

# Fort Ord Reuse: Economic Recovery Status

*Landwatch Monterey  
Seaside, CA  
January 12, 2017*

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*Economic Development Manager*

# Overview



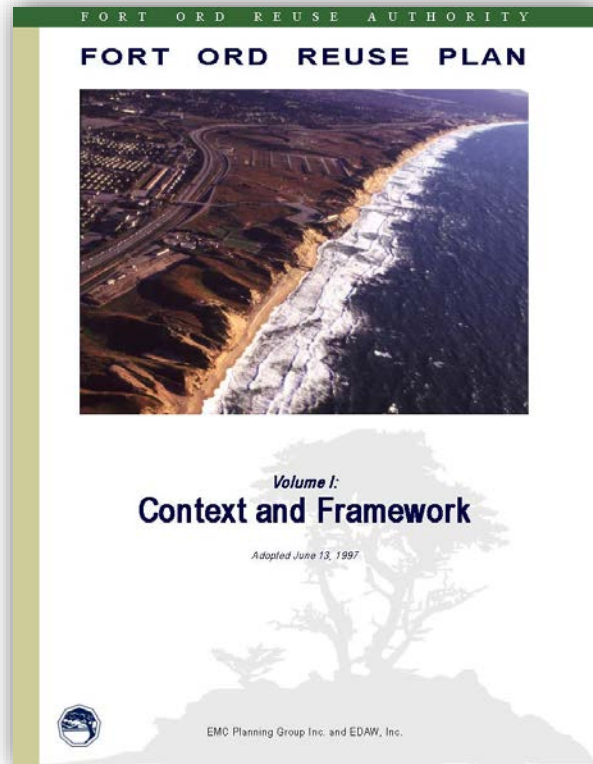
- History
- Goals
- Strategies
- Progress
- Moving Forward

# 1994 FORA Act



- Property transfer
- Minimize economic disruption
- Reuse & redevelopment to enhance economic & quality of life
- Maintain & protect unique environmental resources

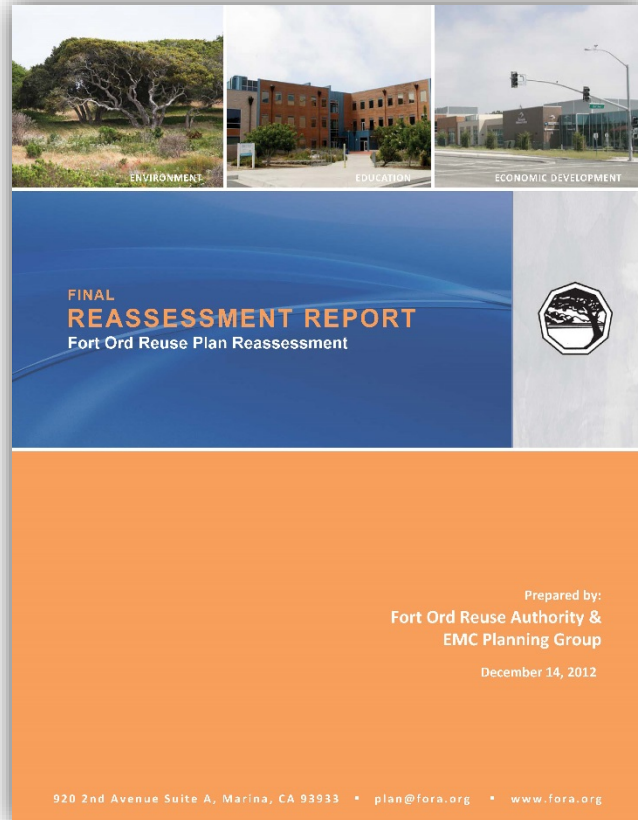
# 1997 BRP Goals



- Job Replacement
- Balanced Growth
- Rapid Redevelopment
- Positive Fiscal Impact
- Managed Water Supply
- Managed Residential Development

***Economic Development,  
Environment & Education***

# 2012 Reassessment



Job creation through  
economic recovery from  
Fort Ord closure yet-to-be  
completed

# Board Action



- Reviewed & deliberated strategies – *Jan 2015*
- Adopted multi-component program
- Supporting regional partnerships
- Funding new Economic Development staff – *June 2015*



# FORA Activities



***"Teamwork Makes  
the Dream Work"***

- Water Supply
- Habitat Conservation
- Infrastructure
- Real Property
- Building Removal
- ESCA
- Economic Development

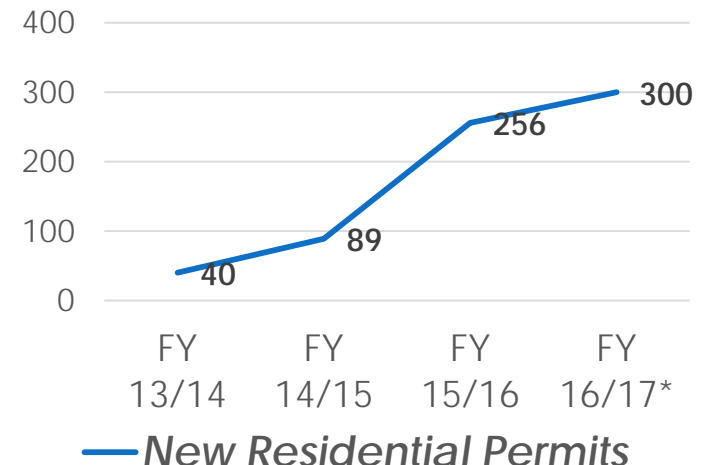
# Reuse Progress

## Base Reuse Plan Projections

- **37,000** Replacement Population
- **18,000 Jobs** to Replace Military Employment
- **11,000 Homes** (6,160 New Units)
- Supporting Commercial Development (~3M sq. ft.)
- Balanced Development ensuring **Economic** and **Educational** Opportunities with **Environmental** Preservation

## Former Fort Ord Today

- **14,200** Population
- **~4,200 jobs** (3541 FTE/722 PT)
- **4,000** replacement/rehab housing units, **~1000 new units**
- **660K sq. ft** commercial



# Strategies

- **Build** on regional strengths
- **Engage** stakeholders
- **Develop & maintain** information resources
- **Pursue** new business opportunities
- **Engage** with regional partners
- **Measure & report** progress



# Main Gate RFP



Submittals Currently Under Review

# Cypress Knolls



Upcoming Marina City Council Econ Dev Presentation



UC Monterey Bay Education, Science and Technology Center (UCMBEST)

# Startup Challenge



PREMIER MONTEREY BAY BUSINESS PLAN COMPETITION

## STARTUP CHALLENGE MONTEREY BAY

Attend Startup  
Weekend  
Jan 27-29

Attend Startup  
Challenge  
Introduction Workshop

LEARN MORE



8

Years Running



370

Companies



\$350K

Awarded



\$3M

Raised

# Sustainable Hospitality



**Save the Date**

**Thursday, February 23, 2017**

CALIFORNIA STATE UNIVERSITY, MONTEREY BAY  
THE SUSTAINABLE HOSPITALITY MANAGEMENT PROGRAM  
COLLEGE OF BUSINESS

*PRESENTS*

**SUSTAINABLE HOSPITALITY  
DEVELOPMENT SYMPOSIUM**

**JOIN US AT**  
**The Intercontinental The Clement**  
**Monterey, CA**



# Career Coach

mbcareerconnect.org

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# LOCAL ANSWERS FOR LOCAL STUDENTS

Designed to help you find a good career by providing  
the most current local data on wages, employment,



# Coworking Study



- **Key findings:**

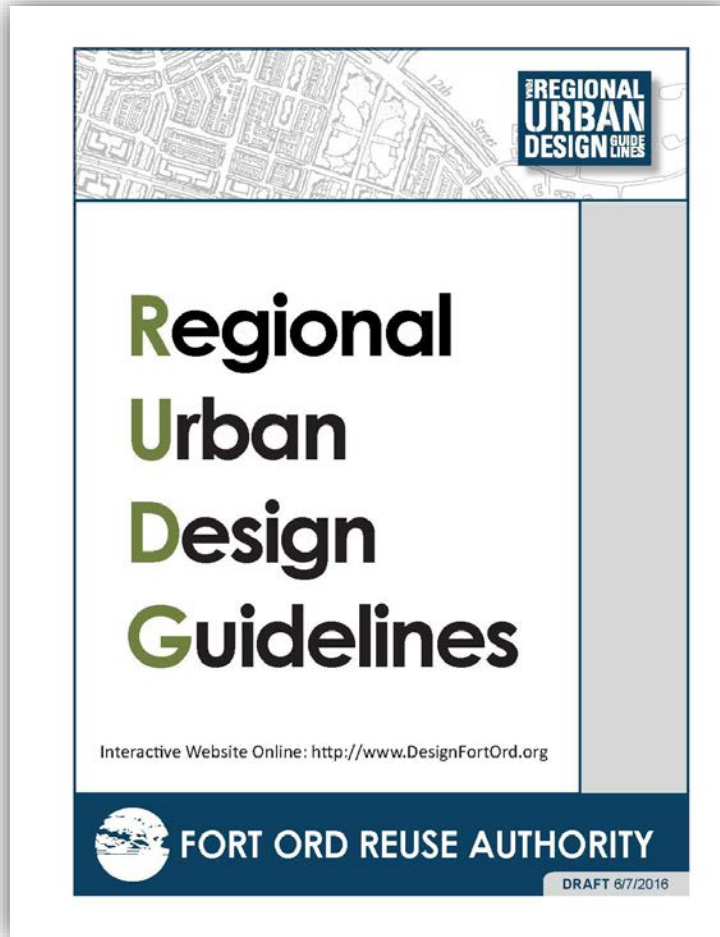
- Fast growing market
- Few Salinas-Peninsula providers
- 67% interest (99 respondents)
- Prefer 10-30 min drive

- FORA-iED CSUMB
- Market Feasibility
- Survey (Sept 2016)
- Case Studies
- Market Analysis
- Recommendations
- ***Available [Fora.org](http://Fora.org)***

# Moving (Ord) Forward

Projects	Retention/ Attraction	Workforce	Housing	Liaison	Real Estate Dev
Jurisdiction Support	X	X	X	X	X
UCMBEST Futures	X	X	X	X	X
Startup Challenge	X	X		X	X
CSUMB Sustainable Hospitality Conf	X	X		X	X
MBEP Workforce Development	X	X		X	
Central Coast Marketing Team	X			X	X
FORA Jobs Survey	X	X		X	
Coworking Study	X	X			X
Web & database Resources	X	X	X	X	X

# Urban Design Guidelines



- FORA Task Force
  - 2+ year process
  - Citizens, jurisdictions, educational institutions, agencies
- Board adopted new Regional Urban Design Guidelines, June 10, 2016

**FORA**  
ECONOMIC DEVELOPMENT



- FORA Trails Working Group
  - 1+ year process
  - Citizens, jurisdictions, educational institutions, agencies
- Board adopted resolution supporting Trails Concept, March 11, 2016

# Questions?



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**@OrdForward**

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