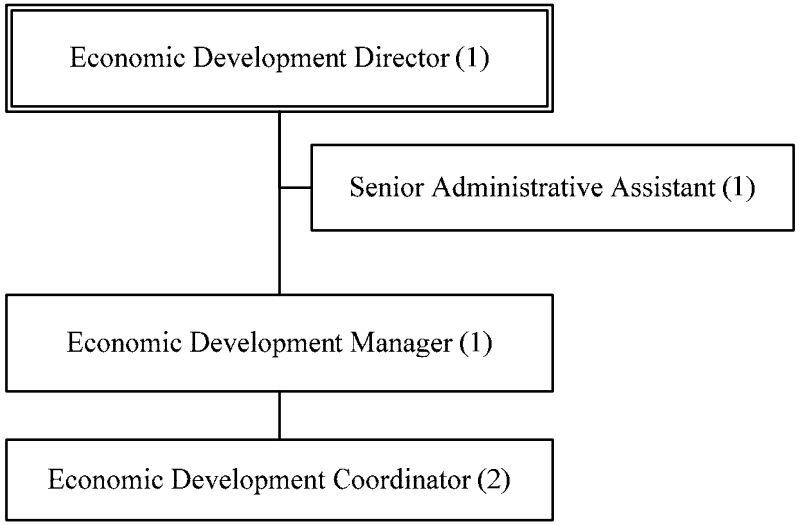
Economic Development

2008-09 Organizational Chart
Economic Development
Effective July 1, 2008
(5 Full-time employees)



5 FTE

Temporary/Part-time
Administrative Intern

City of Ontario

Summary of Personnel and Organizational Changes

Economic Development	**2006-07**	**2007-08**	**2008-09**
Economic Development Coordinator	2	2	2
Economic Development Director	1	1	1
Economic Development Manager	1	1	1
Senior Administrative Assistant	1	1	1
Total – Economic Development	***5***	***5***	***5***

Budget information is reflected in the "Ontario Redevelopment Agency" Section

(See Page 211)

Economic Development
Major Accomplishments
Fiscal Year 2007-08

Business Attraction

- Implemented the 2007-08 marketing plan:
  - Exhibited and participated in three International Council of Shopping Centers (ICSC) conferences.
  - Exhibited and participated in two international real estate conferences (CoreNet – Corporate Real Estate Network) and attended CoreNet Woman in the Workplace.
  - Attended the Land Development Conference and Expo and the Retail Town Meeting in Colorado Springs.
  - Attended two International Asset Management Council conferences and served on related committees.
  - Developed strategic relationships with corporate real estate executives and real estate service providers.
  - Developed and distributed marketing collateral aimed at attracting new companies.
  - Completed a direct mail campaign to over 15,000 corporate real estate and site selection executives.
  - Presented two broker road shows, Orange County and Los Angeles.
  - Placed ads in several targeted publications for retail and office including a special supplement in the Orange County Business Journal and California Real Estate Journal.
  - Received editorial and news coverage in the following local, regional and national media outlets: Western Real Estate Business, Orange County Business Journal, Los Angeles Times, Real Estate Southern California, Shopping Center Business, Retail Traffic, National Real Estate Investor, Corporate Real Estate Leader, California Real Estate Journal, Inland Empire Magazine, the Daily Bulletin, the Press Enterprise, the Business Press, the Inland Empire Business Journal, and National Public Radio (KPCC) among others.
- The Agency Director served as President of Southern California Chapter CoreNet Global.
- The Agency Director was recognized as Woman of the Year for Real Estate Southern California.
- Executed office development strategy with local private sector partners.
- Assisted relocating and expanding companies with job training and hiring of new employees, permitting, international trade assistance, start-up information, demographic information, etc.
- Organized the annual State of the City event attracting 1,278 registrations of which 67% were from outside of Ontario.
- Created a DVD for the State of the City that will be used to promote Ontario as the location of choice in Southern California.

Economic Development
Major Accomplishments
Fiscal Year 2007-08

International Trade

- Assisted over 20 Ontario businesses with business matching in China.
- The Shenzhen office has assisted with approximately $2.5 million in transactions and attended 9 events in China promoting Ontario.
- Sponsored a seminar with Shenzhen International Chamber of Investment & Financing.
- Expanded international trade services to local businesses through direct mail campaign and business visits.
- Continued to develop strategic alliances with: Hong Kong Trade Development Council, Shanghai Foreign Investment Development Board, China Guangzhou Free Trade Zone Import Commodities Fair, Guangzhou Foreign Investment Promotion Office, Economic Development Bureau of Guangzhou, Shenzhen Bureau of Trade and Industry, United States Agency for International Development, as well as private sector international trade related companies.
- Hosted business and government delegations from China.
- Assisted with World Trade Month planning.

Business Retention

- Furnished the Ontario Business Journal, an Ontario Chamber of Commerce publication, with monthly articles on City services and resources relevant to the Chamber's business membership.
- Maintained a strong community outreach program, incorporating Ontario Living magazine, Ontario on the Move video magazine, and speaking engagements to inform citizens and the business community about ongoing developments in the community.
- Assisted and sponsored the Distribution Managers Association.
- Facilitated meetings with Ontario manufacturing companies to address issues affecting operations.
- Updated and printed the Ontario Business Resource Guide.

Workforce Development

- Continued to facilitate the West End Workforce Collaborative to address regional workforce training needs. Partners include County of San Bernardino, Chaffey Joint Union, Chaffey College, Chaffey Adult School, Baldy View ROP, and the San Bernardino County Office of Education.

- Continued to lead efforts for the County School's Alliance for Education in the West End, specifically the Science, Technology and Math Initiative.

Destination Marketing

- Developed and implemented a comprehensive marketing and sales plan for the Travel Industry Association's International PowWow travel show in Anaheim. Marketed Ontario to tour operators from China, Japan and Mexico. Ontario hosted 10 travel writers on a familiarization of Ontario and the region. A weekly fax campaign and pre-convention direct mailer resulted in one-on-one appointments with over 30 international tour operators.
- Partnered with L.A. Inc. (formerly, Los Angeles Convention and Visitors Bureau/LACVB) to secure Ontario brochure distribution at Expo Vacaciones (Mexico City), ARLAG (Guadalajara), and CVA/Mexico Sales Missions (Mexico City and Guadalajara).
- Continued to promote charter tour operations from Japan and Europe.
- Continued to grow the technical tour program and associated room nights in Ontario.

Air Passenger Marketing

- Coordinated with Los Angeles World Airport (LAWA) for an airport marketing campaign promoting LA-ONT International Airport, specifically Express Jet, Mexicana and Hainan Airlines.
- Continued to implement an air passenger marketing program with L.A. Inc. for Aero Mexico service. Efforts included sales, public relations and advertising in Mexico and the airport service area.

Air Cargo

- Continued to execute a marketing strategy including editorial placement in three air cargo publications and representation at three air cargo shows with the developer of the new on-airport cargo facility.
- Provided expert sourcing for local publications for air cargo stories.

Economic Development
Major Goals
Fiscal Year 2008-09

Business Attraction

Invest in the Growth and Evolution of the City's Economy

- Actively recruit leading employers and businesses that will invigorate the local economy with higher paying jobs and participate in the betterment of our community. In particular, office uses that will add further balance and stability to our economy.
- Leverage LA/Ontario International Airport as a business attraction tool to attract companies and corporations that will benefit from proximity to the airport.
- Expand the Inland Empire Chapter of CoreNet.
- Promote the lower cost advantage and quality of life available in Ontario to employers and employees affected by the recession.
- Promote the I-10 corridor as a high end retail/entertainment destination.
- Expand strategic relationships among corporate real estate executives and real estate service providers.

Pursue City's Goals and Objectives by Working with Other Governmental Agencies

- Partner with leading regional authorities, agencies, associations, counties and municipalities to raise awareness of Ontario as a growing hub of industry and commerce ideally situated to handle future growth.

Ensure the Development of a Well Planned, Balanced, and Self-Sustaining Community in the New Model Colony

- Position Ontario to attract retail users as the New Model Colony develops.

International Trade

Invest in the Growth and Evolution of the City's Economy

- Continue to implement the international business marketing strategy with trade match-making services and resources.
- Lead targeted trips to China focusing on exports, joint ventures and match-making between companies.
- Partner on seminars focused on doing business in China, the European Union, and South America.
- Develop a foreign direct investment (FDI) strategy to include presentations and strategic partnerships.
- Further develop the Ontario China website to include FDI and technical tours.

Economic Development
Major Goals
Fiscal Year 2008-09

Business Retention

Invest in the Growth and Evolution of the City's Economy

- Conduct annual visits to businesses in Ontario in an effort to strengthen relationships, collect data on the health of businesses, educate managers regarding economic development assistance programs, and maintain an early warning system for businesses considering leaving Ontario or going out of business.
- Furnish the Ontario Business Journal with monthly articles on City services and resources relevant to the Chamber's business membership.
- Maintain a strong community outreach program, incorporating Ontario Living magazine, Ontario on the Move video magazine, and speaking engagements to inform citizens and the business community about ongoing developments in the community.
- Facilitate meetings with Ontario manufacturing companies to address issues affecting operations.
- Hold an Entrepreneur Forum at the Ontario Convention Center.

Workforce Development

Invest in the Growth and Evolution of the City's Economy

- Continue to facilitate West End Workforce Collaborative meetings.
- Work with K-12 education to ensure that children and parents have access to career pathway counseling and resources.
- Work with K-12 education to ensure that curriculum addresses employer needs with oversight for the contract with the Economic Development consultant for Chaffey Joint Union High School District.
- Continue to provide administrative support for the Ontario/NASA Science and Technology Learning Center and STEM (Science, Technology, Engineering, Math) committee.
- Create a strategy for attracting targeted growth industries, specifically engineering sectors through workforce preparation initiatives.

Destination Marketing

Invest in the Growth and Evolution of the City's Economy

- Leverage Ontario's local attractions (LA/Ontario International Airport (ONT), Ontario Mills, convention center, hotels, and history) and gateway status to further expand the City as a destination for business travelers.
- Continue marketing efforts to build relationships with travel agents, travel writers, tour operators, and airline officials to build awareness of the Ontario market.
- Leverage the existing relationship with LAWA and L.A. Inc. – the Convention & Visitors Bureau to maximize the Bureau's ONT regional marketing efforts, resulting in more travel trade for Ontario.

Air Passenger Marketing

Invest in the Growth and Evolution of the City's Economy

- Continue to work with LAWA to research passenger service route opportunities and market to airline route planners.

Air Cargo

Invest in the Growth and Evolution of the City's Economy

- Continue to promote LA-ONT as the natural alternative to Los Angeles International Airport for air cargo operations.
- Support expansion of air cargo operations including Pacific Gateway Cargo Center at Ontario through implementation of the marketing strategy.

Economic Development
Performance Measures
Fiscal Year 2008-09

		Page, Goal #	Actual FY 2006-07	Estimated FY 2007-08	Target FY 2008-09
Retention	Target number of visits to local businesses	Pg.xxix, 3	800	587	1,000
	Target number of mailings to businesses		30	11	15
Attraction	Advertisements placed to attract businesses	Pg.xxix, 3	28	19	20
	Articles/placements/public relation efforts		76	70	100
	Ad cost equivalent		$338,000	$447,706	$470,000
	Media mentions		735	560	750
	Number of opportunities generated		200	77	100
	Number of prospects generated		180	73	80
	Number of site searches conducted		172	70	80
	Number of trade shows/missions attended		9	8	11
	Number of successful attractions – total		93	97	80
	Managed attractions		55	54	40
	Unmanaged attractions		38	43	40
	Attraction mailings		10	12	15
	Media tours		1	1	2
Expansion	Number of successful expansions – total	Pg.xxix, 3	32	18	18
	Managed Expansions		30	15	15
	Unmanaged Expansions		2	3	3
Destination Marketing	Familiarization tours	Pg.xxix, 3	1	0	1
	Media impressions		25	40	40
	Articles/placements		2	1	3
	Advertisements		1	1	1
	Inquiries		2,787	11,671	14,000
	Technical tour inquiries		35	60	80
	Technical tours booked		20	30	50
	Room nights generated		250	430	550