



Honorable Mayor and Members of the Hermosa Beach City Council

ECONOMIC DEVELOPMENT STRATEGY PROGRESS REPORT

(Alison Becker, Community Development Director)

Recommended Action:

Staff recommends City Council:

1. Receive and file this report; and
2. Retire the 2022 Economic Development Strategy

Background:

The Economic Development Strategy (**Attachment 1**) is the result of two years of collective efforts by the Economic Development Committee and the Stakeholders Advisory Working Group to identify Economic Development objectives and actions which commenced on April 28, 2020. For two years, the Economic Development Committee met monthly, and the 20-person Stakeholders Advisory Working Group met bimonthly, to explore and discuss Hermosa Beach business-related topics. An Economic and Market Study was also prepared to inform development of the Economic Development Strategy. At its July 12, 2022 meeting, City Council adopted the Economic Development Strategy.

The Economic Development Strategy includes 30 strategic actions divided into short-term (1st year), mid-term (2–3 years) or long-term (3+ years) implementation. The actions are divided into five categories: Citywide Beautification; Downtown; Municipal Code Amendments; Business Outreach; and City Economic Development work program. The Economic Development Strategy is the work plan for implementation, beginning with the identified action priorities.

The Economic Development Strategy identified a multi-disciplinary complement of City Departments (City Manager's Office, Community Development, Public Works, Community Resources, Police Department, and Human Resources), the Chamber of Commerce, and professional subject matter experts. Implementation work was anticipated to be completed by staff, the Hermosa Beach Chamber of Commerce, and occasionally with contracted subject matter expert assistance.

The Economic Development Strategy includes an action item to report to the City Council twice annually to monitor progress, prioritize actions, and consider new

opportunities. The following report informs City Council and the community of the activities undertaken by City staff that are aligned with the Strategy.

Past Commission and Council Actions

Meeting Date	Description
March 4, 2020	A joint meeting of the City Council and Planning Commission was held to discuss a vision for the Downtown District, among other topics. At that meeting, it was suggested that a subcommittee be formed, comprised of two City Councilmembers and two Planning Commissioners to focus on Economic Development.
April 28, 2020	City Council selected Councilmembers Campbell and Deto to serve on the Downtown Economic Development Committee with Planning Commission Chairperson Peter Hoffman and Commissioner David Pedersen.
June 1, 2020	Economic Development Committee held its first monthly meeting to begin work on short-term economic recovery goals and long-term Economic Development goals to benefit the Downtown and citywide business districts. It was determined that a Stakeholders Advisory Group should be formed to represent a variety of businesses and commercial districts.
September 28, 2021	City Council received a One-Year Progress Report on the Economic Development Committee and Economic Development Strategy initial actions approved.
May 2, 2022	Economic Development Committee held its final meeting and approved the Economic Development Strategy.
July 12, 2022	City Council adopted Economic Development Strategy and First Year Implementation Priorities.
January 24, 2023	City Council received first progress report
July 25, 2023	City Council received second progress report.
February 27, 2024	City Council received third progress report.
July 9, 2024	City Council received fourth progress report.
February 25, 2025	City Council received fifth progress report.

Discussion:

Staff evaluated all strategic action items of the Economic Development Strategy Report, as well as ongoing initiatives not identified in the Economic Development Strategy initially adopted in 2022. Staff identified numerous initiatives that further the City’s efforts in supporting the business community in improving the environment in which to do business.

The 6th progress report (**Attachment 2**) incorporates all action items from the past three and a half years and presents the entire Economic Development Strategy in a comprehensive way. This allows the community, City Council, and staff to focus on this effort in totality. The action items are presented in the following table in numerical order as identified in the Economic Development Strategy. The letter symbol (S, M, L) indicates whether the action item was to be initiated in the short-term (Year 1), mid-term (Year 2–3), or long-term (Year 3+). The table identifies prior actions and provides current updates. The table also identifies initiatives that do not currently have staff and funding resources.

The progress reports demonstrates that the City has successfully aligned its work program to support most of the strategic actions identified in the plan. Actions which have not progressed are constrained by budgetary and staff resources. Given that this Economic Development Strategy is reaching the limits of its useful life, staff recommends retiring this reporting cycle. Staff will continue advancing the strategic actions until they are renewed or replaced with other priorities identified through a new strategic planning participatory process.

Fiscal Impact:

There is no fiscal impact associated with the recommended action to receive and file the Economic Development Strategy progress report.

Attachments:

1. [Link to Economic Development Strategy](#)
2. 6th Progress Report on the Economic Development Strategy

Respectfully Submitted by: Alison Becker, AICP, Community Development Director

Noted for Fiscal Impact: Brandon Walker, Administrative Services Director

Approved: Steve Napolitano, City Manager