

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



Council Update
February 24, 2015

compiled by Don Maruska & Company, Inc.

Strengthening the community



Process for Morro Bay Local Economic Action Plan (LEAP)



Objectives for tonight's presentation

- Update on the LEAP process
- Describe current efforts by Action Teams
 - Refine Action Plans
 - Develop requests for support from City
- Identify Action Teams and current members
- Encourage continued community involvement
- Prepare for March 24 Council review and endorsement of LEAP Plan and response to requests for support

Refining Action Plans

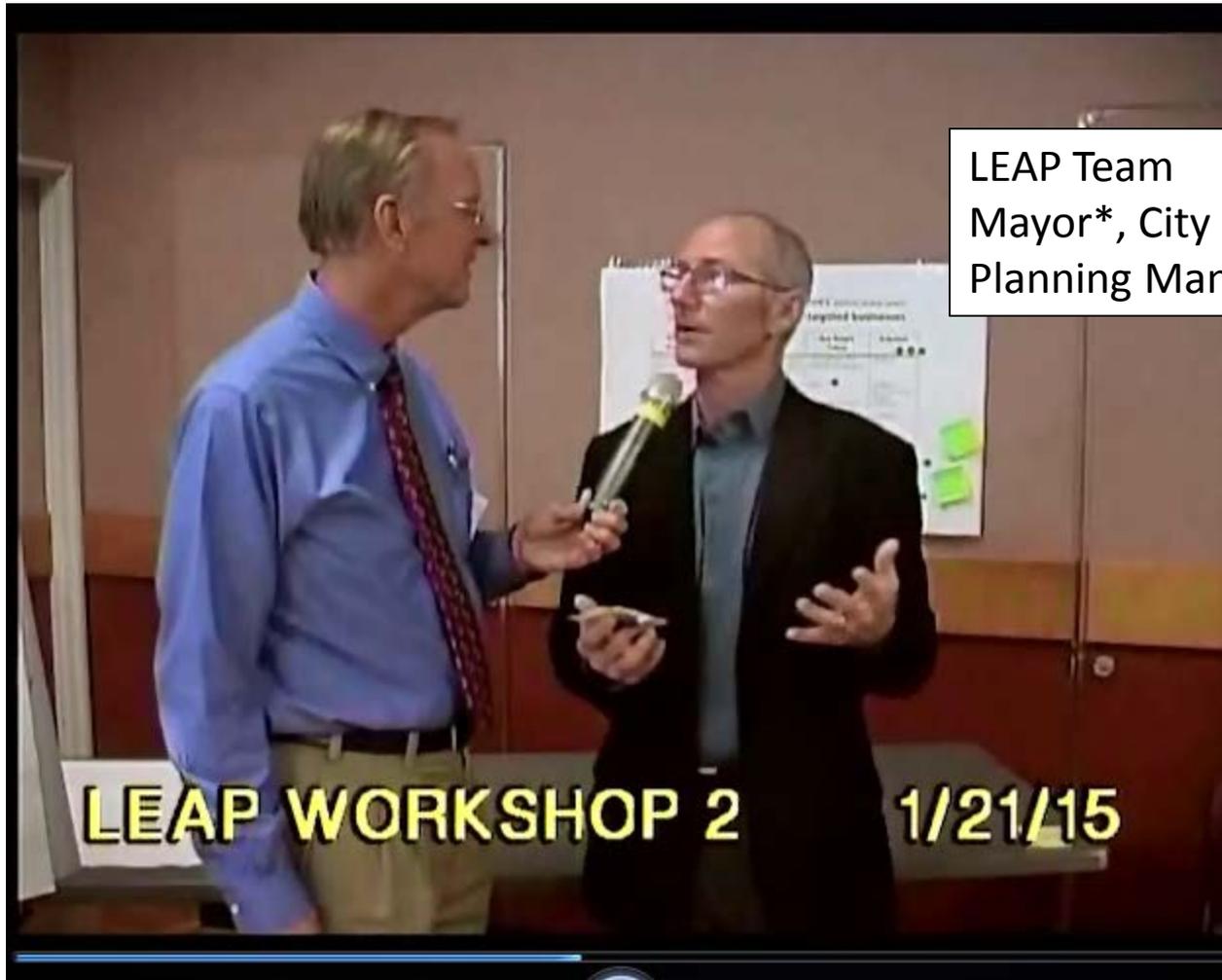
Example

LEAP Program Initiatives [2015-01-20 draft update]

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 <u>tbd</u>; improvements completed and enhanced business activity, target: <u>tbd</u>)</p>	<ol style="list-style-type: none"> 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] Explore ways to link Embarcadero and Morro Bay Boulevard 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"> clean up, lighting, maintenance refresh striping for parking add public parking (Main/Market on MB Blvd. improved signage banner program basic maintenance, trash etc. public art; refreshing Longer-term planning and action <ol style="list-style-type: none"> downtown retail and restaurant business dist. consider Property Business Improvement <u>Dist</u> 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>

Expedite processing for targeted businesses – *LEAP Team*



LEAP Team
Mayor*, City Manager,
Planning Manager

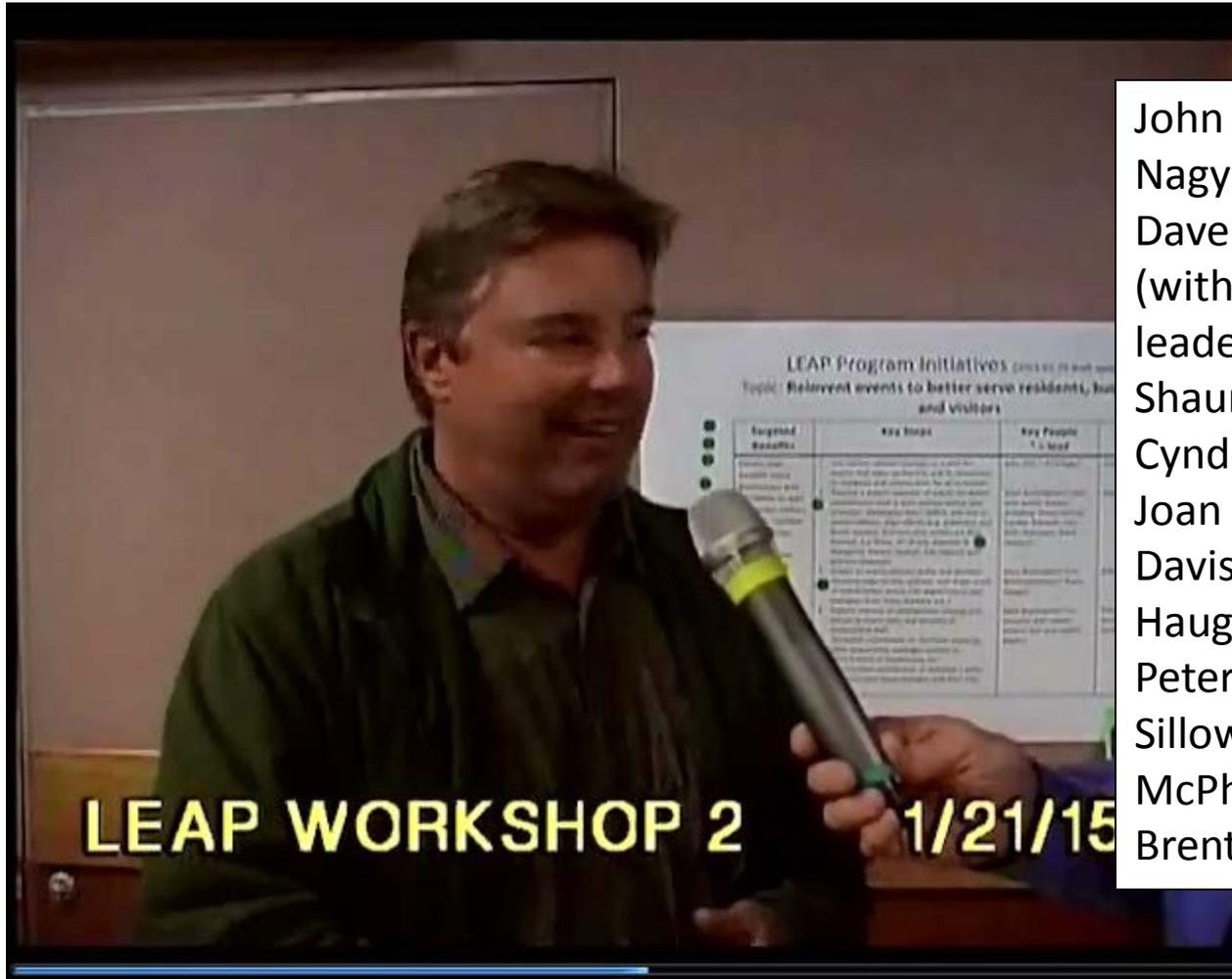
LEAP WORKSHOP 2 1/21/15

Revitalize business districts



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

Reinvent events



John Solu,* Paul Nagy*
Dave Buckingham*
(with core events leaders, including Shaun Farmer, Cyndee Edwards, Joan Solu, Red Davis, Brent Haugen), Janice Peters, Glenn Silloway, Marlys McPherson)
Brent Haugen

Promote environmental assets – awareness, recreation, gateway, marine center



John Headding*
Ginny Garelick,
Lynda Merrill,
Rigmor Samuelson,
Noah Smukler,
Walter Heath,
Kathy Thomas
Joe Woods, Paul
Boisclair, Maggie
June, BJ Osborne,
Jeannie Palermo,
Dick Reynolds

Explore potential of a green belt



Noah Smukler*
BJ Osborne

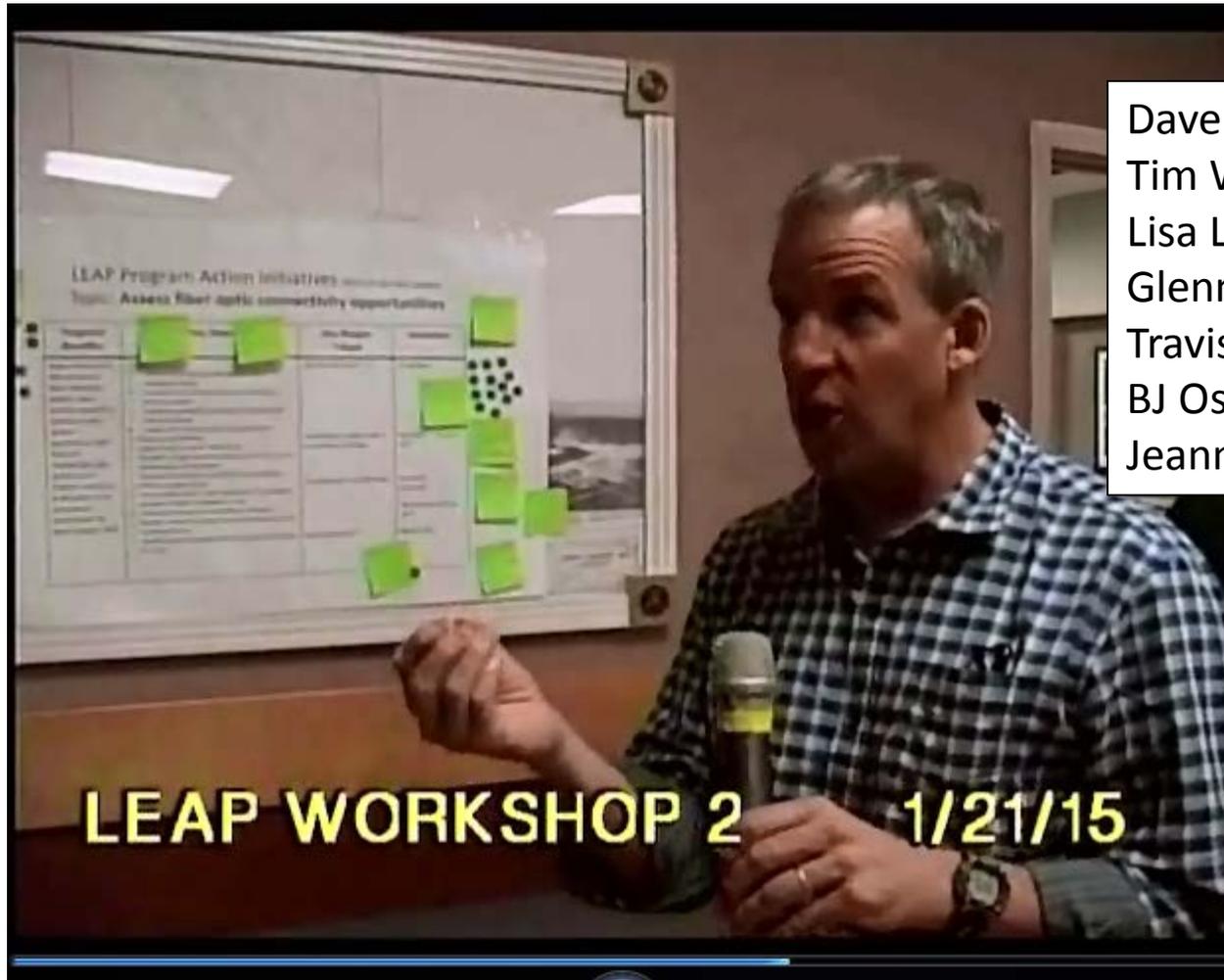
Install a pilot parklet



Scot Graham*
Dave Buckingham
Rigmor Samuelson
Jamie Irons
BJ Osborne
Travis Ford

LEAP WORKSHOP 2 **1/21/15**

Assess fiber optic connectivity



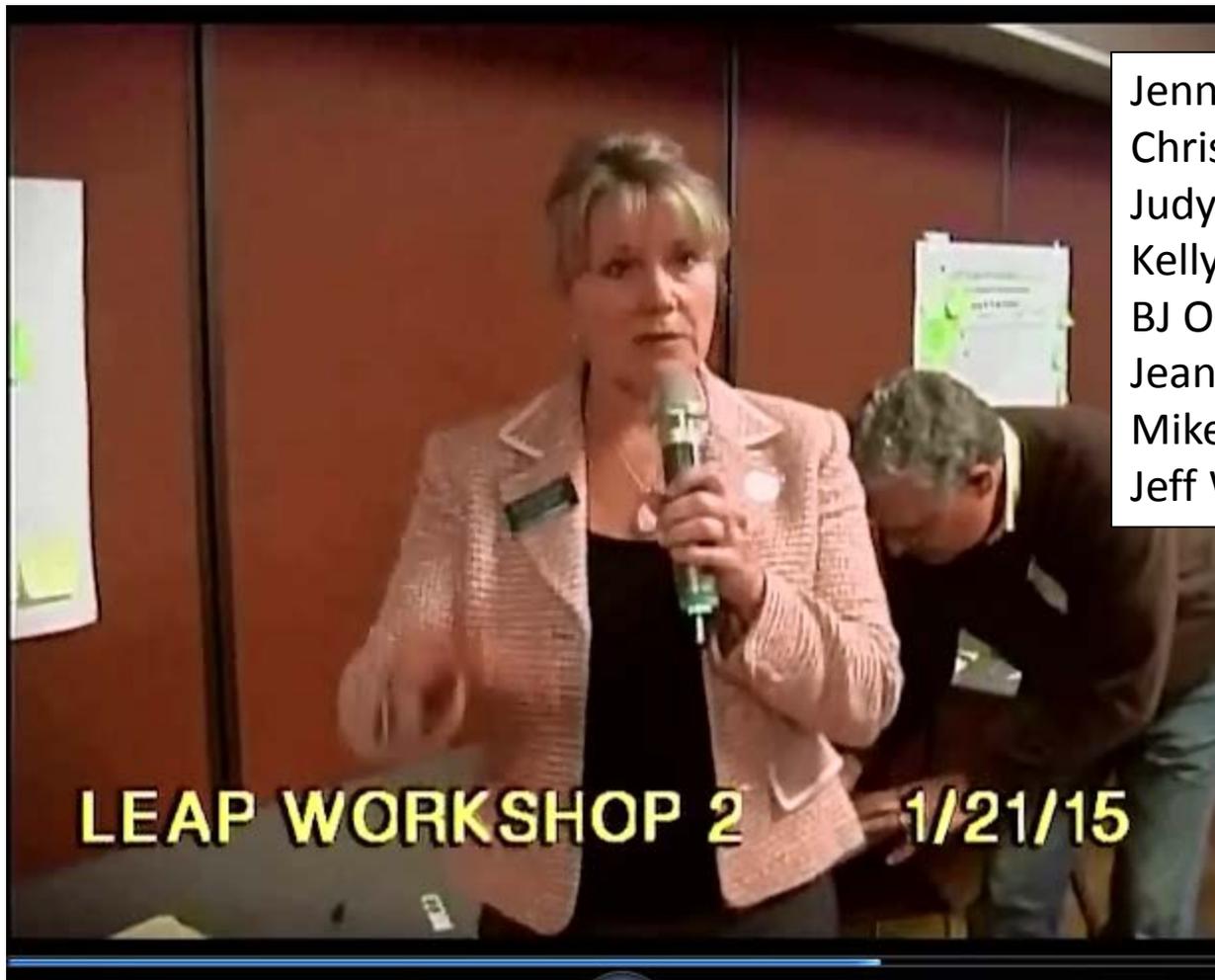
Dave Buckingham*
Tim Williams
Lisa Ludovici
Glenn Silloway
Travis Ford
BJ Osborne
Jeannie Palermo

Create inventory of commercial properties



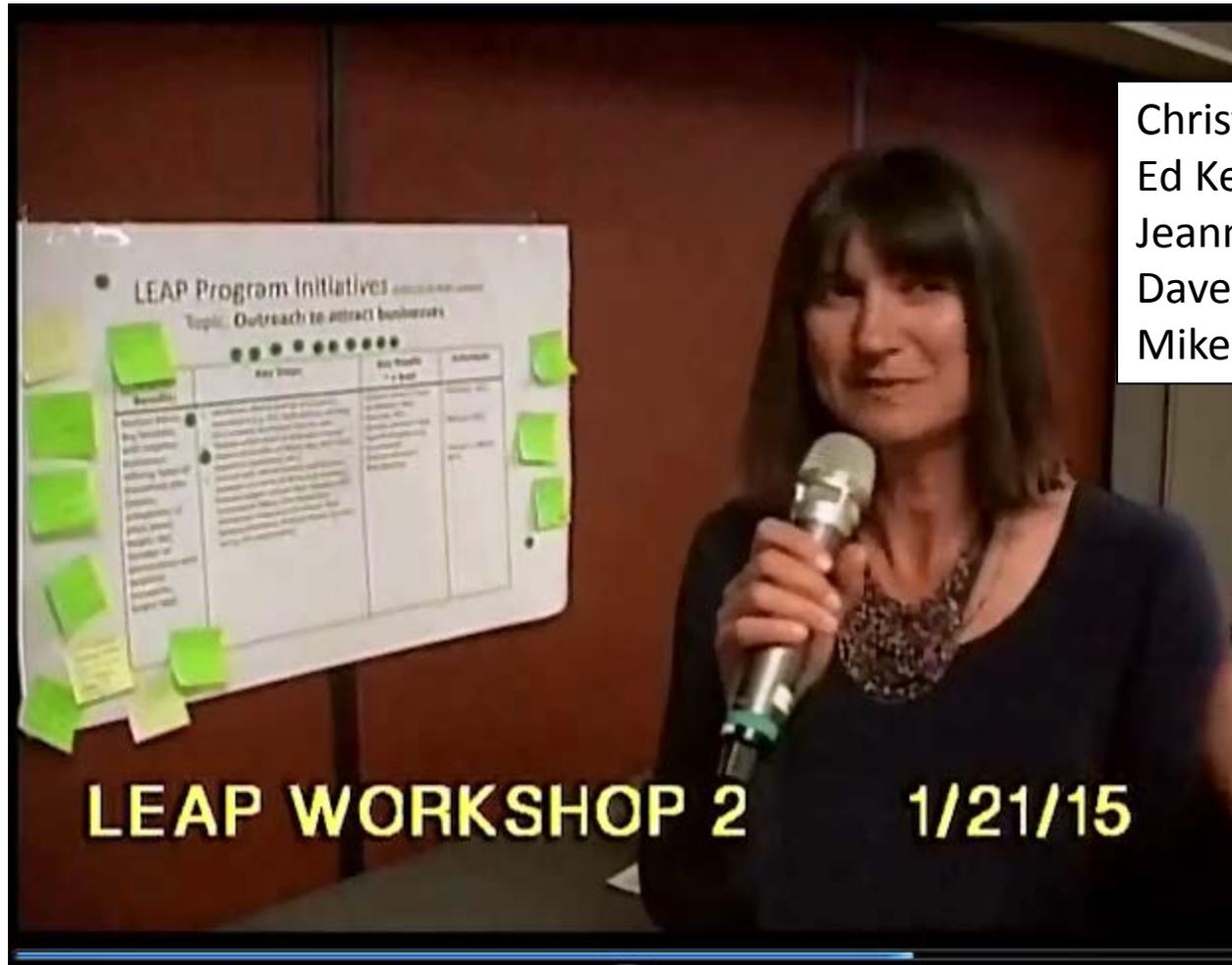
Monica King*
Kelly Wells
Rigmor Samuelson
Jamie Irons
Jeannie Palermo
Eric Endersby
Janne Reddell
Jack Franklin

Reassess business incubator and enhance local business building



Jennifer Redman*
Christine Johnson
Judy Mahan
Kelly Wells
BJ Osborne
Jeannie Palermo
Mike Manchak
Jeff Weir

Outreach to attract businesses



Christine Johnson*
Ed Kelly
Jeannie Palermo
Dave Buckingham
Mike Manchak

LEAP Program Initiatives — [new ideas offered 2015-01-21]

Topic: support for commercial and recreational marine interests

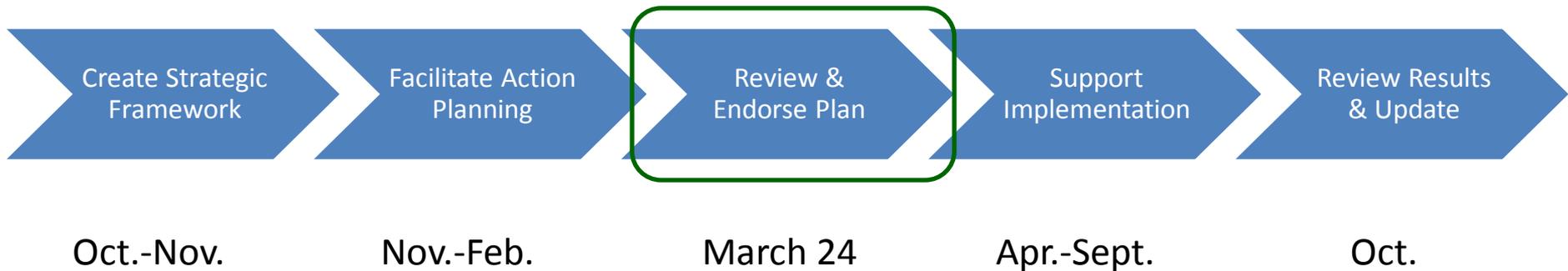
Targeted Benefits	Key Steps	Key People * = lead	Schedule
Boat yard, boat storage, fuel dock, chandlery	Feasibility analysis is underway with City and representatives of commercial fishing and recreational boating interests.	Jeremiah O'Brien	

LEAP Program Initiatives – [new ideas offered 2015-01-21]

Topic: Morro Bay Tourism Trolley pilot program

Targeted Benefits	Key Steps	Key People * = lead	Schedule
Acquaint visitors and locals with the activities and opportunities in the area to encourage understanding and extended stays	Proposal submitted to City for a pilot program in the summer 2015 season	Judy Salamacha*	

Process for Morro Bay Local Economic Action Plan (LEAP)



Next Steps

- Action Teams refine plans, take actions, and formulate requests for collaborations with City and others. Final drafts due March 6.
- LEAP Plan goes to Council on March 24 for review and endorsement and response to requests from Action Teams.
- City considers requests in current work programs and in budget process.
- Action Teams continue to implement their initiatives.

Get involved, stay connected

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



For email notices: LEAP@donmaruska.com.

Learn more about the Action Teams' plans

WORKSHOPS

Workshop #2

January 21, 2015, 6:00-8:30 p.m., Vet's Hall

Workshop to share plans and solicit additional input. Business and community leaders of initiatives share initial plans at a business and community workshop where attendees can learn about the preliminary ideas, offer comments and suggestions, and provide ideas for further initiatives.

Action Team informal planning sessions (now through Mid-January)

Interested business and community members are meeting informally to develop action initiatives where ideas appear promising and there are people committed to pursue them. Current concepts suggested by attendees at Workshop #1 on November 19, 2014 include:

- Expedite processing for targeted businesses
- Assess fiber optic connectivity opportunities
- Revitalize and link business districts to boost activity
- Reinvent events to better serve residents, businesses, and visitors
- Promote environmental assets of the area for residents and visitors to enjoy and to expand business
- Create inventory of commercial properties and their features to expand and attract targeted business
- Install a pilot parklet in business district to offer community spaces for residents and visitors to enjoy
- Reassess business incubator and enhance local business building efforts
- Outreach to attract businesses

Preliminary details about these initiatives and next steps appear in the notes from the November 19, 2014 workshop. Note: If a business or community member wishes to participate in the informal planning sessions, please contact Don Maruska of interest and send an email to Don@DonMaruska.com with your contact information.

[Presentation for Community Workshop 1/21/15](#)

[Video of 1/21/15 Workshop](#)

[Community Input from 1/21/15 LEAP Workshop](#)

[LEAP Action Team Initiative Updates 2/7/15](#)



Read about
the Action
Teams'
plans

LEAP *Forward* *together!*

Updates: www.morro-bay.ca.us/LEAP

Email notices: LEAP@donmaruska.com