

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



Implementation Update

May 12, 2015

facilitated by Don Maruska & Company, Inc.

# Strengthening the community



# Process for Morro Bay Local Economic Action Plan (LEAP)



# Current LEAP Initiatives

**#1 – Expedite Processing for Targeted Businesses**

**#2 – Revitalize and Link Business Districts to Boost Activity**

#3 – Reinvent Events to Better Serve Residents, Businesses, and Visitors

**#4 – Promote Environmental Assets of the area for residents and visitors to enjoy and to expand business and tourism results**

#5 – Install a Pilot Parklet in business district to offer community spaces for residents and visitors to enjoy and to stimulate business activity

#6 – Assess Fiber Optic Connectivity Opportunities

**#7 – Create an Inventory of Commercial Properties and their features to expand and attract targeted businesses**

#8 – Reassess Business Incubator and Enhance Local Business Building Efforts

**#9 – Outreach to Attract Businesses**

**#10–Support for Commercial and Recreational Marine Interests**

# Lighting up Downtown



# Bringing jobs into town



# Planning for marine science and education center

## Avila Beach nonprofit could take over Morro Bay Aquarium

BY NICK WILSON

nwilson@thetribunenews.com April 29, 2015

The nonprofit **Central Coast Aquarium** in Avila Beach may become the operators of a renovated and expanded **Morro Bay Aquarium** after a working agreement was approved earlier this week.

On Tuesday, the **City Council** voted unanimously to work directly with the Avila Beach nonprofit to take over the lease for the bayfront aquarium, which has been operated by Dean and Bertha Tyler since 1968. The lease expires in 2018, and the city is requiring substantial improvements to the property.

The city's staff will assist the nonprofit on its proposal for operating and developing the site, with the goal of having the proposal submitted to the council by the end of the year.

City officials had previously contacted the Central Coast Aquarium about taking over and remodeling the aging bayside aquarium at 595 Embarcadero. But the nonprofit said it



Owners of the Morro Bay Aquarium say they don't plan to renew their lease because of the cost of renovations required by the city.

JOE JOHNSTON [Buy Photo](#)

# Boatyard evaluation moving forward

## Morro Bay hires consultant to look into boatyard proposal

BY NICK WILSON

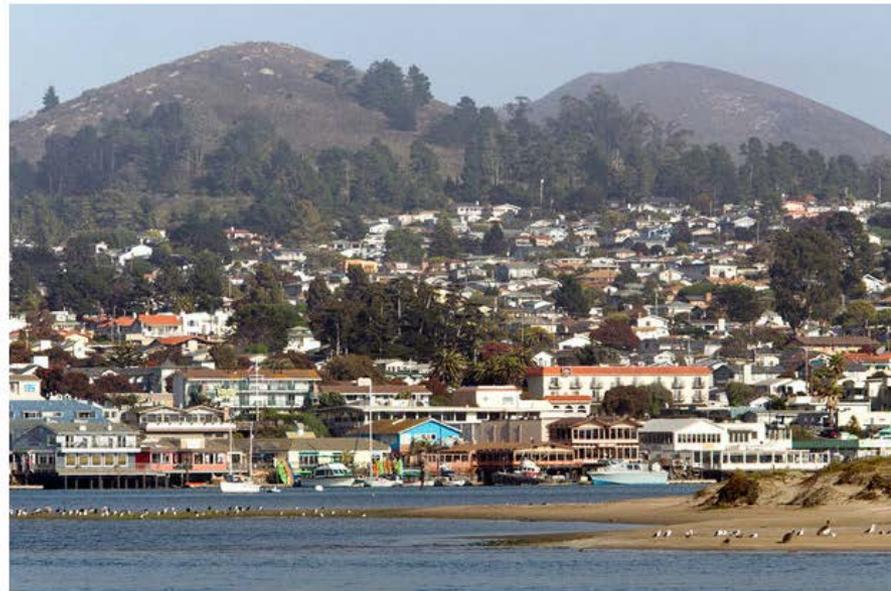
nwilson@thetribunenews.com May 14, 2014

The **Morro Bay City Council** unanimously approved an agreement Tuesday with San Luis Obispo-based **Lisa Wise Consulting** to look into the marketability of building a boatyard within the city's limits.

Morro Bay has considered a full-scale boatyard, where boats could be stored and hauled out to the ocean, for years. The study will determine market demand and market opportunities before moving forward with a project.

The contract with the consultant, approved with a 5-0 council vote, is expected to cost \$29,000, and the **Morro Bay Commercial Fishermen's Organization** has agreed to fund half of the cost.

The scope of work will also include a project management timeline and relevant industry reports, publications and studies of existing boatyards, including one in Avila Beach, and their approaches to the industry.



Morro Bay

JAYSON MELLOM — jmellom@thetribunenews.com

# Stay connected

See [www.Morro-Bay.ca.us/LEAP](http://www.Morro-Bay.ca.us/LEAP) for additional information.



The screenshot shows the website for the City of Morro Bay, CA. The header features the text "The city of MORRO BAY, CA" over a background image of sailboats in a bay. Below the header is a navigation menu with five items: "ABOUT MORRO BAY", "CITY DEPARTMENTS", "YOUR GOVERNMENT", "DOING BUSINESS", and "VISITORS". The main content area shows a breadcrumb trail: "You are here: [Home](#) > [City Departments](#) > [City Administration](#) > [City Manager](#) > LEAP (Local Economic Action Plan)". Below the breadcrumb trail is the title "LEAP (Local Economic Action Plan)" and a link for "NEW Local Economic Action Plan (LEAP)". On the left side, there is a sidebar with a search bar, a "LEAP (Local Economic Action Plan)" link, and social media icons for Email, Print, and RSS.

For email notices: [LEAP@donmaruska.com](mailto:LEAP@donmaruska.com).