

***LEAP Forward* in Morro Bay** **Local Economic Action Plan**



Action Team initiatives
with support requests

March 18, 2015

facilitated by Don Maruska & Company, Inc.

Strengthening the community



Process for Morro Bay Local Economic Action Plan (LEAP)



Strategic Framework Objectives

Sustain and enhance quality of life for residents focused on the following benefits:

- Provide desired goods and services
- Offer engaging activities and events
- Attract visitors who wish to enjoy these benefits
- Strengthen tax revenues to support public services
- Diversify economy with sustainable head of household jobs

Develop a Local Economic Action Plan (LEAP) through facilitated workshops in which **business leaders and community members take the lead** in identifying and committing to desired initiatives with City support.

Focus Areas for LEAP

Businesses – ways to increase sales of goods and services for residents and visitors

Tourism – ways to boost and differentiate Morro Bay's offerings and activities of interest to residents and visitors alike

Selective Diversification – ways to leverage Morro Bay's distinctive assets for sustainable businesses with an emphasis on opportunities for head-of-household jobs

City Participation

- 2 Council members as LEAP liaisons (all welcome)
- City Manager (plus other City staff as needed) and a City LEAP Team to assist businesses that fit the LEAP Strategic Framework
- Information resources (e.g. inventory of available space for commercial and clean, light industry)
- Website support (information updates about Morro Bay LEAP program and opportunity for community to offer online input)

Note

The following initiatives arose from the work of more than one hundred business and community leaders participating in the November 19, 2014 LEAP kick off workshop, the January 21, 2015, LEAP Community Workshop, and numerous Action Team meetings. They represent the latest versions of draft plans from those groups and any requests they submitted for City support (policies, staff, or funding). As Morro Bay operates in a dynamic economy, the specifics of the initiatives will evolve over time.

LEAP Program Action Initiative #1

Topic: Expedite processing for targeted businesses

Targeted Benefits	Key Steps	Key People *=lead	Schedule
Retain, attract, and grow clean businesses offering multiple head-of-household jobs (metric: number of head-of-household jobs saved or added, target: # by date)	1. Confirm parameters for targeted businesses (clean businesses offering multiple head-of-household jobs) to receive expedited attention	Council and input from workshops (City Manager*)	Completed
	2. Form City LEAP Team with desired expertise and clout (Mayor, City Manager, and Community Development Director)	Mayor*	Completed
	3. Energize Staff and Council “scanning” for promising businesses.	Mayor / City Manager / Community Development Manager*	Completed
	4. Review objectives of LEAP Team with Planning Commission for comments and suggestions	Community Development Manager*	April 2015
	5. Publicize objectives and process for tapping LEAP Team support.	Chamber of Commerce	Spring 2015

Early win

LEAP Program Initiative #2

Topic: Revitalize and link business districts to boost activity

Targeted Benefits	Key Steps	Key People * = lead	Schedule
<p>Revitalized and enhanced business districts that boost appeal to locals and visitors (metric: plans for high-value improvements, target: date tbd; improvements completed and enhanced business activity, target: tbd)</p>	<ol style="list-style-type: none"> 1. Develop a vision for Downtown Morro Bay and each business district with identity and zoning that supports them (include hotel survey for visitors) [Assess timing and coordination with General Plan and Local Coastal Plan updates] 2. Explore ways to link Embarcadero and Morro Bay Boulevard 3. Identify near-term improvements that can make a difference in attracting business activity while longer-term planning occurs. [See detailed list of suggestions from Merchants' Association and others] <ol style="list-style-type: none"> a. clean up, lighting, maintenance b. refresh striping for parking c. add public parking (Main/Market on MB Blvd. d. improved signage e. banner program f. basic maintenance, trash etc. g. public art; refreshing 4. Longer-term planning and action <ol style="list-style-type: none"> a. downtown retail and restaurant business dist. b. consider Property Business Improvement Dist c. possible weekly event to stay open later 	<p>Susan Stewart* Cyndee Edwards Red Davis Kay Crocker Walter Heath Jeff Eckles Brent Haugen Christine Johnson Jamie Irons Dave Buckingham Joan Solu Barbara Jo Osborne Jeannie Palermo Kelly & Paul Boisclair</p>	<p>Spring 2015</p> <p>Budget cycle for FY 2015-2016</p> <p>Post completion of GP/LCP</p>

Support request: *General clean up*

<i>Enter Action Team topic[name of initiative]</i>	<i>Please specify request (policy, staff, and/or funding)</i>	<i>Explain link to the initiative's Action Plan and targeted benefits</i>	<i>Enter names of persons requesting on behalf of the initiative</i>
<p>Downtown Morro Bay revitalization. General cleanup and enhancement</p>	<p>Permission from city staff to work with local community groups and businesses to clean tree wells, and generally enhance appearance of downtown. Waive encroachment permit if necessary.</p> <p>Ask City to consider increased trash pickup on weekends during summer months, adding doggie bag dispensers, and getting street lights on timers sensitive to changes in ambient light.</p> <p>Consider installing a "Big Belly" trash organizer somewhere in the downtown core.</p>	<p>Benefits community, visitors, and businesses with cleaner appearance and better night lighting.</p> <p>A meeting is already scheduled to coordinate the various public service and beautification groups in town</p>	<p>Downtown revitalization LEAP action team/Walter Heath</p>

Support request: *Downtown tree lighting*

<i>Enter Action Team topic[name of initiative]</i>	<i>Please specify request (policy, staff, and/or funding)</i>	<i>Explain link to the initiative's Action Plan and targeted benefits</i>	<i>Enter names of persons requesting on behalf of the initiative</i>
Tree lighting in the downtown core.	<p>Waive encroachment permit fee for relighting of city trees.</p> <p>City support for exploration of possibilities for lighting additional trees with solar energy. (This would not be financial support, but institutional support.)</p>	<p>Rotary of Morro Bay has offered to facilitate the repair of outlets and relighting of city trees where there are existing outlets.</p> <p>The group will further explore options for solar lighting on additional trees in the downtown core. A suggestion was made to see if Topaz Solar Farm would provide matching funds.</p>	Downtown revitalization LEAP action team

Support request: *Lighting enhancements*

<i>Enter Action Team topic[name of initiative]</i>	<i>Please specify request (policy, staff, and/or funding)</i>	<i>Explain link to the initiative's Action Plan and targeted benefits</i>	<i>Enter names of persons requesting on behalf of the initiative</i>
Downtown Morro Bay revitalization. Lighting	Have staff work with PG&E on lighting enhancement projects on Morro Bay Blvd and Main Street	PG&E may be able to provide assistance in installation of more decorative light posts, removal of old poles, and possibly putting utilities underground. Continuity and aesthetics will contribute to overall attractiveness.	Downtown revitalization LEAP action team/Cyndee Edwards

Support request: *Centennial Stairway*

<i>Enter Action Team topic[name of initiative]</i>	<i>Please specify request (policy, staff, and/or funding)</i>	<i>Explain link to the initiative's Action Plan and targeted benefits</i>	<i>Enter names of persons requesting on behalf of the initiative</i>
<p>Revitalize & link business districts to boost activity</p>	<p>Continue to work with City Staff in design and development plans for Centennial Stairway, and consider signage, streetscape designs, lighting and perhaps an archway that links the downtown with the Embarcadero.</p> <p>This group supports the idea of an outdoor amphitheater, along with a people-mover at this location.</p>	<p>This is intended to entice visitors who climb the stairway or walk out of Dorn's to walk two blocks to Main street where they will be captivated by the abundance of attractive shopping and leisure activities.</p>	<p>Red Davis and Downtown Action Plan group</p>

Support request: *Parking/trolley upgrades*

<i>Enter Action Team topic[name of initiative]</i>	<i>Please specify request (policy, staff, and/or funding)</i>	<i>Explain link to the initiative's Action Plan and targeted benefits</i>	<i>Enter names of persons requesting on behalf of the initiative</i>
<p>Downtown Morro Bay revitalization. Parking part II</p>	<p>Paint parking stripes (new and refresh current) on Main, Harbor, Morro Bay Blvd, and side streets to maximize parking places. (Consider diagonal parking where feasible) Suggest new signage on Main Street and Morro Bay Blvd. be 60 minute parking, with no limits on side streets. Action would involve city staff, planning department, public works, and use parking-in-lieu funds.</p> <p>Have appropriate department review trolley routes, and consider a continuous loop between the downtown and Embarcadero.</p>	<p>With hopes of revitalizing the business district, and in summer and holiday or event weekends, parking can and will be at a premium in the downtown area. Clear signage and marked spaces will maximize parking, and freshen the look of the street. Regular trolley service will encourage mobility between the Embarcadero and downtown.</p>	<p>Downtown revitalization LEAP action team/ Susan Stewart Penny Harrington</p>

Support request: *Parking lot request*

<i>Enter Action Team topic[name of initiative]</i>	<i>Please specify request (policy, staff, and/or funding)</i>	<i>Explain link to the initiative's Action Plan and targeted benefits</i>	<i>Enter names of persons requesting on behalf of the initiative</i>
Downtown Morro Bay revitalization. Parking part I	Identify and develop vacant private lots in the downtown area. Use parking-in-lieu funds to lease/purchase lots and/or provide improvements and liability insurance and develop at least one public parking lot. This could be tried as a pilot project through the summer.	There are multiple empty lots or minimally used lots in the blocks between Main and Market which are both a blight and a missed opportunity. Providing public parking lots with minor improvements and landscaping will be visually more appealing and functionally more appropriate. Property owners have blocked access to private lots, leaving business owners adding to street parking.	Downtown revitalization LEAP action team

Support request: *Downtown zoning*

<i>Enter Action Team topic[name of initiative]</i>	<i>Please specify request (policy, staff, and/or funding)</i>	<i>Explain link to the initiative's Action Plan and targeted benefits</i>	<i>Enter names of persons requesting on behalf of the initiative</i>
<p>Downtown Morro Bay revitalization. Downtown specific zoning ordinance changes.</p>	<p>As the city moves forward in updating it's general plan, consider identifying a specific zone in the downtown area as restaurant and retail only.</p>	<p>Currently downtown is the lowest sales tax revenue generating district in Morro Bay, due in part to the concentration of non-tax generating businesses, and also to the preponderance of thrift stores and other low revenue businesses. Requiring specific blocks on Main Street and Morro Bay Blvd to house restaurant and retail businesses on the ground floor will stimulate a more cohesive district. Mixed use could still be accepted and encouraged on side streets and second floors.</p>	<p>Downtown revitalization LEAP action team/Susan Stewart</p>

LEAP Program Initiative #3

Topic: Reinvent events to better serve residents, businesses, and visitors

Targeted Benefits	Key Steps	Key People * = lead	Schedule
<p>Events that benefit more businesses and residents as well as attract visitors (metric: number of businesses and organizations participating, target: #; number of residents and visitors participating, target: tbd; increased business activity (sales tax, TOT, etc.)</p>	<ol style="list-style-type: none"> 1. Use Harbor Festival redesign as a pilot for events that open up the City and its attractions to residents and visitors alike for all to benefit. 2. Prepare a master calendar of events for better coordination with a semi-annual review with Chamber, Merchants Assn., MBTB, and City to avoid conflicts, align efforts (e.g. publicity), and boost success. [Current core events are Bird Festival, Car Show, 4th of July, Avocado & Margarita, Harbor Festival, Kite Festival with priority renewals] 3. Create an events process guide and develop planning page on City website and single point of coordination across City departments (see examples from Santa Barbara, etc.) 4. Explore interest of collaboration among core events to share costs and benefits of professional staff <ol style="list-style-type: none"> (a) events coordinator to facilitate planning, promote sponsorship packages (similar to Chamber's Circle of Excellence), etc. (b) volunteer coordinator to mobilize a cadre of volunteers (see Savor example and local PTA) 	<p>John Solu,* Paul Nagy*</p> <p>City established 2015 goal to improve City / Tourism relationship, and event coordination. Steps at left to be addressed in that City assessment.</p> <ul style="list-style-type: none"> - Master Calendar - Process Guide - Collaboration <p>Dave Buckingham* Red Davis*, Shaun Farmer, Cyndee Edwards, Joan Solu, Brent Haugen, Janice Peters, Glenn Silloway, Marlys McPherson,</p>	<p>December 2014</p> <p>February-March 2015</p> <p>Jun / July 2015 TBD Ongoing</p>

LEAP Program Initiative #4

Topic: Promote environmental assets of the area for residents and visitors to enjoy and to expand business and tourism results

Targeted Benefits	Key Steps	Key People * = lead	Schedule	
Leverage partnerships with Cal Poly, National Estuary Program, aquarium, etc. to attract residents and visitors for in-depth experiences (metric: programs created or enhanced, target: tbd; number of residents and visitors participating and economic activity generated)	<ol style="list-style-type: none"> Catalogue key assets Identify 3 to 4 initiatives to begin working on 	John Heading*Ginny Garelick, Lynda Merrill, Rigmor Samuelson, Noah Smukler, Walter Heath	January 12, 2015	
	<p>Initiative #1: Develop identity and awareness of Morro Bay as a beach community to increase tourism attraction</p> <ol style="list-style-type: none"> determine existing marketing efforts in community targeting beach identity identify potential partners in community to assist in promoting beach identity develop inventory of beach related activities coordinate single effort to align initiatives for expanding beach identity develop aligned marketing plan <p>[Note: collaborate with GP/LCP and visioning.]</p>	Action Team, TBID, Chamber, Embarcadero business representative, Tourism Director	Completed at TBID meeting March 12, 2015	
	<p>Initiative #2: Expand community inventory of recreational activities to promote tourism</p> <ol style="list-style-type: none"> Identify pickle ball development as a community resource to improve community health and attract tourists Determine resources necessary for pickle ball court development quantify tourist attraction opportunity if development occurs determine feasibility of developing initiative/determine action plan for implementation if feasibility is positive 	Action Team	Draft submitted to City for review during budget cycle	
			February	
			John Heading, Kathy Thomas, Joe Woods (same as above)	March 15, 2015
		Joe Woods, Kathy Thomas	March 15, 2015	
			April 15, 2015	

Support request: *Expand recreational activity inventory*

<i>Enter Action Team topic</i>	<i>Please specify request</i>	<i>Explain link to the initiative's Action Plan and targeted benefits</i>	<i>Enter names of persons requesting on behalf of the initiative</i>
Expand community inventory of recreational activities to promote tourism	<p>City support to accomplish short/long term expansion goals.</p> <p>Team is working on:</p> <ul style="list-style-type: none"> Gather information regarding the indirect economic impact a developed Pickleball facility has on a community; Explore possible funding sources and likely partners who have an interest in the Pickleball project; Contact SLCUSD regarding possibilities of space usage at Morro Elementary for long range goals. 	<p>The expansion of Pickleball and the development of permanent dedicated courts would enable the City to host continual play for residents and bring non-residents to town for large special events such as tournaments.</p>	<p>Persons to follow up on initiative are: Joseph Woods, staff, and Kathryn Thomas, MB Pickleball Ambassador.</p>

LEAP Program Initiative #4 *continued*

Topic: Promote environmental assets of the area for residents and visitors to enjoy and to expand business and tourism results

Targeted Benefits	Key Steps	Key People * = lead	Schedule
<p>Leverage partnerships with Cal Poly, National Estuary Program, aquarium, etc. to attract residents and visitors for in-depth experiences (metric: programs created or enhanced, target: tbd; number of residents and visitors participating and economic activity generated)</p>	<p>Initiative #3: <i>Create an attractive and appealing gateway entrance to a key area of the city exploiting the environmental/recreational aspects of the city creating visitor curiosity to further explore the city</i></p> <ol style="list-style-type: none"> 1) identify team members for initiative 2) determine rough design/scope and resources necessary for project 3) evaluate planning/zoning/sign ordinance issues 4) determine feasibility project based on cost/benefit analysis 5) if the project is feasible, develop detailed action plan for implementation and completion of project <p>[consider possible partner agencies for grants, etc]</p>	<p>John Heading*Ginny Garelick, Lynda Merrill, Rigmor Samuelson, Noah Smukler, Walter Heath, Paul Boisclair, Maggie June, BJ Osborne, Neil Farrell, Jan Goldman, Bill Fageol, Linda Estes, Liz Moore, Katrina Osborne, Taylor Newton, Ann Reisner Noah Smukler/team Community Development Manager LEAP Team, Rob Livick, Susan Slayton LEAP Team</p>	<p>February 28, 2015 March 15, 2015 March 22, 2015 April 15, 2015 June 1, 2015</p>

Support request: *Gateway beautification*

<i>Enter Action Team topic[name of initiative]</i>	<i>Please specify request (policy, staff, and/or funding)</i>	<i>Explain link to the initiative's Action Plan and targeted benefits</i>	<i>Enter names of persons requesting on behalf of the initiative</i>
<p>Create an attractive and appealing gateway entrance</p>	<p>Morro Bay in Bloom volunteers propose to submit designs for landscaping the areas beneath 5 welcome signs in Morro Bay, areas that will be approximately 4' x 10'. Upon approval, Morro Bay in Bloom volunteers will acquire the plants and landscaping materials at wholesale cost. Morro Bay in Bloom volunteers will install the landscaping at all 5 areas and conduct regular maintenance. A maintenance schedule will be developed and submitted to Public Services. These areas are currently in their natural state and are not irrigated. Our total budget for 75 one-gallon plants (\$300), decorative rock (\$200) and a 50-gallon watering cart with battery-powered pump (\$1500, delivered) is \$2000. Our organization requests the full budgeted amount so that this project can proceed.</p>	<p>Provides a concrete option to enhance gateway appearance and appeal to residents and visitors</p>	<p>Walter Heath on behalf of Morro Bay in Bloom and the promotion of environmental assets Action Team</p>

LEAP Program Initiative #4 *continued*

Topic: Promote environmental assets of the area for residents and visitors to enjoy and to expand business and tourism results

Targeted Benefits	Key Steps	Key People * = lead	Schedule
Leverage partnerships with Cal Poly, National Estuary Program, aquarium, etc. to attract residents and visitors for in-depth experiences (metric: programs created or enhanced, target: tbd; number of residents and visitors participating and economic activity generated)	<p>Initiative #4: <i>Leverage partnerships with Cal Poly, National Estuary Program, or other identified major organizations to determine the feasibility of developing a state of the art marine education center or aquarium for Morro Bay. The end result will be to promote ecological educational experiences, preserve natural resources, and attract tourists and local residents all to promote environmental assets in Morro Bay and improve the economy.</i></p> <p>1) Re-evaluate existing information and studies on the feasibility of marine education center or aquarium development</p> <p>2) catalog potential partners to consider in the development of a public private partnership</p> <p>3) evaluate scope of potential project with identified private partners by reaching out to determine their interest</p> <p>4) if project is determined to be potentially feasible, bring forward to key constituencies for further evaluation</p> <p>[The potential scope of this project is large in both financial and personal resources. At this point, the goal is to determine the feasibility and desire to move forward with a full development plan.]</p>	<p>John Heading* LEAP Team, other interested individuals, Jeannie Palermo, Ginny Garelick, Dick Reynolds John Heading, Christine Johnson Dave Buckingham</p>	Complete
	<p>Initiative #5: <i>Explore the idea of a green belt preservation effort</i> (determine community's interests and concerns; learn from efforts elsewhere; consider public-private partnership; etc.); public meeting held March 12</p>		<p>Noah Smukler, BJ Osborne, and other interested attendees</p>

Are You Interested in a
"Green Belt" for Morro Bay?

A **green belt** is a policy and land use designation used to preserve areas of largely undeveloped, wild, or agricultural land surrounding or neighboring urban areas.

Green Belts can provide benefits such as: Increased Property Values, Recreational Opportunities, Trails, Preserved Agricultural Operations, Natural Resources (water, energy, timber, carbon credits, etc.), Habitat Restoration & Nature Preserves



Public Meeting: Thursday, March 12th (9 - 10:30 am)
Morro Bay Community Center Studio (1001 Kennedy Way)

Lead staff from the **Land Conservancy of San Luis Obispo** (www.lcslo.org) will present info about how other communities have successfully established Green Belts. The meeting will include discussion about the potential viability and interest in establishing a citizen based Morro Bay Green Belt preservation effort.

Questions? Contact City Councilmember Noah Smukler (805) 772-7668

An initiative of the City of Morro Bay's Local Economic Action Plan (LEAP)

LEAP Program Action Initiative #6

Topic: Assess fiber optic connectivity opportunities

Targeted Benefits	Key Steps	Key People *=lead	Schedule
<p>Apply distinctive MB assets of fiber telecom, power, and coastal appeal to enhance and attract businesses with head of household jobs in info tech (metric: decision, if pursued, # of businesses connected by date; target: tbd)</p>	<ol style="list-style-type: none"> 1. City <ol style="list-style-type: none"> a. Identify City assets (conduit , etc.) b. Estimate City’s telecom spend and future telecom needs c. Identify businesses in area with broadband telecom needs d. Check with SLO and GB for telecom RFP 	<p>Dave Buckingham* + IT</p>	<p>Completed</p>
	<ol style="list-style-type: none"> 2. Telecom possibilities <ol style="list-style-type: none"> a. Determine costs of build out in Morro Bay b. Benefits of high-speed business service for local businesses and residents c. Potential interest of SLCUSD for connections 	<p>Tim Williams, Digital West Lisa Ludovici, Charter</p>	<p>Nov – Mar 2015</p>
	<ol style="list-style-type: none"> 3. Profile of opportunity <ol style="list-style-type: none"> a. check interest with area businesses for satellite locations (IQMS, MindBody, etc.) b. Interview realtors for availability of space c. Explore interest for hotels, home-based businesses ,and residential use 	<p>Don Maruska* and Jeff Weir</p>	<p>Complete Complete</p>
	<ol style="list-style-type: none"> 4. Release RFP, Review proposals, get Council input as appropriate, decide on way ahead. 	<p>Dave Buckingham*</p>	<p>November-January 2015</p> <p>Apr – Jul 2015</p>

LEAP Program Initiative #7

Topic: Create inventory of commercial properties and their features to expand and attract targeted businesses

Targeted Benefits	Key Steps	Key People * = lead	Schedule
<p>Aid existing businesses to expand and attract targeted businesses (metric: commercial realtors and property owners submit spaces available, Chamber features on website, target: # of businesses tapping, # of businesses expanding/ locating in Morro Bay)</p>	<ol style="list-style-type: none"> 1. Connect with commercial realtors to identify demand and desired features for an inventory 2. Gather information from realtors, property owners, City and other sources to develop inventory of available spaces (including available lots) 3. Establish business district Ambassadors with Chamber to identify opportunities and help connect interested parties. 4. Develop a “Doing Business in Morro Bay” page on Chamber website with information on spaces available (by district), commercial realtors, and other resources. 5. Feature available commercial spaces in Chamber news blast (with link to City’s Public Services department for more detailed information about allowable uses) 6. Engage commercial realtors and others to use the inventory to attract targeted businesses 7. Examine opportunities for re-use of power plant and sewage treatment plant when those spaces become available. 	<p>Kelly Wells* Monica King Rigmor Samuelson Jamie Irons, Jeannie Palermo, Eric Endersby (waterfront leases) Additional commercial realtors (Janne Reddell, Jack Franklin) Chamber* Chamber* Chamber*</p>	<p>January-February 2015 Spring 2015 Before summer 2015 season Monthly news blasts starting in May 2015 June 2015 +</p>

LEAP Program Initiative #8

Topic: Reassess business incubator and enhance local business building efforts

Targeted Benefits	Key Steps	Key People * = lead	Schedule
<p>Stimulate awareness and interest in Morro Bay as a place for business development (metric: # of business inquiries, target: tbd; businesses aided and head-of-household jobs added, target: tbd)</p>	<ol style="list-style-type: none"> 1. Connect with Cal Poly Hot House to benefit from shared learning and to explore potential collaborations. 2. Assess current business incubator experience. (Concluded hot house is not fit for Morro Bay.) 3. Evaluate needs and interests of community for business development – coordinate with Chamber for listening sessions, surveys, etc. 4. Identify and pursue some focus areas (e.g. high tech, healthy living and food [vBar, Wholesome Chow, Stephanie’s Soups, Elemental Goods], fishing [South Bay Wild], marine sciences [NEP, Cal Poly, Aquarium, TNC], etc.) 5. Enhance local business building efforts— developing new software, interactive website, social media marketing to enhance the Chamber’s technology. This new technology along with educational meetings will offer current business owners promotional opportunities, event sharing, and business planning ideas. Also, it will enhance local marketing through social media and networking with residents and businesses. Continued work on other programs to help build a stronger business community. 	<p>Jennifer Redman* Jeff Weir Mike Manchak Christine Johnson Judy Mahan (SLO Hot House) Jennifer Redman* and Kelly Wells, BJ Osborne, Jeannie Palermo</p> <p>[divide among team members]</p> <p>Chamber*</p>	<p>December 2014</p> <p>December 2014</p> <p>Winter/spring 2015</p> <p>Spring 2015</p> <p>Spring 2015 +</p>

Support request: *survey of business needs*

<i>Enter Action Team topic[name of initiative]</i>	<i>Please specify request (policy, staff, and/or funding)</i>	<i>Explain link to the initiative's Action Plan and targeted benefits</i>	<i>Enter names of persons requesting on behalf of the initiative</i>
Enhance local business building efforts	Support to Chamber for Morro Bay Business Walk (in person and written survey) – staff time, mail survey in water bill, etc.	Provides positive connection with businesses, identifies key needs and opportunities to boost local businesses	Jennifer Redman, Red Davis, Travis Ford, and Kelly Wells on behalf of Chamber and LEAP initiative team

LEAP Program Initiative #9

Topic: Outreach to attract businesses

Targeted Benefits	Key Steps	Key People * = lead	Schedule
<p>Position Morro Bay favorably with targeted businesses offering head-of-household jobs (metric: completion of pitch sheet, target: at least 10 connections with qualified prospects in various areas).</p>	<ol style="list-style-type: none"> Identify key referral sources and business associations (e.g. EVC, local realtors, Cal Poly, etc.) to attract businesses into the area Develop a pitch sheet to stimulate interest (distinctive benefits of Morro Bay, LEAP Team support for businesses, etc.). Update: Instead of a pitch sheet, an email was created that was sent personally to contacts that offered the following two links highlighting economic development Morro Bay's story. 1. New York Times, November 24, 2014:http://www.nytimes.com/2014/11/24/us/a-power-plant-in-california-goes-quiet-but-the-stacks-still-tower.html?_r=0, and 2. Pacific Coast Business Times, February, 27, 2015: http://www.pacbiztimes.com/2015/02/27/morro-bay-gets-down-to-business/ Connect with referral sources and business prospects in a series of 30-minute meetings. Potential targets include: Nick Tompkins (NKT Commercial) [Mike], Chris Richardson (Richardson Properties) [Christine], Steve McCarty [Christine], Kimberly Walker [Ermina Karim], Bill Lee [Christine] Update: Informational meetings were held with Nick Tompkins NKT Commercial; Kevin Meyer, Gemba Academy, Steve McCarty, McCarty/Stafford. More meetings will be set-up in March/April/May. 	<p>Christine Johnson* Dave Buckingham, Mike Manchak, EVC Don Maruska</p>	<p>December 2014</p> <p>February 2015</p> <p>February – March 2015</p> <p>Spring 2015</p>

Support request: *Update “Doing Business in Morro Bay”*

<i>Enter Action Team topic [name of initiative]</i>	<i>Please specify request (policy, staff, and/or funding)</i>	<i>Explain link to the initiative’s Action Plan and targeted benefits</i>	<i>Enter names of persons requesting on behalf of the initiative</i>
Outreach to Attract Business	Update the “Doing Business In Morro Bay” pages on the City’s website. Correcting out of date info can be done in-house. Some of the information from the LEAP program can be transferred to the “Doing Business in MB” page. Links to articles and data can be added. A “spring cleaning” of the data is needed but a larger update will come as the City deals with IT overall. But, quick fixes are needed now. Needed: Staff time with volunteer support from business community/council members to help streamline information	Up-to-date information on the City’s website is the best first chance we have to gain the interest of potential investors and provide basic information. Currently, the information is out of date and does not reflect the City’s current efforts to outreach to business (ex: LEAP Team names and contact numbers; links to recent articles about economic development in MB).	Christine Johnson Mike Manchak

Support request: *Include Tidelands leases in commercial inventory*

<p>Outreach to Attract Business</p>	<p>For Tidelands Leases: compile and keep current a list with contact names/numbers for all master leaseholders to post on the City's website under "Doing Business in Morro Bay" and on the Harbor page. Needed: Staff time in Harbor</p>	<p>The Harbor Department receives frequent requests from interested investors/individuals about commercial availability on the waterfront. This list would help the Harbor Department staff to direct interested parties quickly to master leaseholders regarding the specifics of subleases on the waterfront. Also, having more info available to answer questions reduces the time needed in the Harbor Department to answer basic questions.</p>	<p>Christine Johnson Eric Endersby</p>
<p>Outreach to Attract Business</p>	<p>Include Tidelands Subleases to overall commercial space availability list. This item is connected to the LEAP Initiative: "Create inventory of commercial properties". Needed: Staff time in Harbor/Community Development</p>	<p>There are many exciting retail/restaurant opportunities on the waterfront that are available as subleases. Highlighting these opportunities along with all commercial property reminds investors/interested parties of opportunities in this part of the city.</p>	<p>Christine Johnson Eric Endersby</p>

Support request: *Develop 5-year Economic Development Strategic Plan*

<p>Outreach to Attract Business</p>	<p>Develop a five-year economic development strategic plan (EDSP). Through our EVC partner, contacts have been made with 4+ consultant firms who specialize in EDSP. Informational phone calls were held/will be held to learn more about what services are offered and what potential costs would be for the city. Needed: Staff time City Manager, Community Development, Finance, Council Budget Allocation, Consultant expense.</p>	<p>In order to continue the work the LEAP program began and have a document to share with potential investors that shows the City's long-term commitment to ED, the City's would be wise to consider the creation of an EDSP with robust public input in order to: establish mission/vision/definition of ED for MB; establish who will implement the EDSP program (city staff, contract employee, other?); set measurable goals to be accomplished over five years; evaluate the program.</p>	<p>Christine Johnson Mike Manchak</p>
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Support request: *Outreach to capable investors*

<p>Outreach to Attract Business</p>	<p>Reach out, with EVC introduction to some, to investors from both Morro Bay and SLO County who have created unique projects who may have ideas that could be a good fit for Morro Bay. Highlight current commercial availability (reuse of WWTP, infill development in all business districts). The goal is to remind investors that MB has opportunity. Needed: Time from City Council appointed LEAP Liaisons, Council Members Johnson and Headding, to do outreach to contacts via EVC or other partner agencies; or community members to suggest possible contacts for LEAP Liaisons to reach out to.</p>	<p>Morro Bay has a great deal of opportunity for future commercial development, including businesses that offer head-of-household jobs, in all areas of our City: especially in regard to vacant commercial space; beneficial reuse of property and infill projects. However, Morro Bay has not generated much interest recently among investors who have created vibrant businesses and/or projects in other cities. Spending some time highlighting the action steps of the LEAP program, the creation of the LEAP Team and other Economic Development initiatives will get business owners to also think about MB when they have an idea for a new business or an expansion of an existing business.</p>	<p>Christine Johnson Mike Manchak</p>
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Support request: *Investigate seasonal concessions at Rock*

Outreach to Attract Business	Investigate seasonal concessions at The Rock for food/beverage/rentals. Needed: Staff time in City Manager, Harbor, and Finance.	In five years, the Harbor Department has seen an increase in beach visits at the Rock beach from 50k visitors to 110k visitors in summer of 2014. Researching what other beach towns do in re: to concessions would be worth the time given the large increase in visitors.	Christine Johnson Eric Endersby
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Support request: *Examine other opportunities*

These ideas were gathered at the January 21, 2015 LEAP workshop and there are updates to present here:

1. **Power Plant redevelopment:** City Council appointed Mayor Irons and Council Member Heading to lead the Power Plant Redevelopment subcommittee.
2. **Redevelop Morro Elementary for office space or senior housing or other idea:** City Manager will meet with San Luis Coastal School District Superintendent to best understand their plans for this property for the future as it is school district owned.
3. **Hotel/Convention Center:** Ongoing opportunities pursued by the LEAP Liaisons as well as the Power Plant Redevelopment subcommittee.
4. **Marine Facility/boatyard/boat storage:** Currently under review by consultant firm to study economic benefit. Watch for item to return to Harbor Advisory Board then the Council in a few months.
5. **Attract small/national chains like Trader Joe's:** LEAP Liaisons are ready to reach out to possible investors.
6. **Certified Farmers Market in downtown:** Chamber of Commerce currently operates the Saturday Farmers Market in downtown. Suggestion for this market can be directed to the Chamber and/or City Manager.
7. **Create incentives for downtown investment:** LEAP Team (Mayor, City Manager, Community Development Manager) is available ASAP to meet with interested investors to discuss possibilities. Please contact the City Manager/Mayor.

LEAP Program Initiative #10

Topic: support for commercial and recreational marine interests

Targeted Benefits	Key Steps	Key People * = lead	Schedule
Boat yard, boat storage, fuel dock, chandlery	<ol style="list-style-type: none">1. Feasibility study – draft complete2. Draft plan for implementation (land availability, financing, etc.)	Ad Hoc Committee for consideration of boat yard at Harbor Advisory Board Ron Reisner* Harbor Advisory Board at large Jeremiah O’Brien and others of MBCFO Eric Endersby	2015

Stay connected

See www.Morro-Bay.ca.us/LEAP for additional information.



For email notices: LEAP@donmaruska.com.

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