Fort Ord Reuse: Economic Recovery Status
January 13, 2017

Josh Metz
Economic Development Manager
Overview

- History
- Goals
- Strategies
- Progress
- Moving Forward
1994 FORA Act

- Property transfer
- Minimize economic disruption
- Reuse & redevelopment to enhance economic & quality of life
- Maintain & protect unique environmental resources
1997 BRP ED Goals

- Job Replacement
- Balanced Growth
- Rapid Redevelopment
- Positive Fiscal Impact
- Managed Water Supply
- Managed Residential Development

Economic Development, Environment & Education
Job creation through economic recovery from Fort Ord closure yet-to-be completed.
- Reviewed & deliberated strategies – Beginning Jan 2015
- Adopted multi-component program
- Supporting regional partnerships
- Funding new Economic Development staff – June 2015
FORA Activities

- Water Supply
- Habitat Conservation
- Infrastructure
- Planning/Design Guidelines/Trails
- Real Property
- Building Removal
- ESCA

“Teamwork Makes the Dream Work”
Economic Development

University Liaison

Business Retention/Attraction

Real Estate Development

Workforce Development

Housing
Strategies

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

SEASIDE MAIN GATE MIXED-USE PROJECT

Request for Proposals

Submissions Currently Under Review
Cypress Knolls

Upcoming Marina City Council Econ Dev Presentation
1 = West Campus  
2 = North Central Campus  
3 = East Campus  
4 = South Campus  
5 = 8th Street Parcels
Startup Challenge

Premier Monterey Bay Business Plan Competition

Startup Challenge Monterey Bay

Attend Startup Weekend Jan 22-29
Attend Startup Challenge Introduction Workshop

Learn More

8 Years Running
370 Companies
$350K Awarded
$3M Raised
Save the Date
Thursday, February 23, 2017

California State University, Monterey Bay
The Sustainable Hospitality Management Program
College of Business
Presents
Sustainable Hospitality Development Symposium

Join us at
The Intercontinental The Clement
Monterey, CA
LOCAL ANSWERS FOR LOCAL STUDENTS

Designed to help you find a good career by providing the most current local data on wages, employment.
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
### Moving (Ord) Forward

#### FORA Economic Development

<table>
<thead>
<tr>
<th>Projects</th>
<th>Retention/Attraction</th>
<th>Workforce</th>
<th>Housing</th>
<th>Liaison</th>
<th>Real Estate Dev</th>
</tr>
</thead>
<tbody>
<tr>
<td>Jurisdiction Support</td>
<td>●</td>
<td>●</td>
<td>●</td>
<td>●</td>
<td>●</td>
</tr>
<tr>
<td>UC M BEST Futures</td>
<td>●</td>
<td>●</td>
<td>●</td>
<td>●</td>
<td>●</td>
</tr>
<tr>
<td>Startup Challenge</td>
<td>●</td>
<td>●</td>
<td></td>
<td>●</td>
<td>●</td>
</tr>
<tr>
<td>CSUMB Sustainable Hospitality Conf</td>
<td>●</td>
<td>●</td>
<td></td>
<td>●</td>
<td>●</td>
</tr>
<tr>
<td>MBEP Workforce Development</td>
<td>●</td>
<td>●</td>
<td></td>
<td>●</td>
<td>●</td>
</tr>
<tr>
<td>Coworking Study</td>
<td>●</td>
<td>●</td>
<td></td>
<td>●</td>
<td>●</td>
</tr>
<tr>
<td>FORA Jobs Survey</td>
<td>●</td>
<td>●</td>
<td></td>
<td>●</td>
<td>●</td>
</tr>
<tr>
<td>Web/Data Resources</td>
<td>●</td>
<td>●</td>
<td></td>
<td>●</td>
<td>●</td>
</tr>
<tr>
<td>Marketing</td>
<td>●</td>
<td>●</td>
<td></td>
<td>●</td>
<td>●</td>
</tr>
</tbody>
</table>
FORA Task Force
- 2+ year process
- Citizens, jurisdictions, educational institutions, agencies

Board adopted new Regional Urban Design Guidelines, June 10, 2016
Regional Trails

- FORA Trails Working Group
  - 1+ year process
  - Citizens, jurisdictions, educational institutions, agencies

- Board adopted resolution supporting Trails Concept, March 11, 2016
Reuse Progress

Population: 37000 (Actual), 14200 (Projected)
Jobs: 16000 (Actual), 4200 (Expected)
Total Homes: 11000 (Actual), 5000 (Projected)
New Homes: 6160 (Actual), 965 (Projected)
Commercial Dev (sf): 3M (Expected), 660000 (Expected)

Legend:
- Actual
- 2016
- BRP Projections
Opportunities & Challenges

Opportunities

- **Continue**
  - coordination, activation, responses
  - strategic investments: MBEP, CSUMB, SBDC
- Positively affect perceptions through quality messaging
- Focus on achievable projects to **build momentum + trust**

Challenges

- **Uncertain** FORA future
- Remaining **blight** – curb appeal
- **Perceived** negative business climate
- **Unfinished** HCP
- Development economics
Questions?

Josh Metz
Economic Development Manager
josh@fora.org
@OrdForward
(831) 883-3672