

Fort Ord Reuse: Economic Recovery Status

*Monterey Peninsula Chamber of Commerce
Government Affairs Committee
March 27, 2017*

Michael A. Houlemard Jr.
Executive Officer

Josh Metz
Economic Development Manager

Overview



- History
- Goals
- Strategies
- Progress
- Transportation

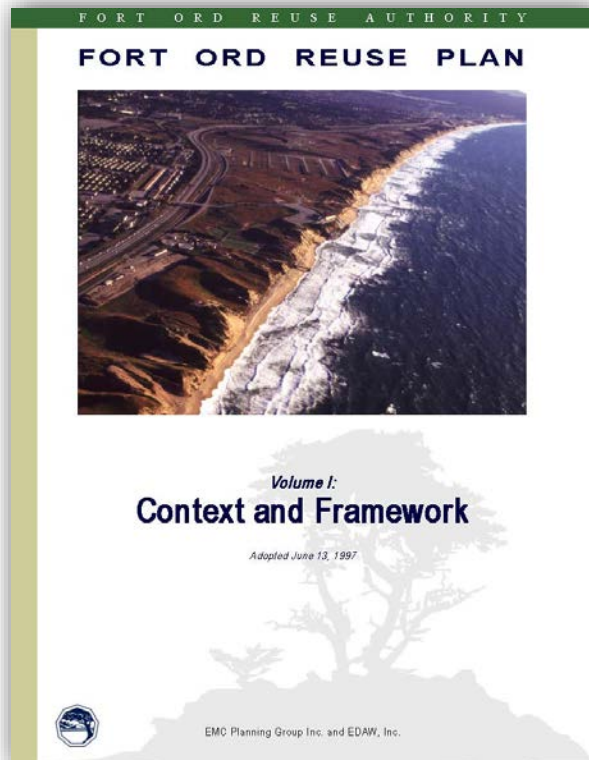
1994 FORA Act



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

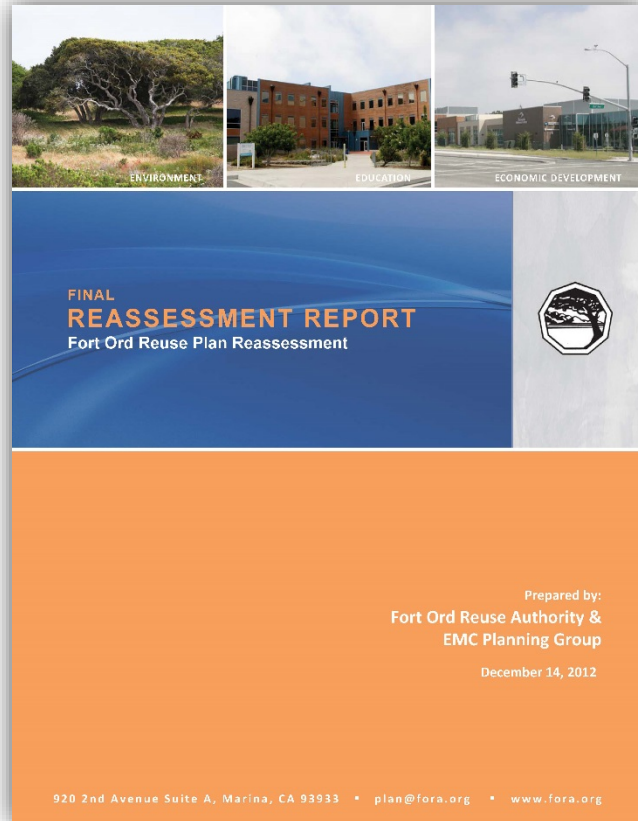
1997 BRP ED Goals

Economic Development, Environment & Education



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

2012 Reassessment



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

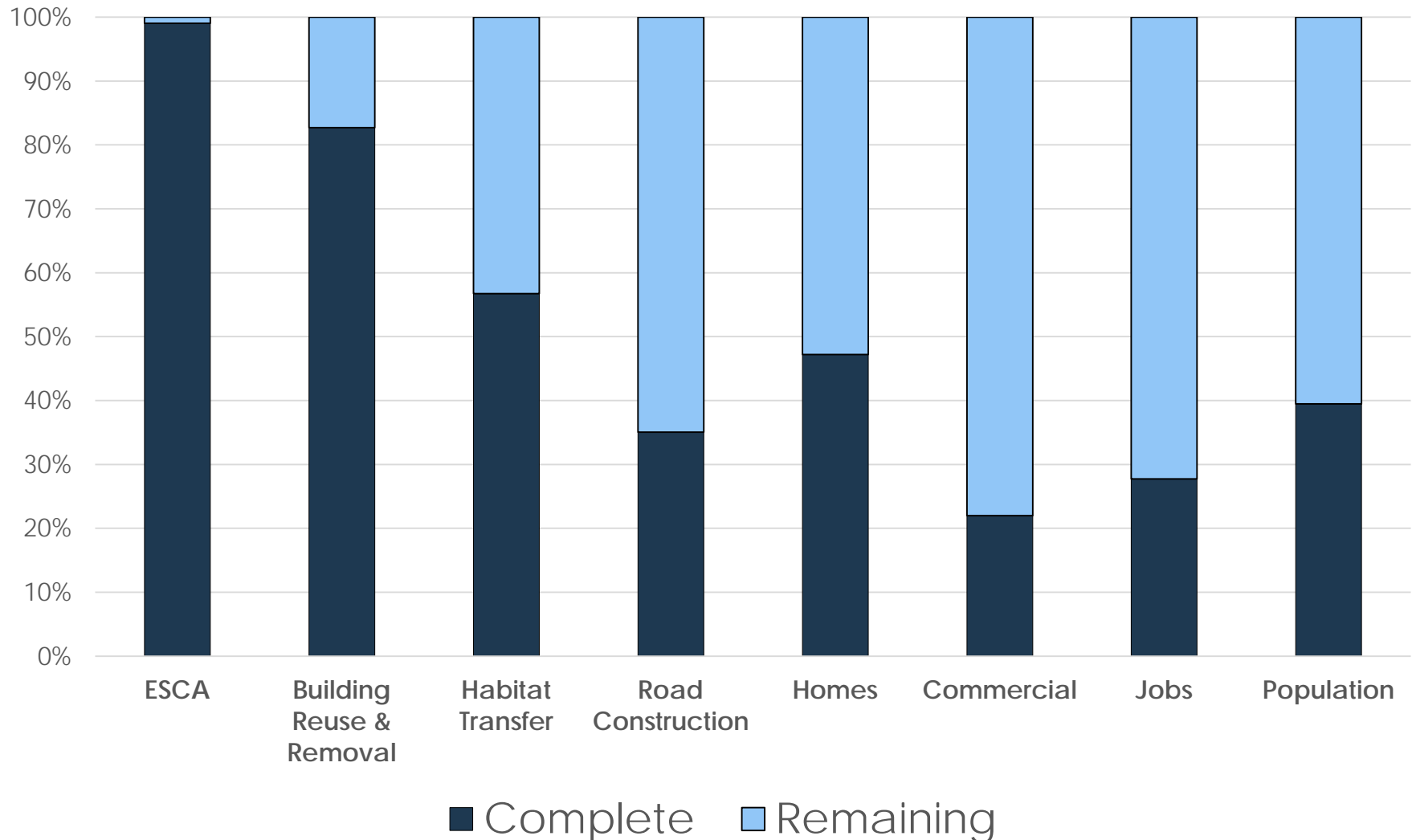
Board Action



- Reviewed & deliberated strategies – *Beginning Jan 2015*
- Adopted multi-component program
- Support regional partnerships
- Add Economic Development program – *June 2015*



Reuse Progress



Reuse Progress

Program	Progress	Remaining	Target	Source
ESCA*	\$ 97,777,917	\$ 950,692	\$ 98,728,609	ESCA Status Report
Building Reuse & Removal (Unit Count)	3614	756	4370	FORA Building Removal Status Report
Habitat Transferred (Acres)	10,013	7,639	17,652	Draft HCP
Road Construction**	\$ 66,477,376	\$ 123,089,309	\$ 189,566,685	FORA CIP
Homes (New + Reused Units)	5,191	5,809	11,000	FORA Annual Report
Commercial (Square Feet)	660,000	2,340,000	3,000,000	FORA Annual Report
Jobs (Full Time Equivalent)	4,200	13,800	18,000	FORA Annual Report
Population**	14,600	22,400	37,000	FORA Annual Report

*Additional ESCA funding provided by AIG Cost-Cap Coverage.

**Calculated annually following BRP protocol (Table 3.11-3, pg. 198).

Economic Development

University Liaison

**Business
Retention/Attraction**

**Real Estate
Development**

**Workforce
Development**

Housing



Strategies

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



2017 Jobs Survey



Year	Total Employers Surveyed
2015	72
2017	117
Change	45

Type	2015	2017	Change
FTE	3541	3576	1%
PT	722	1413	49%
Total	4263	4989	15%

Startup Challenge



[HOME](#) • [ABOUT](#) • [PROFILES](#) • [SPONSORS](#) • [CONTACT](#)

PREMIER MONTEREY BAY BUSINESS PLAN COMPETITION

STARTUP CHALLENGE MONTEREY BAY

ATTEND A PITCH WORKSHOP
Final Pitches April 8

[LEARN MORE](#)



8

Years Running



370

Companies



\$350K

Awarded



\$3M

Raised

<http://www.fora.org/econdev.html>

Startup Challenge

iiED's REGIONAL INVESTMENT

COMMUNITY INVOLVEMENT



ANNUAL EVENTS



- Startup Monterey Bay Tech Meetups
- Startup Challenge Monterey Bay Workshops & Competition
- Code & TIDE Youth Innovation Tech Summer Camps
- Innovation Salons & Entrepreneurship Forums
- Junior Achievement Program
- Startup Weekend Monterey Bay
- Startup Monterey Bay Tech Bootcamps
- Startup Hackathon Monterey Bay
- Startup CSUMB PopUp

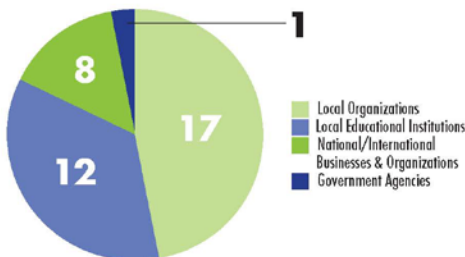
iiED Institute for Innovation & Economic Development
CSU Monterey Bay | College of Business
csmb.edu/iiED

STARTUP
MONTEREY BAY
startupmontereybay.org

100 ACTIVE VOLUNTEER MENTORS & JUDGES



SPONSORS & PARTNERS



The Institute for Innovation and Economic Development is a leading center for entrepreneurship training, economic research, and regional economic development on the Central Coast.

The iiED mission is to create and support a vibrant entrepreneurial community with successful, growing businesses and social ventures in the Tri-county region.

iiED collaborates with regional public and private institutions to develop and deliver programs and events to support entrepreneurs and startup companies.

iiED's REGIONAL IMPACT

2,000 ASPIRING ENTREPRENEURS

370 PARTICIPATING COMPANIES

125+
JOBS CREATED

iiED Institute for Innovation & Economic Development
CSU Monterey Bay | College of Business
csmb.edu/iiED

STARTUP
MONTEREY BAY
startupmontereybay.org

PRIZE MONEY AWARDED
\$350,000

RAISED BY COMPANIES
\$3,300,000

Startup Challenge



- Registration closed
March 13, 2017
- 90 applicants
(9% increase - 2016)

- **Next Steps:**
 - Pitch Workshops
 - Qualifying Round Pitches
(April 8)
 - Final Pitches (May 12)
 - Venture Showcase (May 12)
- **TheStartupChallenge.org**

Sustainable Hospitality



Thursday, February 23, 2017

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

PRESENTS

SUSTAINABLE HOSPITALITY
DEVELOPMENT SYMPOSIUM

The Intercontinental The Clement
Monterey, CA





- February 23, 2017
- Intercontinental Hotel – The Clement
- 130 attendees

“There’s no better marketing program than nature”

- Ted Balestreri

- **Featured:**

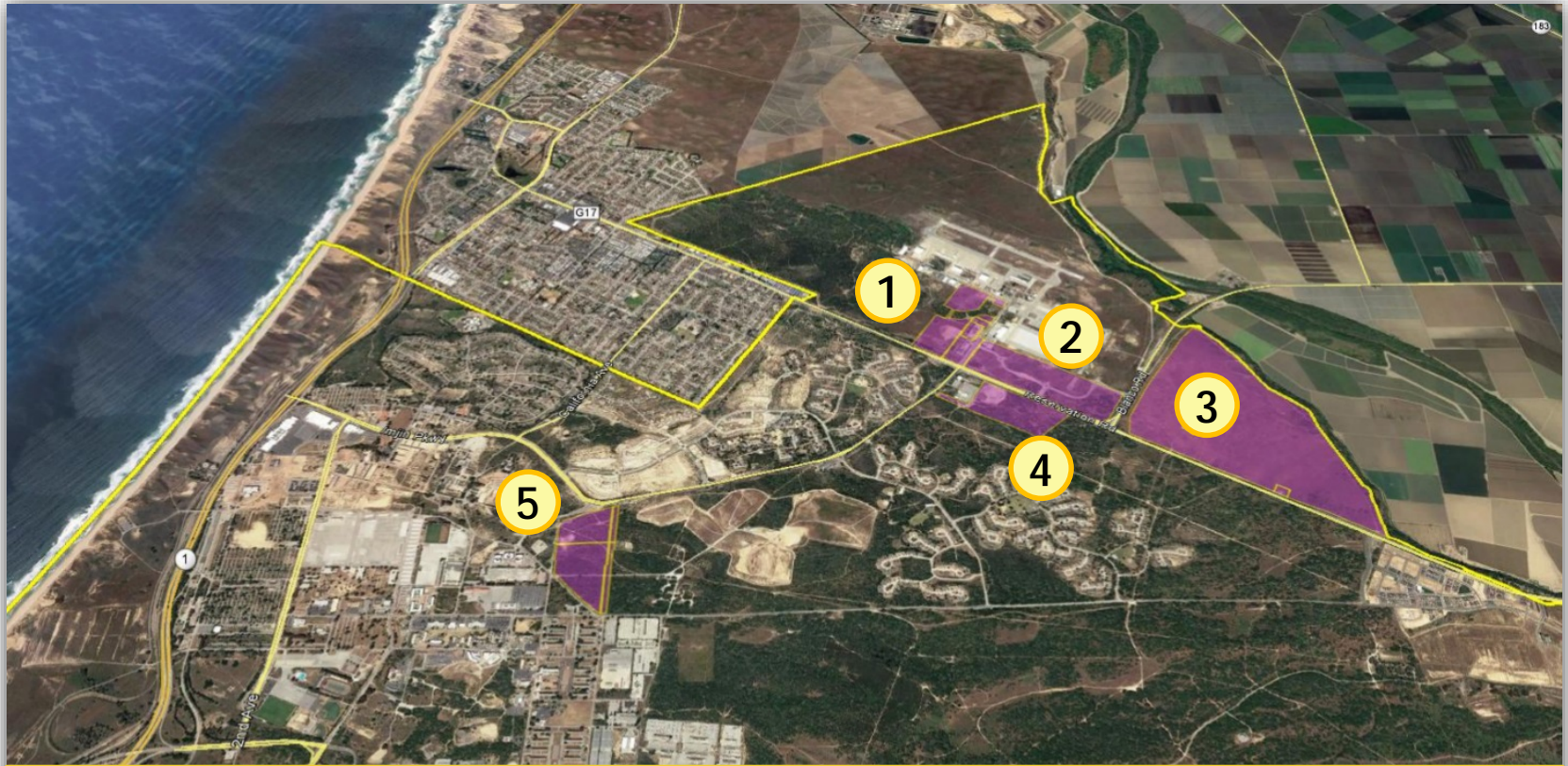
- Visiting Costa Rican delegation
- Virtual presentations from Costa Rican President
- Monterey County hospitality industry leaders & elected officials



Main Gate



Aerial View South



1 = West Campus 2 = North Central Campus 3 = East Campus
4 = South Campus 5 = 8th Street Parcels



- **City of Marina**
processing subdivision
map and specific plan
- **UCSC** moving West
Campus to auction

- **Next Steps:**
 - FORA-County-UCSC
Working Group
 - Site marketing
 - Potential alternative
futures x parcel

Opportunities

- Continue
 - **Coordination, Activation, Responses**
 - **Strategic Investments:**
i.e. *MBEP, CSUMB*
- Positively affect perceptions through **quality messaging**
- Focus on achievable projects to **build momentum + trust**

Challenges

- **Uncertain** FORA future
- Remaining **blight** – *curb appeal*
- **Perceived** negative business climate
- **Unfinished** HCP
- Development **economics**



- Background
- Transportation Network
- Capital Improvements Plan (CIP)
- Implementation



1997 Fort Ord Transportation Study

- Based on May 1996 Draft Base Reuse Plan/subset of TAMC Regional Projects

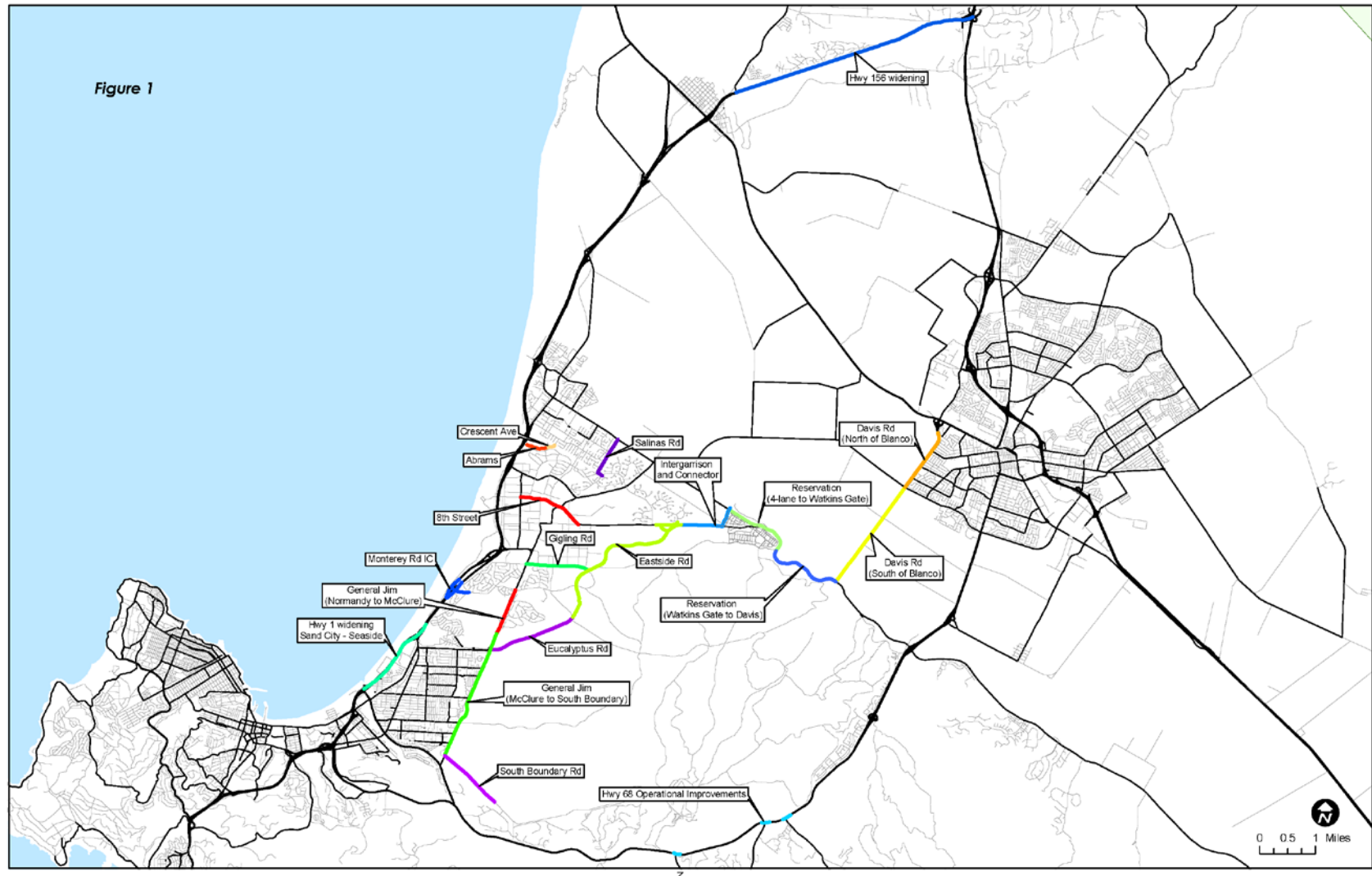
2005 FORA Fee Reallocation Study

- Reviewed FORA transportation obligations
- Provided for completing on-base roads
- Funds off-base improvements share

2017 FORA Fee Reallocation Study

- Expected completion in May 2017

Transportation Network



- **Eastside Parkway (\$18.2 M)**
 - Eastside Parkway environmental review beginning mid-2017
- **South Boundary Road (\$3.3 M)**
 - Environmental review completed 2010

Questions?



Josh Metz

Economic Development Manager

josh@fora.org

@OrdForward

(831) 883-3672