

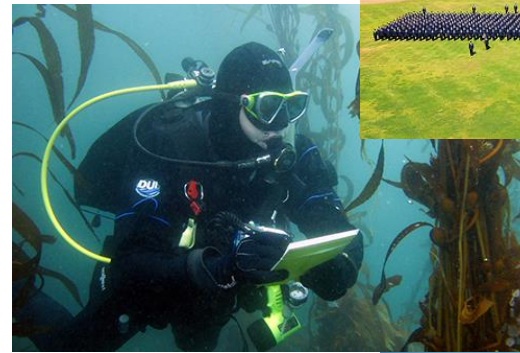
1st 100-day Economic Development Plan

Josh Metz

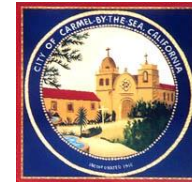
*Economic Development
Coordinator*

- Build on **Regional Economic Strengths**
- Hold **Stakeholder Meetings**
- Attend **Conferences**
- Support **Regional Initiatives**
- Develop **Success Metrics**
- Launch ED Focused **Social Media/Website**
 - *@OrdForward*
- Draft **Strategic ED Action Plan**
 - *Quarterly Updates*
 - *October meeting*
- Transition **RUDG/Trails Planning**

Regional Economic Engines

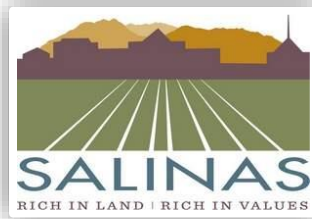


Collaboration

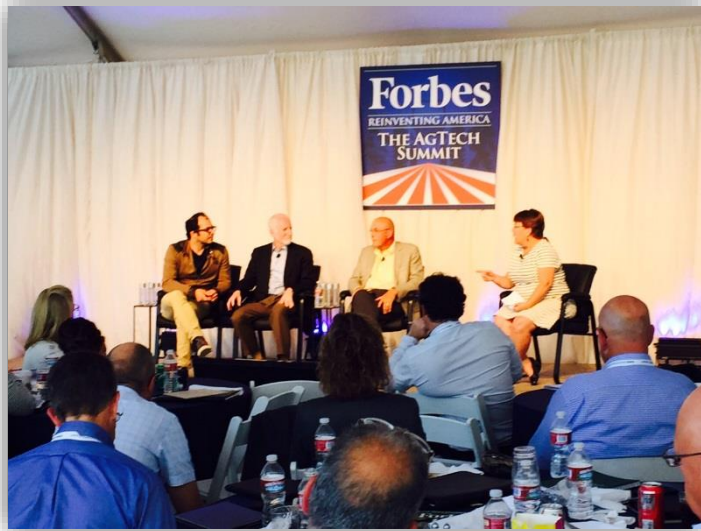


*Not an exhaustive list

Meetings to date



Conferences



- *FORA Presence*
- *Opportunity identification*
- *Networking*



Regional Initiatives



Focus Workshops

- **Quarterly**
 - 1/2-day
 - Action Plan Oriented
- **Industry Sector focus**
 - Overview – BMP
 - What We Have
 - What We Need
- **Build on Economic Strengths**
 - Education, Agtech, Language, Tourism/ Hospitality, Ecotourism, Health & Wellness, Marine Tech, Homeland Security



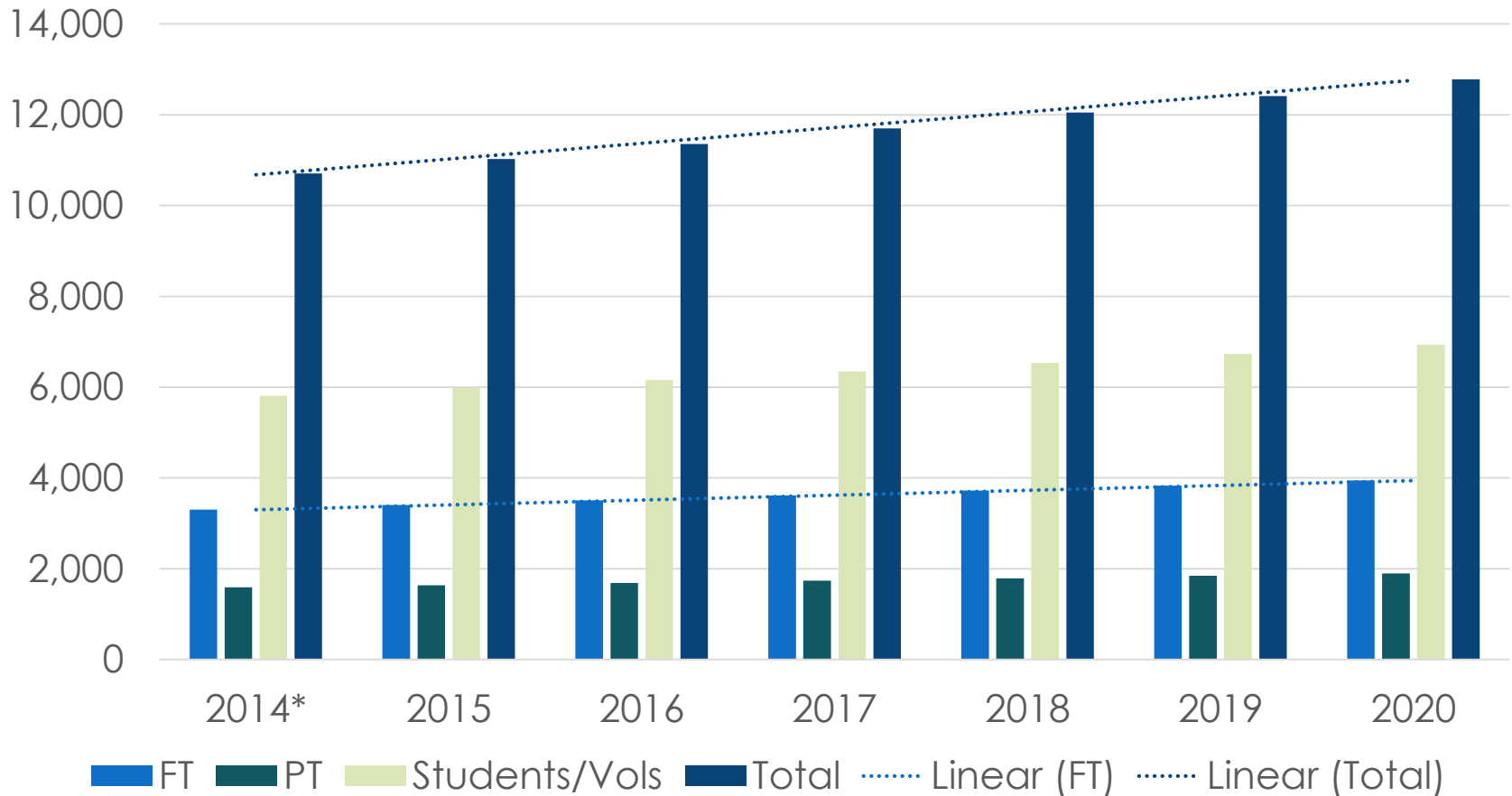
Success Metrics



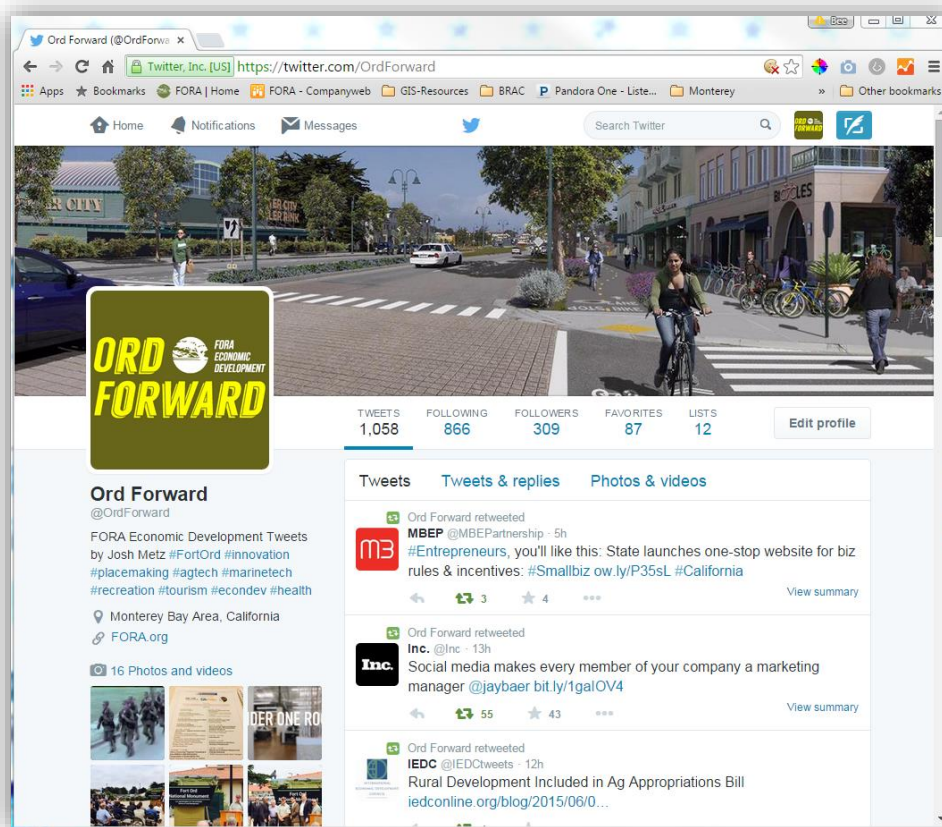
- *Job Creation/Retention*
- *Business Creation/Retention*
- *Investment Volume*
- *Partnerships*
- *Project Metrics*
- *Web/Social Media Analytics*

Jobs Survey

Potential former Fort Ord Jobs 2014-2020 at 3% gr

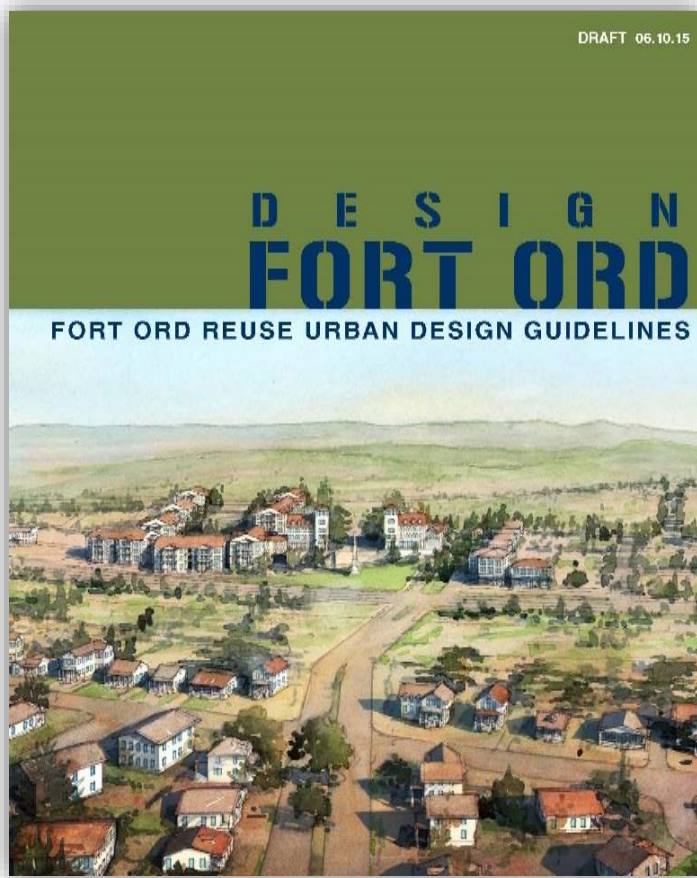


*Baseline from **2014 FORA Annual Report**



- *Web / social media*
- *Curated economic development content*
- *Connecting people, ideas, and information*

Transitions



Board Reports



- *Quarterly Updates*
- *Ongoing collaboration with jurisdiction staff & other partners*
- Ideas, communications, action
- Tweets **@OrdForward**
- Web **OrdForward.com** (*coming soon*)