

# FORT ORD REUSE AUTHORITY BOARD REPORT

## CONSENT AGENDA

**Subject:** Economic Development Quarterly Status Update

**Meeting Date:** January 8, 2016

**Agenda Number:** 7d

**INFORMATION**

### **RECOMMENDATION(S):**

Receive Economic Development (ED) Progress Report.

### **BACKGROUND/DISCUSSION:**

During its March 13, 2015 meeting the Board authorized staff to hire an Economic Development Coordinator. Following a successful recruitment process, Josh Metz was appointed as Economic Development Coordinator, and made an initial Board presentation at the July meeting. An ED update followed in a September Board report.

FORA's initial ED strategy, outlined during the ED Coordinator recruitment and again at the September 2015 Board meeting, includes the following key components:

- Build on Regional Economic Strengths.
- Engage Internal & External Stakeholders.
- Develop and Maintain Information Resources.
- Pursue New Business Opportunities.
- Engage with Regional/Partner Efforts.
- Report Success Metrics.

Since September, Mr. Metz has continued to actively engage a wide variety of stakeholders including FORA jurisdictions, Monterey County Economic Development Department, California State University Monterey Bay (CSUMB) and University of California Santa Cruz, and regional business and financial interests. He has also participated in regional economic development strategic planning processes, represented FORA to internal and external groups and worked with member jurisdictions to energize development projects. Mr. Metz worked with the Executive Officer to refine input and best practices into the following key initiatives:

- Planning Collaboration: CSUMB-Seaside.
  - UCMBEST: Repackage, permitting, marketing, re-launch.
  - Workforce/Funding: White House Tech Hire Grant.
  - Innovation/Entrepreneurship: CSUMB Start-up Challenge.
  - Marketing: Information Curation, Fort Ord Opportunity Days.
- **Planning Collaboration:** FORA plays a unique role as a stakeholder convener on Monterey Bay regional issues. Mr. Metz has taken an active role in convening relevant stakeholders with the goal of resolving inter-jurisdictional planning challenges. To date these efforts have facilitated the advancement of previously stalled projects and strengthened mutual understanding and collaboration. These efforts are ongoing and are a core value proposition.
  - **UCMBEST:** The vision for UCMBEST as a regional R&D tech innovation and regional employment center has yet to be realized. Even after 21 years of UC ownership only a small

fraction of new venture and employment opportunities exist on the lands conveyed for that purpose. FORA has a critical interest in seeing progress made on the UCMBEST vision. To that end Mr. Houlemard and Mr. Metz have taken active roles in convening relevant stakeholders to infuse the effort with new energy and craft a viable route forward. Advancing existing planning efforts to conclusion and entitlement for future sale, lease or other transfer, as well as exploring a wide range of future ownership/management structures are key areas of staff/stakeholder focus. FORA staff and Board representatives met with UC Santa Cruz representatives on 12/22/15 to explore options and define paths forward.

- **Tech Hire Grant:** FORA has been instrumental in convening relevant stakeholders to pursue a regional workforce development grant proposal to expand workforce readiness in the emerging ag tech sector. Current strategizing is focused on developing the grant narrative with a focus on middle to high skilled tech related jobs and providing job training programs linked with clearly specified current and future industry needs. The deadline for the completed grant submission in March 11, 2016.
- **CSUMB Start-up Challenge:** FORA continues to support the growth and establishment of regional entrepreneurship through support of the CSUMB Institute for Innovation and Entrepreneurship – Start-up Challenge. This multi-day competitive pitch event works to cultivate entrepreneurship skills and identify promising start-up concepts. FORA staff is part of the event steering committee and working to continue strengthening the program impact and reach to cultivate the regional start-up ecosystem.
- **Fort Ord Opportunity Days:** As local, state and National economic indicators continue to strengthen, renewed development and business creation activity suggest the opportunity to refresh the focus on former Fort Ord opportunities. To this end, a concept has emerged to hold one or more public event to cultivate/attract quality developer options to achieve BRP vision. The idea involves partnering with regional stakeholders to host a series of development/business opportunity information forums, and will be further developed during the first quarter 2016.
- **Success Metrics/Information Analytics:** Clear success metrics will provide the framework to evaluate economic development progress. The 2015 FORA Jobs Survey indicates there are a total of 3541 Full-time Equivalent (FTE) and 722 Part-time jobs on the former Fort Ord. In addition, we estimate there are in excess of 10,000 students (7122 at CSUMB). As FORA supported entrepreneurship efforts mature, grant funds are secured and information resources are developed and deployed, additional ED metrics will become available.

**FISCAL IMPACT:**

Reviewed by FORA Controller \_\_\_\_\_

Funding for staff time and ED program activities is included in the approved FORA budget.

**COORDINATION:**

Administrative and Executive Committees

Prepared by \_\_\_\_\_ Approved by \_\_\_\_\_  
Josh Metz Michael A. Houlemard, Jr.