

FORT ORD REUSE AUTHORITY BOARD REPORT

CONSENT AGENDA

Subject: Economic Development Quarterly Status Update

Meeting Date: July 8, 2016

Agenda Number: 5e

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 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 April 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, livestock conservation R&D, and tourism oriented businesses. Staff is working with relevant jurisdiction staff and elected officials to advance these opportunities.
- **Regional Urban Design Guidelines.** The Board adopted FORA Regional Urban Design Guidelines (RUDG) at the June 10 meeting. Mr. Metz fulfilled his role as RUDG project manager including taking the lead on creation of an interactive implementation website (<http://www.DesignFortOrd.org>). 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.
- **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 Executive Officer Michael A. Houlemard Jr. 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. Vice Chancellor Scott Brandt provided a UCSC-UCMBEST Status Report at the March 11, 2016 meeting. Since then Mr. Metz has continued to represent FORA in bi-weekly status update calls with UC Santa Cruz and Monterey County representatives.

- **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. Mr. Metz is now working with CSUMB colleagues on strategic initiatives to expand the impact of the Startup Challenge through a shared workspace feasibility study, expansion of the Startup Challenge program/schedule, and exploring other means of continuing to support the regional innovation/entrepreneurship ecosystem.
- **Community Engagement:** FORA staff continue to work on increasing public knowledge about reuse activities and opportunities. To this end each of our committee and Board meetings are publically noticed via our growing 380+ person email list, posted to the FORA.org website, shared on all FORA social media outlets, and posted at the FORA offices. All FORA contracting and employment opportunities are also posted on the FORA website and shared via social media outlets. While these efforts resulted in participation in by members of the Fort Ord Environmental Justice Network (FOEJN), Seaside NAACP and LULAC in a variety of activities including the 2015 Regional Urban Design Guidelines (RUDG) charrette process, staff has also met on multiple occasions with the FOEJN to identify opportunities for collaboration and resolving community concerns. These community engagement and outreach efforts are core ongoing ED activities.
- **Success Metrics/Information Analytics:** Clear success metrics will provide the framework to evaluate economic development progress. The 2015 FORA Jobs Survey 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). As FORA supported entrepreneurship efforts mature, grant funds are secured and information resources are developed and deployed, additional ED metrics will become available.
- **Remaining 2016 Conferences:**
 - [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 FORA budget.

COORDINATION:

Administrative and Executive Committees

Prepared by _____ Approved by _____
Josh Metz Michael A. Houlemard, Jr.