



# *City of Grover Beach*

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**PRESS RELEASE**  
**FOR IMMEDIATE RELEASE**

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## **CITY WINS BEACH FRONT LODGE APPROVAL**

On Friday, May 12<sup>th</sup>, the State Parks and Recreation Commission determined that the proposed lodge concession at Pismo State Beach is compatible with the Pismo State Beach General Plan as amended in 1982 to allow for the construction of a 150 room beachfront lodge and conference facility. The Commission's unanimous approval is a significant milestone, and represents many years of planning and discussion between the California State Department of Parks and Recreation and the City of Grover Beach.

The next important milestone is approval of a Joint Powers Agreement (JPA) between the City and the State, which would set forth the basic terms for lodge construction, revenue-sharing and property maintenance. While work continues on fine tuning the document, both agencies have agreed in concept to the general outline of the proposed agreement. The JPA could be ready for final action early this summer.

Council Member John Shoals serves as the Chair of the Council Sub-Committee on the Beach Front Lodge and Conference Center Project, with Mayor Pro Tem Steve Lieberman. Shoals stated, "I am elated with the action of the State Parks Commission. We've been working towards this goal for many years. This approval is the culmination of hard work by many people from both organizations. Moving this project forward has been a personal goal of mine since I was elected to the City Council in 2002. This will allow us to proceed with turning this long-held dream into a reality. While Grover Beach is located next to the Pacific Ocean, we have never been able to capitalize on the City's great location for the benefit of our citizens. Now we can work towards creating a beautiful facility that will bring visitors and tourism dollars to the City. It's a great day for our community. To say that I'm pleased would be a great understatement."

Mayor Pro Tem Steve Lieberman strongly agreed, saying, "It's an exciting day for Grover Beach. This project will serve as an anchor and impetus for other high-quality development within our community. Grover Beach will have a destination that will offer an alternative to a typical hotel room. Working in partnership with State Parks, we will be able to provide an eco-educational experience to visitors to our pristine coastline. While we have a ways to go, the State's action has cleared the path, and follow-up action should proceed quite smoothly from now on. This approval truly gets the ball rolling towards a future we have all been seeking."

Others serving on and assisting the two Council Members on this project are Planning Commissioner (and former Mayor) Peter Keith, Interim Community Development Director George Hansen, and City Attorney Martin Koczanowicz. All except Mr. Keith were in San Juan Bautista when the Commission took its action.

Mayor Larry Versaw said, "I'm so pleased with the great progress that the Council Sub-Committee has made. The project will be a statement of a stronger and more viable Grover Beach. My thanks and congratulations are extended to all who have participated in helping to create this most-desired facility."

It is anticipated that the Agreement between the City and the State will be executed this summer, and the hope is that the project can be completed within two years. The present estimate for the cost of the facility is \$16 million.

The project will produce rental income to the State, and sales and hotel tax revenue to the City. The project has been viewed as a major component of Grover Beach's economic development program, intended to increase revenues to the City, creating new money to assist with streets and storm drains, public safety, parks and recreation, and other City programs.

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