

Economic Advisory Committee 2007 Strategic Plan Goal 1

Updated December 21, 2009

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

Task #	Task Description	Comp. Date	Resp. Person	Comments
Objective A	Most romantic city in America designation	4 th Quarter 07	Moe Ammar	
Task 1	Develop consistent message on marketing material	3 rd Quarter 08	Moe Ammar Chamber	DONE The Chamber has the theme developed and printed on multiple documents. HID is using the material and theme.
Task 2	“Free Wedding” Contest	Chamber to provide completion date.	Moe Ammar, Chamber and Alan Cohen	CONTINUED CHAMBER PROJECT. The Wedding Contest has not happend mainly due to Express Jet going out of business. This program will be revisited by the Chamber
Objective B	Coollest Place on the Peninsula			DONE This is a promotion “Branding” strategy pointed toward the Central Valley high temperature season.
Task 1	Develop Marketing plan for the Central Valley	3 rd Quarter 08	Moe Ammar and Chamber	DONE There may be a continued 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	Chamber to provide a completion date.	Moe Ammar and Chamber	CONTINUED CHAMBER PROJECT. This contest will be pursued by the Chamber.

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

Strategy II: Leverage Pacific Grove Assets

Task #	Task Description	Comp. Date	Resp. Person	Comments
Objective A	Engage with MCCVB	DONE	Mayor and City Manager	DONE PG is re-established with the MCCVB. One half of the fee paid by City and one half by the HID. PG City Council member is a Board member of the MCCVB.
Task 1	Identify Committee to negotiate with MCCVB	DONE	Chamber, BID, TID	DONE
Task 2	Use new “Brand” material in (MCCVB) marketing material	2 nd Quarter 08	Moe Ammar and Amrish Patel.	DONE

Objective B	Install signage to direct traffic to downtown Pacific Grove	1 st Quarter 2010	BID and Public Works	REVIEW The status of the Objective needs to be reviewed for completion.
Objective C	Increase Tour Bus activity and identify parking bus parking areas.	3 rd Quarter 08	Chamber, BID and City Staff.	Bid has engaged a consultant to contact Tour Companies and to identify formal parking area with assistance for City staff.
Task 1	Develop Chamber handout for Operators and passengers.			DONE

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Strategy III: Promote Pacific Grove To Residents

Task #	Task Description	Comp. Date	Resp. Person	Comments
Objective A	Implement an Organic Farmers Market	3 rd Quarter 08	Colangelo, Kremer, Puckett, Marcum	DONE
Objective B	Develop Events to attract residents and visitors	2 nd Quarter 08	Julie Blue and Robert Marcum	CONTINUE AND ROLL FORWARD to the February 11 EAC Planning Session. This will be a part of a larger discussion regarding "Events." This could include put not limited to 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.

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Strategy IV: Leverage Natural Events

Task #	Task Description	Comp. Date	Resp. Person	Comments
Objective A	Establish Contact with Laguna Seca	2 nd Quarter 08	Moe Ammar, Chamber	DONE Research by the Chamber and HID shows PG rooms are 100% booked during Laguna Seca events.
Objective B	Establish Contact with Equestrian Events at Pebble Beach	4 th Quarter 08	Mike Puckett and Moe Ammar	DONE Research by the Chamber and HID shows PG rooms are 100% booked during the three major Equestrian Events.
Objective C	Develop Bicycle Road Race	4 th Quarter 08	Moe Ammar and Robert Marcum	DONE PG had a very successful bicycle race and another is in the planning stage.

Economic Advisory Committee 2007 Strategic Plan Goal 2

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

Task #	Task Description	Comp. Date	Resp. Person	Comments
Strategy 1	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	DONE. Final revision is taking place in December 2009.
Strategy 2	Make Incentives to do business in Pacific Grove.	1st Quarter 10	City Manger	CONTINUE. Will be discussed during January EAC meeting..
Strategy 3	Provide proper signage to demonstrate Pacific Grove's dedication to promoting its businesses.	1 ST Quarter 10	City Manager	CONTINUE. City manager is evaluating two plans.
Strategy 4	Review obsolete ordinances.	2 nd Quarter 10	City Staff	CONTINUE Staff is working with Planning Commission to develop recommendations to the Council

Economic Advisory Committee 2007 Strategic Plan Goal 3.

Sub Committee Chair: Julie Vivolo Davis. Committee: Glynis Greening, Craig Riddell, 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, Tom Frutchey, City Manager	CONTINUE AND FORWARD to the February 11 EAC Planning Session. This could be a joint objective with the PG Beautification Committee. 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 Tom Frutchey, City Manager	CONTINUE AND FORWARD to the February 11 EAC Planning Session This could be a joint objective with the Beautification Committee or not an EAC responsibility. There is an existing plan for upgrading the downtown business area.

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	On-going	Chamber?	CONTINUED. 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)	2010-11	Tom Frutchey, City Manager	CONINUED Specifically for property upgrades.

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.	On-Going	Moe Amar, Tom Frutchey, City Manager	CONTINUE AND FORWARD to February 11 EAC Planning Session
Objective 2	Create Additional Websites for local businesses & regional events.	On-going	Chamber	Will be included in the plan for Objective 1 above. Chamber will emphasis and promote web sites for individual businesses.

Economic Advisory Committee 2007 Strategic Plan Goal 4

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.

Task #	Task Description	Comp. Date	Resp. Person	Comments
Objective 1	Develop a quarterly newsletter with communication about: A) The importance of business for City services and property values. B) Importance of (new) business openings and property improvements to the health of the community. C) The benefits of shopping locally, especially as Monterey Peninsula traffic worsens. D) General City activities and stories of interest.	On-going	City Staff	CONTINUE AND FORWARD to the February 11 EAC Planning Session. Currently The Pacific Grove mayor writes a column for the local news papers. This is the only regular communication with residents. 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?