

Economic Development Strategy Costs–Preliminary & In Process																
	STRATEGIC ACTION	OBJECTIVE	STAFF AVAILABILITY	STAFF COST (Preliminary Estimates)		CONSULTANT COST (Preliminary Estimates)		BUILD OUT COST (Preliminary Estimates)	TOTAL COST (Preliminary Estimates)	COMPLETED						
	CITYWIDE BEAUTIFICATION															
1	Wayfinding Signs	Inform and direct visitors from PCH, Aviation and Artesia to beach, pier, parking, business districts and add to sense of place. Includes downtown wayfinding and gateway signage	Limited	PW, CD, CMO*, 595 hours for CIP	\$ 104,640	CIP 111 – Gateway and Wayfinding Signs in process.	\$ 150,000	\$ 600,000	\$ 854,640	\$ 59,394	CIP 111 is currently only funded to cover preliminary design to complete inventory, preliminary design and locations, and develop a cost estimate for design and construction. Those costs are TBD subject to finalizing scope of work and roughly estimated to cost \$120,000 for design and \$400,000 to \$1M - largely dependant on scope of work with the higher costs as a result of the gateway signs and a marquee sign at community center. Completed includes cost spent on consultant but excludes staff time.					
2	Façade Improvement Program for commercial districts.	Private property investment to improve appearance of older buildings in need of refreshed exteriors.	No	CD–240 hours for two years–160 hrs 1st yr.,80 2nd yr	\$ 36,000	Architect on retainer	\$ 50,000	\$ 250,000	\$ 336,000							
3	Beautification Program, including gateway entries and corridors	Improve community quality of life, sense of pride and City image, improve appearance of all areas of Hermosa Beach.	Limited	CD, PW, CMO, Chamber–120 hours	\$ 18,000	CIP 111 – Gateway and Wayfinding Signs in process.			\$ 18,000							
4	Beautification Awards	Celebrate and encourage improvements.	Limited	Mayor’s Award or Chamber event–40 hours to plan/staff	\$ 6,000			\$ 10,000	\$ 16,000							
5	Consider Arts in Public Places Program - AIPP would require public art as part of major commercial developments as part of citywide beautification.	Improve public areas appearance to enhance community quality of life and City image and attract visitors.	No	Staff time with arts community, public input, ordinance to CC	\$ 30,000	Consultant for Program	\$ 35,000		\$ 65,000							
6	Placemaking Community Forum, including City Council, Planning Commission and Parks, Recreation and Community Resources Advisory Commission.	Consider Placemaking principles as decision making tool for staff and commissions.	No	Staff time–60 hours	\$ 9,000				\$ 9,000							
7	Placemaking Projects Design. The City to include community through public engagement.	Community involvement in design ensures area will be enjoyed, promotes local pride and quality of life.	No	20 hours Per project / 2x per year.	\$ 6,000	Design Consultant	\$ 30,000		\$ 36,000							
8	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.	Limited	PW Staff time–240 hours	\$ 36,000	Consultant Support	\$ 150,000		\$ 186,000							
DOWNTOWN																
9	Work with Business Community to Explore Formation of Business Improvement District (BID)	Facilitate BID if desired by Downtown property owners and businesses. A BID can fund activities beyond City services identified by property owners and/or businesses.	Limited	CD, CMO, Chamber 60 hours	\$ 9,000	BID Consultant (with 1 \$5K intro)	\$ 20,000	\$ 5,000	\$ 34,000	\$ 14,000						
10	Focused Update of Downtown Revitalization Strategy, including Preservation of Downtown Retail and Restaurants and other active uses on 1 st floor	Review document to determine what needs to be completed or added. Economic market study completed in 2021 can inform updated Downtown Revitalization Strategy.	Limited	CD, PW, CMO, 60 hours Consultant	\$ 9,000	Economic Consultant	\$ 120,000		\$ 129,000							
11	Develop Identity/Vision for the Downtown	Incorporate City brand with marketing and future improvements.	Yes	CMO, CD PW, 80 hours	\$ 12,000				\$ 12,000	\$ 12,000						
12	Introduce and Facilitate Downtown Experiences (activate public spaces, add interest for residents and visitors)	Enhance the special sense of place Downtown to add vibrancy and attract new business interest and investment.	Limited	CMO, CR, CD, PW, Chamber 80 hours	\$ 12,000	Events Vendors	\$ 25,000		\$ 37,000							

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13	Comprehensive Downtown lighting evaluation with complete photometric study, design and installation. This requires a new CIP request for funding, community input for desired lighting, and public review.	Lighting plan for Downtown with overall vision to create safe and welcoming atmosphere. CIP 621 – Comprehensive Downtown lighting evaluation with complete photometric study, design and installation in process.	Limited	PW CIP Hours 1,290 (Consultant)	\$ 234,020	Lighting Consultant	\$ 350,000	\$ 1,500,000	\$ 2,084,020	\$ 1,000	CIP 621 is currently only funded to cover preliminary design to evaluate existing lighting levels and electrical components, conduct outreach to determine full scope of the project, develop concepts, and then create a cost estimate for design and construction. Those costs are very TBD subject to finalizing scope of work and roughly estimated to cost \$200,000 for final design and \$1 to \$3M for new lighting -- this is largely dependant on scope of work with higher costs needed for enhanced sidewalk and intersection lighting (installing new poles and conduit is expensive). Completed cost is staff time related to scoping and CIP program updates.						
14	Permanently Allow Outdoor Dining Areas and Lane Reconfigurations	To add vibrancy of public and private outdoor spaces, enhance sense of place and continue to offer outdoor options safely and comfortably. To move traffic at safer speeds and encourage all mobility options.	Completed	CD, PW, CMO - For permanent program Staff time 1,000 hours	\$ 150,000	CEQA Consultant	\$ 49,600		\$ 199,600	\$ 199,600							
						Traffic and Parking Consultant	\$ 88,000		\$ 88,000	\$ 88,000							
	MUNICIPAL CODE AMENDMENTS								\$ -								
15	Long Term Allowance of Outdoor Music in Business Locations	Allow temporary outdoor music to become permanent to attract customers, add vitality and provide unique Hermosa Beach atmosphere.	Limited	CD, PW hours 80	\$ 12,000				\$ 12,000								
16	Program to Allow Outdoor Music in Public Spaces	Add vibrancy and sense of place to enhance Downtown	No	CD, CMO, PD, Chamber—80 hours	\$ 12,000	Noise Consultant	\$ 25,000		\$ 37,000								
17	Regular Communication with Key Property Owners to Encourage Reinvestment and Provide Support as Needed	Meet with property owners of prime commercial sites to discuss status and opportunities.	Yes	CD, CMO, CC rep., Chamber 60 hours	\$ 9,000				\$ 9,000								
18	Develop Business Visitation Program	Build relationships with businesses, understand and better meet needs.	Yes	60 hours	\$ 9,000				\$ 9,000								
19	Annual Commercial Property Owner and Brokers Forum	Create opportunity to communicate with property owners and brokers to share project updates, City updates and	Limited	CD, CMO, CC, Chamber 40 hours	\$ 6,000			\$ 7,500	\$ 13,500								
	CITY ECONOMIC DEVELOPMENT WORK PROGRAM								\$ -								
20	Retail Attraction Program for Competitive, Strengthened Retail	Help recruit new businesses to reduce vacancies, increase foot traffic and strengthen local economy.	No	CD, CMO hours 80	\$ 12,000	Consultant	\$ 50,000		\$ 62,000								
21	Partnership with Chamber of Commerce to enhance Visitors Bureau to develop and promote the Hermosa Beach brand and provide visitor resources.	Promote Hermosa Beach as an overnight destination.	Limited	CD, CMO, Chamber 10 hours	\$ 1,500				\$ 1,500								
22	Periodic Community Survey to Determine What Types of Shops or Goods are Desired and Residents Drive Out of Town to Patronize	Survey information to identify gaps in services or goods provided for business attraction. Survey information is helpful tool in business recruitment since community seeks certain types of business and shows market demand.	No	CMO / CD hours 40	\$ 6,000	Professional survey company	\$ 10,000		\$ 16,000								
23	Shop Local Program	Encourage residents to support local businesses year-round to retain and grow businesses and strengthen local economy.	Yes	CD, CMO, Chamber	\$ 9,000				\$ 9,000								

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24	Explore Music Events and Activities to Celebrate Hermosa Beach Music History and Provide Musical Experiences for Community and Visitors	Celebrate unique local musical heritage for community pride and to distinguish Hermosa Beach to visitors (DOES NOT INCLUDE EVENTS)	Limited	Historical Society and Museum, Chamber, CR< CD, GIS	\$ 6,000				\$ 6,000								
25	Provide Hermosa Beach business information to event promoters to encourage use of local vendors and distribution to participants.	Gain additional business support from day visitors attending events.	Yes	Chamber, CR, CD, GIS,	\$ 9,000				\$ 9,000								
26	Development Assistance Committee/Development Review Committee	Provide early feedback/info to developers	Yes	CD, PW, PD, Fire as needed	\$ 9,000				\$ 9,000								
27	Provide customer service training to all City staff to build on culture of excellent customer service.	Provide highest quality service to residents and businesses.	Yes	CMO, HR	\$ 1,500				\$ 1,500								
28	Continuous improvements to streamline processes and reduce approval times for permit processes.	Provide certainty and reduce approval times through efficiencies.	Yes	CD 80 hours	\$ 5,240				\$ 5,240								
29	Continue staff member assigned as Business Liaison	Point of contact to assist new and expanding businesses.	Yes	150 hours	\$ 22,500				\$ 22,500								
30	Regular City Council Review	Continue citywide Economic Development program.	Yes	All-Depts 80 hours per year	\$ 12,000				\$ 12,000								
								Adjustments (Completed)	\$ 4,338,500	\$ 373,994							
								\$	3,964,506								