

# Fort Ord Reuse: Economic Recovery Status

*April 7, 2017*

***Josh Metz***

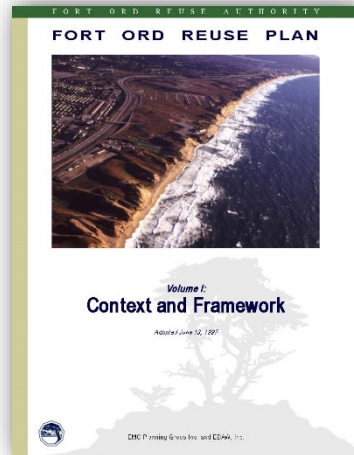
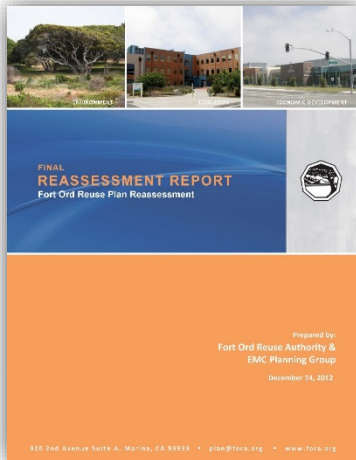
*Economic Development Manager*

# Overview



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

# Background



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

# Economic Development

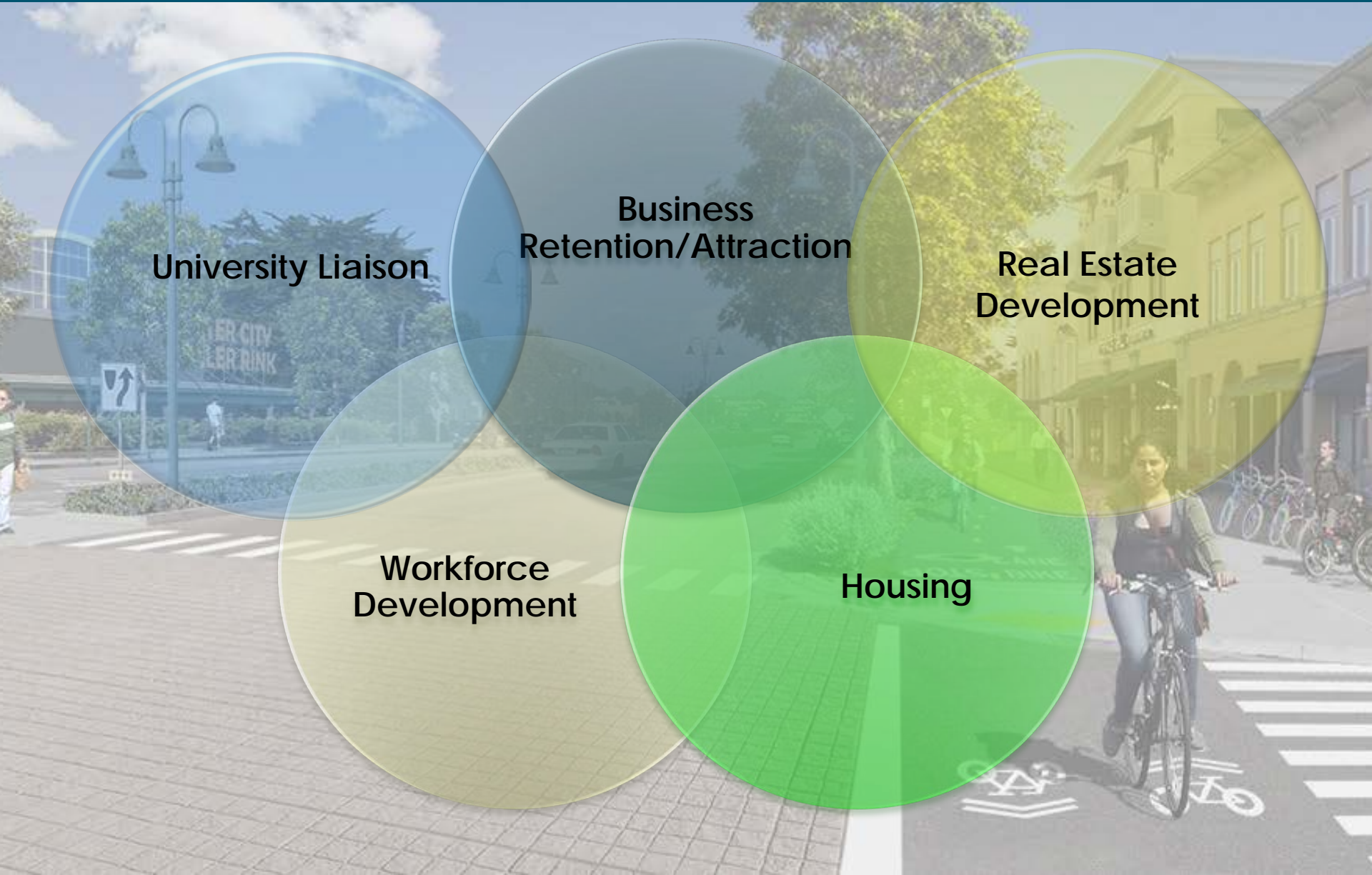
**University Liaison**

**Business  
Retention/Attraction**

**Real Estate  
Development**

**Workforce  
Development**

**Housing**



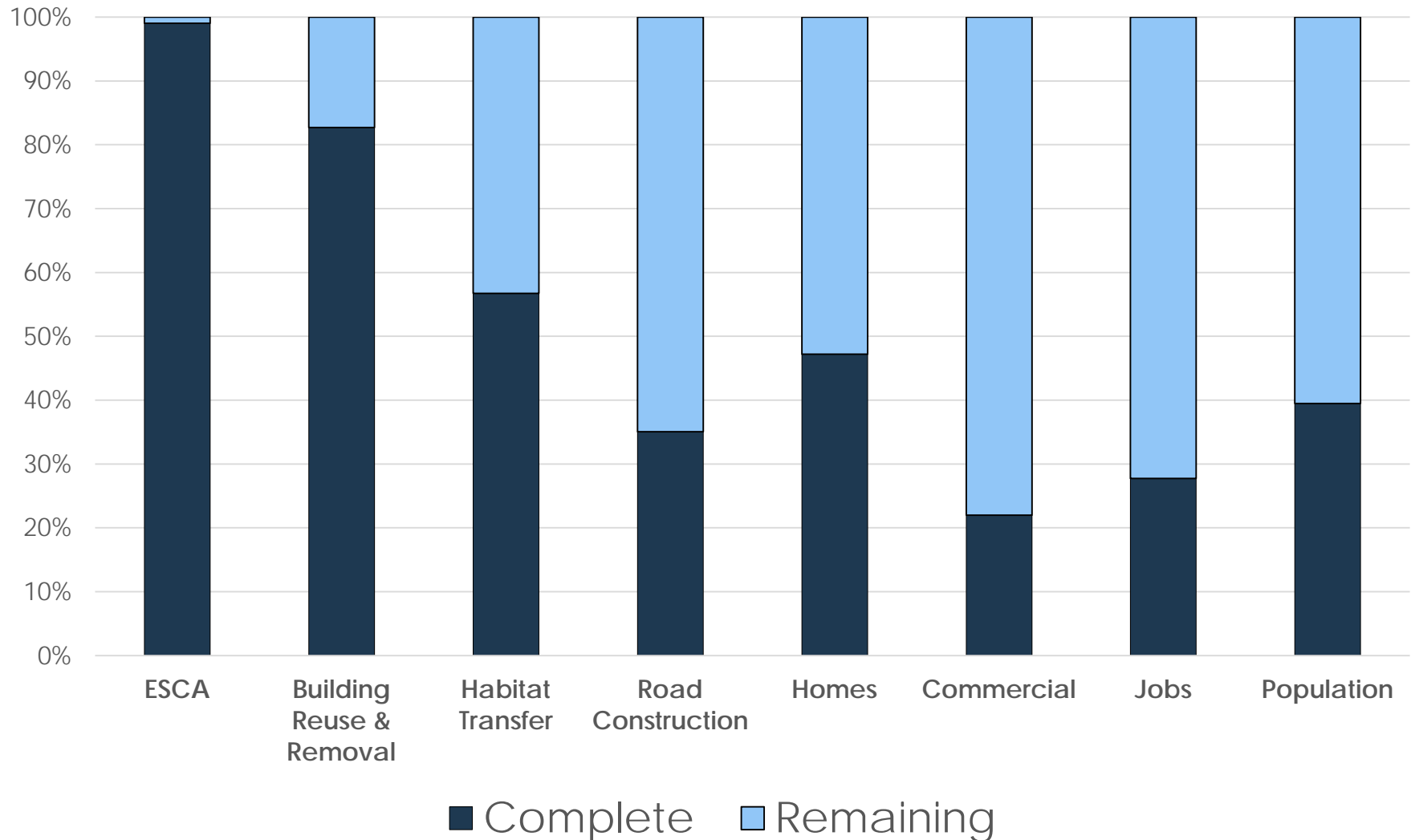


# Strategies

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



# Reuse Progress



# Reuse Progress

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

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

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

# Housing Starts



Year	Active Projects
FY 14/15	2
FY 15/16	2
FY 16/17	3

New Housing	Pre FY** 14/15	FY 14/15	FY 15/16	FY 16/17 (projected)	Total
New Residential*	281	89	217	300	887
Replacement*	1565	0	0	20	1585

\***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.



# Jobs Survey

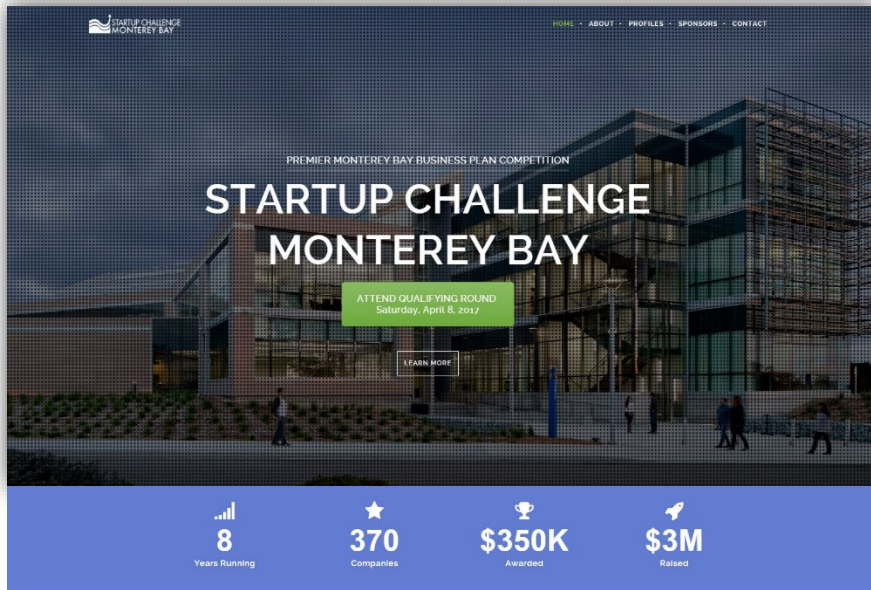


Year	Total Employers Surveyed
2015	72
2017	117
Change	45

Type	2015	2017	Change
FTE	3541	3587	1%
PT	722	1413	49%
<b>Total*</b>	<b>4263</b>	<b>5000</b>	<b>15%</b>

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

# Startup Challenge



Qualifying Round Pitches  
*April 8*

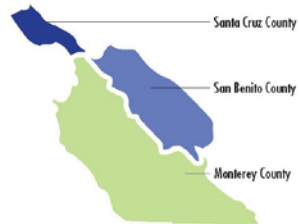
Final Pitches & Venture  
Showcase  
*May 12*

90 applicants in 2017  
*9% increase*

[TheStartupChallenge.org](http://TheStartupChallenge.org)

# Startup Challenge

## COMMUNITY INVOLVEMENT



## ANNUAL EVENTS



- Startup Monterey Bay Tech Meetups
- Startup Challenge Monterey Bay Workshops & Competition
- Code & TIDE Youth Innovation Tech Summer Camps
- Innovation Salons & Entrepreneurship Forums
- Junior Achievement Program
- Startup Weekend Monterey Bay
- Startup Monterey Bay Tech Bookcamps
- Startup Hackathon Monterey Bay
- Startup CSUMB Popup

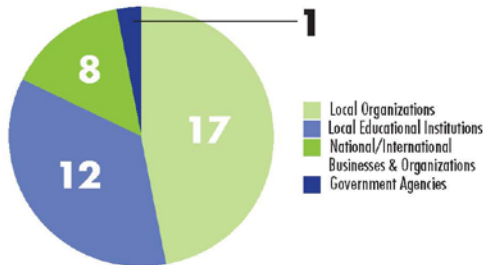
**iiED** Institute for Innovation & Economic Development  
CSU Monterey Bay | College of Business  
csmb.edu/iiED

**STARTUP**  
MONTEREY BAY  
startupmontereybay.org

## 100 ACTIVE VOLUNTEER MENTORS & JUDGES



## SPONSORS & PARTNERS



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.

**2,000 ASPIRING ENTREPRENEURS**

**370 PARTICIPATING COMPANIES**

**125+**  
JOBS CREATED

**STARTUP CHALLENGE**  
MONTEREY BAY



**PRIZE MONEY AWARDED**  
**\$350,000**

**RAISED BY COMPANIES**  
**\$3,300,000**



# Small Business Development Center (SBDC)



## PERFORMANCE HIGHLIGHTS SERVING MONTEREY AND SAN BENITO COUNTIES 2009 - 2016

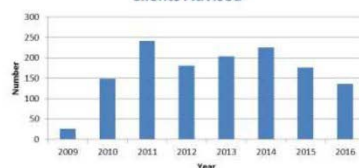
### CLIENT SERVICE

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 sponsored (no cost to the business) and confidential, and our no or low-cost seminars and webinars help businesses start, grow and thrive.

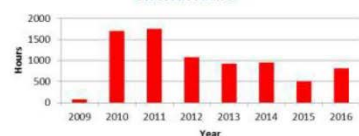
#### Client Service Statistics

Cumulative Clients Advised	1,337
Cumulative Advising Hours Delivered	7,809

#### Clients Advised



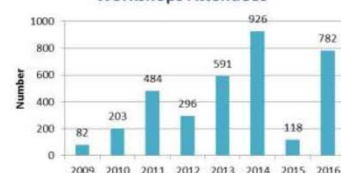
#### Client Hours



### WE TRAIN BUSINESS OWNERS!

<b>Training Statistics</b>	
Cumulative Workshops Presented	226
Cumulative Workshop Attendees	3,482

#### Workshops Attendees



### We Help Businesses Access Financing

<b>Finance Statistics - Helped 176 local businesses:</b>	
Equity Financing Obtained	\$9,504,083
Loans Obtained	\$17,746,182
Total Business Capital Raised	\$27,250,265

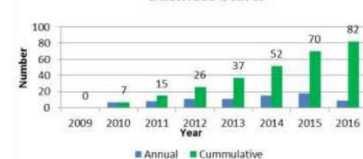
#### Client Equity and Debt Financing 2009 - 2016



### We Help Businesses Start

We have assisted 82 clients in starting new or purchasing existing businesses.

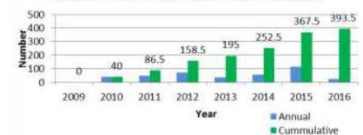
#### Business Starts



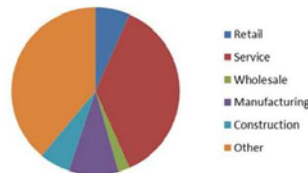
### We Help Businesses Save and Create New Jobs

<b>Job Creation Statistics</b>	
Jobs Created	257
Jobs Retained	137

#### Cummulative Job Creation and Retention



### Client Service Sectors: 2016

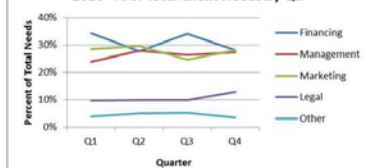


### COMMUNITY COLLABORATIONS

- We actively 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.
- Initiated CSUMB Student SBDC Career Development Program
- SBDC staff has 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.

Clients served in 2016 needed assistance in the following areas:

#### Initial Client Needs Assessment 2016 - % of Total Client Needs by Qtr



### 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 GO-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 CDBG Micro-Enterprise Project
- Salinas Valley Enterprise Zone
- San Benito County Rapid Response Team
- San Benito County "At Your Service" Project
- Soledad Business Outreach Program
- Seaside In-Reach and Business Training
- Start-up Challenge Monterey Bay
- Technology Commercialization

### THANK YOU TO OUR 2016 SPONSORS

Without their support, these economic impacts would not have been possible.

- California Coastal Rural Development Corp.
- California Governor's Office of Business & Economic Development
- City of Salinas
- City of Seaside
- Constant Contact
- CSU Monterey Bay, College of Business and Institute for Innovation and Economic Development
- Fort Ord Reuse Authority
- 1st Capital Bank
- Monterey Bay PTAC
- Monterey County Convention & Visitors Bureau
- PG&E
- UC Merced Regional SBDC Network
- U.S. Small Business Administration
- U.S. Dept. of Housing and Urban Development



Funded in part by a cooperative agreement with the U.S. Small Business Administration and the University of California, Merced.  
CSUMB SBDC • 106 Lincoln Ave. Salinas 93901 • (831) 422-6232 • [sbdc@csuumb.edu](mailto:sbdc@csuumb.edu) • [www.csuumb.edu/sbdc](http://www.csuumb.edu/sbdc)

# Sustainable Hospitality



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







*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





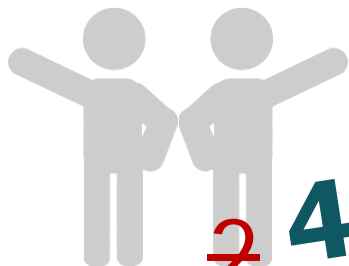
# Monterey Bay Economic Partnership (MBEP)



**75** members

*(80% retention + 35 new)*

**75** members, 100% renewals



**24**

employees  
hired



Grant  
revenues:

**\$75K**  
**\$70K**



50% municipalities  
"dig once"  
**In Process**



**600** attendees  
at **2** events

**310** at ES16

**390** at SOTR 2016



New regional  
dashboard on  
bellwether indicators  
**Launched Q4**



Regional MB Internship Portal:

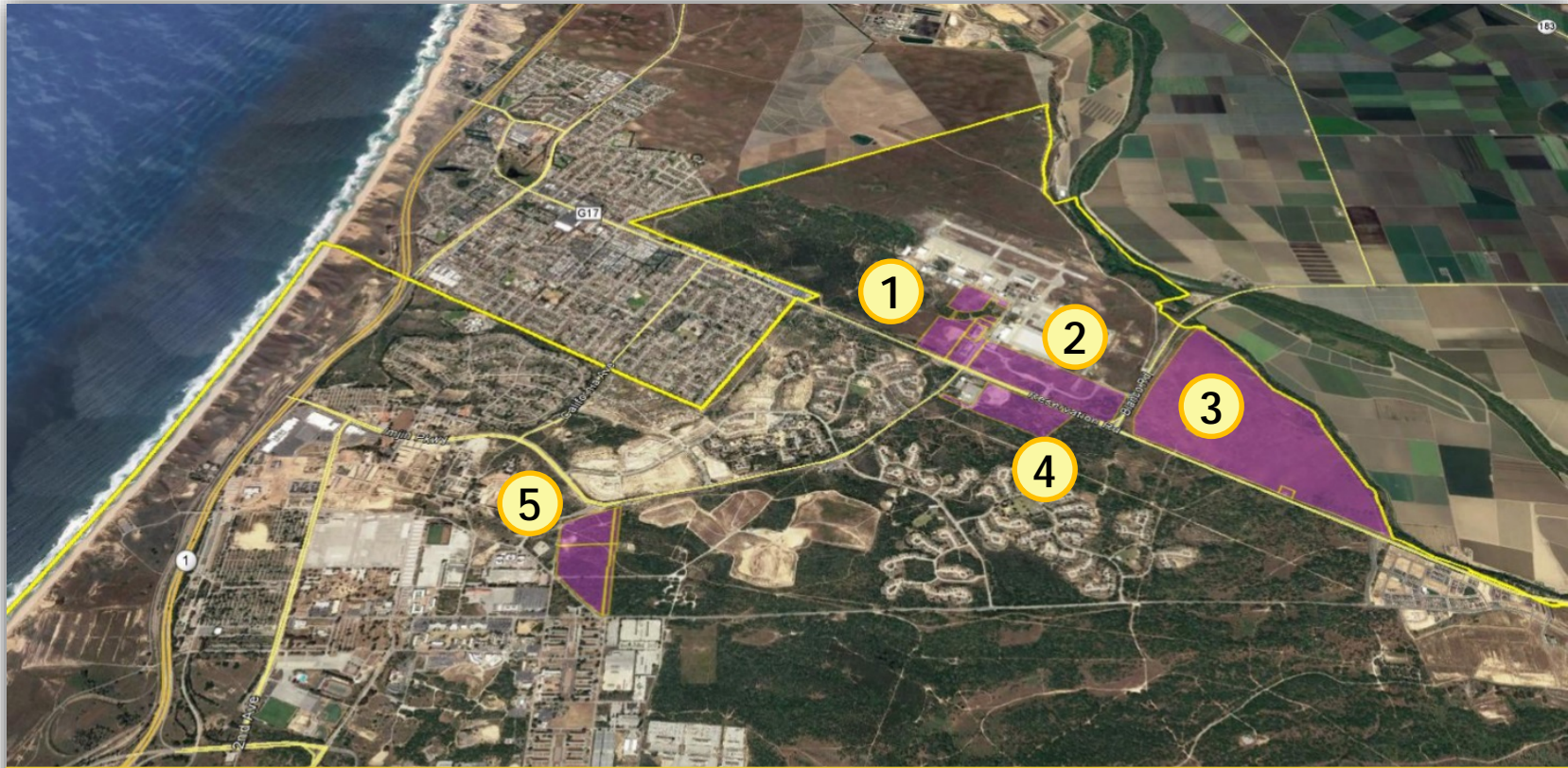
100 businesses posting **382**

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 = 8<sup>th</sup> Street Parcels**  
(47 acres)



# Dunes on MB



- **Active Mixed Use Development**
  - Retail
  - Commercial
  - Hospitality
  - Institutional
- **Jobs Generator**
  - 300+ Construction
  - 80 FT / 180 PT Retail



# Main Gate



Aerial View South



## 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

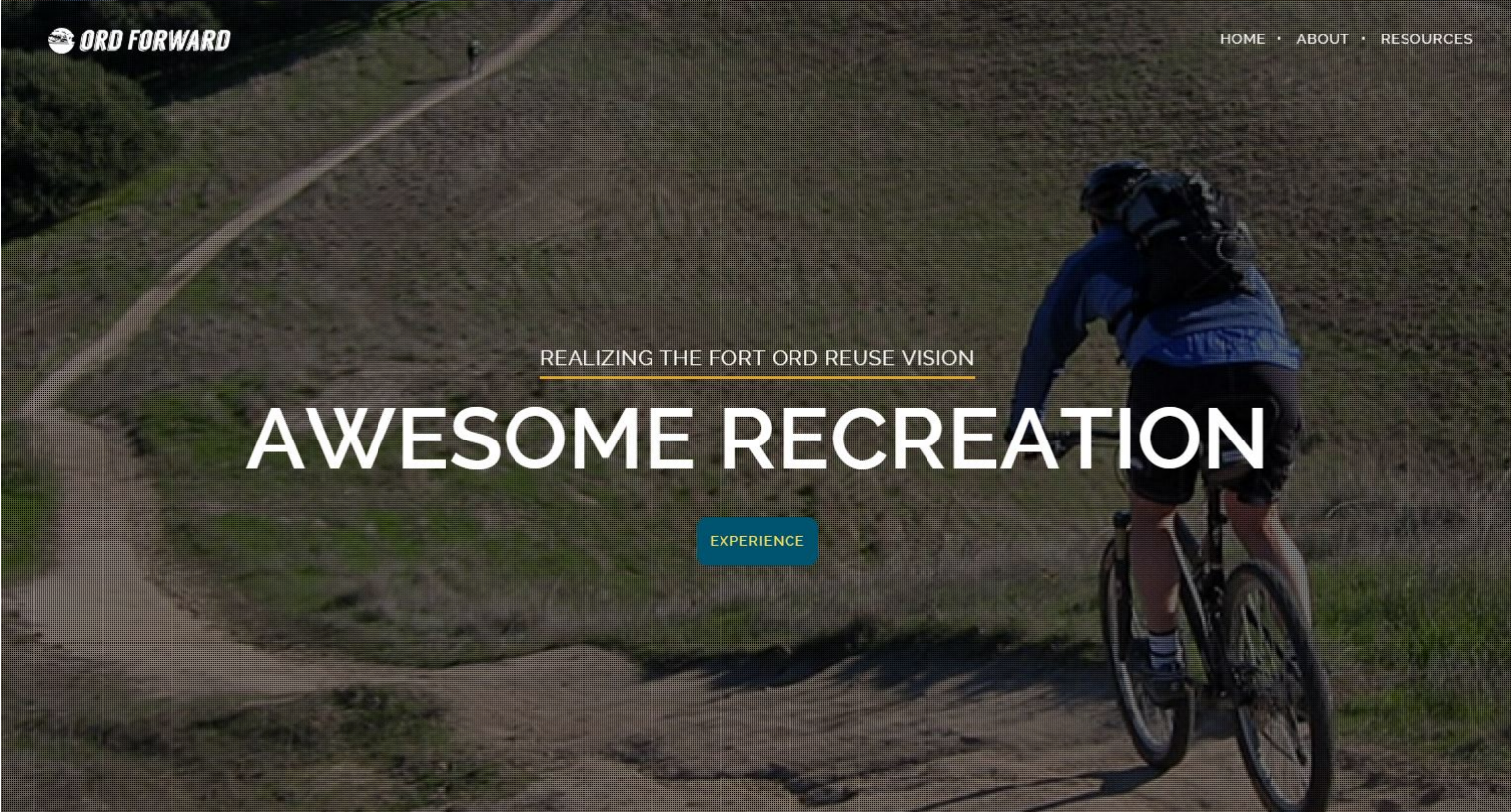
- **Uncertain** FORA future
- **Blight** – *curb appeal*
- **Perceived** negative business climate
- **Unfinished** HCP
- Development economics



**Education  
Environment  
Economy**

Jurisdiction/University  
Focus









**ORD FORWARD**

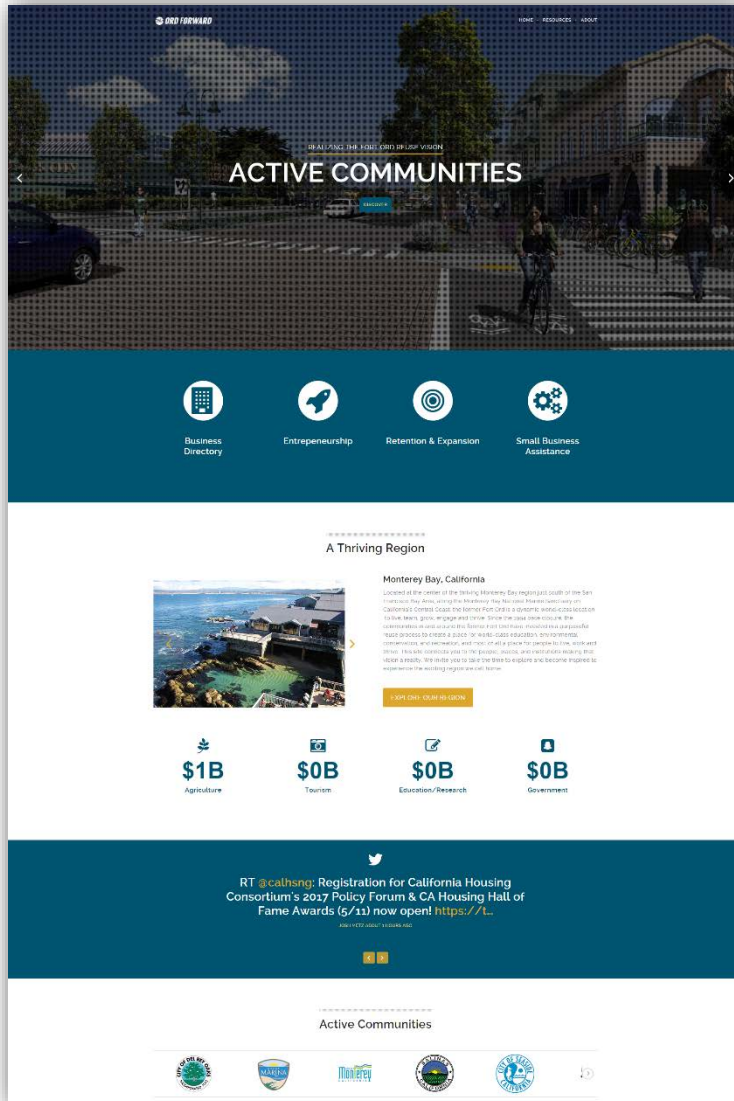
HOME • ABOUT • RESOURCES

REALIZING THE FORT ORD REUSE VISION

# AWESOME RECREATION

EXPERIENCE

 <b>5000</b> Jobs Created	 <b>10500</b> Students Registered	 <b>18000</b> Acres Conserved	 <b>2500</b> Homes Built
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## • 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*



# 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

## 3<sup>rd</sup> Annual MBEP Regional Economic Summit

May 4

## American Planning Association , National Conference

May 6-9

## Startup Challenge Final Pitches & Venture Showcase

May 12

## 3<sup>rd</sup> Annual Forbes Agtech Summit

June 28-29

# Questions?



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