





City of Carson Report to Mayor and City Council

December 21, 2010
New Business Discussion

SUBJECT: CONSIDERATION OF RESOLUTION NO. 10-125 SUPPORTING BUSINESS DEVELOPMENT EFFORTS FOR EXISTING AND POTENTIAL BUSINESSES


Submitted by Clifford W. Graves
Economic Development General Manager


Approved by Jerome G. Groomes
City Manager

I. SUMMARY

THIS IS A COMPANION AGENDA ITEM

This item is on the agenda at the request of Councilmember Davis-Holmes. The city and Carson Redevelopment Agency actively support the development and maintenance of a healthy local economy. This report presents the activities of the last year and a listing of available assistance programs while seeking approval for some new programs to keep Carson's economy strong and growing.

II. RECOMMENDATION

TAKE the following actions:

1. RECEIVE and FILE the report on activities.
2. APPROVE the proposed business development initiatives.
3. APPROVE the outreach program with California Manufacturing Technology Consulting.
4. WAIVE further reading and ADOPT Resolution No. 10-125, "A RESOLUTION OF THE CITY COUNCIL OF THE CITY OF CARSON, CALIFORNIA, IN SUPPORT OF "BUSINESS FRIENDLY PRINCIPLES" AS PART OF THE SOUTHERN CALIFORNIA ASSOCIATION OF GOVERNMENTS' DEVELOPMENT OF A SOUTHERN CALIFORNIA ECONOMIC GROWTH STRATEGY."

III. ALTERNATIVES

TAKE another action the Council deems appropriate.

IV. BACKGROUND

The task of Carson's Business Development Division is to attract, retain and expand businesses within the city of Carson. The city recognizes the value and importance of a strong and diverse business community. Carson has been a

community that recognizes its businesses. Last month, the Los Angeles Economic Development Corporation (LAEDC) recognized the city's commitment to a healthy economy by naming the city one of the most business friendly cities in the county. This report lists some of the highlights of business development activities for this calendar year, introduces a new resource guide and presents some new initiatives for consideration.

Program Highlights of 2010

Carson Business Expo - February

In conjunction with the Chamber of Commerce annual business expo, the Business Development Division created a training program for small businesses. The Small Business Development Center, the city's ongoing partner in business assistance, provided a series of free workshops on business planning and marketing. Planning is underway for next year's expo to expand on the workshops.

City of Carson Annual Business Awards - June

Each year, the city of Carson and the Carson Economic Development Commission host an annual event to recognize outstanding businesses in the community while also honoring the remarkable contributions these local companies have made to the city's overall economic vitality. The annual business awards breakfast is part of the city's overall efforts to promote the success of local businesses while encouraging and facilitating new business entry and future expansion of existing businesses located throughout the city. Over the past 21 years, those businesses recognized by the city have helped create new jobs and new employment, recreational, entertainment, and retail opportunities for Carson residents and visitors from all across southern California and beyond. This year's theme was "Jobs, Jobs, Jobs" and included recognition of Carl's Jr., Ducommun, Hair Architects, IKEA, NYK Logistics, and Prime Wheel.

Business Visitations – Primarily March through July

For many years, the Business Development Division has conducted business visitations. In response to the state of the economy, staff made a concerted effort to meet with businesses, particularly the top sales tax generators. Staff met with half of the top 100 sales tax generators and a number of other businesses as well. The visits are an opportunity to find out about issues and concerns each business has and discuss how the city can assist. For many companies, the city can serve as a conduit to other local businesses. Under the new initiatives below, there is a discussion of expanding the visitations.

Chivas Carson Day - July

Over the past three years, the city of Carson and Chivas USA (Chivas USA is one of two Major League Soccer professional soccer clubs that use the Home Depot Center in Carson as their home field) have partnered to host the annual Chivas Carson Day at the Home Depot Center. Local groups, individuals, and businesses are given the opportunity to purchase discounted game-day tickets for a Chivas

USA home game. A percentage of all ticket sales from Chivas Carson Day are donated to local community organizations and charities. Local restaurants and other businesses are able to lease a booth at the accompanying expo to advertise available goods and services to the community and to other businesses.

The Carson Pulse (Facebook) – September

Business Development launched a Facebook page for Carson businesses. The page is a resource for business activities in the city, with new postings almost every day and sometimes several postings each day. Information ranges from business tips to happenings at local firms. At this writing, there are almost 400 active users. Staff is working with the chamber and businesses to help them make the most of social networking resources.

Carson Career Expo - September

Over 300 job seekers and almost 30 employers met at the South Bay Pavilion in an event put on by the Carson Career Center and the South Bay Professional Association. The majority of the job seekers and most of the employers were from Carson. Both groups were very satisfied with the event. A post-event survey showed most of the employers hired someone from the expo with several hires still in process. The event included a series of workshops on subjects like interviewing and power networking. Attendees rated the workshops very highly. This is the first major multi-employer job fair for the city in several years.

Tri-Carson - October

The city of Carson's Business Development staff, the Carson Chamber of Commerce, Chivas USA, and California State University Dominguez Hills (CSUDH) hosted Tri-Carson, a reverse sprint distance triathlon. Tri-Carson helped introduce people throughout the Southern California region to the city of Carson, the Home Depot Center, and CSUDH. Tri-Carson drew participants from a wide area, drawing attention to the city's balanced quality of life. Tri-Carson helped further advance the city's already strong business environment by introducing Carson, the Home Depot Center, CSUDH, and community businesses to participants that might not otherwise visit Carson. The event used no public funds and generated funds for CSUDH athletic programs.

Most Business Friendly City Program - November

As noted above, the LAEDC annually recognizes cities for being business friendly. This was Carson's first application, and Carson was a finalist for the honor. Staff from various city departments collaborated on preparing the lengthy application. The final submission was two inches thick with double-sided printing. Several Carson businesses provided letters of support for the city's application.

Business Assistance Programs

Attached to this report (Exhibit No. 1) is a partial resource listing for business assistance from local and other sources. Categories are information, technical assistance and financing. Staff is developing an on-line library for accessing the

information, allowing users to search by the above categories, type of business and more. Maintaining the directory on-line eliminates printing costs and is much easier to keep current. Since most of the resources are on-line resources themselves, it makes sense to present the information on the Internet. The following is a listing of the programs. The exhibit contains a description of each item. A summary brochure may be created to direct people to the web site.

Information

Business Tax Information Booklet
City of Carson, Business License Application
City of Carson, Permit Fee Schedule
City of Carson, Development Services Department, Building & Safety (Permits & Inspection) Division
Carson GIS Property Information System
Carson Sites
Carson California Makes Sense (marketing materials)
"Where to Dine in Carson" (being replaced by on-line service)
Carson Small Business Resource Guide
Carson Fact Sheet
Carson Chamber of Commerce
Los Angeles Economic Development Corporation
South Bay Economic Development Partnership
South Bay Workforce Investment Board
South Coast Air Quality Management District
California Travel and Tourism Commission
California Integrated Waste Management Board, CalRecycle, State of California
California State Controller's Office
California Department of Finance
California State Board of Equalization
California Employment Development Department
California Department of Industrial Relations
United States Census Bureau

Technical Assistance

City of Carson Economic Development Work Group
Carson Career Center
Carson Economic Development Services, Tools for Business Success
South Bay Small Business Development Center
Business Training Center, El Camino College
Southern California Edison, Economic Development
Southern California Gas Company
California Manufacturing Technology Consulting
United States Economic Development Administration
United States Small Business Administration

Financial Assistance

Carson Redevelopment Agency

Section 108 Loan Guarantee/Brownfields Economic Development Initiative

Brownfields Clean-up Revolving Loan Fund

Industrial Development Revenue Bond Program

Commercial Façade Program

Advantage Certified Development Corporation (formerly Long Beach Area CDC)

Recycling Market Development Zones, CalRecycle, State of California

Employment Training Panel, State of California

Grow Carson Fund via the National Development Council

New Initiatives

ShopQA – Carson is partnering with a company called WebQA to develop a portal for Carson businesses to reach the public. In short, ShopQA is a service for people in the community to find businesses they need. Each business fits in one or more easy to search categories. The information for that business includes a map to find the location, coupons or specials and can serve as a free web site for each business or link to an existing company web site. It would be integrated into the city's existing web site. After the \$3,000.00 setup fee, the cost is only \$500.00 yearly to cover every business in Carson. There is no cost for each company to participate.

For ShopQA to work, the key will be outreach. The chamber will need to give its support to the effort and provide opportunities to reach the many businesses that are members. Plus, the support of the chamber should alleviate misgivings some firms may have that this is a government-run program, which may be an issue for some people.

In the end, staff will need to meet with businesses one on one through the business visitations. Since the Business Development staff consists of the manager, an analyst and half of the business and employment development assistant's time, there will have to be outside resources to supplement. A discussion of these issues follows later in this report.

At some point, it may make sense to shift operation of ShopQA to the Chamber of Commerce. It is a natural fit and takes the city out of the operation. There has been some conversation with the chamber, and the matter would require more thought and planning before giving the responsibility over to them.

Carson Business to Business – Through the business visitations described earlier in this report, it became apparent that *ad hoc* efforts to connect businesses cannot have more than a very limited impact. There are over 2,000 businesses in Carson with two or more employees and 161 with more than 50 employees. It is simply not possible for a few city staff people to keep in regular contact with that many organizations and maintain relationships with the changing people at each

company. Carson needs to leverage technology and other partners to make that happen.

Toward that end, staff is working on a pilot project with WebQA to connect these businesses on a continuing basis. The method would be a service for companies to list their products and services along with special pricing for other local companies. As with ShopQA for consumers, it would be easy for companies to find local suppliers at good prices. The added benefit of local purchasing is easier access for shipping and resolution of any problems.

CMTC Consulting Program – California Manufacturing Technology Consulting is a non-profit consulting company whose sole mission is to assist manufacturers to improve profits, stimulate growth, create and retain jobs and improve productivity. CMTC is targeting Carson as a community rich in firms that would benefit from such service. The organization has proposed a pair of workshops in conjunction with the city to encourage firms to take advantage of these services. The LAEDC, Edison and the Gas Company would be asked to participate as well. The Agency would cover the cost of food and related expenses. CMTC expects to have about 50 attendees, so the cost is not large. A key concern is that the attendees be the top decision makers. A coordinated marketing program will ensure that happens.

Staffing issues

Staff proposes using the time of two existing consultants along with interns. The consultants are Patrick Martinez and Alejandra Gutierrez. Mr. Martinez is a Carson resident who retired as director of the Gardena work source center and has been advising Carson for the last year on integration of business and employment development programs. His existing agreement includes business outreach. Ms. Gutierrez is also a Carson resident and comes from the social networking industry. She has been helping Carson since August in the area of social networking and business outreach. Her agreement is expiring. Since the agreement is \$30,000.00, it requires Agency Board approval. The draft agreement is attached (Exhibit No. 3). In addition, the Business Development Division anticipates hiring one or two interns to assist in the business outreach efforts.

Southern California Association of Governments resolution

SCAG is seeking support for business friendly principles as follows:

1. Economic development as a priority
2. Business partnership
3. Business responsive processes
4. Attractiveness to business investment

These have long been priorities in Carson as evidenced by the LAEDC's recent recognition of the city as a business friendly city. Staff recommends the City

Council approve the resolution to encourage the development of a healthy regional economy.

The Economic Development Commission considered this report on December 2, 2010, and unanimously recommended approval of the staff recommendations.

V. FISCAL IMPACT

Funds are included for each program and consultant in the proposed FY 2010/11 Agency budget.

VI. EXHIBITS

- 1. Business assistance programs. (pgs. 8-17)
- 2. Resolution No. 10-125. (pgs. 18-19)
- 3. Draft agreement for Alejandra Gutierrez. (pgs. 20-31)

Prepared by: Barry Waite, Business & Employment Development Manager

sf:Rev061902

Reviewed by:

City Clerk	City Treasurer
Administrative Services	Development Services
Economic Development Services	Public Services

Action taken by City Council

Date _____ Action _____

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Informational**City of Carson Business Tax Information Booklet**

(http://ci.carson.ca.us/content/department/admin_service/finance.asp)

All parts of the city of Carson are committed to creating a business friendly environment. The city's Revenue Division has a user-friendly booklet on business tax information existing and new businesses need to know in order to do business in Carson. The booklet provides important answers to frequently asked questions concerning the city's business tax ordinance and requirements and a short but detailed checklist for new businesses interested in starting operation in Carson. It includes a detailed telephone and address directory for government agencies businesses might find useful when starting a new operation or expanding in the city.

City of Carson, Business License Application

(http://ci.carson.ca.us/content/department/admin_service/buslicense.asp)

The city of Carson has committed itself to significantly reducing the amount of time it takes for new and existing businesses to receive or renew their business license. For new business licenses, the city is able to process the application in approximately 20 minutes on average. For existing businesses renewing their business license, the city is able to process the application in approximately 10 minutes on average. Applications for new business licenses as well as applications for renewing an existing business license are both available online through the city's Administrative Services Department and Business License Division.

City of Carson, Permit Fee Schedule

(http://ci.carson.ca.us/content/department/admin_service/scheduleofpermit.asp)

As part of the city of Carson's efforts to help tailor city administrative services including its business licensing services to the needs of specific businesses, the city has posted a schedule of the different permit fees broken down by type. This information is available online through the city's Administrative Services Department and Business License Division.

City of Carson, Development Services Department, Building & Safety (Permits & Inspection) Division

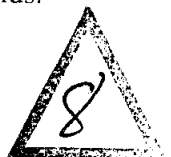
(http://ci.carson.ca.us/content/department/dev_service/buildingpermits.asp)

As part of the city of Carson's wider effort to continually improve and enhance its communication with Carson's business community, the city, the county's Building & Safety Division have developed a streamlined process to cover most development, new construction, and tenant improvement permit needs. All relevant permit information is available at either the 's front counter located at City Hall or online. The division uses a single, streamlined application form to cover most tenant improvement and new construction permit needs. This form is also available at the Development Services Department's front counter located at City Hall or online.

Carson Property Information System

(<http://www.carsonproperty.info/>)

The Carson Property Information System is part of the city of Carson's ongoing efforts to provide a wide variety of information to interested residents, businesses, and visitors in and around the city of Carson. The Carson Property Information System is an online tool that provides users with real-time property information on a variety of topics using a variety of fields.



Residents, businesses, and visitors can select individual parcels and retrieve online, real-time data about the parcel. The interactive search function lets users find the location of particular properties in the city of Carson.

Carson Sites

(www.carsonsites.com)

Carson Sites is a web-based property location service specifically designed to fit business needs. The city of Carson was one of the first cities to make such a service available, providing a site for property owners and commercial brokers to list properties for either sale or lease. The city of Carson is now working on a next generation system that will allow users to find and retrieve demographic data for a site using either a distance radius or drive time radius. The city of Carson provides this service to the commercial real estate brokerage and business community at no cost.

Carson California Makes Sense

The Carson California Makes Sense program is designed to communicate the city's strong business friendly history and environment to new businesses interested in starting a new operation within the city and to existing businesses interested in expanding a current operation. Coupled with special events and physical site visits to local businesses, the city of Carson has developed an elaborate set of marketing materials as part of the Carson California Makes Sense program. These materials cover important information in four primary categories *restaurants, entertainment, quality of life, and business and employers*. The program also focuses on the key reasons the city makes sense for businesses to start or expand an existing one within the city.

“Where to Dine in Carson”, Carson Restaurant Guide

(http://ci.carson.ca.us/content/department/about_carson/restaurant_guide.asp)

The city of Carson strives to match customers with dining options through the use of the Carson Restaurant Guide. The Carson Restaurant Guide is distributed by the city of Carson through a variety of outlets including the offices of different city departments, the city's community center, direct mailers, and special events hosted and/or attended by the city and city staff. The guide, which publishes the name of the restaurant, a contact phone number, and an address for the restaurant, is made available by the city of Carson at no-charge. A new on line application includes search functions and detailed maps.

Carson Small Business Resource Guide

(http://ci.carson.ca.us/content/department/eco_dev_service/smallbusinessguide.asp)

The Carson Small Business Resource Guide is part of the city's Carson Makes Sense program. Existing and new small businesses can access a variety of material concerning new and existing small business attraction, retention, and expansion, including information on how individuals and businesses can obtain municipal and redevelopment business financial services, information on the city's career and employment training and placement services, and direct access to other small business related services.

Carson Fact Sheet

(http://ci.carson.ca.us/content/department/eco_dev_service/carsonfactsheet.asp)

The Carson Fact Sheet is available online and presents routinely updated information on comparative business license fees, crime rates, and utility user taxes between the city of Carson



and other jurisdictions located throughout the South Bay and southern California. The Carson Fact Sheet provides a summary of key demographic and economic characteristics that new and existing businesses routinely need in order to make informed business attraction, retention, and expansion decisions.

Carson Chamber of Commerce

(<http://www.carsonchamber.com>)

The Carson Chamber of Commerce is dedicated to making the city of Carson a stable and friendly community in which to work, shop, reside, and play. The chamber consists of business and professional members united for the purpose of business and community involvement. As a voice for business, the chamber takes pride in going beyond business advocacy, attraction, and expansion efforts in order to reflect the feelings and needs of the entire community. The chamber has several committees to encourage new and existing business attraction, retention, and expansion throughout the city, including the Ambassadors Committee, the Legislative Affairs Committee, the Leadership Carson Committee, the Executive Committee, the Special Event Committee, the Economic Development Committee, and the Strategic Initiative Committee.

Los Angeles Economic Development Corporation

(<http://www.laedc.org/>)

The LAEDC is uniquely positioned to help expanding businesses take full advantage of all that Los Angeles has to offer. Through a broad-based coalition of chambers of commerce, trade organizations, business associations, and government officials, the LAEDC's team of economic-development professionals offers confidential, free-of-charge information. This information and assistance is offered to decision-makers and consultants representing both significant large and small, domestic and international businesses in all sectors. The department's staff provides business assistance services and answering any of your inquiries. The LAEDC's services include help with permitting, incentives, workforce development, and financing assistance, as well as project management and connections to public/private resources, cities and regional EDCs.

South Bay Economic Development Partnership

(<http://www.southbaypartnership.com/>)

The South Bay Economic Development Partnership (SBEDP) was founded in 1996 as a collaboration of business, labor, education and government. The primary goal is to plan and implement an economic development and marketing strategies designed to retain and create jobs and stimulate economic growth in the South Bay economic region of Los Angeles County. The SBEDP holds the annual Economic Forecast Conference to discuss the current state of the economy and to discuss how to best plan.

South Bay Workforce Investment Board

(<http://www.sbwib.org/>)

The South Bay Workforce Investment Board's (SBWIB) primary mission is to promote a fully integrated workforce investment policy development process, to forge partnerships among economic and community development agencies, and strive for continuous improvement to meet job seeker and employment needs. Through a strategic partnership with other affiliates, the SBWIB has developed a number of one-stop business and career centers in Inglewood, Beach Cities, Gardena, and Carson. Each of these one-stop business and career centers offer a wide



array of services including recruitment and pre-screening of qualified applicants, easy access to post job listings, job and industry growth trends and forecasts, wage data and labor market information, and compliance information on Federal and state legislation.

South Coast Air Quality Management District

(<http://www.aqmd.gov/>)

The South Coast Air Quality Management District (SCAQMD) is the primary air pollution control agency for all of Orange County and the urban portions of Los Angeles, Riverside, and San Bernardino counties. SCAQMD is responsible for controlling emissions primarily from stationary sources of air pollution, including anything from large power plants and refineries to corner gas stations. SCAQMD provides a variety of information that businesses will need to know if they wish to do businesses within the SCAQMD including annual emissions reporting information, a list of certified equipment and low VOC products, and test protocols and technical guidance documents.

California Travel and Tourism Commission

(<http://tourism.visitcalifornia.com/>)

The California Travel and Tourism Commission is a non-profit organization with a mission to develop and maintain marketing programs, in partnership with the state's travel industry, that keep California a premier travel destination. Formed in 1988, the California Travel and Tourism Commission works jointly with the state of California's Division of Tourism to implement the state's annual tourism and marketing plan. Individuals and businesses can access a variety of reports online. These reports detail different tourism counts and trends for the state of California and different regional and local communities located throughout the state.

California Integrated Waste Management Board, CalRecycle, State of California

(<http://www.calrecycle.ca.gov/>)

The California Integrated Waste Management Board, or CalRecycle, brings together the state's recycling and waste management programs, continuing a tradition of environmental stewardship in the state of California. CalRecycle's website is designed for California consumers, businesses, recycling and waste-hauling industries, nonprofit organizations, educational facilities, and others to access a variety of programs and information related to protecting California's environment while encouraging the development of new industry and new businesses.

California State Controller's Office, State of California

(<http://www.sco.ca.gov/index.html>)

The California State Controller is the Chief Financial Officer for the State of California. The various functions of the California State Controller include accounting for and controlling disbursement of all state funds, administers the state's Uniform State Payroll System, inform the public of the state's financial condition, and administer the state's Property Tax Postponement Program. The California State Controller's Office also publishes a variety of yearly, quarterly, and monthly reports on state and local government activity, a number of reports sent to the California State Legislature, and several tax publications for both individuals and businesses.



California Department of Finance, State of California

(<http://www.dof.ca.gov/>)

The California Department of Finance serves as the state government's chief fiscal policy advisor. In addition to its many responsibilities and roles, the California Department of Finance is responsible for establishing appropriate fiscal policies to carry out the state's programs, to analyze legislation for its fiscal impact, to monitor and audit expenditures by state departments to ensure compliance with the law, approved standards, and policies, to develop and distribute population and enrollment estimates and projections, and develop economic forecasts and revenue estimates. These population, enrollment, economic, and revenue estimates are made available online through a variety of reports that individuals and businesses can access online.

California State Board of Equalization, State of California

(<http://www.boe.ca.gov/sutax/pam71.htm>)

The California State Board of Equalization administers the state's tax code. The board provides individuals and businesses with a variety of reports and forms, including information on environmental fees, excuse taxes, fuel taxes, property taxes, and sales and use taxes. The California State Board of Equalization has developed its own small business center (http://www.boe.ca.gov/info/small_business.htm), which individuals and businesses can access online. The board provides a variety of small business services including free small business and nonprofit seminars, information on starting a business in California, and links to other economic development organizations and agencies throughout the state.

California Employment Development Department, State of California

(<http://www.edd.ca.gov/>)

The California Employment Development Department is one of the state's largest departments and helps provide individuals and businesses with a wide range of employment-related information and services. Through the California Employment Development Department's website, individuals and businesses can gain access to an online job bank and resume bank, called CalJOBS, which contains thousands of job openings and the largest pool of candidates in the state. Other online services include access to different labor market tools designed to help make educated business and employment decisions, information on filing Unemployment Insurance, Disability Insurance, or Paid Family Leave claims, payroll tax information and forms, and an array of other employment and training services.

California Department of Industrial Relations, State of California

(<http://www.dir.ca.gov/>)

The California Department of Industrial Relations provides individuals and businesses with services, programs, and information pertaining to various aspects of California's existing state labor laws. Through the California Department of Industrial Relations website, certain businesses can register as required by state law. The department provides information on workers compensation, employee rights, and information pertaining to California's State Labor Code. A variety of reports, including the Director's General Prevailing Wage Determinations report and the Director's Residential Prevailing Wage Determinations report, are available online to individuals and businesses at no charge. The department also has its own small business portal (<http://www.dir.ca.gov/SmallBusiness/index.htm>) to provide information and technical assistance to new and existing small businesses.



United States Census Bureau

(<http://www.census.gov/>)

The United States Census Bureau is the nation's primary repository of various population and housing characteristics, economic characteristics, and other indicators that measure various demographic, housing, economic, and social indicators. Users can access routinely updated data directly from the United States Census Bureau or from the U.S. Census Bureau's American FactFinder interactive online web-based search engine. Various demographic, housing, economic, and social indicators and characteristics can be accessed at the national, state, regional, county, metropolitan-statistical area, or local municipal levels.

Technical Assistance**City of Carson, Economic Development Work Group**

(<http://ci.carson.ca.us//content/department/ecodevelopment.asp>)

The city's Economic Development Work Group houses five separate divisions, including: 1) the Business Development Division, 2) the Employment Development Division, 3) the Planning Division, and 4) the Redevelopment Division or the Carson Redevelopment Agency. Various economic development information and services provided by the city of Carson through the Economic Development Work Group can be accessed online.

Carson Career Center

(http://ci.carson.ca.us/content/department/eco_dev_service/jchouse.asp)

The Carson One Stop Career Center provides comprehensive employment and training services, including a resource center with access to computers, fax machines, copiers, and telephones. Other services include a resume distribution program; a career resource library, labor market information, networking opportunities, job search workshops, on-site interviews with local employers, transferable skills information, job leads, recruitment assistance and training programs.

Carson Economic Development Services, Tools for Business Success

(<http://carson.toolsforbusiness.info>)

The city of Carson's "Tools for Business Success" portal is a single online point where local and area businesses can access a wide variety of important information that the city's business clients need in order to be successful. By creating this one-stop point of access, the city of Carson can continue to effectively communicate with and about its business clients. The city has developed this service to communicate to local and area businesses a wide variety of information including business tools for tough economic times, business planning and assistance, funding programs, directory of sources of capital, business incentives, business formation information, various government requirements, employer assistance information, online sources for business books and online business classes, and information about business and employee training.

South Bay Small Business Development Center

(<http://www.southbaysbdc.com/>)

The South Bay Small Business Development Center offers no-charge, personalized business assistance in a confidential, one-on-one setting. Valuable, low-cost seminars cover such important topics as access to capital, QuickBooks, employment law, marketing, government



contracting, web technology, and writing a business plan, taught by the center's professional business consultants and industry experts. The South Bay SBDC is located at El Camino Community College.

Business Training Center, El Camino College

(<http://www.businessassist.org/>)

The Business Training Center (BTC) at El Camino College offers a variety of business-oriented technical assistance services designed to help new and existing small businesses grow. In addition to more generalized technical business assistance services, the BTC has developed several specialized services such as business management, professional development, and career development. Working with regional experts, the BTC also hosts a variety of workshops and seminars throughout the year, covering a variety of topics including how to develop a business plan, forming a corporation, financing, marketing, and accounting.

Southern California Edison, Economic Development

(<http://www.sce.com/b-ebd/economic-development.htm>)

Southern California Edison's (SCE) Economic Development division provides new and existing businesses with a wide range of informational and technical assistance. SCE provides a variety of location consulting services, including location incentives, financial assistance, and film location services, and a variety of workforce development services, including education, training, and regional labor data. SEC also provides a variety of emerging business services, including a list of and online access to existing business incubators located throughout southern California.

Southern California Gas Company

(<http://www.socalgas.com/index/>)

The Southern California Gas Company has comprehensive energy saving programs to help home owners, businesses, builders, and property managers reduce their energy consumption and save money. The Gas Co. provides a variety of energy saving services, including energy efficiency rebates and incentives, on-site power generation incentives, and a vendor participation program to encourage energy conservation. Other energy saving programs for businesses are energy assessments for industrial customers, training and technical assistance, financing, including 0% financing for qualified energy-efficiency projects, and other related information and services.

California Manufacturing Technology Consulting

(<http://www.cmtc.com/consulting-approach.html>)

California Manufacturing Technology Consulting (CMTC) is a nonprofit organization that provides manufacturing and distribution consulting services designed to improve California's state-wide industrial base. CMTC specializes in several core industries including aerospace and defense, automotive, consumer, and industrial. One of CMTC's signature programs is the Small Manufacturer's Advantage program, which provides both expertise and leadership for new and existing small manufacturers in order to help them identify and solve problems as they arise.

United States Economic Development Administration

(<http://www.eda.gov/>)

The United States Economic Development Administration (EDA) is responsible for leading the federal government's economic development agenda promoting competitiveness and preparing



different regions across the US for growth and success in the worldwide economy. EDA is an agency within the US Commerce Department partnering with different distressed communities to foster job creation, collaboration, and innovation. The United States EDA the Public Works and Economic Development, Economic Adjustment Assistance, Research and National Technical Assistance, and Trade Adjustment Assistance for Firms programs.

United States Small Business Administration

(<http://www.sba.gov/aboutsba/sbaprograms/sbdc/index.html>)

The U.S. Small Business Administration (SBA) was created in 1953 as an independent agency of the federal government to aid, counsel, assist and protect the interests of small business concerns, to preserve free competitive enterprise and to maintain and strengthen the overall economy of our nation. The SBA helps Americans start, build and grow businesses. Through an extensive network of field offices and partnerships with public and private organizations, SBA delivers its services to people throughout the United States, Puerto Rico, the U. S. Virgin Islands and Guam.

Financial Assistance

Carson Redevelopment Agency

(http://ci.carson.ca.us/content/department/eco_dev_service/redevelopment.asp)

The city of Carson, through the Carson Redevelopment Agency, administers and pursues ongoing urban revitalization and urban economic development efforts in three existing local redevelopment project areas. The Carson Redevelopment Agency has been one of the city's primary economic development tools designed to encourage the attraction, retention, and expansion of new and existing businesses to and throughout the city of Carson by eliminating physical and economic blight. The city and the Agency have developed a short three-page application form along with application guidelines. Both the application and the application guidelines are available online through the Carson Business Development Division and the Carson Redevelopment Agency.

Section 108 Loan Guarantee/Brownfields Economic Development Initiative

The Section 108 Loan Guarantee program and the Brownfields Economic Development Initiative (BEDI) have been the city of Carson's two primary financial assistance programs designed to encourage site remediation and private sector re-use of existing brownfields within the city's limits.

Brownfields Clean-up Revolving Loan Fund

Realizing that future brownfield remediation efforts were going to require additional financial support from the city, the city of Carson created the Brownfields Clean-up Revolving Loan Fund as part of the city's wider efforts to encourage private sector re-use of existing brownfields located within the city's limits. The Brownfields Clean-up Revolving Loan Fund targets small to mid-sized brownfields projects up to an allowable project cost of \$600,000.

California Industrial Development Revenue Bond

(http://www.ibank.ca.gov/industrial_dev_bonds.htm)

Industrial Development Bonds (IDBs) are tax-exempt securities issued up to \$10 million by a governmental entity to provide money for the acquisition, construction, rehabilitation and equipping of manufacturing and processing facilities for private companies. IDBs can be issued



by the I-Bank, local Industrial Development Authorities, or by Joint Powers Authorities. The program is administered by the California Infrastructure and Economic Development Bank.

Grow Carson Fund

The Grow Carson Fund is a unique economic development partnership between the city of Carson, the Carson Redevelopment Agency, and Grow America Fund, Inc. (GAF). The Carson Redevelopment Agency and GAF have established and capitalized the Grow Carson Fund as an economic development tool designed to assist eligible small businesses within the city to obtain the financing to grow their businesses and contribute to the city's long-term, stable, economic and business growth. Qualified for-profit businesses can apply for a loan from fund for any amount between \$100,000 and \$2 million. A loan made from the fund can be used for many legitimate business purpose, including working capital, the machinery and equipment, acquisition of land and buildings, construction, renovations, and tenant improvements.

Commercial Façade Program

(http://ci.carson.ca.us/content/files/pdfs/housing/Commercial_Facade_Rehab_Application_brochure.pdf)

The Façade Improvement Program was designed for the renovation of existing commercial buildings located in Community Development Block Grant and Redevelopment Project Areas. The program enables interested owners and tenants of commercial properties within the boundaries of designated areas to upgrade and improve the exterior appearance of their business. Through these renovations, the city hopes to stimulate economic growth and redevelopment, improve the aesthetics of existing commercial properties that will encourage local residents and visitors to see the city has great places to visit, shop and work.

Advantage Certified Development Corporation (formerly Long Beach Area CDC)

(<http://www.advantagecdc.org/index.htm>)

The Advantage Certified Development Corporation (Advantage CDC) is a private non-profit corporation, licensed and certified by the U.S. Small Business Administration (SBA) to provide low-cost, long-term SBA loans to assist small businesses located throughout California. Advantage CDC is an experienced SBA lender with an extensive history of successfully financing business expansion projects. In addition to being a direct SBA lender, Advantage CDC offers SBA 7(a) loan packaging and loan placement services throughout California. Advantage CDC also has intermediary designations from the Los Angeles and Santa Ana District Offices of the U.S. Small Business Administration for pre-qualification loans.

Recycling Market Development Zones, CalRecycle, State of California

(<http://www.calrecycle.ca.gov/rmdz/>)

The Recycling Market Development Zone (RMDZ) program combines recycling with economic development in order to fuel the creation of new businesses, the expansion of existing businesses, create jobs, and divert waste from existing landfills. The RMDZ program provides attractive loans, technical assistance, and free product marketing to businesses that use materials from the waste stream to manufacture their products and are located in an existing RMDZ. Assistance is provided through local program administrators and CalRecycle's Referral Team.



Employment Training Panel, State of California

(<http://www.etp.cahwnet.gov/>)

The Employment Training Panel (ETP) provides financial assistance to California businesses in order to support customized worker training. ETP's financial assistance is designed to attract and retain businesses that contribute to a health California economy, provide workers with secure jobs that pay good wages and have opportunities for advancement, assist employers to successfully compete in the global economy, and promote the benefits and ongoing investment of training among employers.

National Development Council

(<http://www.nationaldevelopmentcouncil.org>)

The National Development Council provides access to SBA programs and loans along with specialized program such as the Grow America Fund/Grow Carson Fund. The National Development Council acts as a financial consultant to the Carson Redevelopment Agency by reviewing requests for financial assistance.



RESOLUTION NO. 10-125

A RESOLUTION OF THE CITY COUNCIL OF THE CITY OF CARSON, CALIFORNIA, IN SUPPORT OF "BUSINESS FRIENDLY PRINCIPLES" AS PART OF THE SOUTHERN CALIFORNIA ASSOCIATION OF GOVERNMENTS' DEVELOPMENT OF A SOUTHERN CALIFORNIA ECONOMIC GROWTH STRATEGY

WHEREAS, the city of Carson is a member of the Southern California Association of Governments (SCAG) who is engaged in the development of a Southern California Economic Growth Strategy;

WHEREAS, the city of Carson supports working with SCAG and other key economic stakeholders to improve the Southern California economy;

WHEREAS, the city of Carson is a business friendly municipality and has numerous practices in place to encourage economic growth within its community;

NOW, THEREFORE, the city of Carson resolves as follows:

Section 1. That the city of Carson supports the following "Business Friendly Principles" as part of SCAG's development of a Southern California Economic Growth Strategy:

Principle One – Economic Development as a Priority

The city of Carson strives to demonstrate commitment to economic development as a priority.

Principle Two - Business Partnership

The city of Carson strives to provide quality municipal services to attract and retain businesses and employees.

Principle Three-Business Responsive Processes

The city of Carson strives to communicate effectively with businesses including processes to increase its responsiveness to businesses that are seeking or doing business within its jurisdiction (commitments include responding to business inquires within an established time period and offering an expedited permitting process for new businesses).

Principle Four – Attractiveness to Business Investment

The city of Carson strives to streamline operations for efficient and responsive business assistance in areas of licensing, permitting, inspections and other municipal services and will seek to improve its attractiveness to new and existing businesses within its jurisdiction (commitments include striving to maintain competitive taxes and fees and establishing good communications with business base via newsletter or website).

Section 2. That the city of Carson authorizes its staff to submit a copy of this resolution to SCAG.

[MORE]

EXHIBIT NO. - 2



PASSED, APPROVED and ADOPTED this 21st day of December, 2010.

Mayor Jim Dear

ATTEST:

City Clerk Helen S. Kawagoe

APPROVED AS TO FORM:

City Attorney



AGREEMENT FOR PROFESSIONAL SERVICES

City of Carson / Alejandra Gutierrez

This AGREEMENT is made and entered into this 28th day of December, 2010, by and between the CITY OF CARSON, a general law and municipal corporation (hereinafter ("City")) and Alejandra Gutierrez (hereinafter "Consultant"). (The term Contractor includes professionals performing in a consulting capacity.)

RECITALS

A. In order to increase business activity in the community, the City has determined that it would be desirable for the City to retain the Consultant as a "Program Facilitator" to provide the following services: (i) develop social networking for economic development on line, (ii) leverage the use of existing resources through the Internet, (iii) train staff to use these resources, (iv) assist with event coordination for business development programs, (v) participate in business outreach programs and (vi) help develop new programs to address emerging needs as described in Exhibit "A."

B. City desires to retain Consultant as an independent contractor to provide professional services.

C. Consultant represents that she is fully qualified to perform such services by virtue of her experience, training and education.

NOW, THEREFORE, the parties hereto agree as follows:

1.0 SERVICES OF CONTRACTOR

1.1 Scope of Services

In compliance with all the terms and conditions of this Agreement, the Consultant shall perform the work of services set forth in the "Scope of Service" attached hereto as Exhibit "A" and incorporated by reference. Consultant warrants that all work and services set forth in the Scope of Services will be performed in a competent, professional and satisfactory manner.

1.2 Compliance with Law

All services rendered hereunder shall be provided in accordance with all applicable ordinances, resolutions, statutes, rules, and regulations of the City and any Federal, State or local governmental agency of competent jurisdiction.

1.3 Licenses, Permits, Fees and Assessments

EXHIBIT NO. - 3



Consultant shall obtain at its sole cost and expense such licenses, permits and approvals as may be required by law for the performance of the services required by this Agreement.

2.0 TERMS OF AGREEMENT

2.1 Schedule of Performance

This Agreement is effective December 28, 2010, and shall remain in effect until December 28, 2011, unless earlier terminated pursuant to Section 2.2.

2.2 Termination Prior to Expiration of Term

Either party may terminate this Agreement at any time, with or without cause, upon thirty (30) days written notice to the other party. Upon receipt of the notice of termination, the Consultant shall immediately cease all work or services hereunder except as maybe specifically approved by the Contract Officer. In the event of termination by the City, Consultant shall be entitled to compensation for all services rendered prior to the effective date of the notice of termination and for such additional services specifically authorized by the Contract Officer and City shall be entitled to reimbursement for any compensation paid in excess of the services rendered.

3.0 COMPENSATION

3.1. Contract Sum

City agrees to compensate Consultant for her services according to the fee and payment schedule set forth in Exhibit "B".

3.2 Method of Payment

Provided the Consultant is not in default under the terms of this Agreement, in any month in which the Consultant wishes to receive payment, no later than the first (1st) working day of such month, Consultant shall submit to the City in the form approved by the City's Finance Officer, a detailed invoice describing the tasks performed the previous month and the amount charged for each task. City shall pay the Consultant's invoices no later than the last working day of the month.

Consultant shall not be entitled to any other compensation or benefits from City of any kind or type, including, without implied limitation, benefits, insurance, and/or in-kind services. In the event of a billing dispute, or, the City in its discretion determines that services have not been performed satisfactorily, Consultant shall not be entitled to payment of any disputed amount until the dispute is resolved.



The Consultant shall assume all ordinary expenses incurred in connection with the performance of this Agreement. Such ordinary expenses shall include, without implied limitation, document reproduction expenses, computer and telephone charges. Services and expenses that are above the ordinary and are required shall not be reimbursable unless previously authorized in writing by City's designee.

4.0 COORDINATION OF WORK

4.1 Representative of Consultant

Alejandra Gutierrez is hereby designated as the Project Facilitator being the principal and representative of Consultant authorized to act in its behalf with respect to the work and services specified herein and to make all decisions in connection therewith.

4.2 Contract Officer

Barry Waite, Business Development Manager, is hereby designated as being the representative of the City authorized to act in its behalf with respect to the work and services specified herein and to make all decisions in connection therewith ("Contract Officer"). The City Manager shall have the right to designate another Contract Officer by providing written notice to Consultant.

4.3 Prohibition Against Subcontracting or Assignment

Consultant shall not contract with any entity to perform in whole or in part, the work or services required hereunder without the express written approval of the City. Neither this Agreement nor any interest may be assigned or transferred, voluntarily or by operation of law, without the prior written approval of City. Any such prohibited assignment or transfer shall be void.

4.4 Independent Consultant

Neither the City nor any of its employees shall have any control over the manner, mode or means by which Consultant, its agents or employees, perform the services required herein, except as otherwise set forth. Consultant shall at all times remain solely responsible for the services to be provided pursuant to this Agreement, regardless of whether Consultant should choose to employ any agent(s), employees(s) or other representative(s) to perform any or all such service

Consultant shall perform services herein as an independent contractor of City and shall remain under only such obligations as are consistent with that role. Consultant shall not at any time or in any manner represent that it or any of its agents or employees are agents or employees of City. While performing services hereunder, the City and Consultant acknowledge that Consultant is an independent contractor and not an officer, agent or employee of City. Consequently, Consultant shall pay all personal State and federal taxes as an independent contractor and acknowledges that, as an independent



contractor, Consultant is not covered under California workers' compensation, unemployment insurance or other employment-related laws.

5.0 MISCELLANEOUS

5.1 Covenant Against Discrimination

Consultant covenants that, by and for itself, its heirs, executors, assigns and all persons claiming under or through them, that there shall be no discrimination against or segregation of, any person or group of persons on account of race, color, creed, religion, sex, marital status, national origin, or ancestry in the performance of this Agreement. Consultant shall take affirmative action to ensure that applicants are employed and that employees are treated during employment without regard to their race, color, creed, religion, sex, marital status, national origin or ancestry.

5.2 Indemnity

The Consultant shall defend, with Counsel chosen by City, and shall hold and keep harmless the City and all of its officers, employees, volunteers, attorneys, agents and assigns thereof from all claims, demands, causes of action, costs, expenses, liability, loss, damages or injury, in law or equity that may at any time arise or be set up because of injuries to or death of persons, including wrongful death, or damage to, loss, or theft of property, including City's personnel and property, in any manner arising out of, or in the course of, the performance of this contract or incident to any alleged acts, omissions or willful misconduct of Consultant, Consultants subcontractors, officers, employees, agents and representatives arising out of or in connection with the performance of services of this Agreement, including without implied limitation, the payment of all consequential damages and attorney's fees and other related costs and expenses. Consultant shall defend, with counsel chosen by City, at Consultant's own cost, expense and risk, any and all such aforesaid suits, actions or other legal proceedings of every kind that may be brought or instituted against City, its elected officials employees, volunteers, attorneys, agents and assigns. Consultant shall pay and satisfy any judgment, award or decree that may be rendered against City and/or its elected officials, employees, volunteers, attorneys and agents in any such suit, action or other legal proceeding. Consultant shall reimburse City, its elected officials, employees, volunteers, attorneys, agents and assigns for any and all legal expenses and costs incurred by each of them in connection therewith or in enforcing the indemnity herein provided. Consultant's obligation to indemnify shall not be restricted to insurance proceeds, if any, received by City, its board members, superintendent, employees, volunteers, attorneys, agents and/or assigns.

5.3 Non-liability of City Officers and Employees

No officer or employee of the City shall be personally liable to the Consultant, or any successor in interest, in the event of any default or breach by the City or for any amount,



which may become due to the Consultant or to its successor, or for breach of any obligation of the terms of this Agreement.

5.4 Conflict of Interest

No officer or employee of the City shall have any financial interest, direct or indirect, in this Agreement nor shall any such officer or employee participate in any decision relating to the Agreement which effects her financial interest or the financial interest of any corporation, partnership or association in which he is, directly or indirectly, interested, in violation of any State statute or regulation. The Consultant warrants that it has not paid or given and will not pay or give any third party any money or other consideration for obtaining this Agreement.

5.5 Notice

Any notices, bills, invoices or reports required by this Agreement shall be deemed received on (a) the day of delivery if delivered by hand during receiving party's regular business hours; or (b) on the second business day following deposit in the United States mail postage prepaid, to the addresses below, or to such other addresses as the parties may, from time to time, designate in writing pursuant to this section.

City:

City of Carson
701 East Carson Street
Carson, CA 90745
Attention: Barry Waite
Business Development Manager

Consultant:

Alejandra Gutierrez
24229 Island Ave.
Carson, CA 90745
Phone: 310-850-8654

5.6 Interpretation

The terms of this Agreement shall be construed in accordance with the meaning of the language used and shall not be construed for or against either party by reason of the authorship of this Agreement or any other rule of construction which might otherwise apply.



5.7 Integration; Amendment

It is understood that there are no oral agreements between the parties hereto affecting this Agreement and this Agreement supersedes and cancels any and all previous negotiations, arrangements, agreements and understandings, if any, between the parties, and none shall be used to interpret this Agreement. This Agreement may be amended at any time by the mutual consent of the parties by an instrument in writing.

5.8 Severability

In the event that part of this Agreement shall be declared invalid or unenforceable by a valid judgment or decree of a court of competent jurisdiction, such invalidity or unenforceability shall not affect any of the remaining portions of this Agreement which are hereby declared as severable and shall be interpreted to carry out the intent of the parties hereunder unless the invalid provision is so material that its invalidity deprives either party of the basic benefit of their bargain or renders this Agreement meaningless.

5.9 Waiver

No delay or omission in the exercise of any right or remedy by a non-defaulting party on any default shall impair such right or remedy or be construed as a waiver. A party's consent to or approval shall not be deemed to waive or render unnecessary the other party's consent to or approval of any subsequent act. Any waiver by either party of any default must be in writing and shall not be a waiver of any other default concerning the same or any other provision of this Agreement.

5.10 Attorney's Fees

If either party to this Agreement is required to initiate or defend or be a party to any action or proceeding in any way connected to this Agreement, the prevailing party in such action or proceeding, in addition to other relief which may be granted, whether or equitable, shall be entitled to reasonable attorney's fees, whether or not the matter proceeds to judgment.

5.11 Licensing

Consultant shall, during the term of this Agreement, obtain and maintain all licenses, certificates, permits and approvals of whatever nature that are legally required to provide the services required pursuant to this Agreement.

5.12 Compliance With Laws

Consultant shall keep fully informed of and in compliance with all local, state and federal laws, rules and regulations in any manner affecting the provision of services. In the event Consultant performs any work contrary to such laws, rules and regulations, Consultant shall be solely responsible for all costs arising there from.



5.13. Governing Law /Venue

This Agreement shall be governed by the laws of the State of California. This Agreement shall not be governed by the Uniform Commercial Code. To the extent that there is to be delivery or performance of services under this Agreement, such services will not be deemed "goods" within the meaning of the Uniform Commercial Code. In The event of litigation the parties agree that the appropriate venue shall be the Los Angeles County Superior Court, Central Division and/or the federal Court within the City of Los Angeles.

5.14. Entire Agreement

It is understood and agreed that this Agreement sets forth the entire understanding of the parties regarding the subject matter thereof and no modification or amendment to this Agreement shall be binding unless said modification or amendment is in writing and duly executed by the parties.

IN WITNESS WHEREOF, the parties have executed and entered into this Agreement as of the date first written above.

"City"

ATTEST:

CITY OF CARSON

By: _____
City Clerk

By: _____
Jerry Groomes, City Manager

Approved as to form:

"Consultant"

ALESHIRE & WYNDER LLP

ALEJANDRA GUTIERREZ

By: _____
Adrienne Konigar-Macklin
City Attorney

By: _____

[End of Signatures]

Exhibit A

Description and Scope of Services

Alejandra Gutierrez

In order to successfully launch and complete many of the proposed business programs and services from the city's Business Development Office, the consultant will assist with the primary responsibilities listed below. Various programs will also be launched and maintained by the consultant, specifically the retention and attraction of an existing Facebook Page, The Carson Pulse, and the implementation of an email marketing campaign and regional business-to-business program.

BUSINESS VISITATIONS

Business visitations are well recognized as one of the best ways to reach out to local businesses. City staff is limited by capacity constraints from conducting significant numbers of visits. With the addition of the Shop QA program and business to business efforts, visitations will be more important than ever. To support the launch these programs, the consultant will perform business visitations in conjunction with city staff and assist in the development of supporting materials.

RETENTION AND ATTRACTION OF EXISTING FACEBOOK PAGE

The City of Carson Business Development office has created a Facebook page, The Carson Pulse, in order to provide a business and resident-friendly platform that will help stimulate the local economy and interests of all active 'workers' and 'players' in the city.

The division's Facebook page has attracted 100+ fans and averages 270 page views per week. The goals of this page are to:

- 1. Encourage businesses to provide valuable end-user content such as discounts, promotions and relevant business news/updates in order to accelerate business awareness and activity.**
- 2. Increase positive reviews of Carson and all city businesses.**
- 3. Promote the top businesses and workers in the city.**

A dedicated Facebook page administrator/consultant will adequately maintain the page so that all content and activity is kept to the highest standards. This includes professional, timely and relevant postings and unique content creation. Outreach via phone, email, business visitations and special events will have to be conducted on a regular basis in order to receive and present appropriate information for Facebook posts. Comments and questions from the 'fans' of the page will also arise and require prompt attention and response.

Social media responsibilities will not be limited to the following:

- Gain social followers from existing relationships.
- Educate all major players about the importance of transparency and social media in general.



- Provide valuable, timely business and city information through a social channel.
- Provide incentives to businesses to share their information online and provide deals/discounts to Carson employers, employees and residents
- Provide incentives for existing fans to promote the Facebook page online/share info about us with friends/followers.
- Participate in communities/subgroups where target market exists.
- Make it easy for all online community members to connect socially.
- Monitor conversations, verify answers and insert information that is helpful and appropriate.
- Ensure all user questions are resolved to high satisfaction.
- Encourage businesses/residents/visitors to post and share their positive experiences in Carson.
- Promote or encourage positive reviews of Carson businesses.

The page administrator/consultant will have multiple roles. He/she will be an information scout, idea creator, marketing coordinator and online community manager. These skills along with knowledge of Facebook Pages and social media in general will allow a department and city to remain current and proactive through a system of LISTENING and SHARING. A Facebook Page will allow us to listen to Carson residents and businesses, and share promptly and efficiently. By creating a strong social media strategy and well-structured Facebook Page, the city will be able to highlight its diverse business community and assist in accelerating the local economy.

CREATION OF AN EMAIL MARKETING CAMPAIGN

Outreach and effective communication are major components in sustaining strong relationships within the city and business community. The question is how do we broadcast our knowledge and information to many with ease and limited resources? A new alternative is needed.

Organized email marketing campaigns are highly effective in delivering small or large amounts of information to thousands of individuals at a time. These type of campaigns are easy to organize and if conducted on a weekly or biweekly basis, can capture an audience within a matter of clicks. The goal here is not only to attract readers but also to convert readers to fans, and raise awareness for the Business Development Office and city.

Considering the social aspects shared between a Facebook Page and email marketing campaign, it seems appropriate for the page administrator/consultant to oversee a weekly or biweekly newsletter as well. Email marketing responsibilities will not be limited to the following:

- Promote and launch the division's email newsletter campaign.
- Create a 'join our email list' campaign to gain readers and spark initial interest.
- Appropriately collect, manage and protect contact information (emails, names, etc) of interested parties.
- Educate all contributing parties about the importance of the newsletter.
- Perform research for future articles and features.



- Create and edit newsletter content in a timely and consistent fashion.
- Highlight local businesses, organizations, events and prominent issues.
- Plan and coordinate newsletter distribution with the Chamber of Commerce.
- Link newsletter content to the Business Development homepage and vice versa.
- Re-post newsletter articles on the division's Facebook page, The Carson Pulse.
- Create user-friendly forwarding options so readers can share newsletter content via their email or social networks.
- Track and measure newsletter metrics for future analysis and improvements.

In addition to a newsletter, the consultant will also be responsible for sending additional updates and such as: upcoming event details, holiday greetings, complimentary coupons or specials via the creation of partnerships with local businesses, etc.

CARSON BUSINESS-TO-BUSINESS PROGRAM

The City of Carson, Business Development Office wishes to establish a local, business-to-business program that will encourage the business community to purchase services and goods from one another. By offering incentives and encouraging business-to-business transactions, we will boost the local economy and form stronger partnerships within the business community. The program will be free, optional and exclusive – open to Carson businesses and individuals who work in the city.

The city's Business-to-Business (B2B) program will have the following main objectives:

- 1. Encourage participating businesses to provide valuable goods/services to other businesses and workers in Carson.**
- 2. Increase sales tax revenue for the city.**

Key program responsibilities are included below:

- Build program awareness among existing relationships
- Educate all major players about the importance and benefits of the program
- Research and recruit businesses that provide valuable products, services and information
 - *What companies will benefit most from this program?*
 - *What are our high-demand products/services?*
 - *What are our low-demand products/services?*
- Create a simple registration process
- Create an attractive 'preferred club' feel to the program
- Provide valuable incentives for businesses to participate and remain active
- Participate/network in communities/subgroups where target market exists
- Make it easy for all business-to-business members to connect and communicate with members and the Business Development Office
- Update and circulate (among our target market) all information related to our B2B program (participants, benefits, good/services provided).

Research, organization and strategy will aid Carson in creating a business-to-business program that is run and supported by city staff and businesses. These public



endorsements and a strong program foundation will fuel organic growth and result in a unified and sustainable local economy.

Social networking sites for all local businesses along with discount websites will also be researched in order to forward and broadcast information accordingly. Business visitations and interactions on our Web QA site will also compliment this program. The various elements and tactics will overlap in order to allow the Business Development Office to cross-promote city services, businesses and features.

Respectfully submitted,

Alejandra Gutierrez



Exhibit B

The hourly rate for Alejandra Gutierrez is \$30.00. Typical billing shall be for 30 hours per week to be invoiced by the Consultant. Total value of this agreement is not to exceed \$45,000.00.

