STATE OF THE CITY
LOOKING TOWARD THE FUTURE
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
DANA POINT
BY THE NUMBERS

RESIDENTIAL & COMMERCIAL INVESTMENT
PAST 3 YEARS

$102M
$86M
$49M

2013  2014  2015
CURRENT CONSTRUCTION ACTIVITY

RESIDENTIAL: $101M

COMMERCIAL: $10M
TAX REVENUE BY SOURCE, GOVERNMENTAL FUNDS - LAST TEN FISCAL YEARS

(amounts expressed in thousands)

$35,000.00

$30,000.00

$25,000.00

$20,000.00

$15,000.00

$10,000.00

$5,000.00

$-


Transient Occupancy Tax  Sales Tax  Total Tax Revenue

51% of Total Tax Revenue
GENERAL FUND BALANCE & TOTAL TAX REVENUE FOR LAST TEN FISCAL YEARS
(amounts expressed in thousands)

The Great Recession
THE PIPELINE
DANA POINT DEVELOPMENT
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 ½ 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
APPROVED: NOT YET UNDER CONSTRUCTION

24622 DEL PRADO
PRADO WEST
34177 PCH
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
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
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)
A PLACE TO PLAY
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 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.
Proposed Zoning for Mobile Home Site: Civic Space Concept
Doheny Village Charrette
WE LOVE DANA POINT