



CITY OF PACIFIC GROVE
ECONOMIC DEVELOPMENT COMMISSION

Annual Strategic Work Plan 2016-17

“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.”

CALED LEAP Economic Development Strategic Planning

Work with CALED consultants and PG stakeholders to develop an economic strategic plan to focus on a) downtown tenant mix, b) possibility of creating a Property Owners Business Improvement District and c) creating a “common thread” between all PG business districts.

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 may include:

- Research and implement necessary cellular towers, electric charging stations, etc.
- Annual Business Walk.
- Work with Commercial Property Owners to update their properties, provide long term leases, and recruit better tenant mix and work with tenants to stay open later and on weekends.
- Work with ATC businesses to find new locations in Pacific Grove.
- “You’ll Find It in Pacific Grove!” (Think Local program):
 - Monthly Cash Mobs; Promotional Marketing such as Small Business Saturday, Highlight small businesses, home-based businesses, expo?

Special Events:

Economic Strategy: The EDC understands that many of our small businesses have limited resources for marketing and advertising their businesses. An excellent way to increase foot traffic to PG businesses is to draw visitors and locals to special events in the city.

Some of the events we will consider to support include:

- First Friday sponsorship.
- Develop events such as Car shows, Concerts, Movies @ LoversPoint, Food Fest, etc.
- Develop events for ATC, Forest Hill and Central Ave Business Districts.
- Co-marketing with Big Events – AT&T, Jazz Festival, Concours – including street banners; work with city to reduce fees for events.

Partnerships, Sponsorships

Economic Strategy: To ensure commissioners are up-to-date on newest and creative economic development strategies to support Pacific Grove businesses.

- Membership in economic development organizations that provide training and education
- Sponsor economic development/business startup events that showcase/support Pacific Grove businesses.