City of Corona

400 S. Vicentia Ave. Corona, CA 92882

Committee of the Whole Meeting Final Agenda

Wednesday, November 10, 2021

Council Board Room 4:00 PM



CITY COUNCIL/SUCCESSOR AGENCY TO THE REDEVELOPMENT AGENCY OF THE CITY OF CORONA/CORONA PUBLIC FINANCING AUTHORITY/CORONA UTILITY AUTHORITY/CORONA HOUSING AUTHORITY MEETING

Jacque Casillas, Mayor Wes Speake, Vice Mayor Tony Daddario, Council Member Tom Richins, Council Member Jim Steiner, Council Member

PLEDGE OF ALLEGIANCE

CONVENE OPEN SESSION

COMMUNICATIONS FROM THE PUBLIC

AGENDA ITEMS

1. REPORT - <u>Co-Sponsorship Program.</u>

That the Committee of the Whole approve the supplemental requests that meets the program criteria, grant the City Manager the right of approval for any additional asks that come through before the end of the fiscal year, and provide direction for staff in the administration of the Co-Sponsorship Program.

2. REPORT - <u>Update: Vegan Depot Event at City Park.</u>

That the Committee of the Whole provide direction to extend the permits and consecutive use of City Park to the Vegan Depot event through the end of the 2022 calendar year.

3. REPORT - Economic Development Strategic Plan Update.

That the Committee of the Whole provide feedback and direction on next steps for the Economic Development Strategic Plan.

4. REPORT - Wild Pig Depredation

That the Committee of the Whole provide feedback and direction on Wild Pig Depredation.

5. REPORT - <u>City Hall Veterans' Memorial Enhancement Project.</u>

That the Committee of the Whole provide direction on whether to proceed with the Veterans' Memorial Enhancement Project.

ADJOURNMENT

Agendas for all regular City meetings are posted at least 72 hours prior to the meeting in the entryway at City Hall. Written communications from the public for agendas must be submitted to the City Clerk's Office prior to the respective meeting.

In compliance with the Americans with Disabilities Act, if you need special assistance to participate in this meeting, please contact the ADA Coordinator at (951) 736-2235. Notification 48 hours prior to the meeting will enable the

City to make reasonable arrangements to ensure accessibility to this meeting.



Supplemental City Co-Sponsorship Requests



Community Events Co-Sponsorship Program Policy

- → Revised 2015 (07400.003)
- Program is intended to facilitate nonprofit community events open to the general public.
- → Provides "one-time" funding each fiscal year.
- → Funds may be used to offset City fees and the cost of City services incurred by the requested community event.
- → This is not a subsidy or grant program in the form of cash toward the event.



Co-Sponsorship Program Criteria

- → Corona non-profit or government agency
- → Event designed to accomplish <u>one</u> or more of the following:
 - Promote Corona as a desirable place to live, visit, or do business
 - Promote Corona as a destination and/or encourage tourism
 - → Enhance quality of life and well-being
 - → Advance pride in multicultural community
 - Encourage neighborhood identity and pride
 - → Promote cultural/artistic awareness



Community Partner	City Contribution	Community Partner (Continued)	City Contribution
Soroptimist – Dreams and Decisions	\$1,005	Chamber Foundation Memorial Walk	\$250
Corona Life Services – Walk for Life	\$250	CHPS Vintage Home Tour	-
Circle City Chorale – Broadway Concert	\$1,005	CN School Foundation – Carnival	\$1,340
Kids Rock Free – Music Concerts	\$350	Rotary Club – Lobster Fest	\$2,010
Settlement House – Bingo Fundraiser	\$540	Heritage Park – Antiques Fair	\$100
Lions – Pancake Breakfast & Poker Tourn.	\$628	Food Runners BBQ and Brews	\$650
CNUSD Red Ribbon Week – Family Festival	\$510	YMCA Tacos and Tequila	\$400
Covenant Life – Harvest Festival	-	Corona Art Association – Lemon Festival	\$400
RCCD Foundation – Art, Brew, Bread	\$840	Arthritis Foundation – Jingle Bell Run	\$1,608
Day of the Child	\$670	Inspire – Bingo Night	\$580
Cinco de Mayo Celebration	\$3,795	Building a Beloved Corona – Resource Fair	\$670
Relay for Life	\$2,170	CAT Summer Festival	\$350 7

Co-Sponsorship Supplemental Call

- → Call put out on October 5
- → Advertised via email list, City website, and City media channels.
- → Letters of intent due October 21
- → 5 requests were received



Requesting Community Partner	Requested Use	Criteria Met Y/N	City Contribution
Chamber Foundation Memorial Day Walk	CH Front Lawn	✓ Civic Pride	\$250
Corona Equity and Social Justice Team Juneteenth Celebration	CH Front Lawn or HCC Theater	✓ Multicultural Community	\$500
Inspire Life Skills We Care Night – Kits for foster families	HCC Room	✓ Wellbeing of Residents	\$300
Inspire Life Skills Holiday Party for Staff and Volunteers	HCC Room	X Closed to public.	\$300
Leela Project Black History Month Parade	Parade from Sheridan Park to City Park, along 6 th .	✓ Multicultural Community	\$3,000 9

Pros:

- More community engagement opportunities,
- Cost savings to the applicant, lower barrier of access, and greater impact fiscal or quality impact,
- Greater established sense of place within the community, especially coming out of the pandemic.

Cons:

- → Decreased revenue from fees,
- City responsible for offsetting true costs (i.e. staffing),
- Increased responsibility to reallocate staff and resources to support events in addition to existing programming.



Looking Ahead:

Traditional Co-Sponsorship Program Timeline



FEBRUARY

Applications Available MARCH

Applications Due APRIL

Application Review

MAY

Committee of the Whole



Options:

- → Continue to work with the previously approved Co-Sponsorship groups able to reschedule before June 30, 2021, and;
- → Approve the four out of five supplemental requests that meet the Co-Sponsorship Program criteria in the amount of \$4,050.



QUESTIONS?





951-817-8603



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www.CoronaCA.gov



Update: Vegan Depot Event at City Park



General Concept

- Certified Farmers Market including food trucks, locally sourced products, handmade items, healthy lifestyle information, yoga, etc.
- → Bi-monthly, Saturdays, 9am-2pm



Program Update:

- → Corona event went from weekly to bi-monthly dropped the "certified farmer's market."
- Expanded to offer a summer market in the Downtown Los Angeles Arts District.
- → Launched a bi-monthly weeknight market in Riverside.
- → Future projects include expanding into Redlands and San Diego area.



Vegan Depot Corona:

- → Bi-monthly (every other week)
- → Saturday, 9:00 am to 2:00 pm
- → 40-50 vendors per event
- → Roughly 1,500 in attendance





AT CORONA CITY PARK OCTOBER 23TH SUMMOR



Address: 930 E 6th St. Corona, CA 92879

VEGAN HOOLIGANS, JADES VEGAN SUSHI, LOVE AMARO PIZZERIA SHANE'S TAMALES . LEAF OVER BEEF . VEGAN OR NAH . SREY VEGAN MOON MILK BAKING CO. NEVAEH COFFEE . AURAGANIC IUICERY . NOVA BOBA GOOD VIBES SOCIETY. ANCIENT ZEN REMEDIES. MAS MOSS. KOMPOOCHA MR. MICHE . CLARITE . VEGAN STOPS . MY DADDY'S RECIPES . NATIVE FARMS BRANCH AND VINE . ART BY VERY . JOY COMPASS . MONTSE'S BOUTIQUE MONSTER POSSE . HOME & GARDEN GALLERY . TOTFUL TREATS . DREI LEAF MARKET KOKO MOO MILK . KAWAII CHAINZ . KNOTMASTE SHOP . VERO'S TIENDITA BODY KANTINA. NOHO CANDLE CO. ZOQUE BOTANICALS. CAMP HOUSE SUDS THE HIGHER CHANNEL 777 . PRETTY DEAD COSMETICS . TIMOI . LYSSA CARES

BOHEMIAN BOWLS . SABRINA'S BOUTIOUE . BLUE MIST CBD . MYOFLUX

DTLA VEGAN: VEGAN DEPOT COMES TO THE ARTS DISTRICT

VOL 16 NO 2 - JULY 8TH - JULY 14TH / DTLAWEEKLY.COM

THE VEGANS ARE COMING

California's Biggest Vegan Farmer's Market Set to PopUp in the Arts District

background in Mortgages and Real Estate, owner Christina **Bohannon** never imagined she would open a restaurant, let alone California's largest pure vegan farmer's market.

After caring for her ailing father with a whole food plant based diet. Christina found that everyone and everything is positively influenced by the compassion tied to a plant based lifestyle.

Vegan Queen of the Inland Empire In 2018, Christina opened Organic

Junkie in Corona, the first and only yegan restaurant in the area.

and continues to grow. It has become a mini vegan central park, located at the Historic Corona City Park.

From Homeless to Vegan in 2 Seconds Flat

VDFM as has been instrumental in giving Christina's community a reason to return to the park. For years it was not considered a safe place due to nonsheltered residents and drug use.

With help of the city and Vegan Depot the park is transformed every Saturday from 10am-2pm into a community hangout with yoga, sound baths, music activities and amazing vegan vendors.

The Vegans Are Coming to DTLA On July 15th, Vegan Depot will host

a weekly pop up in the Art District of Downtown Los Angeles. The event will take place every Thursday until August 12th switching to Sundays on August

Organic Junkie will be vending it's Lavender Lemonade and Rose Infused pitaya pineapple margaritas and beer exclusively from Party Beer Co.

Vegan Depot DTLA Art District - 411 S. Hewitt St., Los Angeles, CA 90013 / Every Thursday starting 7/15-8/12. Every Sunday starting 8/15 4pm-10pm. @vegandepot dtla



Sign up to receive DTLA Weekly's popular Get2DTLA Newsletter for local events, ticket giveaways, DTLA Trivia and more!

Best known for its vegan ceviche and blue hempseed horchata, Organic Junkie was recently ranked number

In 2020, Christina created The Vegan Depot, now SoCal's largest 100% vegan farmer's market which helps over 75 small vegan business owners and provides

nine by Yelp for vegan eateries in North

America.

strictly vegan options.

Vegan Depot Farmer's Market just celebrated it's one year anniversary The Organic Junkie Pop Up promises family fun but is also geared more towards adult night life with hours of 4pm-10pm.

Bringing in some local heavy hitters: Cena Vegan, Vegan Hooligans, and Good Vibes Society along with some of Corona Vegan Depot vendors, Love Amaro Pizzeria, Centric Eats, Nova Boba Eco Now and Veggietizeme who's been with the vegan squad since the first market in Corona.



City Park



Budgetary Impact (est.)

Permit Fees and Cost Recovery:

- → Annual one-time permits \$300
- → Per event permits \$720

Monthly Maintenance:

→ Biweekly park cleanup (100 hours) Approximately \$10,000 (100% Budgeted)



Considerations for Recurrent Use

Opportunities:

- → Activates City Park for community gathering, positive programming, and encourages additional public use,
- Opportunity for local and unique vendors to establish and increase customer base,
- → Regional attraction that supports tourism,
- → Promotes health & wellness.

Challenges:

- → Expense for ongoing cleanup and outreach to unsheltered residents,
- → Repeat consecutive use could conflict with other future park use including sports and special events,
- → Similar in apperance to Farmers Market on Main,
- → Precedent established for commercial use of a public space on a recurrent basis.



Recommended Action

That direction be given to extend the permits and consecutive use of City Park to the Vegan Depot event through the end of the 2022 calendar year.



QUESTIONS





951-817-5824



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www.CoronaCA.gov



Agenda

- 1. Introduction
- 2. Roadmap to the EDSP
- 3. Resident Engagement
- 4. Business Engagement
- 5. Data & Research
- 6. Upcoming Collaboration & Next Steps
- 7. Feedback and Council Direction





Economic Development Strategic Plan Roadmap

Assessment & Analysis Phase

ENGAGEMENT

- Residents
- Businesses
- Collaborators

DATA & RESEARCH

Recommendation Phase

Workshops, Town Hall, & Leadership

SWOT

Planning & Presentation Phase

Economic Development Strategic Plan

Priorities, Goals Tactics, & Metrics

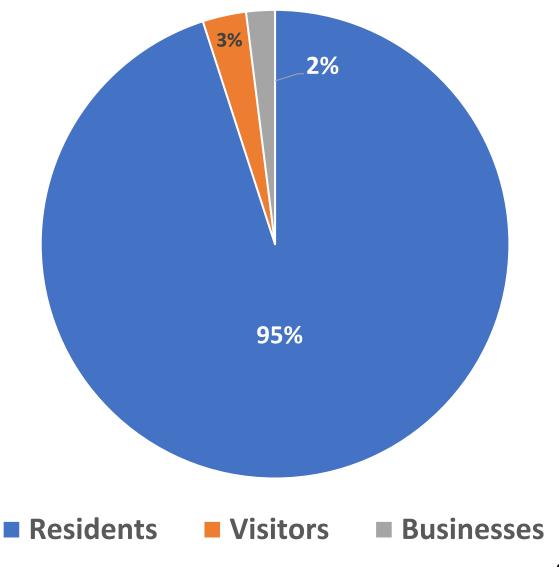


Resident Engagement

Types of Surveys

- 1. Shopping, Dining & Entertainment
- 2. Starting / Owning a Business
- 3. Workforce Needs
- 4. Wealth Building

3,400+ Responses



Resident Survey Distribution





Coordination w/ Communications Dept.



Social Media **Platforms**



Paid & Targeted Ads



In-person Events



Economic Development **Partners**



Chamber of Commerce Newsletter





Spanish and English



Print & Digital

Is Retailer Expanding?

Is Community Supportive?

Is Locating Financially Feasible?



Are There Enough Customers to Sustain Business? Is Retailer Seeking Locations in Area?

Does the Community Have Suitable Real Estate? Is Retailer Expanding?

Is Community Supportive?

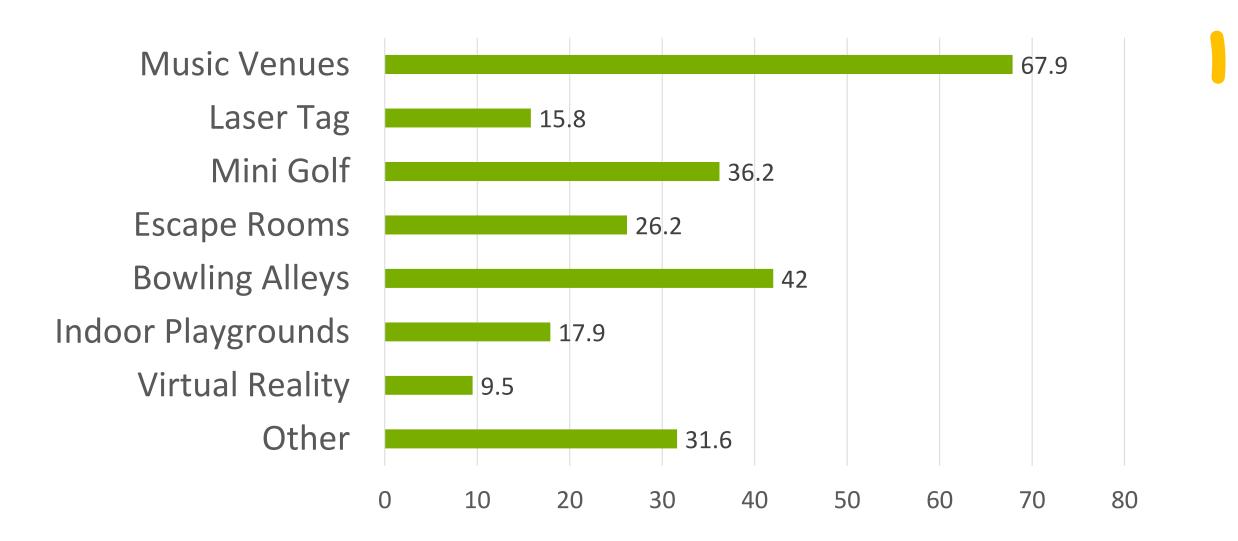
Is Locating Financially Feasible?



Are There Enough Customers to Sustain Business? Is Retailer Seeking Locations in Area?

Does the Community Have Suitable Real Estate?

Entertainment



Shopping Local

PF Changs
Trader Joe's Nordstrom's Rack
Corner Bakery Olive Garden Cheesecake Factory California Pizza Kitchen Yard House Ruth's ChrisBed Bath and Beyond

Local Shopping, Dining, Entertainment





Shopping Besides
South Corona

Things to do with Kids



Clean and Safe Areas

Food Diversity Fine Dining

Fun

Originality

Healthy Restaurants

More Luxury Stores

Cultural Diversity

Fewer Chains

More Night Life

Outdoor Dining

Places to Walk

Vegan Restaurants

Variety

Too Many Big
Box Stores

More Upscale Vendors

Key Takeaways: Shopping, Dining, Entertainment







Desire Diversity

Seeking Experiences

Rehab Downtown







Safe Environment Traffic is Challenging

- Residents want FUN & UNIQUE Things to Do
- Focus on Certain Sectors
- Dig into Specificity
- Family Friendly
- Support Existing Retailers
 & Properties
- Pair with Data

Starting or Owning a Business

In Progress

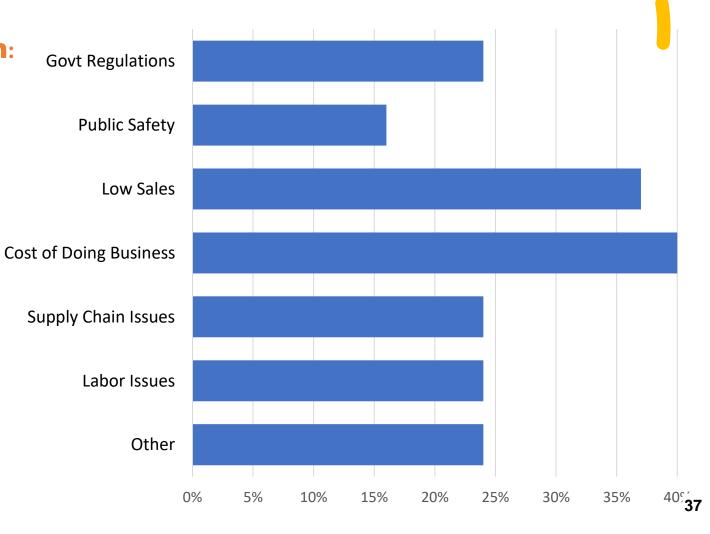
Biggest Challenges Facing Businesses

Businesses Want City Support With:

- Connect to Funding Providers
- Marketing and Advertising
- Business Networking Connections

The City Can Provide Support By:

- How To Do Business Guide
- Workshops
- Connections to Investors
- Mentorship





Resident Engagement: Next Steps

- Continue Engagement
- Workforce Needs Survey
- Financial Security & Wealth Building Survey
- Coordination with Econ Dev Efforts
- Downtown Revitalization Plan
- Platforms for Targeted Retail Attraction





Economic Development Strategic Plan Roadmap

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SWOT

Planning & Presentation Phase

Economic Development Strategic Plan

Priorities, Goals Tactics, & Metrics

Brokers & Property Managers

Major Themes

Retail

- Local appealing demographics for businesses
- Make retail destinations more walkable

Industrial

- Low inventory/high demand
- Low rents/higher availability relative to west
 IE and central OC

Office

- Need new/cool product to be competitive
- Need efficient concentration of product

Across Markets

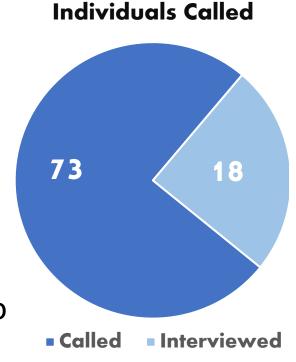
- Value relationships between broker community and City staff
- Value a positive permitting process experience
- Tenants are seeking less long-term leases

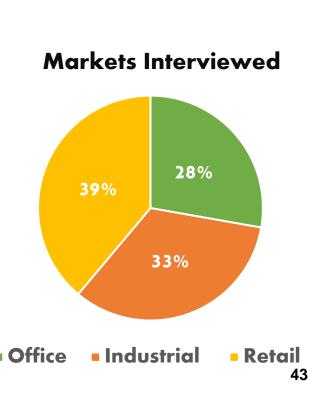


Brokers & Property Managers

Types of Interview Questions

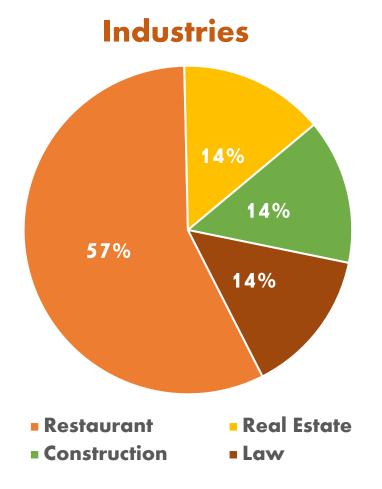
- 1. Familiarity with market in Corona
- 2. Outside areas new businesses are considering
- 3. Types of businesses locating in Corona
- 4. How can Corona be more competitive to attract business



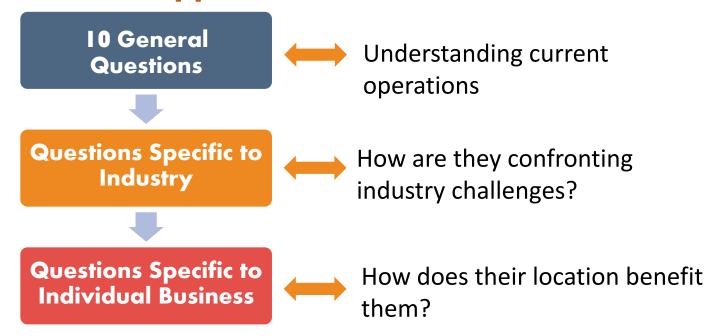


Latinx Businesses

In progress

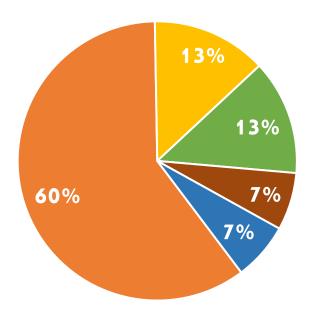


Interview Approach



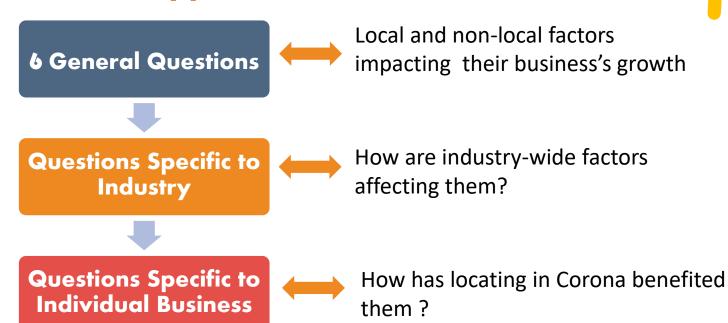
Catalytic & Major Businesses Starting Soon

Industries



- Manufacturing
- Construction
- Health Care
- Wholesale Trade
- Management of Companies

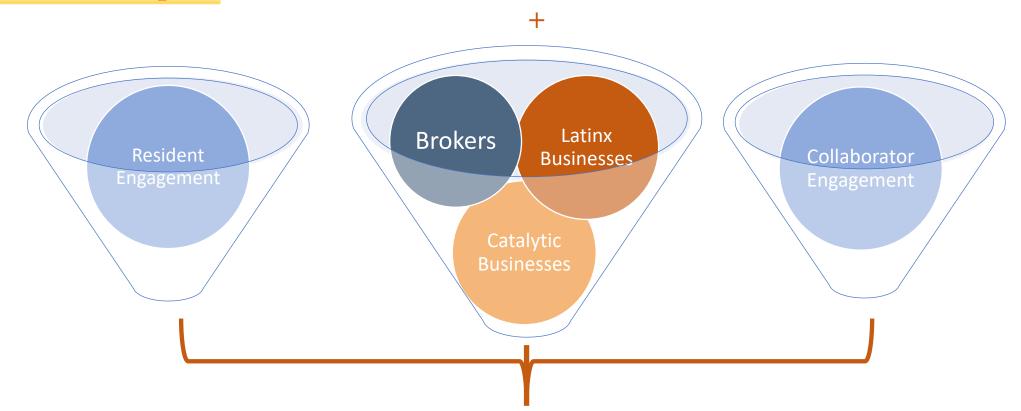
Interview Approach



Business Outreach:

Next Steps

Data and Research



S.W.O.T Analysis

Strengths (Internal)

Weaknesses (Internal)

Opportunities (External)

Threats (External)





Economic Development Strategic Plan Roadmap

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Data & Research: UCR Study

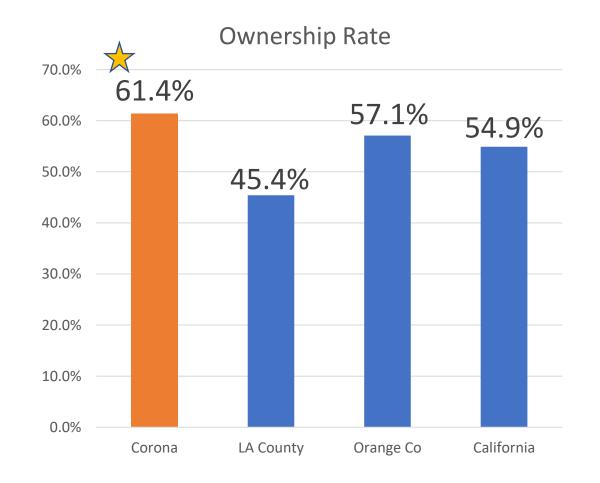
- Demographics
- Employment
- Industry
- Real Estate
- Key Takeaways

Recent Demographic Trends in Corona

- Existing Residents
- New Residents
- Place of Work Trends

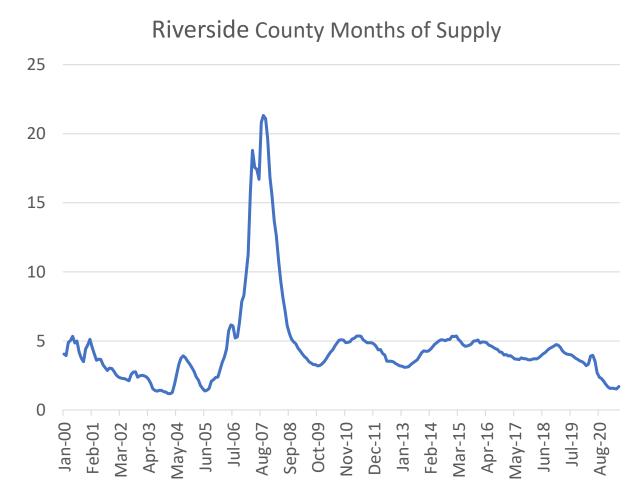
Existing Residents Recent Demographic Trends in Corona

- High level of homeownership (61.4%)
- Appreciation of housing prices good for homeowners, challenge for buyers
- Lower wage earners face housing affordability and slower, job recovery



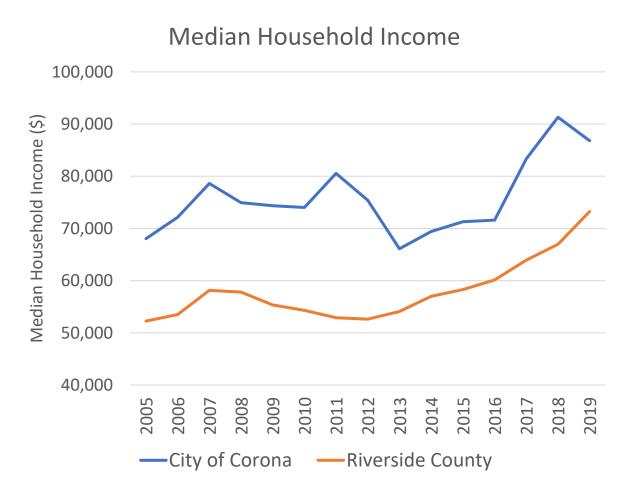
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New Residents Recent Demographic Trends in Corona

- New residents are primarily working age adults including a sizable portion of millennials
- Incomes are slightly higher than existing residents
- Generally higher educated

Corona Inbound Migration by Age			
Age	2019 Share of Inbound Migrants (%)		
1 to 4 years	5.4		
5 to 17 years	16.2		
18 to 24 years	8.3		
25 to 34 years	26.3		
35 to 44 years	15.3		
45 to 54 years	14.3		
55 to 64 years	9.0		
65 to 74 years	3.6		
75 years and over	1.6		
Source: U.S. Census Bureau, American Community Survey			



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- New residents are primarily working age adults including a sizable portion of millennials
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Corona Inbound Migration by Income				
Income	2019 Share of Inbound Migrants (%)			
\$1 to \$9,999 or less	9.6			
\$10,000 to \$14,999	4.7			
\$15,000 to \$24,999	15.6			
\$25,000 to \$34,999	13.9			
\$35,000 to \$49,999	13.6			
\$50,000 to \$64,999	16.8			
\$65,000 to \$74,999	6.7			
\$75,000 or more	19.1			
Source: U.S. Census Bureau, American Community Survey				

New Residents Recent Demographic Trends in Corona

- New residents are primarily working age adults including a sizable portion of millennials
- Incomes are slightly higher than existing residents
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City of Corona Educational Attainment				
Educational Attainment	Existing	New		
Some College or Associate's Degree	33.2	30.6		
Bachelor's Degree	18.0	18.0		
Graduate/Professional Degree 9.9 \bigstar 11.6				
Source: U.S. Census Bureau, American Community Survey				

- In recent years, more Corona residents are working in Riverside & San Bernardino Counties
- Types of jobs as well as number are a major factor
- Lowest wage earners tend to work locally

Corona Residents by County of Work						
County	2015 (%)	2016 (%)	2017 (%)	2018 (%)	2019 (%)	
Riverside	48.9	49.1	53.0	56.3	55.2	
Orange	28.1	28.5	22.2	22.0	22.7	
San Bernardino	10.2	11.8	12.2	10.5	11.4	
Los Angeles	9.3	8.0	7.7	8.7	6.9	
Other	3.5	2.7	4.9	2.5	3.9	
Source: U.S. Census Bureau. American Community Survey						

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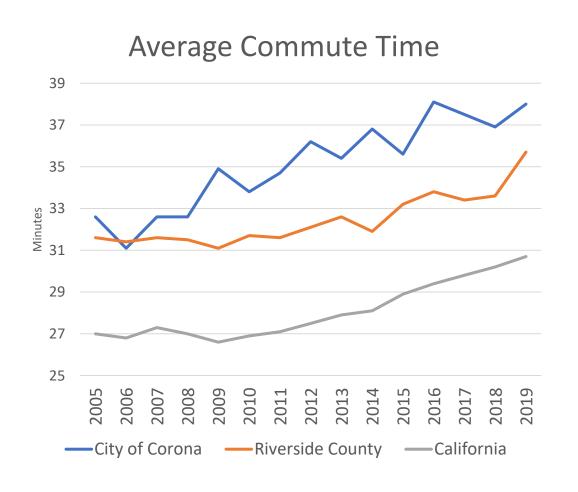
Corona County of Work by Industry						
Industry	Riverside County (%)	Orange County (%)	San Bernardino County (%)	LA County (%)	Other (%)	
NR/Construction	67.0	14.2	13.0	3.1	2.7	
Retail Trade	66.9	12.7	10.1	3.9	6.4	
Leisure and Hospitality	62.5	20.3	12.2	4.9	0.0	
Transportation, Warehousing, and Utilities	61.6	7.9	13.8	13.2	3.5	
Information	61.1	12.9	0.0	26.0	0.0	
Manufacturing	56.0	18.4	12.1	6.0	7.6	
Education and Health Care	55.2	26.0	10.4	5.2	3.2	
Professional & Business Services	53.2	23.8	4.9	12.1	6.0	
Other Services	51.8	28.6	12.8	6.8	0.0	
Financial Activities	31.5	51.8	12.6	4.1	0.0	
Government	30.8	34.7	15.9	14.6	4.0	
Wholesale Trade	29.5	31.0	32.5	7.0	0.0	
Source: U.S. Consus Bureau, American Community Survey						

- In recent years, more Corona residents are working in Riverside & San Bernardino Counties
- Types of jobs as well as number are a major factor
- Lowest wage earners tend to work locally

	Corona County of Work by Wages						
	Wages	Riverside County (%)	Orange County (%)	San Bern County (%)	LA County (%)	Other (%)	
├	\$24,999 and Under	70.3	13.8	10.9	1.2	3.8	
	\$25,000 to \$49,999	57.3	24.0	9.5	5.5	3.7	
	\$50,000 to \$74,999	50.1	27.8	8.2	9.1	4.7	
	\$75,000 to \$99,999	22.2	38.3	25.9	9.8	3.8	
	\$100,000 to \$149,999	47.5	26.2	11.3	13.7	1.3	
	\$150,000 to \$199,999	27.0	29.6	13.3	24.4	5.8	
	\$200,000 to \$250,000	48.1	0.0	0.0	51.9	0.0	
	Source: U.S. Consus Bureau, American Community Survey						

Source: U.S. Census Bureau, American Community Survey

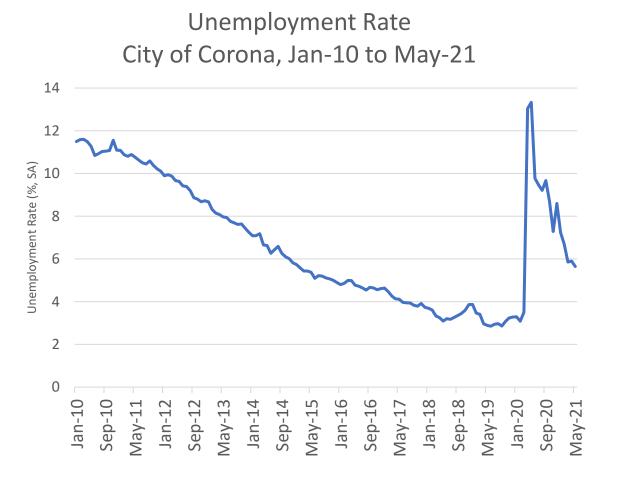
- In recent years, more Corona residents are working in Riverside & San Bernardino Counties
- Types of jobs as well as number are a major factor
- Lowest wage earners tend to work locally
- Despite these trends, commutes have been getting longer

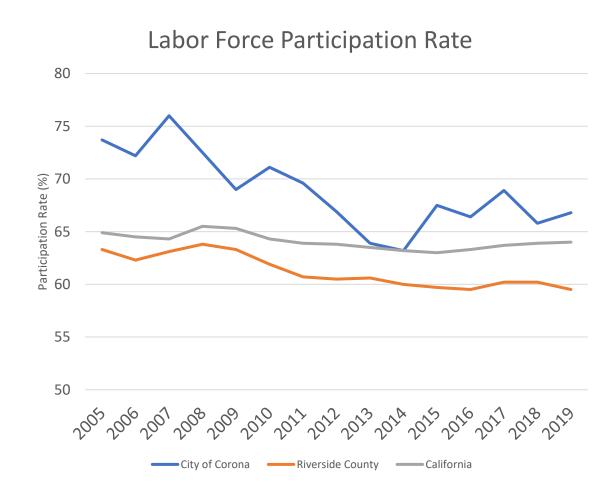


Recent Employment Trends in Corona

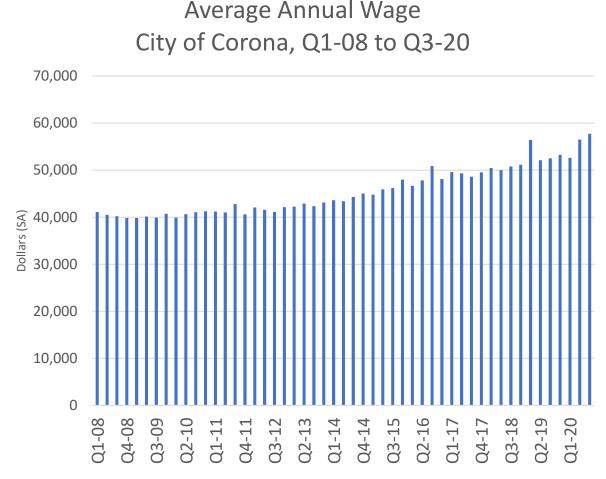
- Unemployment & Labor
 Force Participation Rates
- COVID Impacts
- 2028 Employment Projections

Unemployment & Labor Force Part. Rates Recent Employment Trends in Corona





- Over past year, wages grew by 9.9% in Corona vs 11.1% elsewhere in County
- Performance is dependent on industry makeup
- Resilient and essential industries tended to experience job growth
- Smaller businesses suffered fewer layoffs



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 9.9% in Corona vs 11.1%
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- Smaller businesses suffered fewer layoffs

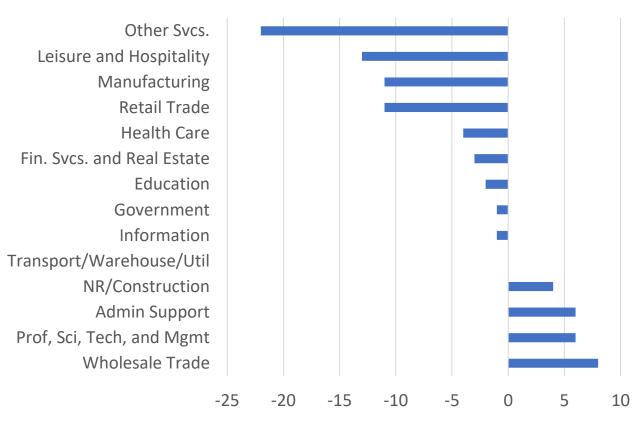
Annual Average Wages by Industry: City of Corona Q3-20					
	Average Annual Wage (\$)	Year-over-Year Growth		City vs. County	
Industry		City (%)	County Balance (%)	Balance (%)*	
Wholesale Trade	100,880	20.4	4.5	64.4	
Transport/Warehouse/Util	55,547	12.5	5.6	13.2	
Retail Trade	38,789	12.9	13.3	3.0	
Prof, Sci, Tech, and Mgmt	76,495	7.1	11.2	6.5	
Other Svcs.	40,201	7.7	9.4	-0.4	
NR/Construction	71,648	5.6	7.3	30.2	
Manufacturing	57,860	0.8	7.6	-1.3	
Leisure and Hospitality	21,502	5.9	6.2	-17.0	
Information	97,570	11.3	18.1	52.6	
Health Care	36,527	8.6	8.5	-26.3	
Government	85,455	20.3	13.9	18.3	
Fin. Svcs. and Real Estate	88,569	19.8	12.4	33.0	
Education	24,334	18.1	11.2	-48.9	
Admin Support	43,097	7.2	8.0	20.6	
Total	57,696	9.9	11.1	12.9	
Source: California Employment Development Department; Analysis by Beacon Economics					

*Industry wage relative to the average annual wage for the industry in the County Balance

65

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 9.9% in Corona vs 11.1%
 elsewhere in County
- Performance is dependent on industry makeup
- Resilient and essential industries tended to experience job growth
- Smaller businesses suffered fewer layoffs

Establishment Growth by Industry City of Corona, Q3-19 to Q3-20



- Over past year, wages grew by
 9.9% in Corona vs 11.1%
 elsewhere in County
- Performance is dependent on industry makeup
- Resilient and essential industries tended to experience job growth
- Smaller businesses suffered fewer layoffs

	Employment Growth in 2020 by Establishment Size: City of Corona					
	Establishment Size	Total Employment	Annual Growth (%)			
\star	Less than 50 Employees	35,795	-5.1			
	50 to 99 Employees	14,126	-6.3			
	100 to 200 Employees	12,650	-8.1			
	More than 200 Employees	18,013	-10.3			
	Source: California Employment Development Department					

2028 Employment Projections **Recent Employment Trends in Corona**

- In the IE, nonfarm payrolls expected to increase by 142,000 jobs from 2018 to 2028
 - Fastest growing: transportation, warehousing, utilities
 - Construction and health care: relatively strong growth
 - Manufacturing jobs are projected to decline



8,300

1.200

101,100

Source: California Employment Development Department; Analysis by Beacon Economics

Projected

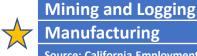
8.400

1.100

98,400

Employment Projections by Industry: Inland Empire 2018 to 2028

Emp.



Management

Manufacturing

1.2

-8.3

-2.7

% Change

Change

100

-100

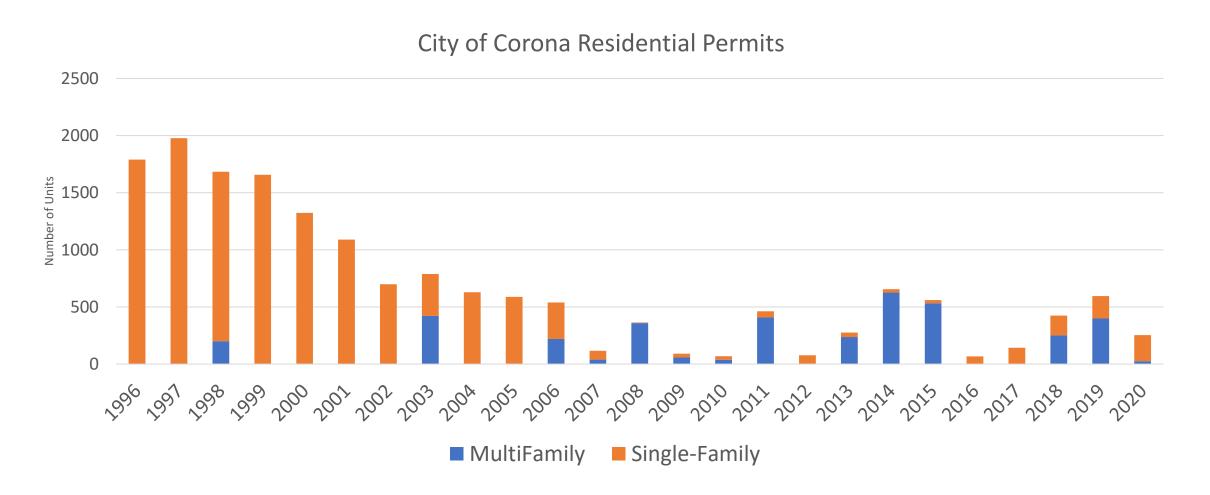
-2,700

Residential Real Estate

- Historic Construction Trends
- Single Family
- Multifamily

Historic Construction Trends

Residential Real Estate

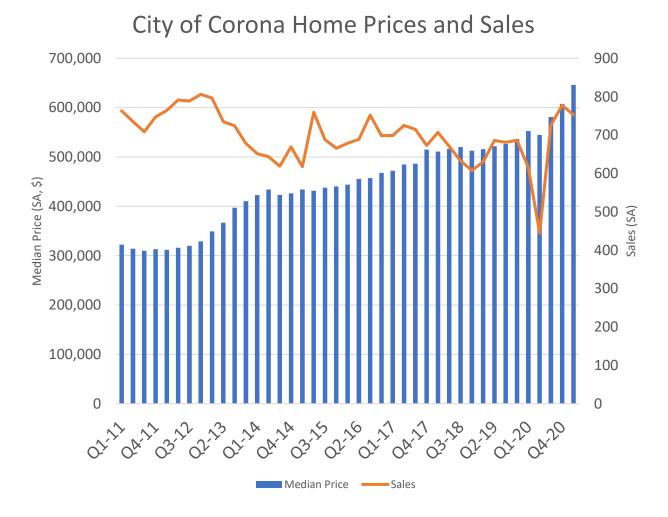


Single Family Housing Residential Real Estate

Good & Bad News



- Significantly more affordable than LA (-\$150k) and OC (-\$275k)
- Prices escalated rapidly during the pandemic
 - Outpacing Orange, LA, and San Bernardino Counties
 - Behind Riverside County as a whole
- Creates strain on many buyers seeking housing

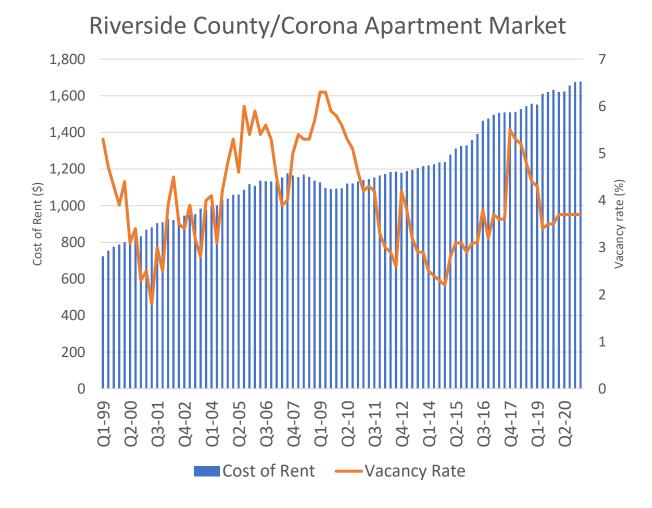


Multifamily Housing Residential Real Estate

- Apartment vacancy rate held steady at 3.7%, unchanged from a year ago
- Rents grew 3.5% to \$1,678 /unit per month



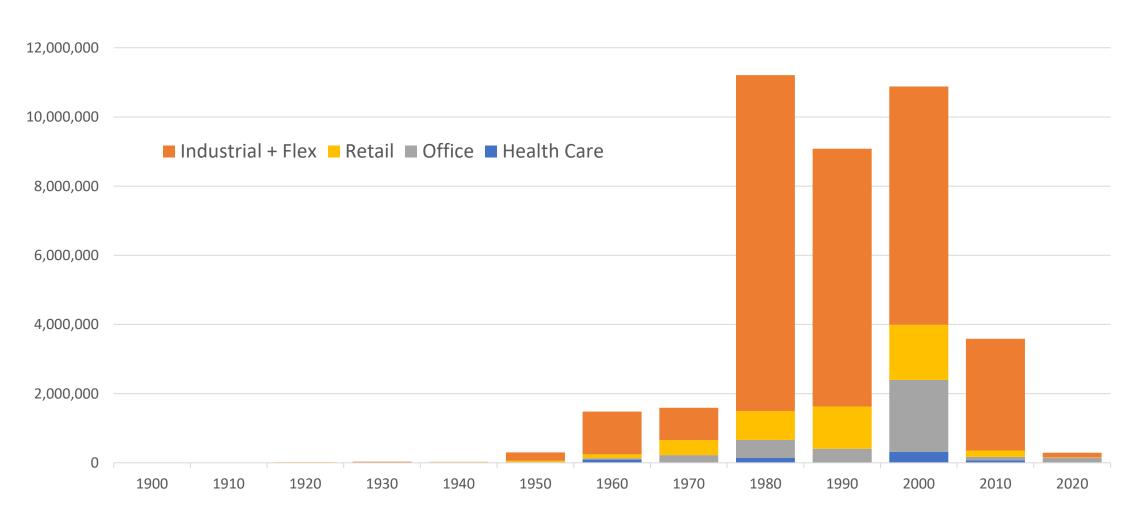
- About \$200 more than IE
- About \$300 less than LA and OC



Commercial Real Estate

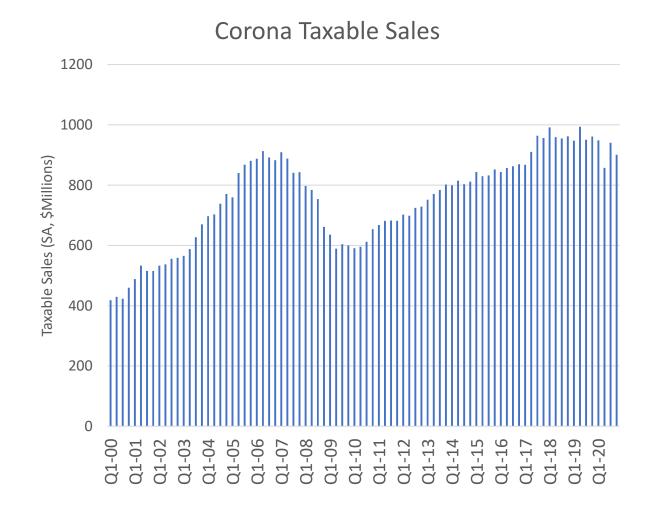
- Overall Construction
 Trends
- Retail
- Industrial
- Office

Overall Construction Trends Commercial Real Estate



Retail Commercial Real Estate

- Taxable sales in Corona were down
 6.3% in 2020
 - Similar to LA and OC
 - Riverside and San Bernardino
 Counties experienced growth in 2020
- \bigstar
- Corona has disproportionately high level of commercial retail buildings; repositioning should be expected
- E-commerce jumped 43.4% in Riverside County

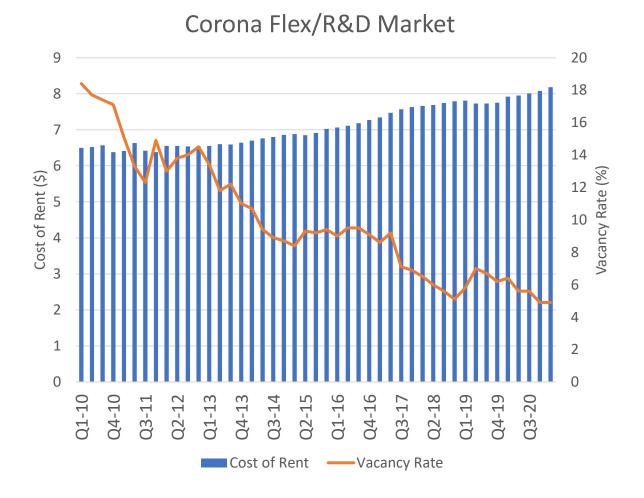


Industrial Commercial Real Estate

 Warehouse, flex/research & development properties experienced increases in occupancy



- Corona maintained its competitive cost advantage over LA and OC, even with increases in asking rents
- Future new construction impeded by lack of larger industrial land near freeway



Office Commercial Real Estate

- Relatively small sector in Corona with limited new demand or growth recently
- Office rents are substantially more affordable, roughly 1/3 less than LA and OC
- Vacancy rates do not account for actual utilization due to hybrid or remote work (~30% of typical)

Corona/Riverside/Moreno Valley Office Market



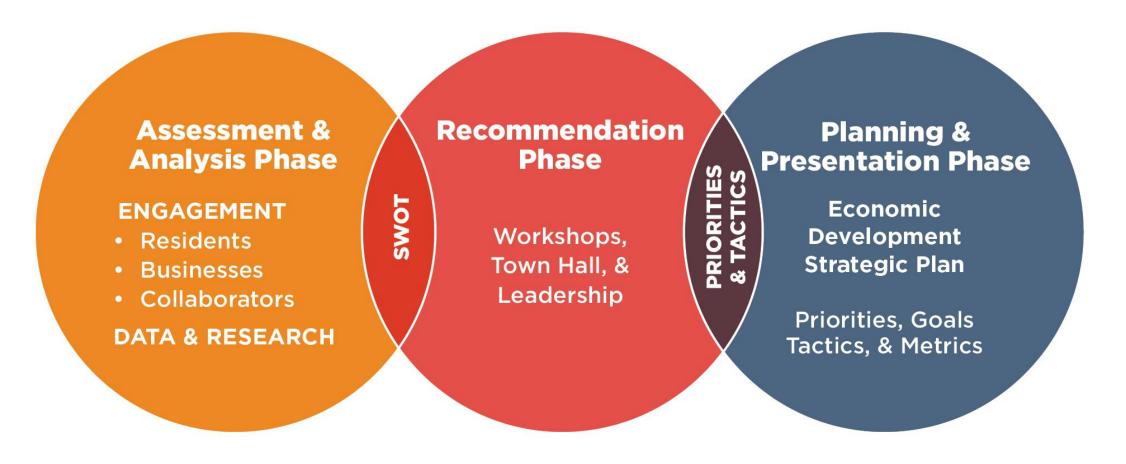
Key Takeaways

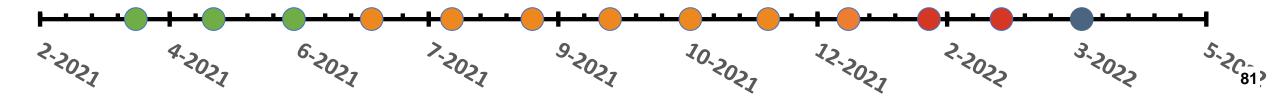
- 1. Residents of lower educational attainment and income backgrounds cannot be tethered to low wage occupations. Build and grow local workforce initiatives in Corona.
- 2. Prepare for some redevelopment of existing retail
- 3. Build local apprenticeship programs in partnership with business community to meet the moment.
- 4. Build more housing, particularly rental and entry level ownership, but build more regardless.





Economic Development Strategic Plan Roadmap





Assessment & Analysis Phase

Key Takeaways

- Responsive Community
- People Want Diversity, Fun, Options
- Appealing Demographics
- Low Inventory of Industrial Space
- Affordable Office Space
- Build & Grow Local Workforce Initiatives
- Retail is Changing
- Build Apprenticeship Programs
- Build More Housing

Recommendation Phase

Workshops, Town Hall, & Leadership

Council Feedback & Direction

Planning & Presentation Phase

Economic
Development
Strategic Plan

Priorities, Goals, Tactics, & Metrics

Feedback and City Council Direction



How to Co-Exist with Wild Pigs in Corona



Corona Police Department November 10, 2021

Corona, CA... is a wild pig's "hog heaven"!



Ask of Council

- 1. Status Quo
- 2. Depredation



Community Education

- Do's and Don'ts
- Pig proofing and deterrence
- CA Department of Fish & Wildlife (CDFW) Presentation



Options

Not Recommended

- Sport Hunting
- "Immediate Take"

Recommended

- 1. Co-existence
- 2. Depredation



Sport Hunting

- → **Sport hunting** involves seeking, pursuing, and killing of a specific animal species; hunters must have a valid hunting license and pig tags issued by CDFW.
 - Must receive permission from property owner.
- → Goes against local ordinance related to discharge of firearms.
 - 9.48.010 Discharging Prohibition
 - 9.48.020 Discharging Permit requirement
 - <u>CA Penal Code §16000</u> Control of Deadly Weapons

Immediate Take

- → An immediate take applies when the landowner, agent, or employee "encounters" immediate damage or destruction (or threat of) land or property the wild pig may be taken immediately.
- → Emergency action for community members.
- → Financial Cost
 - Investigation
 - Removal of carcass (\$200)

Co-Existence (Option 1)

→ Co-existence with wild pigs in the City maintains status quo.

→ Pros

- Conservation of wild animal
- No financial cost or liability on City
- Submit sightings to CDFW's Wildlife Incident Reporting (WIR) system

→ Cons

- Decreased quality of life in impacted communities
- Potential damage or destruction
- Emergent public safety incidents reported to police department

→ Financial Cost

No added financial cost



Depredation (Option 2)

- → Depredation: an act of attacking or plundering
- CDFW may issue a depredation permit when property is damaged or destroyed (or immediately threatened by)

→ Pros

- Increased quality of life in impacted communities
- Contract with company to humanely trap and dispose of wild pigs
- Proactive approach

→ Cons

- City assumes financial cost and liability
- City applies for permit and written permission from each land/property owner must be obtained

→ Financial Cost

\$4,500 - \$7,500 per trapping period



Council Direction

The next suggested action is to pursue one of the options previously discussed:

- 1. Co-Existence (recommended)
- 2. Depredation



QUESTIONS?





951-736-2309



Animal-Services@CoronaCA.gov



www.CoronaCA.gov/Animals



www.CoronaCA.gov





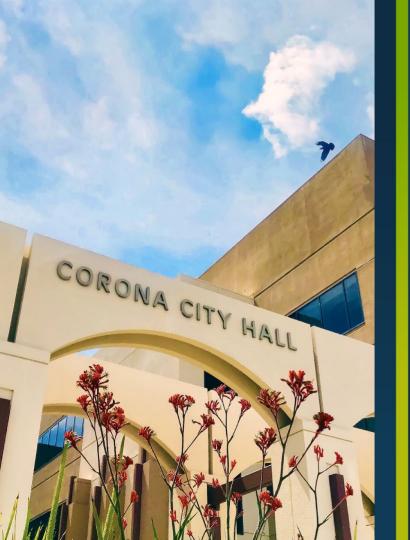












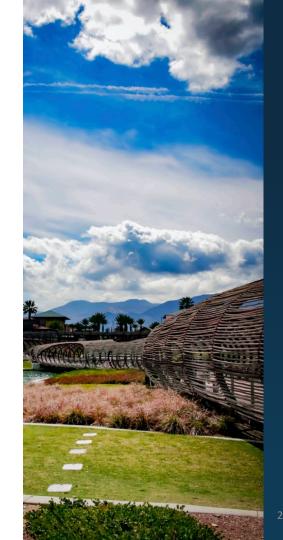
City Hall Veterans Memorial Enhancment Project



Roger Bradley
Assistant City Manager
Nov 10, 2021

Overview

- → Background
- → Memorial Concept
- → Council Discussion & Direction



Council Direction

→ Does Council wish to proceed with the Veterans' Memorial Enhancement Project?





Background

The Corona City Hall Veterans Monument

- → The City Hall Veterans Monument was dedicated on November 11, 2012, to honor and recognize those who have served in the armed forces.
 - → The structure is a black granite monument which stands as a tribute to the Armed Services featuring the seals for Air Force, Army, Coast Guard, Marine Corps, and Navy.
- → Veterans Memorial Computer Kiosk
 - Two interactive structures next to the Veterans Monument that allows veterans and their families to create an on-line profile detailing their military service.



Veteran Groups Feedback

- → Staff meeting early this summer.
 - → Armed Forces monument lacks a memorial function.
 - → Monument doesn't draw you in.
 - Memorial could be a place of reflection and recovery.
 - Monument is hidden during concerts and other attractions in the plaza.

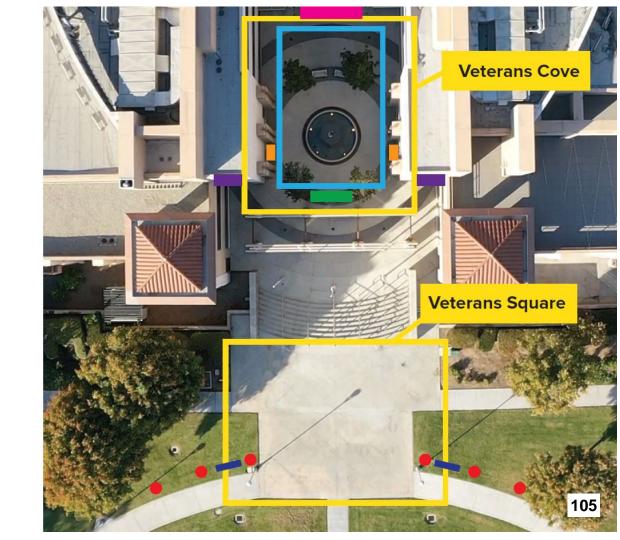




Memorial Concept

Veterans Memorial PROPOSAL

- Military Flag Poles
- Veterans Cove Sign
- Veterans Square Sign
- Granite Walls
- Brick Pavers
- Window Decal
- Wall Art







One Granite Wall on each side of the Veterans Cove Sign

WINDOW DECAL ON NORTHERN SIDE OF VETERANS COVE:

"Honoring all who served."

 \uparrow

Other Improvements:

- Lighting
- Landscaping



WALL ART ON EAST AND WEST SIDE OF VETERANS COVE



ARCH EMBLEM
"VETERANS COVE"
ON EAST AND WEST
CORNERS OF ARCHES





Veterans Memorial VETERANS SQUARE





Flag Poles

Veterans Square Sign



Discussion and Direction

Cost and Project Approach





- The estimated cost for the Veterans Cove and Veterans Square is approximately \$250,000.
- Veterans' organizations have offered to assist with fundraising efforts.
- Potential fundraising can include:
 - → Brick Pavers
 - Community Donations
 - → Corporate Donations



All at Once

 One comprehensive project that would consist of all proposed upgrades to the Veterans Monument.



Phased Approach

- → Split the project into smaller sections to be competed as funding is available.
- Develop project priorities.

Options



Keep Area the Same

Pros

No additional cost

Cons

 Space remains a tribute to the Armed Forces, without a memorial component



All at Once

Pros

- An updated Veterans
 Memorial, located at City
 Hall
- Enhances City recognition of Veterans

Cons

- Cost and staff time
- Budget may exceed fundraising ability and City resources



Phased Approach

Pros

- An updated Veterans Memorial, located at City Hall
- Cost more manageable and spread out over time
- Most important work completed first
- Enhances City recognition of Veterans

Cons

- Cost and staff time
- Longer construction timeframe

Council Direction

- → Does Council wish to proceed with the Veterans' Memorial Enhancement Project?
 - → Is the concept consistent with the Council's vision for the space?
 - → Does the Council wish to allocate funds to the project in the FY23 Budget and CIP?
 - → What is the desired fundraising match from Veterans groups? (ex., 50/50 split)



Next Steps

- → If directed by Council to proceed:
 - → Develop a budget.
 - → Scope out CIP project.
 - → Veteran's Groups/Interested Parties develop a fundraising plan.
 - → (If phased, develop phasing priorities)
 - → Formal budget appropriation at a future Council meeting.



QUESTIONS?





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www.CoronaCA.gov