

High-Priority Initiative	Immediate Steps	Potential Budget
EDSP ORGANIZATION AND OPERATIONS		
<p>Establish overall implementation approach and milestones.</p> <p>Institutionalize a system of partners who will participate in EDSP implementation.</p> <p>Establish an ED taskforce around the work program established by the EDSP.</p>	<p>Refine the list of near-term deliverables, consisting of meetings, working documents, and documentation of processes, as outlined in the Next Steps matrix, Table 14</p> <p>Working with prospective participants, individually and/or through meetings, prepare list of confirmed partners and their commitments to various framework elements, with target dates, milestones, etc.</p> <p>As part of “next steps” evaluation of individual action items, identify appropriate roles for ED taskforce or subcommittees.</p>	<p>Staff: 480 hours</p>
ECONOMIC DEVELOPMENT MARKETING PROGRAM		
<p>Develop marketing materials that reflect the comprehensive nature of planning and economic development programs within the City; closely coordinate economic development marketing with the Strategic Communications Plan and overall branding initiative currently being implemented by the City (e.g., adapting the tagline “A City Elevated” for ED marketing purposes).</p> <p>Incorporate City’s mission concepts related to sustainability, quality-of-life, and citizen values into marketing materials.</p> <p>Within economic development marketing materials, reflect the technology-focused framework that has helped inform industry targeting, including its relevance to prospective employers.</p> <p>Coordinate messages to jointly promote real estate development / revitalization and industry targeting (for all business types).</p> <p>Embed in marketing materials, as appropriate, messages that include mention of expected benefits to the local citizenry from economic development efforts.</p>	<p>Conduct work session(s) with City’s Public Information Officer (and branding consultant) to identify immediate opportunities to integrate economic development messages into the City’s larger communications/ branding strategy.</p> <p>Within the framework of the City’s larger communications initiative, develop and implement an “economic development focused” marketing program (and related collateral materials).</p> <p>Review marketing programs and materials used by economic development partners, and key competitors, locally and regionally, for message-consistency with Beaumont programs/materials and to secure Beaumont’s market positioning.</p> <p>Consider retaining outside professional assistance to support development of the initial market program.</p>	<p>Staff: 200 hours</p> <p>\$40,000 - for marketing professionals if used</p>

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EXISTING-BUSINESS RETENTION AND EXPANSION (BRE)		
<p>Business Outreach. Utilize various approaches to expand communication with existing firms, to achieve any or all of the following purposes:</p> <ul style="list-style-type: none"> • Identify any needs for business assistance. • Connect businesses with available support resources. • Probe businesses’ sense of locational advantages and disadvantages of being in Beaumont (including regional assets such as the two nearest airports). Relate these findings to the process of refining/updating industry targets. • Identify any needs for coordinating operational or expansion requirements with local regulatory bodies. 	<p>Based on a review of options – including systems that might be in use within the region and those available through vendors and in common use, or independently designing a system – select preferred method(s) for sustaining a robust outreach process and identify the necessary resources to implement.</p> <p>Launch high-profile BRE program with a heavy initial focus on increasing direct communication with and outreach to the existing business community. Program should include a mix of the following outreach methods:</p> <ul style="list-style-type: none"> • Business surveys • Quarterly meetings/mixers with the business community (potentially focused on different business/ industry types each quarter) • In-person visits to key businesses (potentially also including City Council members) 	<p>Staff: 460 hours \$30,000 - for use of BRE systems if required.</p>
INDUSTRY TARGETING		
<p>Local-serving (retail) businesses. Use data from research conducted for the EDSP to detail conditions related to, and define strategies for addressing, retail leakage conditions in the City, in relation to the City’s competitive position with respect to commercial development characteristics (including market advantages / disadvantages) of surrounding communities.</p> <p>Implement retail tenant recruitment program, in partnership with interested property owners, as part of expanded marketing efforts.</p> <p>Higher-wage industries. Refine, prioritize, and update target-industry (employer) prospects, through:</p>	<p>Local-serving (retail) businesses. Identify highest-priority retail tenant targets (i.e., names of specific retail/ restaurant chains) based on the following process:</p> <ul style="list-style-type: none"> • Review category-by-category retail demand projections in the real estate market study prepared for the EDSP; • Conduct meetings with management of existing and future major shopping centers to identify opportunities to collaborate on retail tenant recruitment; • Conduct online survey of Beaumont residents (and potentially residents of Banning and Calimesa) to 	<p>Staff: 284 hours \$15,000 - annually for 1-2 years, then periodically after, if using outside vendor databases</p>

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<ul style="list-style-type: none"> Monitoring large-scale patterns of change in technology and application of technology – to manufacturing and distribution, offshoring/onshoring of production, and similar considerations. Exploring opportunities for leveraging the presence of the two nearest airports as business attractors, by expanding awareness of the different types of companies/industries now taking advantage of each of those facilities, the airports’ plans for expansion and development, and other considerations. (Business parks co-located with the airports may represent, for Beaumont, one of the nearest aspirational developments of this type.) Incorporating consideration of how changes in technology can improve connectivity of outlying communities, for both the general development and specifically for tech-related businesses 	<p>pinpoint consumer priorities for new retail and restaurant businesses in the region.</p> <p>Develop retail-specific marketing materials as part of overall ED marketing program.</p> <p>Review options for partnerships and other resources related to retail tenant recruitment (including commercial real estate brokers; developers, etc.).</p> <p>Higher-wage industries. Identify highest-priority (employer) target industries based on the following process:</p> <ul style="list-style-type: none"> Conduct workshop with ED Committee to review target industry/cluster study prepared for the EDSP; Meet with partner agencies to determine compatibility of their industry attraction efforts with Beaumont’s strongest market opportunities; Meet with industrial developers, property owners and brokers to identify opportunities to collaborate on industrial tenant attraction. 	
ENTREPRENEURIAL DEVELOPMENT		
<p>Investigate extent to which existing entrepreneurial-development programs / facilities in the region meet the needs for the kinds of entrepreneurs present and anticipated in Beaumont, recognizing the different types of support needed by local-consumer startups and tech-oriented startups.</p> <p>Confirm the relevance of tying into an existing networking system / program in the region directed towards entrepreneurs (1 Million Cups), as a means of expanding entrepreneurs’ awareness of one another and relevant resources, etc.</p>	<p>Using information in the ESDP as a point of departure, meet with existing providers in the region and prepare summary of the extent to which these programs / facilities can serve Beaumont entrepreneurs’ needs.</p> <p>Prepare coordination framework showing how the City, through partners if possible, can be represented (as appropriate) within existing entrepreneur-coordination groups currently active in the region.</p>	<p>Staff: 80 hours</p>

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REAL ESTATE DEVELOPMENT AND REVITALIZATION / REDEVELOPMENT		
<p>Continually monitor coordination efforts between the General Plan and other research work and economic development objectives and actions. For example:</p> <ul style="list-style-type: none"> • Explicitly relate planned commercial/industrial areas to industry targets and the City’s overall economic development approach. • Show how areas designated for revitalization relate to economic development targets and programs. • Show how the repurposing of certain structures/areas can support startup companies. 	<p>Prepare coordination framework showing how the City’s planning and revitalization efforts are best aligned with marketing messages and other economic development efforts, including BRE, recruitment, etc.</p>	<p>Staff: 100 hours</p>
COORDINATION FRAMEWORK FOR OTHER STRATEGY GROUPS AND ACTION ITEMS		
<p>In addition to the core economic development activities outlined above, the EDSP includes a range of strategies that are intended to support and enhance the effectiveness of the core marketing and business development efforts. The “support” strategy groups address the following topics:</p> <ul style="list-style-type: none"> • Development streamlining • City fiscal policies • Infrastructure development • Workforce development • Placemaking • Quality of life 	<p>Develop “coordination frameworks” to establish general protocols for the interface between the City’s economic development program and various “support” functions as noted. The coordination frameworks will help ensure that the City’s various development-related policies remain in sync with Economic Development and, when appropriate, facilitate future policy adjustments to maximize the alignment of related programs.</p>	<p>Staff: 80 hours (initial focus)</p>