

July 25th, 2023 Board Meeting at Family House



OAKLAND
BUSINESS
IMPROVEMENT
DISTRICT





Review

- Vision and Strategic Plan
- Benchmarking Trips – Houston, Philadelphia and Atlanta
- PID – Implementation
- Visitor Metrics via Placer.AI
- OBID – Implementation

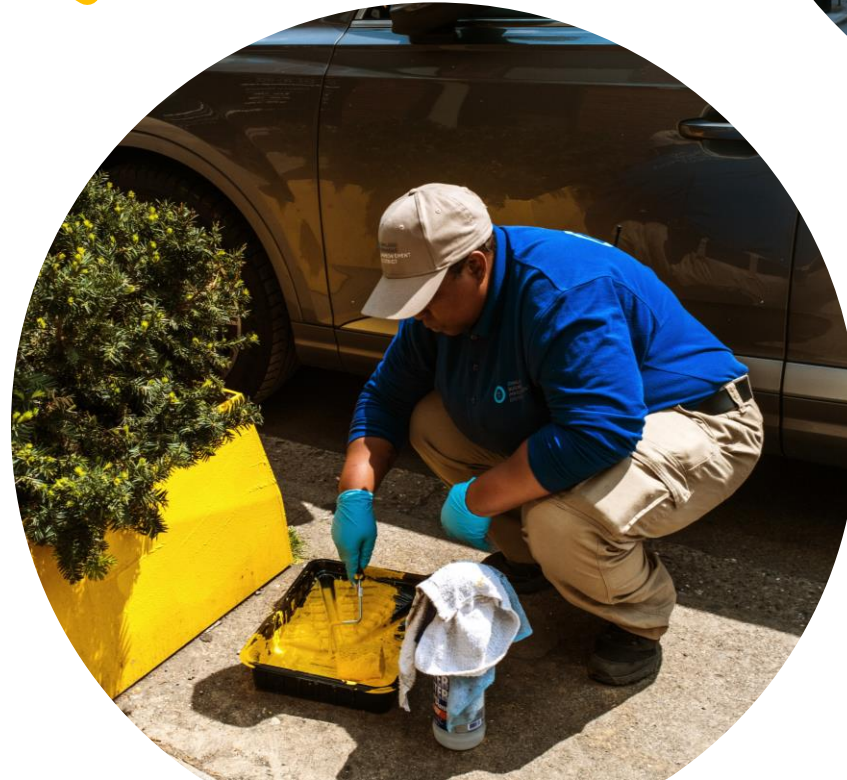
OBID Vision and Strategic Plan

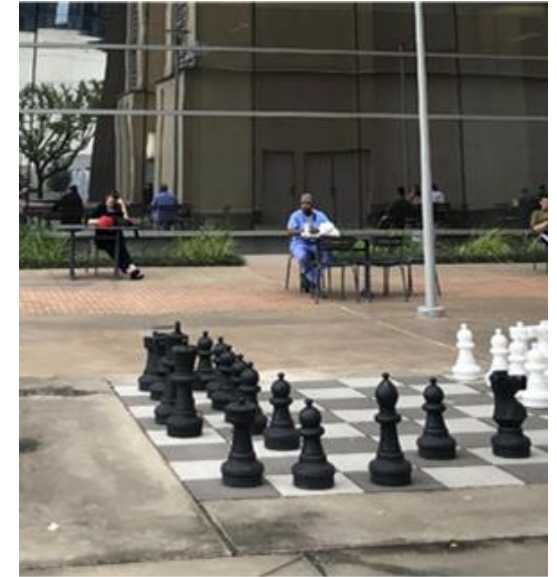
- **Vision**

- Central Oakland is the heart of Pittsburgh's Innovation District.
- A vibrant community is required to support the growth of region's economy powered by Oakland's Ed's and Med's.

- **Organization Strategic Plan**

- OBID Board completed the Organization Strategic Plan, a strategy for a broader and more comprehensive organization to shape and activate Oakland's public life in support of the community vision. The Plan outlines priorities of:
 - Public Space Experience
 - Business Vitality
 - Partnerships
 - Identity/ Promotion





Exploring the Innovation Centers of Houston, TX

The Ion District, 4201 Main Street

Houston's Innovation Community, this 266,000-square foot structure is designed to bring Houston's entrepreneurial, corporate, and academic communities together into collaborative spaces and programs. The District aims to introduce a new kind of urban district to Houston, prioritizing street life, public space, and a mix of uses that embrace technology, community, and sustainability.

<https://www.ionhouston.com/>

University of Houston Technology Bridge + The Office of Technology Transfer and Innovation

The UH Technology Bridge is ideally located adjacent to the UH campus, providing a rich synergy between innovation in the classroom and labs, the developing UH medical school and the innovation community at the park. The proximity of these components within the university community makes UH a powerhouse for innovation, providing a support system for students, faculty, industrial partners and startups alike.

<https://innovation.uh.edu/technology-bridge>



Exploring the Innovation Centers of Houston, TX

Texas Medical Center, 2450 Holcombe Blvd. Suite X

TMC Innovation

One of the oldest bakeries in the Nabisco network, the 600,000-square-foot facility was shuttered in 1999 due to high operational costs and an aging infrastructure. At its peak, the factory annually produced 320 million pounds of sweet snacks for Houston, Dallas, San Antonio, Corpus Christi, El Paso, Irving and Lubbock. Looking to retain the building's architectural integrity and honor its history, the Texas Medical Center (TMC) purchased and renovated the site in 2001 to create a globally recognized life science start-up hub, TMC Innovation.

<https://www.tmc.edu/innovation/history/>



Greentown Labs Houston Earth Day celebration

This 40,000-square-foot incubator, located in the Innovation District being developed by Rice Management Company, offers prototyping lab, office, and community space for up to about 50 startup companies.

<https://greentownlabs.com/houston/>

TMC3
BioResearch
Campus
Houston, TX



TMC3 Bioresearch Campus, Houston, TX

As the densest life science cluster in the world, Texas Medical Center's 60+ member institutions, like the MD Anderson Cancer Center and Rice University, facilitate powerful local and global initiatives.

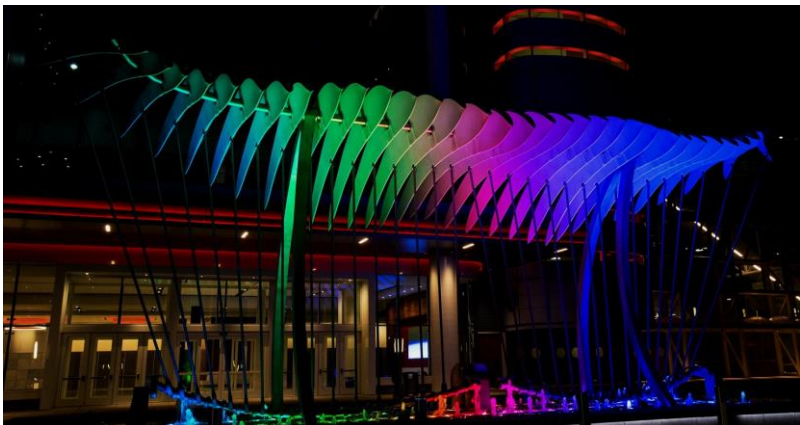
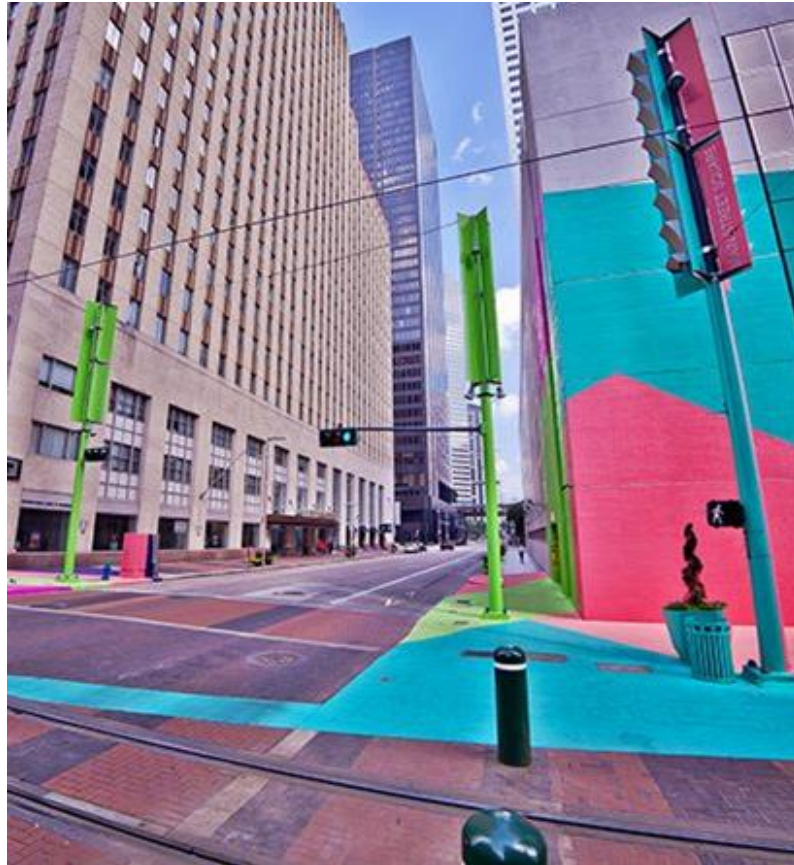
Their mission is to increase the quality and quantity of healthcare startup density in Houston through collaboration with key stakeholders from TMC member institutions, as well as their global network of advisors and embedded corporate partners. Currently, the TMC Venture Fund has 16 total portfolio companies with \$9.21 million invested into them by Texas Medical Center and \$856M funding overall.

When the Texas Medical Center was first chartered in the 1940s, it was the only deed-restricted land in Houston and was limited to non-profit entities focused on health, education, and research. TMC has benefited from that today, as these restrictions allowed the creation of multiple like-minded healthcare and education institutions to migrate into one area and create an incredibly dense life science campus.

Recently, a pivotal change was made that allowed for 2 pieces of land to be purposed for-profit activity, which includes [TMC Innovation](#). This availability is now expanding with the advent of the [TMC3 Bioresearch Campus](#). Scheduled to open in the fall of 2023, this world-class research campus will cover 37 acres and include translational research and labs, hotels and conference center, public retail, and restaurant, with state-of-the-art collaborative digital platforms.

TMC3 presents unprecedented opportunities moving into the future as for-profit companies will be able to operate side-by-side with the academic and research centers to create a seamless collaboration for life science innovation.

Clinicians, scientists, and entrepreneurs will benefit from a resource-rich location accelerating new therapies, medicines, discoveries, and technologies to market and ultimately directly to the patients who most need them.



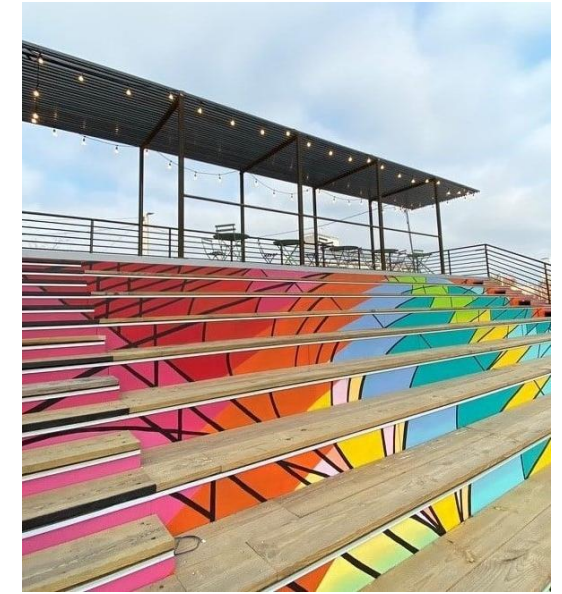
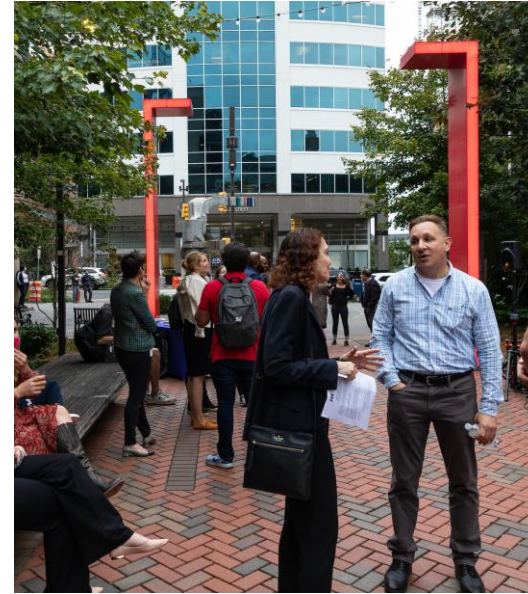
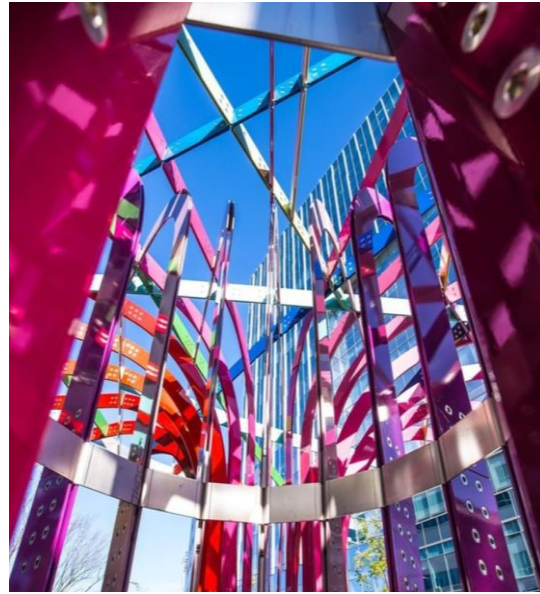
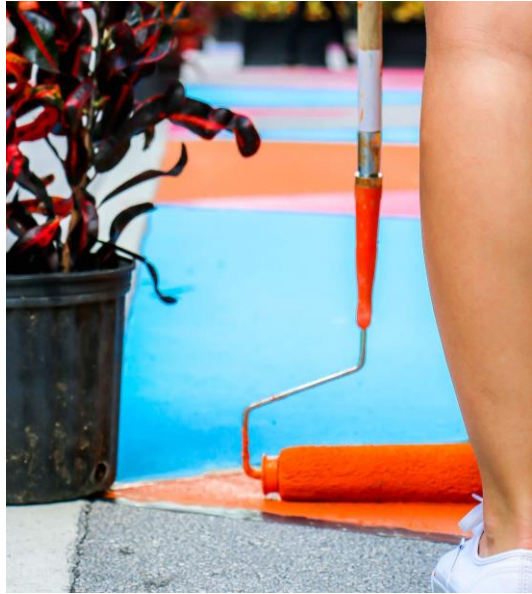
Placemaking & Public Art

Houston, TX

University City District: Philadelphia, PA

- Publicly accessible circulator
- Generous sidewalks with updated public realm amenities
- Rebranded as University District
- U of Penn supports employee housing program





uCity Square

- Partnership between University City Science Center and Wexford Science + Technology
- A connected and collaborative district built on community with strengths in biotech, life science, technology and healthcare
- Located in the heart of University City, at the intersection of world-class universities, research institutions, academic medical centers and dynamic neighborhoods.
- 75,000 jobs and 260 restaurants in University City District
- 8.0 million-square-foot mixed-use community consisting of laboratory, clinical, office, retail, and residential space



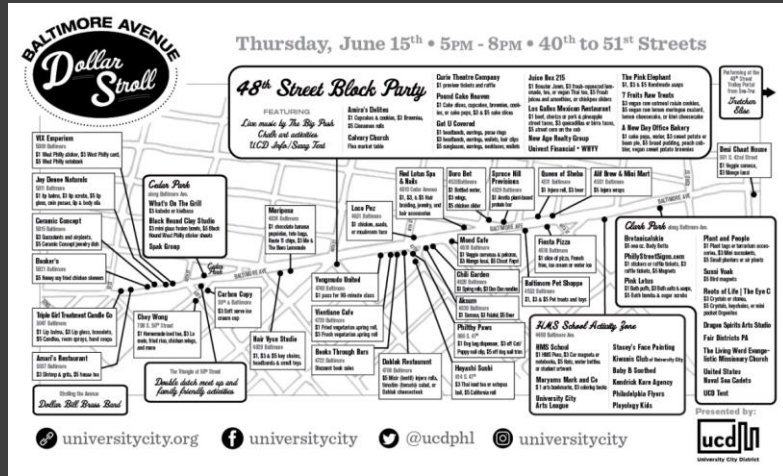
Placemaking and Events Philadelphia, PA

Baltimore Avenue Dollar Stroll

The Porch at 30th Street Station, one of Philadelphia's premier public spaces, features pop-ups including food trucks and performances, lush landscaping, and plenty of places to relax.

Trolley Portal Gardens

- UCD transformed this space from an unsightly expanse of concrete into a vibrant and social space featuring beautiful landscaping, movable seating, and a new restaurant that serves as a community asset for thousands of neighbors, commuters and local employees.

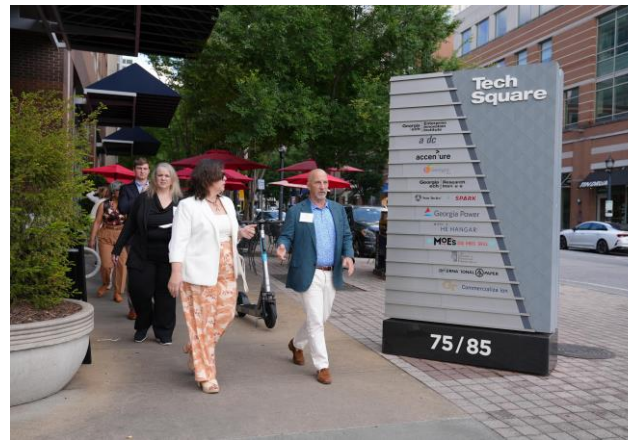


Loop through University City (LUCY) bus that carries hundreds of thousands of passengers from 30th Street Station to nearby jobs every year.

Atlanta Takeaway

- Strong Partner Collaboration unified around community vision
- City played large role along with university, developers, BID, economic development agencies
- Liberal Zoning Codes
- Promoted housing along with research assets (student housing too)
- Rebranded part of Midtown area as Tech Square
- Focus on BIPOC Entrepreneurial growth and expansion

[OBID Visit Presentation Slides Final 5-12-23](#)



Discussions to Center on 2 Key Areas:

- **Bring Oakland's institutional partners and major developers together to discuss master plans and vision** – we'll reach out shortly to schedule.
 - A unified strategy to continue to reinforce and implement the vision of the Innovation District
 - Explore potential synergies / collaboration for institutional partners
- **Oakland's Retail / Space strategy:**
 - Opportunities to significantly expand InnovatePGH Avenu co-working spaces, offering affordable/subsidized spaces – e.g., looking at empty 2nd floor spaces in Oakland
 - Economic Justice – creating a more inclusive space for BIPOC individuals, small businesses, as well as immigrant and Hispanic owned businesses as outlined in the Oakland Plan and OBID Strategic Plan
- **Expand Residential Development in Oakland**

Deliverables/Outcomes



OBID to identify top 3 priorities of Board Strategic Plan to implement / progress in next 12 months (potentially at OBIDs next Board Meeting at end July)



Convene Institutional Partners and key developers/stakeholders to discuss Oakland master plans

Are visions/goals aligned in a way that further develops Oakland's innovation district, and if not, how could they be?

Identify 2-3 objectives to implement a more inclusive retail/space strategy for Oakland

Explore opportunities to significantly expand InnovatePGH space for startups in Innovation



By Q4 2023 present a workplan and 12 month deliverables to all stakeholders



“The level of cumulative R&D activity in such a physically dense and concentrated area likely makes the Pittsburgh Innovation District one of the top 10 concentrations of R&D spending in the United States.”

- Global Institute of Innovation Districts

Pittsburgh's Innovation Strengths

GLOBAL POSITION

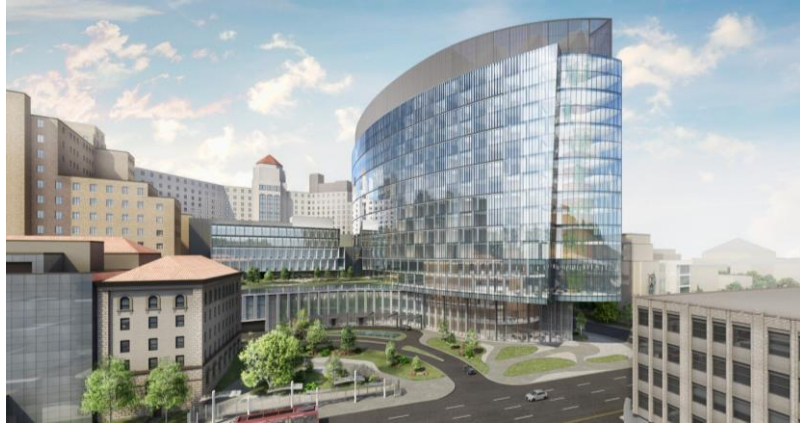
“However, Pittsburgh’s scientific and technical strengths have not fully translated into broad-based economic activity. In fact, if the region had the same share of high-tech employment as university research, it would employ 9,000 more in the software industry and 5,500 more workers in drug development, not to mention tens of thousands of workers in related jobs. Instead, the city currently has seven percent fewer jobs in high-wage, high-tech advanced industries than it did in 2000.”

InnovatePGH Partnership

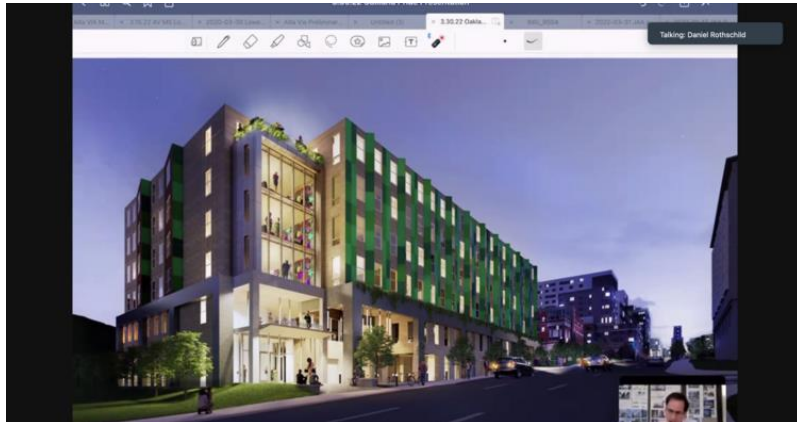
OVERVIEW

- Established in 2017 to implement recommendations from the “Capturing the Next Economy” Report
- Operates to translate Pittsburgh’s significant technological strengths into an equitable and inclusive growth strategy for the entire city and accelerate Pittsburgh’s rise as a global innovation hub
- Absorbed StartUptown/RevvOakland in 2020 to establish formal, non-profit governance
- Structured as a 501(c)3 public/private partnership powered by a coalition representing the region’s civic, university, business, and philanthropic leadership

<u>Leadership Committee:</u>	<u>Governing Board:</u>
Allegheny County Chief Executive	Evan Facher (Chair) University of Pittsburgh
City of Pittsburgh Mayor	D. Tyler Gourley Hillman Family Foundation
University of Pittsburgh Chancellor	Nicole Lann Roadrunner Recycling
Carnegie Mellon University President	Perry Ivery Oaklander Hotel
UPMC CEO	Amy Klinke Carnegie Mellon University
Allegheny Conference CEO	Eliza Swan UPMC Enterprises
Heinz, Hillman, and R.K. Mellon Foundations	Justin Hunt Elmhurst Development
	Felicity Williams Mayor’s Office

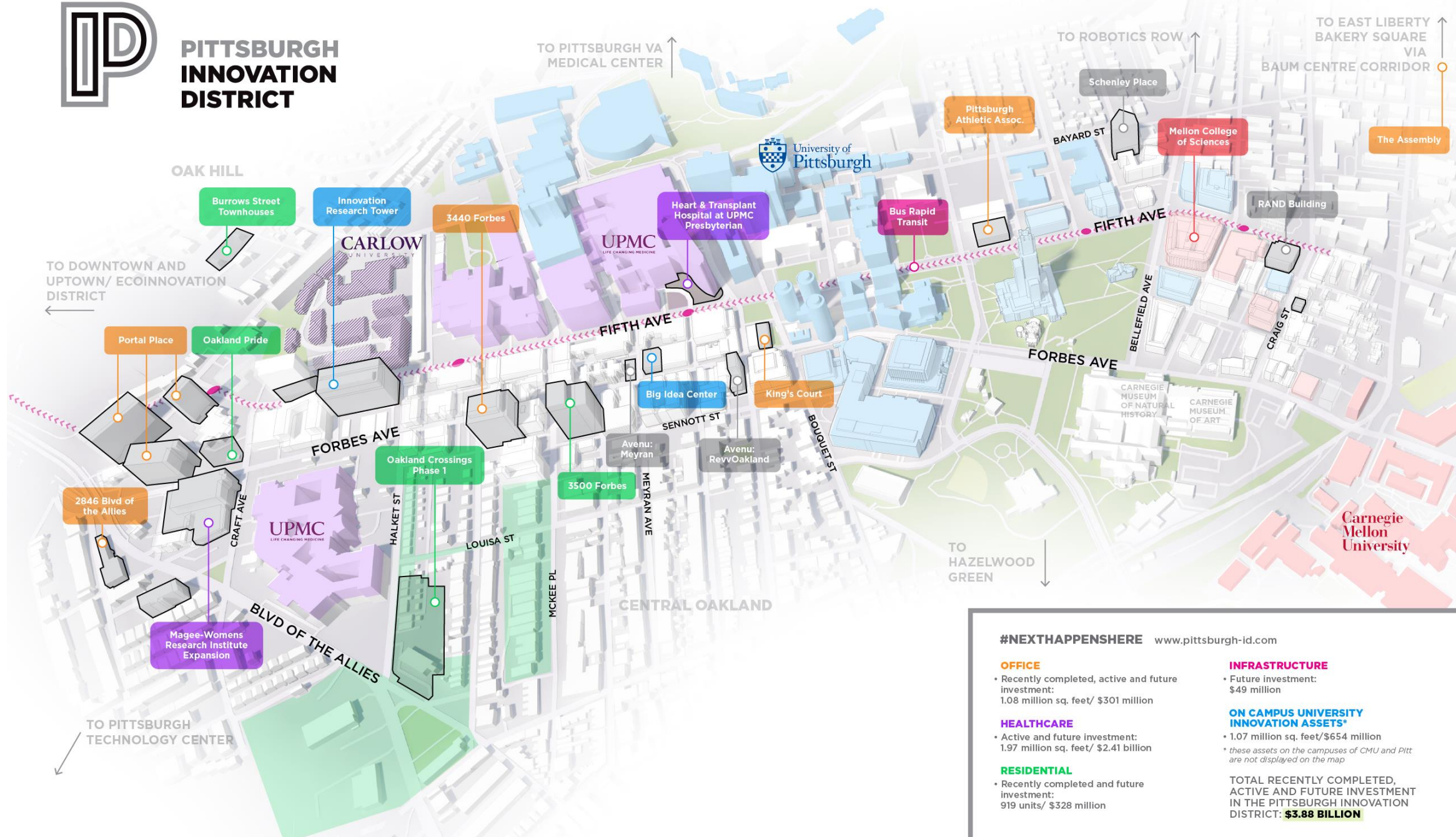


**\$3.88 billion in total investment
is coming to the Pittsburgh Innovation District**





PITTSBURGH INNOVATION DISTRICT



#NEXTHAPPENSHERE www.pittsburgh-id.com

OFFICE

- Recently completed, active and future investment:
1.08 million sq. feet/ \$301 million

HEALTHCARE

- Active and future investment:
1.97 million sq. feet/ \$2.41 billion

RESIDENTIAL

- Recently completed and future investment:
919 units/ \$328 million

INFRASTRUCTURE

- Future investment:
\$49 million

ON CAMPUS UNIVERSITY INNOVATION ASSETS*

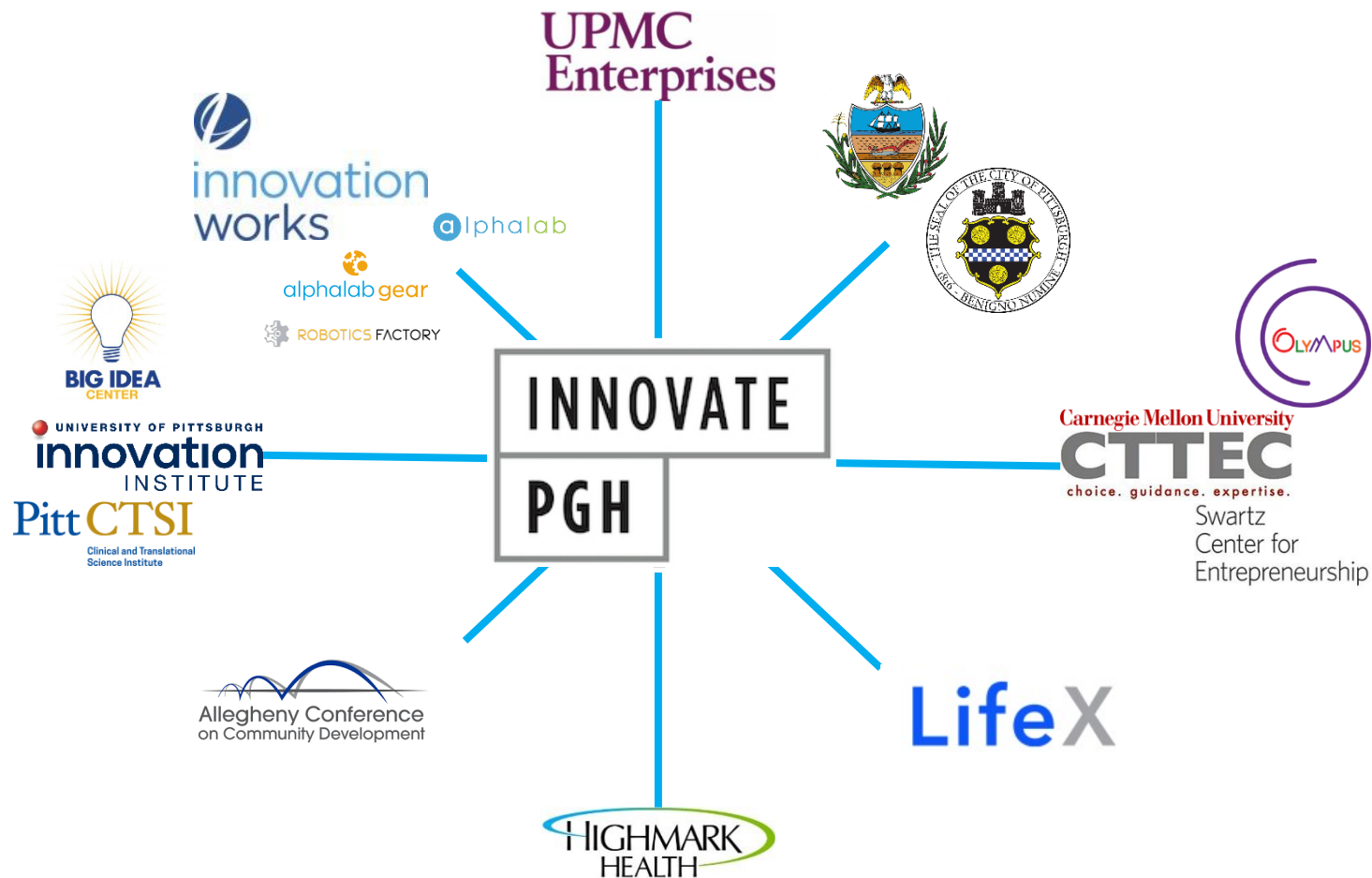
- 1.07 million sq. feet/\$654 million
- * these assets on the campuses of CMU and Pitt are not displayed on the map

TOTAL RECENTLY COMPLETED, ACTIVE AND FUTURE INVESTMENT IN THE PITTSBURGH INNOVATION DISTRICT: **\$3.88 BILLION**

Unified Innovation Ecosystem

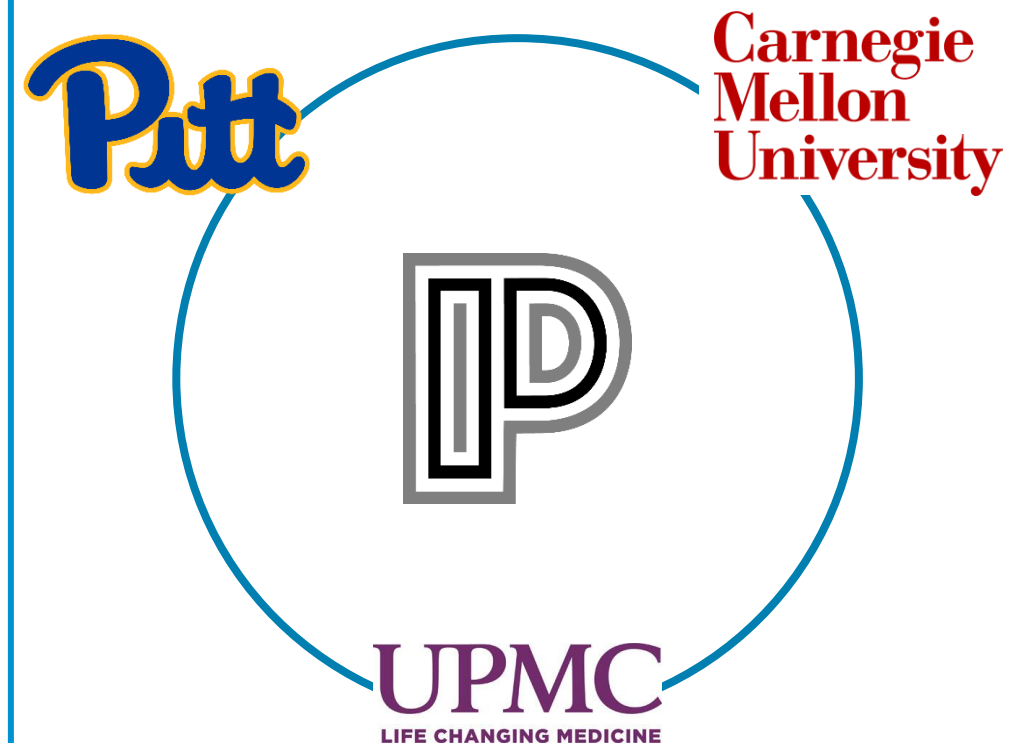
InnovatePGH

Partnership: One stop connection to Pittsburgh civic, business, and entrepreneurship leadership



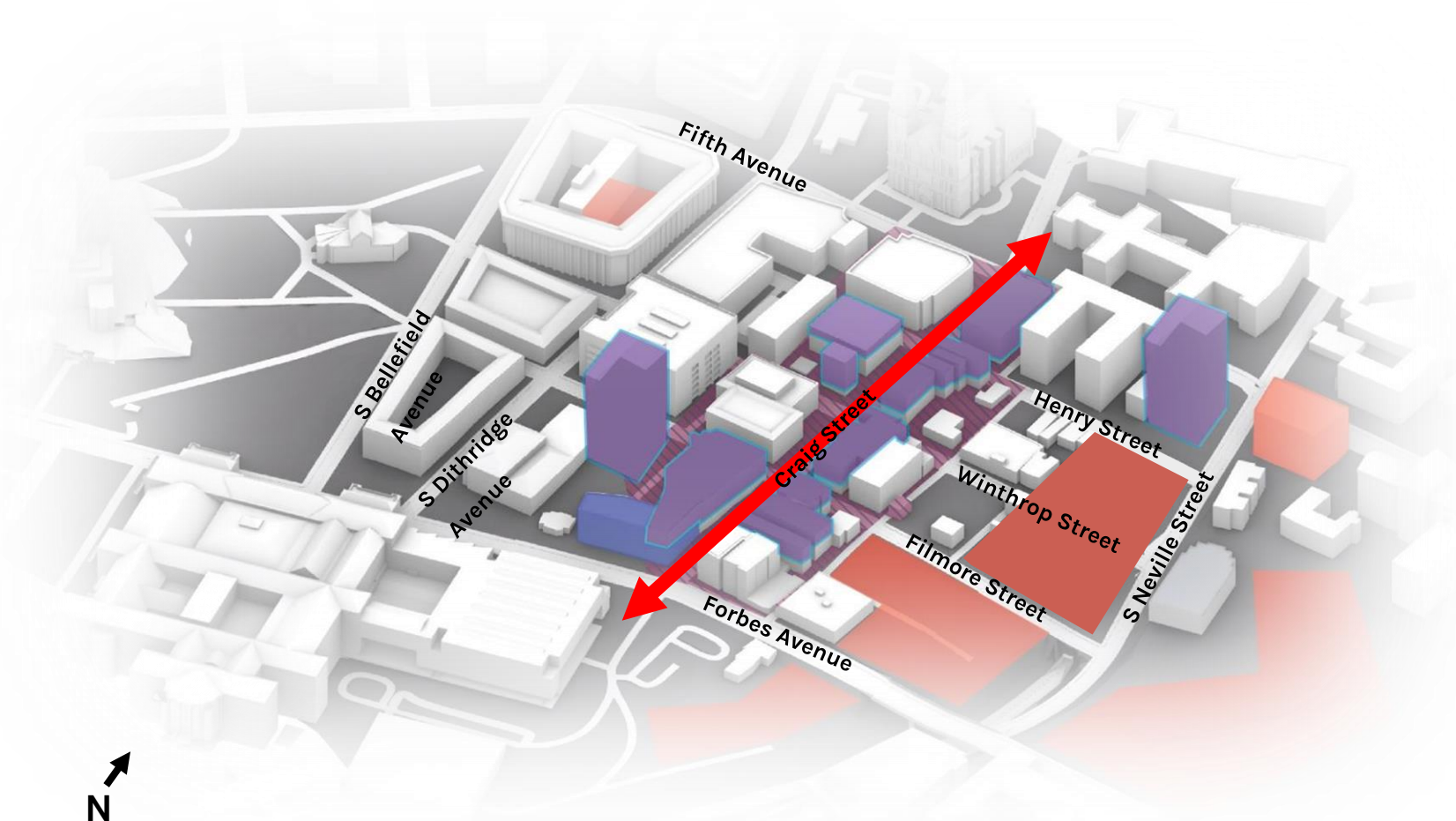
Pittsburgh Innovation District

Place: Critical mass of global life science R&D in Pittsburgh's vibrant Oakland neighborhood



InnovatePGH Phase I





DEFINE, GROW, AND CONNECT THE PITTSBURGH INNOVATION DISTRICT



For some of the opportunity zones that are along Fifth, Forbes and other streets within the district, it is possible to go even higher within existing zoning.

- Fifth/Forbes Oakland Zoning = **85' Max**
- Medium Density Residential = **55' Max**
- High Density Residential = **85' Max**
- Educational/Institutional = Upon Approval

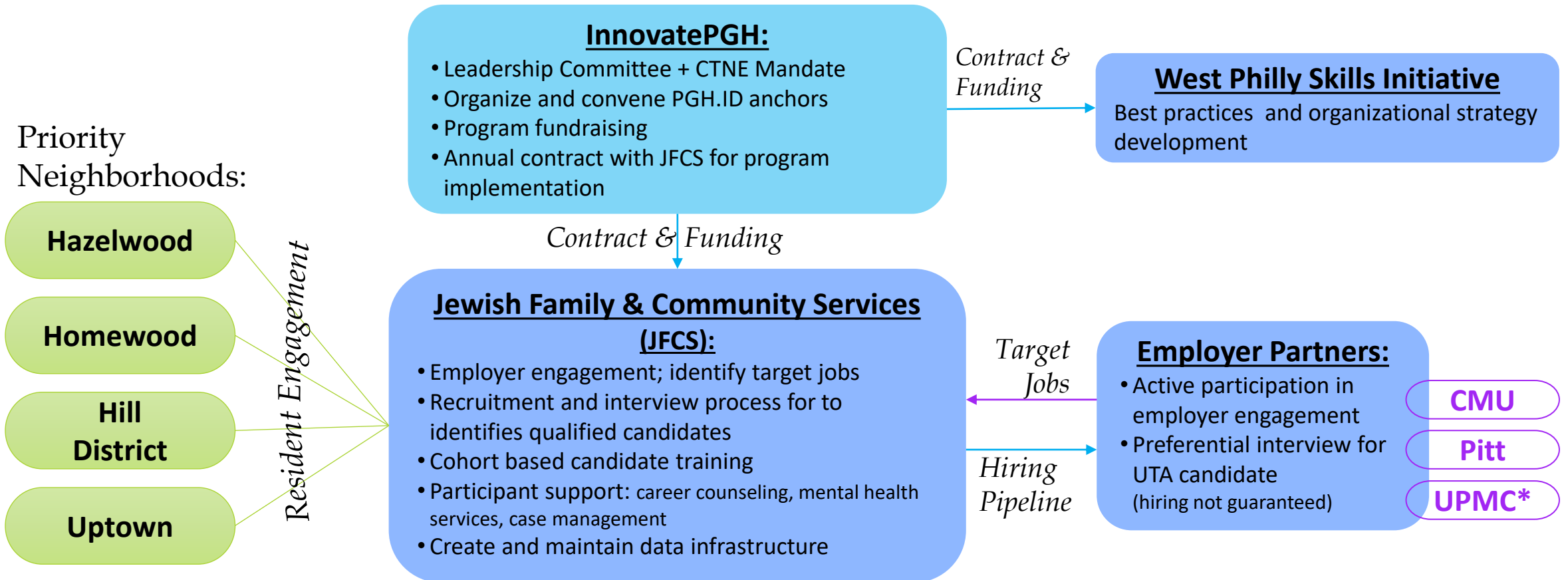
Legend:

-  Infill Opportunities
-  CMU Planned Opportunities
-  Pitt Planned Opportunities
-  Craig St Public Realm Zoning

Workforce Strategies

UNIVERSITY TALENT ALLIANCE

Work with anchors to develop cohort-based training for target jobs and connect with residents of adjacent communities to fill them.



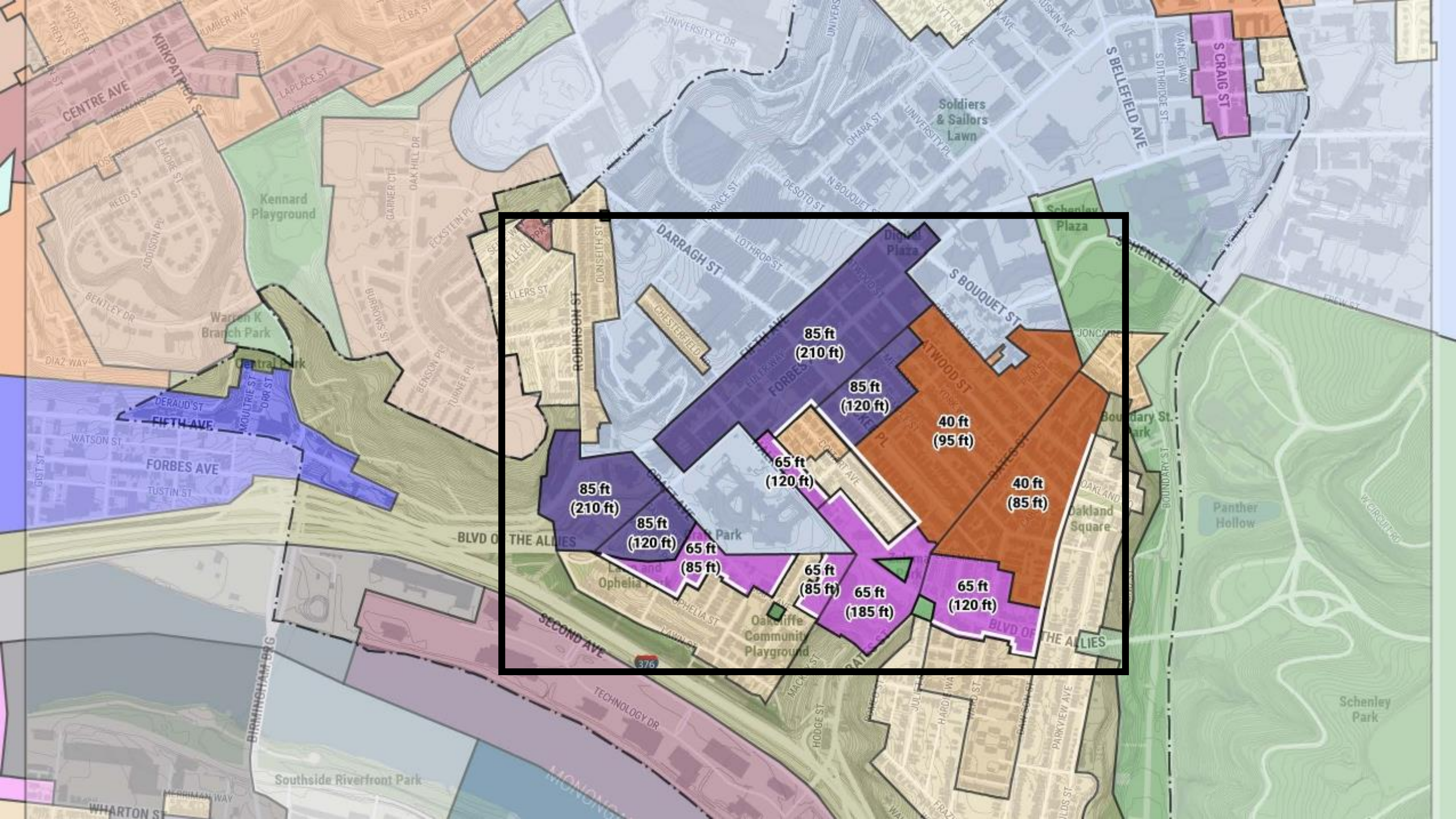
Implementation

OBID and PID have a unique shared services model that includes shared staff, but each organization maintains specific areas of focus:

PID (Future)

Housing Strategy: Zoning

Expand Co-working Spaces



Avenu Workspaces: Growing the PID

INNOVATEPGH STRATEGY UPDATE

Leverage the ongoing investments at CMU, Pitt, and UPMC to grow and attract firms in advanced industries

RevvOakland

Members: LifeX Labs

District convening + events platform;
Pitt Life Sciences Accelerator



Meyran

Members: Plus One Robotics, Voaigne,
Big Idea Center Loft

Target market: recent graduates, anyone
pursuing innovation & technology
entrepreneurship



Atwood

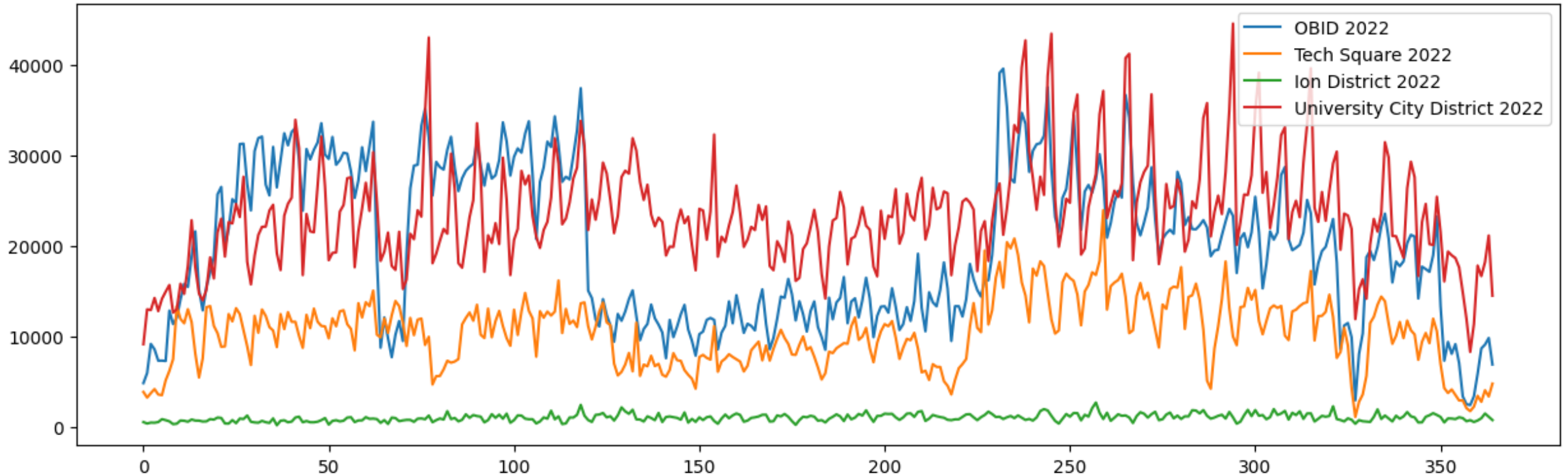
Members: Fujitsu

Target market: corporate
partners, step up space



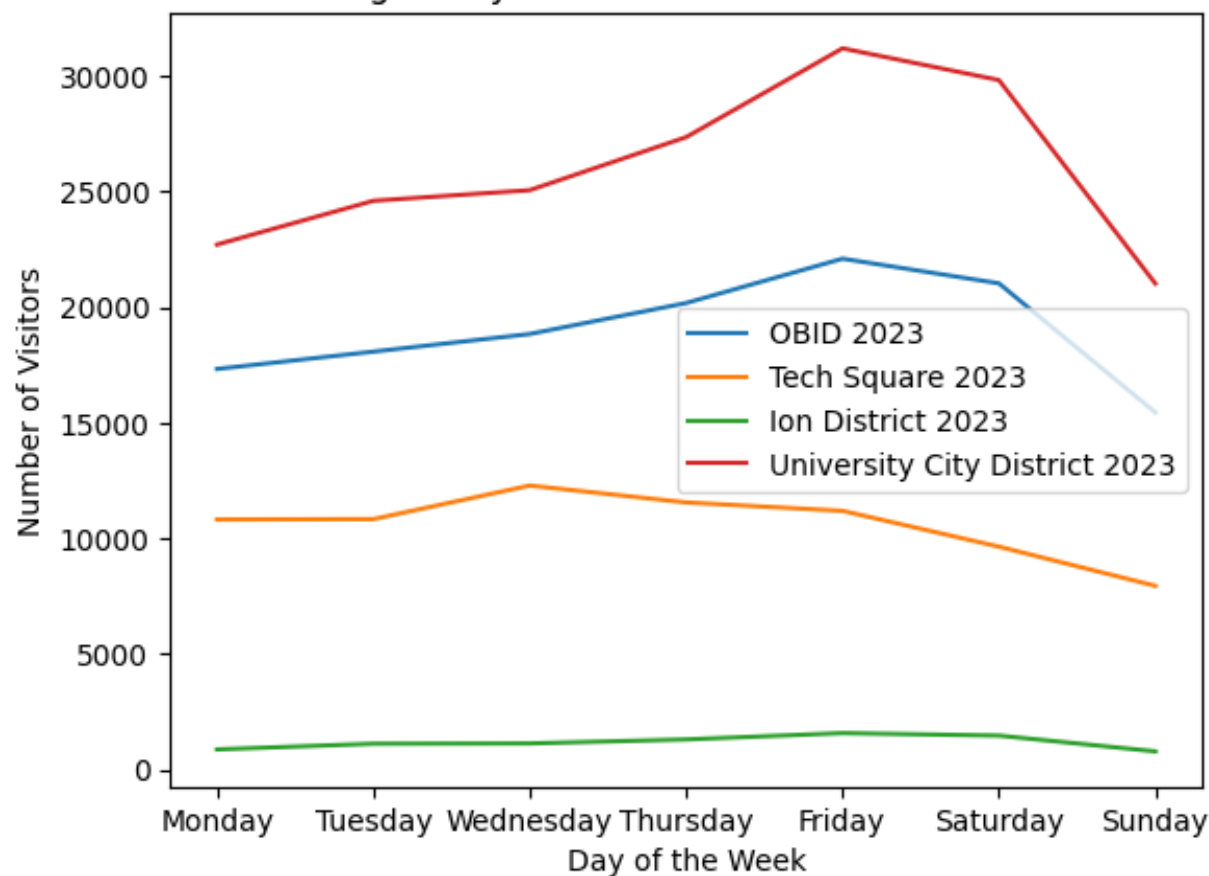
Visitor Metrics: Placer AI

Daily Visitations Across Districts in 2022

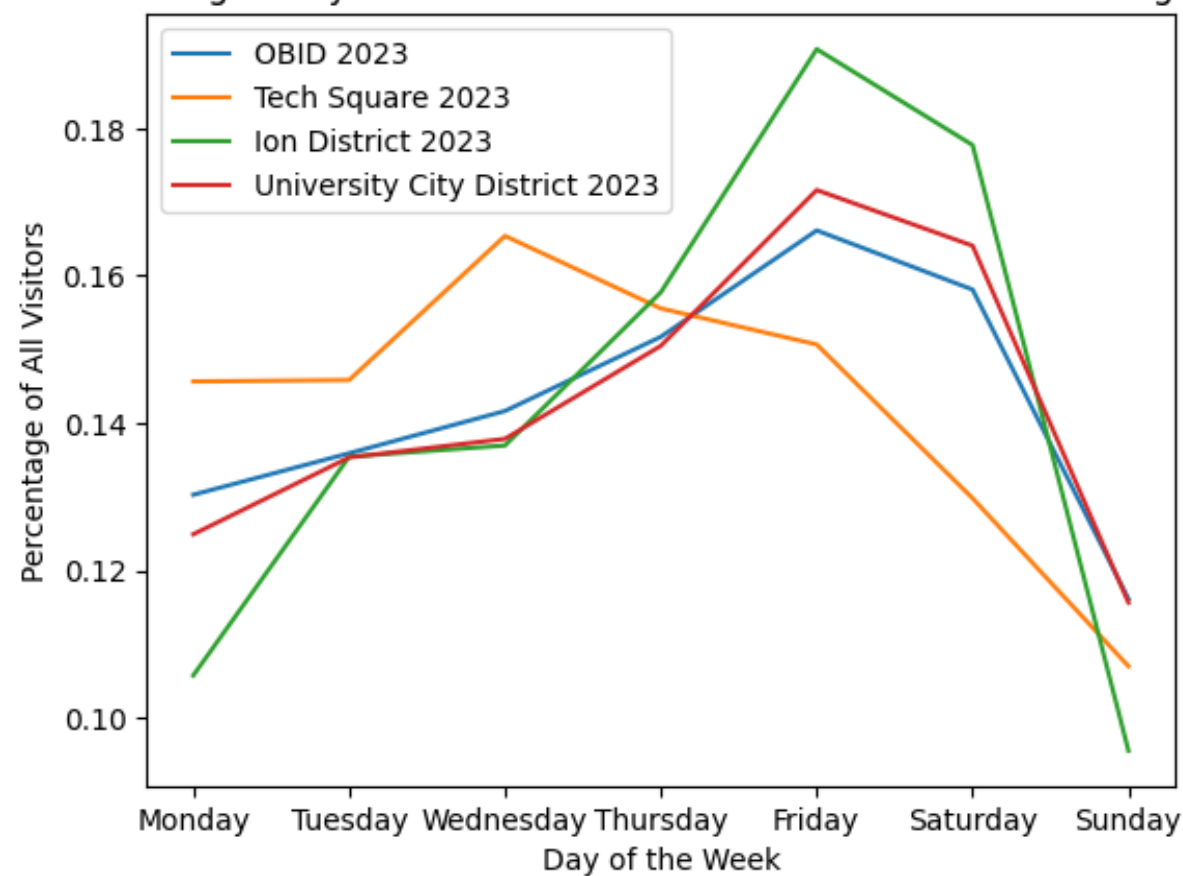


Visitor Metrics: Placer AI

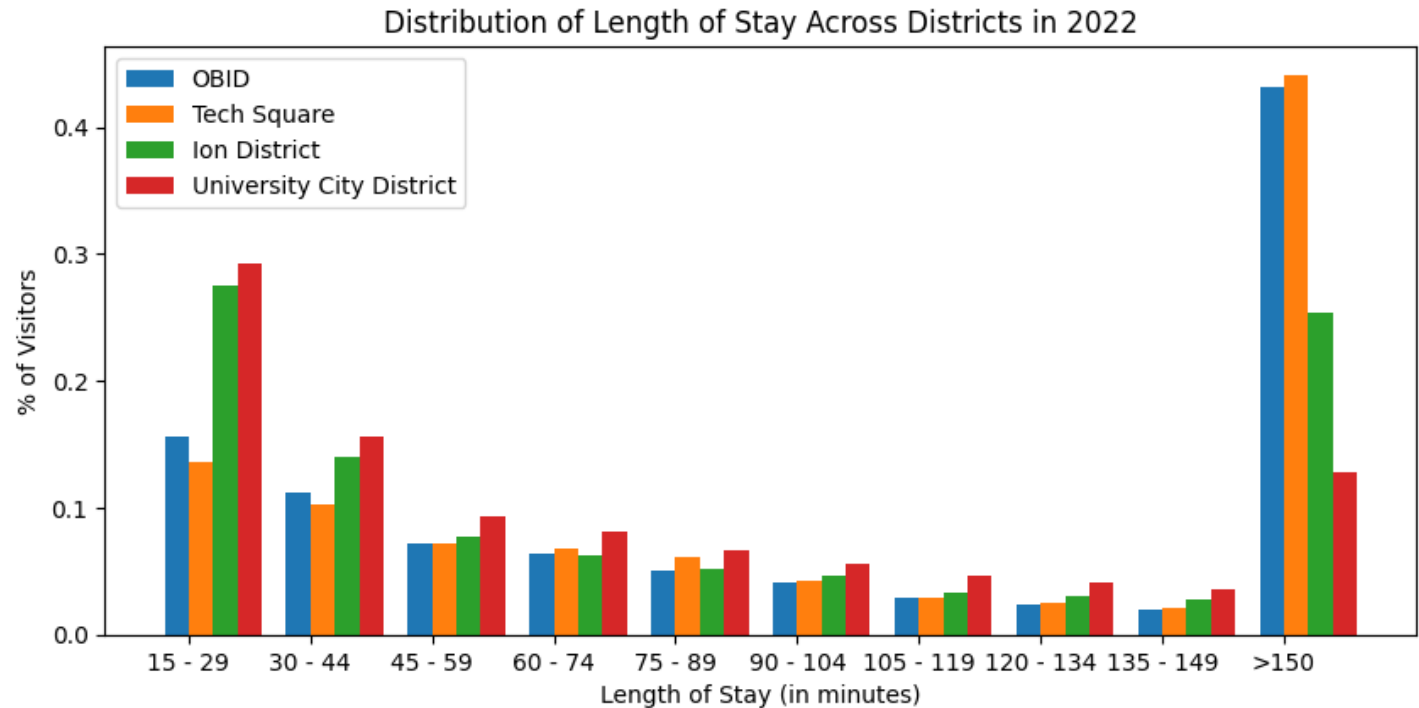
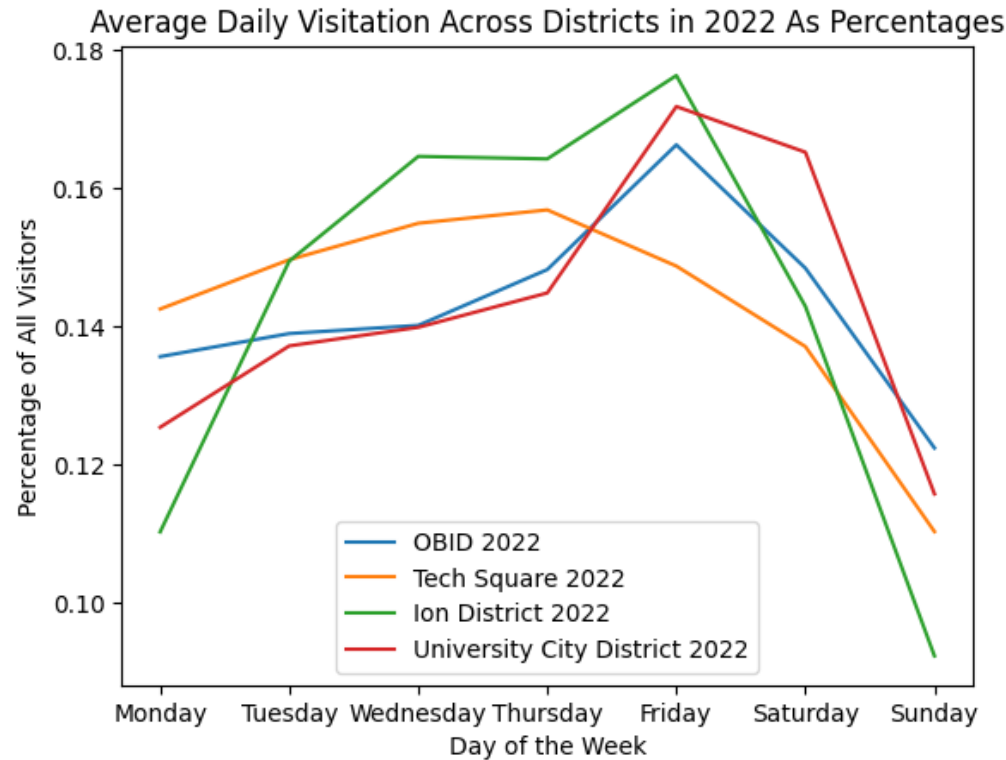
Average Daily Visitation Across Districts in 2023



Average Daily Visitation Across Districts in 2023 As Percentages



Visitor Metrics: Placer AI



Implementation

OBID and PID have a unique shared services model that includes shared staff, but each organization maintains specific areas of focus:

OBID (Current)
Clean and Safe
Activate Public Realm (Outdoor Dining, Beautification and Public Art)
Promotes Oakland commerce, community and culture with increased digital marketing efforts
Promotion via Events: Small Scale (Sidewalk Sweets, Oakland Groove Fest) to Large Scale Destination Festivals (GLOWLAND)
Create New Retail Options: Retail Strategy Plan (with PID) focuses on expanding opportunities to BIPOC/LatinX and immigrant entrepreneurs
Manage Argyle Studio Retail Incubator (with UPMC)

Implementation

OBID and PID have a unique shared services model that includes shared staff, but each organization maintains specific areas of focus:

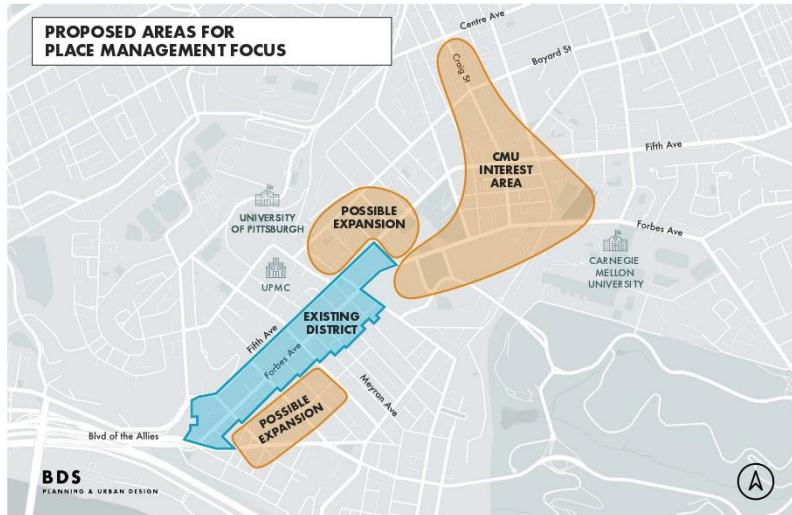


OBID: Top 3 Strategic Plan Priorities (also aligns with Oakland Plan)

Update Oakland Brand with Corresponding Marketing Strategy

New Public Realm Design

Implement Retail Strategy



Implementation

