

**City of Culver City, California
Agenda Item Report**

Meeting Date: 07/07/08		Item Number: <u>J-1</u>	
AGENDA ITEM: JOINT ITEM Implementation of a Business Outreach Team.			
Contact Person/Dept.: Todd Tipton / Kriss Casanova – CDD		Phone Number: (310) 253-5783 (310) 253-5769	
Fiscal Impact: Yes ☐ No ☒		General Fund: Yes ☐ No ☐	
Public Hearing: ☐		Action Item: ☒ Attachments: ☒	
Public Notification: Downtown Business Association (07/2/08); Chamber of Commerce (06/19/08); Master E-Mail Notification List (07/2/08).			
Department Approval: Sol Blumenfeld (06/25/08)		City Attorney Approval: Carol Schwab (by H. Baker) (07/02/08)	
Chief Financial Officer Approval: Jeff Muir (by M. Noller) (07/02/08)		City Manager Approval: Jerry B. Fulwood (07/02/08)	

RECOMMENDATION:

Staff recommends the City Council and the Redevelopment Agency implement a Business Outreach Team as proposed herein.

BACKGROUND/DISCUSSION:

The City's economic development work plan includes the creation of a Business Outreach Team (the "Team"). The purpose of the Team is to provide a select group of businesses with an introduction to the City and to review potential economic development services that may be available. The Team is comprised of City/Agency staff, representatives of the Culver City Chamber of Commerce, and City Council/Redevelopment Agency members.

The Team will visit key business owners/operators to discuss their business needs, concerns, issues, and/or provide information about Culver City and its processes and requirements to facilitate an easy transition or start-up for businesses. Key businesses include top sales and property tax producers, top employers, businesses that have recently signed leases or are currently under construction, businesses looking to relocate to Culver City and/or establish their business in the City and specific tenants the City/Agency is seeking to attract. Businesses will be identified using existing data available to the City and will be recognized if they recently signed leases or are looking to relocate to the City.

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Team Members

The Team will consist of Council/Agency members, City/Agency staff (Redevelopment Administrator, Economic Development Manager) and a Culver City Chamber of Commerce representative. Depending on the type of business and the nature of the visit, the Team may include additional or different members. When attracting key businesses to the City through marketing efforts, the Mayor and the Redevelopment Agency Chair will be asked to represent the Team in conjunction with City/Agency staff. For visits with existing City businesses, the Economic Development Subcommittee Members will be invited to participate.

On an as-needed basis, the Team may expand to include the City Manager, Community Development Director, and staff from other City departments. Representatives of regional and county economic development organizations and other members of interest may also be asked to join.

Process

At the beginning of each month, a list of targeted businesses will be prepared and relevant staff and community representatives will be contacted for participation. Outreach letters (Attachment No. 1) will be emailed or mailed to targeted businesses. CoStar (commercial property data), business license data and broker connections will be used to obtain appropriate contact information.

Staff anticipates 2 - 4 visits will be conducted per month. Updates will be presented to the Economic Development Subcommittee during its meetings and distributed to the Council in the Community Development Department's Weekly Updates.

FISCAL ANALYSIS:

Businesses play an influential role in the economic success of the City by increasing the tax base, improving the quality of life, and revitalizing economically challenged areas. Outreach efforts will increase partnerships with the business community to address obstacles to relocations and expansion and increase business attraction. Demonstrating support for local businesses and identifying immediate issues affecting success will improve the local business climate. While it is expected the Team's efforts will have a positive fiscal impact on the City, the amount of that impact is difficult to estimate at this time.

ATTACHMENT:

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1. Outreach Letter

MOTION:

That the City Council:

1. Authorize the implementation of a Business Outreach Team.

That the Redevelopment Agency:

1. Authorize the implementation of a Business Outreach Team.