

Bay Area World Trade Center

A World-Class Presence in a Model Global City

What is the World Trade Centers Association?

The World Trade Center Association (WTCA) is a worldwide organization with headquarters in New York that was formed with the focus of enhancing peace and prosperity through world trade. WTCA is a network of over 280 World Trade Centers (WTC) worldwide with over 700,000 members. WTC's provide programs and services that support four core areas of expertise: trade knowledge, international public affairs, global marketing, and partnerships.



Goal

The Bay Area World Trade Center, which moved to Oakland in 2000, is seeking to establish a physical World Trade Center in Oakland. Development phases may include a WTC office building, World Trade Showcase Center, convention center and hotel located in World Trade Districts throughout the City's downtown. Oakland's World Trade Center is intended to strengthen and complement Oakland's role as a Model Global City, and to accelerate economic development and foreign investment through increased local and regional international business opportunities.



Why Oakland?

Oakland is in the heart of the Bay Area, a region that serves as a center of U.S. technological innovation, goods movement, diversity, intellectual and research centers, and economic gateway to the world. With its superior location and transportation and telecommunications systems, Oakland has peerless access to key regions of the Bay—including Silicon Valley, Napa Valley and the Central Valley. The World Trade Center branding will expand to an international level the already-existing assets of Oakland, and it will strengthen Oakland's position as a Model *Global City*.

Strategies

- Take action on the recommendations provided through the McKinsey Report to "strengthen Oakland's image as an international gateway", including the development of a World Trade Showcase Center and a comprehensive international trade strategy.
- Analyze Oakland's unique market demand and identify the necessary components of a successful Oakland World Trade Center. Recommendations will be made through the Oakland City Council-approved Business Plan and Implementation Strategy currently in process through CH Johnson Consulting, Inc. of Chicago.
- Develop an effective plan to market Oakland as a hub for international business. This plan will include broad-based, public-private support for the establishment of World Trade Districts in Oakland and a comprehensive international trade marketing plan. This plan will be developed through the Oakland Partnership's Trade and Logistics Cluster Group, a partnership that includes Mayor Ron Dellums and the Oakland Chamber of Commerce, the Port of Oakland, and trade and economic development organizations that include the BAWTC.
- Pursue existing discussions with Oakland's real estate development community to establish Oakland's first World Trade Center office site. Development sites to expand into other World Trade Center Districts will be explored upon completion of the Johnson study.

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What will a World Trade Center in Oakland look like?

Oakland as a Model Global City encompasses more than just a physical World Trade Center Building. In fact, the strategy around marketing Oakland's international identity includes the development of several distinct yet interconnected areas of the City.

District 1: World Trade Waterfront/Port District The waterfront and its maritime activity drives the nation's fourth largest port—the Port of Oakland—as a center for trade and logistics. The WTC facility in this area could house a World Trade Showcase Center (permanent and revolving showcase space) and additional trade focused services designed to specifically facilitate import and export transactions.

District 2: World Trade Convention and Entertainment District: Circling Old Oakland, City Center, the Downtown and Chinatown, this possible District includes restaurants, office buildings, hotels, and the convention center that host a plethora of businesses and people that recognize Oakland as the Bay Area hub for international business. The convention center and downtown and hotels would host international trade shows and conferences for visiting businesspeople, offering world class restaurants, art galleries, nightclubs, and theater entertainment.

District 3: World Trade Financial District (Lake Merritt): This district would be located in Oakland's financial district adjacent to beautiful Lake Merritt. The area currently is home to prominent national and international business organizations including the world headquarters for Kaiser Permanente, and a major corporate presence for companies such as Chevron, Health Net, Morgan Stanley, Brandywine Properties, SBC Communications, University of California Office of the President, Wells Fargo Bank and many prestigious legal, accounting and financial firms. This District may be anchored by Oakland first World Trade Center office building.



World Trade Port District

Convention & Entertainment District

World Trade Financial District

What Results Can We Anticipate for the City of Oakland?

- Increased access to international expansion opportunities for local and regional businesses, resulting in job creation and increased business license tax revenues.
- Increased ability to attract national and international trade and investment in Oakland.
- Increased real estate values in and around the World Trade Center Building or buildings (as Districts develop), resulting in increased property taxes/tax increment in Oakland's Redevelopment areas.
- Increased visitor spending in Oakland, providing direct benefits to Oakland through increased sales and transient occupancy taxes, and indirect benefits through new job creation and increased investment in new hotels, restaurants, and retail to serve these visitors.
- The creation of new national and international marketing opportunities for Oakland through the development of trade shows and other venues to showcase Oakland's tremendous cultural and entertainment assets.
- The positioning of Oakland as the international trade destination in the Bay Area.
- Connection of Oakland to the WTCA goal of creating one world in which people work together, trade together, and use technology to create for themselves a world of peace and prosperity.