

Help Shape Monterey's Economic Future:

Share Your Thoughts on the Draft Economic Development Strategy

Economic Development is a top City Council priority, with a draft Economic Development Strategy presented in March 2025. The City has begun to re-engage with stakeholders and gather feedback that will help shape the final Economic Development Strategy, slated to be presented in early 2027.

How we're gathering input

Focus groups and workshops across multiple tracks:

- **Industry Clusters (5 sessions)**

Hospitality & Tourism • Education • Military & Defense • Marine Sciences, Fisheries & AgTech

- **Business Districts & Associations (7 sessions)**

North Fremont • Old Monterey • New Monterey • Cannery Row • Fisherman's Wharf
Monterey Commercial Property Owners' Association • Monterey Peninsula Chamber of Commerce

- **Neighborhoods (5 sessions)**

4 in-person community meetings + 1 virtual meeting

What's next

Following stakeholder feedback, a draft final Economic Development Strategy will be presented to the City Council in 2027, including recommendations on resources needed to implement the strategy.

Scan the QR code below
to visit our webpage and
complete the survey.



[monterey.gov/
economicdevelopment](https://monterey.gov/economicdevelopment)

Proposed Economic Development Goals

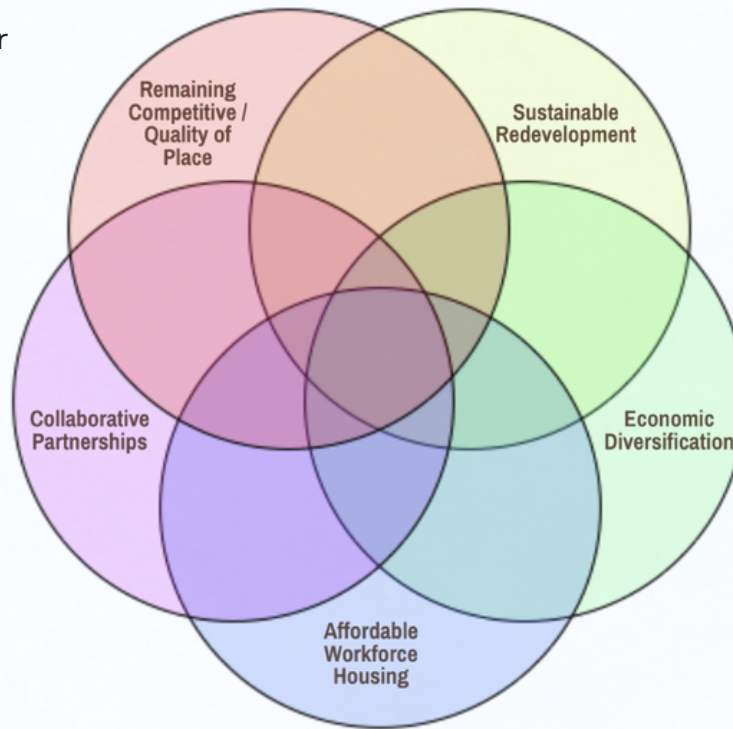
Monterey will maintain its outstanding quality of life for residents by strengthening the community's economic and fiscal vitality. It will do so by embracing its historic charm, protecting the coastal environment, supporting affordable housing for the community's workforce, and fostering sustainable tourism through innovation and partnerships.

1. Remaining Competitive in the Hospitality Marketplace through Quality of Place: Foster the modernization and increased appeal of outdated amenities and assets, including hotels, retail areas, and business districts.

2. Sustainability Redevelopment: Prioritize redevelopment and adaptive reuse of underutilized properties to meet modern economic needs and identify funding solutions to support those efforts.

3. Business Retention, Attraction, and Promotion through Collaborative Partnership: Strengthen coordination with business association, commercial real estate brokers, business districts, industry associations, and destination marketing organizations.

4. Economic Diversifications: Continue to focus on and retain the region's existing economic strengths in the fields of hospitality, military, education, and healthcare, while exploring new growth industries, particularly with regard to high-wage jobs that support these sectors.



5. Affordable Workforce Housing Solutions: Develop strategies to address the current lack of workforce housing affordability that hinders the attraction and retention of talent in all industries.

For more information on the Roadmap to Resilience, visit monterey.gov/roadmap



The economic goals are part of the City's Roadmap to Resilience

