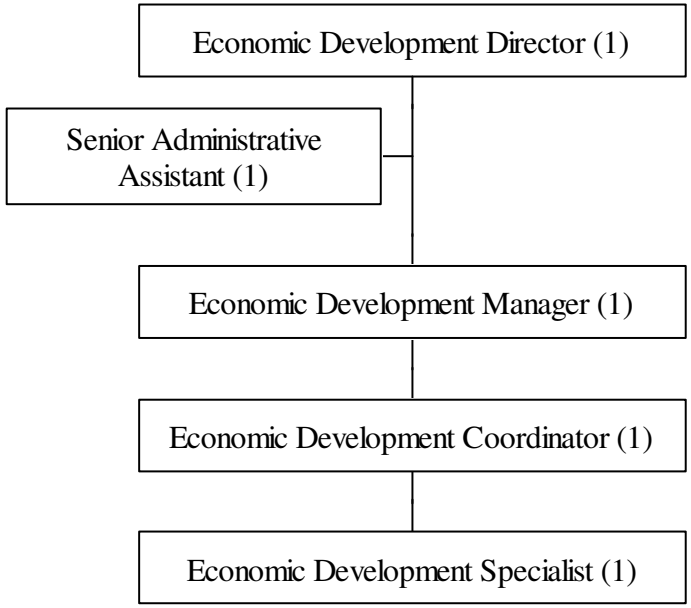
Economic Development

2005-06 Organizational Chart
Economic Development
Effective July 1, 2005
(5 Full-time employees)



5 FTE
Temporary/Part-time
Administrative Intern

City of Ontario

Summary of Personnel and Organizational Changes

Economic Development	**2003-04**	**2004-05**	**2005-06**
Economic Development Coordinator	0	0	1
Economic Development Director	1	1	1
Economic Development Manager	1	1	1
Economic Development Specialist	1	1	1
Senior Administrative Assistant	1	1	1
Total – Economic Development	***4***	***4***	***5***

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

(See Page 245)

Economic Development
Major Accomplishments
Fiscal Year 2004-05

Business Attraction

- Implemented the 2004-05 marketing plan:
  - Exhibited and participated in two International Council of Shopping Centers (ICSC) conferences.
  - Exhibited and participated in two international real estate conferences (CoreNet – Corporate Real Estate Network).
  - Developed and distributed marketing collateral aimed at attracting new companies.
  - Completed a direct mail campaign to over 3,000 corporate real estate and site selection executives.
  - Placed ads in several targeted publications for retail and office including a special supplement in the Orange County Business Journal, Forbes magazine and the Building Owners Management Association (BOMA) Directory.
  - Received editorial and news coverage in the following local, regional and national media outlets: Real Estate Southern California, Expansion Management, Shopping Center Business, Retail Traffic, National Real Estate Investor, Rentv.com, Corporate Real Estate Leader, Shopping Centers Today, California Real Estate Journal, Cal Trade Report, Inland Empire Magazine, the Daily Bulletin, the Press Enterprise, the Business Press, the Inland Empire Business Journal, National Public Radio (KPCC), and the Inland Empire News Network.
- Established CoreNet in the Inland Empire.
- Developed and executed an 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.
- Created a DVD for the State of the City that will be used to promote Ontario as the location of choice in Southern California.
- Organized State of the City event attracting over 800 registrations (up from 580 for last year), of which 50% were from outside the Inland Empire.

International Trade

- Organized and led the second Ontario trade mission to the Shanghai, Guangzhou, Shenzhen, and Hong Kong resulting in $20 million of potential new contract value. Over 100 individual targeted match-making meetings were held based on detailed profiles conducted for each company.
- Conducted three China business briefings for trade mission participants.

- Established 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, California Commission for Jobs and Economic Growth, the Office of the Governor, and the Los Angeles Chamber of Commerce, as well as other private sector international trade related companies.
- Selected by the California Commission for Jobs and Economic Growth, and the Office of the Governor to assist in the planning and execution of the Governor's November 2005 trade mission to China.
- Hosted business and government delegations from China and Korea.
- Established Ontario as the location for the One Global California International Trade Conference in partnership with the Los Angeles Chamber of Commerce and the Cal Trade Report.

Business Retention

- Continued business visitation program addressing business concerns.
- 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.
- Represented the City and advocated on behalf of business through attendance at conferences and meetings throughout the region.
- Facilitated meetings with Ontario manufacturing companies to address issues affecting operations.
- Started the Greater Ontario Manufacturer's Council through the Ontario Chamber of Commerce.
- Held two Entrepreneur Forums at the Ontario Convention Center where over 800 attended these two events.

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.

Economic Development
Major Accomplishments
Fiscal Year 2004-05

Destination Marketing

- Exhibited at the Travel Industry Association's International PowWow tourism tradeshow which took place at the Los Angeles Convention Center. A weekly fax campaign and pre-convention direct mailer resulted in one-on-one appointments with over 20 international tour operators. In addition, Ontario hosted two neighborhood tours in which over 60 international tour operators and media toured Ontario attractions.
- Partnered with L.A. Inc. (formerly, Los Angeles Convention and Visitors Bureau/LACVB) to secure Ontario brochure distribution at Expo Vacaciones (Mexico City), Addision Travel Show (Toronto), ARLAG (Guadalajara), and CVA/Mexico Sales Missions (Mexico City and Guadalajara).
- Initiated research for charter tour operations from Japan and Europe.

Air Passenger Marketing

- Coordinated with Los Angeles World Airport (LAWA) for airport marketing campaign promoting LA-ONT International Airport.
- Continued to implement 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 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 2005-06

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, attract more high-tech companies and office uses that will add further balance and stability to our economy.
- Leverage LA-Ontario International Airport as a business attraction tool capable of drawing a broad mix of companies and corporations that will benefit from their proximity to the airport.
- Expand the Inland Empire chapter of CoreNet.
- Promote the I-10 corridor as a high end retail/entertainment destination.

Operate in a Businesslike Manner

- Explore opportunities to mitigate the costs and impacts associated with the hospitality industry.

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 Southern California's 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 builds out.

International Trade

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

- Continue to implement the international business marketing strategy with trade missions and trade summits, as well as trade match-making services.
- Lead a third export trade mission to China focusing on matchmaking between companies.
- Assist in the execution of the Governor's November 2005 China trade mission.
- Conduct seminars on doing business in China, the European Union, and South America.
- Explore the possibility of additional trade missions to Canada, Chile, Brazil, and eastern Europe.

- Create a database of service providers and manufacturers that will be used to match Chinese and European Union companies with Ontario companies for purposes of trade and strategic alliances.
- Expand international trade consulting services to local businesses.
- Continue to host foreign government and business delegations.
- Investigate the feasibility of targeting Asian financial institutions for attraction.
- Co-host and implement the One Global California conference at the Ontario Convention Center to be held on October 4, 2005.
- Conduct annual visits to businesses in Ontario in an effort to strengthen relationships, collect data on the health of business, educate managers regarding economic development assistance programs, and maintain an early warning system for businesses considering leaving Ontario or going out of business.

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 for 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.
- Create strategy for attracting targeted growth industries through workforce preparation initiatives.

Destination Marketing

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

- Leverage Ontario's local attractions (airport, mall, convention center, hotels, and history) and gateway status to develop the City as a destination market for 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 existing relationship with LAWA and L.A. Inc. Bureau to maximize regional marketing efforts, resulting in more travel trade for Ontario.
- Continue to manage the contract for the Tournament of Roses float and pursue related public relations opportunities.

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.
- Continue to promote LA-Ontario International Airport (LA-ONT) in the airport service area.

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 2005-06

		Page, Goal #	Actual FY 2003-04	Actual FY 2004-05	Target FY 2005-06
Retention	Target number of visits to local businesses	Pg. xxvi, 1	310	412	425
	Target number of mailings to businesses		10	5	5
	Target number of press release/articles written		9	6	8
Attraction	Advertisements placed to attract businesses	Pg. xxvi, 1	8	17	18
	Number of press releases to attract businesses		9	14	15
	Articles/placements		12	116	120
	Number of leads generated		118	86	100
	Number of inquiries generated		202	79	100
	Number of site searches conducted		70	50	50
	Number of trade shows/missions attended		7	7	8
	Number of successful attractions		22	9	20
Expansion	Number of successful expansions	Pg. xxvi, 1	5	9	10
Business Assistance	Number of Ontario businesses assisted	Pg. xxvi, 1	230	210	230
Destination Marketing	Sales missions	Pg. xxvi, 1	0	0	1
	Trade shows		1	2	2
	Familiarization tours		6	4	4
	Press releases/newsletters		10	5	5
	Articles/placements		10	5	5
	Advertisements		12	2	2
	Inquiries		4,400	4,000	4,000