



**CITY OF PACIFIC GROVE**  
**ECONOMIC DEVELOPMENT COMMISSION**  
**Annual Strategic Work Plan and Budget 2015-16 – MID YEAR STATUS REPORT**

*"To devise economic development and enhancement strategies and programs which bring revenue and visibility for the city, assist the City's businesses and job seekers in their efforts; and help meet the shopping and service needs of local residents by promoting retail business interests."*

**1. Shop Pacific Grove Campaign** *(Committee: Julie Davis, Kevin Donohoe, Michael Krokower, Jacquie Atchison, Amy Goodrich, Kristen McGrath, Katy Rankin-Read)*

**Economic Strategy:** Building support for locally owned businesses through highly visible educational campaigns that convey the many benefits these businesses bring to the community. Potentially updating city's website with all city businesses by category, with a link to their websites.

The Committee created a strategic initiative around a "Think Local" branding campaign in Pacific Grove to identify small businesses in our community and started advertising to the local community to encourage them to frequent PG businesses. While gearing up to kick off our shop local campaign "You'll Find It In Pacific Grove!" we started monthly cash mobs during First Friday.



Our first "Cash Mob" on July 3, 2015 was at Artisan Gallery. We had over 20 residents show up, and it was interesting that this event brought out residents that are usually not seen in downtown on First Friday. Our city manager, mayor and economic development director also attended this first cash mob, which is important and meaningful to show that city staff and the council appreciate and support our local businesses. These cash mobs have been very successful in bringing more people downtown to shop and dine, and was featured on KSBW in October <https://www.youtube.com/watch?v=tyo3DtsJoEo> . In addition, the EDC Chair Jacquie Atchison was interviewed by Jim Cramer's The Street for an article that was published on Small Business Saturday (<http://www.thestreet.com/story/13378694/1/hometown-businesses-soar-through-cash-mobs.html>).

Residents are getting reintroduced to businesses and discovering new business they did not even know about. They are now more aware of the businesses in downtown and these business are now getting an economic boost that they need. The best thing about these events, is the sense of community we are building. Residents and business owners getting to know other residents and we're supporting our local businesses.

We have also leveraged social media to increase awareness of our local businesses outside of our community while drawing more people to these businesses. We have even had other cities and communities sending participants to learn how we operate our Cash Mobs so they can start them in their communities, so we now have some outreach going on, though never anticipated. This brings yet more business to our community from outside our area, which is a bonus. The Committee has also developed a monthly (sometimes weekly!) newsletter to PG businesses with information on upcoming events and opportunities to advertise their businesses and a Facebook page "You'll Find It In Pacific Grove!"

The committee developed a postcard promotional with over 20 businesses offering special discounts on Small Business Saturday (SBS). We learned that while this was an attempt to get PG residents shopping, that most shoppers on SBS were tourists. We will look at other marketing and advertising opportunities for next year's SBS.

In Nov 2015, Chair Jacquie Atchison was also interviewed for a new local magazine, Monterey Bay Regional Small Business (<http://www.regionalsmallbiz.com/second-edition>) for an article on "localism" which featured PG's "You'll Find It In Pacific Grove!" shop local campaign.

## **2. Business Attraction & Retention** (*Committee: Dianna Addeman, Ruth Matthews, Julie Davis, Jacquie Atchison*)

**Economic Strategy:** *An active business retention and attraction program is the best way to improve the economic health and vitality of the entire City, including investing in infrastructure, developing a healthy, diversified tenant mix, and creating job opportunities. Activities include conducting business surveys, Annual Business Walk, partnering with other economic development organizations such as Monterey County Business Council and California Association of Local Economic Development, sponsoring entrepreneurship programs including CSUMB's The Startup Challenge, and design and production of marketing and promotional materials.*

The Committee/City joined CALED and the Monterey County Business Council and have attended several meetings. We are also planning the next Business Walk, scheduled for late March 2016. We are also sponsoring and will participate in The Startup Challenge at CSUMB in April and May.

## **3. Develop a Shared Work Space in the City** (*Committee Moe Ammar, Dianna Addeman, Jacquie Atchison*)

**Economic Strategy:** *Providing opportunities for home based, small or startup businesses an economical alternate of office space, bringing more businesses and shoppers/diners into the city. The offices, set up in a variety of ways but emphasizing open space and the ability to rent a single desk, are also known as co-working spaces.*

We currently have over 150 potential "members" on a waiting list for a co-working space in Pacific Grove. We obtained this information by distributing surveys through Facebook, meetups and an ad in the Cedar St Time. The Committee also met with CEO's of NextSpace and Pacific Workplaces and toured Pacific Grove locations.

On Feb 5, 2016, Chair Atchison met with a co-working company and the Holman Building developers, who agreed to open a co-working company in the former Kelly Moore location in the Holman Building. In the meantime, this co-working company is considering whether to open the space at the American Tin Cannery prior to moving to the Holman Building. By doing this, they can start on their efforts to build a co-working community and minimize the startup expenses to ensure a profitable fit.

## **4. Increase promotional marketing during Big Events** (*Committee: Alan Cohen, Moe Ammar, Michael Krokower, Marietta Bain*)

**Economic Strategy:** *Working with local businesses, develop marketing strategies to support and enhance guest experiences at large events such as the AT&T Golf Tournament, Monterey Jazz Festival and Pebble Beach Concours D'elegance.*

The Commission decided to concentrate on the AT&T ProAm as our lodging properties do not completely sell out during this event. The committee designed & placed 3, 1/2 page ads in the SJ Mercury News that promote the AT & T Golf Tour at Pebble Beach. The committee is also working on placing Facebook ads which have a nominal cost. These ads will all state that they were funded in part by a grant from Pacific Grove's Economic Development Commission.

## 5. Promote Cultural and Economic City Events (Committee: Alan Cohen & Ruth Matthews)

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**Economic Strategy:** *Promoting local cultural and economic events in Pacific Grove increase visibility of the city, bring in more visitors, while increasing revenue. Events to be promoted include, but not limited to, Chautauqua Days and First Friday.*

The EDC allocated \$5,000 for Chautauqua Days Celebration, which achieves the goals of showcasing the City's assets, natural resources, culture, history and heritage while providing learning experiences for visitors and residents alike.

Examples of participating entities included; Library, Museum, Art Center, Heritage Society, First Friday, Pt Pinos Lighthouse, Butterfly Parade and more are brought together over the first week-end in October.

There is a pick-up of downtown foot traffic. It is challenging to quantify the financial impact, however many businesses reported an increase in sales. Chautauqua Days Celebration would appreciate more assistance from the Business Improvement District (BID) to promote downtown businesses during this event.

The EDC also allocated \$3,000 to First Friday which was spent exclusively on ads in newspapers: Monterey Herald, Cedar Street Times & Carmel Pinecone every month in advance of each First Friday. First Friday went from 14 businesses participating to 29 by Dec. 2015, with an estimated 2,500 people in attendance. It is money well spent and Adrienne Jonson/First Friday is hopeful that the City of Pacific Grove and the EDC will increase these funds as it has been so profoundly impactful for the businesses downtown. First Friday has saved many downtown businesses from the threat of closure. It is a viable tool for Economic Development in Downtown Pacific Grove. The 2016 premiere First Friday event is Feb. 5, 2016 from 6-9pm which coincides with the AT&T Pro-Am Golf Tournament.

### Respectfully submitted by

Jacquie Atchison

Chair, Economic Development Commission

February 8, 2016