

# **Hermosa Beach Economic Development Review Committee (EDRC)**

## **Public Relations/Marketing Plan Recommendations September 19, 2002**

***Submitted by Robin Moore, Moore Communications  
& Liz Weaver Griggs, Marketing Alliance Network***

### **Executive Summary**

The PR & Marketing strategies contained in this document are derived from the specific conclusions and recommendations of the EDRC's "Strategic Plan for the Future", as presented to the Hermosa Beach City Council on April 23, 2002. Those conclusions and recommendations were the result of extensive research, community concerns, ideas and suggestions, an in-depth study of several comparable coastal communities, and detailed demographic data compiled by Cushman & Wakefield. The overall goal of this PR & Marketing plan is to support the City as it moves towards its goal of becoming "a well balanced community with adequate economic bases for long-term support capable of meeting the ambiguities of the general economy, with diversified and thriving business districts, an adequately supported infrastructure and a, by and large, satisfied citizenry."

As the City Council moves ahead with recommendations and plans for the economic stability and development of Hermosa Beach, it is imperative that a comprehensive, phased, integrated PR & Marketing Plan be instituted to take advantage of those actions. The following outline recommends a multi-faceted plan directed at specific target audiences.

1. a comprehensive plan targeted at the residents of Hermosa Beach to inform and educate them on and foster support for local business and overall citywide economic development initiatives. This will be followed by the extension of these plans to the general buying and traveling public
2. a comprehensive plan targeted at the retail community at large to support existing businesses and attract new business
3. a proposed timeline indicating milestones, accountability and budget
4. anticipated benefits

### **Overall Goals & Objectives of PR & Marketing Plan:**

- support and enhance the City's current retail offerings and, where possible, create new and diversified retail development opportunities to attract businesses to the area, strengthening the retail sales tax base
- promote Hermosa Beach as a domestic and international tourist destination
- facilitate community support (both residential and commercial) for City Council-approved EDRC recommendations and plans

### **First Steps:**

- review, evaluate and consolidate programs, organizations and materials presently involved in the promotion and marketing of Hermosa Beach
- review, evaluate and, where necessary, educate resource agencies, departments, programs, organizations, materials and funding presently utilized in the promotion and marketing of Hermosa Beach

- utilize, consolidate, update and/or expand existing PR & Marketing resources and/or, where necessary, hire PR/marketing expertise to develop and implement marketing plan
- fine-tune and adjust proposed program accordingly
- plan implementation

**Develop a comprehensive, integrated “Community” marketing and communications campaign targeted at Hermosa Beach residents.**

- communicate to residents that to achieve a city of “balance”: i.e., a balance of goods and services for local patrons as well as guests – a balanced mix of mutually supportive uses, a balance between a business’ draw on community services versus its contribution to the community’s well being, a balance of quality of life and necessary services they need to support local businesses and programs
- promote Hermosa Beach as versatile – a city that has a lot to offer for families, married couples, singles, professionals, seniors: highlight beach and recreation, nightlife, location, excellent schools, good restaurants, Comedy Club, special events such as Fiestas, Community Picnic, and St. Pat’s Day Parade; Hermosa Beach Playhouse, walking atmosphere, Sunrise Assisted Living, the WAVE; Jazz on Thursday evenings; leverage artistic heritage
- develop “Shop, Dine & Play Hermosa” programs
- develop a scheduled community wide public information vehicle
- develop media contact list to garner coverage and educate target audiences on HB’s strengths and uniquenesses
- enhance and leverage Hermosa Beach website; needs to include image and mission as well as mission of HB Chamber of Commerce and Visitors Bureau. Website should include message from the Chair, features on local businesses, legislation, and community calendar, employment opportunities, retail and commercial information, demographics, etc.
- host townhall meetings to engage residents and potential businesses in overall development plan
- extend programs to surrounding communities, the general public, the transportation and hotel industries, etc.
- solidify Hermosa Beach’s image, positioning, and uniqueness to attract the domestic and international visitor
- promote HB as a resort destination and package hotels, spa’s health clubs, restaurants, night life, music, comedy and other amenities
- establish film office or offer filming location company the opportunity to promote HB to studios

**Develop and implement a comprehensive, integrated “Economic Development” marketing plan:**

- identify and promote areas of opportunities within the City for retail/commercial tenants, developments, shopping districts, improved parking and land reuses

- develop a “self-help” program for existing local businesses to help them improve performance and compete with new businesses
- target applications for land uses to assist land owners and real estate agents in pursuing key businesses and acquiring appropriate zoning permits
- collaborate with other agencies in creating and/or implementing an incentive plan to entice businesses to remain or to locate in HB, for land owners to cooperate with EDRC plan, and residents to embrace
- create an image (e.g., theme) for the redevelopment plan, which can be easily communicated
- develop a HB City brochure highlighting areas of opportunity, map of city, existing mix of retailers and businesses, sales productivity, demographic trade area population and average HHI, proximity to airports and freeways and strengths of neighboring cities
- promote Hermosa's positive business climate and efficient entitlement process
- communicate with land owners, business owners and residents to enlist their support
- attend national, regional and local commercial real estate conferences, conventions and applicable events to attract desired businesses and patrons

**Target Audiences:**

Residents  
Existing and prospective businesses  
Business partners  
Government officials  
Chambers of Commerce of neighboring communities  
Visitors and Tourists  
Media outlets  
Film studios

**Timeline:**

Comprehensive 3-year program including phased and measurable goals. Planning and approval to begin FYQ2 2002 (Oct-Dec). Overall program to be launched in FY Q3 2003 (January 2003).

**Budget See attached Excel worksheet for budget breakdown.**

Budget is broken down by PR & Marketing Plan line items over 3 years and includes:

- Update Community identity and branding (overall logo and identity graphical revision)
- Public Relations and Marketing Services
- Website
- PowerPoint Presentations
- Promotional events
- Advertising
- Brochure for retail development
- Partnerships and sponsorships
- Town hall meetings
- Self-help retail
- Travel & destination marketing (currently handled by HB Chamber)
- City signage (to be handled by City of HB)

**Resources Required – An Overview:**

A comprehensive mix of resources are needed to achieve the established goals. Whether it be an individual, organization or an association with diversified marketing expertise, a balance of PR and Marketing skills with Retail Marketing development skills are required. They should include the ability to:

- develop, implement and oversee long-term strategic marketing plans and annual growth targets for City
- develop and manage annual marketing plans and an annual marketing calendar, as well as contribute to all branding, marketing and public relations efforts
- direct creative development and projects for City and serve as keeper of City brand and image (what Hermosa Beach stands for, and how to best portray it)
- create and manage communications, includes reporting plans, results, key approvals and business plans
- develop, manage and maintain good relationships with all target audiences including residents, businesses, media, city officials, third-party vendors
- demonstrate successful speaking, writing and presentation skills.
- be able to present information to residents, City Council, local and potential businesses
- negotiate and leverage when applicable
- understand real estate deals and what motivates retailers in site selection.
- understand retail cycles, merchandising and issues that face small-to-medium sized businesses
- understand the tourism trade and how to position Hermosa Beach as a desirable destination
- actively create and update promotional materials and influence the effective use of resources
- create, develop and implement promotional programs that generate community involvement, incremental sales, enhance City atmosphere and are consistent with the brand and marketing plan
- create and implement advertising that helps drive foot traffic and retail sales
- create sponsorship opportunities, fulfill sponsor media obligations and programs that leverage sponsor media
- be responsible for advertisement placement, printing production, and execution
- create Special Events that generate sales, foot traffic and enhance City atmosphere while being consistent with the image and marketing objectives
- create and maintain promotional calendar as well as manage and implement special events and promotions
- work with sponsorship sales to create revenue opportunities and leverage special events
- coordinate and maintain relationships with all parties involved (operations, police, fire, businesses, vendors etc...)

### **Contributor Bios:**

#### **Robin Moore, Principal, Moore Communications ([www.mooredotcom.com](http://www.mooredotcom.com))**

Robin Moore is the principal of **Moore Communications**, a virtual marketing communications (marcom) agency. When you hire Robin Moore, you get a professional businesswoman who knows how to meet your organization's creative goals as well as meet your bottom-line objectives. You will receive senior-level, strategic decision-making and management skills as well as the hands-on technique of a professional with 20+ years experience and proven results. Ms. Moore works with an exclusive list of virtual partners in order to customize plans for each client's goals and achieve the required results in a compelling, cost-effective way. In addition, Ms. Moore has substantial experience working with all levels of city, state and federal government as well as for profit and non-profit organizations, is active in the local Chambers of Commerce, and has a knack for project managing versatile groups to meet designated common goals and objectives. Over the past year, she successfully chaired the EDRC PR & Marketing subcommittee and was instrumental in collaborating with Adelphia to produce the video, which was used to present Committee findings to the City Council. Ms. Moore garnered outstanding local coverage for Sunrise Assisted Living of Hermosa Beach enabling the facility to fill to capacity shortly after its grand opening.

Selected clients include: ANT Limited ([www.antlimited.com](http://www.antlimited.com)); Commonwealth of Massachusetts, Essex County Registry of Deeds ([www.salemdeeds.com](http://www.salemdeeds.com)); Farmers & Merchants Bank ([www.fmb.com](http://www.fmb.com)), Hitech Systems, Inc. ([www.hitech.com](http://www.hitech.com)), Sun Microsystems Americas eSun and Channel Sales ([www.sun.com](http://www.sun.com)); and Wind River Systems ([www.windriver.com](http://www.windriver.com)). Services include strategic communications planning, corporate identity and branding, media relations, writing and editing, awards submissions, newsletters, brochures, websites, interactive CDs, event planning, speakers bureaus, and award-winning annual reports.

Ms. Moore received a Master of Science degree in broadcast journalism from **Boston University** and a Bachelor of Arts degree in art history from **Smith College**.

#### **Elizabeth Weaver Griggs, SCMD, Marketing Alliance Network, LLC**

Weaver Griggs began her marketing career in 1982 at the Mission Bay Aquatic Center and has since established a successful track record within the shopping center industry working on a variety of retail property types; regional malls, tourism centers, value-oriented outlet malls and entertainment centers. Weaver Griggs worked for The Hahn Company for 5 years during the 1980's and marketed regional shopping centers such as the much-celebrated grand opening of Horton Plaza, University Town Center and Valley Fair Shopping Center. Weaver Griggs went on to fill the Western Regional Marketing Director position for nearly five years at Homart Development. It was there that Weaver Griggs developed and implemented corporate programs and was involved in the strategic planning of several grand openings, expansions and renovations. In the subsequent five years, Weaver Griggs was given the added responsibility of the corporate marketing functions at Great Mall Of the Bay Area (GMBA) and Irvine Retail Properties Group while coordinating the grand opening and on-going marketing plans for GMBA and the Phase II expansion of Irvine Spectrum Center.

Weaver Griggs established Marketing Alliance Network in 2000 while coordinating a National Breast Cancer program. She also consulted with Beverly Center during their renovation completed in 2000, facilitated the 10-city mall tour of AXIOM Spy Kids in 2001, organized the 'Cause To Shop' benefit for the Hollywood & Highland opening in 2001. She currently handles special projects for a variety of clients including; Red Mountain Retail Group, Lake Elsinore Outlets, Basketball School of Skills and Cristiana.

She is a graduate from San Diego State University with a bachelor's degree and completed a six year term on the International Council of Shopping Centers CMD Committee.

# City Of Hermosa Beach Public Relations/Marketing Plan Budget Outline January 2003 - June 2005

[illegible]

2003- 2004 Fiscal Year	July	Aug	Sept	Oct	Nov	Dec	Jan	Feb	Mar	April	May	June	Total
Director/ PR Agency	10,000	10,000	10,000	10,000	10,000	10,000	10,000	10,000	10,000	10,000	10,000	10,000	120,000
Website	1,000	1,000	1,000	1,000	1,000	1,000	1,000	1,000	1,000	1,000	1,000	1,000	12,000
PowerPoint Presentation			3,000							2000			5,000
Promotional Events	25,000	25,000			25,000	25000							100,000
Advertising/Conferences			20,000							7500	30000		57,500
Brochure											7500		7,500
Partnerships/Sponsorships			2,500						2500				5,000
Town Hall Meetings			5,000										5,000
Self-Help Educational Series			5,000						5,000				10,000
<b>Total</b>	<b>36,000</b>	<b>36,000</b>	<b>46,500</b>	<b>11,000</b>	<b>36,000</b>	<b>36,000</b>	<b>11,000</b>	<b>11,000</b>	<b>18,500</b>	<b>20,500</b>	<b>48,500</b>	<b>11,000</b>	<b>322,000</b>

2004 - 2005 Fiscal Year	July	Aug	Sept	Oct	Nov	Dec	Jan	Feb	Mar	April	May	June	Total
Director/ PR Agency	10,000	10,000	10,000	10,000	10,000	10,000	10,000	10,000	10,000	10,000	10,000	10,000	120,000
Website	1,000	1,000	1,000	1,000	1,000	1,000	1,000	1,000	1,000	1,000	1,000	1,000	12,000
PowerPoint Presentation										2000			2,000
Promotional Events	50000				50000								100,000
Advertising/conferences			20000							7500	30000		57,500
Brochure											7500		7,500
Partnerships/Sponsorships			2500						2500				5,000
Town Hall Meetings										5000			5,000
Self-Help Educational Series			5,000						5000				10,000
<b>Total</b>	<b>61,000</b>	<b>11,000</b>	<b>38,500</b>	<b>11,000</b>	<b>61,000</b>	<b>11,000</b>	<b>11,000</b>	<b>11,000</b>	<b>18,500</b>	<b>25,500</b>	<b>48,500</b>	<b>11,000</b>	<b>319,000</b>

**GRAND TOTAL** **855,500**