

Midcoast Community Council

December 8, 2021



GOALS

- Address immediate needs of local business and Coastside community to effectively **recover** from economic impacts of COVID-19
- Advance strategies that lead to a more **equitable, vibrant** and **resilient** Coastside economy



GUIDING PRINCIPLES



Use a lens of inclusion



Engage new perspectives



Find opportunities for innovation



Identify and achieve short-term wins



Prioritize how the work is done



Serve the local community



OVERVIEW



OPEN HOUSE



TASK FORCE



DATA SOURCES



RECOMMENDATIONS

RECOVERY TASK FORCE

Executive Oversight Committee



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Jered Lawson
Pie Ranch



Accomplishments

- Established a brand and website
- Gathered community feedback at Open House from 200 attendees
- Completed more than 20 meetings of the task force and working teams
- Partnered with Stanford Prevention Research Center
- Helped launch Make it Main Street
- Successfully advocated for \$70,000 in City funding to match County
- Expanded support for restaurants to help with outdoor dining costs
- Made new connections and relationships



RECOMMENDATIONS

- Problem identification and root causes
- Big idea
- Rationale
- Validation
- Execution (next phase of work)



TEAM ECO

8 Agencies

30% Drop

\$10K Loss

“The state...invests in our highway infrastructure. We need to invest in our natural infrastructure.”



TEAM ECO

1

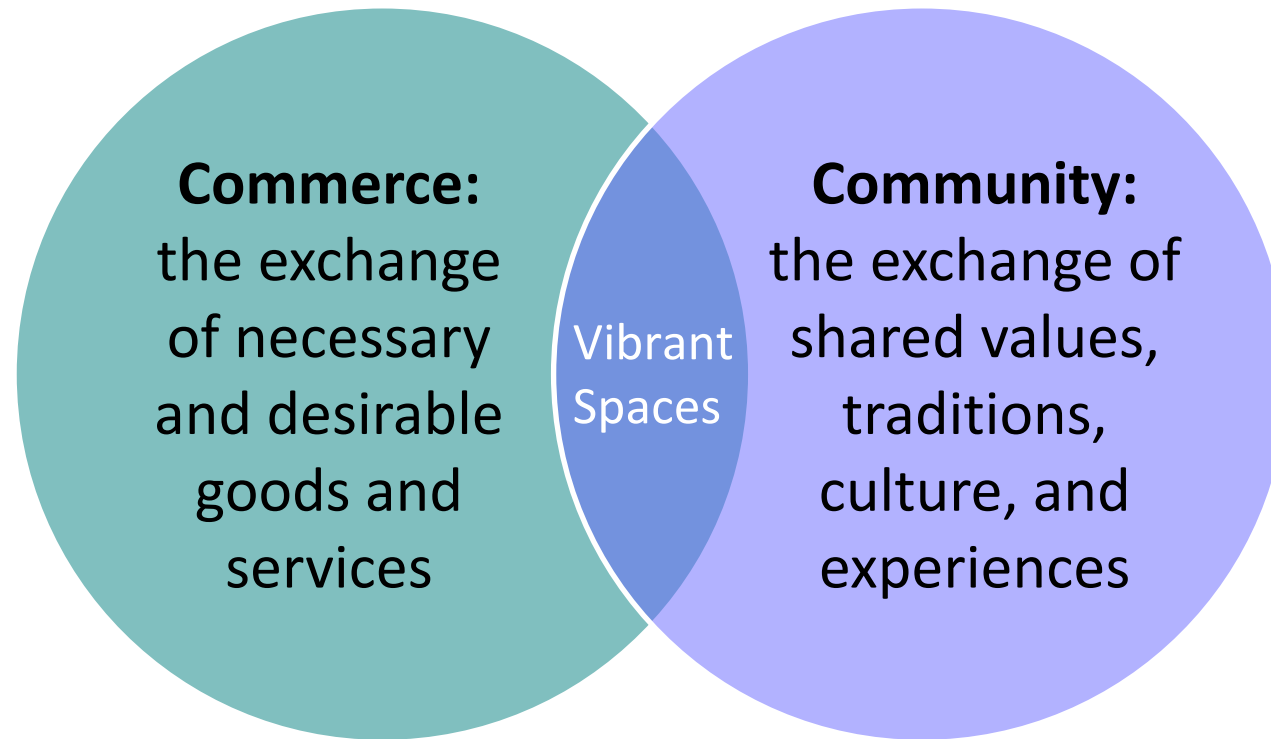
Establish network of organizations to more effectively steward Coastside lands

2

Strengthen collaboration, training and support for farming community



TEAM VIBRANT



TEAM VIBRANT

- 3 Redesign streetscape on Heritage Main Street
- 4 Incentivize local business to provide services in recreational and activity hubs



TEAM THRIVE

>6 Months

66% Businesses

4,000 People

“As a business owner it is incredibly lonely. You cannot talk to your customers...You cannot talk to you employees because they are worried about their jobs.”

“Don't forget about the people we serve.”



TEAM THRIVE

- 5 Develop a small business center at the Chamber of Commerce
- 6 Strengthen capacity of safety net providers to meet the needs of the most vulnerable

TEAM INNOVATE

- 7 Create a business incubator for new start-up and early-stage businesses
- 8 Increase access to vocational training and higher education opportunities

BUILD BACK BETTER REGIONAL CHALLENGE

- Two-phase competition
- Technical assistance grants of up to \$500,000
- Support for transformational economic development strategies
- Three component projects
 1. Project: incubator
 2. Project: workforce
 3. Project: capacity



STRUCTURE AND RESOURCE CONSIDERATIONS

- Comprehensive and ongoing vision for economic development
- Capacity to advance this vision
- Existing and new investments
- Positioning for next economy





Thank You

A staff report, list of full recommendations, and other information can be found at:

coastsiderecovery.com

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