



**CITY OF PACIFIC GROVE**  
300 Forest Avenue, Pacific Grove, California 93950

**AGENDA REPORT**

**TO:** HONORABLE MAYOR AND MEMBERS OF CITY COUNCIL

**FROM:** James Colangelo, City Manager

**MEETING DATE:** May 21, 2008

**SUBJECT:** RECEIVE PRESENTATION FROM THE ECONOMIC ADVISORY COMMITTEE ON THE 2007 STRATEGIC PLAN, PROVIDE DIRECTION TO STAFF TO TRADEMARK THE TERMS "MOST ROMANTIC CITY," "MOST ROMANTIC TOWN," AND "MOST ROMANTIC PLACE", APPROVE THE INSTALLATION OF TWO 17 MILE DRIVE DIRECTIONAL SIGNS ALONG GRAND AND FOUNTAIN AVENUES, AND APPROVE THE EXTENSION OF THE RATS TO RICHES CAR SHOW THROUGH OCTOBER, 2008

**RECOMMENDATION:**

It is recommended that the Council receive a presentation from the Economic Advisory Committee (EAC) and take the following actions:

- a. Approve the EAC 2007 Strategic Plan.
- b. Direct staff to complete the proceedings to trademark the terms "Most Romantic City," "Most Romantic Town," and "Most Romantic Place"
- c. Approve the installation of a 17 Mile Drive directional sign on both Grand and Fountain Avenues, north of Lighthouse Avenue.
- d. Approve the extension of the Rats to Riches Car Show through October, 2008

**DISCUSSION:**

The Economic Advisory Committee has been working on a Strategic Plan (copy attached) for the City, recognizing that our local businesses can use some support. The Plan was developed in recognition of a lack of City funding, and the need for items that could be implemented relatively quickly. Members of the EAC will present the Plan to the Council.

In addition to approving the Plan, Council action is needed on three other items.

Goal 1 of the Plan intends to utilize the designation "Most Romantic City" (provided by Life Magazine) to market Pacific Grove. Staff has initiated the process to trademark this

phrase and related phrases for the exclusive use of the City. In order to complete this process, staff will need the Council's approval.

Goal 1, Strategy II, Objective B encourages the development of signage to direct traffic to downtown. Directional signs have been placed on Ocean View Boulevard to direct drivers to 17 Mile Drive via Lighthouse Avenue. The size, look and location of these signs are currently be reviewed by the Chamber on behalf of the business owners. In addition, it has been requested that directional signs be place on Grand and Fountain Avenues directing traffic to turn right on Lighthouse Avenue.

Finally, the Council had previously approved the "Rats to Riches Car Show" for a limited three month trial period (June will be the last event), consistent with Goal 1, Strategy III, Objective B. The sponsors of that event are now requesting that the show be extended beyond its initial period, through October, 2008.

**FISCAL IMPACT:**

The fiscal impact associated with the trademark process is believed to be less than \$1,000. Other aspects of the Strategic Plan could have impacts. As the details of those components are developed, the Council approval will be sought before any commitment of City funds.

RESPECTFULLY SUBMITTED:

*James J. Colangelo*

Digitally signed: I have reviewed this document

James J. Colangelo  
CITY MANAGER

# Economic Advisory Committee 2007 Strategic Plan Goal 1 Worksheet

**Sub Committee Chair: Michael Puckett. Committee: Amrish Patel, Alan Cohen, Dan Turentine**

**Goal 1: Pacific Grove is the destination of choice for the Peninsula**

**Strategy I: Brand Pacific Grove**

<b>Task #</b>	<b>Task Description</b>	<b>Comp. Date</b>	<b>Resp. Person</b>	<b>Comments</b>
<b>Objective A</b>	<b>Most romantic city in America designation</b>	4 <sup>th</sup> Quarter 07	Moe Ammar	The Chamber has developed this theme which is printed on multiple documents. BID has their own vision for this promotion and will be most interested in promoting downtown business.
Task 1	Develop consistent message on marketing material	3 <sup>rd</sup> Quarter 08	Moe Ammar Chamber	The Chamber has the theme developed and printed on multiple documents. TID needs to review and provide input when they are formed.
Task 2	“Free Wedding” Contest	3 <sup>rd</sup> Quarter 08	Moe Ammar, Chamber and Alan Cohen	Moe Ammar reported that Express Jet has agreed to fly the winners of the contest to Pacific Grove. Local businesses will provide flowers, wedding location, meals, hotel, etc. Under direction from the Chamber with review and input from TID.
<b>Objective B</b>	<b>Cooldest Place on the Peninsula</b>			Cooldest in this case is pointed toward the temperature; however, it could be tied into the “Green Cities Movement.”
Task 1	Develop Marketing plan for the Central Valley	3 <sup>rd</sup> Quarter 08	Moe Ammar and Chamber	There may be an opportunity for a tie-in with coolmayor.com (Association of mayors who have committed they cities to be Eco-friendly
Task 2	Develop “Cool Weekend” Contest	2 <sup>nd</sup> Quarter 08	Moe Ammar and Chamber	Promote Pacific Grove as a cool destination during the summer to the Central Valley market with emphasis on fog & moderate temperature. Advertise a Sunday through Thursday package to include value added give-a-ways that entice Central Valley visitors to select PG.

**Goal 1: Pacific Grove is the destination of choice for the Peninsula****Strategy II: Leverage Pacific Grove Assets**

<b>Task #</b>	<b>Task Description</b>	<b>Comp. Date</b>	<b>Resp. Person</b>	<b>Comments</b>
<b>Objective A</b>	<b>Engage with MCCVB</b>	DONE	Mayor and City Manager	Create a team that consists of all MCCVB Board members that represent Pacific Grove. The goal of the team is to connect the City's business community to programs offered by the MCCVB. Hold quarterly meetings, open to all business relative to MCCVB updates. Take advantage of MCCVB services where it is feasible. .
Task 1	Identify Committee to negotiate with MCCVB	DONE	Chamber, BID, TID	DONE
Task 2	Use new "Brand" material in (MCCVB) marketing material	2 <sup>nd</sup> Quarter 08	Moe Ammar and Amrish Patel.	TID and MCCVB Members are going to meet and develop the material
<b>Objective B</b>	<b>Install signage to direct traffic to downtown Pacific Grove</b>	2 <sup>nd</sup> Quarter 08	BID and Public Works	Two versions of the sign have been installed, but the issue is still not resolved. Public Works is preparing a mock up of a new sign to determine if it is large enough to satisfy the business owners.

**Goal 1: Pacific Grove is the destination of choice for the Peninsula****Strategy III: Promote Pacific Grove To Residents**

<b>Task #</b>	<b>Task Description</b>	<b>Comp. Date</b>	<b>Resp. Person</b>	<b>Comments</b>
<b>Objective A</b>	<b>Implement an Organic Farmers Market</b>	3 <sup>rd</sup> Quarter 08	Colangelo, Kremer, Puckett, Marcum	A Use Permit application will be considered by the Planning Commission on May 22, 2008
<b>Objective B</b>	<b>Develop Events to attract residents and visitors</b>	2 <sup>nd</sup> Quarter 08	Julie Blue and Robert Marcum	Develop events such as antique shows, art walks, movie night, summer music series, car shows etc. to attract residents and visitors to Pacific Grove as a destination of choice.

**Goal 1: Pacific Grove is the destination of choice for the Peninsula****Strategy IV: Leverage Natural Events**

<b>Task #</b>	<b>Task Description</b>	<b>Comp. Date</b>	<b>Resp. Person</b>	<b>Comments</b>
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<b>Objective A</b>	<b>Establish Contact with Laguna Seca</b>	2 <sup>nd</sup> Quarter 08	Moe Ammar, Chamber	The Pacific Grove Hospitality Improvement District will consider the purchase of a SCRAMP Sponsorship Package
<b>Objective B</b>	<b>Establish Contact with Equestrian Events at Pebble Beach</b>	4 <sup>th</sup> Quarter 08	Mike Puckett and Moe Ammar	Contact PB Equestrian Center Owner Tim Postel. Discuss the possibilities of joint promotions of all current & future equestrian events at the Center. Consider sponsoring events, advertising in programs & website. Consider an information booth or material at the Pebble Beach Equestrian Classic in July.
<b>Objective C</b>	<b>Develop Bicycle Road Race</b>	4 <sup>th</sup> Quarter 08	Moe Ammar and Robert Marcum	There is a current plan under development.

## Economic Advisory Committee 2007 Strategic Plan Goal 2 Worksheet.

**Sub Committee Chair: Julie Blue. Committee: Richard Stillwell, Julie Work-Beck**

**Goal 2: Pacific Grove promotes an energetic and dynamic business atmosphere**

**Strategy: See Below**

<b>Task #</b>	<b>Task Description</b>	<b>Comp. Date</b>	<b>Resp. Person</b>	<b>Comments</b>
<b>Strategy 1</b>	Complete the Guide to Opening a Business. Obtain Volunteer ombudswomen/men(s), Train. Follow-up in 6 months to business to see how they are doing (Questionnaire).	Almost complete	Robert Marcum	The Committee reviewed a draft document. The document will now be completed and published. It should be ready for the next EAC meeting
<b>Strategy 2</b>	Make Incentives to do business in Pacific Grove.	2 <sup>nd</sup> Quarter 08	Jim Colangelo, City Manger	May lose a little revenue by suspending licenses for a year, etc. Very Feasible.
<b>Strategy 3</b>	Provide proper signage to demonstrate Pacific Grove's dedication to promoting its businesses.	?	Jim Colangelo, City Manager	This will require some capital and agreement.
<b>Strategy 4</b>	Review obsolete ordinances.	3 <sup>rd</sup> Quarter 08	City Staff	Staff is working with Planning Commission to develop recommendations to the Council
<b>Strategy 5</b>	Always consider each of the above actions with sustainability and eco-friendliness in mind.			This echoes the Sustainable Pacific Grove initiative

## Economic Advisory Committee 2007 Strategic Plan Goal 3 Worksheet.

**Sub Committee Chair: Julie Vivolo Davis. Committee: Glynis Greening, Craig Riddel, Jim Colangelo**

### Goal 3: Increase revenue for PG Business

#### Strategy 1: DEVELOP PEDESTRIAN FRIENDLY DOWNTOWN

Task #	Task Description	Comp. Date	Resp. Person	Comments
Objective 1	Reduce or eliminate parking and or traffic on certain streets	One year	Julie Vivolo Davis, Glynis Greening, Jim Colangelo, City Manager	Needs an overall plan. The plan needs the review of the Traffic Committee and Beautification and Natural Resources Committee
Objective 2	Provide more space for plantings, benches, gatherings,(i.e., Santana Row)	One year	Moe Amar and Jim Colangelo, City Manager	There is an existing plan for upgrading the downtown business area. The committee will examine elements that could be used in the short term.

### Goal 3: Increase revenue for PG Business

#### Strategy 2: REINVEST MONEY IN COMMERCIAL PROPERTY/BUSINESS OWNERS

Task #	Task Description	Comp. Date	Resp. Person	Comments
Objective 1	Encourage owners to enhance the appearance, value, health, & safety of properties	One year	?	This needs the cooperation of Commercial Property owners and Business owners. Maybe there should be a recognition program for the "Most Improved" building and store front.
Objective 2	City incentives by reducing/eliminating fees & providing expedited processing. City to identify a specified time period for offer(i.e., one year)	One year	Jim Colangelo, City Manager	This is similar to Goal 2 Strategy 2

### Goal 3: Increase revenue for PG Business

#### Strategy 3: GLOBAL WEB STRATEGY

Task #	Task Description	Comp. Date	Resp. Person	Comments
Objective 1	Create a better internet presence, create business to business links, upgrade PG & Chamber, Trade shows, cooperative marketing.	3 months	Moe Amar, Jim Colangelo, City Manager	City Manager reported that the City's new website is scheduled to be launched shortly. Licensed city businesses will be able to link on to the city's website.
Objective 2	Create Additional Websites for local & regional events.	3 months		Will be included in the plan for Objective 1 above.

**Economic Advisory Committee 2007 Strategic Plan Goal 4 Worksheet.**

**Sub Committee Chair: Dan Cort. Committee Dan Turrentine, Jim Becklenberg**

**Goal 4: Balance business interests with residents’ interests**

**Strategy I: Communicate the common benefits of business to businesses and residents.**

<b>Task #</b>	<b>Task Description</b>	<b>Comp. Date</b>	<b>Resp. Person</b>	<b>Comments</b>
<b>Objective 1</b>	<b>Develop a quarterly newsletter with communication about:</b> <b>A) The importance of business for City services and property values.</b> <b>B) Importance of (new) business openings and property improvements to the health of the community.</b> <b>C) The benefits of shopping locally, especially as Monterey Peninsula traffic worsens.</b> <b>D) General City activities and stories of interest.</b>	<b>?</b>	<b>City Staff</b>	Currently there is a One Page PG Newsletter Published in the PG Bulletin. The plan is to have the Newsletter on the PG Web Site and eventually publish and mail to residents. What about distribution to PG businesses and street boxes?