

GOALS + POLICIES

ECONOMIC DEVELOPMENT + BUSINESS GROWTH

Goal 5.1: A dynamic local economy that attracts diverse business and investment.

Policies:

- 5.1.1** Support economic growth that provides quality employment opportunities to balance Beaumont’s jobs with its housing supply.
- 5.1.2** Recruit and retain emerging growth industries (industries with significant employment and performance potential) that provide revenues to the City and jobs to the community, including health care, education, and professional services.
- 5.1.3** Encourage the development of business clusters with a diverse mix of uses to ensure economic vitality and to minimize the impact of industry-specific downturns on the local economy.
- 5.1.4** Encourage growth and expansion of businesses and employment centers near public transit to increase transportation options for employees and limit traffic congestion.
- 5.1.5** Maintain a regulatory environment that is business friendly, easy to navigate, flexible and encourages growth consistent with the General Plan.
- 5.1.6** Support marketing and business recruitment programs that emphasize Beaumont’s unique economic opportunities, including transportation access, demographics, and environment.
- 5.1.7** Support a variety of revitalization and improvement programs focused on placemaking and beautification, such as façade improvements, public gathering places, public art, and community events. (Also see Land Use and Community Design Element)
- 5.1.8** Align City investment, including capital projects, with areas of desired economic growth and business attraction in the existing commercial and industrial areas, Employment District and Urban Villages.
- 5.1.9** Establish a list of available or “shovel-ready” sites in consultation with property owners and provide the list to interested developers and businesses seeking sites in the city.
- 5.1.10** Continually monitor local and regional emerging growth industry trends to enable quick response to economic changes, including and modifying retention and recruitment efforts.

Goal 5.2: A growing economy that provides high-quality educational and expanded workforce opportunities for all residents.

Policies:

- 5.2.1** Align economic development efforts with the labor pool to increase the number of jobs filled by Beaumont residents. This policy relies on having a diversity of high-quality job types for residents of different ages, education levels and skill sets to generate a more consistent and sustainable economy.

- 5.2.2** Institute job training, education, and workforce development programs to prepare Beaumont residents for high-quality jobs.
- 5.2.3** Create incentives and programs to attract young professionals from the region's institutions of higher learning, and from outside the region, as members of the local workforce or business owners.
- 5.2.4** Create incentives and programs to attract local or outside entrepreneurs that bring innovative new businesses and startups to Beaumont.
- 5.2.5** Work with local universities and colleges to support job training and workforce development programs.
- 5.2.6** Participate in and support regional workforce partnerships and retraining programs.

Goal 5.3: An inclusive community with expansive opportunities for the disadvantaged.

Policies:

- 5.3.1** Partner with the Beaumont Library District to promote educational programs that teach children, teens, and adults with low literacy to improve reading skills, improve English conversational skills, and provide homework support.
- 5.3.2** Support creation of adult education and training programs, including English language classes, vocational training, and financial literacy programs that empower residents to save, budget, build credit, and explore investment opportunities.
- 5.3.3** Promote free or low-cost child and family enrichment programs and afterschool supplemental education programs.
- 5.3.4** Support a high-quality, universal system of early childhood education, especially in low income communities.
- 5.3.5** Support participation in youth training and employment programs as a strategy to improve educational attainment and generate professional aspirations.

Goal 5.4: A community that supports the growth and prosperity of local businesses.

Policies:

- 5.4.1** Explore programs that promote and support local, small and minority-owned businesses, thus contributing to the City's economic and employment base.
- 5.4.2** Support small businesses located in the city, including "mom and pop" shops that are unique to Beaumont by offering small business education, and incentives (grants or low-interest loans) for façade improvement programs.
- 5.4.3** Encourage investment and focus revitalization efforts in Downtown and along Beaumont Avenue and Second Street corridors to have the most positive impact on existing businesses and to capitalize on the potential of a walkable mixed-use commercial center in the community.
- 5.4.4** Establish a business outreach program that builds relationships with small businesses and local retailers to regularly communicate about topics such as the availability of small business owner training programs.

- 5.4.5** Adopt development regulations that promote flexible workspaces that can be shared among commercial and/or educational tenants to support entrepreneurship, affordability, sharing of resources, appeal to start-ups and/or spin-offs from regional institutions of higher learning, and the modern workforce.

Goal 5.5: A community with vibrant shopping areas.

Policies:

- 5.5.1** Promote Beaumont as a desirable retail location that can satisfy the growing community’s needs, as well as needs of the region, and can withstand competition from online retailers.
- 5.5.2** Attract retail establishments to Downtown, Urban Village districts and commercial areas that will capture resident spending, which would otherwise be spent outside of Beaumont.
- 5.5.3** Cluster and leverage different retail environments to establish vibrant shopping areas that provide a range of goods and services and create synergy of experience and convenience for customers. Examples include regional commercial uses in the Second Street corridor, small-scale pedestrian friendly retail and restaurant uses in Downtown, and specialty and lifestyle retail in the Urban Village districts.
- 5.5.4** Attract retail businesses and services that are consistent in character with the unique retail environments in Beaumont; for example, those that utilize smaller shops and/or smaller storefronts along the Downtown segments of Sixth Street.
- 5.5.5** Attract unique restaurants and food and beverage businesses in the Downtown area to distinguish Downtown from the freeway-oriented, quick-service restaurants along the Interstate 10.
- 5.5.6** Support retailers in responding to changing retail conditions, particularly e-commerce growth.
- 5.5.7** Create development regulations that facilitate adaptive reuse of older buildings.

Goal 5.6: A collaborative community that advances economic development goals through partnerships.

Policies:

- 5.6.1** Support and participate in regional economic development efforts, such as the Riverside County Economic Development Agency’s programs and events.
- 5.6.2** Build partnerships with business groups, organizations, property owners, and others to develop programs that benefit the broader Beaumont business community.
- 5.6.3** Work with the Chamber of Commerce to develop a “Shop Local” Program.
- 5.6.4** Develop public-private partnerships with high-growth industry partners to support educational and workforce training opportunities, particularly to assist low-income and disadvantaged populations in competing for career opportunities in growth industries.
- 5.6.5** Partner with local and regional agencies and educational institutions (e.g., UC Riverside, CSU San Bernardino, Loma Linda University, Brandman University, Mt. San Jacinto College, Moreno Valley College, College of the Desert, Beaumont Adult

School, etc.) to offer courses or training that prepare students and/or workers for jobs and to promote entrepreneurial efforts that bring new businesses to Beaumont.

VISITATION + TOURISM

Goal 5.7: A unique destination that celebrates Beaumont’s location, history, and community.

Policies:

- 5.7.1** Promote and market Beaumont as a destination by offering recreational opportunities, cultural and historic landmarks and regional shopping and dining attractions.
- 5.7.2** Work with local organizations to develop a variety of special activities and events that attracts visitors to Beaumont, as well as engages residents.
- 5.7.3** Encourage the development of quality lodging, restaurants, and meeting facilities to meet the needs of businesses, residents and their guests and to bring visitors to the community.
- 5.7.4** Support the development of businesses that provide visitor-oriented services.
- 5.7.5** Support the attraction and clustering of complementary outdoor recreation related businesses that offer visitor serving amenities such as bicycle rentals and camping/hiking supply retail establishments.
- 5.7.6** Support the growth of the eco-tourism industry in Jack Rabbit and Potrero Reserve by preserving as open space and recreation areas
- 5.7.7** Allow a variety of lodging opportunities including, campgrounds, luxury yurts, and residential short-term rentals in addition to hotels and motels.
- 5.7.8** Promote the City as a location for filming in Riverside County in cooperation with the Riverside County Film Commission.

FISCAL SUSTAINABILITY

Goal 5.8: A financially stable community.

Policies:

- 5.8.1** Support development that is fiscally sustainable and provides the City with a diverse tax base to sustain municipal services.
- 5.8.2** Promote development and growth that contributes to a balanced budget and the efficient distribution of public services.
- 5.8.3** Require new development to pay its fair share of required improvements, including maintenance costs, to public facilities and services through impact fees and other financial and regulatory mechanisms such as benefit assessment districts (BADs) or community facilities districts (CFDs).
- 5.8.4** Require fiscal impact analysis for development proposals requiring a General Plan amendment or annexation to assess citywide impacts and to identify any burden such project might create for the City.
- 5.8.5** Maintain fees and charges appropriate for offsetting the cost of providing services. Balance the costs of providing services with the needs of the community.

Goal 5.9: A community with sustainable and improved infrastructure.

Policies:

- 5.9.1** Promote reliable and innovative methods for financing infrastructure without unduly transferring the cost burden to the residential or business community. Methods include community facilities districts (CFDs), business improvement districts (BIDs), grants, tax credits, development agreements, public-private partnerships, Enhanced Infrastructure Financing Districts (EIFDs), and crowdfunding.
- 5.9.2** Continually evaluate potential opportunities to diversify revenue to attain sustainable funding levels for City services and maintaining City infrastructure.
- 5.9.3** Support local businesses and economic development by improving Beaumont's infrastructure including well-maintained streets, transit improvements, adequate water and sewer services and communications infrastructure.
- 5.9.4** Focus City investment in new and enhanced infrastructure and public realm improvements (e.g., streetscape, lighting, signage, etc.) in the Downtown and areas targeted for future growth, such as mixed-use and employment districts.

Goal 5.10: A fiscally responsible and transparent community.

Policies:

- 5.10.1** Require any non-budgeted, non-emergency expenditure to have an identified corresponding revenue source.
- 5.10.2** Establish a policy for reserves and maintain adequate reserves to insulate the City's budget from economy downturns and unforeseen expenses.
- 5.10.3** Institute and continue to enhance responsible financial management policies, practices and internal controls.
- 5.10.4** Improve and maintain a good credit rating for the City.
- 5.10.5** Aggressively pursue collection of tax monies and ensure accurate and timely collection of tax revenues.
- 5.10.6** Provide decision-makers timely notification of cash insufficiency and actions needed to ensure fiscal sustainability.
- 5.10.7** Correspond regularly with bond rating agencies about the City's financial condition and follow a policy of full disclosure on financial reports and bond prospectus.
- 5.10.8** Continue to utilize the Transparency Portal on the City's website to promote transparent government operations.