Opportunity Center of the Coastside
March 13, 2024
COASTSIDE PROFILE

- Tremendous natural beauty
- Local economy vulnerable to shocks
- A tale of two regions
- One of the least affordable places to live
- Services and infrastructure lacking
AND THEN CAME MORE
A BLUEPRINT FOR ACTION

• Build economic development capacity
• Establish regional economic development coalition
• Include work adjacent issues as part of economic development agenda
• Secure resources and funding
Recommendation: Increase access to vocational and higher education opportunities for vulnerable residents.
Recommendation: Create a community plaza in Pescadero which includes space for entertainment, local businesses, and recreation.
Recommendation: Develop a small business assistance center at the Half Moon Bay Coastside Chamber of Commerce.
RETURN ON INVESTMENT

$2.5M  Center for job seekers and small businesses (federal, county)
$2.0M  Pescadero Town Plaza construction (state)
$1.0M  Pescadero Town Plaza site (county)
$400K  Farming cooperative and digital navigators (philanthropy)
$250K  Downtown revitalization (city)
Opportunity Center’s New Home
Menu of Offerings

- Operated by HMB Coastside Chamber of Commerce
- Coastside Venture Studio – support to startups
- Renaissance Entrepreneurship Center - Small business and entrepreneurship services
- JobTrain - Employment and workforce development
• Provide early-stage support for startups and entrepreneurs to take ideas to market
• Climate resiliency niche is a competitive advantage
• Understanding of best practices and level of readiness to launch
Job Seeker Services and Support

- Provide resume help and one-on-one support
- Referrals to local jobs
- Skill development classes and career pathway trainings
  - Construction, culinary arts, etc.
Entrepreneur and Small Business Development

- Support with business hurdles
- One-on-one mentoring
- Business development classes to start a business or grow your existing business
- Networking and supportive events to meet other business owners
LET’S STAY CONNECTED

www.OCCoastside.com

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