




SHAPING OUR FUTURE

PASO ROBLES CHAMBER OF COMMERCE

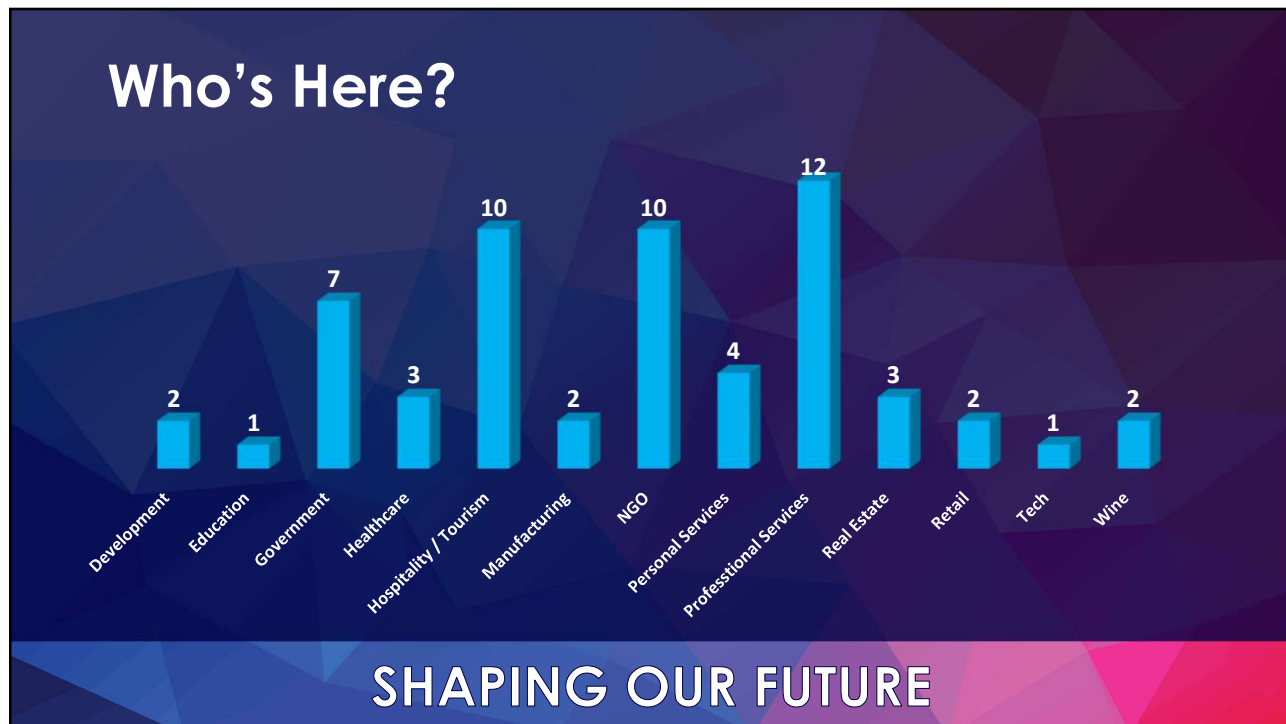
Business Leader Summit
MAY 31, 2018



Welcome & Introductions

GINA FITZPATRICK CEO PRCC

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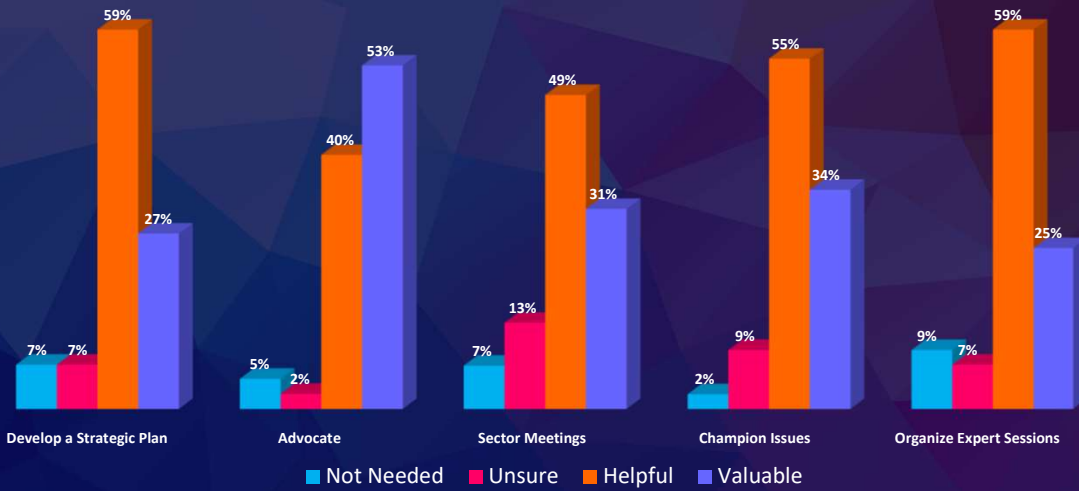
Why Economic Development is Important to the PRCC

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“I really don’t know what they are trying to accomplish.”

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How Can We Support You?



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Why Have We Asked You Here Today?

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“Now Let’s Get To Work!”

- Gina Fitzpatrick

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Key Note Speaker
MAYOR STEVE MARTIN

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Diving In...
DON MARUSKA SUMMIT FACILITATOR

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What are Your Hopes for the Paso Robles Economy?

1. WRITE ONE HOPE PER BOX
2. MARK MOST COMPELLING WITH AN "*"
3. BE PREPARED TO SHARE WHY IT'S IMPORTANT TO YOU

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YOUR HOPES	WHY IMPORTANT TO YOU?
Clean-up north side of Paso	Hidden gem, improve morale of town, first impressions, gateway
Better understanding of entire economic impact of wine industry – not just wine	Wine industry is 1.9 billion
Acquire boys school – dry creek utilities – airport development	HOH jobs, commerce, diversification for city
Preserve values and quality of life for Paso	Don't become too rich, too white, and too old
Entice tech industry – tap into cal Poly for workforce	Jobs in Paso
Performing arts center/ conference center	Complement other things going on. Diversity population and economy
Recruitment	40% of employees live in Paso.

YOUR HOPES	WHY IMPORTANT TO YOU?
Improved transportation	Options for employees to get to work
Tech	more
Hotels – attract workforce	Full employment
Establish stronger ties with business community in Paso Robles (with Cal Poly)	Tech transfer – leads to new businesses and diversification – alternative to silicon valley
Make and market Paso as a place to do business	Grow companies in Paso so they don't leave - diversify

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YOUR HOPES	WHY IMPORTANT TO YOU?

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Key Topics

JOSH CROSS DIRECTOR OF ECONOMIC DEVELOPMENT

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Key Topics

Balanced Economy Housing Infrastructure Workforce Why Paso?

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Balanced Economy

WHAT WE'VE HEARD

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“The biggest thing that concerns me in this area is if we become too dependent on wine. I fear something coming in and ruining all the grapes ...”

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Balanced Economy

• Potential Opportunities

- Attract small scale manufacturing
- Support businesses that have the potential to grow
- Prioritize the development and growth of local non-service sector businesses
- Grow businesses that support wine and tourism such as food, beverages, and tangible goods (e.g. wine bottles)

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Balanced Economy

60% of survey responders feel that additional financing is not needed or is unsure if needed

15% said it would be very valuable

44% of survey responders feel that business strategies and consulting support would be helpful or very valuable

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Balanced Economy

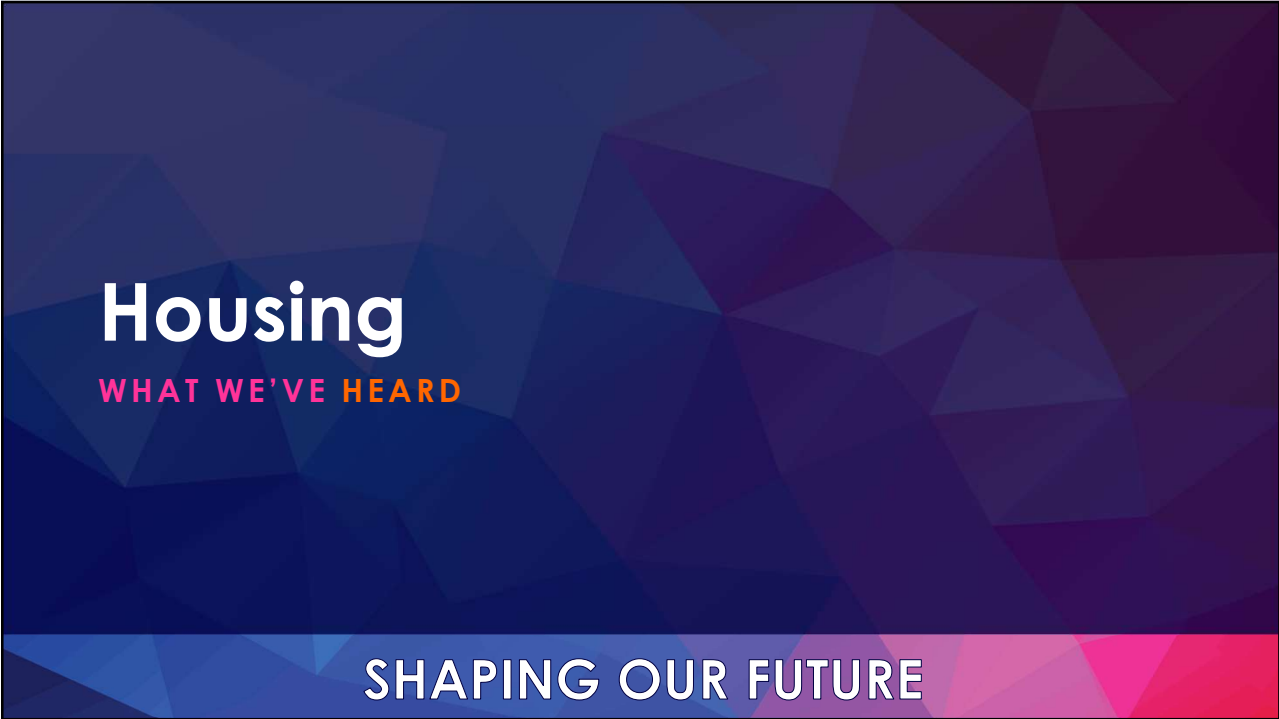
ISSUE AND ACTION DISCUSSION

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Engaging you on Balanced Economy

1. What **additional issues** need attention? (Please write them with black marker on **yellow sheets** – one issue per sheet.)
2. What **additional opportunities** would you suggest to address the topic? (Please write them with black marker on **green sheets** – one opportunity per sheet.)
3. Discuss at your table as time permits.

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“Residential development has got to take place.”

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Housing

• Issues

- Housing is expensive
- Need all levels of housing
- A recent increase in number of short term rentals = lack of long term rentals
- Current lack of affordable housing is limiting growth

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Housing

• Potential Opportunities

- Work with government and builders to streamline housing development in the region
- Advocate for housing – develop a coalition of supporters
- Break Specific Plan areas into smaller areas
- Reduce “upfront” costs to build homes
- Use a portion of TOT revenue to fund “affordable” housing projects

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Housing

74% of survey responders feel that the provision of more affordable housing would help them overcome their challenges towards reaching their economic objectives

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Housing

ISSUE AND ACTION DISCUSSION

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Engaging you on Housing

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“Access to high-speed internet needs to be addressed at some point. Can you hot-spot the downtown?”

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Infrastructure

- **Issues**

- Water availability
- Parking in downtown
- High-speed internet
- Provision of infrastructure may accelerate growth

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Infrastructure

• Potential Opportunities

- Invest in expanded broadband infrastructure
- Make downtown a wireless “hot spot”
- Ensure infrastructure is provided commensurate with growth
- Use other people’s existing resources: Amtrak, Uber, Lyft
- Link hotels to downtown via trolley/bus route

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Infrastructure

77% of survey responders feel that City actions to expedite infrastructure to expand inventory of available space would be helpful or very valuable

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Infrastructure

ISSUE AND ACTION DISCUSSION

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Engaging you on Infrastructure

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15 MINUTE BREAK
PASO ROBLES CHAMBER OF COMMERCE

Business Leader Summit
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This slide features a vibrant, multi-colored geometric pattern of triangles in shades of red, pink, purple, blue, and orange. The text is centered and uses a clean, sans-serif font.



Workforce
WHAT WE'VE HEARD

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This slide has a dark blue and purple geometric background. The text is white and positioned on the left side, with a pink and orange bar at the bottom.

Workforce

• Issues

- Employers are not able to find highly skilled employees
- Brain drain – talented local youth are leaving
- Employees are underemployed – especially in the medium tier skill level
- Unable to attract talent

70% of survey responders feel that finding qualified people is a significant or major problem in their industry

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Workforce

• Potential Opportunities

- Leverage the livability of the City to attract skilled employees and entrepreneurs
- Investigate opportunities to prevent brain drain, like developing vocational programs or higher education extension programs
- Recruit talent from regional and state colleges and universities
- Recruit graduates from Cal Poly that have a fondness for the area
- Offer career-matching services to help skilled workers find jobs

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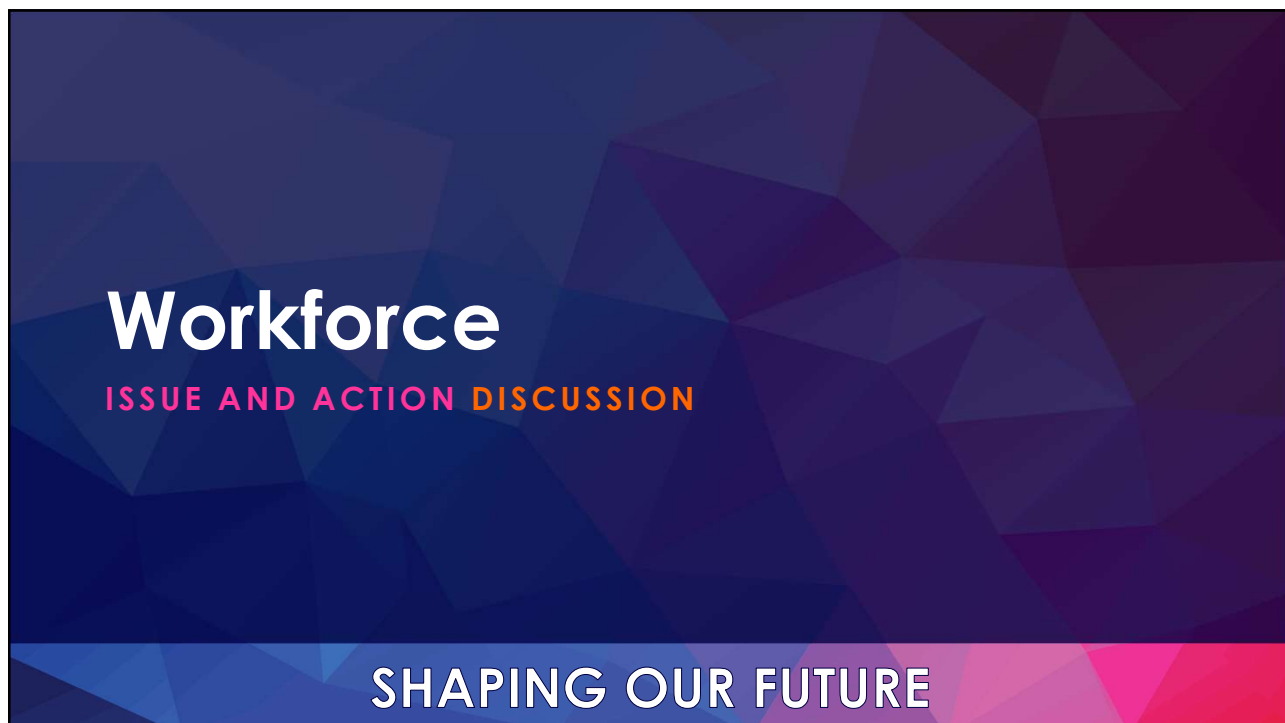


Workforce

91% of survey responders feel that improved job and skill training with local educational institutions will help them overcome their workforce challenges

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This slide features a dark blue background with a geometric pattern of triangles. The word "Workforce" is in the top left. A light blue speech bubble contains a survey quote. The bottom has a pink-to-blue gradient bar with the text "SHAPING OUR FUTURE".



Workforce
ISSUE AND ACTION DISCUSSION

SHAPING OUR FUTURE

This slide features a dark blue background with a geometric pattern of triangles. The word "Workforce" is in the top left, followed by "ISSUE AND ACTION DISCUSSION" in pink and orange. The bottom has a pink-to-blue gradient bar with the text "SHAPING OUR FUTURE".

Engaging you on Workforce

1. What **additional issues** need attention? (Please write them with black marker on **yellow sheets** – one issue per sheet.)
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“The new city manager is exceptional and is very supportive of economic development...”

- Tom Frutchy

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“Why would someone want to locate a business or live in Paso Robles?”

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Why Paso?

• Issues

- Housing cost
- Hot climate
- Perception of a water problem
- \$40 tasting fees
- Lack of Costco/Whole Foods/Trader Joes
- Not enough family restaurants
- Region is too SLO focused
- Downtown parking
- Cultural divide
- Lack of head-of-household jobs
- Region is remote – hard to access
- State regulations
- Growth = traffic and congestion
- Lack of cohesive brand
- Relatively unknown outside of SLO County/CA

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Why Paso?

• Potential Opportunities

- Create a co-working space
- Expedite convention center
- Develop business incentives
- Grow gourmet food industry – food start-up academy
- Grow number of breweries - BrewPaso
- Cyber security
- Supportive city government and staff
- Developable land available
- Good location between LA, SF, and Central Valley
- Capitalize on airport

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Why Paso?

ISSUE AND ACTION DISCUSSION

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Organizing for Results

What do you think will be the key factors for success in strategic planning for economic development to Shape Our Future?

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Prioritizing Issues and Opportunities

1. Use **orange dots** to identify the **most important issues** to resolve for a successful future.
2. Use **green dots** to identify the **most desirable opportunities**.

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Call to Action – Paso Needs YOU!

HOW WOULD YOU LIKE TO HELP PASO MOVE FORWARD?

- Keep me informed
- Add ideas after today
- Help develop specific action items
- Support the Chamber's advocacy
- Identify other people and organizations to help
- Join a Business Walk
- Offer other help

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Next Steps

GINA FITZPATRICK CEO PRCC

Business Walk

*Community
Business Survey*

Strategic Plan

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