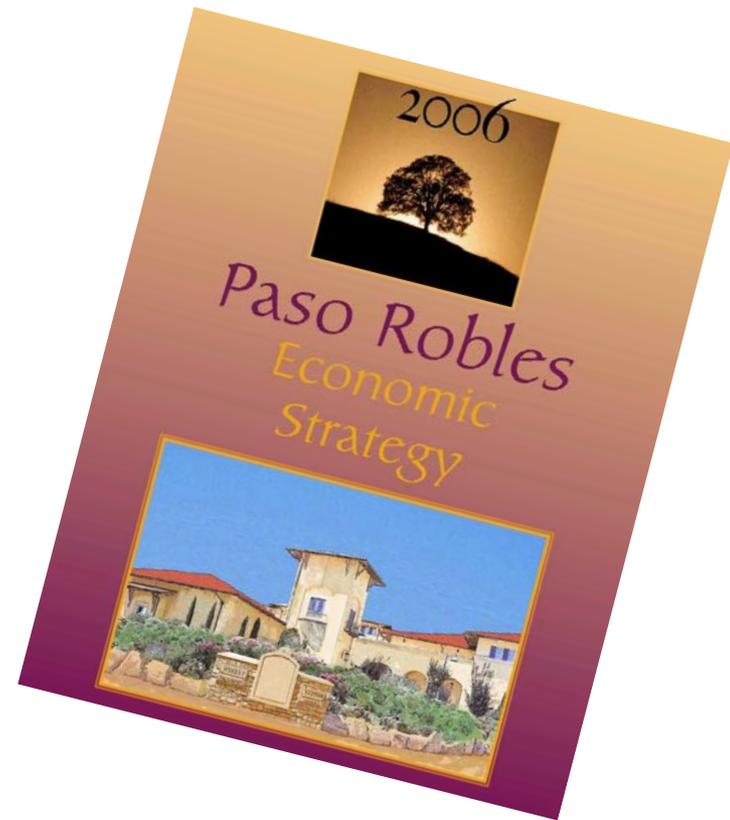


Economic Strategy

2011 Progress Report

Paso Robles Economic Strategy

- A joint effort in 2006 between the Chamber of Commerce and City of Paso Robles.
- Designed by local residents for local residents.
- Paso Robles' strengths are its **People, Place, Positioning** and **Partnerships**.
- Update on which goals of this document have been achieved.



Place/Community



A better place to live.



Place/Community

A better place to live.

A community's most valuable assets are the ones they already have. The Strategy supports that economic development efforts should help to create and preserve the community's sense of uniqueness, attractiveness, history, cultural and social diversity, and include public gathering spaces along with a strong local sense of place.

Paso Robles has done this in spades.

Place/Community



A vibrant downtown.



Place/Community

A *vibrant* downtown.

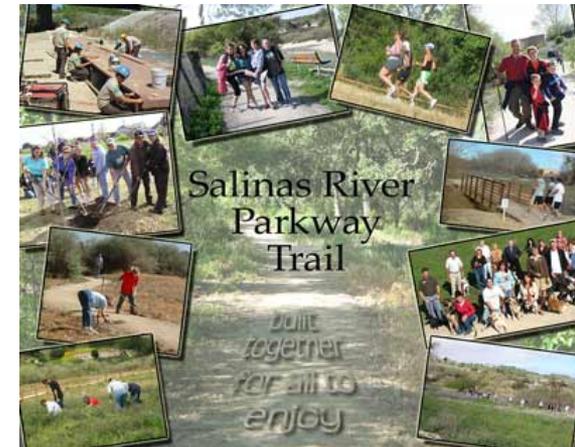
The Downtown core is the heart of the community and along with the bustle of daily commerce and social activity is host to many local, regional and world class events that attract visitors from outside the area. A sampling:

- Amsterdam coffee house
- Studios on the Park
- 15+ Tasting Rooms
- 20+ Restaurants
- Concerts in the Park continue to draw hundreds each Friday in the summer
- Farmer's Market / Lavender Festival / Olive Festival / Wine Festival
- Inaugural Festival of the Arts in 2009 generated over \$200K in matching funds for a \$4 million State Grant to purchase river corridor property ~ the Festival continues on
- Labor Day Car show is building steam after its 2010 debut

Place/Community



More recreation.



Place/Community

More recreation.

The quality of neighborhoods, parks, rivers, schools, theaters, museum, galleries and other places where we gather and play are features which contribute to and support economic growth and investment.

We've seen significant private investment in recreation since 2006:

- Ravine Water Park
- Kennedy Club Adventure
- Paso Robles Tennis and Swim Club

Public improvements have been made that enrich our recreation choices:

- Salinas River Parkway Trail (2 miles completed)
- North River Road Bike Path fully designed & grant funded (an additional mile to come)
- Mile and a half of river corridor (154 acres) acquired for future open space, restoration and recreation opportunity

Place/Community

**More focus on our
roots.**



Place/Community

More focus on our roots.

Our community's heritage is deeply rooted in agriculture and continues to grow through showcasing the Paso Roble wine appellation, expanding viticulture industry investment, and promotion of year-round special events that highlight viticulture, olive oil, and equestrian attractions, as exhibited by:

- Event Center activities – Equestrian Events are expanding (PCCHA and NSHA)
- Treana Winery Expansion (Production and Storage facility near the Airport)
- Justin Winery – wine storage at Wisteria Lane
- Strong partnerships with Wine Country Alliance
- Wine, Olive and Lavender Festivals & Events

Place/Community

Honoring our history.



Place/Community

Honoring our **history**.

Authenticity is not created, but exists in Paso Robles partially because of its eclectic weave of buildings that span many eras and architectural styles. Adaptive reuse of historic buildings is being accomplished through:

- Historic building inventory and design standards proposed in the Uptown/Town Centre Specific Plan
- A first ever Historic Preservation Ordinance has been introduced to assure a unique and authentic Paso Robles is sustained
- Farmer's Alliance (Derby Wines) – practical application of current reuse project

Place/Community



Improved visitor services.



Place/Community

Improved visitor services.

The commercial hospitality industry has expanded since 2006 with the construction/addition of over 300 New Hotel Rooms. Additional enhancement to visitor services will be seen with:

- New Uptown hotel – Paso Robles Oak Tree Inn (90 units)
- Vina Robles Hospitality Center – expanding with an outdoor Amphitheatre
- New Restaurants, Tasting Rooms and Specialty Retail in the Downtown core
- River Oaks (emerging event venue)
- Hampton Inn – Grand reopening of fully remodeled rooms

The Municipal Airport is experiencing a new and greatly improved level of service to the flying visitor:

- A new Fixed Base Operator (ACI) is providing reliable/quality aviation services
- Promoting the Airport as another “gateway” to Paso Robles is becoming a reality
- A new restaurant operator is on the horizon in 2012

Place/Community

**New and improved
businesses.**



Place/Community

New and improved businesses.

New investment and business growth in the order of magnitude of tens of millions of dollars can be seen in these 2009/2010 projects:

- Lowes Center at Golden Hill and HWY 46E – 169,000.s.f. + shops
- Specialty Silicone Fabricators at Airport – 100,000 s.f. industrial expansion
- Justin Winery 30,700 s.f. wine storage facility – Wisteria Lane
- Bed Bath Beyond Retail – 26,000 s.f.
- Treana Winery 23,400 s.f. wine storage building
- Oak & 13th Street (Arciero) 14,600 s.f. Office Buildings
- Panky Building SE corner Spring & 15th – 14,500 s.f. retail office
- Estrella Warbirds added 11,500 s.f. museum and storage space
- NE Corner Golden Hill & Union – 11,100 s.f. new office/retail
- Paso Robles Tennis and Swim Club – 7,300 s.f. Clubhouse
- Twist StudioSpa remodel on Spring Street – 4,800 s.f. salon and retail
- Il Cortile Restaurant 12th Street remodel - 2,000 s.f. restaurant
- Santa Cruz Biotech – Dry Creek Road industrial expansion

Place/Community



Available **industrial** space.



Place/Community

Available **industrial** space.

A range of development opportunities are available to the investor today:

- Airport Business Park
- Golden Hills Business Park
- Nunno Industrial Park
- Dry Creek Winery Row

Place/Community

Continued **commercial** construction.

	Floor Area Totals				
Type	2006	2007	2008	2009	2010
Retail	89,500	110,700	19,900	232,100	36,900
Retail/Office	7,300	27,400	0	4,600	0
Office	12,200	43,300	22,400	54,400	14,700
Hotel	66,000	135,700	0	0	0
Industrial	153,600	195,900	217,600	72,800	6,500
Total	328,600	513,000	259,900	363,900	58,100



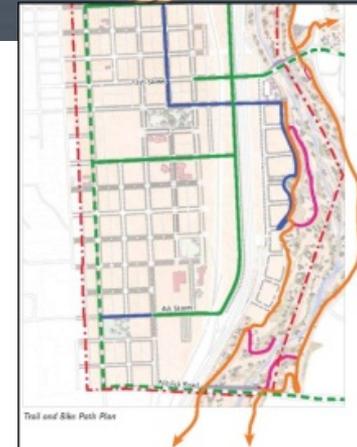
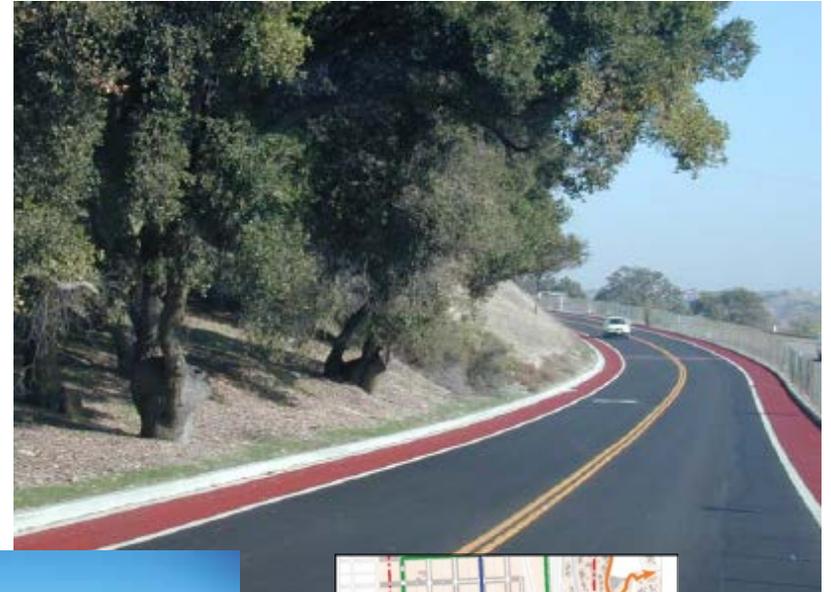
Place/Community

Continued **commercial** construction.

Since adoption of the Economic Strategy, the City has seen over 1.5 million square feet of retail/office/hotel and industrial construction investment.

Place/Community

Easier to **get around**.



Place/Community

Easier to **get around**.

Transportation projects continue to receive grant awards and programmed funding from State and Federal sources, enabling the City to expand much needed transportation systems and facilities:

- South Vine Street reconstruction (won the APWA 2010 Transportation project of the year, Overall Project of the year, and Outstanding Civil Engineering Project)
- North River Road paving rehabilitation - completed
- 13th, 17th, 24th Street/HWY Improvements proceeding
- Handicap accessibility improvements - \$3.5 million slated
- Railroad Depot Restrooms - completed
- Bike Master Plan - completed
- Theater Drive Realignment - underway
- Riverside sidewalk and crossing improvements at Paso Robles Event Center
- 21st Street Green (LID) design & construct - grant funding obtained, design begun

Place/Community

Grants and fundraising.

During difficult economic times, frustration can take root with fewer resources and the resulting limitations on capacity to do good things. While carrying out the day-to-day responsibilities of serving our 30,000 neighbors and friends with fewer staff, the City's workforce also made great progress against goals set by the City Council in the Spring of 2009.

Some of the highlights include:

- eliminated 30% of the City's workforce and \$30,000,000 in planned spending
- obtained over \$29,000,000 in new grants
- added 10,000 hours of volunteer work
- reconstructed two major roadways
- completed the sulfur spring & City Hall parking lot repair
- constructed new river trails
- established a major celebration of the arts
- reformed and revitalized tourism promotion
- sold \$12,000,000 in Redevelopment bonds at record high ratings
- completed two award-winning community plans (Gateway & Purple Belt)
- purchased 1.5 miles (154 acres) of river corridor with State grant dollars
- secured the return of the Amgen Tour of California finish here in May 2011

Place/Community

Better **resource** management.



Ever Wonder Where It Goes?
find out now...

www.PasoWastewater.com
(805) 227-7200 x7716



Water...
Use it Wisely.



Place/Community

Better resource management.

The Strategy supports the preservation, enhancement and improved access to key natural features within the community. Efforts to invest in quality enhancements of underutilized resources, or preservation of unique/limited resources continue:

- Salinas River Vision – foundation for pursuing multi-million dollar grant funding
- Water Resources River Parkway Grant (\$1.8 million received from the State)
- Natural Resources Management Plan
- Landfill Master Plan
- Habitat Conservation Plan
- Urban Water Management Plan
- Integrated Water Resource Plan
- Groundwater Basin Management Plan

Place/Community

More workforce housing.



Place/Community

More workforce housing.

Housing start-ups are down, but housing opportunities still abound, providing workforce housing opportunity:

Added a total of 68 low income and 69 senior units since 2006

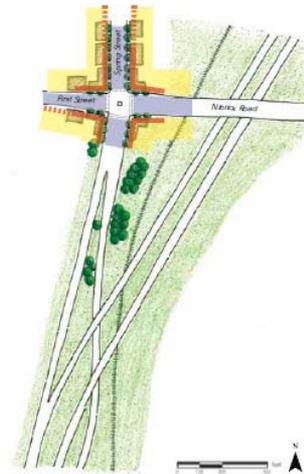
81 unit low income project near Navajo & River Road – under construction

Focusing on infill opportunities in the developed west side including mixed use

302 unit Oak Park Housing Project – 154 net new low income units / replacement of 148

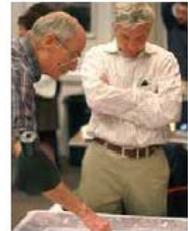
Place/Community

Careful **planning.**



Recommended Design Concept

- Central Street
- Storefront or Dooryard/Terrace Frontage Type
- Sloop, Lightcourt, or Forecourt Frontage Type
- Rowhouse, Live/Work, or Mixed-Use Building Type



Place/Community

Careful **planning**.

Long term focus and planning for the infrastructure and quality of development that readies the stage when business investment and recovery comes

- Town Centre / Uptown Specific Plan
- Olsen/Beechwood Ranch Specific Plan
- Chandler Ranch Specific Plan
- Purple Belt
- Gateway Study
- Downtown Parking
- Circulation Element Update
- HWY 46 Corridor Study
- Historic Preservation Program
- Development Impact Fee (AB1600) Update
- Sphere of Influence Update
- Housing Element Update

People/Education

Cool buildings and programs.



People/Education

Cool buildings and programs.

A variety of facilities and programs have managed to progress with local funding support such as the community's passing of the Measure T bond. Examples of recent milestones include:

- High School Rehab & New Classrooms (Measure -T) - completed
- Flamson Middle School renovation completed

People/Education



Improved educational opportunities.



People/Education

Improved **educational** opportunities.

- Cuesta College is expanding its resources to the community:
 - First permanent instructional building established
 - Learning Resource Center – under construction
 - Trade and Technology – funding is being actively pursued
- First Five Facility – is complete & a collaborative grant for \$2.6M to construct a park adjacent is secured
- Skill USA – Recognition of achievement at state and national levels

Positioning

Improved business promotion.

The screenshot shows the Paso Robles website homepage. At the top left is the logo for Paso Robles Authentic California. Below it are navigation tabs: Home, Experience Paso Robles, Events, Visitor Services, All About Paso, and Contact. A search bar and a newsletter sign-up link are also present. The main content area features a collage of images related to wine and dining. Below this are four categories: Wine and Wine Touring, Dining and Nightlife, Hotels and Lodging, and Shopping and Attractions. There are also sections for 'Upcoming' events (January 01 and 14) and 'Promotions' (Play Paso Passport and Travel Promotions). The footer includes social media links for Facebook, Twitter, YouTube, and Delicious, along with a copyright notice for 2009 TravelPaso.com.

This is a map titled 'PASO ROBLES DOWNTOWN WINERIES' with the subtitle 'Discover What Downtown Has To Offer'. The map shows a grid of streets from 4th to 14th Street and Santa Street to Howard Avenue. Numbered markers (1-18) indicate the locations of various wineries. A legend identifies 'Paso Robles City Park' and 'Historic Train Depot'. A north arrow and a scale bar are also included.

A vertical wayfinding sign for Paso Robles. At the top is the Paso Robles logo. Below it are four directional signs: 'Wineries' with a right arrow, 'Downtown' with a right arrow, '101 North' with an up arrow, and 'Lake Nacimiento' with a left arrow. At the bottom is a sign for 'King City 51' with a left arrow.

A promotional poster for the 'PLAY PASO PASSPORT!' campaign. It features four circular icons representing different types of stamps: 'EYE', 'SIP', 'EAT', and 'STAY'. The text encourages visitors to collect stamps at participating restaurants, wineries, and hotels. It includes a quote from Andrew Knowlton, Bon Appetit, praising the local food scene. The poster also mentions the Travel Paso Robles Alliance and provides the website travelpaso.com.

An advertisement for 'Park Street SHOP WINE DINE FIND'. It features a photograph of the Park Street building. Below the photo are several business logos and contact information: 'FREELY' (Handcrafted Gifts & Local Art), 'olive' (The Olive Oil Experience), 'Sealed with a Kiss' (Invitations, Cards & Gifts), 'AMSTERDAM COFFEE HOUSE' (Amsterdam Coffee House), 'KAYA' (Womens Clothing, Jewelry & Folk Art), and 'Thomas Hill Organics' (Bistro and Wine Bar). The address is 1319 Park Street, Paso Robles, CA. A note at the bottom says 'ONE BLOCK FROM THE DOWNTOWN PARK'.

Positioning

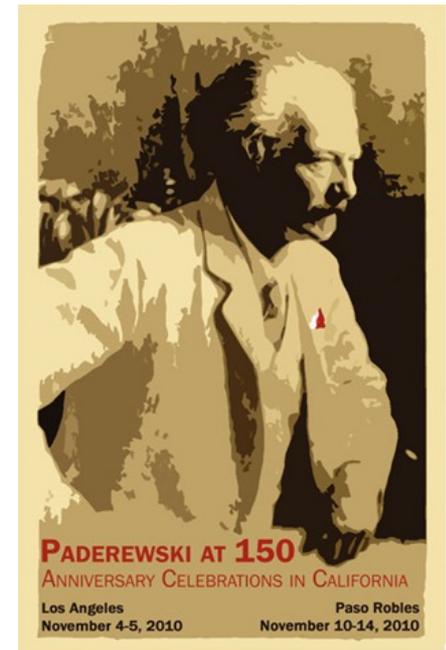
Improved **business** promotion.

Community partners are working together to enhance the experience of the visitor to Paso Robles through innovative promotional programs:

- Winery Signage program for improved visitor “way-finding” to local wineries
- Paso Passport Program - encourages visitor exploration of Paso offerings
- Park Street Merchants – a collective of retailers promoting Paso shopping opportunities
- Winery Marketing Collectives - self initiated branding effort by groups of wineries, including Far Out wineries, Downtown, 46East, 46West, Backroads, etc.

Positioning

World class events.



Positioning

World class events.

Paso Robles as a destination location is reaching the eyes and ears of more and more people statewide, nationally and worldwide ~ as exhibited by new & returning high profile events:

- Amgen Tour of California Finish & Lifestyle Festival will be back May 2011
- Sunset's Savor the Central Coast – shined a spotlight on the County as a whole
- And Paso Robles took the stage gaining recognition w/The Paso Glow event downtown (complete with Celebrity Chef Tyler Florence and a lightening show)
- Hospice du Rhone is the largest international wine tasting event of its kind and takes place at the Paso Robles Event Center, attracting attendees from all over the US, Europe, Australia, South Africa and beyond (18th Annual)
- Wine Festival has evolved into a high-quality wine tasting event that includes a reserve event, festival and dinner with an auction that raised \$105K for local charities in 2010

Positioning

Increased advertising.

AUTHENTIC IN EVERY DIRECTION

Paso Robles puts you in the epicenter of Authentic California and the heart of Central Coast wine country. Yes, our wine cellar is impressive. But wait until you see what's in our backyard.



paso ROBLES
AUTHENTIC CALIFORNIA
888.988.7276
travelpaso.com/CA



distinct. different.
PASO ROBLES
pasowine.com 

Every Californian has an authentic experience they call their own. Paso Robles has one - and they'd like to share it with you.

paso ROBLES
AUTHENTIC CALIFORNIA

The charming downtown park, award-winning wine, cuisine and golf, outdoor family adventures, lakes, and cultural events of Paso Robles are only hours away for any Californian.

Visit travelpaso.com today and make it your own.

Positioning

More thoughtful advertising.

The tourism effort is not just about the first dollar returned through the visit, but also an opportunity to showcase the unique character, heritage and special attributes of the community as a place to invest. We're doing a better job of sharing what we have to offer:

- Paso Robles – Authentic California Branding
- Tourism partners speaking more and more with one voice
- TravelPaso Website – clearinghouse and promotional tool for all
- Participating in County VCB programs that promote nationally & internationally
- Travel Paso Robles Alliance (TPRA) investing in focused marketing strategy

Partnership

Working **together.**



Partnership

Working together.

The Strategy supports mobilizing public, private, and unity resources to improve our competitive position through partnership.

Restructuring of tourism efforts in the last 3 years has seen a new alignment in a common economic vision to promote Paso Robles so as to leverage the impact of dollars and resources invested.

- Promotions Coordinating Committee (PCC) established with a focused Marketing Plan - Each represented PCC entity contributes to the collective achievement of marketing goals
 - Chamber of Commerce – Visitor Center & distribution of tourism materials
 - Paso Robles Event Center – Venue support for year round events
 - Wine Country Alliance – Public relations & promotions
 - Main Street – Downtown events and promotions
 - Hoteliers – Liaison with TPRA and marketing direction
 - City – Website, social media marketing of businesses and events, citywide event calendar, and coordination of hospitality/concierge support services

- Travel Paso Robles Alliance - TPRA
 - Lodging & hotel industry organized in 2009 ~ a public/private partnership
 - Formation of Lodging/hotel Business Improvement District (BID) for 2% on visitor stays to promote the Paso Robles Brand
 - 2010 - Generated over \$450,000
 - 2011 – Estimated budget \$500,000
 - Public/Private partnership works well with the Lodging BID
 - City – Administrative and Fiduciary support
 - TPRA – Hoteliers direct the Marketing effort with countless volunteer hours

The Economic Strategy Works



The Economic Strategy Works



The Economic Strategy works. The vision has been so compelling that it has stimulated private investment and been the basis for new partnerships, and the strengthening of existing ones.

As we prepare to weather the economic changes ahead, it is important to remember that this vision and strategic approach can serve use well on into the future.

What is next for Paso Robles? We can't wait to see.

