

Economic Development Program Update

FORA Board Meeting

April 8, 2016

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*Economic Development
Coordinator*



- **Economic Recovery:**
 - Job Creation
 - Entrepreneurship
 - Community Engagement
- **Status Updates:**
 - Metrics
 - UCMBEST
 - RUDG
- **Path Forward**

Economic Recovery

- **Job Creation/Business Development**
 - Small Business Expansion
 - Employer/Enterprise Retention/Expansion
 - New Opportunity Recruitment/Relocation

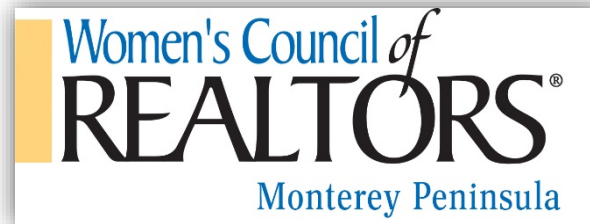


Start-up Monterey Bay

- CSUMB partnership
- **25% increase** (67 to 89) from 2016
- Steering committee
- Pitch workshops
- Tech Meet-ups
- Expanding role in 16/17



Community Engagement



Metrics

Major Housing Projects (4/5/16)*	Starts	Target	% Complete
Dunes on Monterey Bay	219	1237	18
East Garrison	360	1470	25

**SFR + rental apartments*

Jobs Survey (2015**)	
Full-time Equivalent (FTE)	3541
Part-time	722
Students (CSUMB, MPC, MCL, Chartwell)	10,000+

***Next Survey Spring 2017*

Entrepreneurship	
Start-up Challenge	89 submissions
Pitch Workshops	~120 participants (6 events)
Tech Meetups	~250 participants (5 events)



- Reinvigorated FORA/County/UCSC process

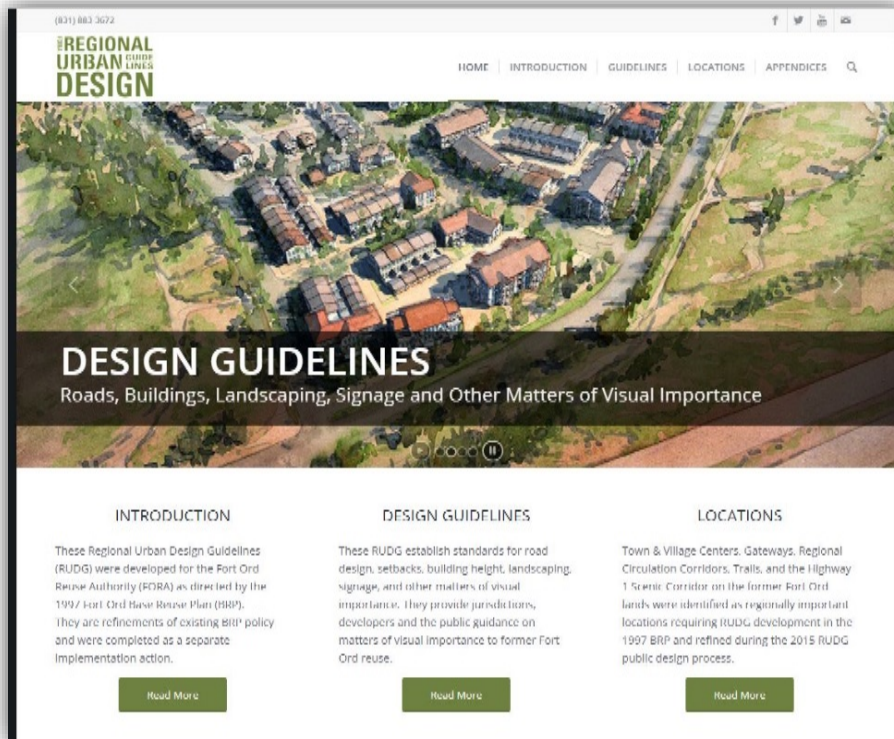


- Actively pursuing development alternatives and path forward



- Addressing constraints;
Clarifying parcel status;
Establishing staff working group

RUDG Update



- **Regional Urban Design Guidelines (RUDG)**
 - **Finalizing** guidelines
 - **Clarifying** policies and **enhancing** certainty
 - **Creating** online planning **support** information **system**

Ord Forward



- **CSUMB Partnership**
 - iiED/Startup Challenge
 - SBDC
- **UCMBEST Collaboration**
- **MBEP Partnership**
- **Community Engagement**
- **Inquiries/Connections**
- **Information Resources**
- **Networking/Conferences**
- **FORA Transition**

Questions?

