



AGENDA NO: I

MEETING DATE: May 8, 2018

**THE FOLLOWING PUBLIC CORRESPONDENCE
WAS RECEIVED BY THE CITY COUNCIL
FOLLOWING POSTING OF THE AGENDA**

Dear Mayor and Council,

Speaking as a property owner and business owner, I want to urge the Council to support the Morro Bay Chamber of Commerce project to improve the business climate in town.

As you are aware, I have invested heavily in the downtown area of Morro Bay. I see the potential to develop this downtown area and the others (Embarcadero, Quintana and North Morro Bay) into a more dynamic area for the residents and more welcoming city for visitors.

As is no secret, the city needs this to happen to strengthen the financial condition of the city and the livability for its current and prospective residents. Business people like myself need to be willing to invest in the city in many ways (e.g affordable housing, local serving businesses, visitor serving businesses). Once the city reaches the point where people are able to live and thrive in Morro Bay, it attracts others to visit and enjoy that good feeling and the natural beauty of this location.

The business climate in Morro Bay has significant room for improvement. The city has spent substantial dollars on various consultants. This is the time for us to move forward with the implementation of these Consultant recommendations. Otherwise they will sit on the shelf and a future council will come in and fund a new study.....

I have put my money and my time into this effort and I believe the Council's nominal funding of this project is necessary to get the ball off the ground. The Chamber is the correct organization to facilitate this on-going long term effort.

Thank you,
Ken MacMillan

Dana Swanson

From: Erica Crawford <erica@morrochamber.org>
Sent: Monday, May 07, 2018 3:45 PM
To: Council; Cyndee Edwards-The Skin Stop; Sandi Twist; Shannon Rose; Ritchie Wimmer; Ken MacMillan; Dana Swanson; Board Chamber
Subject: EDSP Implementation - Budget Workshop
Attachments: 4mb_Full.pdf

Hello Honorable Mayor and City Council,

I'm writing to share with you the progress our Chamber has made toward EDSP implementation.

We have provided an executive summary and action schedule at the beginning of this attached document, then the full **draft** MOU and calendar follows.

Thank you for your consideration and we look forward to tomorrow's budget workshop.

Dana - please include this as part of agenda correspondence.

Respectfully,
Erica Crawford

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Erica D. Crawford
President/CEO
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m: 917.378.2454





**BUSINESS ASSISTANCE AND OUTREACH
A PROJECT OF THE MORROBAY CHAMBER OF COMMERCE**

EXECUTIVE SUMMARY

WHO IS WORKING TOGETHER?

The Morro Bay Chamber of Commerce staff and volunteers, City of Morro Bay staff and elected officials, SLO County Business Assistance agencies, and Morro Bay businesses.

WHERE IS THIS HAPPENING?

In each of Morro Bay's four economic centers: North Morro Bay, Embarcadero, Downtown, Quintana

WHAT FOR?

The Chamber wants to use the City Council funded and adopted Economic Development Strategic Plan as the tool it was intended to be. The actions of 4MB Business Assistance and Outreach will address the priority project of branding and gateway/wayfinding signage by accomplishing the following:

- Organizing business leaders in each center
- Branding each economic center
- Pointing traffic to and between economic centers
- Identifying business opportunities
- Preparing businesses for expansion
- Encouraging businesses to share their needs
- Speaking up for business
- Communicating impediments to success
- Acting to resolve reported issues
- Improving Morro Bay's brand as a business friendly city

WHEN WILL THIS TAKE PLACE?

July 2018-June 2019

WHY IS THIS IMPORTANT?

Economic growth must happen to help with the city's financial gap in providing essential city services. A Morro Bay economy that is diverse, resilient, and full of opportunity is vital for the city to achieve its number one essential goal; economic and fiscal sustainability.

HOW WILL THIS BE DONE?

Action and project ownership. Business Walks, Focus Groups, Commercial Property Owner Receptions, Economic Center Forums, Business Resource Fairs, demand-driven workshops, and City Council reports.

CONTACT

INFO@MORROCHAMBER.ORG
805.772.4467
695 HARBOR ST. MORROBAY, CA



This **PLAN OF ACTION** ensures contact with every business and commercial property owner in Morro Bay over the course of one year either personally, in group forums, or with a leave-behind containing contact information.

NORTH MORROBAY

BUSINESS WALKS: JUL. 5, 2018; NOV. 7, 2018; AND MAR. 6, 2019

FOCUS GROUPS: JUL. 11; NOV. 14; AND MAR. 3, 2019

COMMERCIAL PROPERTY RECEPTION: AUG. 21, 2018

ECONOMIC CENTER FORUM: SEP. 20, 2018

EMBARCADERO

BUSINESS WALKS: AUG. 1, 2018; DEC. 5, 2018; AND APR. 3, 2019

FOCUS GROUPS: AUG. 11; DEC. 12; AND MAR. 10, 2019

COMMERCIAL PROPERTY RECEPTION: NOV. 20, 2018

ECONOMIC CENTER FORUM: DEC. 20, 2018

DOWNTOWN

BUSINESS WALKS: SEP. 5, 2018; JAN. 2, 2019; AND MAY 1, 2019

FOCUS GROUPS: SEP. 12, 2018; JAN. 9, 2018; AND MAY 8, 2019

COMMERCIAL PROPERTY RECEPTION: FEB. 19, 2019

ECONOMIC CENTER FORUM: MAR. 21, 2019

QUINTANA

BUSINESS WALKS: OCT. 3, 2018; FEB. 6, 2019; AND JUN. 5, 2019

FOCUS GROUPS: OCT. 10, 2018; FEB. 13, 2019; AND JUN. 12, 2019

COMMERCIAL PROPERTY RECEPTION: MAY 21, 2018

ECONOMIC CENTER FORUM: JUN. 20, 2018

ALL DISTRICTS

BUSINESS RESOURCE FAIRS: SEP. 9, 2018 AND MAR. 29, 2019

WORKSHOP TRAINING: JUL. 25, 2018; AUG. 22, 2018; SEP. 26, 2018; OCT. 24, 2018; NOV. 28, 2018;

JAN. 23, 2019; FEB. 27, 2019; MAR. 27, 2019; APR. 24, 2019; MAY 22, 2019; JUN. 26, 2018

SCHEDULE

4MB

MORRO BAY ECONOMIC DEVELOPMENT ROADMAP

EXECUTIVE SUMMARY



What is an Economic Development Roadmap?

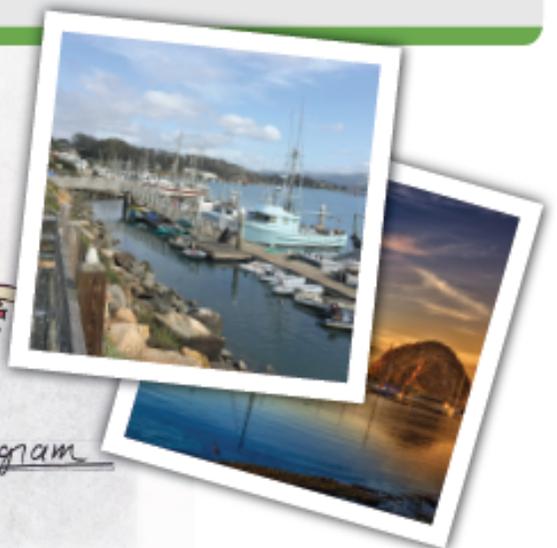
Morro Bay's Economic Development Roadmap, along with other planning currently occurring in the city – General Plan and Local Coastal Plan Update, Downtown Waterfront Strategic Plan and Tourism – is intended to provide a guide for action, both public and private, for identifying economic opportunities and revitalizing economic growth.

Why do we need Economic Development?

The City of Morro Bay experienced a significant economic loss with the closure of the Morro Bay Power Plant in 2014. It is estimated the plant had an annual \$18-\$20 million total economic impact to the region, which also generated \$3-\$4 million annual household spending into the local economy. There was a direct financial loss to the city of \$750,000 annual payment to the General Fund and Harbor Fund.

Cities throughout California are also struggling to close annual revenue gaps without sacrificing the level of essential services residents desire. Morro Bay's gap could be as high as \$4 million over the next few years.

Economic development alone cannot close this financial gap. But a forward-thinking strategic approach, led by public-private champions, to create economic activity will incrementally increase economic growth.





Memorandum of Understanding
Public-Private Economic Development Partnership
DRAFT May 2018

Purpose. This document outlines private sector delivery of a Business Outreach and Assistance Program to the City of Morro Bay. This program is intended to retain and expand existing business and to recruit new industry and

development to the City. In the immediate term, this program will deliver consensus-derived branding in each of Morro Bay's four economic centers and wayfinding (directional) signage content and placement to navigate between them.

The Business Outreach and Assistance Program to be delivered by the Morro Bay Chamber of Commerce and the 4MB team will provide demand-driven workforce development and job placement, self-employment trainings, business resource fairs, one-to-one and group business mentorship, and frequent scheduled interaction between business persons, commercial property owners, and city staff. The overall goal of the program is to increase private sector investment, grow and retain jobs, and improve communication between the City of Morro Bay and the business community.

This MOU is necessary to:

- Articulate that the Morro Bay Chamber of Commerce is willing to work with the City of Morro Bay to implement recommendations set forth in the council-adopted Economic Development Strategic Plan.
- Clearly define the deliverables and metrics of the Program.

This MOU sets forth the following agreements:

- Morro Bay Chamber of Commerce will begin plan implementation no later than 30 days after adoption of this MOU.
- City of Morro Bay will name a city ombudsman/project lead.
- City of Morro Bay will designate one City Councilperson as champion for each of the four economic centers of Morro Bay.
- City of Morro Bay will commit to fund allocation of \$30,000 for Chamber/4MB to deliver this new program to all Morro Bay businesses.
- Morro Bay Chamber of Commerce will be the fiduciary agent for 4MB and ensure that funds are expended only on deliverables.

- 4MB partners/advisors are: City of Morro Bay, Morro Bay Chamber of Commerce, MCSC, Eckerd Connects, SCORE, Cal Poly Hothouse/CIE, EVC, Cuesta Workforce Economic Development, Cal Poly Career Services, and Morro Bay High School.
- Progress will be reported out monthly to City Council and semi-annual written reports will be delivered to City of Morro Bay.

Parties. The participants working directly with the City of Morro Bay staff and elected officials are the Morro Bay Chamber of Commerce, Mission Community Services Corporation, Eckerd Connects, SCORE, Cal Poly Hothouse, Economic Vitality Corporation (EVC), Cuesta College Workforce Economic Development, Cal Poly Career Services, and Morro Bay High School.

Above participants are entering into this Memorandum of Understanding on delivery of services, goals and budget allocation to support outreach and assistance services deployed throughout the City of Morro Bay.

Scope of Work.

1. Business Outreach

*see attached calendar

The overall goal of business outreach is to make contact with every business and commercial property owner in Morro Bay over the course of one year either personally, in group forums, or with a leave-behind containing contact information. 4MB will complete three business walks, three focus groups, one commercial property owner reception, and one economic center forum in each of North Morro Bay, Embarcadero, Downtown, and Quintana over twelve months. Direct outreach to commercial property owners by Chamber CEO, City ombudsman, and select 4MB team members will derive from a comprehensive list of property owners and permitted zoning by parcel. 4MB triage services will be employed to business owner/operators experiencing immediate hardship due to staffing deficits, lease termination, or sudden financial strain. All 4MB partners will engage business owners with their programs and services at a business resource fair in October and March. Finally, 4MB will conduct a resident-focused survey to gauge business demand in each district to inform private sector investment.

Metrics to be reported monthly to City Council will include:

- Number of businesses and commercial property owners contacted in walks, focus groups, receptions, and forums
- Number of walk volunteers
- Actionable items and response
- Real-time reporting on branding, gateway and wayfinding
- Leads on development projects

2. Business Assistance

4MB employs a team approach to maximize positive impact on local businesses. The Morro Bay Chamber of Commerce and its partners will share their resources and data with one another and the City to deliver direct business services. 4MB will deliver:

1. One multi-week business training course per quarter.
2. One business resource fair per four months.
3. Clear pathways for job seekers to connect with employers.
4. Funding for employers to upskill existing workers.
5. Free access to a broad range of business mentors for one-to-one and group consulting.

Metrics to be reported to City Council will include:

- Attendees per workshop, training, and resource fair.
- New client acquisition for one-to-one and group business consultancy, number of mentoring sessions per client, number of new or updated business or marketing plans completed.
- Survey findings on relevance/utilization/satisfaction of services rendered to workshop and training attendees and mentoring clients.
- Number of job seekers matched to employers.
- Number of workers upskilled to higher wage jobs.
- Quantity and type of services provided to employers, number of hirings, employer/worker retention.

Definitions.

Business Walks -

Held monthly. Purpose is to engage business operators in their establishments and ask about business conditions. Non-sales and non-regulatory walks. Conducted rain or shine by Chamber volunteers, City staff and representatives, and 4MB partners when available. Postcard invitations to the following week's focus group will be left at each business during the walk.

Focus Groups -

Held monthly. Purpose is to define district branding, discuss storefront and streetscape improvements, gateway improvements, development opportunities, and points of interest for wayfinding signage. Facilitated by the Chamber of Commerce. Attended by businesses in the economic center's working group, City ombudsman, City public safety staff, and City Council representative.

Commercial Property Owner Receptions -

Held quarterly. Purpose is to introduce redevelopment opportunities in the district. Facilitated by Chamber of Commerce, City ombudsman and City Community Development Department. Attended by commercial property owners from the economic center, City ombudsman, and City Council representative.

Economic Center Forums -

Held quarterly. Purpose is to report out progress made on action items from district Focus Group discussions and Commercial Property Owner Receptions. Facilitated by Chamber of Commerce and City Community Development Department. Attended by district business and commercial property owners, City ombudsman, City Council representatives and 4MB team members.

Business Resource Fairs -

Held semi-annually. One in October, one in March. Purpose is to provide education on and access to 4MB team partners' programs and services under one roof.

Term.

This MOU is in effect for the duration of the contract with the City of Morro Bay.

Termination.

Any participating organization may terminate their participation in this MOU, without cause, by giving thirty day (30) written notice to the remaining participants. After a termination is finalized, any remaining funds will be distributed equally among the remaining team participants.

Modification.

Any participating organization may request modifications or additions to this MOU. Any changes to this MOU will require the approval of all participating organization's approval before enactment.



4MB

BUSINESS DISTRICT ASSISTANCE AND OUTREACH

2018

2019

JULY

S	M	T	W	T	F	S
1	2	3	4	5	6	7
8	9	10	11	12	13	14
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22	23	24	25	26	27	28
29	30	31				

AUGUST

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JANUARY

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13	14	15	16	17	18	19
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FEBRUARY

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24	25	26	27	28		

BUSINESS WALK

FOCUS GROUP

4MB TEAM MEETING

WORKSHOP TRAINING

ECONOMIC CENTER FORUM

CITY COUNCIL REPORTS

COMMERCIAL PROPERTY OWNER RECEPTION

BUSINESS RESOURCE FAIR

SEPTEMBER

1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	27	28	29	30

OCTOBER

1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	27	28	29	30	31

MARCH

1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	27	28	29	30	31

APRIL

1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	27	28	29	30



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DECEMBER

MAY

1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	27	28	29	30	31

JUNE

1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	27	28	29	30

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