



Where California was Born.

2024 OMBA Work Plan

Welcome to Downtown Old Monterey!

Old Monterey Business Association

Mission Statement

To enhance and promote the economic vitality and community spirit of Old Monterey.

COMMITTEES

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ORGANIZATION COMMITTEE

Finances • Policies • Personnel • Nominations • Bylaws

1. Objective: Meet with the Executive Director regarding policies, personnel, finances, organizational direction, bylaws and Board of Director nominations.

Task Leader: Executive Committee

Date Due: Ongoing
2. Objective: Continue to promote and support the weekly Marketplace. Ensure that Marketplace is in full compliance with City of Monterey, Monterey County and State of California regulations. Prohibit smoking, riding and driving wheeled or any other vehicles during the Market for the full length of Alvarado Street for vendors and customers, alike.

Task Leader: OMBA Staff / Marketplace Coordinator

Date Due/Event Date: As State and County Regulations Allow, then Ongoing
3. Objective: Maintain communication and contact with vendors, customers and media of issues affecting the Market, which will/might result in cancellation due to weather or civil concerns.

Task Leader: OMBA Staff/ Marketplace Coordinator

Date Due/Event Date: Ongoing
4. Objective: Promote “Downtown Old Monterey” and support the events and promotions of the downtown businesses within the district, as outlined by the direction of the Promotions Committee.

Task Leader: OMBA Staff

Target Audience: Monterey Assessment District Members / City of Monterey / Visitors

Target Merchant Beneficiaries: Downtown businesses and community

Date Due: Ongoing
5. Objective: Continue to support the unhoused challenges in the downtown in cooperation with the City, County, State and other Non-profit Organizations, entities and services.

Task Leader: OMBA Board / Staff

Target Audience: Monterey community / Visitors / Merchants

Target Merchant Beneficiaries: Downtown businesses
6. Objective: Work with the City to continue downtown security.

Task Leader: OMBA Board / Staff

Target Audience: Monterey community / Visitors / Merchants

Target Merchant Beneficiaries: Downtown businesses
7. Objective: Monitor Neighborhood Association meetings to strengthen relationships between the residents and downtown businesses.

Task Leader: OMBA President / Executive Director / Neighborhood Rep.

Date Due/Event Date: Monthly
8. Objective: Host annual “State of the Downtown” Membership meeting / social gathering for “State of the City” and awards presentation.

Task Leader: OMBA Staff

Date Due/Event Date: Planning: October; Event: December 2024

9. Objective: Maintain membership with California Downtown Association, Main Street America, and/or California Main Street organizations. Make use of national and state resources. Attend the Conferences annually.
Task Leader: OMBA Executive Director
Date Due/Event Date: Ongoing
10. Objective: Monitor Monterey City Council and Commission agendas as they affect OMBA. Offer testimony to support OMBA mission, policies and the economy.
Task Leader: OMBA President / Executive Director / Executive Committee
Date Due/Event Date: Ongoing
11. Objective: Offer input and serve on City of Monterey committees to represent business perspective as a member of the overall Monterey community.
Task Leader: OMBA President / Executive Director / Executive Committee
Date Due/Event Date: Ongoing
12. Objective: Support series of ongoing meetings to network with Old Fisherman’s Wharf, Cannery Row, New Monterey and North Fremont Business Associations, as well as the Monterey Conference Center, Monterey County Fair and Event Center, Del Monte Center, Defense Language Institute, Naval Postgraduate School, See Monterey through the Monterey Peninsula Chamber of Commerce to be notified of economic concerns / opportunities within the overall City of Monterey business community through the Committee of Monterey Business Associations (COMBA).
Task Leader: OMBA President / Executive Director
Date Due/Event Date: Ongoing / Quarterly
13. Objective: Work in conjunction with the City of Monterey, Monterey Police Department, Monterey Fire Department, other business districts and local, state and federal agencies to prepare and react to unforeseen local or national disasters, and health and safety issues. Continue to monitor them as they impact downtown businesses, residents, and visitors.
Task Leader: OMBA Staff / Executive Committee
Target Audience: Monterey community / Visitors / Merchants
Target Merchant Beneficiaries: Downtown businesses and community
Date Due: Ongoing
14. Objective: Work closely with the City of Monterey and outside commissions/interest groups to ensure the Defense Language Institute, the Naval Postgraduate School and related local military installations, remain a vital part of Monterey’s economic fabric.
Task Leader: OMBA Staff
Target Audience: Monterey residents and businesses
Target Merchant Beneficiaries: Downtown businesses and community
Date Due: Ongoing
15. Objective: Work closely with and manage the Alvarado Street and Calle Principal Maintenance Assessment Districts, as a liaison between the City of Monterey and property owners on Alvarado Street and Calle Principal, in order to maintain and beautify the downtown, as a key component of economic development.
Task Leader: OMBA Staff
Target Audience: Monterey Assessment District Members / City of Monterey / Visitors
Target Merchant Beneficiaries: Downtown businesses and community
Date Due: Ongoing

PROMOTIONS COMMITTEE

Special Events • Advertising • Marketing

1. Objective: Continue to promote downtown Monterey to out of town visitors through cooperative efforts and support of the MCCVB and Monterey Peninsula Chamber of Commerce.

Task Leader: OMBA Staff / President

Target Audience: Visitors

Target Merchant Beneficiaries: Downtown Businesses

Date Due: Ongoing
2. Objective: Continue to work with HyperLinked for the OMBA website as the primary mode of communication with OMBA members and downtown visitors. Emphasize promotion for district businesses, as well as communicate announcements, and alerts. Coordinate with the City of Monterey to disseminate information throughout the core-commercial area.

Task Leader: OMBA Staff / President / Web Editors

Target Audience: Residents / Visitors / Monterey community

Target Merchant Beneficiaries: OMBA Members

Date Due/Event Date: Ongoing
3. Objective: Further develop Facebook / Twitter / Instagram and other social media connections as an advertising venue for OMBA and downtown merchants.

Task Leader: OMBA Staff / President

Target Audience: Visitors / Monterey community

Target Merchant Beneficiaries: OMBA Members

Date Due/Event Date: Ongoing
4. Objective: Develop a plan of action to find new digital opportunities to promote the district online (desktop and mobile ready) and in person on digital screens.

Task Leader: OMBA Staff / Promotions Committee

Target Audience: Residents / Visitors

Target Merchant Beneficiaries: OMBA Members

Date Due/Event Date: Ongoing
5. Objective: Facilitate special events to enhance the image of Old Monterey as the active, vibrant, successful downtown of the Monterey Peninsula. Produce online Schedule of Events & Promotions to keep merchants aware of activities and street closures. Actively encourage downtown businesses to use special events as a venue to increase business.

Task Leader: OMBA Staff / Special Committees

Target Audience: Monterey community / Tourists

Target Merchant Beneficiaries: Retail / Restaurants

Date Due/Event Date: Ongoing; Distribute Schedule of Events
6. Objective: Continue to promote *The Fourth of July Parade, Laguna Seca Races, The Monterey Jazz Festival, the Car Auctions, the Monterey Bay Half Marathon, and First Night* as premier downtown events. Work with sponsoring organizations and the Monterey Conference Center to facilitate use of downtown.

Task Leader: Promotion Chair

Target Audience: Residents / Tourists / OMBA members

Target Merchant Beneficiaries: Retail / Restaurants / OMBA members

7. Objective: Search out opportunities to more fully incorporate local merchants into all downtown events, conferences, and the weekly Marketplace.
 Task Leader: Special Event / Marketplace Coordinator
 Date Due/Event Date: Ongoing
8. Objective: Help promote the Language Capital of the World® Cultural Festival as a signature premiere downtown event, when it returns to the downtown.
 Task Leader: Promotion Chair
 Target Audience: Residents / Tourists / OMBA members
 Date Due/Event Date: Ongoing
9. Objective: Promote and facilitate Parades and Processions as downtown attractions, such as *Festa Italia*, Monterey Peninsula Pride Celebration, the Portuguese Festival Parade and others as they occur. Encourage local merchant and visitor participation.
 Task Leader: Promotion Chair
 Target Audience: Residents / Tourists / OMBA members
 Date Due/Event Date: September 2024
10. Objective: Lay the groundwork to develop, organize and present the 4th of July Parade, in cooperation with the City of Monterey, The Old Monterey Foundation, First Night Monterey in 2024, as budget considerations allow. Secure sponsorships within the community.
 Task Leader: Promotion Chair / Fourth of July Committee
 Target Audience: Residents / Tourists / OMBA members
 Target Merchant Beneficiaries: Retail / Restaurants / OMBA members
 Date Due/Event Date: July 4, 2024
11. Objective: Co-Sponsor with Laguna Seca, the Car Week Kick-off Event on the 300 block of Alvarado Street (between Franklin and Del Monte).
 Task Leader: OMBA Staff
 Target Audience: Residents / Tourists / OMBA members
 Target Merchant Beneficiaries: Retail / Restaurants / OMBA members
 Date Due/Event Date: August 2024
12. Objective: Promote Downtown Holiday Program. Work with the City of Monterey Parking Division to continue to offer 1 hour of free parking from the day after Thanksgiving to December 26th in the West Garage.
 Task Leader: Promotion Chair
 Target Audience: Residents / Tourists / OMBA members
 Target Merchant Beneficiaries: Retail / Restaurants / OMBA members
 Date Due/Event Date: Ongoing; Targeted from Thanksgiving through New Year's Day
13. Objective: Work with local businesses, First Night Monterey, MY Museum, KMBY and the City of Monterey to stage and promote Historic Downtown Monterey's Traditional Tree Lighting on Colton Hall lawn.
 Task Leader: Promotion Chair
 Target Audience: Residents / Tourists / OMBA members
 Target Merchant Beneficiaries: Retail/ Restaurants / OMBA members
 Date Due/Event Date: December 2024

14. Objective: Sponsor Christmas Caroling in the downtown during the holiday season.
 Task Leader: OMBA Staff & Board of Directors
 Target Audience: Monterey community / Visitors
 Target Merchant Beneficiaries: Downtown businesses
 Date Due: December 2024
15. Objective: Develop a flexible annual advertising campaign to promote businesses in Old Monterey. Include cooperative advertising opportunities with *Monterey County Weekly*, *Foolish Times*, and other local publications, as well as local television and radio stations, as finances allow. Encourage cooperative opportunities and develop ongoing marketing relationships with other local and Monterey business associations and districts.
 Task Leader: Promotion Chair
 Target Audience: Tourists / Visitors / Residents / OMBA members
 Target Merchant Beneficiaries: Retail / Restaurants / OMBA members
 Date Due/Event Date: Ongoing
16. Objective: Support efforts of the Old Monterey Foundation to continue their promotion of the downtown as a historical venue for residents and visitors. Develop and emphasize the *historical* connection for downtown business promotion (Heritage Tourism).
 Task Leader: OMBA Staff
 Target Audience: Monterey community / Visitors
 Target Merchant Beneficiaries: OMBA Retail / Restaurants
 Date Due/Event Date: Ongoing
17. Objective: Continue to explore ways to make Old Monterey “family-friendly” through marketing materials, promotional events, the Old Monterey Marketplace, Monterey County Youth Museum and the Monterey Sports Center. Support the Monterey Fire Departments movie night on the lawn at Colton Hall.
 Task Leader: OMBA Staff / Committee
 Target Audience: Monterey community / Tourists
 Target Merchant Beneficiaries: Retail / Restaurants / Activities in Monterey
 Date Due/Event Date: Ongoing
18. Objective: Support the expanded service of the WAVE Trolley program to transport visitors and residents between Old Monterey, Old Fisherman’s Wharf, Cannery Row, and Lighthouse Avenue.
 Task Leader: Promotions Chair
 Target Audience: Residents / Tourists / OMBA members
 Target Merchant Beneficiaries: Retail / Restaurants / OMBA members
 Date Due/Event Date: Ongoing
19. Objective: Promote Old Monterey to downtown conference attendees through access to the OMBA website.
 Task Leader: Promotions committee / OMBA Staff
 Target Audience: Monterey community / Visitors
 Target Merchant Beneficiaries: Downtown businesses
 Date Due: Ongoing

20. Objective: Post conference calendar on OMBA website for downtown merchants and encourage them to incorporate conference / event themes into merchandising, window décor, etc.
- Task Leader: Promotion Committee / OMBA Staff
 Target Audience: Monterey community / Visitors
 Target Merchant Beneficiaries: Downtown businesses
 Date Due: Ongoing
21. Objective: Encourage efforts to open downtown historic adobes on a regular basis. Emphasize the adobes as the unique identity of Old Monterey.
- Task Leader: Promotion Committee / OMBA Staff
 Target Audience: Monterey community / Visitors
 Target Merchant Beneficiaries: Downtown businesses
 Date Due: Ongoing
22. Objective: Promote the downtown as a viewing location for the Monterey Bay Football Club matches, and a pre and post match location to visit. Encourage collaboration between the downtown and the football club with cross promotions.
- Task Leader: Promotion Committee / OMBA Staff
 Target Audience: Monterey community / Visitors
 Target Merchant Beneficiaries: Downtown businesses
 Date Due: 2024 Season
23. Objective: Participate in the Trunk-or-Treat event at Colton Hall, in partnership with the City and the Monterey Firefighters.
- Task Leader: Promotion Committee / OMBA Staff
 Target Audience: Monterey community
 Target Merchant Beneficiaries: Downtown businesses
 Date Due: October 2024
24. Objective: Work in partnership with the Monterey Public Library to bring back awareness and promote the Monterey Angels and the Monterey Path of History (POH) as a historic tourism destination. Aid in the expansion of the POH to include more destinations throughout the downtown.
- Task Leader: Promotion Committee / OMBA Staff
 Target Audience: Monterey community / Visitors
 Target Merchant Beneficiaries: Downtown businesses
 Date Due: Ongoing
25. Objective: Encourage the City of Monterey Parking Division to partner with OMBA for more special events and promotions, such as Park(ing) Day.
- Task Leader: OMBA Design Committee / OMBA Staff
 Target Audience: Monterey community / Visitors
 Date Due: Ongoing
26. Objective: Collaborate with See Monterey on the Visitor Profile Study and Flash Your Badge Program. Continue to utilize the marketing and promotion tools that See Monterey has available.
- Task Leader: OMBA Design Committee / OMBA Staff
 Target Audience: Monterey community / Visitors
 Date Due: Ongoing

DESIGN COMMITTEE

Enhancement of Streets, Sidewalks, and Public Space

1. Objective: Support the Middlebury Institute of International Studies (MIIS) Master Plan as a unique and valued component of downtown development.

Task Leader: OMBA Staff / OMBA Board
Target Audience: MIIS Staff / Students
Target Merchant Beneficiaries: Downtown Business Community
Date Due: Ongoing
2. Objective: Work with the City of Monterey, property owners, developers, and businesses to mitigate possible business challenges due to construction. Continue to notify the district of major impacts as they occur throughout the downtown.

Task Leader: OMBA Staff / Board / City Liaison
Target Audience: Downtown Business Community
Target Merchant Beneficiaries: Downtown businesses / Residents / Visitors
Date Due: Ongoing
3. Objective: Update, communicate and implement *Downtown Vision* within the context of the *Downtown Specific Plan*. Focus on activating underutilized spaces, such as the Spanish Park, Simoneau Plaza and the East Village Corner (historical site of the Washington Hotel).

Task Leader: Design Chair / OMBA Staff
Target Audience: Monterey community / Visitors
Target Merchant Beneficiaries: Downtown businesses / Residents
Date Due: Ongoing
4. Objective: Support, participate, and collaborate with the City of Monterey on the *Monterey 2031 General Plan Update*.

Task Leader: Design Committee / OMBA Staff
Target Audience: Monterey community / Visitors
Target Merchant Beneficiaries: Downtown businesses / Residents / Visitors
Date Due: Ongoing
5. Objective: Partner with the City of Monterey, California State Parks, the Old Monterey Foundation, residents, and downtown businesses to address sponsorship opportunities for renovating and refurbishing downtown historic adobes and new/old public art.

Task Leader: Design Chair / Design Committee / OMBA Staff
Target Audience: Monterey community / Visitors
Target Merchant Beneficiaries: Downtown businesses / Residents / Visitors
Date Due: Ongoing
6. Objective: Encourage appropriate downtown lighting to ensure a safe and attractive environment throughout the district. Encourage businesses to report lighting issues (as well as other issues) to the City of Monterey through <https://www.mymontereyportal.org/>.

Task Leader: Design Chair / Design Committee / Downtown Merchants / OMBA Staff
Target Audience: Monterey community / Visitors
Target Merchant Beneficiaries: Downtown businesses
Date Due: Ongoing

7. Objective: Encourage timely development within the downtown. Work with property owners and the City to address opportunities for new development of businesses in the downtown business mix.
- Task Leader: Design Chair / OMBA Staff
 Target Audience: Monterey community / Visitors
 Target Merchant Beneficiaries: Downtown businesses / Residents
 Date Due: Ongoing
8. Objective: Continue to cooperate with the City of Monterey to improve the Washington / Del Monte intersection problems as part of entire Lighthouse / Del Monte corridor improvements. Work in conjunction with the Lighthouse District, Old Fisherman's Wharf and Cannery Row as a critical component of the Waterfront Master Plan and Sea Level Rise Adaptation Plan.
- Task Leader: Design Chair / OMBA Staff
 Target Audience: Monterey community / Visitors
 Target Merchant Beneficiaries: Downtown businesses
 Date Due: Ongoing
9. Objective: Explore a program to remove perceptual and actual pedestrian barriers that block access to and from the downtown, especially Custom House Plaza, the Alvarado Mall, and Del Monte Avenue from the Washington Street intersection. Partner with Old Fisherman's Wharf, California State Parks, and the City of Monterey to look for opportunities to open up the area as outlined in the *Downtown Specific Plan*. Find creative ways to encourage pedestrian access from the Monterey Recreation Trail to the downtown, in both the short and long term.
- Task Leader: Design Chair / OMBA Staff
 Target Audience: Monterey community / Visitors
 Target Merchant Beneficiaries: Downtown businesses
 Date Due: Ongoing
10. Objective: Explore historic potential & accentuate existing integrity of buildings in our historic district through appropriate signage and atmospheric lighting.
- Task Leader: City of Monterey Liaison / OMBA Staff
 Target Audience: Property owners
 Target Merchant Beneficiaries: Entire district
 Date Due: Ongoing
11. Objective: Work closely with the City of Monterey Parking Division and Monterey Police Department to ensure safe, well-lit, secure parking in the downtown.
- Task Leader: OMBA Traffic & Parking Committee / OMBA Staff
 Target Audience: Monterey community / Visitors
 Date Due: Ongoing
12. Objective: Continue to work with the downtown businesses and the City of Monterey to adjust and adapt individual street parking times throughout the district, ensuring a successful turnover rate at optimum hours of the day.
- Task Leader: OMBA Design Committee / Staff
 Target Audience: Monterey community / Visitors
 Date Due: Ongoing

ECONOMIC REVITALIZATION COMMITTEE

Pursuit of Financial Opportunities for Property Owners and Businesses

1. Objective: Monitor and support the *Downtown Specific Plan* as it addresses downtown challenges and opportunities for the downtown business community.

Task Leader: OMBA Board / Staff

Target Audience: Monterey community / Visitors / Merchants

Target Merchant Beneficiaries: Downtown businesses

Date Due: Ongoing
2. Objective: Continue to work with the Monterey Commercial Property Owners Association (MCPOA) to address downtown areas of common concern. Participate in open meetings / workshops with MCPOA, the City of Monterey and OMBA to address opportunities for downtown property and business development.

Task Leader: OMBA Board / Staff

Target Audience: Monterey community / Visitors / Merchants

Target Merchant Beneficiaries: Downtown businesses

Date Due: Ongoing
3. Objective: Encourage water allocations, when available, from the City of Monterey for economic, commercial development in the downtown through increased medium and low income housing for downtown workers.

Task Leader: OMBA Executive Committee/Staff

Target Audience: Monterey Property/Business Owners and Entrepreneurs

Date Due: Ongoing
4. Objective: Support the Golden State Theatre as a premiere venue for performing arts and community events in the downtown, as a downtown and Peninsula-wide attraction.

Task Leader: OMBA Board / Staff

Target Audience: Monterey community / Visitors / Merchants

Target Merchant Beneficiaries: Downtown businesses

Date Due: Ongoing
5. Objective: Encourage more specialty shops and retail that will cater to both visitors and tourists, as part of the Monterey experience.

Task Leader: OMBA Board / Staff

Target Audience: Monterey community / Visitors / Merchants

Target Merchant Beneficiaries: Downtown businesses

Date Due: Ongoing
6. Objective: Continue to support development of mixed-use housing in the downtown.

Task Leader: OMBA Board / Staff

Target Audience: Monterey community / Visitors

Date Due: Ongoing

7. Objective: Supply information and offer testimony to Monterey City Council and committees as it regards expanded economic development in the Old Monterey core downtown business area.
- Task Leader: OMBA Executive Director / Board
 Target Audience: Residents
 Target Merchant Beneficiaries: Retail / Restaurants
 Date Due: Ongoing
8. Objective: Continue to develop new business in Old Monterey. Tie in with “Start a Business in Old Monterey” link on OMBA website, www.oldmonterey.org. Encourage new and exciting opportunities for entrepreneurs in the downtown.
- Task Leader: OMBA Staff
 Target Audience: Monterey community / Visitors / Merchants
 Target Merchant Beneficiaries: Downtown businesses
 Date Due: Ongoing
9. Objective: Encourage expanded use of the renovated Monterey Conference Center as venue for international conferences, emphasizing Monterey’s status as “Language Capital of the World®”.
- Task Leader: OMBA Staff / President
 Target Audience: Monterey residents / Visitors
 Target Merchant Beneficiaries: Downtown Businesses
 Date Due: Ongoing
10. Objective: Explore ways to more fully capitalize on economic advantages of the City of Monterey Sister-City Program.
- Task Leader: OMBA Board / Staff
 Target Audience: Lodging industry / Conferences / Business / Residents / DLI
 Date Due: Ongoing
11. Objective: Support and encourage downtown development to adopt the LEED Program and other environmentally sustainable programs.
- Task Leader: OMBA Design Committee / Staff
 Target Audience: Monterey community / Visitors
 Date Due: Ongoing

