

South Bay Cities Economic Development Roundtable

Thursday, February 18, 2016

2:30 pm – 4:30 pm

South Bay Cities Council of Governments

20285 Western Avenue, Suite 100

Torrance, California 90501

Meeting Notes

I. Self Introductions (2:30 pm)

In attendance: Councilmember Olivia Valentine, City of Hawthorne; Chris Cagle, South Bay Workforce Investment Board; Nico De Anda-Scaia, City of Hermosa Beach; Fran Fulton, City of Torrance; Barbara Levine, Los Angeles County Economic Development Corporation; Charles Felix, City of Lomita; Barbara Voss, City of El Segundo; Yvonne Mallory, City of Gardena; Barry Waite, USC; Christopher Palmer, City of Hawthorne; Christopher Jackson, City of Inglewood; Jacki Bacharach and Jennifer Zivkovic LaMarque, SBCCOG.

II. Business Analyst Online (2:35 pm) Presentation by Barry Waite

Mr. Waite stated that he was representing the USC Price School of Public Policy, not the City of Carson. He discussed the ESRI GIS tool. A subscription is available for \$2,500 per year and allows 5 users. He demonstrated how a user can pick an address and review various reports for the surrounding community. Reports include population, housing, income and households. He showed a community profile for the South Bay, population approximately 1 million. He stated that survey and business data are the sources of the information and that traffic data is provided by the cities. He discussed the community maps program and stated that most South Bay cities are part of it. He demonstrated how the program can be used to assess market potential and gave an example of a report that shows how people spend money in restaurants. He stated that there are 20 categories of demographic and economic data including poverty and crime rates. He stated that the data can be downloaded into Excel and that it would be helpful for cities trying to attract restaurants. He noted that it can also be used as a planning tool with an example of pedestrian-oriented development. He stated that day passes for ESRI can be purchased for \$100 and that a free trial is available. A question was raised regarding the accuracy of market potential. He stated that it is generally very good; however, for cities with daily population swings, it is not. City of El Segundo given as an example of such a city in that it has a large workforce during the day and that the workers leave in the evening. He offered to do reports for cities. Jacki Bacharach asked if he would be willing to offer a workshop to train people how to use it and he agreed. Action Item: Schedule workshop.

III. Update on South Bay WIB's new regional website - SouthBayBusiness.org (3:15 pm) - Chris Cagle

Mr. Cagle made a presentation on southbaybusiness.org which is aimed at layoff aversion, business retention and attraction. He stated that it was created at the request of local chambers of commerce and city economic development staff. He stated that GIS Planning produces it and that it has a long reach but it is difficult to get the word out. He offered to sit down with people to explain it or arrange for GIS Planning to do so. Cost is \$34K per year. Jacki Bacharach asked if GIS Planning should be invited to give a presentation. Action Item: Jacki to work with Chris Cagle to plan a joint meeting of the GIS Working Group and the Economic Development Roundtable group with a presentation by GIS Planning.

IV. South Bay Net - a feasibility study of a South Bay broadband network (3:20 pm) - Chris Cagle and Jacki Bacharach

Jacki Bacharach gave an example of municipal broadband in Santa Monica where it is used as leasing opportunity. To explore the idea of a broadband network in the South Bay, a feasibility study would be helpful. Barbara Voss stated that the City of El Segundo is doing a study after doing outreach in the Smoky Hollow area. Magellan Advisors, the consultant, will report to the city council in March. Chris Cagle suggested tying the idea to labor and saving jobs to get funds from the WIB. Example given about businesses considering leaving due to lack of connectivity. Study cost is estimated at \$80K. Jacki referenced a scope of work from another area and suggested the group review it and come up with its own. Chris Cagle stated that the SBWIB has some funds and might be able to do it in house, otherwise state funding would be needed. Chris suggested getting quotes first and proposed that the SBCCOG would order the study and the WIB would pay for it. Jacki stated that letters from the cities would be needed.

V. Regional Sports Commission??? - Fran Fulton (3:40 pm)

- **Is there interest in forming such a commission to promote more sporting events to the area? See attached memo**

Fran Fulton stated that she is on the Board of Discover Torrance and noted the effort to attract more leisure travelers, in addition to the strong base of business travelers, to Torrance hotels. She stated that they are targeting sports tourists and noted that the AYSO championship attendees spilled into Redondo Beach, Palos Verdes Peninsula and San Pedro hotels. She stated that Discover Torrance is working with a public relations firm which suggested that (the formation of) a Sports Commission could be used as an economic development tool. They would take inventory of sports facilities and partner with the school district. Barbara Voss stated that El Segundo will have a new Lakers training facility coming online and also has the Kings facility, in addition to 5 new hotels under development. The question was raised as to whether it would be a governmental or non-profit structure. It was stated that visitors' bureaus are generally funded by TOT (Transient Occupancy Tax) and that Torrance has a Tourism Business Improvement District in place. Upon the suggestion that a joint powers authority could be the vehicle, Jacki Bacharach acknowledged that if the cities wanted to, it could be done through the SBCCOG and Fran Fulton suggested that it may be better to be driven by businesses and that it would promote events coming in. Action Item: Invite the leaders of the Tourism Bureaus to the next meeting as well as Fran's contact.

VI. As a region should we consider approaching another city/district (possibly in China) for a friendly city type relationship?? - Fran Fulton (3:50 pm)

Fran Fulton stated that Torrance Mayor Pat Furey is working on identifying foreign investment and trade opportunities and that the City of Torrance has hosted Chinese delegations. Discussion focused on developing, as a region, relationships with cities/areas with similarities for economic cooperation. Areas with manufacturing were given as an example. It was noted that “sister city” relationships are more focused on cultural exchanges rather than economic endeavors and that a “friendly city” designation may not require the same level of approval as a sister city relationship. Chris Cagle stated that the City of Redondo Beach has a sister city with no tariffs. It was noted that the Los Angeles Sports Entertainment Commission may be helpful and Barbara Voss offered to call the commission staff. Barbara also referenced upcoming Japanese business matchmaking events. Action Item: Jacki to collect sister city information from South Bay cities as a starting point.

VII. Foreign Investment Strategy for the South Bay (4:00 pm)

- **Further discussion re: joint/cooperative South Bay initiatives to address foreign investors & tourists**

Action Item: Jacki Bacharach to invite Carlos Valderrama of the LA Chamber to come to a future meeting and to identify the appropriate person at the Port of Los Angeles to invite.

V. Information Sharing (4:15pm)

- **SBCCOG Programs and Events: General Assembly, Green Building Challenge, Homeless Services Initiative, Transportation Proposal for Seniors, Smart Mobility Tool for trip planning**
- **Brief report from each city re: current issues & actions as well as update on SBCCOG initiatives**

El Segundo-Reductions in aerospace workforce. Vacated aerospace buildings being repurposed as creative office space. 5 new hotels, new Lakers and Kings facilities coming.

SBWIB-Video training classes available that businesses can use to raise the skills of employees. Could be used for cities and chambers. Jacki suggested it be placed on the next agenda for discussion. Job fair for veterans, I-Vet, May 19 at the Toyota Museum. Turner Construction is at the WIB on Fridays, training in construction available. Del Web Telescope being assembled in Redondo Beach.

Hawthorne-Business Expo March 10. Planning Commission approved EIR for Specific Plan, now goes to council. Conceptual plan for 500,000 square foot mall, EIR is the first step.

Hermosa Beach-New hotels coming, H20, Strand Hotel. New grocery store planned for former Hope Chapel site and a Trader Joe's coming to former Ralph's site at PCH and Aviation. Skechers campus underway.

Lomita-New City Manager Ryan Smoot. New restaurants, businesses coming. New mixed-use development on Narbonne.

Torrance- Torrance Advantage Awards March 31. South Bay Entrepreneurial Center hosting logistics conference April 29.

Inglewood-Long-term office development/retail opportunities. Groundbreaking for NFL stadium to take place mid-year. Hotel opportunities around the stadium. Public improvements. State of the City April 21.

Gardena-Best Western Hotel expansion, Redondo Beach Blvd retail center. New senior center approved. New In-N-Out. Strategic planning underway.

SBCCOG-New homeless program with PATH to be underway as soon as contract executed with the county, hotline will be one of the first steps. Smart mobility tool under development for event planning and carpools with a goal to turn it over to Metro if successful. Transportation proposal for seniors UBER/Grand Pad, trying to get pilot project funding from Dial-a-Ride. Green Building Challenge has over 100 participants, recognition event to be held Sept. 28. General Assembly Feb. 26.

VI. Conference and Special Event Coordination Follow-up (4:25 pm)

Barry Waite stated that the International Council of Shopping Centers Conference will be held August 30-September 1.

VII. Content of Future Meetings (4:30 pm)

- **Presentation by the LA District SBA office which does more than guarantee SBA loans?**

Next meeting: Thursday, April 28 3:00 pm

Content: SBA loan info, Sports Commission, Sister/Friendly City, POLA, WIB video training, Broadband, International Council of Shopping Centers.

VIII. Adjournment-4:38 pm.

2016 meeting dates every other month - Meetings to be held at the SBCCOG office unless there is a host volunteer.

April 28
June 16

August 18
October 20

December 15