

TABLE 13. ACTION ITEM SUMMARY AND PRIORITIZATION

Strategy Group Action Item	City lead	Partners, coord. agencies	Priority level/City role
1. EDSP ORGANIZATION AND OPERATIONS			
A. Establish overall implementation approach and milestones.	ED		High
B. Institutionalize a system of partners who will participate in EDSP implementation.	ED		High
C. Establish an Economic Development taskforce around the work program established by the EDSP.	ED		High
2. MARKETING, GENERAL			
A. 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., the recently adopted tagline “A City Elevated” should be modified for ED marketing purposes, effectively expressing both current conditions and plans for further improvements).	ED PIO	PLn	High
B. Incorporate City’s mission concepts related to sustainability, quality-of-life, and citizen values into marketing materials.	ED		High
C. Within economic development marketing materials, reflect the technology-focused framework that has helped inform industry targeting, including its relevance to prospective employers (tech-related or otherwise).	ED		High
D. Coordinate messages to jointly promote real estate development / revitalization and industry targeting (for both local-serving businesses and employers). (See separate strategy groups below for Real Estate Development and Industry Targeting.)	ED	BCC EVAR	Med
E. Embed in marketing materials, as appropriate, messages that include mention of expected benefits to the local citizenry from economic development efforts.	ED		High
F. Establish an Economic Development Website dedicated to providing a platform market the City's message, engage with partners and companies, and publish data and programs to better serve customers and prospects.	ED	BCC RCEDA	Low
G. 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.	ED	BCC RCEDA	High
3. EXISTING-BUSINESS RETENTION AND EXPANSION			
A. Business Outreach. Utilize online surveys, business site visits and other typical economic development tools to expand communication with existing firms, to achieve any or all of the following purposes: <ul style="list-style-type: none"> Identify any needs for business assistance. 	ED	BCC IESBDC RCEDA PLn B&S	Med

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<ul style="list-style-type: none"> • Connect businesses with available support resources. • Probe businesses’ sense of locational advantages and disadvantages of being in Beaumont (and having regional assets such as the two nearest airports), including such issues as the desirability of and potential for bringing key suppliers or business-service firms to the City. Relate these findings to the process of refining/updating industry targets. • Identify any needs for coordinating operational or expansion requirements with local regulatory bodies. 			
4. INDUSTRY TARGETING, LOCAL-SERVING BUSINESSES			
A. 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.	ED	BCC	Med
B. Implement retail tenant recruitment program, in partnership with interested property owners, as part of expanded marketing efforts.	ED	BCC EVAR	Med
5. INDUSTRY TARGETING, EMPLOYERS			
A. Refine, prioritize, and update target-industry prospects, through: <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 (e.g., expanded use of autonomous vehicles could enhance access to metropolitan-fringe communities such as Beaumont by facilitating lengthy commutes both in and out of the community). • Join and Attend Trade Association conferences of city’s largest employers, Regional Site Selectors, and the Inland Empire Regional Broadband consortium 	ED	HL RCEDA ONT PSP PW PLn SCAG RCTC	High
B. Implement target industry marketing program in partnership with industrial property owners and regional economic development organizations.	ED	RCEDA	Med

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6. ENTREPRENEURIAL DEVELOPMENT			Coordination Role
A. 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.	ED	CVEP HL IECE IESBDC SCORE	Med
B. Confirm the relevance of tying into an existing networking system / program directed towards entrepreneurs (1 Million Cups), which already has a presence in the region, as a means of expanding entrepreneurs’ awareness of one another and relevant resources, etc.	ED		Med
C. Explore ways the City can maximize its coordination with the business model of the most accessible / relevant incubator operators in the region and their tenant focus.	ED	CVEP / iHUB UCR / EPIC IECE IESBDC SCORE	Med
D. Incorporate real estate development / revitalization programs into entrepreneurial development programs, as appropriate to the extent that entrepreneurs’ space-using options are currently constrained.	ED	PLn	Low
E. Incorporate initiatives within the Quality of Life Enhancements strategy group (below) into strategies promoting entrepreneurial development.	ED	PLn B&S	Low
7. REAL ESTATE DEVELOPMENT AND REVITALIZATION/REDEVELOPMENT			
A. <i>Continually monitor coordination efforts between the General Plan and other research work and economic development objectives and actions. For example:</i> <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><i>The intent of this ongoing monitoring effort would be to ensure that the City’s various development-related policies remain in sync and, when appropriate, to make future policy adjustments to maximize the alignment of these closely related programs.</i></p>	ED	PLn	High
B. Market key “development opportunity sites” in partnership with interested property owners.	ED	BIA-RC EVAR	Low
C. Create and market incentives for redevelopment / revitalization of older properties (potentially including non-financial incentives such as expedited entitlements and permit processing).	ED	PLn B&S PW	Low

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D. Implement the economic development components of the Downtown Specific Plan (through marketing, focused incentives, etc.).	ED	PLn	Low
E. As appropriate, contact the owners of commercial properties that might benefit from revitalization efforts to assess interest and potential partnerships or other forms of public support to achieve revitalization / redevelopment goals.	ED		Low
8. DEVELOPMENT STREAMLINING			
A. Analyze current development approval processes (including Planning, Public Works and Building & Safety) and investigate options for expediting approvals (including expanded use of program-level environmental impact reports; online permitting tools, etc.).	PLn	PW B&S BIA-RC ED	High
B. Review City user and processing fees and processes; Evaluate options to create Economic Development incentive packages structured based on industry targets	ED	PLn PW	High
C. Tie whatever development streamlining procedures are put in place to a system for expediting in-City business relocations and expansions (through entitlements, permitting, etc.), as part of a Business Attraction and Business Retention and Expansion (BRE) program.	ED		High
9. CITY FISCAL AND OTHER POLICY INTERFACE			
A. Coordinate industry targeting and retention / expansion programs to align with opportunities to add to City fiscal health and resilience, and to steer development activity where and when infrastructure capacity exists to accommodate it.	ED	FD	Low
B. Coordinate with general policy positions in the City to maximize compatibility with economic development efforts.	ED	City Mgr.	Low
10. INFRASTRUCTURE DEVELOPMENT COORDINATION			
A. Coordinate with other agencies / service providers to ensure that core resources are adequate to accommodate targeted development and business growth.	PW	PLn ED	High
B. Review the existing Capital Improvements Plan (CIP) to identify planned projects particularly supportive of economic development efforts as outlined in the EDSP, and for opportunities to re-prioritize such projects, as appropriate. Include consideration of how certain improvements can also contribute to attractiveness of the community, quality-of-life, etc. (e.g. alternative transportation options).	ED	PW	High
C. Prioritize projects in future CIP updates based on the EDSP and its progress in implementation.	ED	PW PLn	Med
D. Monitor ongoing technology-driven changes in infrastructure requirements, for all user types and create “technology infrastructure” improvements plan that prioritizes critical investments.	ED	IT	Low

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11. WORKFORCE DEVELOPMENT			Coordination Role
A. Workforce Development Coordination. Coordinate with local / regional educational / workforce-development organizations to ensure that available workforce training resources are in sync with the City’s business development efforts (including retention / expansion and findings of employer outreach) and industry targeting.	ED	HL BUSD RCEDA WDC	Low
B. Identify workforce development programs that can be positioned as “incentives” in marketing and industry targeting efforts.	ED	WDC	Low
C. Direct marketing and planning efforts toward positioning Beaumont as an attractive place for tech-oriented workers to live. (See also Quality of Life Enhancements strategy group, below, and Placemaking.)	ED	PLn BCC	Low
12. PLACEMAKING			
A. Within the framework of activities related to real estate development / revitalization (see relevant strategy group above), identify and cultivate the potential for new and revitalizing areas to serve as a focus for the community: for welcoming visitors and providing public spaces, landmark structures, etc.	ED	PLn CS	Low
B. Identify and promote actions to encourage the placemaking potential of the Downtown area within the framework of the Downtown Specific Plan.	ED	PLn CS	Low
C. Consider expanding the range of special events in the city, focusing on events that have strong potentials to reinforce placemaking efforts.	CS	BCC	Low
13. QUALITY OF LIFE ENHANCEMENTS			
A. Activities in this category need to be closely coordinated with the Real Estate Development, Placemaking, Entrepreneurial Development and Workforce Development sections, above, prioritizing projects and initiatives that incorporate the concept of creating assets that also improve quality of life.	PLn		Low
B. Reinforce, in City policy positions related to housing, the economic development connection to the following two aspects of housing supply: 1) the need for affordable housing to assure a wide range of employers that housing would be available for their workforce; and 2) the desirability of having a full spectrum of housing price levels, to accommodate relatively affluent high-skilled workers, entrepreneurs and business owners. The City’s role in this can be limited to maintaining the appropriateness of planning and zoning documents, making economic development promotional material available to homebuilders as well as other developers, and assisting homebuilders through Development Streamlining processes as outlined above.	ED	PLn B&S EVAR	High