

STATE OF THE CITY

LOOKING TOWARD THE FUTURE

**DANA
POINT**



DANA POINT BY THE NUMBERS

- Dana Point Unemployment: **3.7%**
 - Orange County Unemployment: 4%
- Economic Growth: 2.0% - 2.5% Increase
- Median Home Price: **\$912,200**
- **1,582** Small to Medium Sized Businesses

POPULATION
34,116



DANA POINT BY THE NUMBERS

- Increasing Real Estate Prices
Less Inventory = Higher Values
- Consumer Spending Is Up

Growth Sectors:

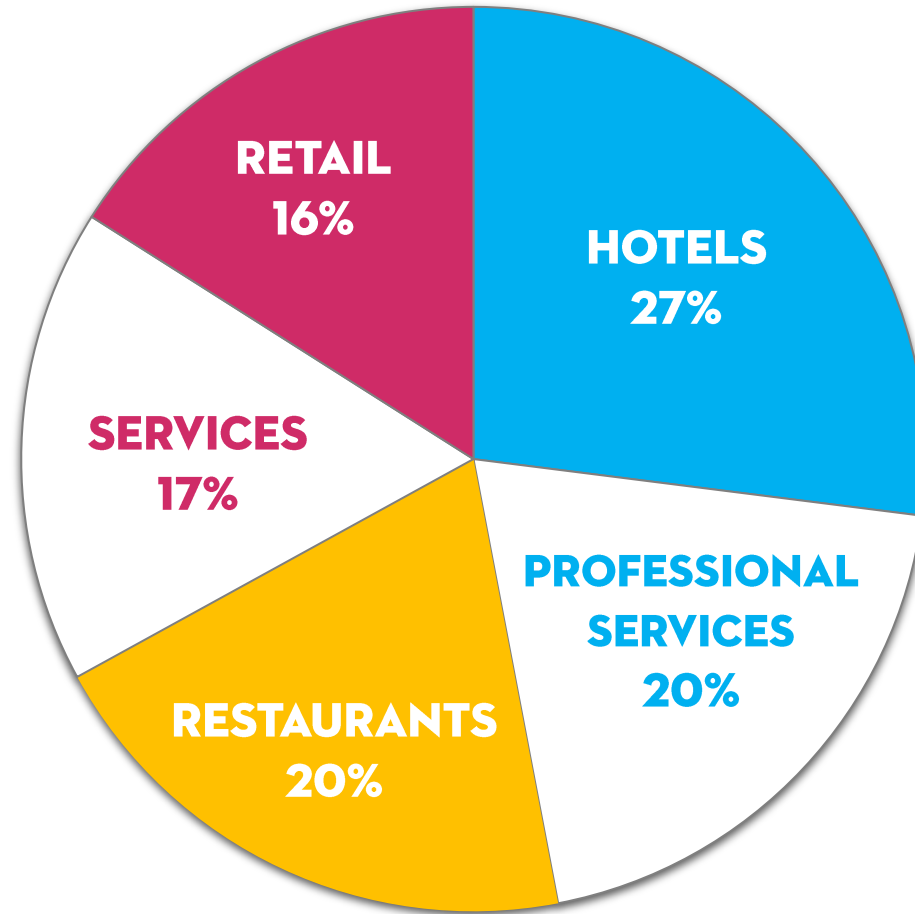
- **TOURISM**
- Real Estate
- Services



900 NEW JOBS BY 2020

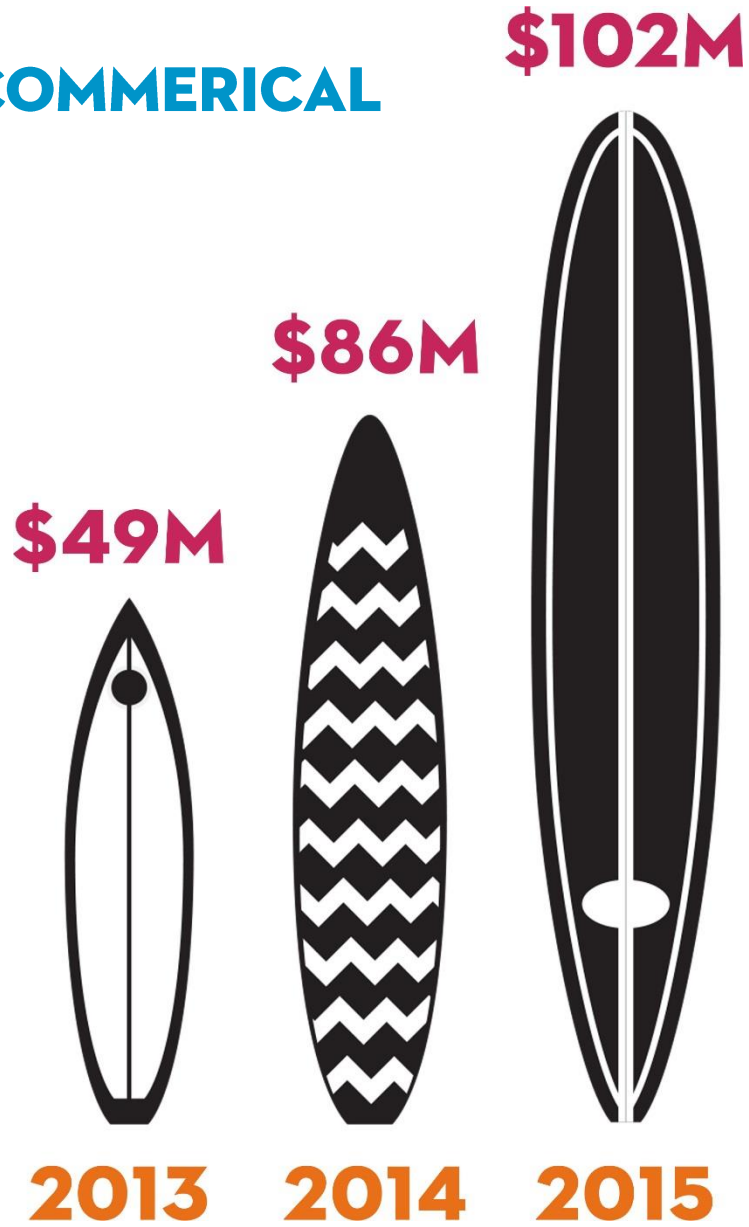
**TOP 5
INDUSTRY
SECTORS BY
EMPLOYMENT**

DANA POINT BY THE NUMBERS

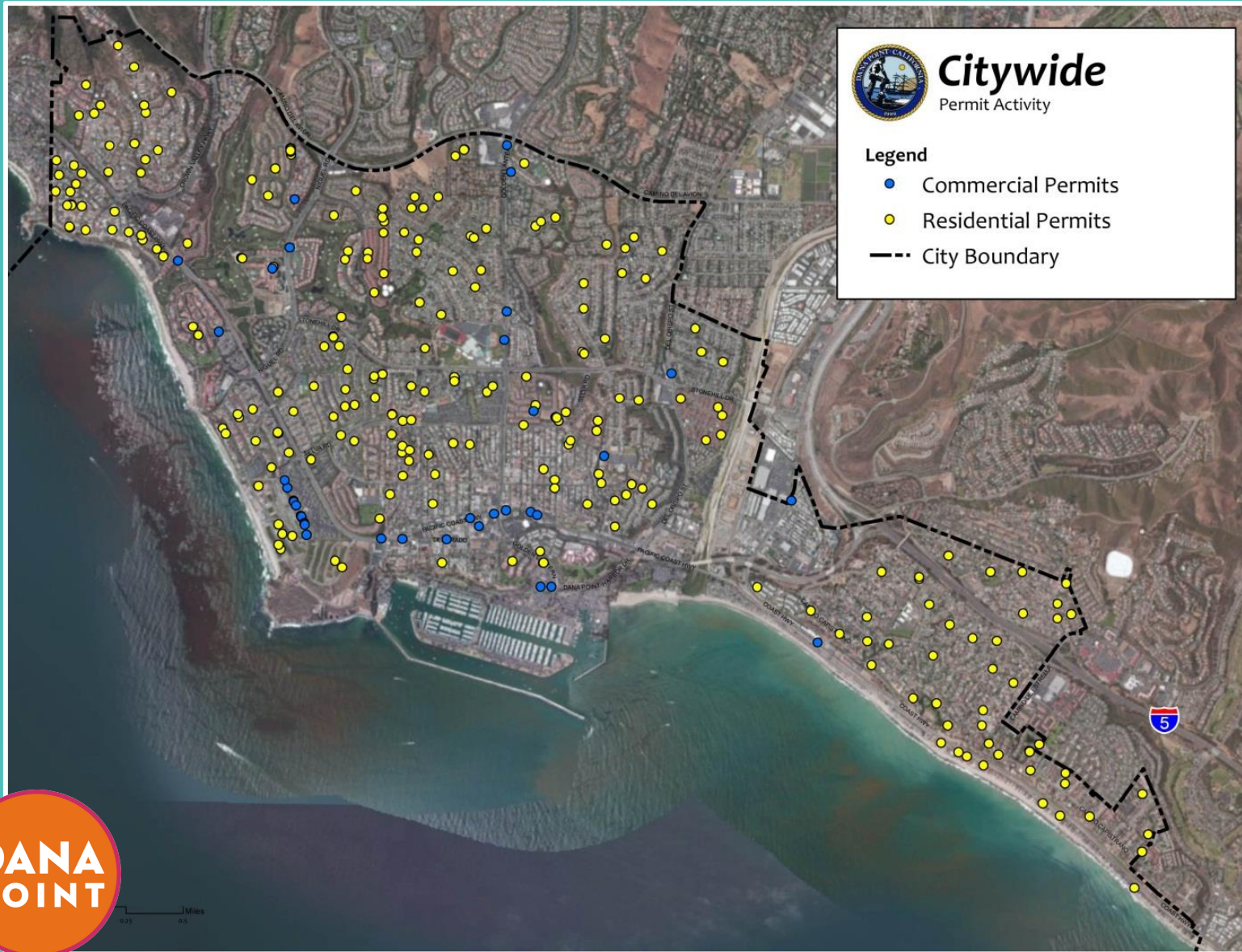


**DANA POINT
BY THE
NUMBERS**

**RESIDENTIAL & COMMERCIAL
INVESTMENT**
PAST 3 YEARS



CURRENT CONSTRUCTION ACTIVITY



RESIDENTIAL: \$101M

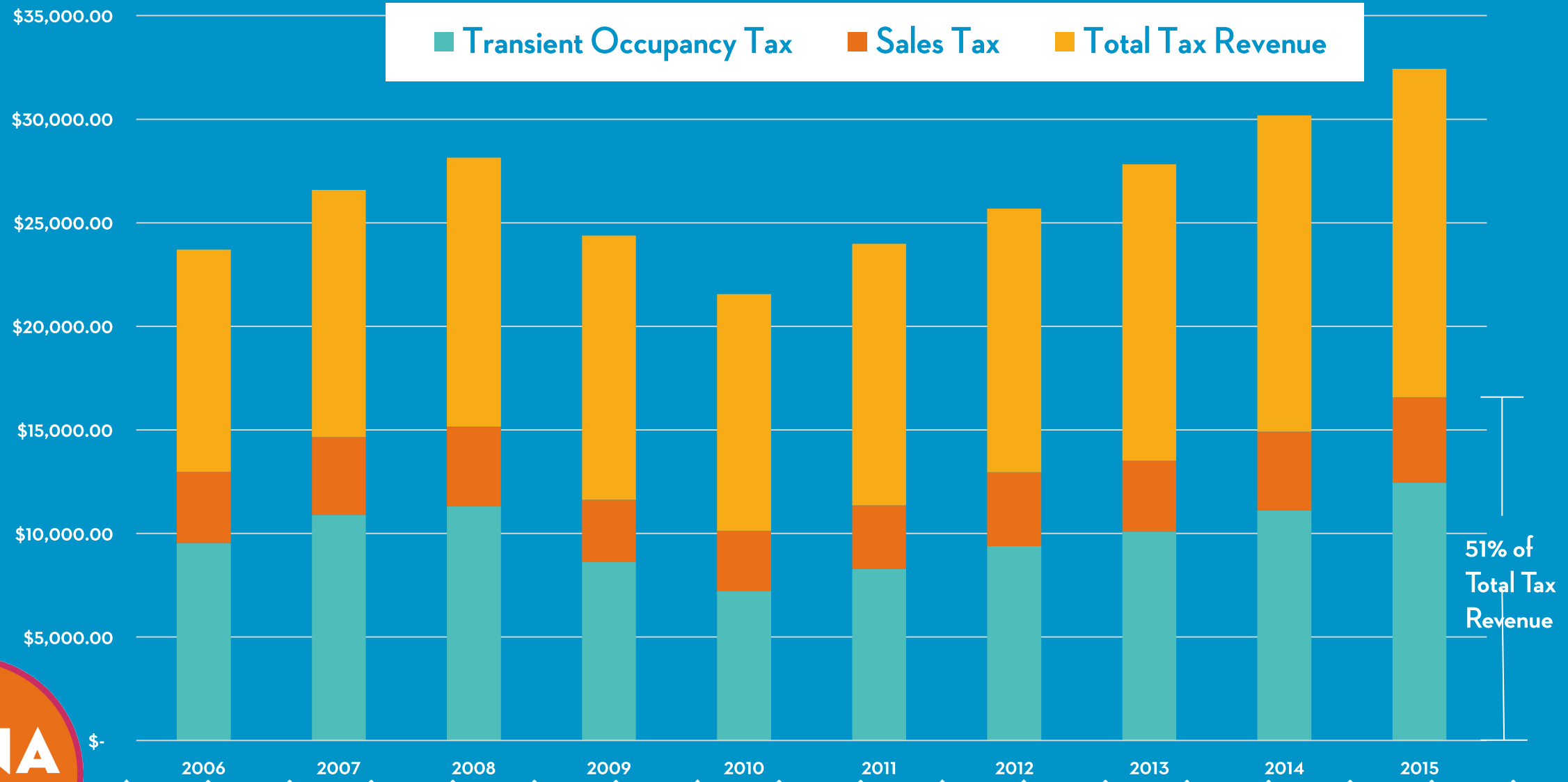


COMMERCIAL: \$10M



TAX REVENUE BY SOURCE, GOVERNMENTAL FUNDS - LAST TEN FISCAL YEARS

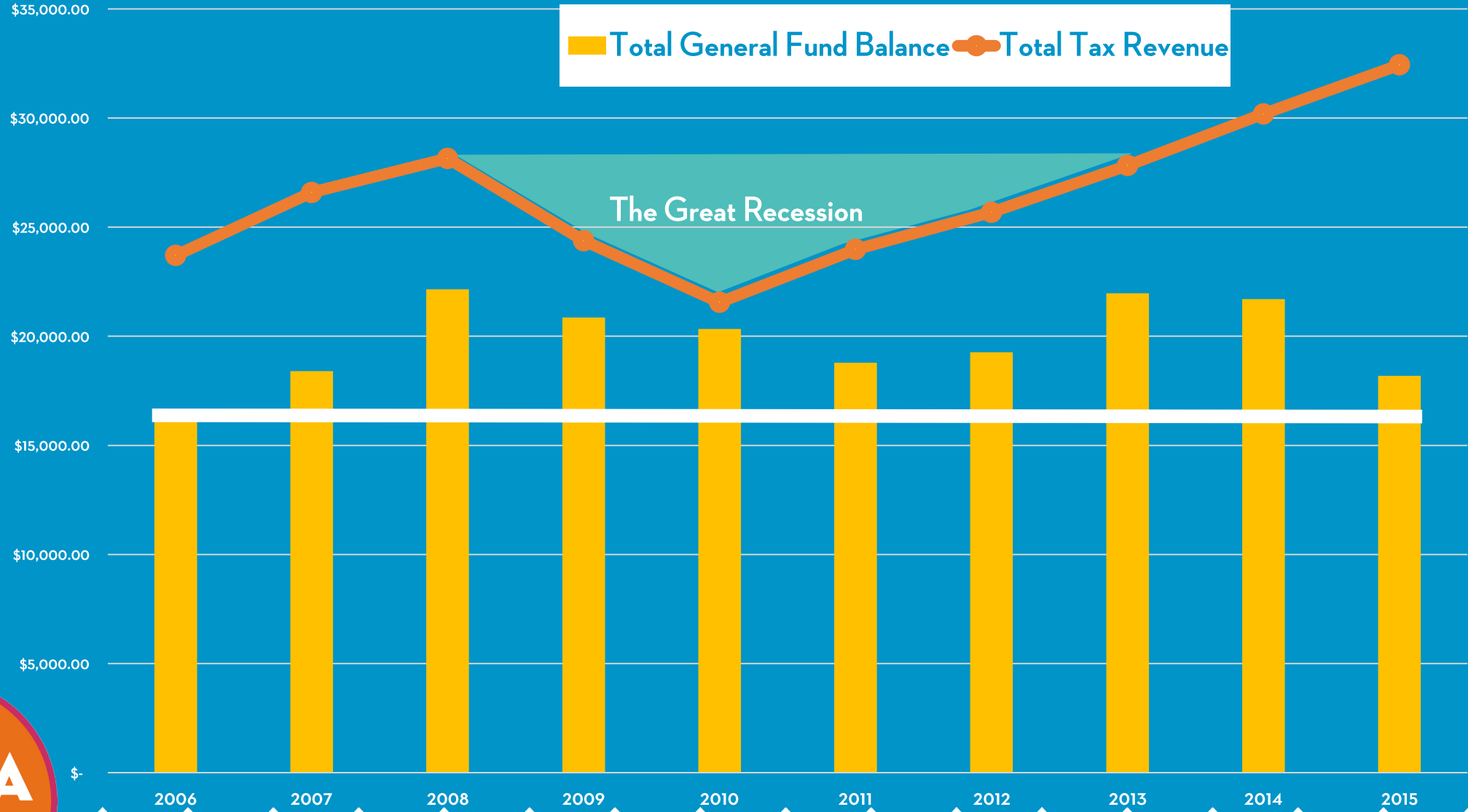
(amounts expressed in thousands)



51% of Total Tax Revenue

GENERAL FUND BALANCE & TOTAL TAX REVENUE FOR LAST TEN FISCAL YEARS

(amounts expressed in thousands)



A large, powerful wave with a surfer riding it. The wave is a deep teal color, and the surfer is a small silhouette on the left side of the wave. The background is a bright, overcast sky.

THE PIPELINE

DANA POINT DEVELOPMENT

A circular logo with an orange background and white text.

DANA
POINT

SOUTH COVE

- 34202 DEL OBISPO STREET

PROJECT:

Construct residential buildings and a linear park.

DESCRIPTION:

Mixed use project comprised of **168** residential units, **2,700** square feet of commercial area and a $\frac{1}{2}$ acre linear public park.

STATUS:

UNDER CONSTRUCTION





BEVMO! • 34215 PCH

PROJECT:

Construct a stand alone commercial building

DESCRIPTION:

Single story commercial development –
5,000 SF

STATUS:

**UNDER CONSTRUCTION; TARGET
OPENING AUGUST '16**



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APPROVED: NOT YET UNDER CONSTRUCTION



**24622 DEL PRADO
PRADO WEST
34177 PCH**



NORTH ELEVATION (PCH)



EAST ELEVATION (VIOLET LANTERN)



PRADO WEST • 24471-24951 DEL PRADO



PROJECT:
Demolish existing improvements
and construct a mixed-use
building

DESCRIPTION:
3-4 Story building with
subterranean parking; ground
floor consists of **32,500 SF**
of commercial space and
residential above
(**109** units).

STATUS: APPROVED

PROJECT:

Demolish existing improvements and construct a mixed-use building

DESCRIPTION:

3-Story building with 2 stories of subterranean parking; ground floor consists of **6,900 SF** of commercial and residential above (**39** units).

STATUS:

APPROVED

UNION BANK SITE • 34177 PCH



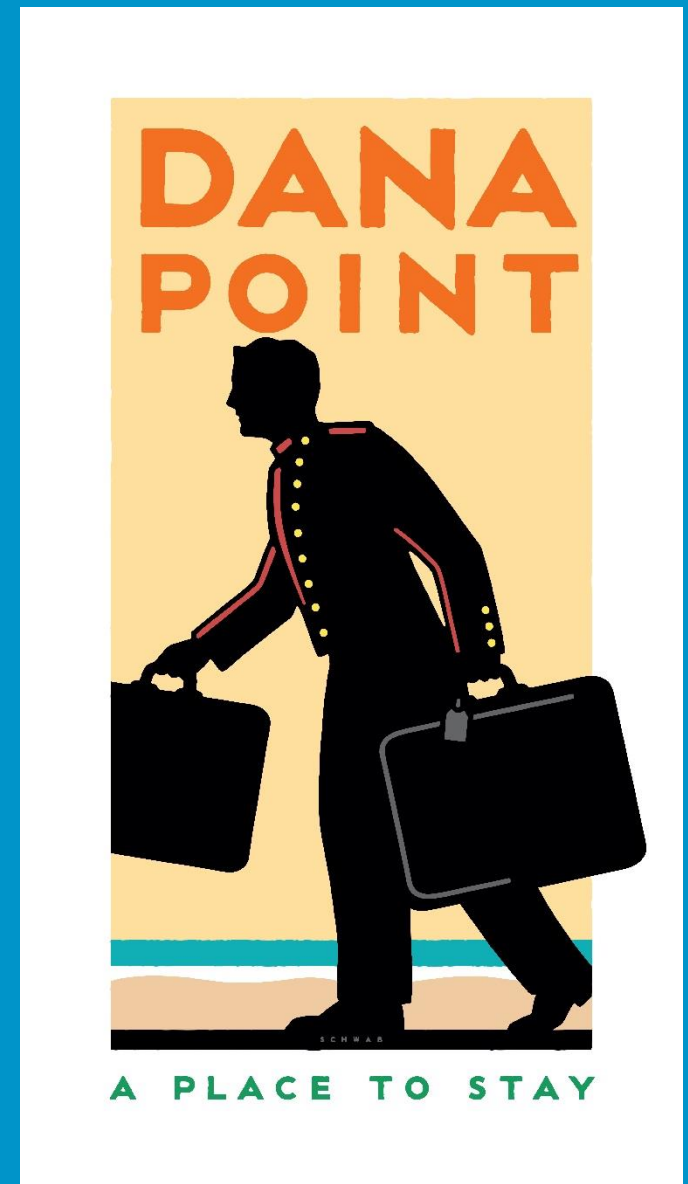
TOURISM

3.5 MILLION



YEARLY VISITORS

DANA
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ST. REGIS : MONARCH BEACH RESORT



\$30 MILLION full-scale renovation
400 room “refresh”, a redesigned lobby, new dining concepts
expanded pool area and bar, and renovated public spaces

Spa partnership with **MIRAVAL GROUP***

**global leader of luxury resorts, spa and well-being destinations*



HOTEL INVESTMENT

- Ritz Carlton is approved to add a 15,200 SF conference facility, 26 new rooms, landscape improvements and spa facilities
- Marriott Laguna Cliffs Resort - \$35M renovation in 2010 including room remodeling, common areas, lobby and pool area
- Doubletree Doheny Beach recently completed a \$14M renovation including redesigned rooms, new lobby and roof-top amenity deck

DID YOU KNOW?

Dana Point continues to be competitive for hotel development and investment



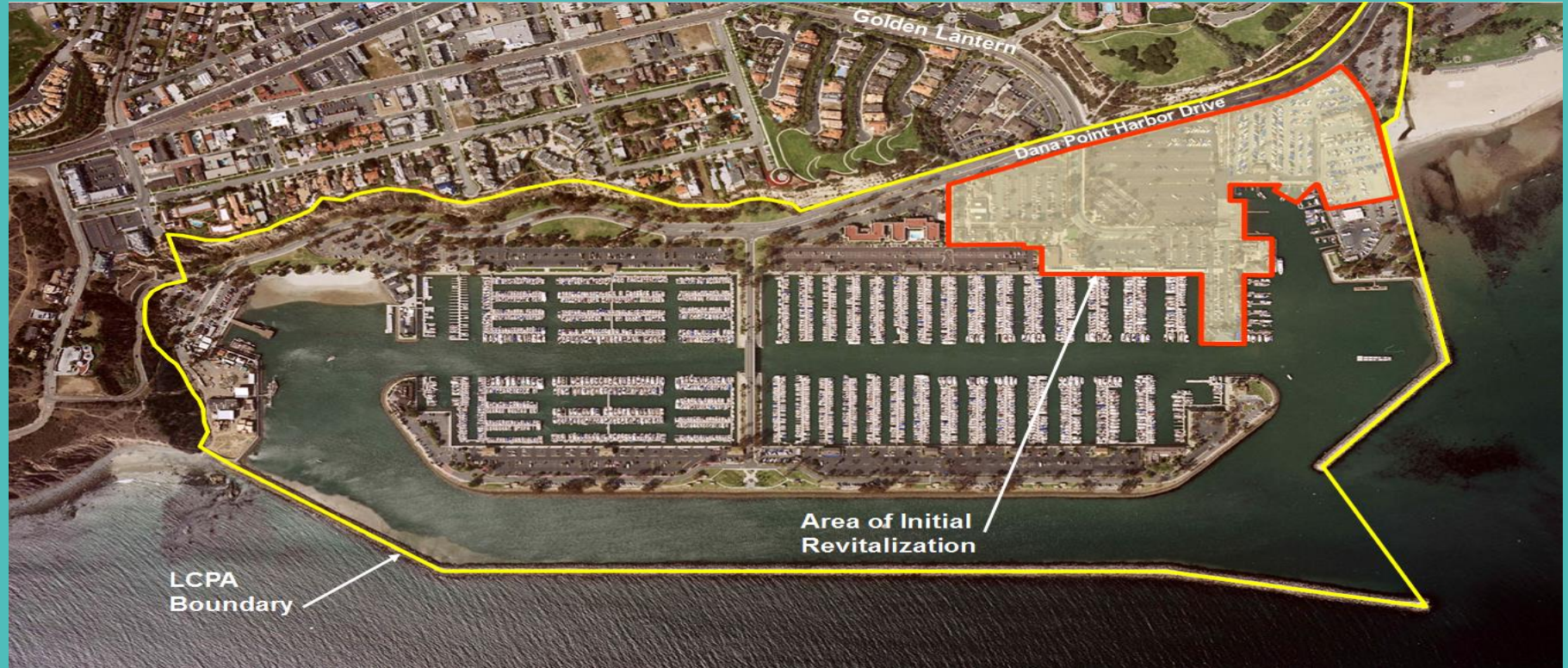
**POTENTIAL NEW ROOMS:
600**

DANA POINT HARBOR

Harbor Revitalization & Expansion

- **\$120 MILLION** renovation and new construction
- **32,500** square feet of new retail/restaurant opportunities
- Improved parking and access.

County is soliciting proposals from private developers for a public-private-partnership (P3)



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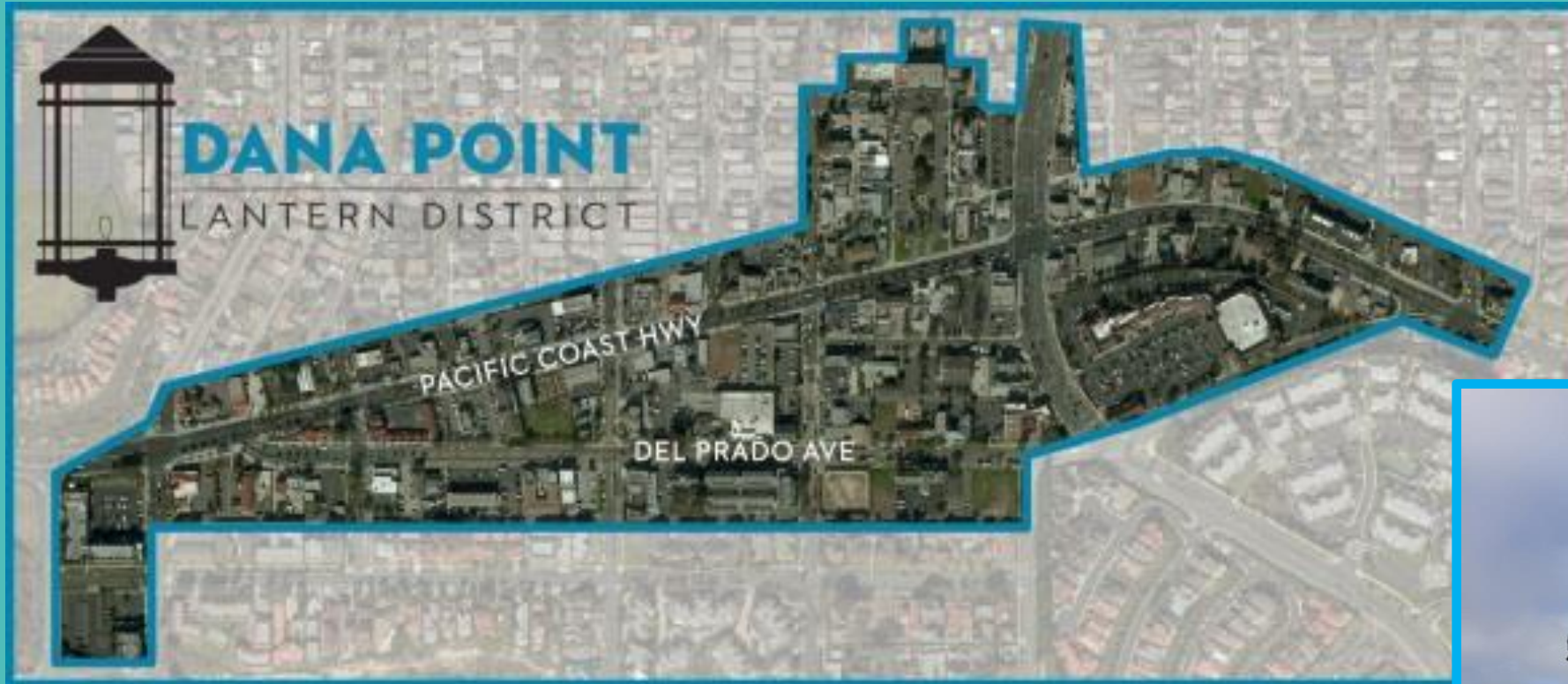
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A PLACE TO PLAY



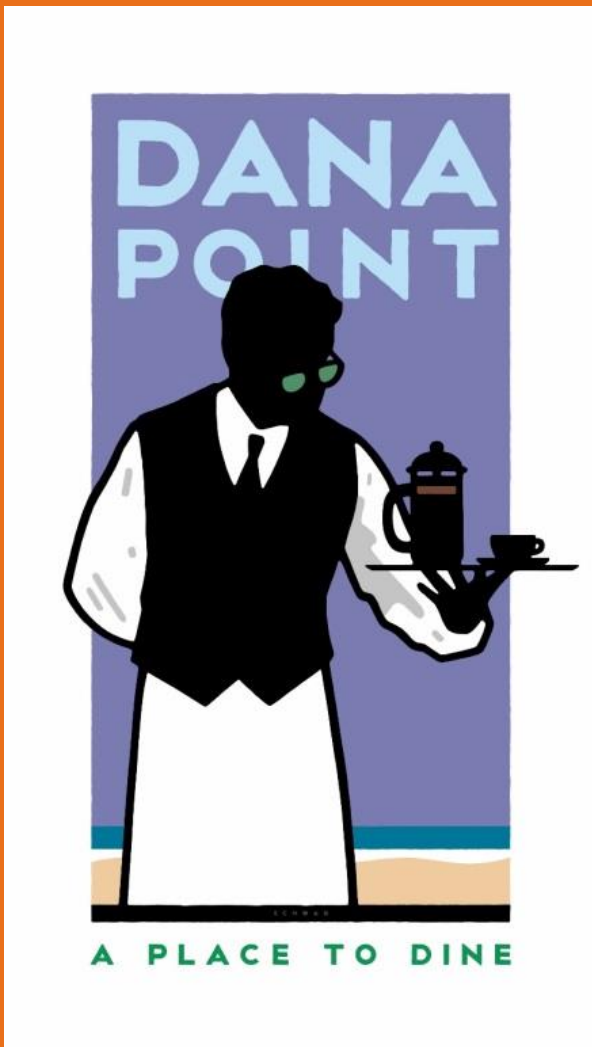
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LANTERN DISTRICT



**\$20 MILLION OF IMPROVEMENTS
COMPLETED IN 2 YEARS**





NEW RESTAURANT OPENINGS 2015-2016

Craft House at Blue Lantern and PCH opened in April

- Investment in land and new construction in excess **\$2 MILLION**

Two Left Forks recently opened on PCH

- Over **\$500,000** in new improvements

Luna Grill

- Opened January 2016 with 50% of their opening day proceeds donated to CHOC



COMING SOON

Coastal Kitchen - Opening in June in the Lantern District

- Renovation of a historic structure with an investment in excess of \$2 million

The Habit - Ocean Ranch Village

**CLOSE TO \$7 MILLION INVESTED BY
CULINARY ENTREPRENEURS ENHANCING
DANA POINT'S FLOURISHING DINING
SCENE**

DANA POINT PCH TROLLEY



DANA POINT

PCH TROLLEY

FREE COASTAL SERVICE

SUMMER 2016
Service Daily - June 17th through Labor Day

FREE

LEGEND

- Orange Circle: Dana Point Trolley Stop
- Blue Circle: San Juan Capistrano / Laguna Beach Trolley Station
- Red Circle: Harbor Shuttle Stops
- Yellow Circle: Trolley / Shuttle Connection Points
- Green Circle: Shuttle Route
- Blue Square: Intermodal Services to Island
- Blue Square: Public Parking

OPERATING HOURS

- Mon - Thurs: 10am - 5pm
- Fridays: 10am - 10pm
- Saturdays: 10am - 10pm
- Sundays: 10am - 9pm
- Labor Day: 10am - 8pm

TROLLEYS ARRIVE AT STOPS EVERY 15 MINUTES
Services may be subject to change without notice.
COMMERCIAL TRAVELER TICKETS AVAILABLE AT WWW.DPTROLLEY.COM

WWW.DPTROLLEY.COM

STOP NO. 4
GOLDEN LANTERN

A PLACE TO EXPLORE

DANA POINT SPECIAL EVENTS

Summer Concert Series 28 years 8 concerts a year

-Average attendance 4,000 each

Movies in the Park 8 years Every Friday in June

-Average Attendance 1000 each

Eggs Hunts -28 years

-2 parks with 750 participants at each park

6 BBQ Championships, Largest on West Coast

-100 BBQ Teams

28 YEARS OF THE LARGEST MUNICIPAL FIREWORKS DISPLAY IN ORANGE COUNTY



DOHENY VILLAGE PLAN

Unique, pedestrian friendly village to celebrate the area's surfing heritage and encourage new artisans, shopping, dining and living opportunities

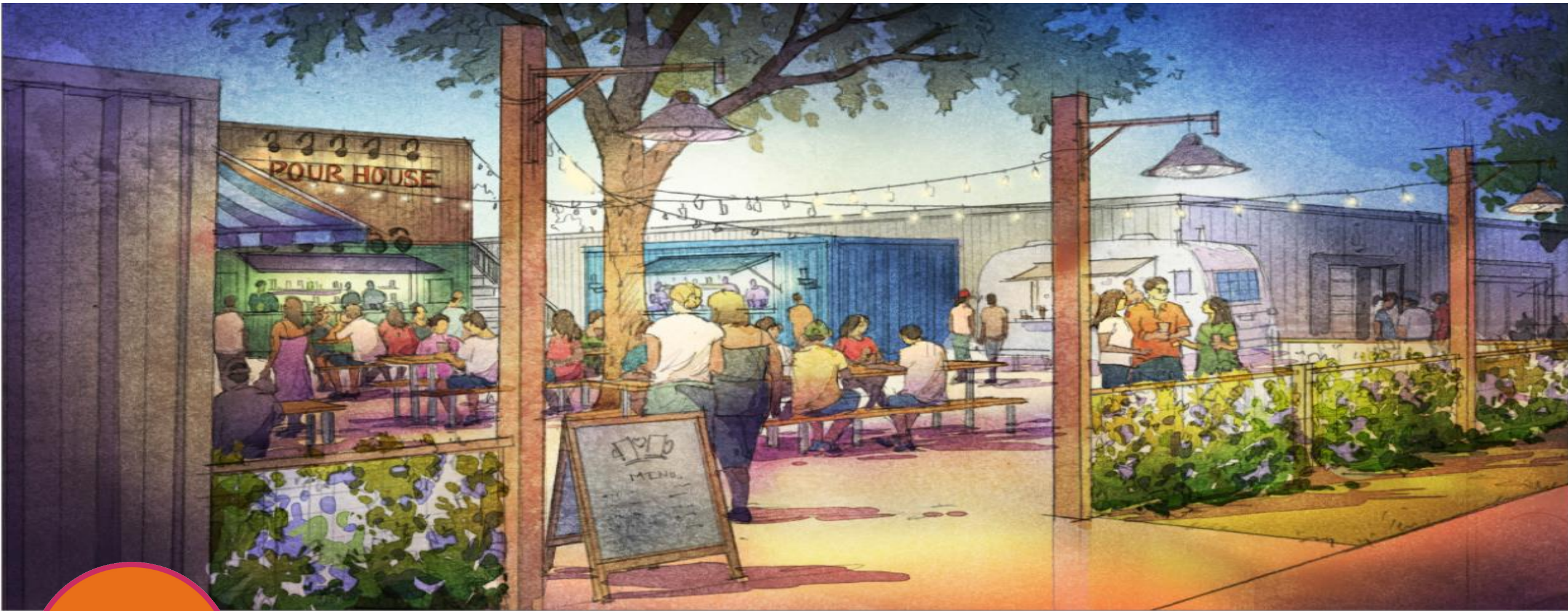


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Proposed Zoning for Mobile Home Site: Civic Space Concept
Doheny Village Charrette





Industrial Arts Neighborhood Concept

Doheny Village Charrette



WE LOVE DANA POINT

