



FORA-City of Marina Economic Recovery Opportunities

February 7, 2017

Josh Metz

Economic Development Manager

Overview



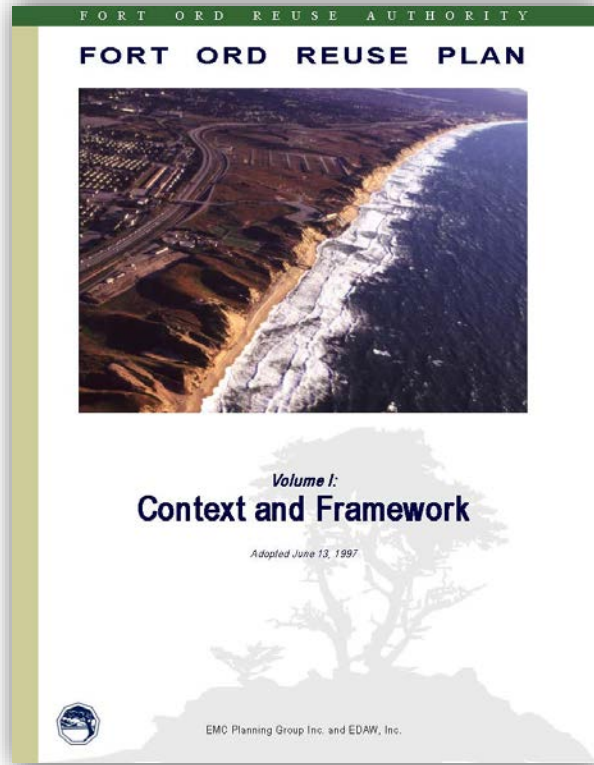
- Context
- Partnership
- Opportunities
- Road Forward



STATE LAW

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

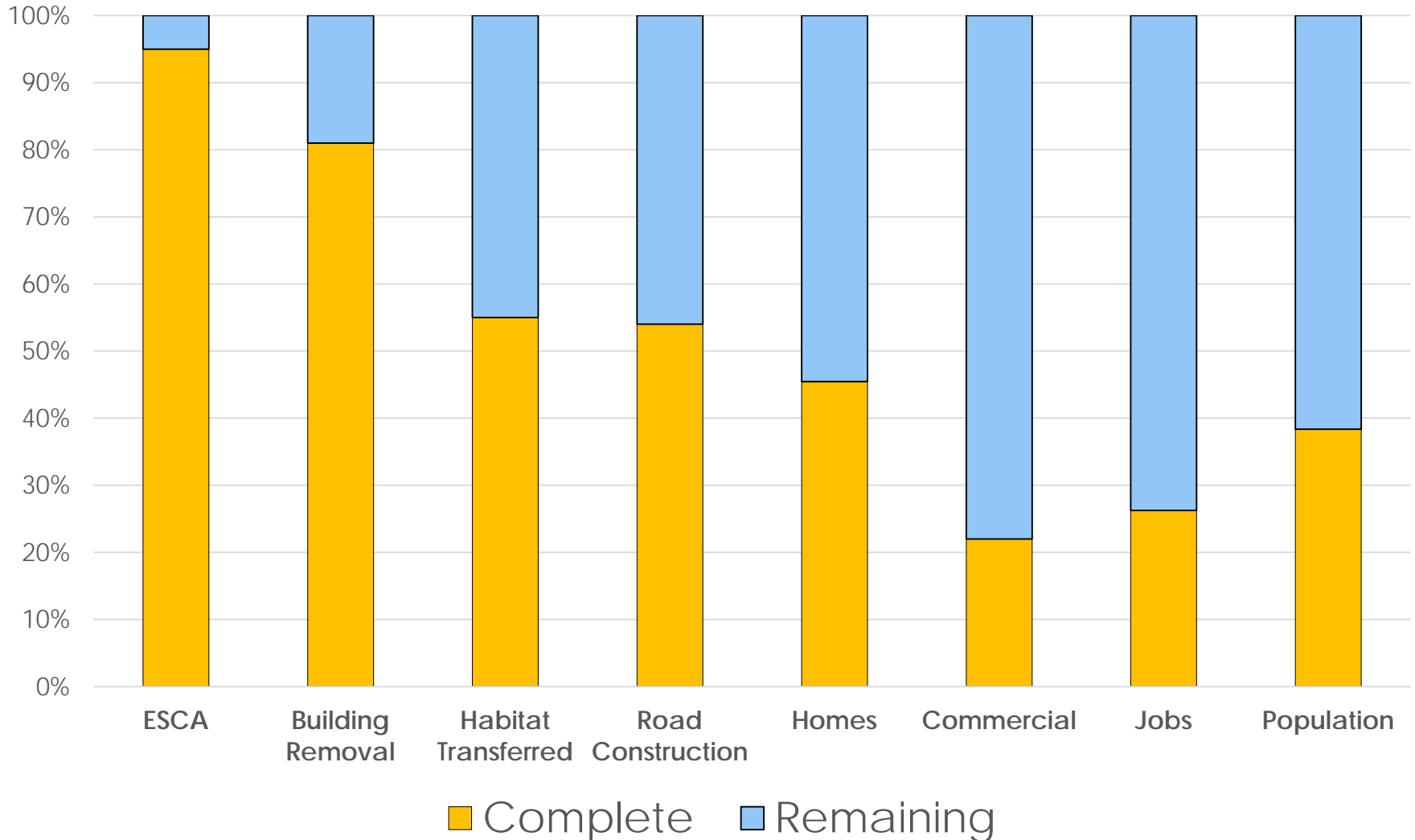
1997 BRP ED Goals



Economic Development, Environment & Education

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

Reuse Progress



Board Action



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

Strategy

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



Partnership

Working closely with member jurisdictions to advance projects

- Convening
- Staffing
- Information



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



Coworking Study



- **Key findings:**

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

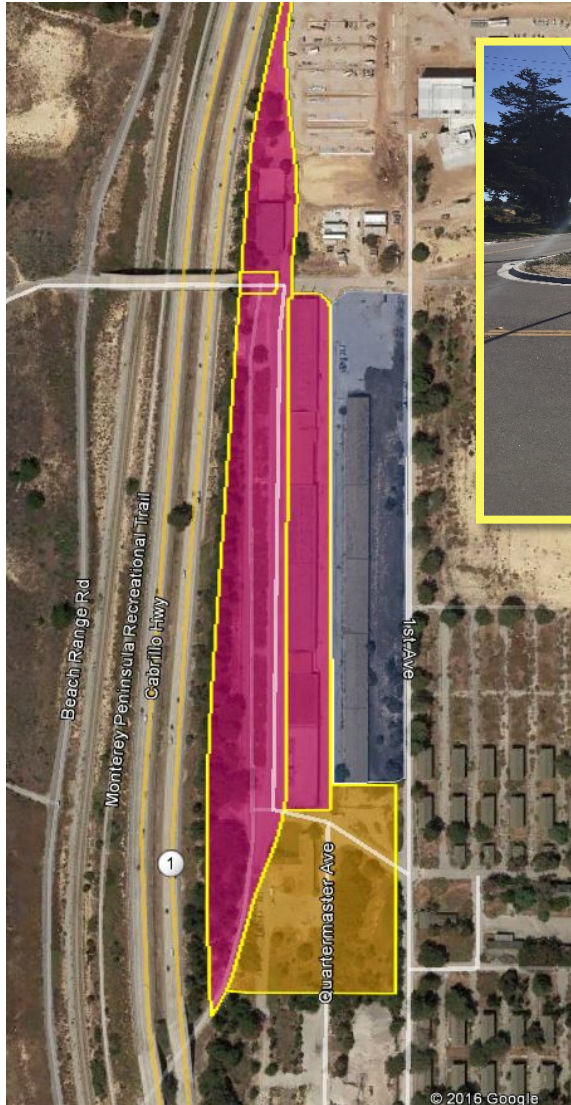
- FORA-iiED CSUMB
- Market Feasibility
- Survey (Sept 2016)
- Case Studies
- Market Analysis
- Recommendations
- ***Available Fora.org***

Opportunities

- Marina/TAMC/MST Site
- UCMBEST
 - West Campus
 - North Central Campus
 - 8th St. Parcel
- Ord Market
- Stockade Demolition
- Promontory II
- Promenade
- Hotel Opportunity Site
- 2nd Ave to Del Monte



Marina/TAMC/MST Site

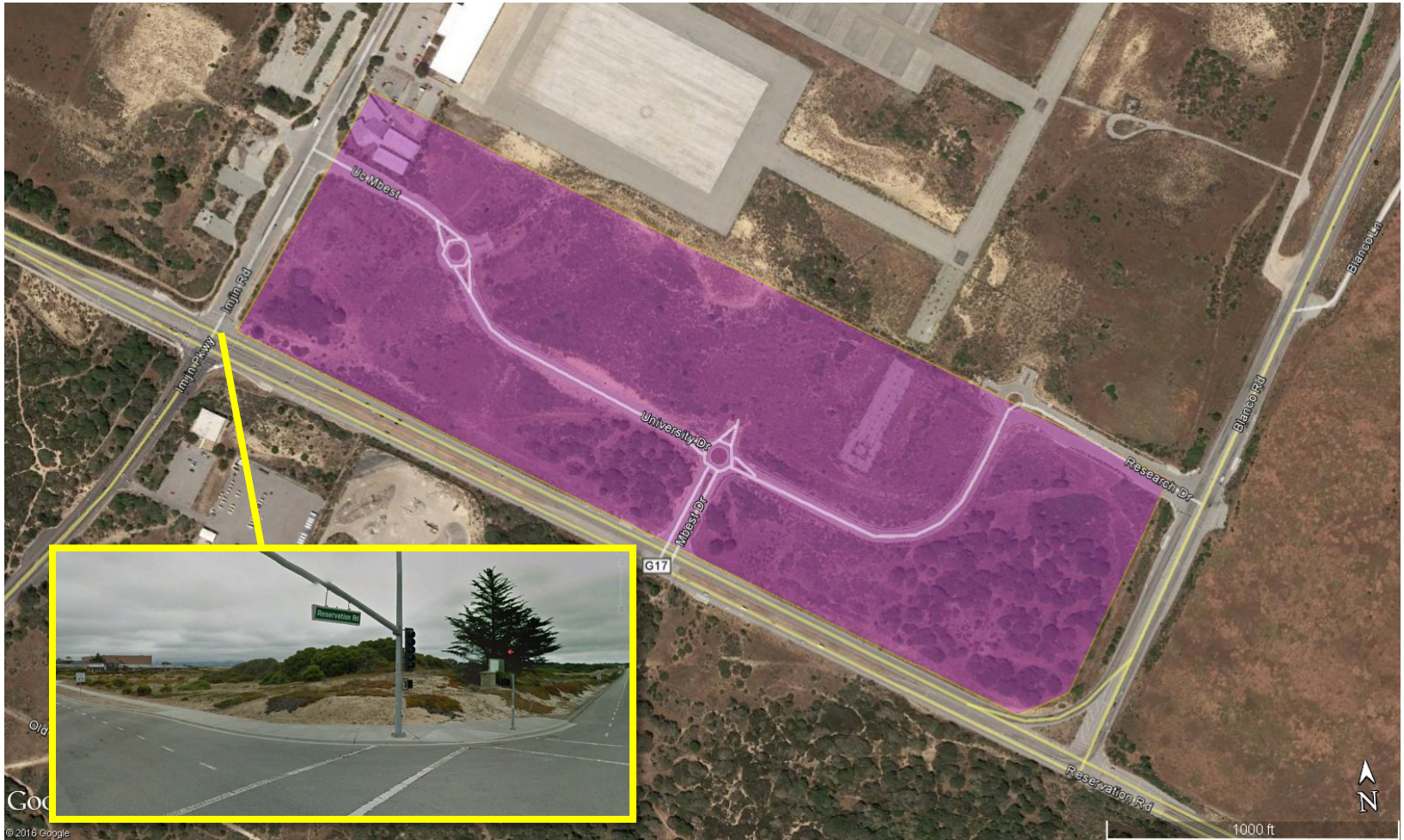


UCMBEST – West Campus



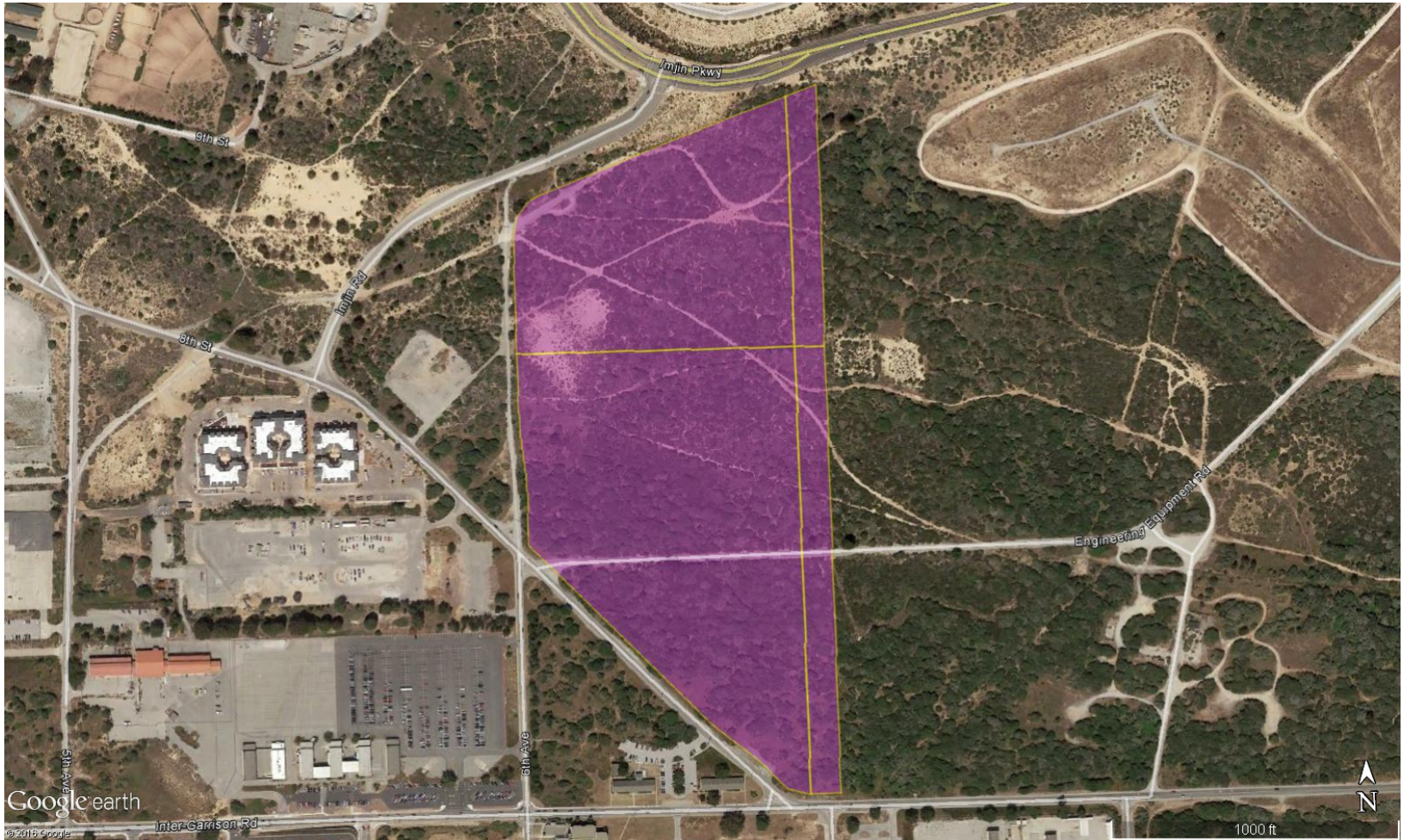
UC Monterey Bay Education, Science and Technology Center (UCMBEST)

UCMBEST – North Central Campus



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

UCMBEST – 8th Street Parcels



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

Ord Market



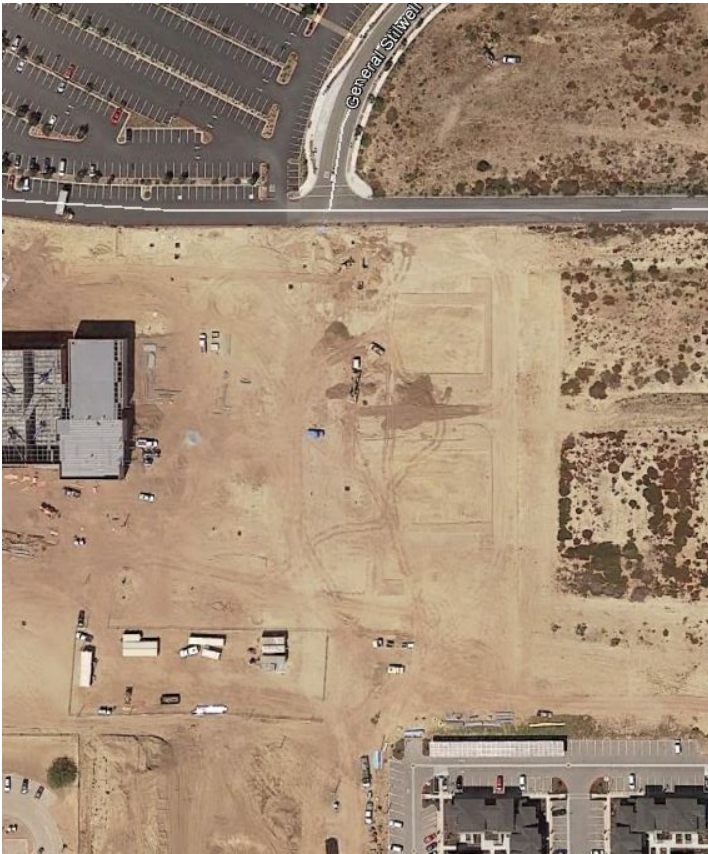
Stockade



Promontory II



Promenade



Hotel Opportunity Site



2nd Ave to Del Monte





- Partnership
- Define priority projects
- Align staff effort

Questions?



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@OrdForward

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