



City of Grover Beach

Request for Qualifications Economic Development Specialist

The City of Grover Beach and Grover Beach Improvement Agency are seeking the assistance of an economic development professional to facilitate the implementation of a newly adopted Economic Development Strategy and its Business / Industrial Development and Marketing Programs. The City/Agency desires to retain an experienced economic development professional on a contractual basis as a member of a strongly motivated team focused on assisting the community in achieving a diverse, strong and growing local economy.

The City/Community

Grover Beach is a very special and unique community, dynamically located on California's Central Coast. The City lies along the shores of the Pacific Ocean, just 12 miles south of San Luis Obispo and 90 miles north of Santa Barbara. Serving as the primary gateway to the Oceano Dunes State Vehicular Recreation Area and Pismo State Beach, the area attracts nearly 2,000,000 visitors annually.

Approximately 13,200 people call Grover Beach their home, and the City affords the most wide range housing opportunities of any community on the Central Coast. Amtrak provides both bus and rail services from the City's Train Station Facility, located just a few blocks from the beach.

Commercially, the City is served by a mile-long corridor featuring mostly retail shops and restaurants. Several properties located in the downtown area are prime candidates for consolidation and/or redevelopment.

The community is unique in that it contains three industrial areas within the City. Consisting of nearly 130 acres, the largest industrial area is located in the southern portion of the City. Within this area are several buildings and properties that are either underutilized or vacant. Small businesses currently make up the majority of businesses in the area, with the exception of two international manufacturers. A backbone of fiber optic infrastructure is available, but is in need of development. Two additional smaller industrial areas are located in the western part of the City. All three areas offer both opportunities and constraints, but are good candidates for both economic development and redevelopment.

The City Council, acting as the Improvement (Redevelopment) Agency Board of Directors, has implemented two project areas: *Improvement Project Area I* incorporates most of the downtown core and the land areas closest to the beach. The *Industrial Project Area* takes in the large industrial area located in the southern portion of the City.



Recently, the City Council / Improvement Agency has taken a number of steps that aggressively point to a strong economic future:

- Adopted an Economic Development Strategy - The City and Agency Board adopted a strategy that incorporates several items already accomplished, while also focusing energy and resources on upcoming tasks;
- Entered into a long-term lease of State-owned beachfront property to facilitate the construction of a landmark hotel. The City/Agency is currently in contract discussions with Pacifica Hosts, Inc., to construct this flagship project;
- The City /Agency Board has authorized several key infrastructure projects that will promote economic development; and
- The City Council adopted a Planned Development Overlay for the downtown core that provides developers with an opportunity to utilize relaxed standards in exchange for creative mixed use projects.

City Government Organization

The City of Grover Beach operates under the Council-Manager form of government. The Council also serves as the Improvement Agency Board of Directors. Four Council Members are elected for four-year staggered terms, and the Mayor is elected for a two-year term. The City Manager is the Chief Executive Officer for the City and the Improvement Agency, and is responsible for the day-to-day operations of the organization. The selected contractor will initially report to the City Manager, but may report to the Community Development Director in the future.

Economic Development Contractor Tasks

The Contractor will be expected to complete the following tasks:

- Market and promote the City as a place to develop and do business. Work to generate business / economic opportunities for businesses, retailers, industrial, and commercial businesses within the City;
- Complete an inventory of existing lands and buildings in the commercial and industrial areas;
- Identify and assist with assembly of parcels in the downtown and industrial area;
- Develop an ongoing outreach program to recruit and facilitate the location of targeted businesses to Grover Beach;
- Facilitate development and redevelopment projects within the Improvement Agency Project Areas;



- Work with the Economic Vitality Corporation, Chamber of Commerce, San Luis Obispo County Visitors and Conference Bureau, and other organizations to identify and provide assistance to businesses expanding in or relocating to Grover Beach;
- Working with the Chamber of Commerce, implement an outreach program to existing businesses in both the commercial and industrial areas;
- Identify the needs of existing businesses in terms of space, employees and resources;
- Develop a business retention program for existing businesses using the resources available from existing partners, including the Economic Vitality Corporation, Chamber of Commerce, San Luis Obispo County Visitors and Conference Bureau, Cuesta College, and Cal Poly San Luis Obispo;
- Develop a one stop service center for business expansion, retention and development. The “center” is to include:
 1. Assistance with the City and other government regulatory processes
 2. Assistance and counseling for business start ups
 3. Assistance with financing options;
- Complete an assessment of current technology infrastructure assets and liabilities;
- Implement a plan to improve technology access; and
- Review and make recommendations regarding the business assistance programs currently offered by the City.

Qualifications and Process

The City is looking to retain a seasoned economic development and marketing professional on a contractual basis. Individuals with significant experience in economic development, planning, and business development and marketing in either the private or public sector are invited to participate in this process. In order to participate, individuals are invited to submit a letter of interest accompanied by a résumé, list of references, and proposed hourly rate to:

Robert Perrault, City Manager
City of Grover Beach
154 South 8th Street
Grover Beach, CA 93433

Letters of interest should be received at Grover Beach City Hall no later than 5:00 p.m. on Tuesday, August 19, 2008. Letters of interest will be reviewed and the individuals whose qualifications appear to best meet the needs of the City will be invited to participate in the interview process.