



# City of Huntington Beach

## Ten Point Plan for Local Business

### Point 1: Implement Economic Development Strategy

WHEN	WHO	WHAT	STATUS			COMMENTS
			Done	On Target	Revised	
Jun-13	Kellee Fritzal	Create Economic Development Strategy Post-Redevelopment and report quarterly to City Council.				
Ongoing	Bob Hall/Kellee Fritzal	Meet with all shopping center owners/representatives that have vacancies to assist with attracting tenants and filling vacant space.				Goal is 8 meetings per year
August-13	Kellee Fritzal (lead)/Debbie DeBow/Finance/Admin/Planning and Bldg	Evaluate possible fee deferrals on industrial and commercial expansions similar to in-lieu parking program.				
Ongoing	Simone Slifman	Continue working with consultant to identify sponsorship and other private funding opportunities for City assets.				
Aug-13	Kellee Fritzal	Create implementation tools/programs through Economic Development Strategy Post-Redevelopment.				
Aug-13	Kellee Fritzal	Propose branding program for various areas of the city.				



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### Point 2: Streamline Development Process

WHEN	WHO	WHAT	STATUS			COMMENTS
			Done	On Target	Revised	
Nov-13	Tess Nguyen	Further streamline Zoning Code - initiate text amendment to reduce processing time for certain applications				Started the Zoning Text Amendment process
January of 2014	Bill Reardon	Work with other Orange County Fire Marshals to create local fire code amendments that are consistent county wide.				Fire code amendments to Council in fall-2013; code adopted in 2014
End of 2013	Bill Reardon	Review and update City Specification for soil clean up standards and methane mitigation measures. Explore feasibility of using more contemporary testing criteria and remediation methods.				Would provide developers with up to date information
Oct-13	Tom Herbel/ Finance	Evaluate and make recommendations regarding amending city ordinance to raise formal bidding thresholds.				
Ongoing	Jane James (lead)/Mark Carnahan/ Debbie DeBow	Coordinate training sessions for other Departments' staff, including for Public Works Staff on each of the Specific Plans.				Create topics schedule for 2013
Dec-13	Tom Herbel	Evaluate the Tract Map approval process and propose improvements.				
Dec-13	Debbie DeBow	Evaluate Grading Permit requirements for developments and propose streamlining improvements.				
Oct-13	Tom Herbel	Develop an implementation plan for right-of-way infrastructure for the Beach Edinger Corridor Specific Plan.				



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### Point 3: Enhance Customer Service

WHEN	WHO	WHAT	STATUS			COMMENTS
			Done	On Target	Revised	
July-13	Jane James	Establish consistent City contacts for project proponents.				
Jul-13	All depts; Jason Kelley/Michele Diaz	Maintain ongoing communication with customers through various methods, including reformatting all information forms to capture customer email addresses.				
July-13	Kellee Fritzal	Host an internal (staff) and external business meetings on business development practices and areas Economic Development focus				
June-13	Debbie DeBow	Develop written procedures for encroachment permits and provide on the website and at the front counter.				
May-13	Jason Kelley	Create multiple brochures regarding sign permit process (temporary and permanent) for new businesses.				Hand out with Certificates of Occupancy



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### Point 4: Explore Use of Improved Technology to Increase Efficiency

WHEN	WHO	WHAT	STATUS			COMMENTS
			Done	On Target	Revised	
End of 2013	Bill Reardon	Explore feasibility of utilizing e-mail to allow businesses to submit completed self-correct fire code violation notices				
End of 2013	Bill Reardon	Explore feasibility of using handheld computers to facilitate faster entry of development-related field inspections.				Greater efficiency and better billing recovery
April-13	IS/Debbie DeBow/Jason Kelley/Michele Diaz/Bill Reardon/Debbie Gilbert	Conduct IS feasibility study to implement an upgrade and replacement of Cityview				IS coordinating study
Jul-13	Jason Kelley	Amend Cityview to notify other departments of new zoning entitlements submittals.				



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### Point 5: Enhance Availability of Services and Information for Businesses on the City's Website

WHEN	WHO	WHAT	STATUS			COMMENTS
			Done	On Target	Revised	
June-13	Jason Kelley/Michele Diaz/IS/ Duncan Lee/Bill Reardon	Evaluate online plan submittal program for entitlements and building plan check and select top choice.				Following IS feasibility study, IS to determine the scope of work to update.
June-13	Jason Kelley/Michele Diaz /IS/ Duncan Lee/Bill Reardon	Amend Planning and Building permit applications to be more user-friendly and create fillable permits online.				
June-13	Michele Diaz	Implement ability to schedule building inspections online.				Testing underway.
End of 2013	Bill Reardon	Explore feasibility of fire code permit applications to be submitted electronically via the Fire Department website				Avoids having businesses mail in applications and buy stamps
End of 2013	Bill Reardon	Create development plan submittal guidelines for single-family dwellings and small commercial tenant improvements and post these guidelines on the Fire Prevention web page.				Guidelines would benefit developers with efficient plan checks.
June-13	Simone Slifman	Update Economic Development Department website and associated items under the "Business" tab with current links and resources on funding for businesses of all types.				
end of 2014	Senior Librarian for Tech	Create a web resource guide for local business detailing the many programs and services that the Library provides local business.				



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**Point 6: Expand training and workforce development opportunities for businesses**

WHEN	WHO	WHAT	STATUS			COMMENTS
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by Summer of 2014	Library Literacy Coordinator	Establish a model on site Workplace Literacy program to assist the employees of a local business in improving their reading and language skills.				
end of 2014	Senior Librarian for Tech	Update and enhance the Library's Job Search Resources web page and develop a marketing plan to the local business community				
August-13	Simone Slifman	Implement two workshops with the Orange County Workforce Investment Board - one focused on services for employers and the other for services available for jobseekers.				



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### Point 7: Support Green Programs for Local Business

WHEN	WHO	WHAT	STATUS			COMMENTS
			Done	On Target	Revised	
Ongoing	Simone Slifman	Utilize the City's website, social media channels, and publications to highlight businesses with a green focus or participating in the Chamber's Sustainable Surf City Program.				
July-13	Simone Slifman	Distribute information to businesses and business property owners about no-fee permits for solar energy installations.				
Sep-13	Simone Slifman	Evaluate programs available for privately-owned shopping centers to install electric vehicle chargers or upgrade existing infrastructure.				



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### Point 8: Promote Shop Local Programs

WHEN	WHO	WHAT	STATUS			COMMENTS
			Done	On Target	Revised	
Oct-13	Simone Slifman	Promote annual "American Express Shop Small" program and additional shop local programs.				
August-13	Simone Slifman	Create welcome brochure or other marketing material about shopping local for distribution to residents of new housing developments.				
Sep-13	Jim Slobojan	Hold two workshops on "How to Do Business in Huntington Beach" to promote online vendor registration for Bids and RFPs and the Local Vendor Preference Program.				



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### Point 9: Promote Quality of Life Enhancements for Businesses and Employees in Huntington Beach

WHEN	WHO	WHAT	STATUS			COMMENTS
			Done	On Target	Revised	
Ongoing	Community Services	Utilize the "Parks Make Life Better" brand to promote community livability and quality of life in Huntington Beach.				
Ongoing	Community Services	Provide opportunities for businesses to connect with the local community through ongoing paid advertisement in the Sands Community Services Guide.				
Aug-13	Kellee Fritzel/MVB/ Chamber of Commerce	Incorporate marketing of city's quality of life resources - schools, housing, parks, etc - into business development outreach.				
Aug-13	Denise Bazant	Increase knowledge of inclusionary housing programs to existing and new businesses.				



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### Point 10: Support Efforts to Attract Additional Visitors and Business Customers to Huntington Beach

WHEN	WHO	WHAT	STATUS			COMMENTS
			Done	On Target	Revised	
Jan-13	Briton Saxton/MVB	Create a partnership with the Marketing and Visitors Bureau, the City, and other local sports venues to implement a Huntington Beach Sports Commission to increase the number of sporting events brought to the City and increasing overnight stays				
Jan-13	Briton Saxton/MVB	Market to the local community in order to increase the number of locations available for filming throughout HB, such as businesses, homes, and public facilities as available.				Approx 60 location photo galleries listed on the Film Commission website
April and November 2013	Briton Saxton/MVB	Attend sports tradeshow to gain potential leads for events that could take place in Huntington Beach.				NASC (April) and TEAMS (Nov)
Jan-13	Briton Saxton/MVB	Create a partnership between the Marketing and Visitors Bureau and the City to educate Film & Electronic Arts students at local colleges on how to properly obtain a City film permit and utilize the Film Commission and City permit websites.				
Mar-13	Travis Hopkins/ Simone Slifman	Explore OCTA funding opportunity to expand Surf City Downtown Shuttle program to encompass additional locations and bring additional visitors to downtown.				Grant application submitted to OCTA March 29; decision pending.
Nov-13	Simone Slifman	Work with BIDs/MVB to create a guide to things to do in Huntington Beach focusing on parks/cultural/historic resources.				