

CITY OF PISMO BEACH



ECONOMIC DEVELOPMENT STRATEGIC PLAN

Prepared By
Economic Strategic
Plan Committee
March 1998



INTRODUCTION

In February and March of 1998, the City of Pismo Beach community leaders and representatives conducted a series of planning sessions to develop an Economic Development Strategic Plan for the City of Pismo Beach. The Economic Vitality Corporation of San Luis Obispo County facilitated the strategic plan development process.

Participants in the planning process included:

- Charla Anderson Chamber of Commerce Executive Director
- Thomas Barrett Planning Commissioner
- Phyllis Beggs Finance Director
- Susan Black Manager, Pismo Beach Factory Outlet Center
- Ed Brown Conference & Visitors Bureau Chairperson
- John C. Brown Mayor
- Dennis Delzeit Public Services Director
- Michael Fuson City Manager
- Gerry Graham Bank of America
- Hal Halldin Councilmember
- Keith Kaeser Planning Commissioner
- Effie McDermott McDermott Realty
- Marian Mellow Mayor Pro Tem
- Bill Rabenřat Councilmember
- Mary Ann Reiss Councilmember
- Arlene Snow Century 21
- Rick Turton Owner, Pacific Leisure

Others frequently in attendance:

- Marilee Hyman, Resident
- Connie Baker, Reporter T.P.R.



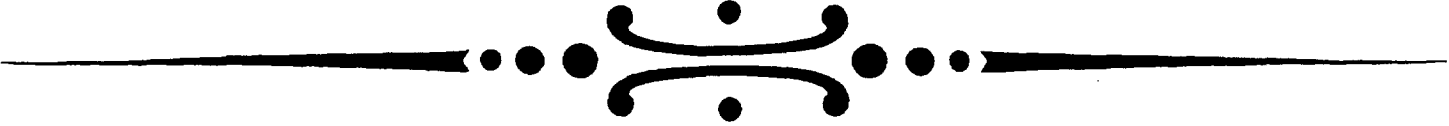
INTRODUCTION (Cont'd)

During eight sessions held on February 4, 11, 18, and 25, March 4, 11, 18, and 25 and May 11, 1998, the participants:

- Developed a Mission Statement
- Identified Pismo Beach's Strengths
- Identified Pismo Beach's Weaknesses
- Identified Pismo Beach's Opportunities
- Identified Pismo Beach's Threats
- Created a Five-Year Vision
- Identified Key Issues Facing Pismo Beach
- Formulated Objective Statements
- Determined Goals
- Defined Objectives and Tasks for each Goal
- Established Responsible Parties and Time Lines for each Goal

This report contains the City of Pismo Beach's economic development mission statement, goals, objectives, strategies and time lines.

Each of the sessions and participants played an integral part in the development process. The participation and ownership of the plan, by each of the committee members was essential to the success of their economic development efforts.



“To achieve organized,
sustainable community
development for the citizens of
Pismo Beach by providing a
diverse economic base while
preserving our scenic beauty,
small town charm and
historical assets.”

— Mission Statement —



GOAL STATEMENT

The goals of the Economic Development Strategic Plan for Pismo Beach will be to facilitate organized, sustainable community development:

- Enhance Community Appeal
- Strengthen Existing Revenue Sources
- Diversify Our Economic Base



GOAL #1

ENHANCE COMMUNITY APPEAL

OBJECTIVE #1

Create Downtown Centerpiece

- Task #1 Develop Committee to Ascertain Benson-Levy Lot Interim Beautification Plan
- Responsible Party: City/Susan Black/Rick Turton/Ed Brown/ Michael Fuson
 - Time Line: April 1998
 - Resources: None

OBJECTIVE #2

Price Street Upgrade

- Task #1 Underground Utilities – Survey Property Owners
- Responsible Party: Hal Halldin
 - Time Line: Ongoing
 - Resources: None
- Task #2 Plants/Banners
- Responsible Party: Ed Brown/Marian Mellow
 - Time Line: April 1998
 - Resources: None
- Task #3 Upgrade Price Street Spanning Banners
- Responsible Party: Ed Brown
 - Time Line: May 1998
 - Resources: \$6,000

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- Task #4 Clam Island Beautification -- Light Clam
- Responsible Party: Ed Brown
 - Time Line: May 1998
 - Resources: \$1,000

OBJECTIVE #3
Down Town Upgrade

- Task #1 Develop Additional Permanent Downtown Restrooms
- Responsible Party: Rick Turton/Dennis Delzeit
 - Time Line: Summer 2001
 - Resources: Public Funding
- Task #2 Rehabilitate/Replace Trash Receptacles
- Responsible Party: Rick Turton/Dennis Delzeit
 - Time Line: Phased Now - 2001
 - Resources: Unknown/Public Funding
- Task #3 Expand a City Bench Installation Program
- Responsible Party: Rick Turton/Dennis Delzeit
 - Time Line: Phased Now - 2001
 - Resources: Unknown/Private Funding
- Task #4 Develop More Effective Downtown Parking
- Responsible Party: Rick Turton/Dennis Delzeit
 - Resources: \$2,000 Public Funds
 - Contact Property Owners of Vacant Lots
 - Time Line: Summer 1998
 - Install Better Signage
 - Time Line: Summer 1998
 - Create Parking Time Zone
 - Time Line: Summer 1999
 - Explore Beach Parking
 - Time Line: Summer 1999

OBJECTIVE #4

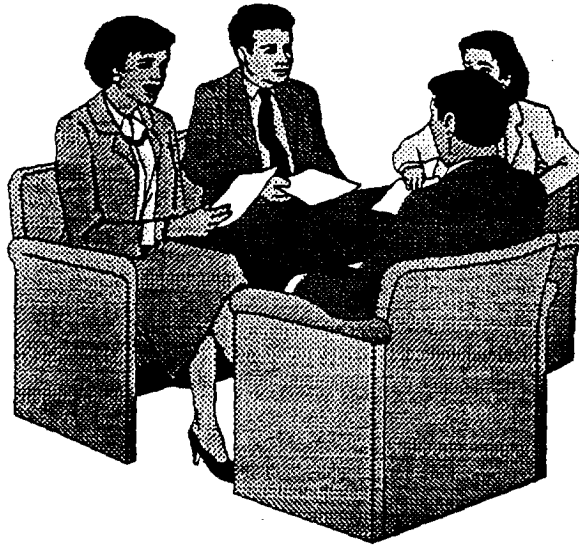
Develop Community Education Program on Hospitality Industry

- Task #1 Video/Library of Resources/Orientation Tour and Program
- Responsible Party: Ed Brown, CVB/Charla Anderson, Chamber
 - Time Line: January 1999
 - Resources: Unknown/SBDC - Chuck Halta

OBJECTIVE #5

Encourage Electronic Cottage Development

- Task #1 Review Zoning Uses/Develop Electronic Infrastructure
- Responsible Party: Dennis Delzeit
 - Time Line: Now
 - Resources: Unknown





GOAL #2

STRENGTHEN EXISTING
REVENUE SOURCES

OBJECTIVE #1
INCREASE ATTRACTIONS

- Task #1 Create Historical Committee and Support Museum at Price House
- Responsible Party: Effie McDermott
 - Time Line: 1999
 - Resources: Private
- Task #2 Special Events on Beach
- Sub-Task #1 Band Review/Band Stand
- Responsible Party: B.I.G./Chamber/Band Review Committee
 - Time Line: Ongoing – November 1998/99
 - Resources: Sponsorships
- Sub-Task #2 City Volleyball Championships
- Responsible Party: B.I.G./Chamber
 - Time Line: June 1998/99
 - Resources: Sponsorships
- Task #3 Monarch Butterfly Venue
- Sub-Task #1 Create Signage (Directions/Welcome Sign)
- Responsible Party: Dennis Delzeit/Public Works
 - Time Line: September 1998
 - Resources: None
- Sub-Task #2 Special Event: Monarch Butterfly Days/Parade
- Responsible Party: Charla Anderson/Chamber
 - Time Line: February 1999
 - Resources: Unknown



OBJECTIVE #2
Remodel Visitors' Center

- Task #1 Develop Implementation Committee/Plan
- Responsible Party: Thomas Barrett
 - Time Line: March 1999
 - Resources: None

OBJECTIVE #3
Review Entertainment Venues and Identify Appropriate Property

- Task #1 Review Carrousel/Private Property Options/Dinosaur Caves/Chumash
Park/Golf Courses/Music Festivals/Movies: IMAX theater (Price House)
- Responsible Party: John Brown/Gregg Goodwin, EVC/
Charla Anderson, Chamber
 - Time Line: May 1999
 - Resources: None

OBJECTIVE #4
Encourage Existing Business Expansion

- Task #1 Develop New Markets for Off-Season Tourism (Oct. - Mar.)
- Responsible Party: Ed Brown, CVB
 - Time Line: July 1998
 - Resources: Unknown
- Task #2 Encourage and Promote Cooperative Marketing Opportunities for Local
Businesses
- Responsible Party: Ed Brown/ Chamber of Commerce
 - Time Line: July 1999
 - Resources: None



GOAL #3
DIVERSIFY OUR ECONOMIC BASE

OBJECTIVE #1
Encourage Non-Visitor-Serving Commercial
Development Where Appropriate

- Task #1 Identify sites which may be suitable for non-visitor-serving commercial development such as auto dealerships, technology parks, high-end retail and professional offices and identify which of these sites may require general plan and/or zoning code amendment to accommodate such development.
- Responsible Party: Michael Fuson/Rick Turton/Arlene Snow/Gregg Goodwin (EVC)
 - Time Line: March 1999
 - Resources: Unknown
- Task #2 Recommend a program to attract such development on appropriately zoned sites.
- Responsible Party: Michael Fuson/Rick Turton/Arlene Snow/Gregg Goodwin (EVC)
 - Time Line: September 1999
 - Resources: Unknown





● ● ● ADDENDUM ● ● ●

STRENGTHS

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|------------------------------|---|
| ☺ Ocean | ☺ Architectural Diversity |
| ☺ Beach | ☺ Public/Private Sector Cooperation |
| ☺ Location | ☺ Repeat Customers |
| ☺ Mountains | ☺ South County Recreation Opportunities |
| ☺ Shopping | ☺ Butterfly Refuge |
| ☺ Climate | ☺ Largest Bed Base |
| ☺ Name Recognition | ☺ Stable Population |
| ☺ Pier | ☺ Good Food |
| ☺ Jazz | ☺ Adjacent Property |
| ☺ Long Sandy Beach | ☺ Historical Base |
| ☺ Empty Community Property | ☺ Well-Educated Residents |
| ☺ Great Political Leadership | ☺ Focal Downtown (Old Downtown) |
| ☺ Transportation | ☺ Park Potential |
| ☺ Colleges | ☺ Caves of Mystery (Dinosaur Caves) |
| ☺ Special Events | ☺ Best Ocean View on Central Coast |
| ☺ Access to 101 | ☺ Central Location L.A. - SF. |
| ☺ Small Town Charm | ☺ Off Season Bed Base |
| ☺ Safe | ☺ Water |
| ☺ Small Population | ☺ Clean Air |
| ☺ Affordable Vacation Site | ☺ Chamber of Commerce |
| ☺ Affordable Beach Housing | |
| ☺ No Cars on Beach | |
| ☺ Medical Hospital Access | |

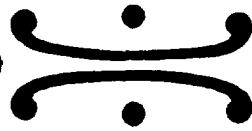




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Weaknesses

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|--|--|
| ⊖ Downtown Traffic Flow | ⊖ Limited Downtown Parking |
| ⊖ Lack of Tourist and Resident Activities/Venues | ⊖ Signs in Town |
| ⊖ Seasonal Revenue Base | ⊖ Price Street Corridor |
| ⊖ Inadequate Downtown Shopping | ⊖ Lack of Film Shoots |
| ⊖ Low Local Spending Downtown | ⊖ Landscaping |
| ⊖ Lack of Resident Downtown Patronage | ⊖ Downtown Specific Plan Theme/ Implementation |
| ⊖ Unsightly Buildings | ⊖ Town Split in Half |
| ⊖ Lack of Signs on Freeway | ⊖ Unclear City Boundaries |
| ⊖ Lack of Diversified Revenue Sources | ⊖ Lack of Shuttle Transportation |
| ⊖ Lack of Downtown Theme | ⊖ Street and Sidewalk Repair/ Aging Infrastructure |
| ⊖ Lack of Downtown Lighting | ⊖ Lack of Municipal Center |
| ⊖ Water/Sewer System Improvement | ⊖ Location of Objectionable Businesses |
| ⊖ Guest Restrooms/ Downtown | ⊖ Storm drainage |
| ⊖ Drinking Fountains | ⊖ Deteriorating Vet's Hall |
| ⊖ Visitors Center | ⊖ Lack of Urgency – Need Planning |



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OPPORTUNITIES

- Off Season Bed Base
- 60,000 Cars Pass Through the Town in a Day on US 101
- Better Signage
- Classic Streetlights
- Golf Resort Development
- Museums
- Conference Center – 500 Dining Capacity
- Downtown Entertainment
- Ocean Showcase/ Aquarium
- Ocean Sports Competition Events
- City Partnerships – Parking
- New Media Relations

POTENTIAL THREATS

- Rain through June
- Development of Shell Beach hills
- Shoreline Erosion
- Traffic Congestion
- Other Destination Competition
- Offshore Oil Fields
- Limiting Vehicles on State Park Beaches/Dunes
- Undesirable Businesses
- Economics of Core Feeder Markets
- Loss of Pier
- Closure of Hwy 1
- Retrofit of Hwy 101
- Earthquake

