

BUSINESS FRIENDLY INITIATIVE CONCIERGE PROGRAM

STEPS UNDERWAY

1. Single Point of Contact:
 - Christy Teague, Senior Planner cteague@hermosabeach.gov (310) 318-0242 – Voice messages forwarded to personal phone, business cards read “Economic Development Business Liaison”
 - Business@hermosabeach.gov (delivered to designated staff Christy Teague) (up and running 10/15)
2. Survey to variety of businesses citywide to help City better assess how they businesses are doing, and how City can partner to improve their success (using the LAEDC best practices and approaches in conducting such a survey)
3. Gather feedback and listen to business stories to inform City on how to improve operations and services.
4. Citywide Customer Service Training – with emphasis on businesses as partners serving community, business friendly attitude and providing excellent service during pandemic.
5. Open for Business/Business Friendly messaging – Develop strong and regular communications plan to businesses, including news articles to Chamber of Commerce for newsletter, Business News on City website, provide added information for Social Media, emails to businesses.
6. Website Update with Business Resources with FAQs, How to Do Business in Hermosa Beach guide and Business Testimonials.
7. Out of Office Email – City staff automatic bounce-back message during closed days to notify when response expected.
8. City staff team assembled to address issues and streamline processes to implement improvements.
9. Welcome Packet for New Businesses from City with Chamber of Commerce information