

Fort Ord Reuse: Economic Recovery Status

January 13, 2017

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Economic Development Manager



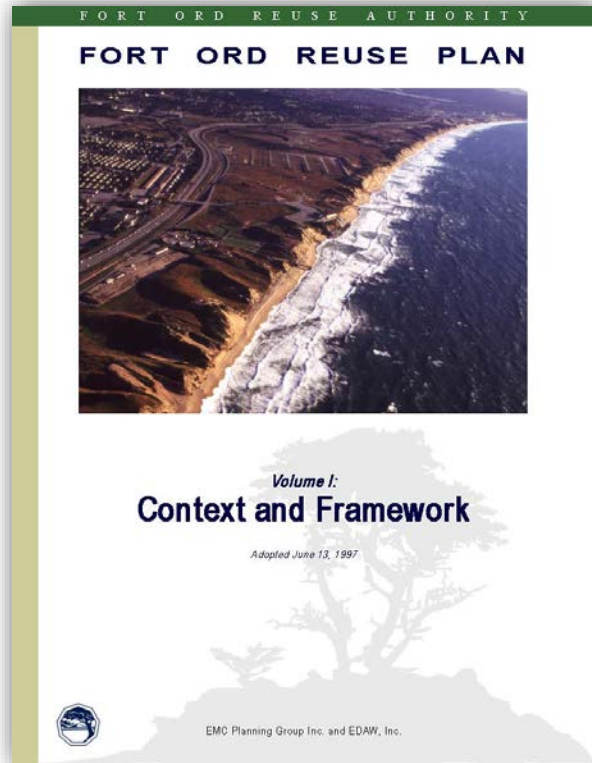
- History
- Goals
- Strategies
- Progress
- Moving Forward

1994 FORA Act



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

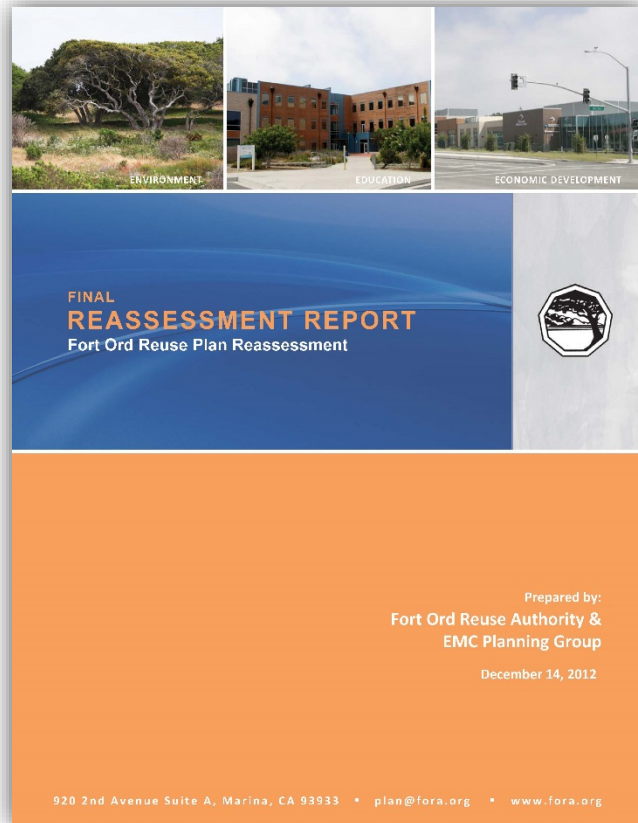
1997 BRP ED Goals



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

***Economic Development,
Environment & Education***

2012 Reassessment



**Job creation through
economic recovery from
Fort Ord closure **yet-to-be
completed****

Board Action



- Reviewed & deliberated strategies – *Beginning Jan 2015*
- Adopted multi-component program
- Supporting regional partnerships
- Funding new Economic Development staff – *June 2015*



***“Teamwork Makes
the Dream Work”***

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

Economic Development

University Liaison

Business
Retention/Attraction

Real Estate
Development

Workforce
Development

Housing

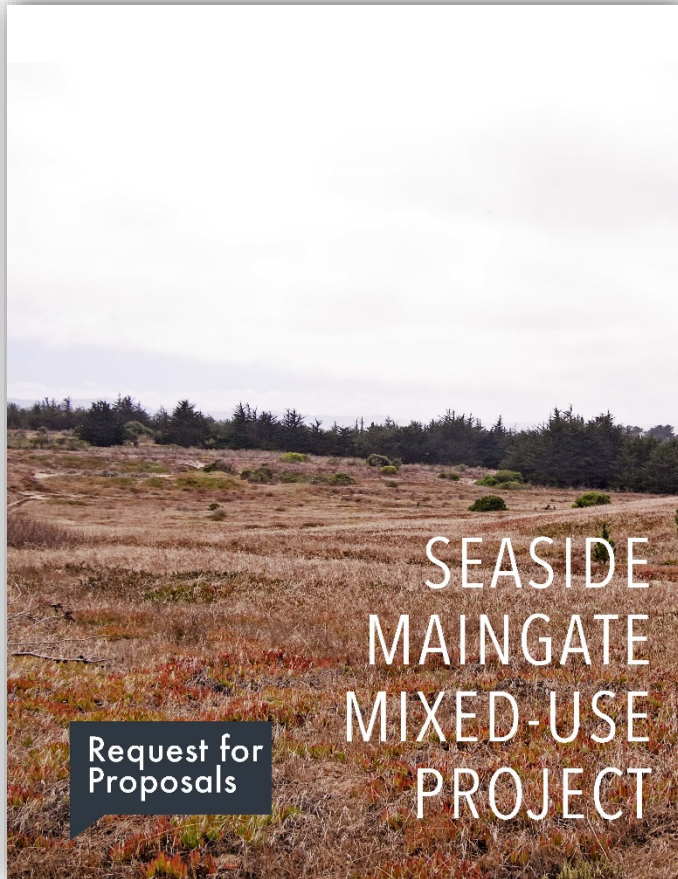


Strategies

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



Main Gate RFP

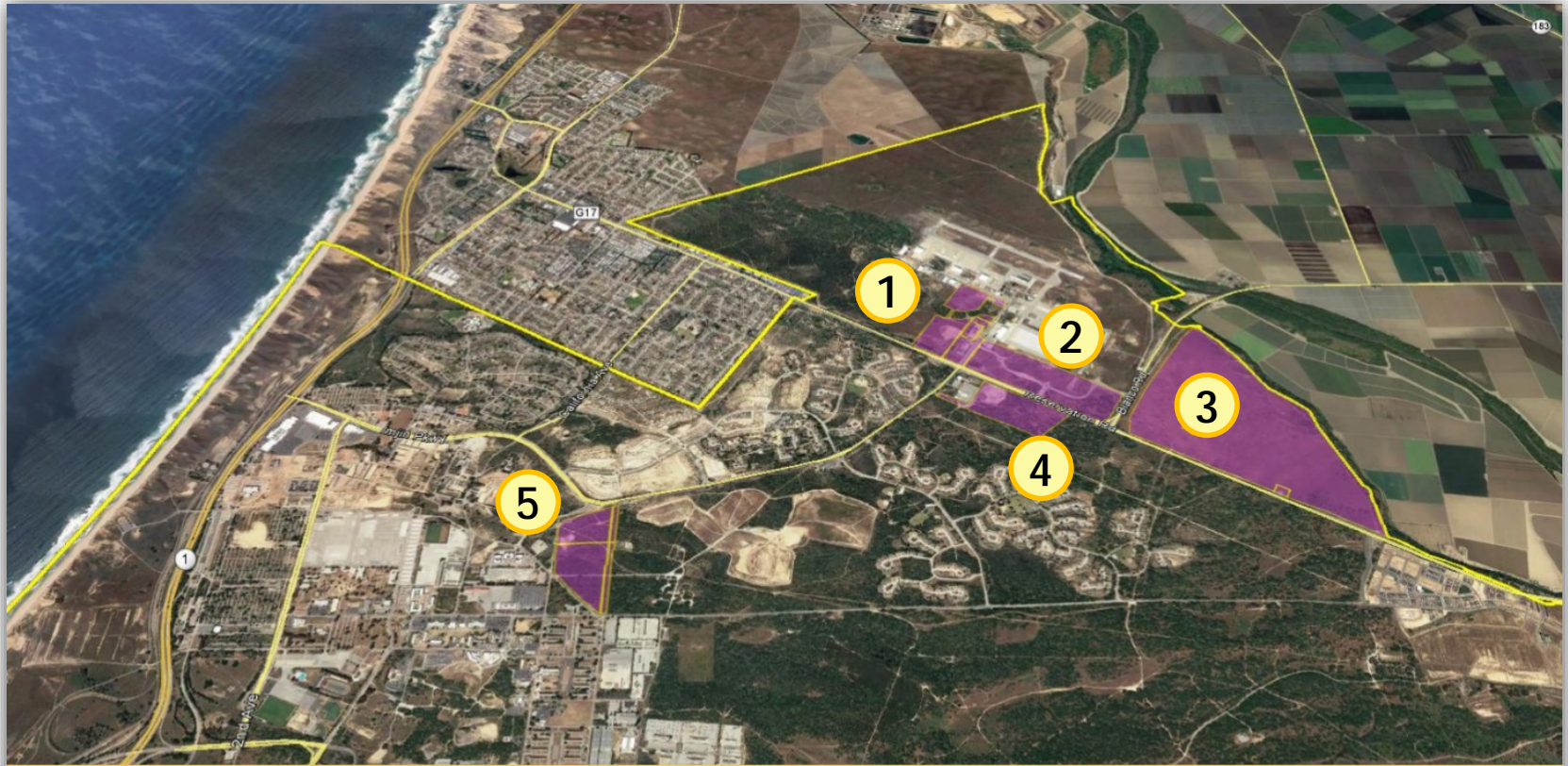


Submittals Currently Under Review

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 27-29

Attend Startup
Challenge
Introduction Workshop

LEARN MORE



8

Years Running



370

Companies



\$350K

Awarded



\$3M

Raised

Sustainable Hospitality



Save the Date

Thursday, February 23, 2017

CALIFORNIA STATE UNIVERSITY, MONTEREY BAY
THE SUSTAINABLE HOSPITALITY-MANAGEMENT PROGRAM
COLLEGE OF BUSINESS

PRESENTS

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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



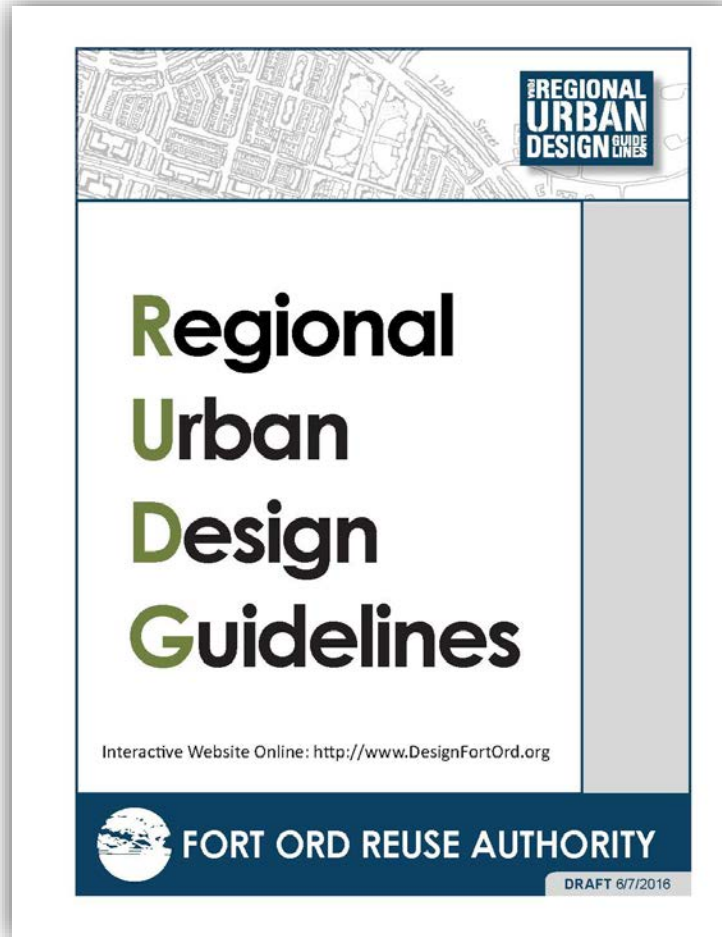
- **Key findings:**

- 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***

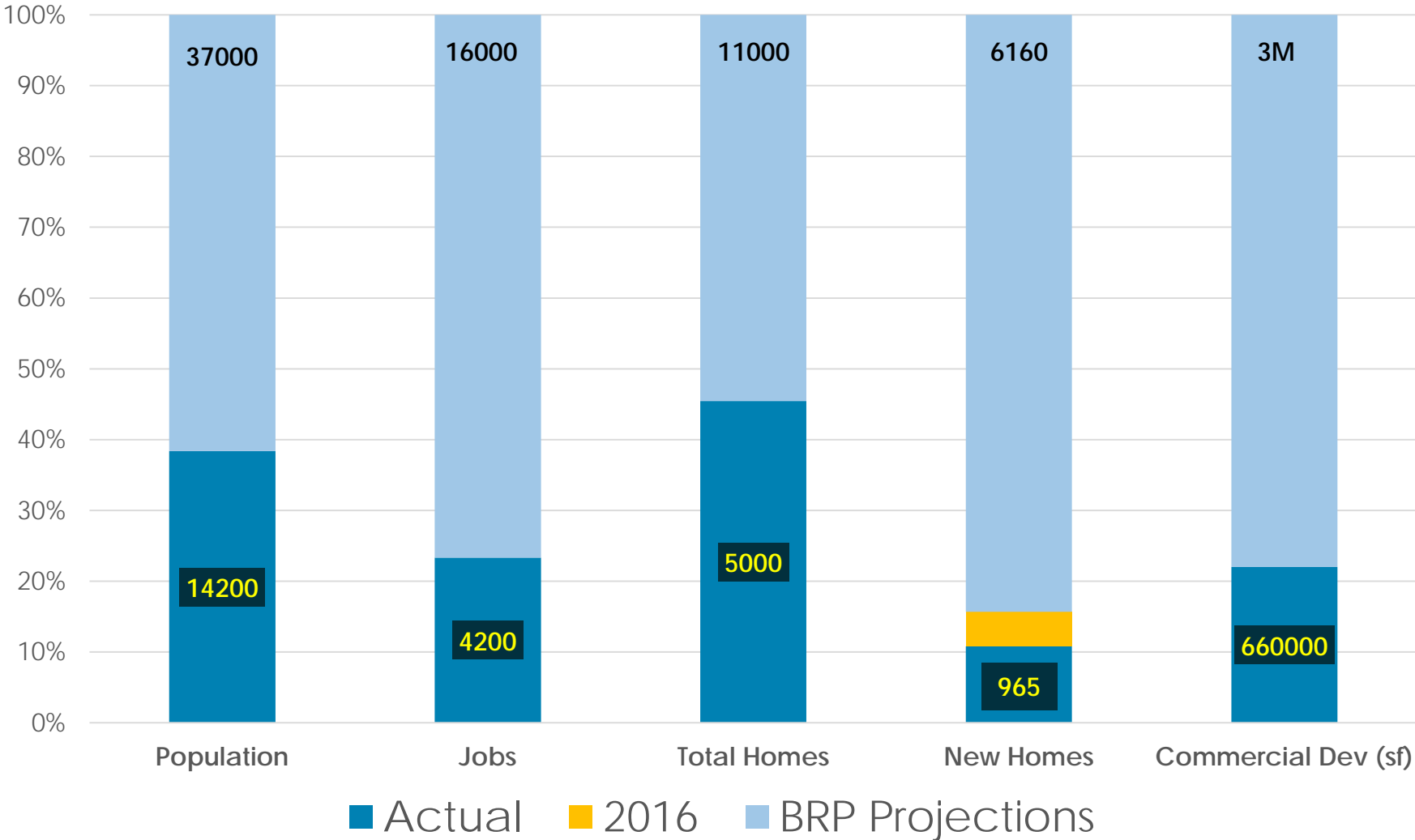
Moving (Ord) Forward

Projects	Retention/ Attraction	Workforce	Housing	Liaison	Real Estate Dev
Jurisdiction Support	●	●	●	●	●
UCMBEST Futures	●	●	●	●	●
Startup Challenge	●	●		●	●
CSUMB Sustainable Hospitality Conf	●	●		●	●
MBEP Workforce Development	●	●		●	●
Coworking Study	●	●		●	●
FORA Jobs Survey	●	●		●	●
Web/Data Resources	●	●	●	●	●
Marketing	●	●	●	●	●



- FORA Task Force
 - 2+ year process
 - Citizens, jurisdictions, educational institutions, agencies
- Board adopted new Regional Urban Design Guidelines, June 10, 2016

Reuse Progress



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?



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