



**LINDA MAIO**  
Councilmember  
District 1

CONSENT CALENDAR  
November 29, 2005

To: Honorable Mayor and  
Members of the City Council

From: Councilmember Maio

Subject: Retention Plan for Clif Bar in West Berkeley

RECOMMENDATION

Request that the City Manager work actively with staff to develop a strategy to retain Clif Bar, a homegrown and green business in Berkeley.

BACKGROUND

Clif Bar is a Berkeley-based company that produces its famous healthy energy bars and other food products. The company is known around the world for the quality of their products and their commitment to building communities and protecting the environment. The company began in Berkeley in the early 1990s and has been headquartered here ever since. Today, Clif Bar employs over 120 people in Berkeley.

The company has communicated to the City that it has developed a long-range business plan and, as a result, it will need facilities that can accommodate the nature and extent of this growth. It is currently examining options to allow for such growth, including the possibility of having to move out of Berkeley. For many reasons we want to keep this company and its jobs in Berkeley. Clif Bar is exactly the kind of business Berkeley needs to retain and the City should make every effort to do so.

This item requests the City Manager work actively to ascertain Clif Bar's needs and develop a strategy to allow Clif Bar to maintain its home in our community.

FISCAL IMPACTS OF RECOMMENDATION:

Loss of tax revenue, jobs, and the benefits of their environmental business practices if Clif Bar leaves the City.

CONTACT PERSON

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