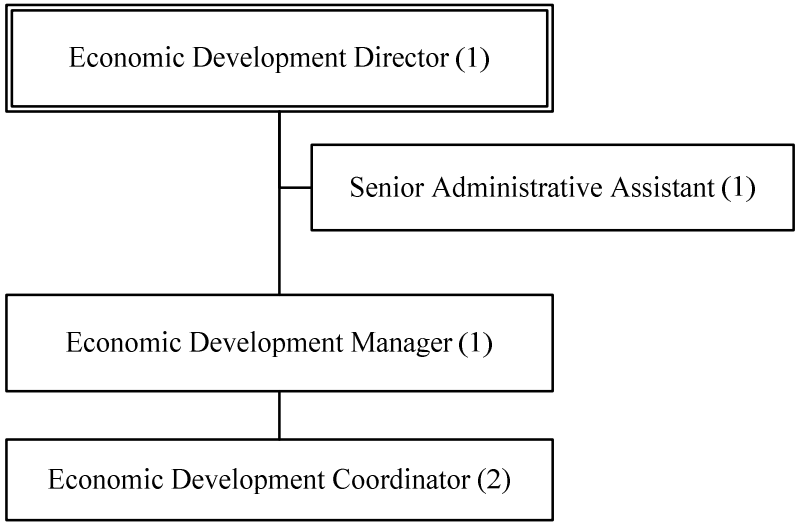
Economic Development

2007-08 Organizational Chart
Economic Development
Effective July 1, 2007
(5 Full-time employees)



5 FTE

Temporary/Part-time
Administrative Intern

City of Ontario

Summary of Personnel and Organizational Changes

Economic Development	**2005-06**	**2006-07**	**2007-08**
Economic Development Coordinator	1	2	2
Economic Development Director	1	1	1
Economic Development Manager	1	1	1
Economic Development Specialist	1	0	0
Senior Administrative Assistant	1	1	1
Total – Economic Development	***5***	***5***	***5***

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

(See Page 217)

Economic Development
Major Accomplishments
Fiscal Year 2006-07

Business Attraction

- Implemented the 2006-07 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 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 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.
  - Received editorial and news coverage in the following local, regional and national media outlets: Real Estate Southern California, Shopping Center Business, Retail Traffic, National Real Estate Investor, 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.
- Director elected President Southern California Chapter CoreNet Global.
- 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.
- 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 1,200 registrations of which 50% were from outside the Inland Empire.

International Trade

- Organized and led executive trade mission to Guangzhou, Shenzhen, and Hong Kong, China resulting in over 100 individual targeted match-making meetings based on detailed profiles conducted for each company.
- Conducted China business briefings for trade mission participants.
- Expanded international trade services to local businesses.

- 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, California Commission for Jobs and Economic Growth, the Office of the Governor, and the Los Angeles Chamber of Commerce, as well as private sector international trade related companies.
- Hosted business and government delegations from China and Korea.
- Hosted U.K. trade breakfast.

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.
- Facilitated meetings with Ontario manufacturing companies to address issues affecting operations.
- Held an Entrepreneur Forum at the Ontario Convention Center.

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 High School District, 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.

Economic Development
Major Accomplishments
Fiscal Year 2006-07

Destination Marketing

- Exhibited at the Travel Industry Association's International PowWow tourism tradeshow. A weekly fax campaign and pre-convention direct mailer resulted in one-on-one appointments with over 20 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.

Air Passenger Marketing

- Coordinated with Los Angeles World Airport (LAWA) for airport marketing campaign promoting LA/ONT, specifically Express Jet and Hainan Airlines.
- 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 2007-08

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/ONT 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.
- Expand strategic relationships among corporate real estate executives and real estate service providers.

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 develops.

International Trade

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

- Continue to implement the international business marketing strategy with trade missions, trade summits, and trade match-making services.
- Conduct seminars on doing business in China, the European Union, and South America.
- Explore the possibility of additional trade missions to 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.

- Continue to host foreign government and business delegations.
- 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.
- Continue business visitation program addressing business concerns.

Business Retention

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

- Furnish 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.
- 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.
- Represent the City and advocate on behalf of business through attendance at conferences and meetings throughout the region.
- 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.
- 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. 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/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 2007-08

		Page, Goal #	Actual FY 2005-06	Estimated FY 2006-07	Target FY 2007-08
Retention	Target number of visits to local businesses	Pg.xxix, 1	341	800	900
	Target number of mailings to businesses		15	30	30
Attraction	Advertisements placed to attract businesses	Pg.xxix, 1	14	28	28
	Articles/placements		41	76	95
	Ad cost equivalent		$334,320	$338,000	$340,000
	Media mentions			735	740
	Number of opportunities generated		102	200	220
	Number of prospects generated		123	180	200
	Number of site searches conducted		96	172	200
	Number of trade shows/missions attended		6	9	9
	Number of successful attractions – total		73	93	103
	Managed attractions		13	55	60
	Unmanaged attractions		60	38	43
	Attraction mailings		7	10	15
	Media tours		3	1	1
Expansion	Number of successful expansions – total	Pg.xxix, 1	40	32	35
	Managed Expansions		8	30	30
	Unmanaged Expansions		32	2	5
Destination Marketing	Familiarization tours	Pg.xxix, 1	0	1	1
	Press releases/newsletters		1	25	30
	Articles/placements/Ads		3	3	3
	Inquiries		7,584	2,787	2,500
	Technical tour inquiries		4	35	40
	Technical tours booked		1	20	25
	Room Nights Generated		N/A	250	300