Council Meeting of
June 23, 2009

SUPPLEMENTAL #2

Honorable Mayor and Members
of the City Council
City Hall
Torrance, California

Members of the Council:

SUBJECT: City Manager - Supplemental Information #2 to Item 15B

Attached are corrected pages 36, 48, and 50 of the Strategic Plan Presentation to replace the previously submitted pages, which contained scrivener's errors.

Respectfully submitted,

LeROY J. JACKSON
CITY MANAGER

By _____
Jered Elmore
Management Aide

CONCUR:

_____
LeRoy J. Jackson
City Manager

15B

Economic Development

Attract and Retain Businesses

Strategic Manager

Fran Fulton - Economic Development Mgr.

Team Members

Steven Cooper - Street Operations Mgr.
Chad Farley - Police Officer, Community Affairs
Marina Martos - Redevelopment/Planning Asst.
Rochelle Maurer - Fire Prevention Officer
Scott McDonough - Audit Mgr.

External Resources

Marisa Villanueva – Los Angeles County Economic Development Corporation
Star Van Buren – Small Business Development Center
Pat Sandt – Torrance Area Chamber of Commerce
Jon Kaji – Kaji & Associates
Philip de Sousa – Aurora Enterprises
Pam Ryan – Torrance Marriott
Cherie Gomez – Pacific Gateway Workforce Investment Network

Sub-goal (3) : Employment opportunities for all members of the community, especially those with potential for career growth

Indicator: Quality education and job training

Measure: Coordinate customized training programs in partnership with Torrance businesses, residents, local community colleges, vocational schools, and universities

Target: We will track the number of customized training projects developed with Torrance businesses and the number of Torrance residents participating with the intent to increase customized training projects by 10% each year.

Narrative: The purpose of promoting the availability of quality education and job training is to ensure that members of the community have the skills that are needed to attain quality employment with the potential for career growth.

Sub-goal (4) : Enhance business and City government collaboration and partnerships

Indicator: Partnership of City, Chamber and Hospitality Industry to carry out marketing campaign known as "Discover Torrance" to increase tourism.

Measure: Create a positive brand identity specific to tourism that will positively impact both residents and businesses.

Target: Marketing plan and visitor's center established by 4th quarter 2010 to be sustained annually by funds generated through Tourism BID.