

TO: James L. App, City Manager

FROM: Meg Williamson, Assistant City Manager
Ron Whisenand, Community Development Director

SUBJECT: Economic Strategy – Status Report

DATE: February 3, 2009

Needs: For the City Council to receive an Economic Strategy and Council Goal progress report.

Facts:

1. Through a joint effort with the Chamber of Commerce the City of Paso Robles adopted an Economic Strategy document in 2006.
2. Since its adoption, the Strategy's four foundational elements (People, Place, Positioning, Partnership) have become an integral part of the City's policy framework.
3. The Council's 2007 biennial goal setting and budget process was framed around the elements of the Economic Strategy, resulting in a list of public and private goals designed to see the community prosper.
4. The City Council has begun the next cycle of biennial goal setting and will be holding public workshops through the month of February. Evaluation of progress on previously established goals is timely.

ANALYSIS &

CONCLUSION: The past two years have bore witness to unprecedented changes in the local, state and national economies. Yet, there is much progress to report and many community successes to celebrate. A status report on Economic Strategy efforts will be verbally presented to Council in conjunction with the attached presentation outline.

POLICY

REFERENCE: Economic Strategy – 2006 and City Council Goals – 2007 to 2009.

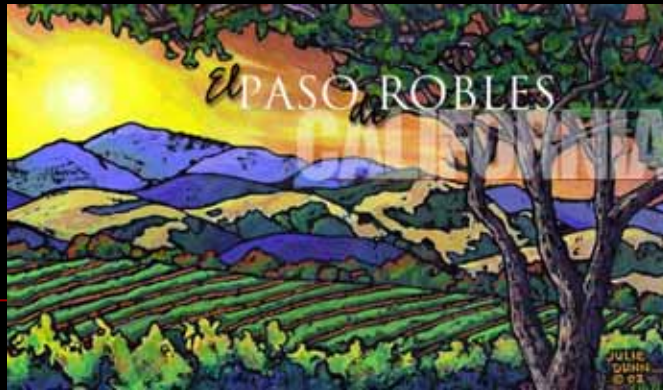
FISCAL

IMPACT: None identified.

OPTIONS: Receive the Economic Strategy Status Report.

Attachments:

1. Economic Strategy Status Report – 2009



Economic Strategy 2009 Status Report

Paso Robles Economic Strategy

- A joint effort in 2006 of the Chamber of Commerce and the City of Paso Robles.
- Twenty four accomplished individuals from business, commerce, finance, agriculture, education, government, tourism, publishing, entertainment, and economics.
- Their collective efforts produced a guiding document referred to as the Economic Strategy.



People

Develop people to power the knowledge economy. Increase educational attainment and skill, opportunities, and demand for local labor force.



Place

Improve quality of place to attract investment and knowledge workers, stimulate investment by establishing distinctive, quality, stable, safe and sustainable physical improvements and attractions that welcome industry, commerce, tourism, employment, and wealth necessary to maintain and enhance quality of life.



Positioning



Develop and market the unique character, heritage and special attributes of the community as the region's destination to visit, shop, invest, work and live.



Partnership

Create an alignment of strategic intent to collectively foster economic growth and improve the quality of life.



The Paso Robles Economic Strategy

- Recognizes the economic value of natural and human capital.
- Embraces economic, social and environmental responsibility.
- Calls for an integrated approach to achieve sustained, long-term investment, economic development and continued prosperity.
- Foundation to drive and shape our future.

The Strategy Works

- Making progress despite financial crisis
- Accomplishments overlap strategy categories
- There is much to celebrate & much to do

Education/People

- Children's Museum complete in 2007
- High School Rehab & New Classrooms (M-T)
- Flamson Middle School renovation underway
- Collaboration on High School Resource Officer
- Cuesta College Learning Resource Center & Trade and Technology out to bid



Community/Place

➤ Downtown Park

Heart of the community:

- Amgen Tour of California Finish & Lifestyle Festival
- Concerts in the Park
- Farmer's Market
- Olive Festival
- Wine Festival



Community/Place

- Earthquake Retrofits Completed 2007
- New Investment and Business Growth
 - Hotel Cheval
 - Studios on the Park
 - Mastagni Clock Tower Building
 - Marlowe's/Camack Camera Remodel
 - Norton Building – remodel on 12th Street - retail
 - Old Idler's Remodel (Hughe's Building) 13th & Park - retail
 - Keem Building NW corner of 14th & Spring – retail/office
 - Twisselman remodel on Spring Street – salon and retail
 - Panky Building SE corner Spring & 15th – retail office
 - Bekins Building remodel on Pine Street – office
 - Arciero Building at SE corner Oak & 14th - professional
- Historic Preservation
- Downtown Master Planning

Civic Projects



San Luis Obispo North
County Court House

- Carnegie Library Renovation
- Sulfur Spring and Parking Lot repair
- New Superior Court House
- Pine Street City Hall Annex
- Nacimiento Water Project

Civic Projects

➤ Transportation Projects

- HWY 46 E Widening
- North River Road repaving
- South Vine Bike Lane & Rehab
- 13th, 17th, 24th Street/HWY Improvement

Commercial/Hospitality



- Over 300 New Hotel Rooms (Hotel Cheval, La Bella Serra, Marriott, La Quinta Inn, Holiday Inn & Adelaide Inn Expansions)
- Vina Robles Hospitality Center
- Vaquero Ranch Resort, Spa and Conference Center
- New Restaurants, Tasting Rooms and Specialty Retail
- River Oaks (emerging event venue)
- Lowe's

Recreation

- Ravine Water Park
- Sherwood Forest
- Kennedy Club Adventure
- Salinas River Parkway Trail
- Paso Robles Tennis and Swim Club



Agricultural



- Event Center – Equestrian Events are growing
- Treana Expansion (Airport)
- Custom Crush (Airport)
- Strong partnerships with Wine Country Alliance
- Purple Belt Opportunities (Turley Vineyards)

Industrial

Development Opportunities

- Airport Business Park
- Golden Hills Business Park
- Nunno Industrial Park
- Vista Del Hombre Industrial Park



Existing/Expanding

- Prison Reuse and Expansion
- Applied Technology (Airport)
- Specialty Silicone (Airport)
- Nunno Hangar Expansion (Airport)

Housing Mixed Use



- Housing start ups are down
- Added a total of 68 low income and 69 senior units over the last 2 years
- Approval of 80 unit low income project near Navajo & River Road
- Focusing on infill opportunities in the developed west side including mixed use
- 4th Street Master Plan

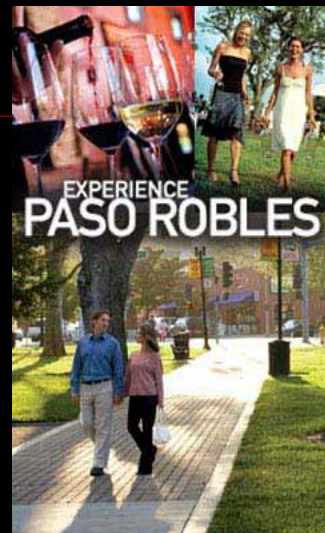
Tourism

- Restructuring
- Promotions Coordinating Committee
- Focused Marketing Plan
 - Branding (name recognition)
 - Position Paso Robles as a year round culinary tourism destination
 - Build demand for mid-week stays
 - Visitor Website
 - Provide hospitality support



Tourism

- Building New Special Events with Partners
 - Amgen Tour of California (Feb. 2009)
 - New/Different Memorial Day Weekend
 - Expanded Equestrian Events PCCHA, NSHA, NRCHA
- Local BID by hoteliers
- Tourism effort not just about 1st dollar



Resource Management



- Salinas River Vision
- Water Resources Parkway Grant
- Natural Resources Management Plan

Resource Management

- Landfill Master Plan
- Habitat Conservation Plan
- Urban Water Management Plan
- Integrated Water Resource Plan
- Groundwater Basin Management Plan



Planning Efforts



- Town Centre / Uptown Specific Plan
- Olsen/Beechwood Specific Plan
- Chandler Specific Plan
- River Oaks – The Next Chapter

Planning Efforts

- Purple Belt
- Gateway Study
- Downtown Parking
- Circulation Element Update
- HWY 46 Corridor Study



