
EL SEGUNDO

Where big ideas take off.

ECONOMIC DEVELOPMENT DIVISION

2020 ANNUAL REPORT

www.destinationelsegundo.com / www.elsegundobusiness.com

An aerial photograph of a city, likely El Segundo, California. The image shows a mix of urban buildings, including a prominent modern high-rise with a grid-like facade on the right. There are parking lots, roads, and green spaces visible. The text is overlaid on the top half of the image.

AN UNWAVERING COMMITMENT TO THE BUSINESS COMMUNITY

2020 was a year like no other. The El Segundo business community grappled with immense challenges brought on by the coronavirus pandemic. But through it all, many are developing greater agility, resilience, and forward-thinking strategies to drive toward a stronger future.

The City's Economic Development Division remained committed throughout to help El Segundo businesses through crisis management and recovery efforts.

We are excited to share our **milestones of 2020**.



BUSINESS SUPPORT DURING COVID-19 & RECOVERY

- City's economic development coordinator was assigned as the business liaison to the All-Hazards Incident Management Team (AHIMT) to respond to concerns and inquiries from businesses.
- Distributed 40 communication bulletins to over 6,000 businesses from March - December 2020 on a variety of coronavirus-related topics and resources to keep the business community informed and engaged.

40

bulletins

TO OVER 6,000

- Produced a series of business-focused public service announcements to help businesses navigate federal, state, and local resources (C.A.R.E.S. Act, LA COVID-19 Relief Fund, etc.).
- Established a bi-weekly business segment in the City's newscast to provide timely updates and COVID-19 related information.

1,498
PSA VIDEO VIEWS



- From October through December 2020, the City of El Segundo **LinkedIn followers increased from 251 to 1,196, an increase of 376%.**
- Developed "COVID-19 Resources for Employers and Workers" webpage on ElSegundoBusiness.com for timely information about reopening protocols, resources, links to job postings for job seekers, as well as information on relief grants.



33,500

**WEB PAGE
VIEWS**

JUNE - DEC 2020



*"Your COVID response has been EXCELLENT
as compared to the other beach cities.*

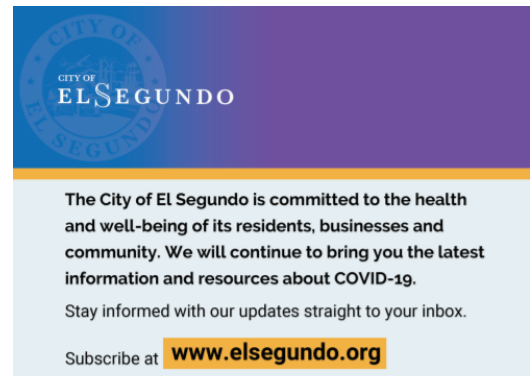
*Informative, clear, sober, factual and data
driven. We have appreciated your commitment
to deliver a consistent message of support and
community."*

2020 NetPromoter Business Review

- Developed a "COVID-19 Road to Reopening" webpage to guides businesses on the latest protocols and industry-specific guidance.
- Partnered with the El Segundo Chamber of Commerce to support the Gundo-to-Go initiative to encourage take-out orders to support restaurants during in-person dining restrictions.
- Purchased Gundo-to-Go pick-up signs, posted outside businesses offering curbside pickup.
- Eased parking restrictions/curbside regulations to facilitate social distancing.



- Designed two full-page ads on *El Segundo Scene* Magazine to promote the Gundo-to-Go campaign.
- Designed signs and flyers to support an awareness campaign to encourage face coverings and other COVID-19 best practices to help businesses reopen and stay open.





BUSINESS RETENTION DURING COVID-19 & RECOVERY

RETAIL AND RESTAURANT RETENTION

- Worked closely with an inter-departmental team to launch a street-closure pilot program to provide locals and visitors outdoor dining options by sectioning off certain areas of Main Street, Richmond Street and citywide to allow for parklets and closed-street dining spaces.
- Met with local property and business owners to identify concerns, develop a set of policies and practices, to implement as quickly as possible.

- Developed and distributed surveys to solicit feedback from the community to gauge how they would be impacted by a proposed temporary street closure to allow for additional outdoor dining space.

CITY OF EL SEGUNDO Government Our City Business Visiting SEARCH SERVICE FINDER

Temporary Main Street Lane Closure Questionnaire

Font Size: + - + Share & Bookmark Feedback Print

The City is working to help local businesses safely reopen under the Los Angeles County Department of Public Health new guidelines. In early June, the City launched a new pilot program for restaurants and retailers. The program allows for restaurants citywide to expand outdoor seating into sidewalks and parking areas in various locations throughout El Segundo.

Transforming historic Richmond Street into a space for outdoor dining has already been proven effective for restaurants to increase dining capacity, while adhering to County's health and safety requirements.

With this in mind, the City has created this questionnaire to solicit feedback from businesses in the area to gauge how they would be impacted by the temporary closure of one southbound lane on Main Street to allow additional capacity for outdoor dining.

To allow for additional capacity through outdoor dining, the City is proposing to temporarily close partial lanes on Main Street. The proposed lane closure will provide an opportunity for additional curbside parking spaces to dining areas.

Planned Lane Closure Details:

- **219 - 229 Main Street** - One southbound lane
- **123 Main Street** - One southbound lane
- **204 Main Street** - Parking spaces will

80% In Favor
142 Responses

MEDIA COVERAGE

- Secured media coverage to build local and regional awareness about El Segundo's outdoor dining program to support local restaurants and shops, and position the city as a safe and go-to destination for residents and beyond.



"El Segundo is a great place to live and work. The city services are very efficient with dedicated and professional employees."

2020 NetPromoter Business Review

RETAIL AND RESTAURANT RETENTION

- Hosted Downtown Town Hall for businesses to address questions/concerns/feedback and foster discussion on the economic recovery of the Downtown business community.



BUSINESS DEVELOPMENT AND ATTRACTION DURING COVID-19 & RECOVERY



ECONOMIC RECOVERY

- Established the **Economic Recovery Task Force**, comprised of business leaders and members of EDAC to guide the City's economic recovery program.
- Launched a comprehensive economic recovery program – **El Segundo Back to Business** initiative.

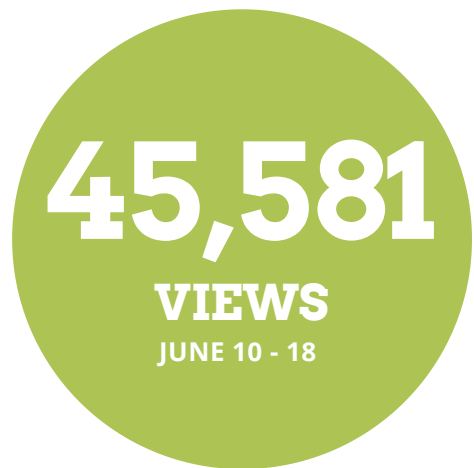


- Hosted a virtual **Back to Business Roundtable** with Mayor Boyles, federal and state elected officials, and El Segundo business leaders to strengthen economic recovery efforts and address the economic impacts. The roundtable included top executives from the Los Angeles Times, LA Kings, NantWorks, AEG Sports, TechStyle Fashion Group, Wpromote, and more.





The roundtable video was shared on social media (regionally) targeted to reach business leaders in El Segundo and beyond. The video performed very well with **over 45,000 views**.



“ BETWEEN EL SEGUNDO AND CULVER CITY WE HAVE 8 MANUFACTURING PLANTS... WE’VE REPURPOSED THESE PLANTS TO MAKE [COVID-19] VACCINE ”

DR. PATRICK SOON-SHIONG
Owner & CEO, LA Times, Nantworks



- Created the **Real Stories of Resilience** series designed to shine a spotlight on the City's diverse business community. Through the series, leaders of companies share their perspectives on how their organizations are outmaneuvering the effects of the pandemic and resetting for growth beyond coronavirus.

bxp Boston Properties



- The first episode with NEXT Trucking's CEO was shared on social media (regionally) with over **120,000 impressions** on Facebook. The campaign performed very well bringing over **15,000 new users** to ElSegundoBusiness.com.



NEXT



ECONOMIC DEVELOPMENT RESEARCH STUDY

- Conducted a research study including 12 in-depth interviews with industry experts and local senior business leaders to assess the COVID-19 implications for the future of the commercial real estate market and to help guide the City's business attraction strategy over the course of 2021-2022. As part of this effort, a new marketing plan will be developed and launched in February 2021.



Alex Abad
RealEstateGroup



STARBURST
ACCELERATOR



CBRE



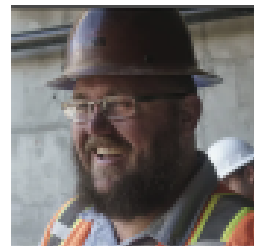
JLL



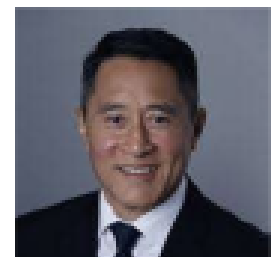
CONTINENTAL
DEVELOPMENT
CORPORATION



VG
VELLA GROUP



KPRS



KPRS



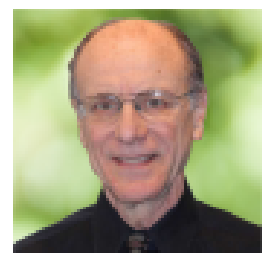
FUTURIST



UCLA



CATALYST
URBAN DEVELOPMENT



UNC

CITY COUNCIL SUPPORT

- City Council adopted a resolution to establish Business License Tax Money Back Guarantee Program. If a new business opens in the city and then decides to close the business within twelve months of opening, the business may apply to the City to have its business license tax refunded.
- To support struggling hotels, City Council waived all late penalties and interest associated with late payments up to thirty days of the Transient Occupancy Tax by hotels through July 31, 2020.



"I have been very very impressed with the way the city communicates with its businesses and citizens. This is especially amplified with the way they have handled the coronavirus."

2020 NetPromoter Business Review

BUSINESS DEVELOPMENT AND ATTRACTION DURING COVID-19 & RECOVERY

- The team assisted in producing the Mayor's State of the City 2020 video to inform the community about the City's economic activity, business retention and attraction efforts.



ELSEGUNDO
Where big ideas take off.



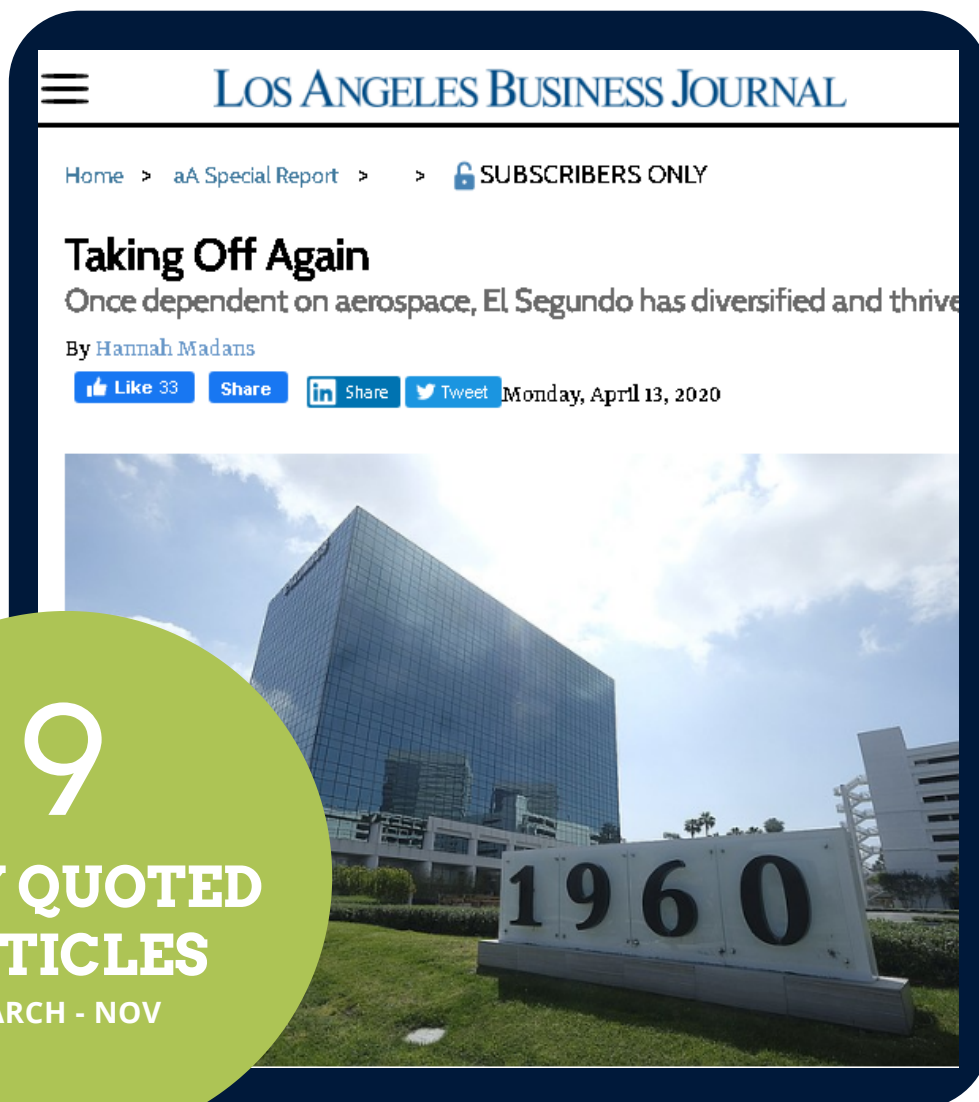
BUSINESS DEVELOPMENT AND ATTRACTION DURING COVID-19 & RECOVERY

BUSINESS GROWTH & RETENTION

- Partnered with a full-service marketing communications company for economic development and destination advertising and marketing services. Launched a comprehensive economic development marketing strategy to promote the City as a vibrant and diverse business climate that is accessible, user-friendly and welcoming to all residents, businesses and visitors.
- Responded and submitted Request for Information and provided site-selection assistance for potential new businesses.

MEDIA COVERAGE

- Secured media interviews to build local, regional, and national awareness of El Segundo as a premier location for business.
- Conducted media tours with reporters to highlight the City's commercial real estate activity and the business community.



9
CITY QUOTED
ARTICLES
MARCH - NOV



*"El Segundo has been a great city
for us to grow up in."*

Quest Nutrition CEO

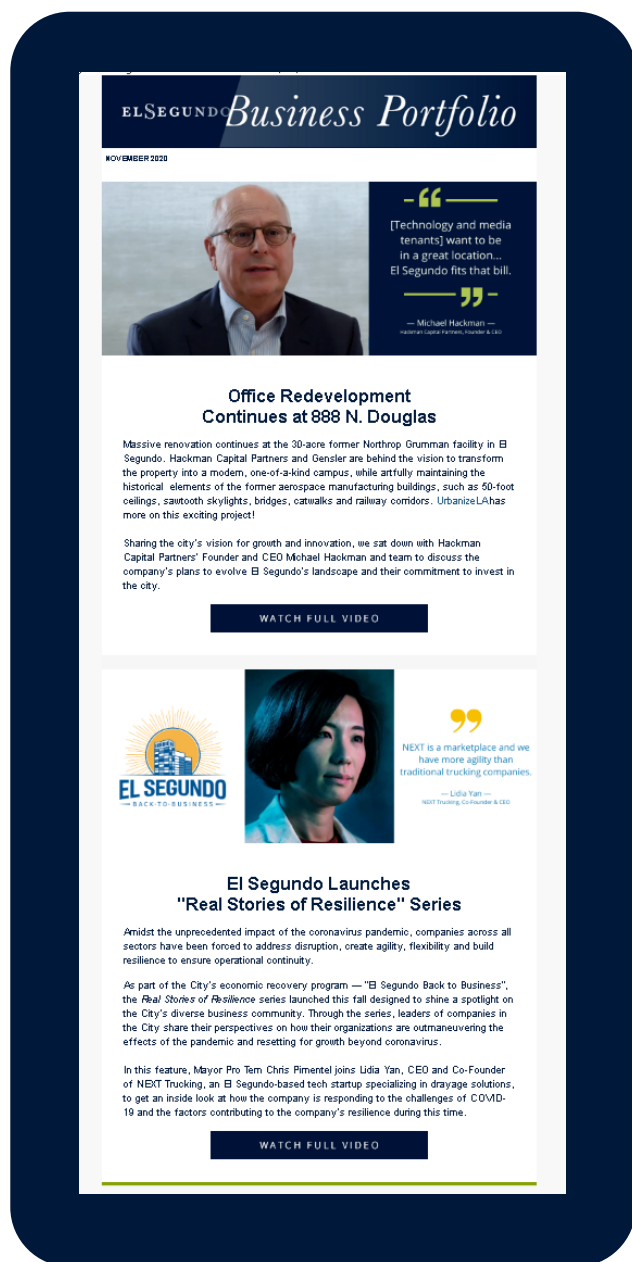
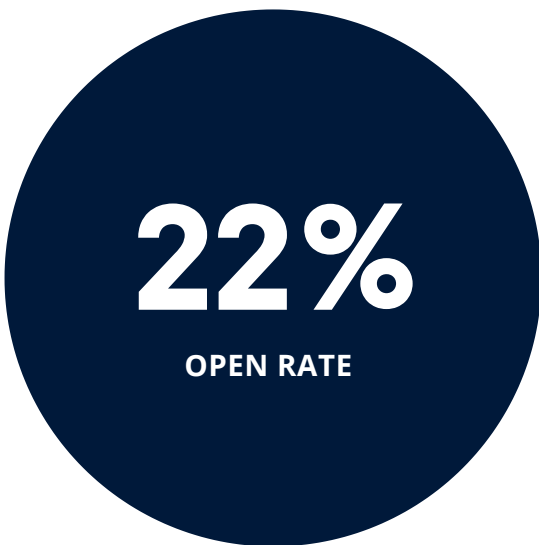
VIDEO TESTIMONIALS

Conducted interviews with business leaders and local business owners to highlight their company's story and show why El Segundo is a place *Where Big Ideas Take Off*.



BUSINESS PORTFOLIO NEWSLETTER

- Curate relevant content to share on the monthly *Business Portfolio* newsletter emailed to over 6,000 business contacts and shared on social channels.



EDAC SUPPORT

- Provide staff support to the Economic Development Advisory Council efforts.
- Collaborate closely with EDAC's strategies and initiatives.
- Plan and facilitate monthly EDAC meetings and seek input on the City's economic development marketing plan.



EXPANSIONS, MERGERS, ACQUISITIONS, AND EXCITING NEW DEVELOPMENTS

Despite the challenging year, we saw our business community rise to the challenge to address the coronavirus, grow and acquire innovative companies, and expand into the city's diverse mix of office space.



COVID-19 spurs innovation

- ImmunityBio, El Segundo biotech company wins FDA approval for COVID-19 vaccine trial



EXPANSIONS, MERGERS, ACQUISITIONS, AND EXCITING NEW DEVELOPMENTS

Key commercial real estate transactions in 2020

- Boston Properties acquires 50 percent stake in the Beach Cities Media Campus development project
- Digital media company, Prodege LLC. expands into new 35,000 sq. ft. office space at 2030 Maple
- Herber Aircraft, manufacturer and distributor of FAA-approved aircraft parts, expands into a 24,000 sq. ft. headquarters at 755 N Nash St.
- EVA Airways moves into new 150,000 sq. ft. headquarters at Alta Oficina 2125 Campus Dr.

Mergers and acquisitions deals of the year

- El Segundo-based Radiology Partners acquires MEDNAX Radiology Solutions for \$885 million
- Unilever acquires Liquid I.V., El Segundo startup
- El Segundo's leading telehealth provider, Cloudbreak Health merges with UpHealth valued at \$1.35 billion



HOSPITALITY / TOURISM MARKETING AND ADVERTISING DURING COVID-19 & RECOVERY

REIMAGINE • REOPEN • REDISCOVER

2020 has been a challenging year, especially for businesses in the hospitality industry. In an effort to support local shops and restaurants, the **Reimagine•Reopen•Rediscover** campaign was launched. Under this new program, a number of initiatives have been created.





- Produced **Shop & Take Out Local** video for the holiday season to encourage residents of El Segundo and beyond to shop and order local meals from El Segundo restaurants. The video was shared on social media (regionally) from Dec. 9 - 24.
- The campaign had an outstanding performance delivering **1,636 new visitors** to the city's tourism website Destionelsegundo.com. "Shops" and "Things to do" were the top visited pages. The business directory was the second highest page viewed, indicating people are interested in finding El Segundo businesses to support/shop local.



HOSPITALITY HEROES

- The Economic Development team is ready to aggressively promote the hospitality industry when the current COVID-19 restrictions are lifted.
- Launched the Hospitality Heroes initiative to support El Segundo businesses in the hospitality industry.
- Produced three Hospitality Heroes videos that will be launched in March 2021.
- A new on-brand landing page design was developed to support the Hospitality Heroes campaign and encourage the community to nominate hospitality businesses for their innovation and excellence in supporting the health, safety and vibrancy of El Segundo.

REIMAGINE · REOPEN · REDISCOVER
EL SEGUNDO
START HERE

SIGN UP FOR OUR NEWSLETTER >

KELLY'S BEACH HUT TAPIZON AC HOTEL MORE HEROES

HOSPITALITY HEROES

El Segundo hasn't just re-opened. We've re-opened right – by working with local businesses and residents to go the extra mile and make our city the safest, healthiest place to dine, shop and play. Here, you'll meet some of the Hospitality Heroes who have worked hard to make it happen!

BEACH HOUSE



HOSPITALITY/TOURISM NEWSLETTER

Curate relevant content to highlight things to do and see in El Segundo in a monthly newsletter emailed to over **4,000 subscribers** and shared on social channels.



A Twist on Tradition

This year's holiday season isn't cancelled—it just looks (and feels) a bit different. So make it a December to remember! Bundle up the family and take a drive down Main Street to enjoy the beautiful sparkling lights in Library Park or the gorgeous Christmas tree in City Hall Plaza.

Spice up your celebration with new ways to serve old favorites. Why do all the cooking? Order a delicious holiday feast prepared by a talented chef from the many restaurants in town (for delivery or takeout). Need a last-minute gift or a unique stocking stuffer? Head to Downtown El Segundo, the Plaza or the Point for an open air shopping experience.

Whether ordering takeout or stocking up on gift cards, here are some great ways to share the good cheer and make the holiday season extra bright!

Let's all do our part to support local shops and restaurants!

[PLAY VIDEO](#)



Order delivery or takeout

Supporting El Segundo restaurants is not just generous—it's also delicious. Discover [restaurants](#) open for delivery and takeout at [Gundo-to-Go](#) and get a standout meal that will have you coming back for more.

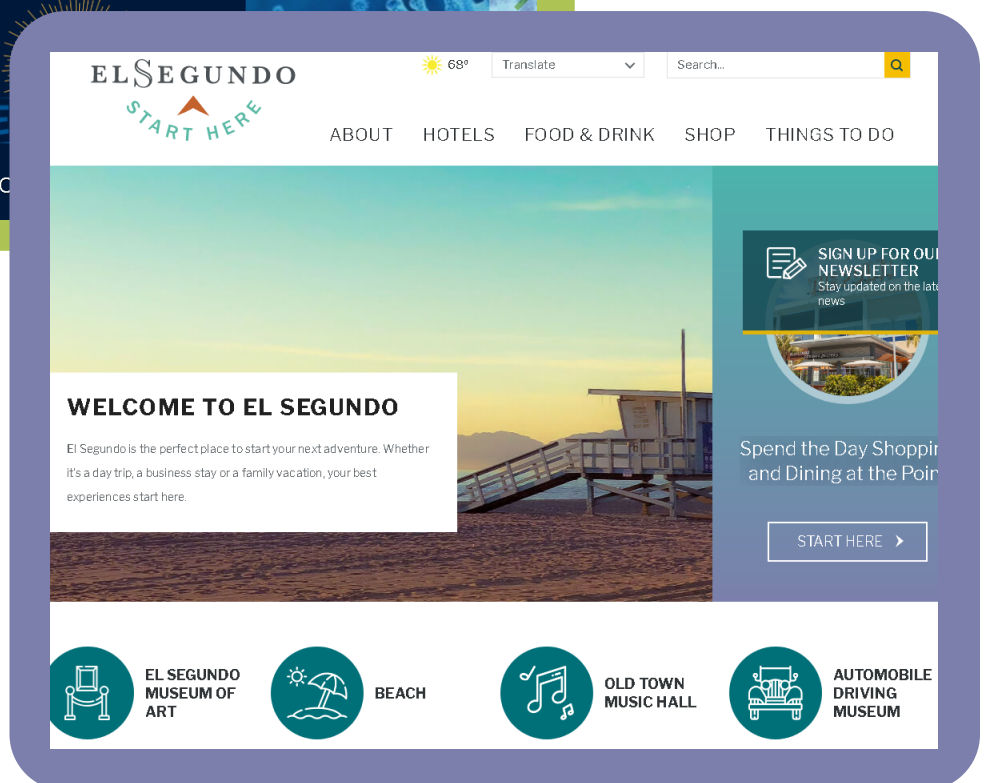
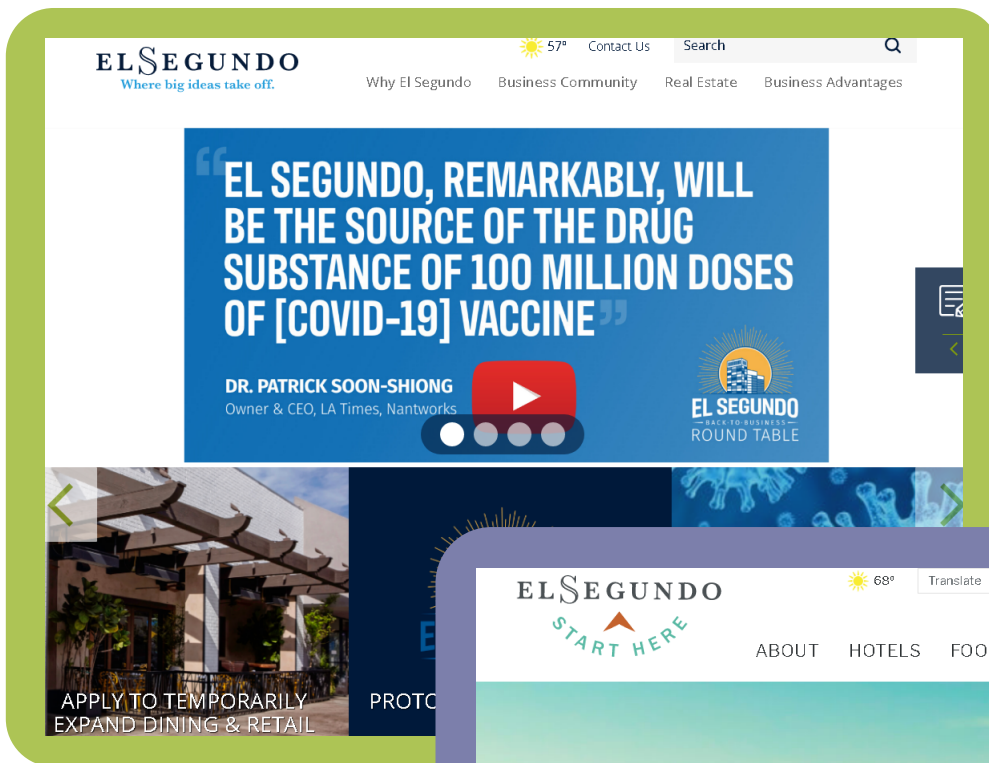


Stock up on gift cards

Make a list. Check it twice. Still not sure what to get the foodie or fashionista on your list? Don't panic. Give the gift of choice and support your local favorite. A gift certificate to any of our amazing [restaurants](#) and [retails](#) is a perfect present for anyone on your Good List.

WEBSITES

- Tourism and Economic Development sites - Strategize and design homepage banners to keep content fresh and exciting to engage repeat visitors
- Content development to enhance and maintain the website DestinationElSegundo.com and ElSegundoBusiness.com



AN OPTIMISTIC LOOK AT THE YEAR AHEAD

With projections from health officials of a successful COVID-19 vaccine deployment, the City looks ahead, planning more rigorously for the recovery phase as industries gather momentum, setting the stage for economic growth in 2021.

While it still remains to be seen how specific sectors will recover from the economic crisis, El Segundo, with its innovative companies, world-class talent, desirable location and connectivity, and core industrial diversification, will continue to attract and retain visionary projects and employers, and maintain its leadership as a place *Where big ideas take off*.

The resiliency of the City's dynamic commercial real estate market is indicative of El Segundo's regional position as the preferred home for global corporations and startups, alike, as evidence by the number of investment deals, development projects, and business expansions planned in 2021.

Noteworthy prospective projects and partnerships in the year to come include:

TOPGOLF

The global sports entertainment company plans to break ground on its first state-of-the-art Southern California golf and recreational facility with a three-level driving range in El Segundo, Spring 2021.





BUSINESS EXPANSIONS & ENTREPRENEURIAL GROWTH

Beyond Meat continues to grow and recently announced expansion into its new, state-of-the-art campus at 888 N. Douglas. This one-of-a-kind, creative campus in El Segundo will also be home to L'Oreal.

EXCITING NEW DEVELOPMENTS

New creative campuses and other redevelopments are planned for a number of El Segundo sites, including **Catalyst**, four uniquely designed buildings in Smoky Hollow, and Vella Group's property on **650 and 700 Pacific Coast Hwy** will bring a modern campus environment to the City.



Other exciting new developments include the properties at **1950 & 1960 E. Grand**, and redevelopment of former the Northrop Grumman facility at **199 Continental Blvd**. Continental Development and Mar Ventures are working on some exciting possibilities for the nearly 30-acre former **Raytheon property**.



EXCITING NEW DEVELOPMENTS

A new creative office campus is under way at **Standard Works** located at 1301 El Segundo Blvd. Another example of light manufacturing warehouses, built in the 1940's and 50's to support the oil and aircraft industries evolving into unique creative office spaces that are well suited for entertainment, digital, innovative media companies.

RESIDENTIAL DEVELOPMENT

Pacific Coast Commons is a proposed mixed-use residential development with new housing units – from studio to two bedrooms, as well as new retail along Pacific Coast Hwy.



DOWNTOWN REIMAGINED

With City Council's direction and vision to promote economic growth for businesses and the community, the City is reviewing proposals from consulting firms to revise the Downtown Specific Plan. The plan update will preserve and enhance the unique character of Downtown, but will increase flexibility to allow the City to be more adaptable to change. The updated Specific Plan will pave the way for new exciting development and support our local businesses.



ENHANCED MARKETING APPROACH

As more sectors gradually resume, El Segundo remains committed to move forward with reopening safely and support the business community with an enhanced marketing campaign to promote the City as the ideal place to live, work, visit and play.

STRENGTHENED STAKEHOLDER COLLABORATION

The City is highly committed to continuing the strategic partnership formed over the years with El Segundo's Economic Development Advisory Council (EDAC) as it transitions into El Segundo Economic Development Corporation (EDC). We look forward to all the coming year will bring.



EL SEGUNDO

Where big ideas take off.

ECONOMIC DEVELOPMENT DIVISION 2020 ANNUAL REPORT

Prepared by

Deputy City Manager, Barbara Voss
Economic Development Coordinator, Cristina Reveles

Submitted to

El Segundo City Council
