



Economic Development Updates



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Agenda

- Economic Development Strategic Plan
- Downtown Revitalization Plan
- Corona Chamber of Commerce
- Hispanic Entrepreneurship Support
- Shop | Dine Corona
- Live Work Corona
- Manufacturing Assistance Program

Now Speaking: Jessica Gonzales



Economic Development Strategic Plan

Stakeholder Outreach



Now Speaking: Jessica Gonzales

Economic Development Strategic Plan

95%

of Survey Respondents are
Corona Residents

3,400+
Responses

Survey Themes

- Shopping, Dining, & Entertainment
- Starting/Owning a Small Business
- Workforce Needs
- Financial Security & Wealth Building

Collection Methods

- Social Media Posts & Ads
- Email Blasts
- In-Person Outreach

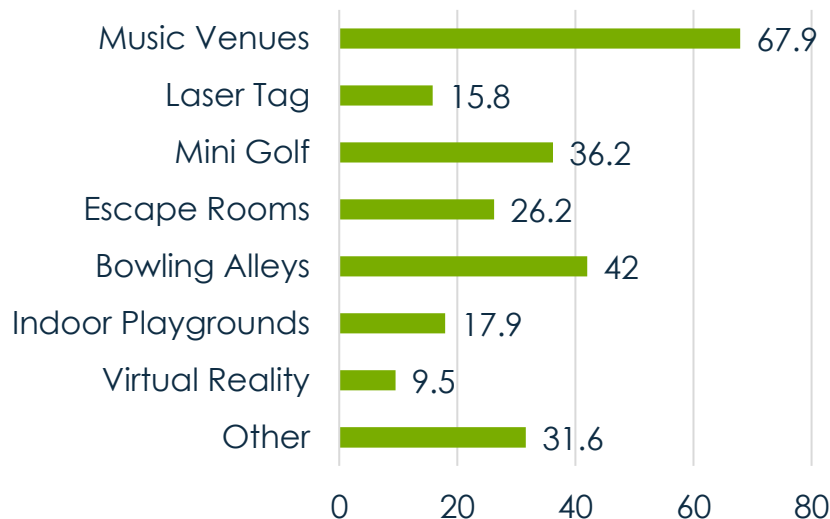
Now Speaking: Jessica Gonzales

Economic Development Strategic Plan

Most Desired Retailers/Restaurants



Desired Entertainment Types



Downtown Revitalization Plan

Downtown Due Diligence/ Research Phase	In Progress
Stakeholder Group Discussions	In Progress
Website Launch/1 st Community Workshop	Oct/Nov 2021
Project Update to City Council	Dec 2021
Initial Draft Design Guidelines	Jan/Feb 2022
Initial Draft Downtown Revitalization Plan	Feb/Mar 2022

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Downtown Revitalization Plan

Focus Group Discussion Themes

- Preserve history
- Address safety concerns
- Develop community enrichment
- Create a destination

Upcoming Efforts

- Website
- Survey
- Community Workshops

Now Speaking: Jessica Gonzales



Corona Chamber of Commerce

- Quarterly reporting and collaboration
- Cross collaboration with additional agencies
- Heightened emphasis on inclusivity and diversity

Now Speaking: Amanda Wicker



GOVERNMENT CONTRACTING SEMINAR: *AM I READY TO DO BUSINESS WITH THE GOVERNMENT?*

TUESDAY, SEPTEMBER 21 | 1:30-3:00 P.M. | FREE WEBINAR
REGISTER AT bit.ly/GovtBidSeminar



In partnership with:



Hispanic Entrepreneurship

Hispanic Heritage Month

Partnered with Communications on digital marketing campaign

Highlights contributions of local, Hispanic and Latino entrepreneurs

Business Resources

Spanish, bi-monthly business resources newsletter

Emprendedor@s

Second cohort graduated summer 2021

Emprendedor@s 2.0 for spring 2022

Spanish Webinar Series

Partnering with SCORE's Hispanic Initiative

Digital Marketing Series: September-October

Small Business Growth Series: October-November

Now Speaking: Amanda Wicker



WEBINAR:

**Dale utilidad
a tu sitio web**

Aprenda sobre cómo:

- Crear una página web y optimizar su página web con las mejores prácticas en línea
- Registrar su dominio y que considere al elegir un proveedor
- Mejorar la visibilidad de su página web a través de la optimización de motores de búsqueda (SEO)



Shop | Dine Corona

- Holiday campaign and business promotion
- Business directory

Now Speaking: Amanda Wicker



Live Work Corona

- Hire Local Pledge
- Website
- Marketing roll out

Now Speaking: Ashley Zaragoza




**Park at home,
not on the 91.**

Spend more time with family
and less time in traffic.
Live Work Corona.

[Learn more »](#)


**Live Work
Corona**



**Find talent in
your backyard.**

A local hire is vested
in the community you serve.
Live Work Corona.

[Learn more »](#)



Manufacturing Assistance Program

Industry Day

Hosted in August

In partnership with NSWC, Corona Division and RCCD PTAC

More than 160 attendees

Made in Corona Series

Video marketing series

Highlights local manufacturers and products made in Corona

Manufacturing Week

Week of October 11

Partnering on Youth Conference with MAP, CNUSD and Fender

Now Speaking: Ashley Zaragoza



QUESTIONS?



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