



CITY OF PACIFIC GROVE
ECONOMIC DEVELOPMENT COMMISSION
Annual Strategic Work Plan 2015-16

“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

Economic Strategy: Building support for locally owned businesses through highly visible educational marketing 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.

2. Business Attraction & Retention

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 Annual Business Walk, Business Survey on desired tenant mix, partnering with local economic development organizations, sponsorship of entrepreneurship programs and marketing and promotional materials.

3. Develop a Shared Work Space in the City

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.

4. Increase Promotional Marketing during Large Local Events

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

5. Promote Cultural and Economic City Events

Economic Strategy: (A) **Chautauqua Days** are one of Pacific Grove’s most cherished traditions. Due to changing social and cultural realities, the original Chautauqua Days were discontinued in 1926. There could be no special event more true to the history and spirit of Pacific Grove than a Chautauqua Days Celebration that adapts the original activities to meet modern needs. A Chautauqua Days Celebration achieves the goals of showcasing the City’s assets, natural resources, culture, history and heritage, while providing learning experiences for all residents and visitors alike. (B) **First Friday** The goal of First Friday P.G. is to bring positive energy and commerce to the city of Pacific Grove. Galleries, studios, businesses and services will stay open until at least 9 p.m. and create a regularly occurring event where locals and tourists can enjoy an evening exploring what these places have to offer.