Dear Mayor Boyles and Members of City Council:

At the May 16, 2018 El Segundo Economic Development Advisory Council (EDAC) meeting, EDAC voted unanimously to approve a recommendation to City Council to hire an economic development coordinator.

As you may recall, EDAC member Lily Craig presented the justification for this request at the May 16th meeting. The PowerPoint presentation is attached for your reference. We believe this additional staffing is essential to support the economic development manager in the following areas:

- Coordinate completion of the numerous goals and objectives of the Economic Development Work Plan
- Assist with content management for the new DestinationElSegundo.com website, and the newly rebuilt ElSegundoBusiness.com
- Marketing, public relations and communications support
- Staff support to economic development

We are committed to the economic development of El Segundo and respectfully request that you consider this recommendation.

Sincerely,

Members of the Economic Development Advisory Council

[Signatures]
Staff Assistance for Economic Development
### Economic Development Work Plan Coordination

#### NEW BUSINESS ATTRACTION (NBA)

<table>
<thead>
<tr>
<th>Goals</th>
<th>Objectives</th>
<th>Actions</th>
<th>P.O.R.</th>
<th>Rank</th>
<th>Roles &amp; Responsibilities</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td>1. Identify targeted industries and/or markets for new business investments.</td>
<td>Implement, Research, Education, Economic Development</td>
<td>1</td>
<td>Implement, Research, Education, Economic Development</td>
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<td></td>
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<td>2. Ensure businesses are meets the criteria for new business investments.</td>
<td>Research, Analysis, Planning, Implementation</td>
<td>2</td>
<td>Analysis, Planning, Implementation</td>
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<td></td>
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<td>4. Monitor the progress of new businesses and ensure they are meeting their commitments.</td>
<td>Monitoring, Evaluation, Planning, Implementation</td>
<td>4</td>
<td>Monitoring, Evaluation, Planning, Implementation</td>
</tr>
<tr>
<td></td>
<td></td>
<td>5. Promote the benefits of the area to potential investors.</td>
<td>Promotion, Marketing, Planning, Implementation</td>
<td>5</td>
<td>Promotion, Marketing, Planning, Implementation</td>
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<td></td>
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<td>6. Establish relationships with existing businesses to identify and attract new business investments.</td>
<td>Relationship Building, Planning, Implementation</td>
<td>T-6</td>
<td>Relationship Building, Planning, Implementation</td>
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<td>7. Attend trade shows and other events to promote the area and attract new business investments.</td>
<td>Attendance, Promotion, Planning, Implementation</td>
<td>7</td>
<td>Attendance, Promotion, Planning, Implementation</td>
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</table>

#### STRATEGIC & FORWARD PLANNING (SFPP)

<table>
<thead>
<tr>
<th>Goals</th>
<th>Objectives</th>
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<th>P.O.R.</th>
<th>Rank</th>
<th>Roles &amp; Responsibilities</th>
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<tbody>
<tr>
<td></td>
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<td>3. Identify potential for expansion.</td>
<td>Planning, Implementation</td>
<td>T-6</td>
<td>Planning, Implementation</td>
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</tbody>
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#### HOSPITALITY & TOURISM (HT)

<table>
<thead>
<tr>
<th>Goals</th>
<th>Objectives</th>
<th>Actions</th>
<th>P.O.R.</th>
<th>Rank</th>
<th>Roles &amp; Responsibilities</th>
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</thead>
<tbody>
<tr>
<td></td>
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<td>1. Improve the overall travel experience and ensure customer satisfaction.</td>
<td>Analysis, Planning, Implementation</td>
<td>1</td>
<td>Analysis, Planning, Implementation</td>
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<td></td>
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<td>2. Review the tourism infrastructure and make necessary improvements.</td>
<td>Planning, Implementation</td>
<td>2</td>
<td>Planning, Implementation</td>
</tr>
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<td></td>
<td></td>
<td>4. Provide ongoing support to businesses to ensure success.</td>
<td>Support, Planning, Implementation</td>
<td>4</td>
<td>Support, Planning, Implementation</td>
</tr>
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<td></td>
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<td>5. Monitor the progress of tourism-related businesses and ensure they are meeting their commitments.</td>
<td>Monitoring, Evaluation, Planning, Implementation</td>
<td>5</td>
<td>Monitoring, Evaluation, Planning, Implementation</td>
</tr>
</tbody>
</table>
Economic Development Work Plan Coordination

- Coordinate Implementation & Track Progress of the Economic Development Work Plan

- Assist the economic development manager with planning, managing, and coordinating all work plan activities, including program activities related to:
  - Hospitality and Tourism Marketing
  - New Business Attraction
  - Business Retention and Expansion.

- Update work plan monthly

- Track committee progress towards completion of goals.

Work Plan

10 Goals

Example: Encourage Business Expansion

20 Objectives

Example: Visit Top Employers

36 Action Items

Example: Assist staff in making business calls to top employers.

* Does not include Strategic and Forward Planning section - on hold.
Website Content Management
Maintain & Update

El Segundo Business.com
- Maintain online database of available commercial properties
- Keep news items and photographs current
- Update business directory quarterly
- Distribute monthly SOAR e-newsletter to distribution list in CMS
- Prepare Google Analytics reports monthly

Hospitality & Tourism Website
- Maintain content to promote El Segundo as a destination
- Ongoing calendar maintenance
- Keep news items and photographs current
- Maintain current business directory for restaurant/retail/hotels/events
- Prepare Google Analytics reports monthly
Marketing, PR and Communications Support

- Assist in development and implementation of print, digital, Search Engine Optimization (SEO) and social media campaigns.
- Assist with marketing and communications efforts including website and social media content generation.
- Research and compile information for PR efforts.
- Track press coverage/media exposure and post on various channels.
- Coordinate communications and scheduling with Vision and Phelps.
Staff Support to Economic Development

- Assist in the monitoring and administration of the economic development component of the department budget.
- Prepare purchase requisitions and manage payment of invoices; order supplies and equipment.
- Assist in administering contracts for services from external resources (agency, vendors, events).
- Prepare monthly expense reports.
- Contribute content for monthly economic development report to city manager/city council.
- Prepare items for EDAC meetings, including: assist with agenda preparation, identify meeting locations, notifications, coordinate room set up, prepare minutes.
- Business Retention / Business Visits - Support economic development manager in scheduling and coordinating business retention visits.
- Respond to routine inquiries from the public regarding issues related to economic development.
Staff Support to Economic Development

- Assist with developing presentations for meetings & events.

- Assist with event coordination including:
  - Press Events
  - The Champions of Business Celebration
  - Groundbreaking Ceremonies
  - New Business Prospect Meetings

- Prepare items for downtown committee meetings including: agenda prep, update action item report, room arrangements, notifications.

- Collect bids for downtown committee’s review, present to downtown committee on key priority items.

- Maintain working knowledge of available properties: Office, Industrial and Retail

- Prepare conference show displays, set up & break down conference displays, & staff conference show booths.