

Economic Advisory Committee 2007 Strategic Plan

Goal 1 Worksheet

Goal 1 Sub Committee: Michael Puckett (Chair), 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	Moa 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	4 th Quarter 07	Moe Ammar Chamber	Update 11/27/07 TID is interested in supporting this event. Update 9-25-07 The Chamber has the theme developed and printed on multiple documents. TID needs to approve. BID will be more interested in specifically promoting Downtown business.
Task 2	“Free Wedding” Contest	4 th Quarter	Moe Ammar, Chamber and Alan Cohen	Update 10-23-07 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 input from TID.
Objective B	Coollest Place on the Peninsula	4th Quarter 07		Coollest 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	4th Quarter 07	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	4th Quarter 07	Moe Ammar and 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. Agreement has been reached with MCCVB. Contract has to be signed with specific responsibilities outlined
Task 1	Identify Committee to negotiate with MCCVB	DONE	Chamber, BID, TID	
Task 2	Use new “Brand” material in (MCCVB) marketing material	3 rd Quarter 07	Moe Ammar and Amrish Patel.	
Objective B	Install signage to direct traffic to downtown Pacific Grove	3rd Quarter 07	City Council?	DONE The City Council approved signage with review and approval of the Traffic Committee. Signs and any impact will be reviewed in 6 months
Objective C	Identify Sightseeing/ Tour Bus parking area(s)	3rd Quarter		Update 11/27/07 Ammar indicated there is a need to identify an individual to work with tour bus companies and encourage sightseeing in PG. Update 10/23/07 Ammar reported that 3 tour buses visited Pacific Grove within the last few weeks; parking was not an issue. With input from the Chamber, this objective was determined to be difficult to accomplish in the short term. Will revisit in 2 years.
Task 1	Develop a Chamber handout for operators and passengers.	?	Chamber	The Chamber has handouts for the local tour companies that stop in PG on a regular basis.
Task 2	Negotiate with owner of Holman Building and other potential parking locations	?	Identify Committee to negotiate	No need to identify parking location because hosting buses mentioned in Objective C above is deferred at this time

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

Task #	Task Description	Comp. Date	Resp. Person	Comments
Objective A	Implement an Organic Farmers Market	4 th Quarter 07	Colangelo, Kremer, Puckett, Marcum	Update 11/27/07 City Council to approve a RFP for interested facilitators. A sub-committee of Kremer, Puckett, Marcum and Colangelo will review proposals and make a recommendation to the City Council. Suggest Sunday Morning 8-12 Location: Lighthouse Ave. 16 th to Park Street. Robert Marcum will contact Dan
Objective B	Develop Cultural Event to attract residents and visitors	2 nd Quarter 08	Julie Blue and Robert Marcum	Develop cultural events such as antique shows, art walks, movie night, summer music series, etc. to attract residents and visitors to Pacific Grove as a destination of choice. Contact the Cultural Arts Commission

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

Task #	Task Description	Comp. Date	Resp. Person	Comments
Objective A	Establish Contact with Laguna Seca	4 th Quarter 07	Moe Ammar, Chamber	Update 11/27/07 Moe Ammar is meeting with representatives of Laguna Seca to discuss the possible linking of Pacific Grove websites with Laguna Seca's website. Laguna Seca has provided the Chamber with their list of events. Suggest Spirit West Coast, Moto GT, SCRAMP
Objective B	Establish Contact with Equestrian Events at Pebble Beach	4 th Quarter 07	Mike Puckett and Moe Ammar	

Goal 1: Pacific Grove is the destination of choice for the Peninsula				
Strategy IV: Leverage Natural Events (CONT.)				
Objective C	Establish Contact with Concourse Italian	4 th Quarter 07	Mayor and City Manger	Update 10/23/07 City Manager reported that the event sponsors have submitted a proposal that will go to the Council for approval. Expecting a proposal from Concourse Italian to use portions of the PG Golf Course.
Objective D	Develop Bicycle Road Race	4 th Quarter	Moe Ammar and Robert Marcum	There is a current plan under development.
Objective E	Cool Nights Hot Cars	2 nd Quarter	Moe Ammar	Update 11/27/07 Moe Ammar will ask the Special Events Committee to permit this event for an interim period and evaluate its success. Moe Ammar has met with the organizers who are interested in holding this event in Pacific Grove.

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Goal 2 Worksheet

Goal 2 Sub Committee: Julie Blue (Chair), 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	The Committee reviewed a draft document. The document will now be completed and published. It should be ready for the next EAC meeting
Strategy 2	Make Incentives to do business in Pacific Grove.	?	Jim Colangelo, City Manger	May loose a little revenue by suspending licenses for a year, etc. Very Feasible.
Strategy 3	Provide proper signage to demonstrate Pacific Grove's dedication to promoting its businesses.	?	Jim Colangelo, City Manager	This will require some capital and agreement. Could be done.
Strategy 4	Review obsolete ordinances.		City Staff	Mayor Cort indicated this will be done through the City Council
Strategy 5	Always consider each of the above actions with sustainability and eco-friendliness in mind.			This echoes the Sustainable Pacific Grove initiative

Goal 3 Worksheet

Goal 3 Sub Committee: Julie Vivolo Davis (Chair), Glynis Greening, Craig Riddel, Jim Colangelo

Goal 3: Increase revenue for PG Business				
Strategy 1: Develop Downtown Pedestrian Friendly Walking Only				
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 and overall plan. The plan needs the review of the Traffic 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 for 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.

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Goal 4 Worksheet

Goal 4 Sub Committee: Dan Cort (Chair), 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	<p>Develop a quarterly newsletter with communication about:</p> <p>A) The importance of business for City services and property values.</p> <p>B) Importance of (new) business openings and property improvements to the health of the community.</p> <p>C) The benefits of shopping locally, especially as Monterey Peninsula traffic worsens.</p> <p>D) General City activities and stories of interest.</p>	?	City Staff	<p>Currently there is a One Page PG Newsletter Published in the PG Bulletin.</p> <p>The plan is to have the Newsletter on the PG Web Site and eventually publish and mail to residents.</p> <p>What about distribution to PG businesses and street boxes?</p>