



CITY OF EASTVALE

AGENDA STAFF REPORT

City Council Meeting

CITY COUNCIL BUSINESS

Agenda Item No. 13.1

April 10, 2024

Quarterly Economic Development Updates

Prepared By:

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Recommended Action(s)

Staff recommends that the City Council receive-and-file the report.

Summary

The City of Eastvale's Economic Development Team strives to elevate the quality of life in Eastvale through fostering economic growth, prosperity, and stability within the community. It is the Economic Development Team's purpose to develop and implement innovative business and investment attraction, workforce development, and community development programs and initiatives. Based on the goals and priorities set by the City Council in the City's Strategic Plan, staff aligns resources with opportunities to ensure that Eastvale's economy remains strong, innovative, and vibrant. Staff desires to provide the City Council with updates regarding the City's economic development efforts.

Background

2024 Internal Strategic Planning for the Economic Development Division

In January 2024, the Economic Development Team held an internal Strategic Planning Workshop to evaluate the Division's ongoing projects, conduct SWOT analyses, identify gaps, and discuss potential new projects that need to be implemented to further support the City's Strategic Plan goals. Specifically, staff evaluated Eastvale's economic vitality, economic progress, assets, and demographics. After thoroughly reviewing and analyzing the 23 economic development-related goals in the City's Strategic Plan, 10 new additional initiatives were identified to be implemented this year, including:

- Broker Engagement Strategy;
- Business First Branding;
- Educational Institution Attraction Strategy;
- Law Enforcement Business Attraction Involvement Strategy;
- Medical Institution Attraction Strategy;
- Neighboring Cities' Economic Landscape Evaluation;
- Property Vacancy Outreach Strategy;
- Public Safety Enhancement Strategy for Shopping Centers;
- Sales Tax Agreement Monitoring and Evaluation Strategy; and
- Top Sales Tax Generator Outreach Strategy

These new initiatives can lead to improved efficiency amongst the Economic Development staff, which can revolutionize, enhance, or replace current processes that are less efficient. Work plans for each of these new initiatives will be developed over the next several months. Staff is on track to launch and implement these new initiatives by the end of the year.

Community Outreach and Marketing Consolidation

Through the internal Strategic Planning Workshop, staff identified opportunities to consolidate community outreach and marketing efforts with the City's Communications Division. As a result, the Economic Development Team will be merging the "Eastvale Elevates" website with the City's main website. This change will be effective as of May 1, 2024. The website domain, www.eastvaleelevates.com, will continue to direct users to the new Economic Development webpages under the City's website. This consolidation is anticipated to yield over \$37,000 in annual savings, as the City's Economic Development website is currently managed and maintained by third-party consultants.

Nonetheless, staff actively maintains and disseminates outreach content through the City's website, social media accounts, and newsletter. These channels allow staff to share the latest information, available resources, and funding opportunities for Eastvale's residents and businesses. The Economic Development Team also maintains a Business Resource Guide, which outlines various public, private, and nonprofit business resource partner agencies and informs the business community about resources, programs, and events.

Additionally, the Economic Development Team maintains a close partnership with neighboring cities' economic development teams, key community organizations such as the Eastvale Chamber of Commerce, and federal, state, and county economic development organizations and alliances. These relationships allow the City to expand its networks and inform partners of available retail and development opportunities in Eastvale.

Furthermore, the Economic Development Team is increasing its presence in major city events such as the Lantern Festival, the International Food Festival, and the Miracle at Citrus/Riverwalk, with the goal of educating residents, businesses, and visitors about Eastvale's economic development programs and available development opportunities. Staff recently hosted a booth at the 2024 Lantern Festival and shared resources with local vendors.

In partnership with the Communications Team, the Economic Development Team will be releasing
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quarterly storytelling videos to inform residents and businesses of economic development efforts, resources for businesses, and the importance of shopping locally. The first economic development storytelling video is anticipated to be released in May 2024. The Communications Team also recently released a podcast episode on “Good Morning Eastvale” on economic elevation topics, featuring the Olive Garden’s General Manager and the City’s Economic Development Manager.

Congressional Funding Requests for Civic Center Project

Formerly known as “earmarks,” Congressionally Directed Spending (CDS) and Community Project Funding (CPF) requests are provisions inserted into a federal appropriation or budget bill that directs funds to a specific recipient for a designated project. In the Senate, this process is known as the CDS procedure. In the House of Representatives, the process is known as the CPF procedure. Each Senator and Congressman has a different request submission procedure for funding requests. To support the Civic Center Project, staff recently submitted several requests to Congress, including:

- \$8 million request to Senator Laphonza Butler’s Office to support the construction of the Eastvale City Hall;
- \$8 million request to Senator Alex Padilla’s Office to support the construction of the Eastvale City Hall;
- \$4 million request to Congresswoman Norma Torres’ Office to support the construction of the Eastvale Library; and
- \$4 million request to Congresswoman Norma Torres’ Office to support the construction of the Eastvale Police Station.

Congress is anticipated to announce the awarded projects before the end of this year. Should the City’s projects be awarded funding, the City can choose to accept or reject the award offer.

ICSC and Real Estate Conferences

International Council of Shopping Centers (ICSC) conferences serve as forums for cities to share retail and development opportunities with business managers, brokers, and developers. Attending ICSC conferences is a productive and effective strategy to attract businesses’ interest in Eastvale. Staff is in the process of setting up meetings with brokers and developers in preparation of the 2024 ICSC Las Vegas Conference, which is scheduled to take place from May 19, 2024 to May 21, 2024.

Recently, staff also attended expos hosted by the Association of Corporate Real Estate Executives of Southern California (ACRE SoCal). These smaller events provide opportunities for staff to network with businesses that are interested in expanding in the Inland Empire.

Monthly Business Walks

Launched in March 2023, the Economic Development Team’s Monthly Business Walks yielded positive results as staff has witnessed improved relationships with the local business community. Staff visits each business in Eastvale’s shopping centers twice a year to speak with managers about operational strengths and challenges.

Each month, members of the City Council are accompanied by the Economic Development Team and

the Eastvale Chamber of Commerce to visit, congratulate, and recognize the three most visited businesses in a particular shopping center in Eastvale.

New Business Openings

Within the past several months, the City welcomed China Bros. and Venus Nails & Spa at Hamner Place and Krak Boba at Eastvale Gateway. Within the next three months, the following businesses are anticipated to open at Hamner Place:

- 7/11 & Chevron;
- Cassidy's Corner Café;
- Staybridge Suites;
- Tenmaya Japanese Restaurant; and
- Tutu Ballet School

Shopping Center Success Roundtable

The Economic Development Team continues to host the Eastvale Shopping Center Success Roundtable to provide a platform for property managers to discuss commercial property management challenges and share best practices. Every commercial property manager and lessor in Eastvale is invited to attend and participate in these quarterly meetings. Interested individuals can contact staff at afung@eastvaleca.gov to learn more about the Roundtable.

The upcoming meeting will be held on Thursday, April 11, 2024 and features presentations on the 2024 North America retail projections, Ontario Ranch development projects, and Downtown Eastvale updates.

Site Selection Assistance

The Economic Development Team continues to pursue desired businesses by actively reaching out to business managers, corporate representatives, brokers, and developers and inform them of Eastvale's retail and development opportunities. For businesses that are interested in opening in Eastvale, staff provides one-on-one assistance during the businesses' site selection process.

Workforce Development

Staff is building a strong working relationship with the Riverside County Workforce Development Board to ensure that Eastvale's labor force is strengthened to meet the needs of current and future employers. The Economic Development Team will soon be involving County representatives in the City's Monthly Business Walk initiative and business attraction meetings, when appropriate.

Through the Riverside County Workforce Development Board, the City is also leveraging the County's workforce development resources to receive wage reimbursement benefits. For example, the County's On-the-Job Training Program allows the City to receive a limited amount of wage reimbursements for transitioning part-time staff to full-time positions.

Environmental

Pursuant to Section 15378 of the California Environmental Quality Act (CEQA) Guidelines, organizational or administrative activities of governments that do not result in direct or indirect physical changes in the environment are not considered as CEQA projects.

Strategic Plan Action - Priority Level: 1 | Target #: B | Goal #: A

The City's Economic Development Team supports efforts to attract and retain businesses in Eastvale.

Fiscal Impact

Funds to implement the City's economic development efforts are budgeted within the Economic Development Division in the General Fund. Staff actively continues to search for relatable grant funding to support additional economic development efforts.

Prior City Council/Commission Action

The City Council receives quarterly economic development updates during City Council meetings. The previous update was provided on January 10, 2024. The Planning Commission also receives economic development updates during Planning Commission meetings on a periodic basis.

Attachment(s)

Not Applicable.