

ECONOMIC DEVELOPMENT STRATEGY PROGRESS REPORT

July 25, 2023

City Council Meeting



BACKGROUND

- On April 28, 2020, City Council approved creation of the Economic Development Committee (EDC).
- EDC formed an Economic Development Stakeholders Advisory Working Group with business representatives and commercial property owners, meeting twice monthly over two years.
- EDC developed an Economic Development Strategy as specified in the Governance Element of PLAN Hermosa.



ECONOMIC DEVELOPMENT STRATEGY

- On July 12, 2022, City Council adopted the Economic Development Strategy.
- Economic Development Strategy is a long-term plan with 30 strategic actions in 5 categories: Citywide Beautification, Downtown, Municipal Code Amendments, Business Outreach and City Economic Development Work Program.
- 10 First Year Implementation Priorities
- Report to the City Council twice annually to monitor progress, prioritize actions and consider new opportunities.
- This is the second progress report.



FIRST YEAR PRIORITY ACTIONS AND STATUS

CITYWIDE BEAUTIFICATION

#1 Wayfinding Signs

- 40 removable floor decals were placed on downtown sidewalks with QR codes directing the public to the Truly Hermosa visitor website in May 2022
- CIP #111 - Staff is working with a designer to address potential wayfinding sign locations, placement, and develop preliminary designs.



FIRST YEAR PRIORITY ACTIONS AND STATUS

DOWNTOWN

#9 Work with Business Community to Explore Formation of a Downtown Business Improvement District

- On May 3, 2023, the City and Chamber of Commerce held an informational meeting regarding formation of BIDs.

#10 Focused Update of Downtown Revitalization Strategy, including Preservation of Downtown Retail and Restaurants and Other Active Uses on 1st Floor

- The Downtown Core Revitalization Strategy was adopted February 24, 2015; largely relevant.
- Determine focus of update; effort has yet to begin.



FIRST YEAR PRIORITY ACTIONS AND STATUS

#11 Develop Identity/Vision for the Downtown

- 37 street pole banner locations were formalized in March 2023 on Pier and Hermosa Ave
- The City has authorized the Chamber of Commerce to sell items bearing the City logo

#12 Comprehensive Downtown lighting evaluation with complete photometric study, design and installation.

- CIP 621 was amended for RFP development to start in May of 2024
- Estimated completion of evaluation is Jan 2025
- Current funding supports the preliminary design phase



FIRST YEAR PRIORITY ACTIONS AND STATUS

MUNICIPAL CODE AMENDMENTS

#14 Permanently Allow Outdoor Dining Areas and Lane Reconfigurations

- City Council approved lane configurations on April 25, 2023
- Municipal Code changes and fees were adopted for temporary outdoor dining areas
- Specifications for public on street dining areas to be discussed this Summer/Fall

#15 Long Term Allowance of Outdoor Music in Business Locations

- Staff expects to launch this effort in Fall 2023



FIRST YEAR PRIORITY ACTIONS AND STATUS

BUSINESS OUTREACH

#17 Regular Communication with Key Property Owners to Encourage Reinvestment and Provide Support as Needed

- Continued availability; staff has held over 10 meetings with existing and prospective property owners to discuss potential property improvements.

CITY ECONOMIC DEVELOPMENT WORK PROGRAM

#20 Shop Local Program

- A dedicated “Shop Hermosa” page was added to the City’s website.
- The City provided funding & support for two Truly Hermosa Destination Guides.



FIRST YEAR PRIORITY ACTIONS AND STATUS

#21 Provide Hermosa Beach business information to event promoters to encourage use of local vendors and distribution to participants.

- Added language to the Special Events Policy Guide requiring event producers to detail positive economic impacts resulting from their event
- Event producers are encouraged to use local businesses from the directory on the Truly Hermosa site
- Community Resources and the Chamber of Commerce have emailed event producers to offer the services of the Chamber



POST YEAR 1 GOALS - PROGRESS

#2 Beautification Program, including Gateway Entries and Corridors

- The Chamber of Commerce was approved to manage an annual street pole banner program by the City Council on March 28, 2023
- The City is working with Skechers to install a gateway sign on Pacific Coast Highway identifying the entrance to Hermosa Beach using the City's new logo

#4 Beautification Awards

- The City recognized the Sea Sprite for renovation efforts on Oct 27, 2022 at the State of the City address



POST YEAR 1 GOALS - PROGRESS

#6 Include Beautification-Related Projects in the City Budget and CIP to Add Value and for Residents to Enjoy

- The City and South Bay Parkland Conservancy worked to support “Hermosa Mariposa,” a native butterfly habitat restoration project on the Greenbelt

#23 Partnership with Chamber of Commerce to Enhance Visitors Bureau to Develop And Promote the Hermosa Beach Brand and Provide Visitor Resources

- Authorized the sale of items bearing the City logo

#29 Continue Staff Member Assigned as Business Liaison.

- Reassign the duties to an existing team member to ensure continued support following the retirement of the prior liaison.



Potential 2nd Year Priority Items

- #6 Include beautification-related projects in the City budget and CIP to add value and for residents and visitors to enjoy. Investment in the public realm improves community quality of life and welcomes visitors.**
- #10 Focused Update of Downtown Revitalization Strategy, including Preservation of Downtown Retail and Restaurants and other active uses on 1st floor**
- #15 Long-term allowance of outdoor music in business locations**
- #16 Program to allow outdoor music in public spaces**



Potential 2nd Year Priority Items

- #18 Develop Business Visitation Program.**
- #19 Annual Commercial Property Owner and Brokers Forum**
- #22 Retail Attraction Program for Competitive, Strengthened Retail**
- #23 Partnership with Chamber of Commerce to Enhance Visitors Bureau to Develop and Promote the Hermosa Beach Brand and Provide Visitor Resources**



Potential 2nd Year Priority Items

- #24 Periodic Community Survey to Determine What Types of Shops or Goods Are Desired and Residents to Drive out of Town to Patronize**
- #25 Explore Music Events and Activities to Celebrate Hermosa Beach Music History and Provide Musical Experiences for Community and Visitors.**
- #26 Development Assistance Committee/ Development Review Committee**
- #27 Provide Customer Service Training to All City Staff to Build on Culture of Excellent Customer Service.**



Staffing and Resources

- Multi-disciplinary complement of City Departments, Chamber of Commerce, and professional subject matter experts.
- Prioritization and scope of the Strategic Actions does not consider staff capacity or competing workload demands.
- Staff ability to implement the strategy items is determined by available capacity
- One potential solution is to secure an outside economic development specialist to advance the Economic Development Strategy



Recommendation

- Receive and File Progress Report
- Conduct discussion
 - 2nd Year Priority Items
 - Staffing Resources

July 25, 2023

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CITY OF
HERMOSA
BEACH