Yosemite Dr. is currently assessed at \$8.75 million and is expected to increase significantly through both secured and unsecured property tax categories. Rivian estimates that the facility will have around 25 employees: \$430 * 25 equates to \$10,750 in annual sales tax revenue.

RECOMMENDATION

Receive the presentation.

Economic Development and Trade Commission



Item # 9a 2025 Economic Indicators Report Office of Economic Development

August 11, 2025

City of Milpitas

455 E. Calaveras Blvd., Milpitas, CA 95035

 www.ci.milpitas.ca.gov  408-586-3000



Agenda

1. Executive Summary
2. Demographic & Economic Overview
3. Labor Market & Employment Trends
4. Housing & Cost of Living
5. Municipal Finances & Budget
6. Small Business & Entrepreneurship
7. Economic Development Programs (Grants, ARPA)
8. SWOT Analysis / Future Outlook



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.





Milpitas at a Glance

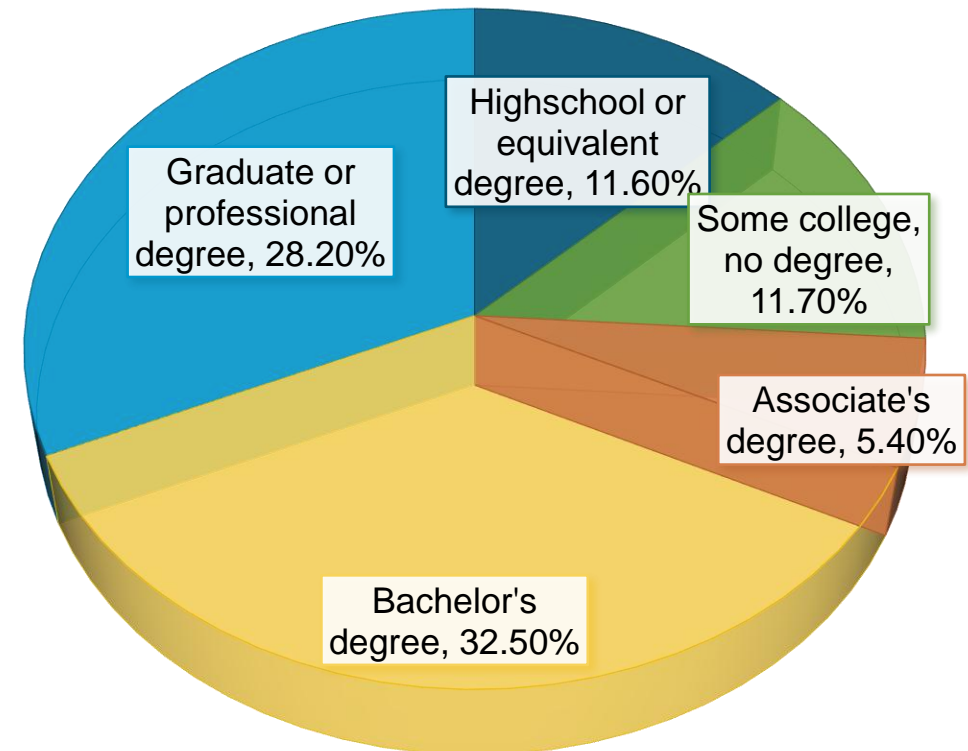
- Population: 80,273
- Daytime population: 102,123
- Median age: 36.4 years
- Citizenship: 75.8% U.S. citizens
- Foreign-born: 54.3%
- Average household size: 3.8 people

Community Demographics



EDUCATION FOR RESIDENTS ABOVE THE AGE OF 25

- Median household income: \$169,460
- Poverty rate: 5.43%
- Ethnic Composition
 - Asian: 71%
 - Hispanic/Latino; 13%
 - White: 9%
 - Two or More Races: 7%

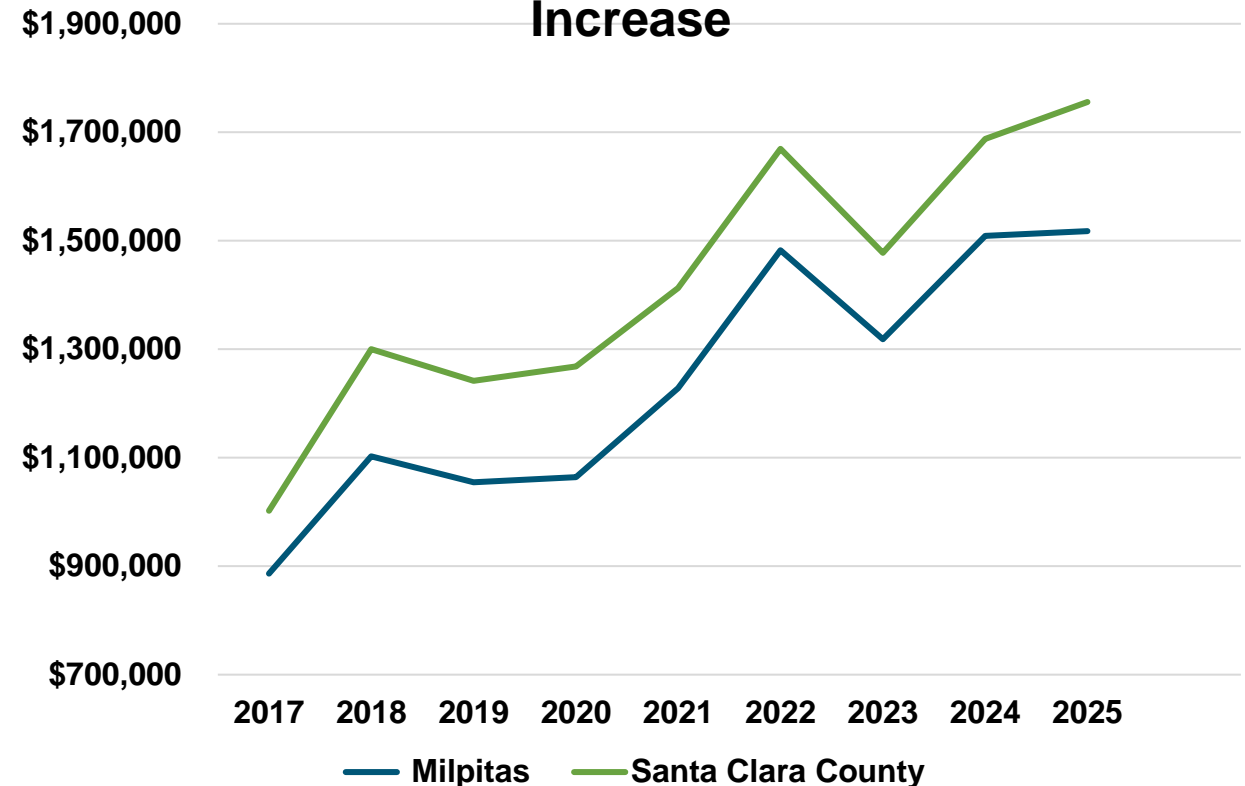


Housing & Cost of Living



- Median home value: \$1,583,000
- Average 1 bedroom apartment rent: \$2910/month
- Homeownership rate: 64%
- 15.8% of homeowners are housing burdened (>30% income on housing)

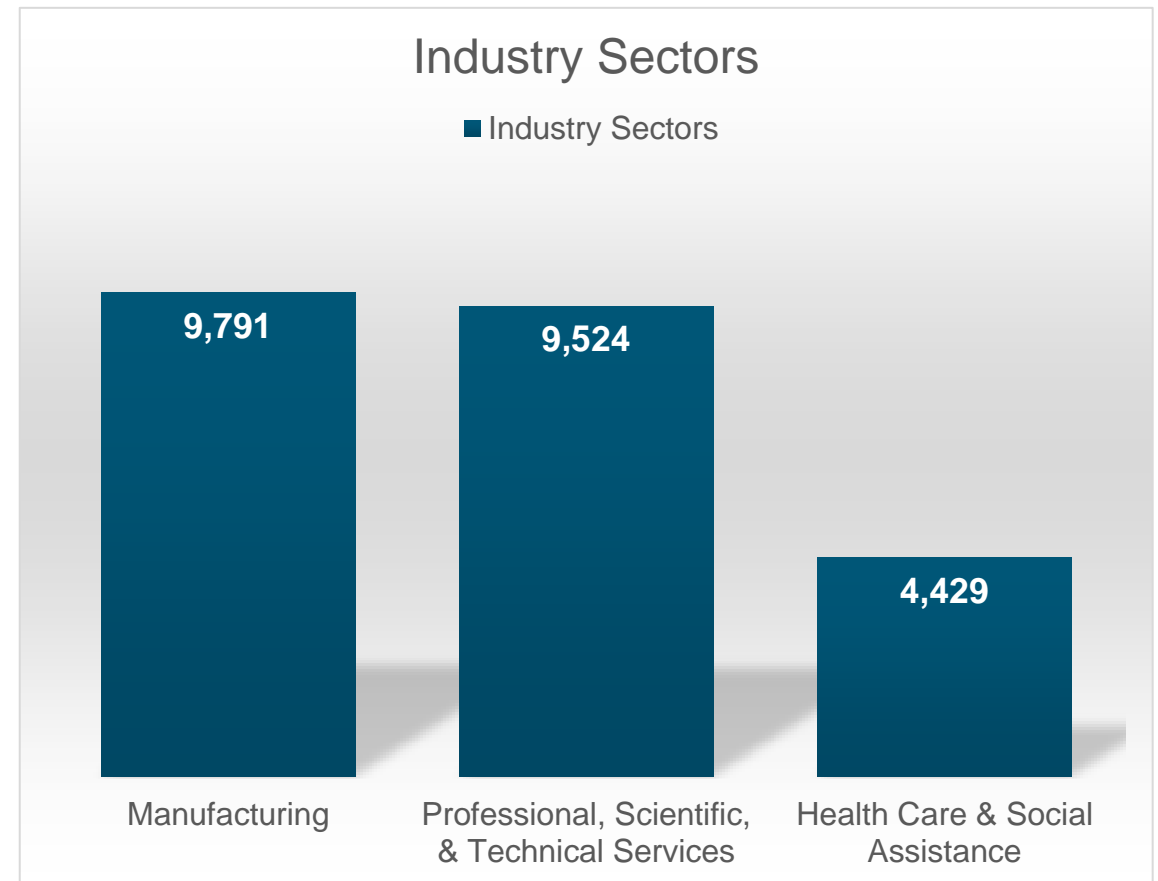
Annual Single Family Home Price Increase



Workforce



- Milpitas unemployment rate (June 2025): 4.9%
- Santa Clara County unemployment rate (June 2025): 4.6%
- California unemployment rate (June 2025): 5.4%
- Labor force: 43,400
- Employed: 41,200





Top Employers

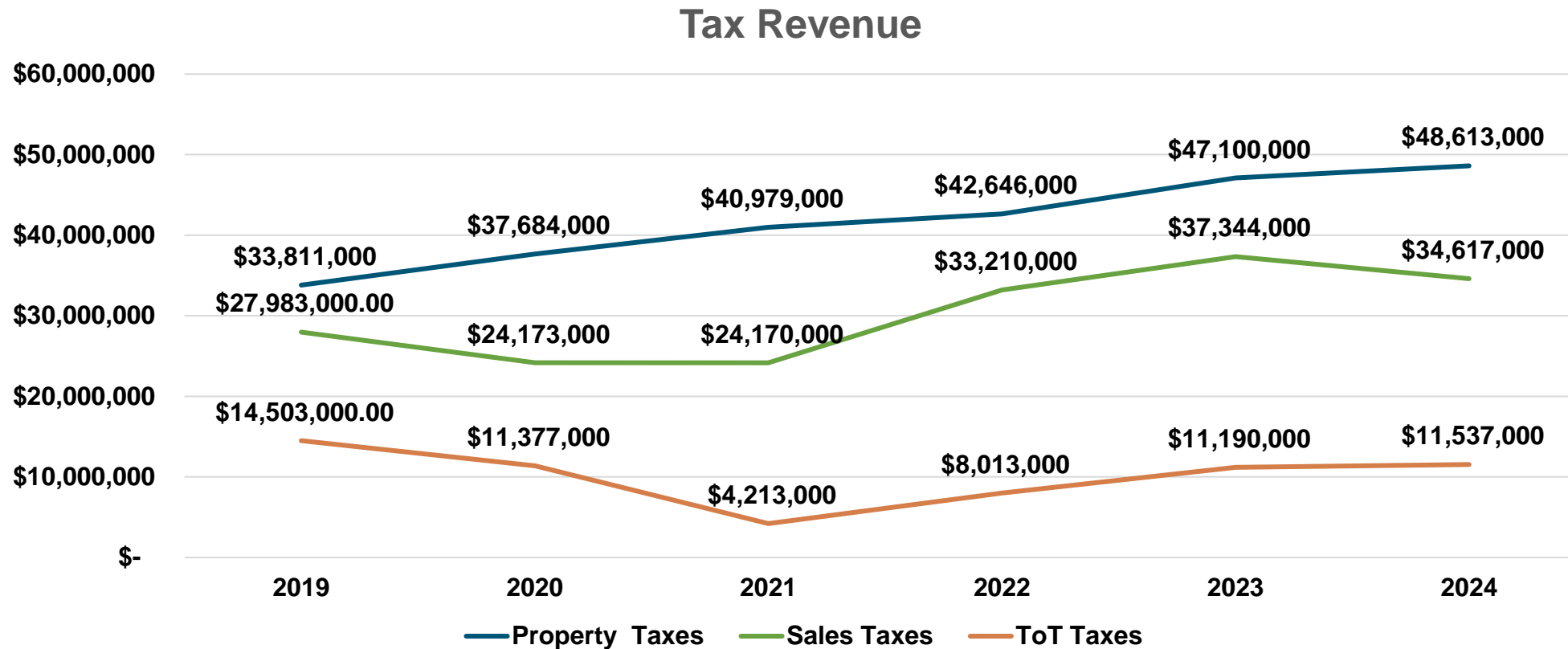
Highest LQ Comparison of Milpitas and Santa Clara County

- Electrical, Electronic, and Electromechanical Equipment Assemblers, Except Coil Winders, Tapers, and Finishers: 2.19

Company	Employees	Sector
Cisco	3,051	Information Technology
KLA	2,544	Product Manufacturing
Western Digital	1,240	Manufacturing
BD Biosciences	1,000	Life Sciences
Amazon	957	Business Services
MUSD	950	Education



FY 2019-2024 City Revenue Trends



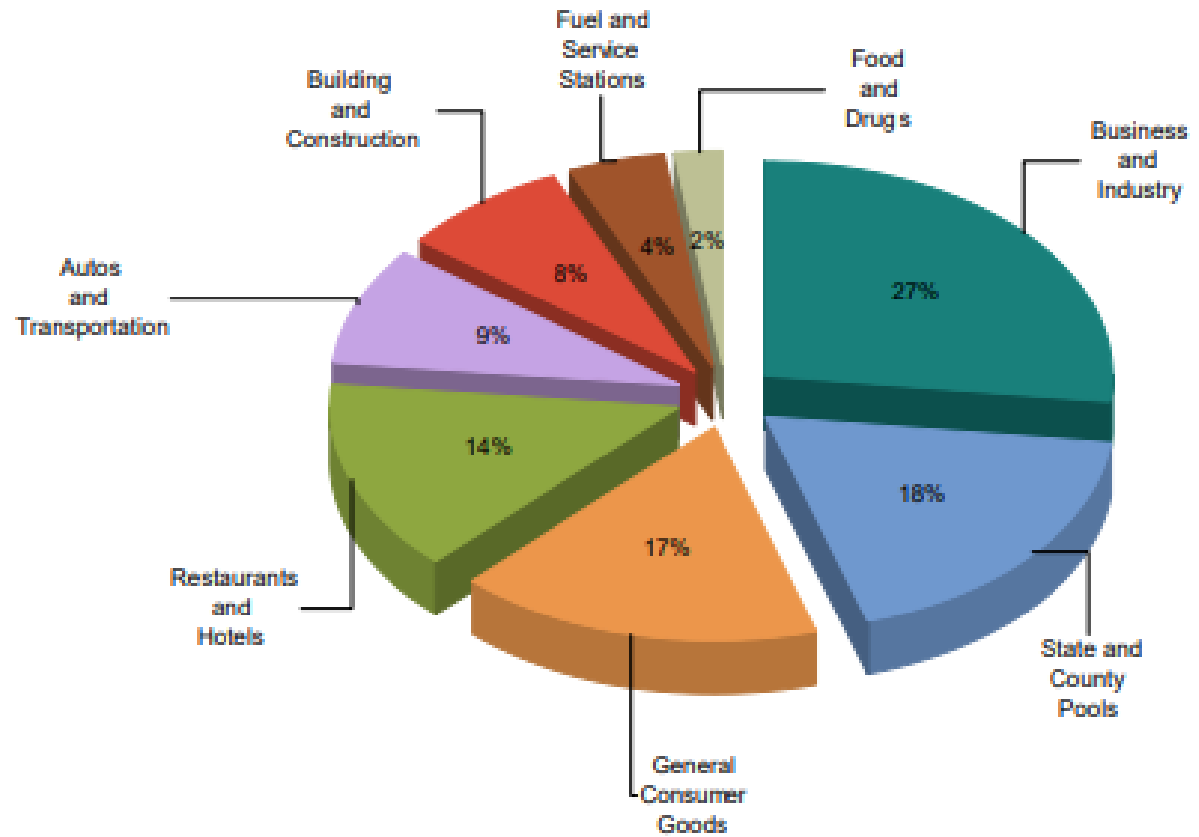
Top 25 Sales Tax Producers & Business Sectors



TOP 25 PRODUCERS

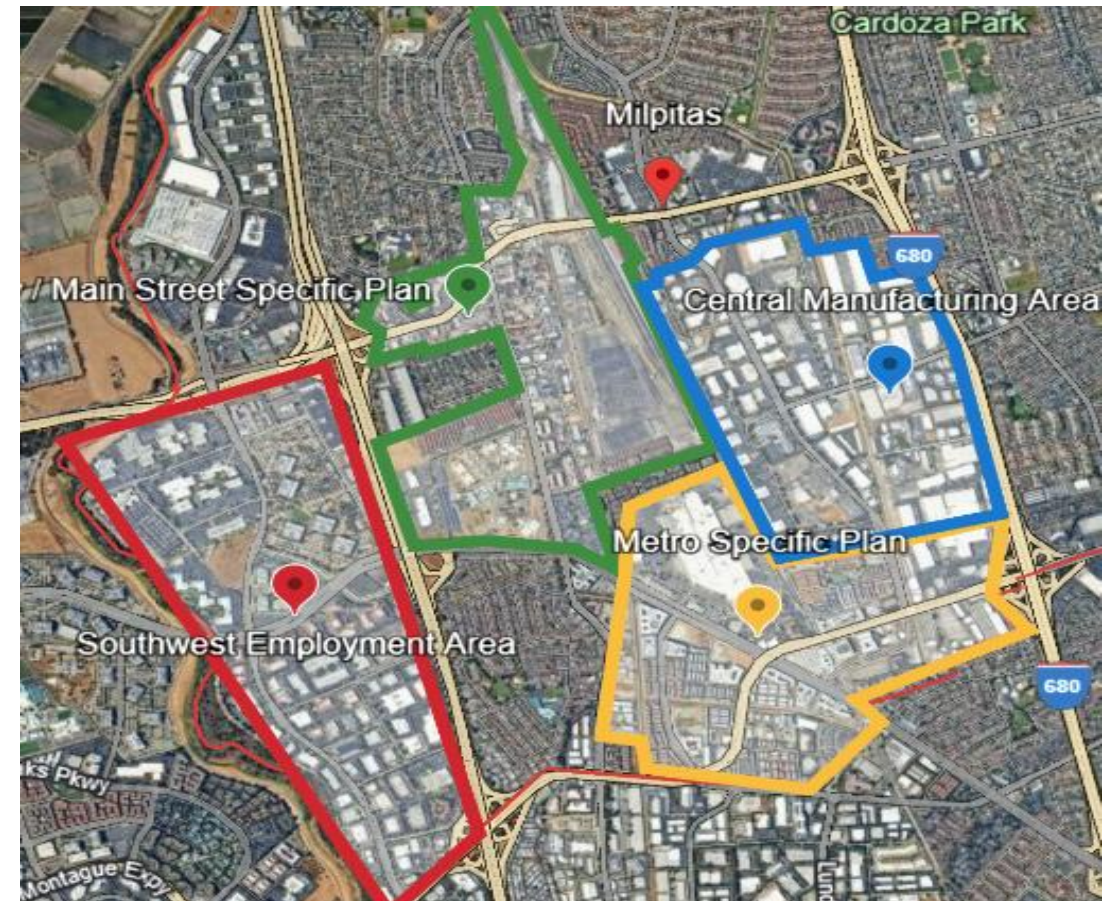
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|--------------------------------------|----------------------------|
| Best Buy | Jacklin Shell |
| Burlington | KLA Tencor |
| Cisco Systems | Kz Kitchen Cabinet & Stone |
| Coach | Marshalls |
| Consolidated Electrical Distributors | Milpitas Materials Company |
| CrowdStrike | Nike Factory Store |
| Envision Honda of Milpitas | Teledyne Lecroy |
| Envision Toyota of Milpitas | Vans |
| Flextronics | Veeco Process Equipment |
| Floor & Decor | Walmart Supercenter |
| Headway Technologies | Zollner Electronics |
| Home Depot | |
| Hoya Corporation Usa | |
| Inspur Systems | |

2024 Percent of Total



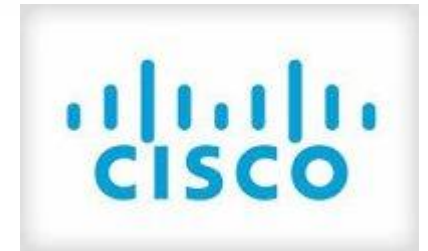
Top 4 Sales Tax Q4 2024 Geographies

Color	Geo Area	# of Businesses	Q4 2024	% of Sales Tax
Red	Southwestern Employment Area	143	\$1,433,660	21.8%
Yellow	Milpitas Metro Specific Plan	328	\$1,345,277	20.5%
Green	Gateway/Main St. Specific Plan	259	\$907,185	13.8%
Blue	Central Manufacturing Area	213	\$739,451	11.2%
	Sum of Top 4 Sales Tax Generating areas	943	\$4,425,573	67.3% of total sales tax



Business & Entrepreneurship

- 4,955 active business licenses
 - 2,272 microenterprises
 - 3,056 brick and mortar businesses
- Top industries:
 - Professional/Scientific: 357 businesses
 - Healthcare/Social Assistance: 297 businesses
 - Food/Accommodation: 304 businesses





Recent Grant Programs

Grant Program	Total Amount	Timeline
Small Business Assistance (ARPA)	\$1,565,000	2022
Microenterprise Grants (CDBG)	\$805,000	2020-2025
Workforce Development (ARPA)	\$275,000	2022-2025
Storefront Improvement (CIF)	\$315,000	2024-Present
Hotel Grants (ARPA)	\$130,000	2022-2025
Milpitas Historic Downtown Business Association. (ARPA + CIF)	\$126,500	2023-Present
COVID Workforce Recovery (General Fund)	\$40,000	2020
Milpitas Business Spotlight (General Fund)	\$15,000	2022
Milpitas Restaurant Spotlight (General Fund)	\$6,000	2025
Total	\$3,147,000	

Analysis



Strengths	Weaknesses	Opportunities	Threats
Silicon Valley location	High cost of living	Small business investment	Declining housing affordability
Educated workforce	Dependence on tech	Infrastructure growth	Economic competition from other cities
Manufacturing sector	Office vacancy rates	Business Retention and expansion of tech	Spot zoning in employment lands



City of Milpitas

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Economic Development and Trade Commission

Item #9b

Economic Development Strategy & Impact Office of Economic Development

August 11, 2025

City of Milpitas

455 E. Calaveras Blvd., Milpitas, CA 95035



www.milpitas.gov

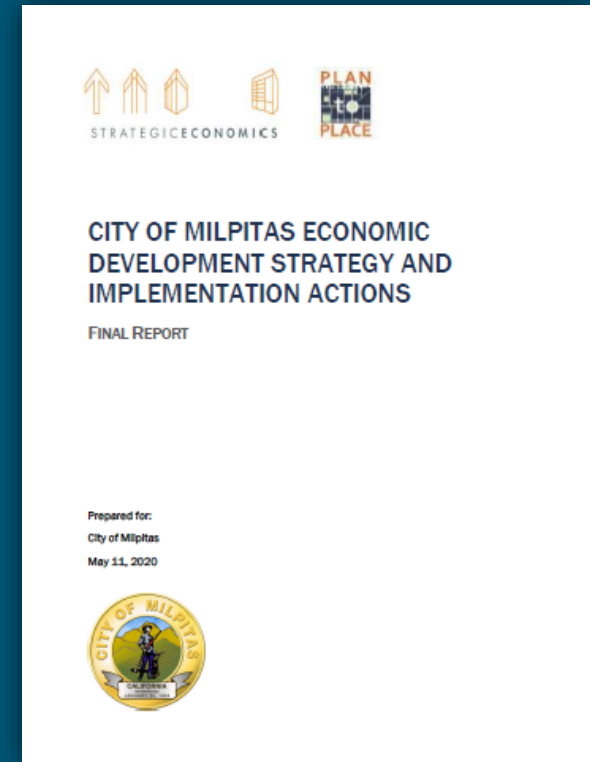


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Economic Development Strategy (EDS) Goals



- Cultivate a strong stable & diverse local economy
- Achieve fiscal sustainability & maintain adequate revenues to provide quality & essential public services
- Encourage new development in key opportunity areas that provide high-quality work environments & competitive business locations
- Pursue economic development opportunities that foster & improve quality of life
- Increase community workforce preparedness & cultivate an entrepreneurial environment that fosters innovation



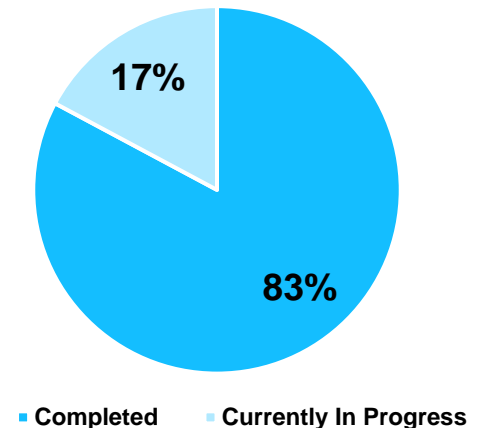
Economic Development Strategy (EDS) - Topic Areas & Progress Update



Economic Development Strategy - Topic Areas:

- Small Business, Entrepreneurship & Displacement Prevention
- Retail & Restaurant Strategies
- Workforce Development & Education Resources
- High Tech & Advanced Manufacturing Sector Strategies
- Light Industrial, Manufacturing & Warehouse Distribution
- Innovation District & Real Estate Development Opportunities
- City Marketing & Processes

EDS Action Items
2020-2025



64 Implementation Action Items:

- 53 Actions Completed
- 11 Actions In Progress

Economic Development Strategy - Accomplishments



Business Attraction, Expansion & Retention

- Amazon (2 sites), Asteel Flash, BD Biosciences, Rivian, Cpacket Networks, Legoland Discovery Center, NVZN, SanDisk, Socionext, Smart Modular Tech, Tarana Wireless, Trace3, & Virtusa, etc.

Workforce Development

- Milpitas MyPlan Career Accelerator, MUSD MOU, FlexFactor & Manufacturing Day

ARPA Grants

- Economic Vitality Investment Framework resulting in grants for small businesses, hotels, workforce development, and Main St. Revitalization worth over \$2.5M.

Real Estate Transactions

- Acquired 2 properties, leased temp Fire Station #2, leases netting over \$200K in revenues

COVID-19 Business Resiliency & Recovery

- Small Bus. Assistance Subcom., IEDC award - research “Surviving the Pandemic and Building Resilient Hotel and Travel Industries in SV,” 3rd-Party Food Service Del. Fee Cap Urgency Ord.



Economic Development Strategy – Accomplishments cont.

Main Street Revitalization

- Milpitas Historic Downtown Business Association established
- Storefront Improvement Grant Program

Community Development Block Grant

- Microenterprise Grant Program - \$450,000 in grants disbursed

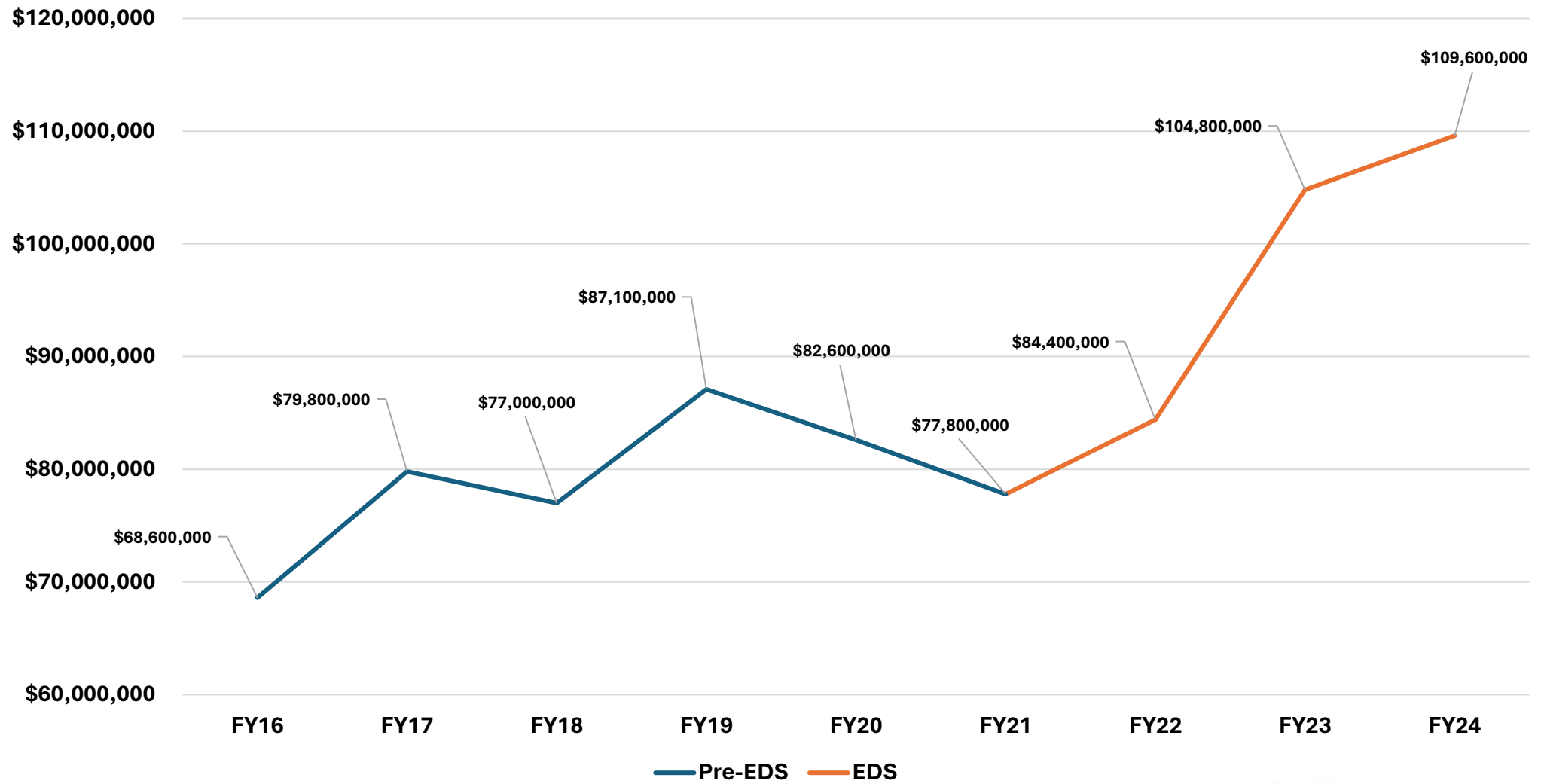
Small Business Resources & Training

- Int'l trade webinar series w/Mission College, Access to Capital, Marketing, AI Made Simple, HR Compliance, PPP/EIDL, Debt Mgmt., etc.

Branding & Marketing

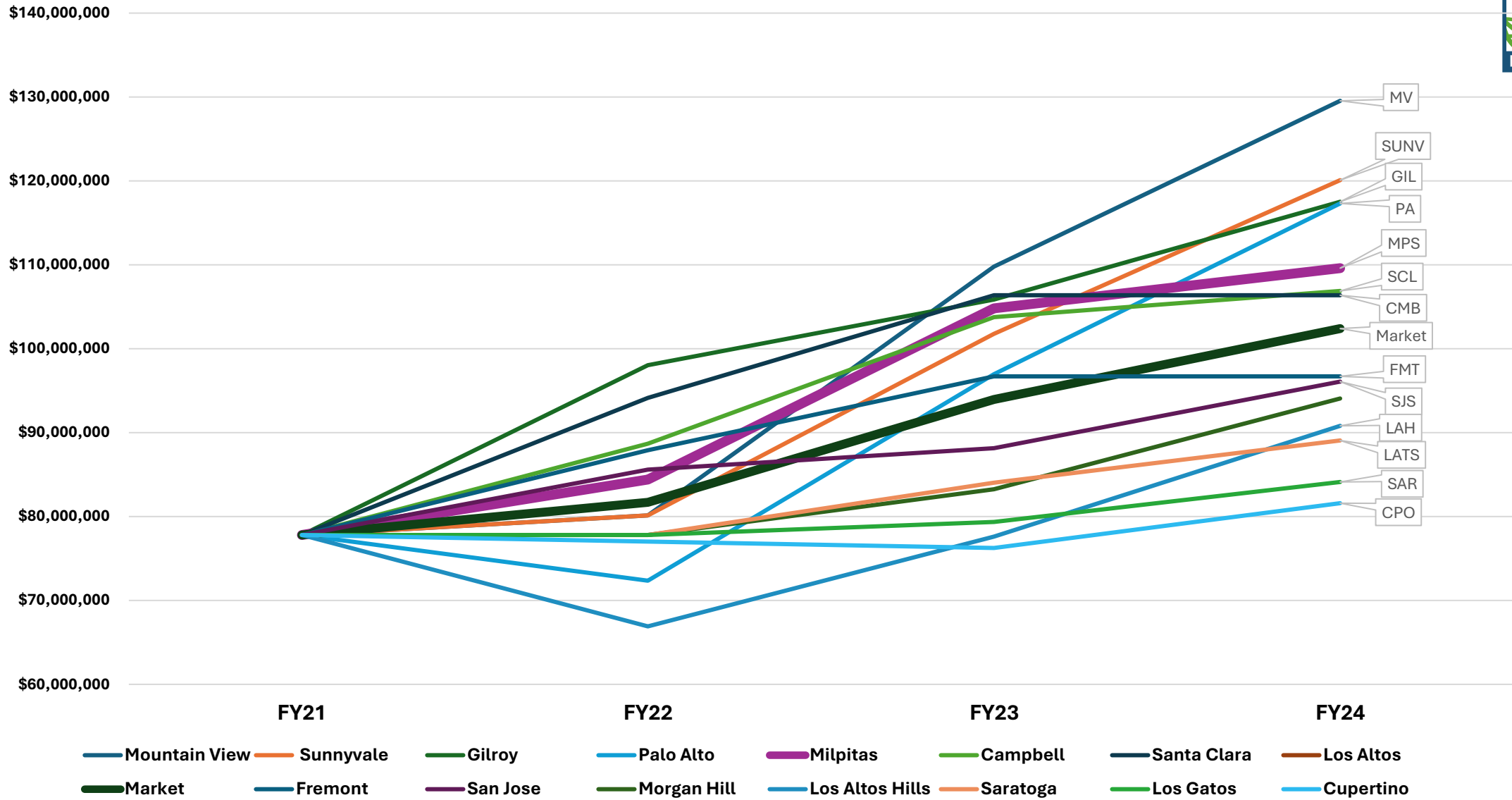
- Milpitas Small Business Spotlight Programs
- Constant Contact messaging
- Revamped Economic Development webpage

Milpitas pre-EDS vs EDS General Revenue



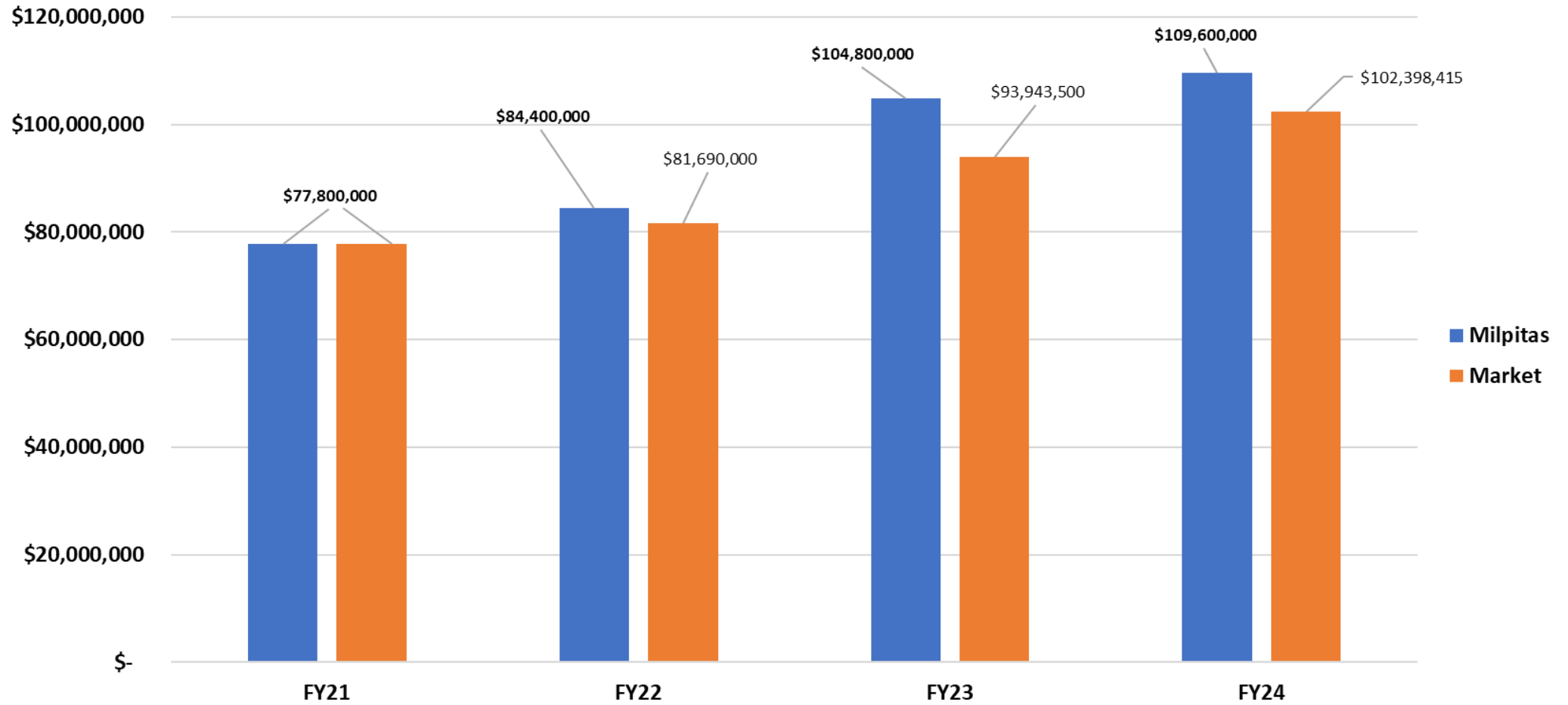
Source: Annual Financial Report

Milpitas vs Market SCC + Fremont



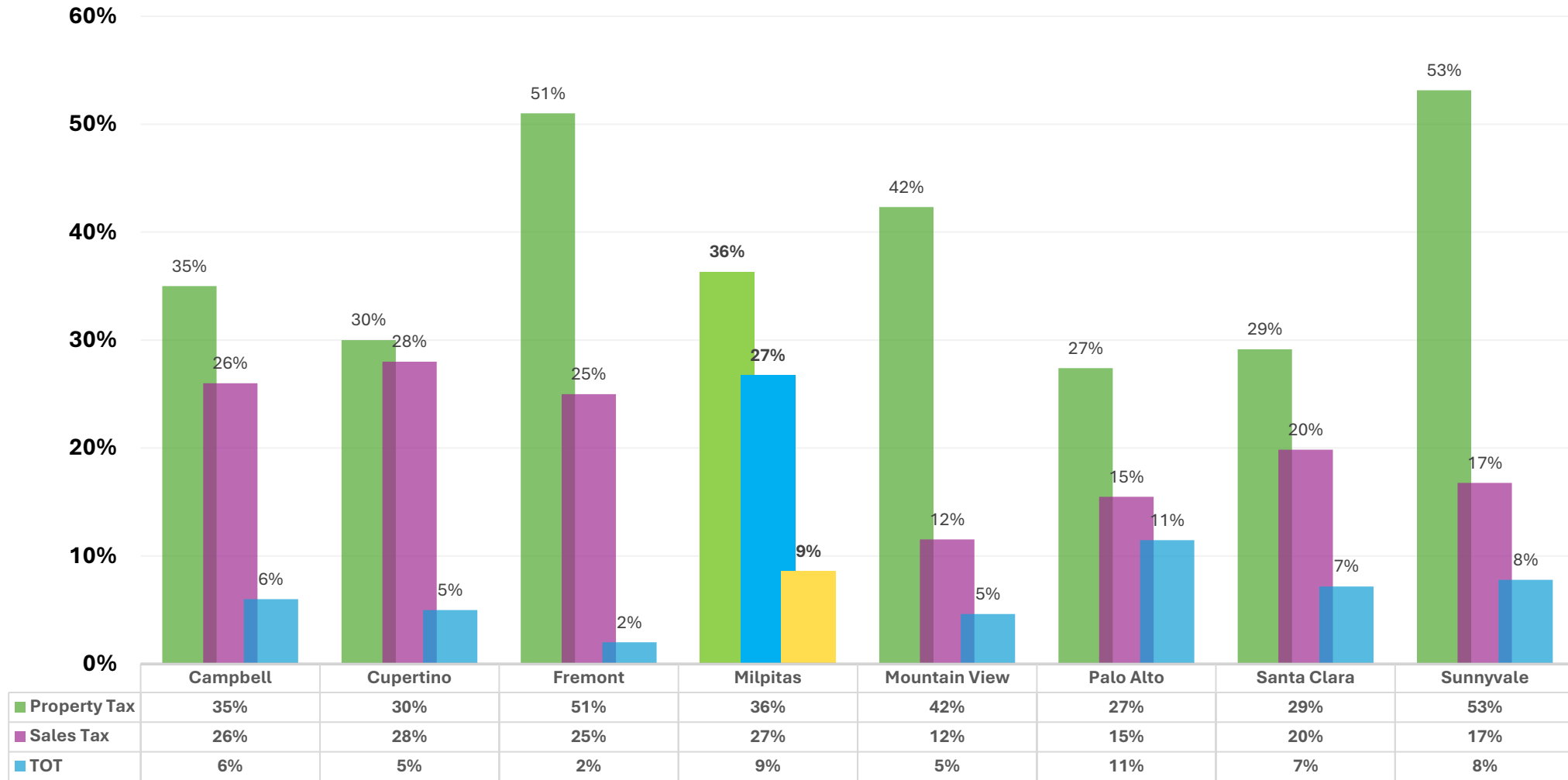


Milpitas vs. Market (SCC + Fremont)



Source: Annual Financial Reports

FY2024 Property, Sales, & TOT as a Portion of General Fund Revenue

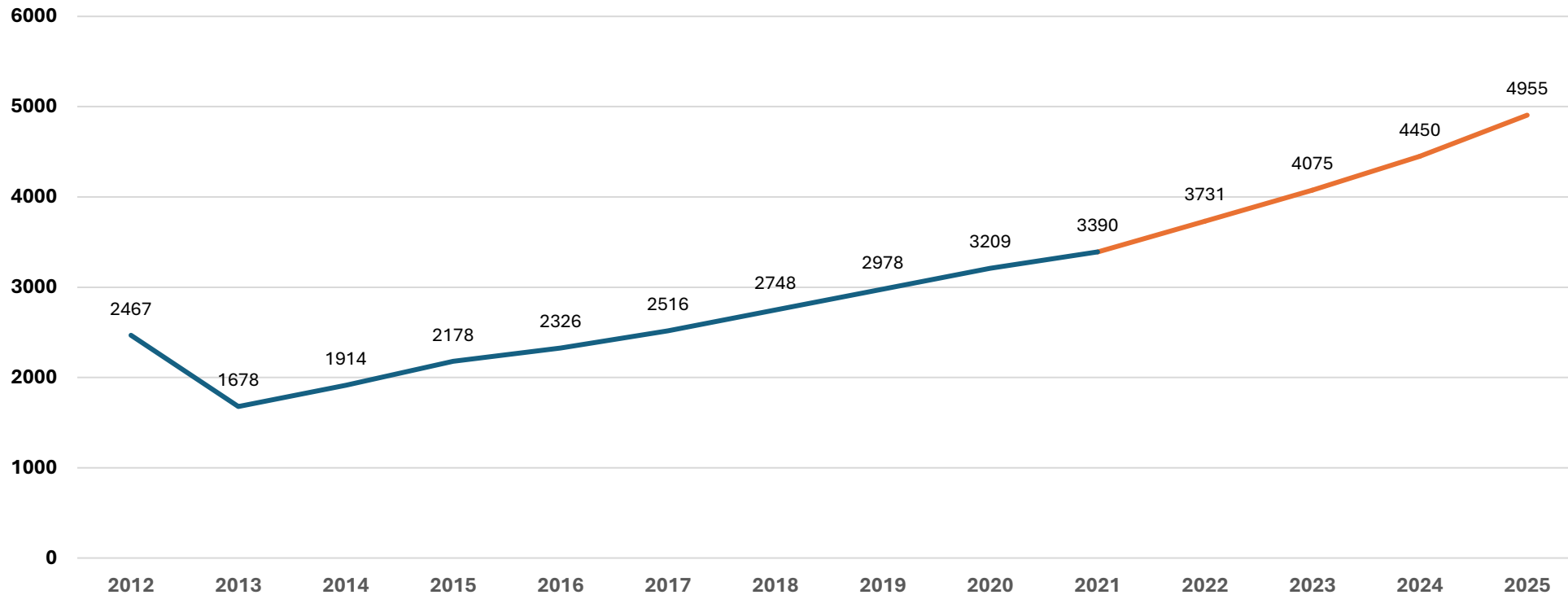


Source: Milpitas Budget and Financial Plan



Business License Data - Business Retention & Attraction

Business License Count



Average Annual Growth Rate of Business Licenses

- FY2012-2020: 5% Annual Growth
- FY2021-Current: 9% Annual Growth (EDS)
- Under pre-EDS growth rate, 2025 would have 4,673 business licenses instead of 4,955, 233 additional



BD Biosciences - Economic Impact

- Economic Development Strategy - strategies 14, 19, 20 & 22.
- Milpitas Investment: \$100M
 - Embarcadero Realty - \$30M to BD Biosciences for TI expenses
 - BD Biosciences - \$70M investment in relocating to Milpitas
 - Enhances the B2B sales tax revenue category through this successful business attraction
- Campus 237 Owner LLC - property tax revenues to City = \$176,880
 - 135 N McCarthy (BD Bio) is currently valued at \$20,754,708, up from \$12,829,160 in FY22.
 - 155 N McCarthy (BD Bio) is \$32,215,429, up from \$11,880,965 in FY22.
 - 115 N McCarthy (Corsair Gaming) is valued at \$24,008,126, up from \$9,538,314 in FY22
- Estimate of sales tax revenue per worker (\$430) * 800 in-office employees = \$344,000 to City
- Total Permit Fees from BD Biosciences = \$605,769.70 (Building: \$478,834.61 (50 permits), Planning: \$3,552.51 & Fire Prevention: \$123,382.58)
- 1,000 new employees to Milpitas (800 in office; 200 remote)
- BD Biosciences becomes the 4th largest employer in Milpitas



Rivian - Economic Impact

- Economic Development Strategy Implementation Actions #23 & 24 strategies
- City & Rivian Economic Development Incentive Agreement & Subsidy Report
- Sales tax sharing agreement expected to net City \$19.4M over 8-year term. (Avg. \$2.42M p/year)
- If Rivian exercises the 5-year extension, City will renegotiate the sales tax sharing agreement
- Rivian's investment in Milpitas (lease, TI's, etc.) is \$7.5 million at 755 Yosemite Dr. TIs \$3M-\$3.5M.
- Current AV at \$8.75 million, expected to increase significantly in secured/unsecured property tax
- Century Urban est. of sales tax revenue p/worker (\$430) * 25 in-office employees = \$10,750 in annual sales tax revenue
- Permit fees - TBD
- ED Strategy: Create a resilient & sustainable economy, capture emerging innovation & tech, & identify forward-looking investment & growth opportunities.



City of Milpitas

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