

San Mateo County  
Harbor District Board  
December 15, 2021



# GOALS

- Address immediate needs of local business and Coastside community to effectively **recover** from economic impacts of COVID-19
- Advance strategies that lead to a more **equitable, vibrant** and **resilient** Coastside economy



# GUIDING PRINCIPLES

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Use a lens of inclusion



Engage new perspectives



Find opportunities for innovation



Identify and achieve short-term wins



Prioritize how the work is done



Serve the local community



# OVERVIEW

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OPEN HOUSE



TASK FORCE



DATA SOURCES



RECOMMENDATIONS



# RECOVERY TASK FORCE

## Executive Oversight Committee



Matthew Chidester  
City of Half Moon Bay



Karen Decker  
City of Half Moon Bay



Krystlyn Giedt  
Chamber of Commerce



Danielle Lee  
County of San Mateo



Erica Wood  
Consultant

## Recovery Task Force



Aisha Baro  
Life Science Cares  
Bay Area



Brian Holt  
East Bay Regional  
Park District



Sophia Layne  
Cabrillo Unified School  
District



Magan Pritam Ray  
Greenberg Traurig



Roy Salume  
Coastside News Group



Jayne Battey  
Miramar Farms



Dan Littlefield  
Hop Dogma Brewing  
Company



Richard Lotti  
Ocean Colony



Irma Rodriguez  
Fruition Sustainability  
Solutions



Sandra Winters  
Senior Coastsiders



Dana Dahl  
Beach House Hotel



Randy Kinghorn  
Kinghorn Real Estate



Gopi Mattel  
LifeBoat Ventures



Roman Rodriguez  
College of San  
Mateo



Jenny Walter  
Hedger & Walter, LLP



Dawn Dilman  
Andreotti Farms



Jered Lawson  
Pie Ranch



# Accomplishments

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- Established a brand and website
- Gathered community feedback at Open House from 200 attendees
- Completed more than 20 meetings of the task force and working teams
- Partnered with Stanford Prevention Research Center
- Helped launch Make it Main Street
- Successfully advocated for \$70,000 in City funding to match County
- Expanded support for restaurants to help with outdoor dining costs
- Made new connections and relationships



# RECOMMENDATIONS

- Problem identification and root causes
- Big idea
- Rationale
- Validation
- Execution (next phase of work)



# TEAM ECO

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8 Agencies

30% Drop

\$10K Loss

“The state...invests in our highway infrastructure. We need to invest in our natural infrastructure.”





# TEAM ECO

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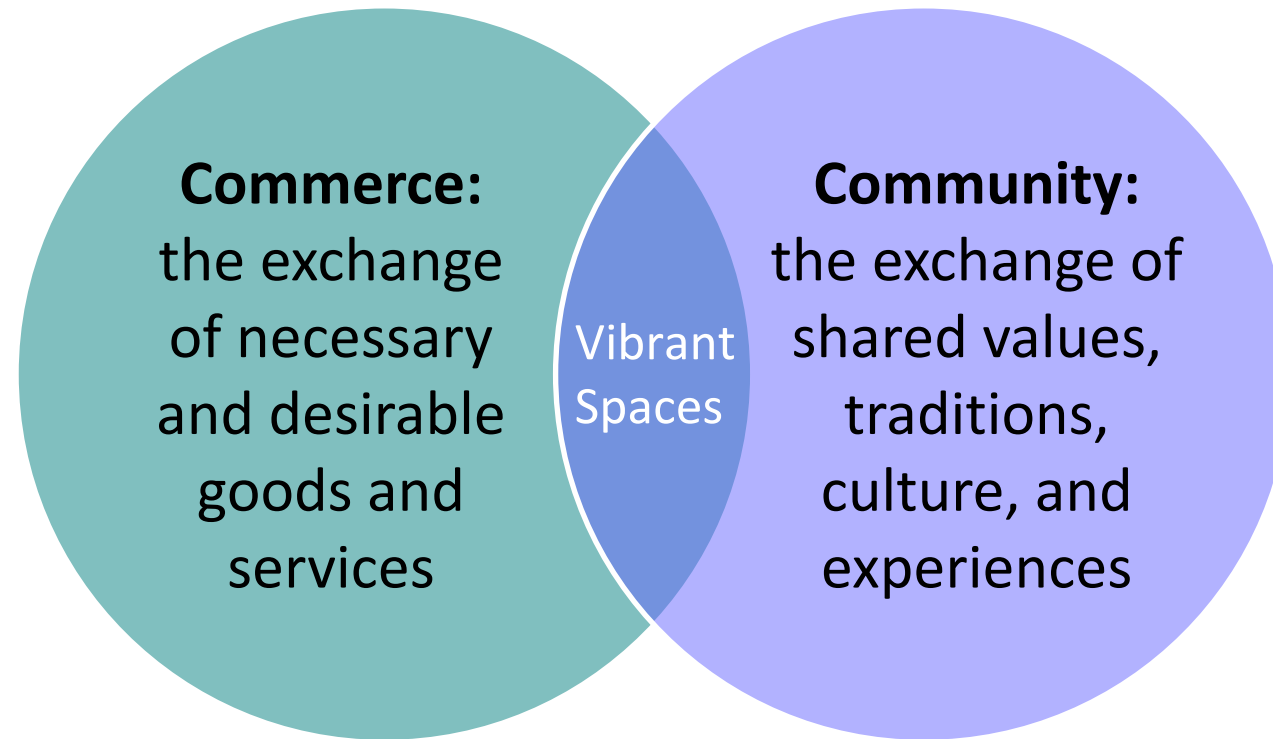
- 1 Establish network of organizations to more effectively steward Coastside lands
- 2 Strengthen collaboration, training and support for farming community





# TEAM VIBRANT

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# TEAM VIBRANT

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- 3 Redesign streetscape on Heritage Main Street
- 4 Incentivize local business to provide services in recreational and activity hubs



# TEAM INNOVATE

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- 5 Create a business incubator for new start-up and early-stage businesses
- 6 Increase access to vocational training and higher education opportunities

# STRUCTURE AND RESOURCE CONSIDERATIONS

- Existing and new investments
- Comprehensive and ongoing vision for economic development
- Structure and capacity to advance this vision
- Positioning for next economy







# Thank You

A staff report, list of full recommendations, and other information can be found at:

**[coastsiderecovery.com](https://coastsiderecovery.com)**

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