

**COMMUNITY
ACTION PLAN**

RECREATION ECONOMY
for

RURAL COMMUNITIES

Guadalupe, California

2023



Northern Border
Regional Commission



Appalachian
Regional
Commission



PROJECT CONTACTS

For more information about the Recreation Economy for Rural Communities program, please visit:

<https://www.epa.gov/smartgrowth/recreation-economy-rural-communities>

U.S. EPA Project Contact:

Lauryn Coombs

Office of Community Revitalization

U.S. Environmental Protection Agency

1200 Pennsylvania Ave. NW (MC 1807T)

Washington, DC 20460

202-566-2290

Coombs.Lauryn@epa.gov

Local Project Contact:

Garret Matsuura

Guadalupe Business Association

PO Box 685

Guadalupe, CA 93434

805-619-0980

garret@arclightmedia.com

Cover photo credit: Mayor Ariston Julian

PLAN CONTEXT

Guadalupe was one of 25 towns across the nation selected to receive planning assistance through the second round of the Recreation Economy for Rural Communities program. Sponsored by the U.S. Environmental Protection Agency (EPA), the USDA Forest Service, the Northern Border Regional Commission (NBRC), and the Appalachian Regional Commission (ARC), the program is helping communities develop action plans to strengthen their outdoor recreation sectors and revitalize their downtowns.

Local leaders from Guadalupe requested planning assistance to leverage the city's rich natural amenities to enhance community vitality. The community is just a few miles from the Pacific coast and the majestic Guadalupe-Nipomo Dunes, the largest intact coastal dune ecosystem on Earth, which supports a wide range of unique habitats and rare special status species. The Rancho Guadalupe Dunes County Park, Oceano Dunes Natural Preserve, and Oso Flaco Lake are destinations for walking, fishing, surfing, birding, picnicking, and more. Cycling is another popular activity, with Highway 1 as the city's main thoroughfare.

However, despite their unparalleled beauty and uniqueness, Guadalupe's recreational amenities are not as well used as community members would like. There are no walking or biking trails or public transportation connecting the downtown with the beach, a major barrier for residents without cars and a limiting factor when it comes to attracting tourism. Additionally, there is no lodging in Guadalupe, the downtown has numerous vacant buildings and lots, and there is little awareness of the community's recreational and cultural destinations and events outside its borders. Furthermore, during the course of this planning effort, the city experienced record rainfall and flooding, which completely washed out West Main Street leading to the beach.



The Guadalupe-Nipomo Dunes (Credit: Mayor Ariston Julian)

LOCAL STEERING COMMITTEE

Alejandra Mahoney, Los Amigos de Guadalupe

Tiffany Gonzales, Los Amigos de Guadalupe

Garret Matsuura, Guadalupe Business Association

Ariston Julian, Mayor, City of Guadalupe

Lupe Alvarez, Lupe's Company

Larry Appel, City of Guadalupe

Cory Bantilan, 5th District, County of Santa Barbara

Mira Beyeler, Guadalupe Visual and Performing Arts Center

Todd Bodem, City of Guadalupe

Rachel Couch, State Coastal Conservancy

Emily Dreiling, Recreation Commission, City of Guadalupe

Hannah Fuentes, City of Guadalupe

Bob Havlicek, Housing Authority of the County of Santa Barbara

Christina Hernandez, Guadalupe City Council

Steve Lavagnino, 5th District, County of Santa Barbara

Chachi Ramirez, Guadalupe Visual and Performing Arts Center

Roberto Rodriguez, Boys & Girls Clubs of Mid Central Coast

Brooks Van Wingerden, Guadalupe Social Club

L Erika Weber, Guadalupe-Nipomo Dunes Center

Mark Wilkinson, Santa Barbara County Trails Council

Los Amigos de Guadalupe and a coalition of partners applied to the Recreation Economy for Rural Communities (RERC) program in order to address these challenges and capitalize on outdoor recreation to improve local quality of life, bring in visitors, retain and attract residents, and benefit the economy. The community is seeking to improve beach access, strengthen youth engagement, revitalize its downtown, increase lodging options, and promote itself as a tourism destination.

Key point: Guadalupe residents are proud of the dunes and excited to strengthen their connections with the beach. With thoughtful planning and coordinated action, outdoor recreation can engage more people, support a revitalized downtown, and help businesses grow.

Over the course of one year, a Local Steering Committee worked with a Planning Assistance Team made up of planning consultants and federal and state agency partners to assess opportunities and challenges, set goals to build up outdoor recreation and invigorate Guadalupe's downtown, convene a public workshop on April 12-13, 2023, and create this Community Action Plan. The plan was developed through a grassroots collaborative process starting at the workshop and continuing in follow-up meetings focused on refining it and identifying implementation resources.

The plan documents the workshop process and community feedback and includes a set of specific actions—complete with initial steps and timeframes, lead and support roles, and measures of success—to guide recreation economy development in Guadalupe over the next two to three years.

PLANNING ASSISTANCE TEAM

Reyes Barboza Jr., U.S. EPA Office of Community Revitalization

Grace Bottitta-Williamson, National Oceanic and Atmospheric Administration, Marine Sanctuaries

Lisa Butler, USDA Rural Development, California State Office

Lauryn Coombs, U.S. EPA Office of Community Revitalization

Al Correale, USDA Rural Development, California State Office

Carlos Flores, National Park Service, Rivers, Trails, and Conservation Assistance Program

Maria Gallegos-Herrera, USDA Rural Development, California State Office

Jane Gray, California Waterboards, Central Coast Regional Board

Patrick Johnston, National Park Service, Rivers, Trails, and Conservation Assistance Program

Megan McConville, EPR, PC (Facilitator)

Matthew Nourmohamadian, USDA Forest Service, Los Padres National Forest

Ángel Peña, Nuestra Tierra Conservation Project (Facilitator)

Carol Pranka, USDA Rural Development, California State Office

Marcos Ramos, USDA Rural Development, California State Office

Barbara Rice, National Park Service, Rivers, Trails, and Conservation Assistance Program

Ana Rosa Rizo-Centino, Central Coast Climate Justice Network

Frances Sakaguchi, U.S. Economic Development Administration, Seattle Regional Office

Alicia Sanchez Scott, USDA Forest Service, Los Padres National Forest

Kristine Schilpp, California State Parks, Office of Grants and Local Services

Noora Shehab-Sehovic, U.S. EPA Region 9

Abdufetaah Sigal, U.S. EPA Region 9

Danna Stroud, California Governor's Office of Business and Economic Development

Jasmine White, U.S. EPA Office of Community Revitalization

THE OPPORTUNITY

Surrounded on all sides by farmland, just a few miles from California’s scenic Central Coast, and with a rich cultural heritage, Guadalupe is a place of tremendous opportunity. The city grew up with a diverse foundation, with Mexican, Swiss, Japanese, Portuguese, Filipino, and more sharing culture and building a community. Over time, the population has shifted to encompass a strong Hispanic and Mixtec heritage. The area’s best known natural asset is the Guadalupe-Nipomo Dunes Complex, one of the most ecologically significant and largest intact coastal dune ecosystems on Earth, curving up and down over 18 miles of coastline. A significant portion of the complex’s nearly 22,000 acres is under public management and open for recreation. Public areas include Rancho Guadalupe Dunes County Park, Oso Flaco Lake Natural Area, and the Guadalupe-Nipomo Dunes Wildlife Refuge, popular local destinations for hiking, fishing, surfing, wildlife viewing, and photography.

Before the 2023 floods, Guadalupe’s Main Street ended at the Rancho Guadalupe Dunes County Park, providing the only easy coastal access for the entire Santa Maria Valley’s 140,000 residents. The park is not just convenient; it is an extraordinary nature preserve featuring towering 550-foot-high dunes—the tallest on the West Coast—as well as the Santa Maria River Estuary. The dunes serve as breeding and nesting habitat for the endangered western snowy plover and are filled with plants that are specially adapted to the unique environment. The park was the backdrop for the 1923 film *The Ten Commandments* by Cecil B. DeMille and the remains of the set are still buried in the sand. Guadalupe’s Dunes Center offers group walks, educational programs for kids, exhibits, and visitor information related to the dunes.



Fishing on the Pacific coast near Guadalupe (Credit: Mayor Ariston Julian)



Downtown Guadalupe (Credit: Mayor Ariston Julian)



Tree planting at Jack O’Connell Park (Credit: Christina Hernandez)

Despite the proximity and quality of Guadalupe’s outdoor recreation assets, they are not as well integrated into community life and the economy as they could be. With no walking or biking trails or public transportation connecting the town and the beach, it is very difficult for residents without cars to go and visit. Community members would also like to see more amenities at the county park. There is great enthusiasm for helping more families enjoy “close to home” recreation, engaging youth in recreation and related careers, creating more community recreation programming and events, and ensuring that decisions made around recreation infrastructure, including flood recovery near the beach, are guided by the community and driven by their interests and needs.

Investing in its recreation sites, marketing them, and creating lodging options would also enable Guadalupe to capitalize on the well-developed tourism economies elsewhere in Santa Barbara and San Luis Obispo Counties, capturing tourism dollars and supporting job creation locally. In short, significant opportunities exist to improve, promote, and connect the town’s recreation facilities for greater social, economic, and community impact.

Key point: Guadalupe has the ingredients it needs for outdoor recreation to be a foundation for social connection, youth engagement, economic opportunity, and community wellbeing.

Guadalupe has a walkable downtown studded with historic buildings, local businesses, and murals. It is home to a strong contingent of popular locally-owned and operated restaurants as well as nonprofit organizations and the Spanish colonial style City Hall. LeRoy Park and the Ron Estabillo Clubhouse were recently renovated and include new playground equipment, barbecue areas, and a refurbished gymnasium, and serve as a home for the

WORKSHOP GOALS

Goal 1 – Beach Access: Create more opportunities for safe, convenient, resilient, and free multi-model access from Guadalupe to the beach while preserving the area’s rural character.

Goal 2 – Youth Engagement: Create opportunities for youth to pursue their interests outdoors, engage in science and nature learning, and take active roles in Guadalupe’s outdoor recreation economy.

Goal 3 – Downtown Revitalization: Support a vibrant downtown that reflects and preserves the community’s rich cultural diversity and identity.

Goal 4 – Lodging: Increase lodging options to attract visitors to Guadalupe and lengthen their stays.

Goal 5 – Promotion: Promote Guadalupe as an attractive destination for adventure, heritage, and recreation tourism, agritourism, and ecotourism.



Local residents participating in a community festival (Credit: Christina Hernandez)

Boys and Girls Club and a hub for the community. City officials have secured \$10 million to bring the iconic and long-vacant Royal Theater back to life as a community gathering place, regional destination, and the home of the Guadalupe Visual and Performing Arts Center, whose plans include a green room, classrooms, meeting spaces, an industrial kitchen, a plaza, and an outdoor amphitheater. The storied Far Western Tavern has been donated to the Dunes Center for a new museum and a possible hotel on the upper floors.

Guadalupe has an Amtrak station served by the Pacific Surfliner route, which runs from San Luis Obispo to Santa Barbara and points south. The public bus system, the Guadalupe Flyer, also provides transportation around the city and to Santa Maria. The main thoroughfare is part of Highway 1, bringing cyclists and motorists through town.

In between these remarkable downtown amenities are a significant number of vacant buildings and lots, and the city has struggled to attract investment, despite its status as an Opportunity Zone. The community lacks shopping, services, and hotels/motels, which results in many local dollars being spent in neighboring Santa Maria. There is also a need for streetscape beautification to enhance the downtown environment and emphasize Guadalupe’s strong community identity and character to visitors.

The Local Steering Committee and community decided to focus their action planning on improving beach access, engaging youth in the outdoors and related education and careers, revitalizing the downtown, creating lodging options, and promoting Guadalupe as a tourism destination. The goals they developed and approved, shown in the text box on the previous page, guided the workshop and this Community Action Plan. With these goals, the community seeks to build a vibrant outdoor



LeRoy Park and Community Center (Credit: Malcolm Ross)



Oso Flaco Lake Natural Area (Credit: Garret Matsuura)



Farmland surrounding Guadalupe (Credit: Mayor Ariston Julian)

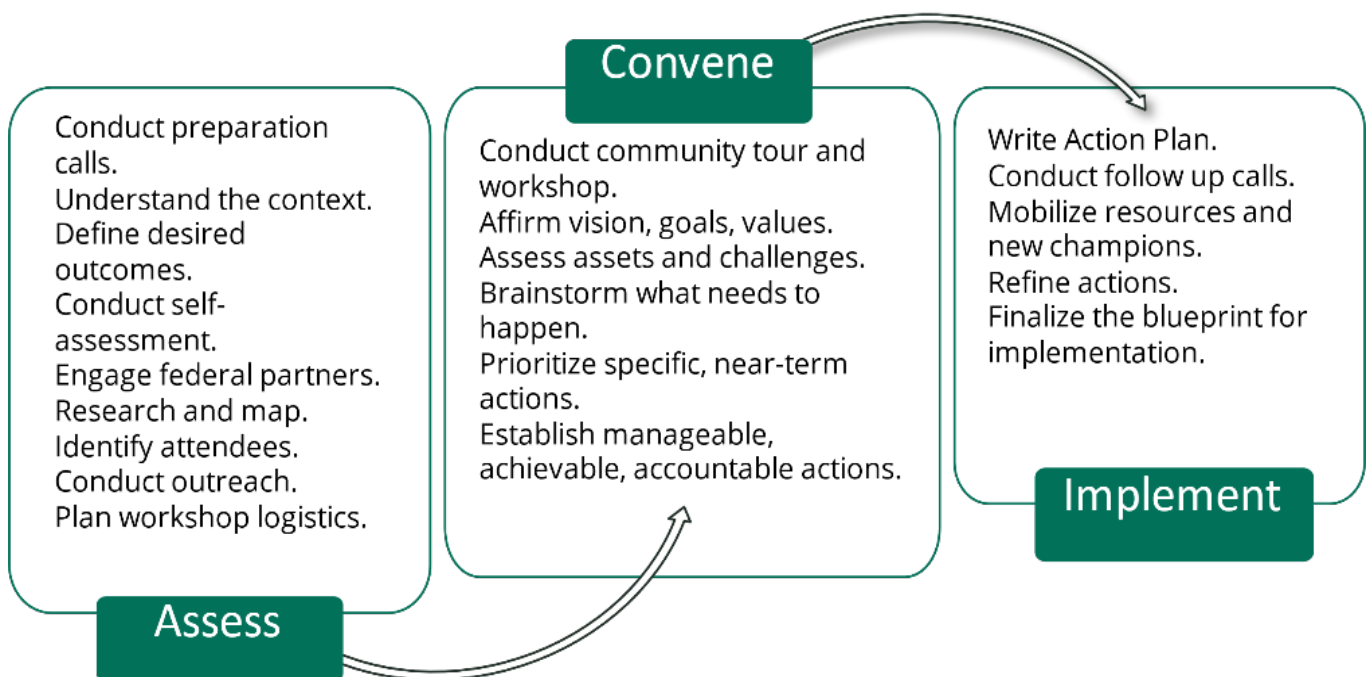
recreation sector and downtown that support connected, healthy, and thriving residents.

PLANNING PROCESS

The RERC planning assistance process consists of three phases, illustrated in the diagram below: assess, convene and implement. The “assess” phase included three conference calls with the Local Steering Committee and Planning Assistance Team to gain a baseline understanding of Guadalupe, clarify local goals, and arrange workshop logistics. The “convene” phase was focused on the capstone event—a two-day public workshop. The “implement” phase entailed three follow-up conference calls to finalize the Community Action Plan and strategize on how to maintain the momentum generated at the workshop and implement the plan. Guadalupe’s workshop program and activities are described briefly below. The RERC participant contact list is provided in **Appendix A**, workshop exercise results are detailed in **Appendix B**, funding and technical assistance resources in **Appendix C**, and general recreation- and downtown-related references in **Appendix D**.



Participants in Day 1 of the workshop at the Ron Estabillo Clubhouse on April 12, 2023 (Credit: Megan McConville)



THE WORKSHOP

Guadalupe’s workshop took place on April 12-13, 2023. Prior to the public workshop, the Local Steering Committee led a community tour for the Planning Assistance Team, bringing them to visit destinations and meet with local leaders throughout Guadalupe. Stops included Oso Flaco Lake Natural Area, the end of West Main Street where the recent floods washed out the road, the Dunes Center, the Far Western Tavern, the Royal Theater, City Hall, and other sites across downtown.

Over 75 enthusiastic Guadalupe residents and federal and state partners attended the opening community meeting, held on April 12, 2023, at the Ron Estabillo Clubhouse on Leroy Park. Spanish and Mixteco interpretation was provided. Mayor Ariston Julian welcomed attendees and underscored the importance of this chance to work together to chart a direction for the city over the coming days.

After participant introductions, the Planning Assistance Team gave an overview of the RERC program and outlined the opportunities presented by the growing outdoor recreation economy both nationally and locally. They highlighted that outdoor recreation is not accessible, safe, and welcoming for all people, and that communities of color and other populations that are underrepresented in outdoor spaces face barriers keeping them out of outdoor activities. The facilitators pointed to sample strategies communities are using to become more welcoming, inclusive places where all residents and visitors have access to the benefits of outdoor recreation.

Participants then got updates from Local Steering Committee members Garret Matsuura of the Guadalupe Business Association, Mira Beyeler of the Guadalupe Visual and Performing Arts Center, and Todd Bodem, Shannon Sweeney, and Hannah



One of the community tour stops at Oso Flaco Lake Natural Area, walking with hike leader Ray Segovia (Credit: Megan McConville)



Viewing the flood damage to West Main Street near the dunes during the community tour (Credit: Megan McConville)

GUADALUPE YOUTH SURVEY

What’s missing/what would you like to see?

- More sports arenas/fields (65 mentions)
 - Soccer (35 mentions)
 - Basketball (11 mentions)
 - Football (10 mentions)
- More parks (22 mentions)
- Swimming pool with lessons available (20 mentions)
- More/improved playgrounds (20 mentions)

Outdoor recreation needs and ideas expressed through the Guadalupe youth survey (Credit: Megan McConville)

Sanchez of the City of Guadalupe. They highlighted Guadalupe’s downtown and recreational assets and some recent and emerging success stories in the community—including Leroy Park, the Royal Theater, the newly updated City Hall gymnasium, and the Central Park updates—and discussed how the RERC effort could build on those.

The Planning Assistance Team reviewed the results of the youth survey that was completed by 264 local middle school students between the ages of 10-14 in the weeks leading up to the workshop. The survey indicated the students’ preferences, levels of satisfaction, barriers, and needs related to outdoor recreation in the community.

The Planning Assistance Team also shared some of their own reflections from the self-assessment completed by the Local Steering Committee before the workshop as well as from the community tour, and presented the draft workshop goals developed by the Local Steering Committee.

Key point: Local stakeholders in Guadalupe are ready to act and eager for results.


The energy continued on Day 2 of the workshop, which was held at City Hall and attended by over 40 participants, again with Spanish and Mixteco interpretation provided. Day 2 was an interactive day of working together on small group exercises, asset mapping, and brainstorming and planning for actions to make the community’s goals a reality.

The day kicked off with a recap of Day 1 and agreement on the workshop goals. The group then heard from Nova Collinson, Human Resources Director at Sierra Buttes Trail Stewardship and lead local coordinator for the RERC effort in Quincy, California. Nova described her community’s RERC process and related projects, including the Connected Communities trail development, the



Day 1 of the workshop at the Ron Estabillo Clubhouse on April 12, 2023 (Credit: Reyes Barboza Jr.)

Community Impact of Youth Crew



- Youth Crew Members are employees of the stewardship and are compensated for their work
- Members can earn a college certificate in Trail Building due to our collaboration with Feather River College
- The skills gained through the Youth Crew Program are applicable to many industries outside of trail maintenance

The Sierra Buttes Trail Stewardship Youth Crew program particularly resonated with workshop attendees. (Credit: SBTS)



Day 2 of the workshop at City Hall on April 13, 2023 (Credit: Megan McConville)

On Day 2, workshop participants engaged in a small group mapping exercise to uncover opportunities and ideas related to outdoor recreation and downtown revitalization in Guadalupe. Groups marked up maps of the city, county, and region with outdoor recreation assets, community assets, and opportunities or big ideas.

Attendees also worked in small groups to imagine two-day itineraries for people visiting or recreating in Guadalupe. They considered where those people would recreate, obtain gear and supplies, eat, sleep, get information, and more. They created itineraries for high schoolers and a local family with children.

Key point: Holding regular community events, offering recreational and cultural programming for all ages, diversifying the downtown commercial establishments, providing more community gathering spaces, and increasing communication with residents, including intentional outreach to the farmworker and bilingual populations, emerged as important priorities.

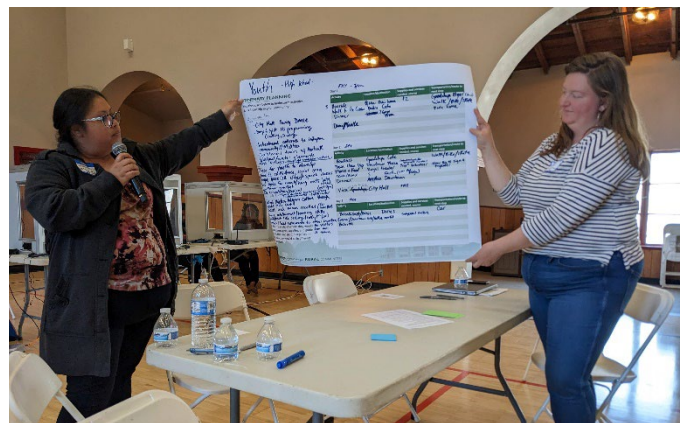
ACTION PLANNING

The action planning process during the workshop consisted of a few phases of work. First, participants reflected on their own, using post-it notes to brainstorm specific actions that would advance one or more of the identified goals. They were instructed to begin each action with a verb, be as specific as possible, think in the near- to medium-term (within 2 years), and consider actions they could help to implement. Attendees then placed their post-it notes onto posters for each goal, and the Planning Assistance Team grouped and consolidated alike or similar actions. Once this organization was complete,



RECREATION ECONOMY for RURAL COMMUNITIES | GUADALUPE DOWNTOWN, CA

Snapshot of one of the maps marked up by workshop participants; the full maps and legend can be found in Appendix B.



Participants did an itinerary planning exercise to brainstorm how visitors and recreationists would use local assets and what else is needed. The results of this exercise can be found in Appendix B.

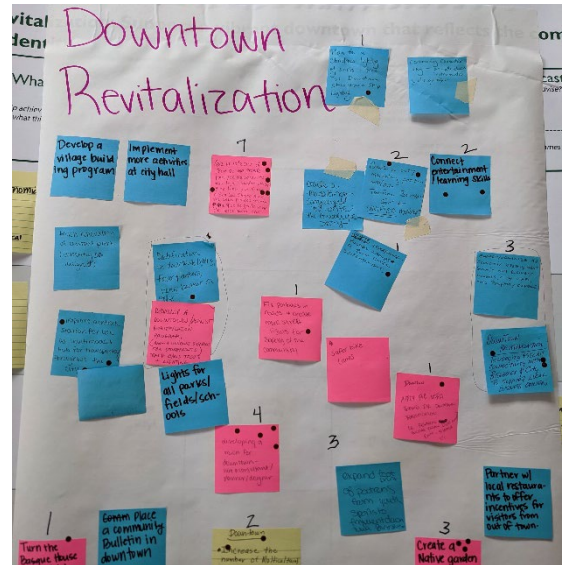


13 *Voting on high-priority actions (Credit: Tiffany Gonzales)*

each participant was given ten dot stickers and asked to vote on the highest-priority actions. The Planning Assistance Team tallied the votes and announced the totals.

Following this, participants broke into small groups to assess the voting results and flesh out the details of the top three to five actions for each goal, including initial next steps and deadlines, measures of success, lead and supporting roles, and potential needs and resources. This work began at the workshop and continued during follow-up Zoom calls with the planning assistance team and small group work sessions until every action included sufficient details for implementation.

Following are the full action tables as they stood at the end of the RERC planning assistance process in August 2023.



The action ideas and voting results for the Downtown Revitalization goal (Credit: Lauryn Coombs)



Small groups reporting out on their actions (Credit: Megan McConville)



The interpreter booths (Credit: Reyes Barboza Jr.)

COMMUNITY ACTION PLAN

The action planning process during the workshop consisted of a few phases of work. First, there was a brainstorming session, where participants were asked to write down potential actions to help advance one or more goals. The next phase was a dot voting exercise where participants were given a set number of dots and were asked to vote on which actions either were most important or needed immediate attention. In the third phase, small working groups assessed the prioritization voting and fleshed out the details of the top two to five actions for each goal, such as importance, timeframe, lead role, etc. In the final phase, each small working group reported back its progress and shared any questions encountered. The tables that follow provide additional background information and detail for each goal and action.

Initial Action: Build local capacity and regional connections.

Goal 1 – Beach Access: Create more opportunities for safe, convenient, resilient, and free multimodal access from Guadalupe to the beach.

- Action 1.1 – Secure agreement with county, state, and federal officials to reopen beach access at Rancho Guadalupe Dunes Preserve.
- Action 1.2 – Reopen access to the Rancho Guadalupe Dunes Preserve with additional transportation and other visitor amenities.
- Action 1.3 – Form a strategic action task force to identify the best route for the trail from Guadalupe to the beach. Increase conservation around trail to the beach options.

Goal 2 – Youth Engagement: Create opportunities for youth to pursue their interests in the outdoors, engage in science and nature learning, and take active roles in Guadalupe’s outdoor recreation economy.

- Action 2.1 – Create internship programs to engage youth in local issues, build job skills, and foster connections with local employers.
- Action 2.2 – Provide free youth programming related to art, nature, life skills, cooking, sewing, environmental justice, and more.
- Action 2.3 – Implement a voucher program for youth volunteers.

Goal 3 – Downtown Revitalization: Support a vibrant downtown that reflects the community’s rich cultural diversity and identity.

- Action 3.1 – Develop a vision for the downtown that is authentic and supported by community residents.
- Action 3.2 – Continue efforts already underway for the beautification and restoration of the Amtrak station.
- Action 3.3 – Secure funding for the Guadalupe Business Association and other community organizations.

Goal 4 – Lodging: Create lodging options to attract visitors to Guadalupe and lengthen their stays.

- Action 4.1 – Develop low-cost overnight accommodations that bicyclists can utilize while riding through Guadalupe.
- Action 4.2 – Develop a hotel on the second floor of the Far Western property.
- Action 4.3 – Explore the ideal location for an additional hotel.

Goal 5 – Promotion: Promote Guadalupe as an attractive destination for adventure, heritage, and recreation tourism, agrotourism, and ecotourism.

- Action 5.1 – Establish local farmers’ market.
- Action 5.2 – Create a billboard or signage on north-south 101 freeway promoting Guadalupe.
- Action 5.3 – Host a festival highlighting Mixteco indigenous culture.

Initial Action: Build local capacity and regional connections.

Guadalupe is a special community with big ideas and dreams, some of which are articulated in this community action plan. In order to make those dreams into reality, Guadalupe needs additional capacity. Through creative partnerships and resource identification, the community can tap into the strengths of regional organizations to implement this plan and identify resources to build in-house local capacity.

Initial Action – Build local capacity and regional connections.	
<p>What this is. Why it is important. Who benefits?</p>	<p>Finding new ways of increasing local capacity and tapping into regional connections is critical to achieving the goals of this plan. This initial action will make and strengthen connections with relevant regional partners, who can provide invaluable planning and project support, increasing Guadalupe’s ability to get things done. It will also help to identify and secure resources to build staff capacity locally.</p>
<p>Initial next steps and deadlines (Present >24 mos.)</p>	<ul style="list-style-type: none"> ● Work with Danna Stroud to organize introductory meetings with the following regional agencies. (2-3 months) <ul style="list-style-type: none"> ○ Santa Barbara County Association of Governments ○ San Luis Obispo Council of Governments ○ Central Coast Tourism Council ○ Visit Santa Maria Valley ○ LOSSAN Rail Corridor Agency (Los Angeles to San Luis Obispo) ○ Consultant team working on the Visit California Central Coast tourism planning effort ● Follow up with the following existing regional partners. (2-3 months) <ul style="list-style-type: none"> ○ Bob Havlicek, Housing Authority of the County of Santa Barbara ○ Ana Rosa Rizo-Centino, Central Coast Climate Justice Network ○ Jeanne Sparks, Santa Barbara County Action Network ○ Mark Wilkinson, Santa Barbara County Trails Council

	<ul style="list-style-type: none"> ● Work with the regional partners to identify ways they can support or take on elements of this plan (grant writing, adding projects into existing work plans, administrative support, planning, mapping, community engagement, partnership development, promotion/marketing, etc.). (2-3 months) ● Identify resources to increase capacity at the local level. (3-6 months) <ul style="list-style-type: none"> ○ Explore the use of existing grant funding to support staff time needed to manage the grants. ○ Apply for grants to increase staff capacity, such as USDA Rural Development’s Rural Business Development Grants and philanthropic grants.
Measures of success	<ul style="list-style-type: none"> ● Connections made with relevant regional partners ● Regional partners supporting or leading actions from this plan ● Resources identified and secured to increase local capacity
Lead Role	<ul style="list-style-type: none"> ● Team effort! Lead varies depending on regional partner/local effort
Supporting cast	<ul style="list-style-type: none"> ● Christina Hernandez, Guadalupe City Council ● Ariston Julian, City of Guadalupe ● Todd Bodem, City of Guadalupe ● City of Guadalupe Public Works ● Hannah Sanchez, City of Guadalupe Parks and Recreation ● Steve Lavagnino, County of Santa Barbara, 5th District ● Cory Bantilan, County of Santa Barbara, 5th District ● Garret Matsuura, Guadalupe Business Association ● Los Amigos de Guadalupe ● Mark Wilkinson, Santa Barbara County Trails Council ● Ana Rosa Rizo-Centino, Central Coast Climate Justice Network ● Bob Havlicek, Housing Authority of the County of Santa Barbara ● Danna Stroud, California Governor's Office of Business and Economic Development (GO-Biz) ● Alejandra Mahoney ● Jeanne Sparks, Santa Barbara County Action Network
Potential needs and resources	

Goal 1: Beach Access: Create more opportunities for safe, convenient, resilient, and free multimodal access from Guadalupe to the beach.

The Rancho Guadalupe Dunes Preserve is an unmatched outdoor recreation amenity for the Guadalupe community. With its proximity to the town, its beauty, its uniqueness, its place in cinematic history, and its promise as a site for additional educational and recreational programming, the opportunities to better connect to and utilize the preserve are immense. However, the road damage caused by the flooding in winter 2023 has cut off access to the site, and even in normal times, it is difficult for people without personal vehicles and with limited incomes to reach it. A targeted and collective effort to overcome short- and long-term barriers to

access will better connect Guadalupe residents to the beach and put in place a fundamental building block of the community’s outdoor recreation economy.

Action 1.1 – Secure agreement with county, state, and federal officials to reopen beach access at Rancho Guadalupe Dunes Preserve.

<p>What this is. Why it is important. Who benefits?</p>	<p>In order to restore beach access following the historic flooding in winter 2023, many governing bodies must coordinate and come to consensus about plans and procedures. Reopening the beach safely, in a way that best meets the needs of Guadalupe and regional residents, and in a way that is resilient to future disasters will require all agencies to come together and form a plan.</p>
<p>Initial next steps and deadlines (Present >24 mos.)</p>	<ul style="list-style-type: none"> ● Identify the relevant agencies that need to be involved. (2-3 months) ● Identify specific “asks” of the agencies (this relates to Actions 1.2 and 1.3 below). (3-6 months) ● Establish communication and convene meetings with key agency representatives. (3-6 months) ● Hold City town hall to engage residents and get updates from public officials. ● Attend town hall/public meetings to make asks and encourage interagency coordination. (Ongoing)
<p>Measures of success</p>	<ul style="list-style-type: none"> ● Relevant county, state, and federal agencies identified, with specific contacts at each agency ● Relationships and open dialogue with key agencies/contacts ● Officials sharing information with residents on plans to prevent flooding ● Community has developed “asks” of the agencies ● Agreement secured among agencies that meets residents’ needs
<p>Lead Role</p>	<ul style="list-style-type: none"> ● Melanie Backer ● Mike Roberts ● Alaysia Navarro ● Anita Navarro ● Deena Zamarron ● Stephanie Krouse
<p>Supporting cast</p>	<ul style="list-style-type: none"> ● Erika Weber, Guadalupe-Nipomo Dunes Center ● Los Amigos de Guadalupe ● Garret Matsuura, Guadalupe Business Association ● Ariston Julian, City of Guadalupe ● Todd Bodem, City of Guadalupe ● City of Guadalupe Public Works ● Hannah Sanchez, City of Guadalupe Parks and Recreation ● Christina Hernandez, Guadalupe City Council ● Steve Lavagnino, County of Santa Barbara, 5th District ● Cory Bantilan, County of Santa Barbara, 5th District ● Mark Wilkinson, Santa Barbara County Trails Council ● Rachel Couch, Coastal Conservancy

	<ul style="list-style-type: none"> ● Jessica Madden, Coastal Conservancy ● Ana Rosa Rizo-Centino, Central Coast Climate Justice Network ● Danna Stroud, California Governor's Office of Business and Economic Development (GO-Biz) ● Alejandra Mahoney ● Jeanne Sparks, Santa Barbara County Action Network
Potential needs and resources	Ability to keep group informed and working together. Email list, Facebook group, etc. (The contact list from the RERC workshop is one tool that could be used.)

Action 1.2 – Reopen access to the Rancho Guadalupe Dunes Preserve with additional transportation and other visitor amenities.

What this is. Why it is important. Who benefits?	<p>Adding transportation infrastructure and amenities to the Rancho Guadalupe Dunes Preserve will allow more people to access and enjoy the space. Currently, the preserve only has a small parking lot which quickly fills up. Additional infrastructure and amenities could include a larger parking lot, bike racks, a bike repair station, seating, shade structures, wayfinding and educational signage, and a pier for fishing and viewing the ocean. These improvements will attract and accommodate more residents and visitors to come to the preserve, allowing it to play a stronger role in everyday life and the local economy.</p>
Initial next steps and deadlines (Present >24 mos.)	<ul style="list-style-type: none"> ● Contact local elected officials and urge them to take action to restore access. (1-2 months) ● Attend the County Board of Supervisors Budget Meeting and urge the allocation of funding to restore access. (1-2 months) ● Identify timelines/deadlines for influencing how the road is rebuilt and how recovery funding is spent. (Ongoing) ● Hold one or more public meetings regarding the current status of dunes access and visions for the future. These meetings could provide information on the road closure and prospects for reopening and explore what residents would like to see at the dunes in the future. (3-6 months) ● Based on the feedback received, develop design proposals for the reopened dunes preserve. (6-9 months) <ul style="list-style-type: none"> ○ Consider applying for the National Park Service Rivers, Trails, and Conservation Assistance Program to develop a design. (Deadline March 2024) ● Meet with County officials to discuss design proposals and potential funding sources. (9-12 months) ● Select a design proposal and secure funding. (12-18 months) ● Begin construction of new amenities. (18-24 months)
Measures of success	<ul style="list-style-type: none"> ● Community members are aware of the status of dunes access and engaged in conversations about the future

Action 1.2 – Reopen access to the Rancho Guadalupe Dunes Preserve with additional transportation and other visitor amenities.

	<ul style="list-style-type: none"> • Elected officials are responsive and committed to addressing community needs • Community-driven plan to restore and improve access • Funding secured • Construction of new amenities begun
Lead Role	<ul style="list-style-type: none"> • Melanie Backer • Mike Roberts • Alaysia Navarro • Anita Navarro • Deena Zamarron • Gabe Garvajal • Margarita Dominguez
Supporting cast	<ul style="list-style-type: none"> • Erika Weber, Guadalupe-Nipomo Dunes Center • Los Amigos de Guadalupe • Garret Maturra, Guadalupe Business Association • Ariston Julian, City of Guadalupe • City of Guadalupe Public Works • Hannah Sanchez, City of Guadalupe Parks and Recreation • Christina Hernandez, Guadalupe City Council • Steve Lavagnino, County of Santa Barbara, 5th District • Cory Bantilan, County of Santa Barbara, 5th District • Santa Barbara County staff • Mark Wilkinson, Santa Barbara County Trails Council • Rachel Couch, Coastal Conservancy • Jessica Madden, Coastal Conservancy • Ana Rosa Rizo-Centino, Central Coast Climate Justice Network • Albert Nunez, Rancho de Guadalupe Historical Society • Danna Stroud, California Governor's Office of Business and Economic Development (GO-Biz)
Potential needs and resources	<p>RERC contact list</p> <p>U.S. Environmental Protection Agency Environmental Justice Grants (Noora Shehab-Sehovic, shehabsehovic.noora@epa.gov)</p> <p>National Park Service Rivers, Trails, and Conservation Assistance Program (Carlos Flores, carlos_flores@nps.gov)</p>

Action 1.3 – Form a strategic action task force to identify the best route for the trail from Guadalupe to the beach. Increase conservation around trail to the beach options.

What this is. Why it is important. Who benefits?	<p>Many conversations have taken place among the community and with partners about creating a trail from Guadalupe to the beach. It is well established that creating a multi-use trail would address some of the</p>
--	---

Action 1.3 – Form a strategic action task force to identify the best route for the trail from Guadalupe to the beach. Increase conservation around trail to the beach options.

	<p>transportation barriers that are keeping local residents from enjoying the beach and would make the community more attractive to visitors who want to ride their bicycles to the beach. The Coastal Conservancy completed a feasibility study of different trail options in 2021. With flood recovery and changes to beach access on the horizon, now is the time to convene a task force to identify a preferred trail route. With this effort, it is important to prioritize land conservation and stewardship around any new trails that are built. Additionally, it is vital for the task force to keep the broader public engaged and informed about the progress of trail planning.</p>
<p>Initial next steps and deadlines (Present >24 mos.)</p>	<ul style="list-style-type: none"> ● Create strategic action task force, to include residents, landowners, representatives of local organizations, and key decision-makers. (3-6 months) ● Hold initial meeting; develop and agree on the goal and schedule of the task force and plans for the engagement of and communication with the broader public. (6-9 months) ● Continue meeting regularly to develop best route option for the Guadalupe to the beach trail, keeping residents informed as the work progresses. (9-24 months) ● Work with decision-makers and landowners to secure permissions for the preferred route. (18-36 months) ● Identify funding for trail development. (18-36 months)
<p>Measures of success</p>	<ul style="list-style-type: none"> ● Strategic action task force that is representative of residents and key decision-makers created and actively meeting ● Regular communication, updates, and engagement opportunities offered to the broader public ● Preferred trail route identified ● Permissions and funding for the trail secured
<p>Lead Role</p>	<ul style="list-style-type: none"> ● Transportation Committee or Guadalupe Business Association
<p>Supporting cast</p>	<ul style="list-style-type: none"> ● Melanie Backer ● Mike Roberts ● Deena Zamarron ● Mia ● Garret Matsuura, Guadalupe Business Association ● Erika Weber, Guadalupe-Nipomo Dunes Center ● Christina Hernandez, Guadalupe City Council ● Los Amigos de Guadalupe ● Ariston Julian, City of Guadalupe ● Hannah Sanchez, City of Guadalupe Parks and Recreation ● Mark Wilkinson, Santa Barbara County Trails Council ● Rachel Couch, Coastal Conservancy ● Jessica Madden, Coastal Conservancy

Action 1.3 – Form a strategic action task force to identify the best route for the trail from Guadalupe to the beach. Increase conservation around trail to the beach options.

	<ul style="list-style-type: none"> Landowners adjacent to the trail route(s)
Potential needs and resources	Coastal Conservancy Guadalupe to Beach Multi-Use Trail Feasibility Study National Park Service Rivers, Trails, and Conservation Assistance Program (Carlos Flores, carlos_flores@nps.gov)

Participants also brainstormed these additional action ideas during the workshop. While these actions were not detailed further during the workshop, they could also support implementation of Goal 1.

- Fix pothole/road to beach
- Coordinate with county flood control to stop flooding
- Weekend shuttle – more access
- Parking passes for residents
- Bilingual beach signs

Goal 2: Youth engagement: Create opportunities for youth to pursue their interests in the outdoors, engage in science and nature learning, and take active roles in Guadalupe’s outdoor recreation economy.

Guadalupe has a relatively young population, and engaging the youth in recreating, learning, working, and serving the community is critical to its future. Providing internships, free programming and activities, and volunteer vouchers will connect youth to each other and to their community. It will involve them in local issues and empower them to take a leadership role in the direction of the city. It will also build important job skills and career pathways. In the long term, expanding youth engagement opportunities will keep kids in Guadalupe to live and raise their families as adults, ensuring a vibrant and healthy community for years to come.

Action 2.1 – Create internship programs to engage youth in local issues, build job skills, and foster connections with local employers.

What this is. Why it is important. Who benefits?	Guadalupe is fortunate to have a number of government agencies, nonprofit organizations, and businesses that employ local residents and play vital roles in leading and shaping the community. Establishing a coordinated, cross-sector internship program will provide youth with pathways to develop job skills, engage in important community issues, and explore and find careers locally. In the longer term, this will help to empower youth with a stronger role in influencing the future of Guadalupe and keep them here to live and raise their families, making it a more vibrant and sustainable community.
Initial next steps and deadlines (Present >24 mos.)	<ul style="list-style-type: none"> • Reach out to government agencies, nonprofit organizations, and local businesses to identify their capacity needs and potential roles for interns. (0-3 months) • Create internship job descriptions. (3-6 months)

Action 2.1 – Create internship programs to engage youth in local issues, build job skills, and foster connections with local employers.

	<ul style="list-style-type: none"> Recruit interns at the junior high, high school, Boys and Girls Club, churches, and other local youth-serving organizations. (6-9 months) Hire interns. (9-12 months)
Measures of success	<ul style="list-style-type: none"> Employers engaged and needs for interns identified Job descriptions written and promoted Number of interns hired Deliverables by interns completed Internships completed
Lead Role	<ul style="list-style-type: none"> Local businesses Local governments Garret Matsuura, Guadalupe Business Association Arts organizations Agricultural industry
Supporting cast	<ul style="list-style-type: none"> Guadalupe Union School District Kermit McKenzie Intermediate School Righetti High School Boys and Girls Club Churches Mira Beyeler, Guadalupe Visual and Performing Arts Center Karen Evangelista, Guadalupe Cultural Art and Education Center Los Amigos de Guadalupe Christina Hernandez, Guadalupe City Council Santa Barbara County USDA Forest Service U.S. Fish and Wildlife Service
Potential needs and resources	<p>Funding to coordinate the program and/or pay the interns? School credit? Transportation? City runs Public Transit system. Possible coordination between schools, City, interns, and contract transit provider.</p>

Action 2.2 – Provide free youth programming related to art, nature, life skills, cooking, sewing, environmental justice, and more.

What this is. Why it is important. Who benefits? I'm	<p>There is a need for free youth programming and activities in Guadalupe. This resource will keep kids safe and active in the community. Ensuring that programming is free will open up access to all Guadalupe residents and avoid placing financial burdens on families. Over the longer term, this will combat the perception that "there is nothing to do in Guadalupe" and will keep youth in the community to live and raise their families.</p>
Initial next steps and deadlines (Present >24 mos.)	<ul style="list-style-type: none"> Start a community garden at the junior high or possible City property. (6-9 months) Organize a science class field trip. (6-9 months) <ul style="list-style-type: none"> Science class/garden club

Action 2.2 – Provide free youth programming related to art, nature, life skills, cooking, sewing, environmental justice, and more.

	<ul style="list-style-type: none"> ○ School Farmers market
Measures of success	<ul style="list-style-type: none"> ● Number of field trips completed ● Gardens created and maintained ● Produce taken home ● Greater awareness of the environment ● New recipes learned
Lead Role	<ul style="list-style-type: none"> ● Suggestions: Guadalupe Union School District, Guadalupe Visual and Performing Arts Center
Supporting cast	<ul style="list-style-type: none"> ● Kermit McKenzie Intermediate School ● Christina Hernandez, Guadalupe City Council ● Local agricultural businesses ● Colleges/universities/Extension services in the region ● City of Guadalupe Public Works (transportation for field trips) ● Future Guadalupe Farmers’ Market ● 4-H
Potential needs and resources	<p>University of California Santa Barbara County Cooperative Extension National Endowment for the Arts Our Town Program for arts-related programming/events</p>

Action 2.3 – Implement a voucher program for youth volunteers.

What this is. Why it is important. Who benefits?	<p>Providing vouchers to youth volunteers will increase community engagement among young residents. This could include vouchers at local restaurants and stores. Boosting volunteerism could free up some budget so local organizations and government agencies can work on more projects.</p>
Initial next steps and deadlines (Present >24 mos.)	<ul style="list-style-type: none"> ● Reach out to local businesses and gauge willingness to provide vouchers. (6 months) ● Promote the opportunity with local youth-serving organizations. (6-9 months) ● Give out vouchers at volunteer events/opportunities. (6-9 months)
Measures of success	<ul style="list-style-type: none"> ● Local businesses providing vouchers ● Number of youth volunteers ● Number of vouchers provided/used ● Repeat business by voucher users
Lead Role	<ul style="list-style-type: none"> ● Garret Matsuura, Guadalupe Business Association
Supporting cast	<ul style="list-style-type: none"> ● Guadalupe Union School District ● Mary Buren Elementary ● Kermit McKenzie Intermediate School ● Boys and Girls Club ● Churches ● Los Amigos de Guadalupe ● Local businesses

Action 2.3 – Implement a voucher program for youth volunteers.

	<ul style="list-style-type: none"> • City of Guadalupe
Potential needs and resources	Examples of successful voucher programs from similar communities

Goal 3: Downtown Revitalization: Support a vibrant downtown that reflects the community’s rich cultural diversity and identity.

Guadalupe’s downtown has tremendous potential, with a unique built environment, walkable and bikeable streets, and strong local businesses and cultural institutions and organizations. Many conversations are underway about ways to fill up vacant buildings, create amenities for residents and visitors, and bring more energy to the area. There are abundant opportunities to tap into the capacity of local organizations and engage residents in revitalizing a downtown that is vibrant, thriving, brings the community together, and celebrates its rich cultural diversity and identity.

Action 3.1 – Develop a vision for the downtown that is authentic and supported by community residents.

What this is. Why it is important. Who benefits?	The City of Guadalupe recently adopted its 2042 General Plan , which contains guiding goals and policies for the city, including the downtown, but Guadalupe does not have a plan specific to its downtown. By developing that plan and intentionally engaging residents in the process, Guadalupe will identify concrete strategies, partners, and implementation resources to revitalize its downtown, and will build grassroots momentum and energy around the effort. A planning and visioning effort is a critical first step to creating a vibrant, prosperous, and authentic downtown that is a source of pride for residents and attracts visitors.
Initial next steps and deadlines (Present >24 mos.)	<ul style="list-style-type: none"> • Host a State of the City event, with live interpretation, to update residents on current initiatives and begin gathering feedback on downtown revitalization. (1-3 months) • Hire an in-house planner for the City of Guadalupe. (1-3 months) • Host community engagement events, such as potluck dinners or movie nights, to bring residents together, build community, and share ideas on issues including downtown revitalization. (3-18 months) • Develop the downtown plan based on community feedback. (18-36 months) • Adopt the plan and begin implementation. (36 months)
Measures of success	<ul style="list-style-type: none"> • Robust community engagement efforts conducted • Downtown plan developed and adopted • Community support for the plan
Lead Role	<ul style="list-style-type: none"> • City of Guadalupe Planner (to be hired)
Supporting cast	<ul style="list-style-type: none"> • Ariston Julian, City of Guadalupe • Todd Bodem, City of Guadalupe • City of Guadalupe Building, Planning

Action 3.1 – Develop a vision for the downtown that is authentic and supported by community residents.

	<ul style="list-style-type: none"> ● City of Guadalupe Public Works ● Garret Matsuura, Guadalupe Business Association ● Los Amigos de Guadalupe ● Family Service Agency ● Little House by the Park ● Downtown business owners ● Santa Barbara County Association of Governments
Potential needs and resources	

Action 3.2 – Continue efforts already underway for the beautification and restoration of the Amtrak station.

What this is. Why it is important. Who benefits?	<p>Guadalupe is fortunate to have a relatively newly-built Amtrak station with Pacific Surfliner service to and from San Luis Obispo, Lompoc, Los Angeles, and San Diego. The station is a major asset to the community and an opportunity to invite and attract visitors into town. Providing a positive first impression to those arriving by train is an important way to keep people coming back time and time again. Improvements to the station will showcase the distinctive culture and amenities offered in Guadalupe, demonstrating the unique experience the city offers to guests and residents. They will connect visitors with local businesses and attractions and increase the economic impact of tourism in Guadalupe.</p>
Initial next steps and deadlines (Present >24 mos.)	<ul style="list-style-type: none"> ● Continue to apply for funding for projects at the station. (3-12 months) ● Implement projects. (12-36 months)
Measures of success	<ul style="list-style-type: none"> ● Improvements made ● Increased usage of the station/rail travel to and from Guadalupe
Lead Role	<ul style="list-style-type: none"> ● City of Guadalupe Public Works
Supporting cast	<ul style="list-style-type: none"> ● Los Amigos de Guadalupe (for art components) ● LOSSAN Rail Corridor Agency ● Santa Barbara County Association of Governments ● California Department of Transportation
Potential needs and resources	<p>Funding: Clean California Local Grant Program (application submitted May 2023, awards to be announced September 2023)</p> <p>USDA Rural Development Community Facilities: Guadalupe is 55% grant eligible. Can support planning/design. Program reimburses the City for costs afterwards.</p> <p>U.S. Department of Transportation infrastructure program can include beautification.</p> <p>National Endowment for the Arts Our Town Program for arts components</p> <p>This will be affected by the CalTrans ADA project which will upgrade all sidewalks along Highway 1 over the next 2-3 years.</p>

Action 3.3 – Secure funding for the Guadalupe Business Association and other community organizations.

<p>What this is. Why it is important. Who benefits?</p>	<p>In recent years, the Guadalupe Business Association was formed and has fast become an important player in community and economic development. The Association is actively involved in many projects related to Guadalupe’s downtown, outdoor recreation, and economic vibrancy. Securing funding for the organization and other local nonprofits will allow them to increase their capacity and roles in local projects and initiatives and to have a greater impact on the Guadalupe community. This funding could support efforts to identify business needs, connect small businesses with the City, conduct marketing, expand communication, and develop business training and development opportunities.</p>
<p>Initial next steps and deadlines (Present >24 mos.)</p>	<ul style="list-style-type: none"> ● Connect the Guadalupe Business Association and the Little House to leverage funding. ● Develop a mission statement, budget, and specific project proposals. ● Identify potential funding sources. ● Apply for funding.
<p>Measures of success</p>	<ul style="list-style-type: none"> ● Mission statement, budget, and project ideas developed ● Potential funding sources identified and proposals submitted ● Funding secured ● Guadalupe Business Association and other organizations take on new projects
<p>Lead Role</p>	<ul style="list-style-type: none"> ● Garret Matsuura, Guadalupe Business Association
<p>Supporting cast</p>	<ul style="list-style-type: none"> ● Ariston Julian, City of Guadalupe ● Todd Bodem, City of Guadalupe ● Family Service Agency ● Little House by the Park ● Other members of the coalition of Guadalupe nonprofits ● Kelly Rojas, “Guad Squad”
<p>Potential needs and resources</p>	<p>ARPA funding for translation U.S. Environmental Protection Agency Environmental Justice Grants (Noora Shehab-Sehovic, shehabsehovic.noora@epa.gov)</p>

Participants also brainstormed these additional action ideas during the workshop. While these actions were not detailed further during the workshop, they could also support implementation of Goal 3.

- Develop a village building program
- Implement more activities at city hall
- Finish renovation of Central Park
- Lights for parks/fields/schools
- Marketing campaign
- Create stakeholder groups to plan hotel development

- Safer bike lanes
- Community bulletin downtown

Goal 4: Lodging: Create lodging options to attract visitors to Guadalupe and lengthen their stays.

Guadalupe currently lacks lodging options, which hampers its ability to attract visitors, keep them in town for multiple days, and increase tourist revenue for local businesses. Developing local lodging is a fundamental building block for strengthening the outdoor recreation economy in Guadalupe.

Action 4.1 – Develop low-cost overnight accommodations that bicyclists can utilize while riding through Guadalupe.

<p>What this is. Why it is important. Who benefits?</p>	<p>Bicyclists pass through Guadalupe as they ride along Highway 1, but they can't stop and stay the night as there are no accommodations. Creating low-cost lodging specifically geared towards cyclists will put Guadalupe on the map as a destination where they can spend the night, eat, and visit other local businesses. This will bring revenue into the city and create new opportunities for businesses to start up and grow. The Club Comité Cívico Mexicano de Guadalupe already owns a building that would be ideal for a bike hostel and they are interested in developing this amenity.</p>
<p>Initial next steps and deadlines (Present >24 mos.)</p>	<ul style="list-style-type: none"> • Identify the business model for the bike hostel, including how it will be operated and maintained, its revenue stream, and physical space needs for the operation. (9-12 months) • Partner with an organization to operate the hostel. (12-15 months) • Seek funding for the renovation of the building. (12-18 months) • Renovate the building and open the hostel. (18-36 months)
<p>Measures of success</p>	<ul style="list-style-type: none"> • Completed business plan • Partnership secured • Funding secured • Building renovated • Hostel open and accepting guests
<p>Lead Role</p>	<ul style="list-style-type: none"> • José Nichols, Club Comité Cívico Mexicano de Guadalupe
<p>Supporting cast</p>	<ul style="list-style-type: none"> • Los Amigos de Guadalupe • Garret Matsuura, Guadalupe Business Association • Mark Wilkinson, Santa Barbara County Trails Council • Move Santa Barbara County (Sean?) • City of Guadalupe Building, Planning • City of Guadalupe Public Works • Neighbors of the proposed site • Boys and Girls Club • Lupe's Company
<p>Potential needs and resources</p>	<p>Examples of other bike hostels Funding for building renovation/business planning: USDA Rural Development? Organization to run the hostel</p>

Action 4.2 – Develop a hotel on the second floor of the Far Western property.

<p>What this is. Why it is important. Who benefits?</p>	<p>Opening a hotel in downtown Guadalupe would provide an economic boost to the community and the downtown. The project will create temporary construction and permanent hospitality jobs, and will increase tourism and the revenue of nearby local businesses. Additionally, it will revitalize and preserve the Far Western building, a valuable historic asset to the community. The Guadalupe-Nipomo Dunes Center already has preliminary plans for a hotel on the upper floor of the site, above their planned museum on the first floor.</p>
<p>Initial next steps and deadlines (Present >24 mos.)</p>	<ul style="list-style-type: none"> ● Develop designs for the hotel. ● Conduct seismic retrofitting. ● Develop a business plan. ● Identify the entity that will run the hotel (either the Guadalupe-Nipomo Dunes Center or another entity). ● Secure funding to renovate the building.
<p>Measures of success</p>	<ul style="list-style-type: none"> ● Design completed ● Business plan completed ● Funding secured ● Building renovations begun ● Hotel open and operating
<p>Lead Role</p>	<ul style="list-style-type: none"> ● Erika Weber, Guadalupe-Nipomo Dunes Center
<p>Supporting cast</p>	<ul style="list-style-type: none"> ● Los Amigos de Guadalupe ● Garret Matsuura, Guadalupe Business Association ● Adjacent business owners ● City of Guadalupe ● University of California Santa Barbara hospitality program ● Allan Hancock College ● Santa Barbara City College
<p>Potential needs and resources</p>	<p>Funding for building renovation/business planning: USDA Rural Development? State or Federal Historic Registry designation?</p>

Action 4.3 – Explore the ideal location for an additional hotel.

<p>What this is. Why it is important. Who benefits?</p>	<p>As the Guadalupe community works to expand its outdoor recreation economy and tourism, there could be an opportunity for an additional hotel downtown. There are various options for the siting of this hotel, and it will be beneficial for key stakeholders and community members to collaborate to identify the top priority locations and what needs to happen to prepare those properties for development.</p>
<p>Initial next steps and deadlines (Present >24 mos.)</p>	<ul style="list-style-type: none"> ● Convene a group of stakeholders and community members interested in exploring hotel development opportunities. (6-9 months) ● Begin meeting to explore potential sites. (9-18 months)

Action 4.3 – Explore the ideal location for an additional hotel.

	<ul style="list-style-type: none"> ● Identify the highest-priority sites for redevelopment as a hotel. (18-24 months) ● Identify the next steps and potential funding sources for redevelopment. (24-36 months) ● Present recommendations to the City Administrator or the City Council. (36 months)
Measures of success	<ul style="list-style-type: none"> ● Potential sites identified and prioritized ● Potential funding sources and next steps identified
Lead Role	<ul style="list-style-type: none"> ● Todd Bodem, City of Guadalupe
Supporting cast	<ul style="list-style-type: none"> ● Los Amigos de Guadalupe ● Garret Matsuura, Guadalupe Business Association ● City of Guadalupe Public Works ● City of Guadalupe Building, Planning ● Downtown business owners ● Community residents
Potential needs and resources	<p>Maps or inventories of vacant or underutilized properties downtown Contacts with property owners Funding for planning/property inventorying/building renovation: USDA Rural Development Rural Business Development Grants Center for Creative Land Recycling Technical Assistance to Brownfields U.S. Environmental Protection Agency Brownfields Programs</p>

Participants also brainstormed these additional action ideas during the workshop. While these actions were not detailed further during the workshop, they could also support implementation of Goal 4.

- Consider biking routes where making paved road improvements
- Hire local

Goal 5: Promotion: Promote Guadalupe as an attractive destination for adventure, heritage, and recreation tourism, agrotourism, and ecotourism.

Guadalupe has so much to offer both residents and visitors, but some of the community’s assets could benefit from further development and promotion. This will foster more public engagement, strengthen community connections and pride, increase tourism, and result in a greater economic and community impact. It is necessary to take a multi-pronged strategy of promoting what already exists in the city and simultaneously developing new destinations and events that build on local culture and heritage.

Action 5.1 – Establish local farmers’ market.

What this is. Why it is important. Who benefits?	<p>Establishing a local farmers’ market would promote health, community building, downtown revitalization, and economic development and entrepreneurship in Guadalupe. This idea has been discussed in the community for awhile, and a potential downtown site has been identified. This action will organize and advance the effort.</p>
--	---

Action 5.1 – Establish local farmers’ market.

<p>Initial next steps and deadlines (Present >24 mos.)</p>	<ul style="list-style-type: none"> ● Establish a lead for the farmers’ market start-up effort. (2-3 months) ● Create a committee to advance the farmers’ market. (3-4 months) ● Identify a market manager. (3-4 months) ● Identify and secure the appropriate permits. (4-6 months) ● Identify and secure vendors. (4-6 months) ● Identify any upgrades needed for the site. (6-8 months) ● Create a strategy for promoting the market and attracting customers. (6-8 months) ● Open the market. (12 months)
<p>Measures of success</p>	<ul style="list-style-type: none"> ● Lead and committee established ● Permits secured ● Vendors secured ● Marketing strategy created ● Market launched
<p>Lead Role</p>	<ul style="list-style-type: none"> ● Food Resilience, Sustainability & Action (FRESA)
<p>Supporting cast</p>	<ul style="list-style-type: none"> ● City of Guadalupe ● Los Amigos de Guadalupe ● Garret Matsuura, Guadalupe Business Association ● Little House by the Park ● Fresa ● Guadalupe Café ● Local agricultural businesses
<p>Potential needs and resources</p>	<p>Funding to support market manager Mixteco radio (for promotion) USDA Farmers Market Promotion Program University of California Santa Barbara County Cooperative Extension</p>

Action 5.2 – Create a billboard or signage on north-south 101 freeway promoting Guadalupe.

<p>What this is. Why it is important. Who benefits?</p>	<p>Many people pass near Guadalupe on the 101 freeway and don’t stop. Creating a billboard or other signage on that road will raise awareness of the amenities and attractions in the community and entice more people to stop and spend time and money, supporting local businesses and increasing tax revenue for the City.</p>
<p>Initial next steps and deadlines (Present >24 mos.)</p>	<ul style="list-style-type: none"> ● Identify a location for the billboard/signage and the cost of putting it up. (2-3 months) ● Determine the messaging and design. (3-6 months) ● Identify funding sources. (3-6 months) ● Conduct a meeting to discuss this opportunity with local businesses. (3-6 months)

Action 5.2 – Create a billboard or signage on north-south 101 freeway promoting Guadalupe.

Measures of success	<ul style="list-style-type: none"> • Location/plan for the billboard/signage • Billboard/signage created • Local business engagement/feedback obtained
Lead Role	<ul style="list-style-type: none"> • Garret Matsuura, Guadalupe Business Association
Supporting cast	<ul style="list-style-type: none"> • Local businesses • Local nonprofits • Santa Maria Valley Visitor and Convention Bureau • Visit Santa Barbara
Potential needs and resources	Funding for billboard/signage: dispensaries as a possible source, since they are required to give a percentage of their income back to the community?

Action 5.3 – Host a festival highlighting Mixteco indigenous culture.

What this is. Why it is important. Who benefits?	Mixteco indigenous culture and heritage is vitally important to the Guadalupe community. Hosting a festival will provide a fun and visible way of celebrating it. It will give all members of the community a chance to share their traditions and perspectives and support community pride and connections. Residents and tourists alike will learn about each and every culture, increasing cultural competency and respect, and all residents will feel included. This festival will also attract visitors to the community to share in this unique event.
Initial next steps and deadlines (Present >24 mos.)	<ul style="list-style-type: none"> • Create a planning committee for the festival, including local organizations and residents. (2-3 months) • Develop a preliminary program and set a date and location for the event. (3-6 months) • Create a schedule/collect information on deadlines for vendors, permitting, etc. (I.e. how far in advance do you need to make arrangements for food?) (3-6 months) • Secure permits. (6-9 months) • Gather sponsorships. (6-9 months) • Invite vendors, performers, etc. (6-9 months)
Measures of success	<ul style="list-style-type: none"> • Planning committee created • Date, location, and program developed • Permits secured • Vendors and performers secured
Lead Role	<ul style="list-style-type: none"> • Suggestion: Karen Evangelista and/or the Guadalupe Visual and Performing Arts Center
Supporting cast	<ul style="list-style-type: none"> • Los Amigos de Guadalupe • Mira Beyeler, Guadalupe Visual and Performing Arts Center • Karen Evangelista, Guadalupe Cultural Art and Education Center • Guadalupe non-profit coalition • Garret Matsuura, Guadalupe Business Association

Action 5.3 – Host a festival highlighting Mixteco indigenous culture.

Potential needs and resources

- Mixteco radio (for promotion)
- [National Endowment for the Arts Our Town Program](#) for arts-related programming

Participants also brainstormed these additional action ideas during the workshop. While these actions were not detailed further during the workshop, they could also support implementation of Goal 5.

- Attend more community events that are held in Guadalupe.
- Trail committee supporting recreation (Santa Barbara County Trails Council would provide hands-on support for this)
- Host or support an annual event in Guadalupe that attracts bicyclists
- Open communication with the community to inform on changes in development
- Engage with bilingual community
- Reach out to cultural communities about their visions for the festival

IMPLEMENTATION AND NEXT STEPS

Following the workshop, the Local Steering Committee and workshop participants continued working together to develop and begin implementing the Community Action Plan. Three Zoom calls with the Planning Assistance Team were held on June 6, July 10, and July 31, 2023, during which the group refined the action plan, discussed progress made post-workshop, and planned their next steps. Listed below are some key implementation steps they have made since the workshop, organized by goal.

Initial Action: Build local capacity and regional connections.

- The draft Community Action Plan created at the workshop was translated into Spanish and shared with community members. Spanish and Mixteco interpretation was offered at the final two post-workshop calls, and the Guadalupe City Council Chambers were reserved for anyone who wanted to participate in the calls from there.
- The City is planning a State of the City event, which may include updates on current issues, community dialogue, and interpretation.
- The City is working to hire a planner and public works director, and is exploring the idea of adding staff to write and manage grants.
- Garret Matsuura held an introductory meeting with Daniel Fenton and Shirin Jafari, who lead the team conducting the Visit California Regional Strategic Tourism Planning for the Central Coast Region.
- Guadalupe leaders connected with Christine Thomas of the Central Coast Tourism Council and are exploring potential alignments and partnerships with the organization.
- Danna Stroud of GO-Biz connected Guadalupe leaders with the Santa Barbara County Association of Governments to discuss potential alignments and partnerships around transportation and infrastructure.

Goal 1: Beach Access

- Actions 1.1 and 1.2: The County Supervisor’s office held a town hall meeting on July 19 to provide updates on the status of the repair of West Main Street, the river and future flood mitigation, and beach access. The meeting was very well attended. The County Supervisor continues to work towards more coordination among agencies and the reopening of the road.
- Actions 1.1 and 1.2: Local and regional leaders attended the Santa Barbara County Board of Supervisors budget meeting and urged the allocation of funding to restore beach access.

Goal 3: Downtown Revitalization

- A group of community members gave the Royal Theater a temporary facelift (see photo on following page, credit Garret Matsuura). These improvements provided a visual change to represent the behind-the-scenes planning and grant work that is ongoing and give the community some hope and anticipation for the future of the landmark.
- Emily Dreiling submitted a proposal to the Outdoor Recreation Roundtable for updates to Jack O’Connell Park and signage to the Dunes and downtown area.
- Garret Matsuura and Mayor Ariston Julian submitted an application to Smart Growth America for their Community Connectors capacity-building grant program that advances projects that reconnect communities separated or harmed by transportation infrastructure.
- Action 3.2: An application for a Clean California Grant was submitted in May. Awards will be announced in September.



Goal 5: Promotion

- Action 5.2: Emily Dreiling submitted a proposal to the Outdoor Recreation Roundtable for updates to Jack O’Connell Park and signage to the Dunes and downtown area.

APPENDICES

- *Appendix A – Contact List*
- *Appendix B – Workshop Exercise Results*
- *Appendix C – Funding and Technical Assistance Resources*
- *Appendix D – References*