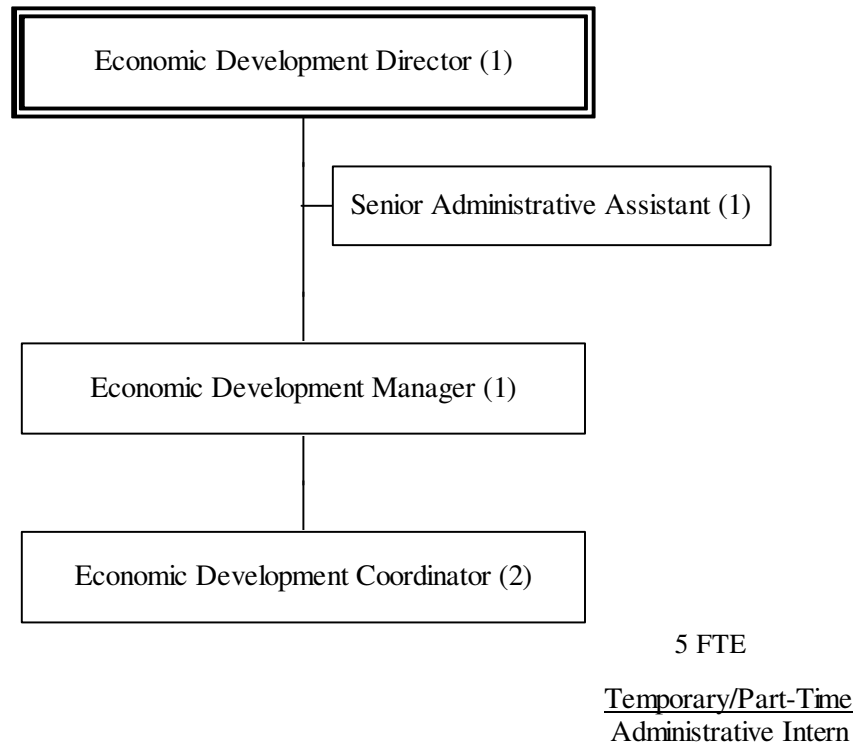


Economic Development

2009-10 Organizational Chart
Economic Development
Effective July 1, 2009
(5 Full-time employees)



City of Ontario
Summary of Personnel and Organizational Changes

	<u>2007-08</u>	<u>2008-09</u>	<u>2009-10</u>
<u>Economic Development</u>			
Economic Development Coordinator	2	2	2
Economic Development Director	1	1	1
Economic Development Manager	1	1	1
Senior Administrative Assistant	1	1	1
	<hr/>	<hr/>	<hr/>
	5	5	5
 <i>Total Economic Agency</i>	 <u><u>5</u></u>	 <u><u>5</u></u>	 <u><u>5</u></u>

*Budget information is reflected in the “Ontario Redevelopment Agency” Section
(See Page 227)*

**Economic Development
Major Accomplishments
Fiscal Year 2008-09**

Business Attraction

- Implemented the 2008-09 Marketing plan:
 - Exhibited and participated in two International Council of Shopping Centers (ICSC) conferences
 - Exhibited and participated in two international real estate conference (CoreNet-Corporate Real Estate Network)
 - Attended the Medical Device and Manufacturing conference in Anaheim.
 - 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 several direct mail campaigns to over 15,000 real estate professionals and site selection executives.
 - Presented at two broker road shows (Orange County and Los Angeles)
 - Placed ads in several targeted publications for retail and office markets 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: American City & County, American Journal of Transportation, Business Xpansion Journal, California Centers, California Planning & Development Report, California Real Estate Journal, Commercial Investment Real Estate, Commercial Property News, Contra Costa Times, The Economist, The Courier, Fontana Herald News, Globe St, Inland Empire Magazine, Inland News Today, Inland Valley Daily Bulletin, Inland Empire.us, Los Angeles Times, National Real Estate Investor, Orange County Business Journal, RE Business Online, Real Estate Southern California, Redlands Daily Facts, RENTV, Retail Traffic, San Bernardino Sun, Shopping Center Business, Shopping Centers Today, The Business Press, The Leader, The Press-Enterprise, TMCnet.com; Western Real Estate Business and Western Real Estate News among others
- Maintained a leadership presence with CoreNet Global and the Southern California Chapter
- 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 event that will be used to promote Ontario as the location of choice in Southern California
- Organized the State of the City event attracting 1,000 registrations of which 68% were from outside of the City of Ontario

**Economic Development
Major Accomplishments
Fiscal Year 2008-09**

International Trade

- Assisted 8 Ontario companies with business matching in China
- The City's trade consultant in China (with offices in Shenzhen, China) has:
 - Facilitated approximately \$3.7 million in transactions with Ontario based businesses
 - Attended 4 trade shows, 2 seminars and several events in China promoting Ontario
 - Co-sponsored an annual dinner for the Shenzhen Freight Forwarding Association
- Expanded international trade services to local businesses through direct mail campaigns and business visits
- Continued to develop strategic alliances with: Hong Kong Trade Development Council, Shanghai Foreign Investment Development Board, Guangzhou Foreign Investment Promotion Office, Economic Development Bureau of Guangzhou, Shenzhen Bureau of Trade and Industry, China Chamber of International Commerce-Shenzhen, Shenzhen Import & Export Association, Shenzhen Information Industry Association, Shenzhen Electronic Industry Association, United States Agency for International Development, as well as private sector international trade related companies
- Hosted business and government delegations from China

Business Retention

- Conducted visitations to Ontario businesses to address business concerns
- Furnished the Ontario Chamber of Commerce with monthly articles on City services and resources
- Partnered with Community Bank to provide a Small Business Finance Symposium
- Continued collaboration on an annual Entrepreneur's Forum for Small Businesses
- Promoted and marketed local business assistance workshops and resources
- Sent business resource letters to all City businesses
- 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 City
- Assisted and sponsored the Distribution Managers Association
- Facilitated meetings with Ontario manufacturing companies to address issues affecting operations

**Economic Development
Major Accomplishments
Fiscal Year 2008-09**

Workforce Development

- Continued to facilitate the West End Workforce Collaborative to address regional workforce training needs. Partners include the County of San Bernardino, Chaffey Joint Union, Chaffey College, Chaffey Adult School, Baldy View ROP, and the San Bernardino County Office of Education
- Partnered with Arrowhead Credit Union to provide community financial literacy workshops.
- Presented an annual poverty education workshop
- Partnered with San Bernardino County for a community job fair and Chapman University for career workshops.
- Continued to lead efforts for the County School's Alliance for Education in the West End, specifically the Science, Technology and Math Initiative
- Leveraged existing workforce initiatives to access Federal Stimulus Funds for Ontario businesses

Destination Marketing

- Co-sponsored and participated in a press conference facilitated by Southern California China Tourism with over 30 members of Chinese Press covering print, TV and radio and over 40 Chinese based tour operators and ground handlers in attendance
- Coordinated Southern California tourism partners for meetings with new air carriers considering LA/Ontario International Airport to develop sales, promotion and public relations opportunities
- 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 La Cumbre (for the Latin American market)
- Partnered with CA Alliance for a familiarization tour and presentation breakfast at Ontario Mills for 68 travel agents from Mexico.
- Continued growth of the Technical Tour Program with new public and private sector tour opportunities and growing the base of Ontario Hotel rooms being booked for these programs
- Conducted sales calls to Los Angeles based Japanese and Chinese operators promoting the Technical Tour Program and LA/Ontario International Airport

Air Passenger Marketing

- Coordinated with Los Angeles World Airport (LAWA) for airport marketing campaign promoting LA/Ontario International Airport, including the targeting of two Mexican airlines

Economic Development
Major Accomplishments
Fiscal Year 2008-09

- 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 the 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 2009-10**

Business Attraction

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

- Actively recruit leading employers and businesses that will provide higher paying jobs, focusing on office and industrial 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 region of the Southern California CoreNet Global Chapter
- 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 Southern California's future growth

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

- Promote Ontario to attract retail tenants 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
- Plan trips as needed to China, focusing on exports, joint ventures and match-making between companies
- Partner on local seminars geared towards doing business globally
- 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 2009-10**

International Trade cont.

- Continue to host foreign government and business delegations

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 business, educate managers regarding economic development assistance programs, and maintain an early warning system for businesses considering leaving Ontario, going out of business or those affected by the current recession
- Furnish the Ontario Chamber of Commerce 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 City
- Facilitate meetings with Ontario manufacturing companies to address issues affecting operations
- Work with partners to facilitate Business Survival Workshops

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 partners to ensure that 1) children and parents have access to career pathway counseling and resources, and 2) 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 and STEM (Science, Technology, Engineering, Math) committee
- Create a strategy for attracting targeted growth industries, specifically engineering sectors, through workforce preparation initiatives

Economic Development
Major Goals
Fiscal Year 2009-10

Destination Marketing

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

- Leverage Ontario's local attractions (LA/Ontario International Airport (ONT), Citizens Business Bank Arena, Ontario Mills, Ontario Convention Center and Gateway status to promote the City as a destination for business travelers
- Continue to promote the growth of technical tours
- 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. – 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
- 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 the Pacific Gateway Cargo Center at Ontario through implementation of the marketing strategy

**Economic Development
Performance Measures
Fiscal Year 2009-10**

		Page # xxxiv-xxxvi Goal #	Actual FY 2007-08	Projected FY 2008-09	Estimated FY 2009-10
Retention	Target number of visits to local businesses	2	587	850	850
	Target number of mailings to businesses		11	15	15
Attraction	Advertisements placed to attract businesses	2	19	20	20
	Articles/placements/public relation efforts		70	62	60
	Ad cost equivalent		\$447,706	\$470,000	\$400,000
	Media mentions		560	750	700
	Number of opportunities generated		77	100	70
	Number of prospects generated		73	80	100
	Number of site searches conducted		70	80	60
	Number of trade shows/missions attended		8	11	11
	Number of successful attractions – total		97	80	75
	Managed attractions		54	40	35
	Unmanaged attractions		43	40	40
	Attraction mailings		12	15	15
	Media tours		1	2	2
	Sales calls		0	3	3
Expansion	Number of successful expansions – total	2	18	24	31
	Managed Expansions		15	21	28
	Unmanaged Expansions		3	3	3

**Economic Development
Performance Measures
Fiscal Year 2009-10**

		Page # xxxiv-xxxvi Goal #	Actual FY 2007-08	Estimated FY 2008-09	Target FY 2009-10
Destination Marketing	Familiarization tours	2	0	1	1
	Media impressions		40	65	30
	Articles/placements		1	3	3
	Advertisements		1	1	1
	Inquiries		11,671	14,000	14,000
	Technical tour inquiries		60	50	90
	Technical tours booked		30	35	60
Room Nights Generated		430	275	450	