

Economic Blueprint

Increase economic prosperity and vitality.

General Plan 2035 Priorities (Pillars)

Maintain
Quality of Life



Fiscal
Sustainability



Job
Growth



Tourism



Five Industry Areas

Education

Grow educational opportunities including vocational schools and programs to target and enhance workforce capabilities.

Jobs & Industry

Grow existing companies, attract new industry and grow professional jobs.

Retail

Grow retail offerings, fill retail voids, and strengthen commercial nodes.

Medical

Grow and enhance the medical industry by creating new services and facilities.

Tourism

Grow leisure, agriculture, wine and recreation tourism.


Measures of Success

- Unemployment Rate
- Vacancy Rate (Office Industrial/R&D/Retail)
- Sales Tax Revenue
- Property Tax Revenue

- Transient Occupancy Tax Revenue
- Number Of Upscale & Mid-upscale Hotel Rooms
- Number Of Jobs

- Jobs/Housing Ratio
- Hotel Occupancy
- Total Square Feet of Industrial/R&D/Office & Retail

Strategies & Actions

INDUSTRY	STRATEGY	CITY ACTIONS	OTHER	ORGANIZATIONS
 JOBS & INDUSTRY	PRESERVE INDUSTRIAL LANDS	Adopt an Industrial Land Preservation Policy		
	IMPROVE AND FACILITATE DEVELOPMENT OF CRITICAL INFRASTRUCTURE	Create a Telecommunications Master Plan		
		Work with Transit Agencies to Improve Transit Services (Bus, Train, and Shuttles)		
	FOSTER AN ENVIRONMENT THAT SUPPORTS BUSINESS GROWTH	Complete the Zoning Code Update		
	ATTRACT DEVELOPMENT	Develop Incentive Program		
		Complete the Monterey Corridor Flex-Zoning		
Develop One-Voice Visibility Campaign				
 TOURISM	ENHANCE FACILITY UTILIZATION AND GROW SPORTS/RECREATION FACILITIES	Upgrade the Outdoor Sports Center & Aquatics Center		
		Develop a Financing Plan to Construct New Sports/Recreation Facilities		
	ENSURE GENERAL PLAN AND ZONING CODE UPDATE SUPPORT LODGING USES	Complete General Plan & Zoning Code Consistency Check – Eliminate Impediments		
		Identify Pre-Approved Lodging Sites		
LEVERAGE RESOURCES THROUGH PROFESSIONAL LINKAGES AND PARTNERSHIPS	Develop a Tourism Based Improvement District			
 MEDICAL	EXPAND LOCATIONS FOR MEDICAL USES	Complete General Plan & Zoning Code Consistency Check – Eliminate Impediments		
	ACTIVELY PROMOTE LOCATIONS FOR MEDICAL USES	Identify Pre-Approved Medical Sites		
		Create & Implement a Targeted Marketing Campaign		
 RETAIL	RETAIL FLEXIBILITY	Develop a Retail Pruning Strategy		
		Create Retail Flexibility		
	SUPPORT DOWNTOWN DEVELOPMENT	Encourage Housing Development & Office Tenants		
		Identify Parking Management Strategies		
	REVITALIZE MONTEREY CORRIDOR	Complete the Monterey Corridor Flex-Zoning & Identify Key Commercial Nodes		
COLLABORATE WITH COMMERCIAL REAL ESTATE INDUSTRY	Develop & Implement a Marketing Campaign			
 EDUCATION	ENSURE GENERAL PLAN AND ZONING CODE UPDATE SUPPORT EDUCATION USES	Complete General Plan & Zoning Code Consistency Check – Eliminate Impediments		
		Identify Pre-Approved Education Sites		
	CREATE LIFELONG LEARNING ECOSYSTEM	Support Education Institutions and Non-Profits to Develop a Vocational and Apprenticeship Programs		
		Create a Community-Wide Shared Learning Environment		