

# FORT ORD REUSE AUTHORITY BOARD REPORT

## BUSINESS ITEMS

**Subject:** Economic Development Quarterly Status Update

**Meeting Date:** April 8, 2016

**Agenda Number:** 6a

**INFORMATION**

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

Receive Economic Development (ED) Progress Report.

### **BACKGROUND/DISCUSSION:**

The 2012 Reassessment Report identified economic recovery from base closure as a yet –to-be complete BRP obligation. Beginning in January 2015, the Board reviewed economic recovery strategies and acted to recruit and fund a new ED staff position. Following a successful recruitment process, Josh Metz was appointed as ED Coordinator in June 2015.

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 or Expand Existing Business Opportunities.
- Engage with Regional/Partner Efforts.
- Report Success Metrics.

The following key activities have been the focus of Economic Development efforts since the last Quarterly Status Update provided at the January 8, 2016:

- **Business Recruitment.** FORA staff responded to numerous inquiries from businesses interested in relocation and reuse of former Fort Ord real estate. Working with the Monterey County Economic Development office, staff explored potential recruitment of: a new winery incubator project, winery relocation and development, greenhouse R&D, medical foods R&D and tourism oriented businesses. Staff is working with relevant jurisdiction staff and elected officials to advance these opportunities.
- **Regional Urban Design Guidelines.** Staff continued to advance the completion of the FORA Regional Urban Design Guidelines project, and took the lead on creation of a new interactive website (<http://www.OrdForward.org>). The new website provides for clear and efficient RUDG implementation and value creation. Completion of the RUDG will advance economic recovery by providing clear guidelines for jurisdictions and developers crafting new legislative land-use policies and development plans. This effort remains a high priority item for completion during Q2 2016.
- **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, 2/11/16, 3/4/16, and 3/17/16 to define paths forward including drafting a Memorandum of Agreement (MOA) on collaboration including establishment of a staff-level UCMBEST Working Group. Vice Chancellor Brandt provided a UCSC-UCMBEST Status Report at the March 11, 2016 meeting and agreed to quarterly report going forward.

- **Start-up Challenge Monterey Bay.** FORA continues to support the growth and establishment of regional entrepreneurship through support of CSUMB and Start-up Challenge Monterey Bay. This multi-day competitive pitch event cultivates entrepreneurship skills and identifies promising start-up concepts. The 2016 Start-up Challenge grew 25% from 2015 with 89 participants. FORA hosted 2 pitch workshops in partnership with CSUMB faculty, which enabled approximately 50 participants to refine and practice pitch content.
- **Community Engagement:** Staff continues to work on increasing public knowledge about reuse activities and opportunities. To this end, efforts are ongoing to strengthen regular information outlets including the growing 380+ email list, website and social media content. FORA support of CSUMB programs and membership in the Monterey Bay Economic Partnership (MBEP), Monterey County Business Council (MCBC), and the Monterey Peninsula Chamber of Commerce provide valuable community engagement forums. During the first quarter 2016, Mr. Houlemard and Mr. Metz also provided presentations for the Monterey County Council of Women Realtors, and the Monterey Peninsula Rotary. In addition they met on multiple occasions with the Fort Ord Environmental Justice Network (FOEJN) to identify opportunities for collaboration and resolving community concerns.
- **Success Metrics/Information Analytics:** Clear success metrics will provide the framework to evaluate economic development progress, and quality information resources provide for timely response to economic development inquiries. To these ends, staff conducted a 2015 Jobs Survey that 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). The survey method and information database were established for repeated use on a bi-annual basis. FORA also licensed the use of the JobsEQ information system to provide timely analytics in support of regional ED inquiries.
- **2016 Conferences:**
  - [Monterey Bay Economic Partnership \(MBEP\) Regional Economic Summit](#), April 26, Monterey CA
  - [California Local Economic Development Association \(CalEd\) Conference](#), April 26-28, South San Francisco, CA
  - [Association of Defense Communities \(ADC\) 2016 Conference](#), June 20-22, Washington, DC
  - [Forbes Agtech Summit](#), July 13-14, Salinas, CA
  - [International Economic Development Council \(IEDC\) Conference](#), Sept 25-28 Cleveland, OH

**FISCAL IMPACT:**

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

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

**COORDINATION:**

Administrative and Executive Committees

Prepared by \_\_\_\_\_ Approved by \_\_\_\_\_  
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