

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



Implementation Update

August 11, 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

LEAP Program Action Initiative #1

Topic: **Expedite processing for targeted businesses**

**SOUTH BAY
WILD**



Bringing jobs and money into town



LEAP Program Initiative #2

Topic: Revitalize and link business districts to boost activity



Design Downtown-Embarcadero link through the Centennial Stair area

**Downtown/Waterfront
Strategic Plan – Process
Jan.-Mar. 2016**



Public outreach and design for plan to widen sidewalk/pedestrian path on west side of Embarcadero

Improving access and attractiveness



Tree maintenance

Exploring parking
improvements



LEAP Program Initiative #3

Topic: Reinvent events to better serve residents, businesses, and visitors



LEAP Program Initiative #4

Topic: **Promote environmental assets of the area for residents and visitors to enjoy and to expand business and tourism results**

✓ List of environmental assets

Potential **Morro Bay Green Belt** –
preliminary plans to launch a non-profit
Morro Bay Land Conservancy

Exploring a marine science and education center with potential partners



Tournament of champions

Morro Bay Pickleball unsanctioned pro tourney Aug. 19

By ALLYSON OKEN
Of Morro Bay Life

Who knew pickleball would go from a retiree's fun time filler to a professional sport? Morro Bay Pickleball does and they are hosting four pro pickle-ballers from 9 a.m. to 3 p.m. on Wednesday, Aug. 19, at Del Mar Park in north Morro Bay.

The Morro Bay Senior Center Incorporated and several local businesses offering gift certificates for raffles items support this unsanctioned tournament, where spectators and pickle-ballers are welcome to come and enjoy the fun of the sport.

According to Kathy Thomas, founder of the Morro Bat Pickleball Club, there will be a demonstration of pickleball at the top level by the four guests. They will also offer clinics between 10 a.m. and 2 p.m. for those who want to learn more about the game.

As this is a non-sanctioned tournament, it will be open to the first 128 players to sign up. Thomas explained that "player brackets" are based on the ages of the team members.

Thomas said two women and two men; all national champions will be featured at the tournament and will be a sight to see during the first big event.

"A few months ago a couple of pickleball champions were coming this way and they contacted various USAPA Ambassadors on the Central Coast to see if they could come by and see our courts and meet the players." Thomas said.



Beginners at the Morro Bay Pickleball Club are gearing up to play at an Aug. 19 unsanctioned tournament. The tournament will feature four professional pickle-ballers out showing off their skills and teaching others.

Photos Contributed by Muncie

In addition to this experience, players that are part of the Morro Bay Pickleball Club will be able to learn and be assessed by the professionals. Thomas

sanctioned tournaments."

Morro Bay Pickleball Club is a nonprofit organization, so to raise some funds for the club there will also be raff

Spectators should bring their own chairs, as courtside seating will be available for some of the demo events. As the event

LEAP Program Initiative #5

Topic: Install a pilot parklet in business district to offer community spaces and to stimulate business activity



Under discussion
later tonight

LEAP Program Action Initiative #6

Topic: **Assess fiber optic connectivity opportunities**

High Speed Access



- ✓ Background work and research
- ✓ Meetings with internet/cable companies
- RFP for Biz-speed internet (September)

LEAP Program Initiative #7

Topic: **Create inventory of commercial properties and their features to expand and attract targeted businesses**

- City staff working with interested businesses to help them find properties

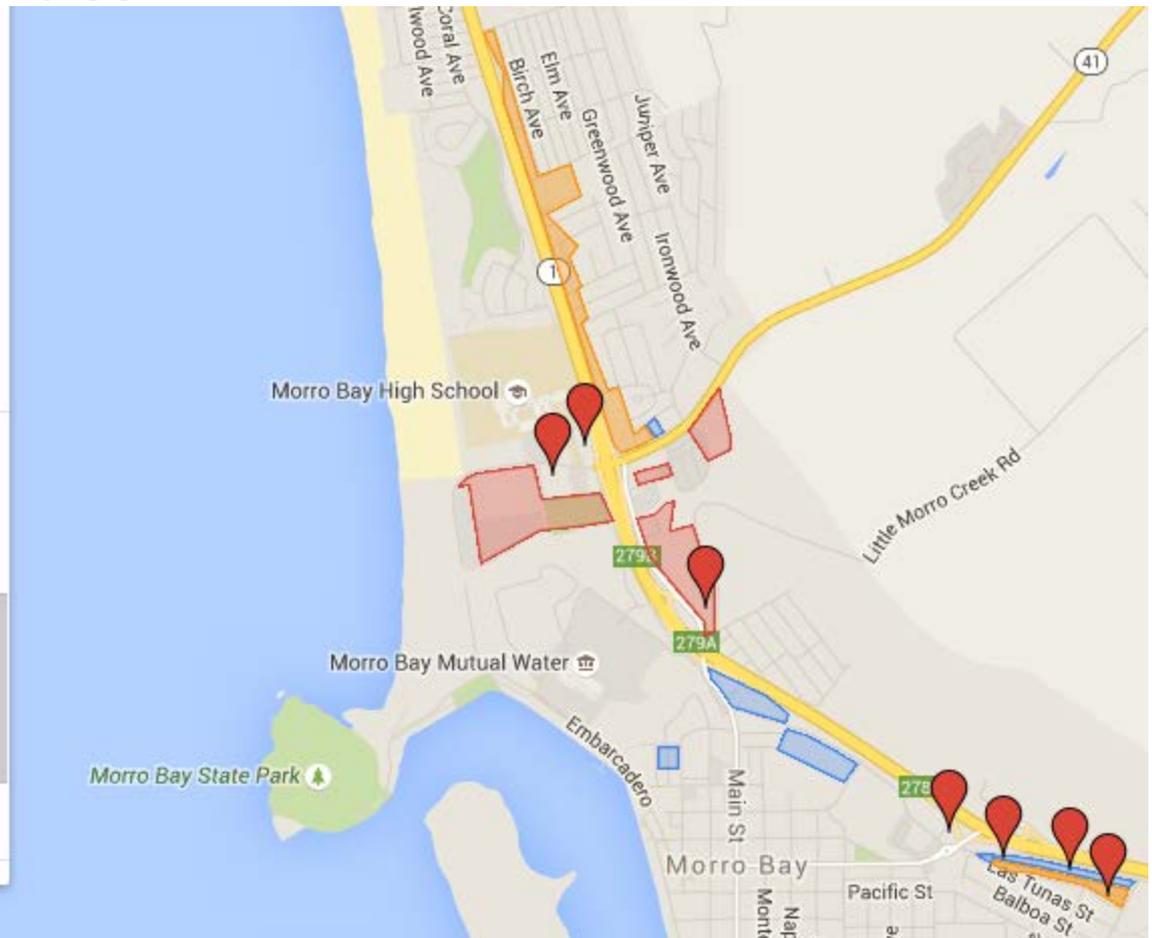
Bubbles are properties reviewed with Randall. ▲
Blue boxes are C-2 zoning where light industrial is allowed. Red boxes are light industrial areas.

NOTE: Zoning boxes are an approximation to give idea of where light industrial might be placed. Specific zoning should be verified with the Community Development Department.



Made with Google My Maps

- ◆ C-2 Zoning - Light Industrial Allowed
- ◆ C-2 - Light Industrial Allowed
- ◆ C-1/C-2 - Light Industrial Allowed
- ◆ C-2/PD - Light Industrial Allowed
- ◆ C-1/C-2/SP - Light Industrial Allowed
- ◆ Light Industrial/PD/I/SP
- ◆ Light Industrial
- ◆ Light Industrial/PD/I
- ◆ Light Industrial/PD/I



LEAP Program Initiative #8

Topic: Reassess business incubator and enhance local business building efforts

- Chamber has new website up working with businesses on social media and marketing themselves



The screenshot displays a website titled "CIRCLE OF EXCELLENCE" with an RSS icon in the top right corner. The page lists four businesses, each with a logo, name, address, phone number, website, email, and category.

Business Name	Address	Phone Number	Website	Email	Category
SUITE 1 GALLERY	601 Embarcadero, Morro Bay, CA 93442	(805)464-1917	www.suite1morrobay.com	suite1morrobay@gmail.com	Art Galleries & Dealers
CASA DE FLORES Senior Residence	1405 Teresa Drive, Morro Bay, CA 93442	(805)772-7372	www.casadeflores.com	harold@compass-health.com	Nursing Homes
Mike's BARBER SHOP	280 Morro Bay Boulevard, Morro Bay, CA 93442	(805)772-9262	MikesBarberShop.com	morrobaybarbershop@gmail.com	Barbers
FitnessWorks					Personal Fitness Personal Care & Services, Personal Trainers

LEAP Program Initiative #9

Topic: **Outreach to attract businesses**

- Council and staff outreach efforts to attract new businesses

LEAP Program Initiative #10

Topic: support for commercial and recreational marine interests

SANLUISOBISPO.COM/LOCAL SUNDAY, JULY 5, 2015 THE TRIBUNE | B

FISHING AND BOATING

Leaders eyeing boatyard hub for M.B.

By NICK WILSON
nwilson@thetribunecnews.com

Boaters in Morro Bay — who currently have to travel miles away to make repairs on their vessels at suitable facilities — would provide enough to business to justify creating a local haul-out and boatyard hub, a new consultant's report says.

For years, Morro Bay has contemplated installing the infrastructure so boat owners can hoist their watercraft onto land to maintain and store them.

A report recently released by Lisa Wise Consulting of San Luis Obispo showed that local boat owners spend about \$1.1 million to \$2.3 million per year on haul-out-related services that could be provided in Morro Bay.

"This would be added revenue to the city," said City Councilman Matt Makowski, who pushed for a boatyard in his 2014 campaign.

"It would help keep money inside the community and also bring in revenues from outside."

As city officials continue to explore the idea, details still need to be worked out. In some ports, public agencies lease boatyards to private companies that pay a monthly rent and a percentage of gross revenues. The report referred to that type of scenario, but it didn't detail how Morro Bay could move forward with a specific arrangement.

The firm conducted a written survey that drew responses from 110 vessel operators in Morro Bay on their maintenance needs and expenditures when they haul out. The harbor is home to about 450 boats.

Local boaters now take their vessels to ports throughout the state for haul-outs and repairs, including Port San Luis, Santa Barbara, Ventura and Moss Landing.

The Lisa Wise study estimates a local facility could

Please see BOATS, B2

- ✓ Market analysis
- Feasibility analysis underway

Stay connected

See 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 of the page, there is a sidebar with a search bar, a "LEAP (Local Economic Action Plan)" link, and icons for "Email", "Print", and "RSS".

For email notices: LEAP@donmaruska.com.