Overview

- Background
- Progress Metrics
- Opportunities
- OrdForward
- Upcoming Events

http://www.OrdForward.org
Background

- 1994 FORA Act
- 1997 Base Reuse Plan
- 2012 Reassessment
- **2015 Board Action**
  - 2-year initial funding
  - Program Support
  - Personnel

http://www.OrdForward.org
• **Build** on regional strengths
• **Measure & report** progress
• **Engage** regional partners
• **Engage** stakeholders
• **Develop & maintain** information resources
• **Pursue** new business opportunities

http://www.OrdForward.org
## Reuse Progress

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

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

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

### New Housing

<table>
<thead>
<tr>
<th>Year</th>
<th>Active Projects</th>
</tr>
</thead>
<tbody>
<tr>
<td>FY 14/15</td>
<td>2</td>
</tr>
<tr>
<td>FY 15/16</td>
<td>2</td>
</tr>
<tr>
<td>FY 16/17</td>
<td>3</td>
</tr>
</tbody>
</table>

### New Housing

<table>
<thead>
<tr>
<th>New Housing</th>
<th>Pre FY** 14/15</th>
<th>FY 14/15</th>
<th>FY 15/16</th>
<th>FY 16/17 (projected)</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>New Residential*</td>
<td>281</td>
<td>89</td>
<td>217</td>
<td>300</td>
<td>887</td>
</tr>
<tr>
<td>Replacement*</td>
<td>1565</td>
<td>0</td>
<td>0</td>
<td>20</td>
<td>1585</td>
</tr>
</tbody>
</table>

*New Residential Unit Cap = 6160; Replacement Unit Cap = 1813*

**Pre FY 14/15 sources = CIP Annual Reports; Post FY 14/15 sources = CFD fee invoices.**

<table>
<thead>
<tr>
<th>Type</th>
<th>2015</th>
<th>2017</th>
<th>Change</th>
</tr>
</thead>
<tbody>
<tr>
<td>FTE</td>
<td>3541</td>
<td>3587</td>
<td>1%</td>
</tr>
<tr>
<td>PT</td>
<td>722</td>
<td>1413</td>
<td>49%</td>
</tr>
<tr>
<td>Total*</td>
<td>4263</td>
<td>5000</td>
<td>15%</td>
</tr>
</tbody>
</table>

*Excludes Construction Jobs = Approximately 1000 in FY 16/17 (Dunes, East Garrison, Sea Haven, CSUMB)
Startup Challenge

Qualifying Round Pitches
April 8

Final Pitches & Venture Showcase
May 12

90 applicants in 2017
9% increase

TheStartupChallenge.org

http://www.OrdForward.org
Startup Challenge

COMMUNITY INVOLVEMENT
- Santa Cruz County
- San Benito County
- Monterey County

ANNUAL EVENTS
- JFMAMJJASOND

100 ACTIVE VOLUNTEER MENTORS & JUDGES

SPONSORS & PARTNERS
- Local Organizations
- Local Educational Institutions
- National/International Businesses & Organizations
- Government Agencies

2,000 ASPIRING ENTREPRENEURS

370 PARTICIPATING COMPANIES

125+ JOBS CREATED

PRIZE MONEY AWARDED
$350,000

RAISED BY COMPANIES
$3,300,000

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.

http://www.OrdForward.org
Small Business Development Center (SBDC)

PERFORMANCE HIGHLIGHTS
SERVING MONTEREY AND SAN BENITO COUNTIES
2005 – 2016

CLIENT SERVICE
We assist Monterey and San Benito County entrepreneurs and small business owners with high-quality education, consulting, support for innovation and the tools necessary to build successful, sustainable businesses that positively support our economy. All business counseling is provided (no cost to the business) and confidential, and our no or low-cost seminars and webinars help businesses start, grow and thrive.

We Help Businesses Access Financing
- The Small Business Development Center (SBDC) helps local businesses by providing access to financing.
- In 2016, they helped 116 local businesses.
- Equity financing was obtained for 9,504,068.
- Total business capital raised was 427,356,266.

We Help Businesses Start
- They have assisted 82 clients in starting new or purchasing existing businesses.
- In 2016, 52 new businesses were started.

We Help Businesses Save and Create New Jobs
- They have created 257 new jobs in 2016.
- They have retained 137 jobs.

COMMUNITY COLLABORATIONS
- They collaborate with business councils, chambers of commerce, economic development organizations, Monterey Bay PTAC, tourism and hospitality associations, SCORE, state and local government entities that impact local businesses, local universities and community colleges.
- They have initiated CSUMB Student SBDC Career Development Program.
- SBDC staff have served on the Workforce Investment Boards for Monterey and San Benito Counties, Board of Directors Cal Coastal Rural Development Corp. and Monterey County Employees Credit Union, and the Economic Vitality Committee for the Monterey Peninsula Chamber of Commerce.

We’ve Been Involved in Special Projects
- CA Consumer Protection Foundation Cyber Security Education Program
- Castroville Commercial Improvement Project
- Community Foundation for San Benito County 90+Kids Project
- Community Foundation for San Benito County Women’s Fund Micro Loan Program
- Gonzales Business Challenges and Assistance Needs Survey
- JL White International, Inc. 12 O’Clock High Business Summits
- Project 17
- Salinas CDIG Micro-Enterprise Project
- Salinas Valley Enterprise Zone
- San Benito County Rapid Response Team
- San Benito County “At Your Service” Project
- Small Business Outreach Program
- Seaside In-Reach and Business Training
- Startup Challenge Monterey Bay
- Technology Commercialization

Thank you to our 2016 Sponsors
- Without their support, these economic impacts would not have been possible.

http://www.OrdForward.org
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
Sustainable Hospitality

February 23, 2017
Intercontinental Hotel
130 attendees

“There’s no better marketing program than nature”
- Ted Balestreri

Featured:
- Visiting Costa Rica delegation
- Virtual presentation from Costa Rica President
- Monterey County hospitality industry leaders & elected officials

http://www.OrdForward.org
Monterey Bay Economic Partnership (MBEP)

- **75 members** (80% retention + 35 new)
  - 75 members, 100% renewals
- **2 employees** hired
- **50% municipalities** “dig once” In Process
- **24 employees**
- **$75K** Grant revenues: $70K
- **New regional dashboard on bellwether indicators** Launched Q4
- **600 attendees** at 2 events
- **310 at ES16**
- **390 at SOTR 2016**
- **Regional MB Internship Portal**:
  - 100 businesses posting: 382
  - 500 students signed up: 786
  - 700 internship postings: 236
- **New housing initiative launched**
  - Launched Q3
1 = West Campus  
   (49 acres)  

2 = North Central Campus  
   (71 acres)  

3 = East Campus  
   (273 acres)  

4 = South Campus  
   (37 acres)  

5 = 8th Street Parcels  
   (47 acres)
Dunes on MB

- **Active Mixed Use Development**
  - Retail
  - Commercial
  - Hospitality
  - Institutional

- **Jobs Generator**
  - 300+ Construction
  - 80 FT / 180 PT Retail
Opportunities & Challenges

**Opportunities**

- **Continue**
  - Coordination, Activation, Responses
  - Strategic Investments: i.e. MBEP, CSUMB

- **Quality messaging** to positively affect perceptions through

- **Achievable projects** focus to build momentum + trust

**Challenges**

- **Uncertain** FORA future
- **Blight** – curb appeal
- **Perceived** negative business climate
- **Unfinished** HCP
- Development economics
Education
Environment
Economy

Jurisdiction/University Focus
REALIZING THE FORT ORD REUSE VISION

AWESOME RECREATION

EXPERIENCE

5000
Jobs Created

10500
Students Registered

18000
Acres Conserved

2500
Homes Built
• **Current Features**
  - Military/Veterans Links
  - New Housing Links
  - Education Links
  - Recreation Links
  - Business Directory
  - Business Resources
  - Reports & Presentations

• **Future Feature**
  - Opp Sites Integration
  - Interactive Maps
  - News & Events
  - Videos

http://www.OrdForward.org
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

http://www.OrdForward.org
Coworking / Accelerator

**Regional Demand**
*Metz, Barbeau 2016*

**Site Visits**
*Metz, Barbeau, Yount 2017*

**Challenge:**
Unproven Market

**Opportunity:**
Consider Incentives
Upcoming Events

2017 California Trails & Greenways Conference
April 19-10

3rd Annual MBEP Regional Economic Summit
May 4

American Planning Association, National Conference
May 6-9

Startup Challenge Final Pitches & Venture Showcase
May 12

3rd Annual Forbes Agtech Summit
June 28-29
Questions?

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