

CITY OF
EL SEGUNDO



Where big ideas take off.

ECONOMIC DEVELOPMENT STRATEGY

FY 2023-24



(AWARD WINNING)
ECONOMIC DEVELOPMENT PROGRAM

- **BUSINESS RETENTION**
- **ATTRACTION**
- **EXPANSION**
- **HOSPITALITY & TOURISM**

CITY OF
EL SEGUNDO 
Where big ideas take off.



THANK YOU CHEVRON!

Over \$1.3M in Contribution to Economic Development in El Segundo



DATE September 6, 2022

PAY TO THE ORDER OF

City of El Segundo

\$75,000.00

Seventy-five thousand

DOLLARS

MEMO Economic Development

A Gift from the People of Chevron

AGENDA



**MARKETING
CAMPAIGN**



**COMMERCIAL REAL ESTATE
PUBLIC RELATIONS**



**B2B NETWORKING &
STRATEGIC PARTNERSHIPS**



**PERFORMANCE
METRICS**



LOOKING AHEAD

ECONOMIC DEVELOPMENT MARKETING CAMPAIGN “GIVE YOURSELF SOME RUNWAY”

Minutes from LAX, there’s another kind of *runway*.

It’s a stretch of Pacific Coast Highway where innovative firms in aerospace and defense, bioscience, IT, energy, professional sports, and creative media and more are taking flight.

With a brilliant, world-class workforce, pro business environment, cutting-edge office campuses and coastal vibes, El Segundo is the preferred location for businesses soaring to new heights.

And our “Runway” campaign has taken off as well, with stories of success and growth that are uniquely El Segundo.



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ECONOMIC DEVELOPMENT MARKETING CAMPAIGN

“GIVE YOURSELF SOME RUNWAY”

CAMPAIGN GOALS

- Increase commercial office occupancy
- Attract new startups and businesses from diverse industries
- Position El Segundo as a global leader and innovation hub

TARGETED AUDIENCE

- C-level executives, entrepreneurs, business owners, developers and real estate decision-makers
- LA County, surrounding counties and Northern California

MARKETING STRATEGY



VIDEOS

Testimonials by influential business leaders across industries



LANDING WEBPAGE

Standalone webpage dedicated to the digital marketing campaign



DIGITAL ADS

Creative ads targeting through paid search and LinkedIn



EMAIL CAMPAIGNS & NEWSLETTER

Series of emails promoting El Segundo

BUSINESS LEADERS: SPEAKING FOR THE CITY



Tom Mueller

CEO, Impulse Space • CoFounder, SpaceX

EL SEGUNDO

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RUN IT HOTTER

BUSINESS LEADERS: SPEAKING FOR THE CITY



Steven Malony

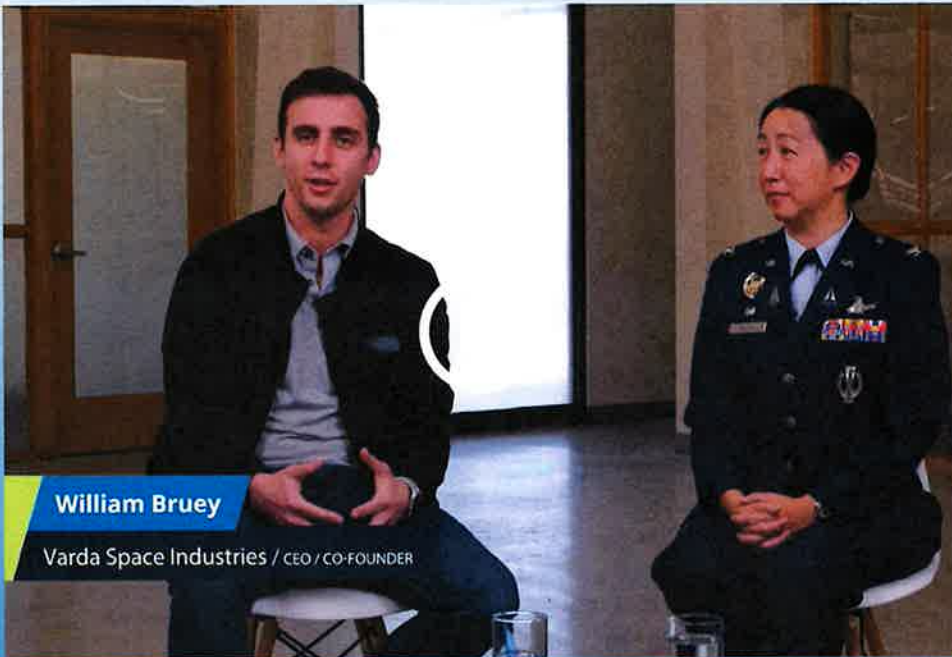
Belkin International / CEO

ELSEGUNDO 

Where big ideas take off.

WHAT'S NEXT
IN WORKPLACES

BUSINESS LEADERS: SPEAKING FOR THE CITY



William Bruey

Varda Space Industries / CEO / CO-FOUNDER

EL SEGUNDO 

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RACE TO INNOVATE

BUSINESS LEADERS: SPEAKING FOR THE CITY



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START-UP CITY

BUSINESS LEADERS: SPEAKING FOR THE CITY



Meera Bhatia

Fabletics / CHIEF OPERATING OFFICER

ELSEGUNDO 

Where big ideas take off.

WORKFORCE FORWARD

DIGITAL ADS



EL SEGUNDO
Where big ideas take off.

"When you see the diversity of companies that are starting here, it just makes sense for investors to have a keen eye on this area."

Augustine Diep-Tran / Boomerang / CO-FOUNDER & COO



EL SEGUNDO
Where big ideas take off.

"Our space brings life to our business. We're excited to be here...and very committed to expanding in El Segundo."

Meera Bhatia / Fabletics / CHIEF OPERATING OFFICER



EL SEGUNDO
Where big ideas take off.

"We turned an aircraft manufacturing building into one of the coolest spaces you'll ever see."

Michael Hackman / Hackman Capital Partners / FOUNDER/CEO



EL SEGUNDO
Where big ideas take off.

"The talent in El Segundo is unmatched."

Colonel Mia Walsh / Space Base Delta 3, Los Angeles AFB / COMMANDER



EL SEGUNDO
Where big ideas take off.

"With a vibrant intersection of technology, media, entertainment, and communication, El Segundo is a flywheel of growth."

Mike Mothner / Wpromote / FOUNDER & CEO



EL SEGUNDO
Where big ideas take off.

"There are myriad things to do around here. I think where you're located is everything about how you attract people to a company."

Lisi Manriquez / Fabletics / DIRECTOR, IT, APP & STRATEGY



EL SEGUNDO
Where big ideas take off.

"El Segundo was perfectly tailored for what we wanted to accomplish."

Steven Malony / Belkin International / CEO



EL SEGUNDO
Where big ideas take off.

"El Segundo is the hottest spot for the engineers we need to hire."

William Bruey / Varda Space Industries / CO-FOUNDER

DIGITAL ADS

Find More Runway in El Segundo

Westside
Rent \$5.61 sq ft*

El Segundo
Rent \$4.32 sq ft*

EL SEGUNDO
Where big ideas take off.

*Average asking rent for Class A office buildings

**Beach Town Living.
Big League Economy.**

El Segundo Population
17,000

El Segundo Employment
50,000

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Where big ideas take off.

LANDING PAGE

EL SEGUNDO 
Where big ideas take off.

Find the Runway You Need

Affordable commercial space. Accessible to everywhere. A smart, eager workforce in a close-knit coastal community. From start-ups to major players in a variety of industries, business soars in El Segundo.

BigIdeas.ElSegundoBusiness.com



EMAIL DRIP CAMPAIGN

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Welcome to El Segundo

Thanks for signing up. We're excited to share El Segundo's latest business news, entrepreneurial success stories, and new developments and available properties, no matter how big or small. And we know your time is valuable, so we'll move fast.

[Get the Latest Info](#)

To connect your business with SoCal's most innovative companies and entrepreneurs, follow El Segundo on LinkedIn.

El Segundo is a hub of innovation with hundreds of firms, from startups to Fortune 500s, contained within just a few square miles, and LinkedIn is the place where we cover the latest in ideas, technologies and industries taking flight in our city.

[Connect on LinkedIn](#)

Minutes from LAX, there's a different kind of runway. It's a stretch of Pacific Coast Highway where firms in aerospace, biotech, media arts and more are taking flight. And there's plenty of room here for your firm to grow. Check out our latest commercial real estate listings, and locate your company among some of SoCal's fastest growing companies.

Explore the possibilities.



CoWorking Space
400 Continental Blvd.,
El Segundo, CA

[View Property](#)



Office Space
101 Continental Blvd.,
El Segundo, CA

[View Property](#)



Beachside Office Space
212 Eucalyptus Dr.,

If relocation is part of your firm's path forward, you couldn't make a smarter move. El Segundo offers a business-friendly environment and a centralized location adjacent to LAX, the metro and major freeways, low tax rates, lower lease rates than other westside cities and a coastal, livable vibe that offers balance to the next generation of knowledge workers.

[We'll Prove It](#)

Named LA County's most business-friendly city for the third time.

Known as an ideal incubator for businesses, El Segundo is truly unique in LA - situated at the intersection of high-tech innovation and the coveted SoCal lifestyle. Whether it's the deep ecosystem of highly-skilled talent, unmatched connectivity to greater L.A., favorable tax structure or unique commercial real estate offerings, El Segundo is a springboard for nascent businesses and strategic destination for companies to expand. It's why so many global brands and rapidly growing startups call our city home. Discover the reasons to land your firm in the city - where big ideas take off.



[See What People Are Saying](#)



El Segundo has the runway your business needs.



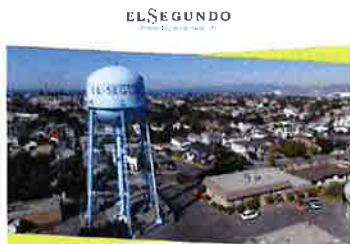
Stay in touch.

From firms just launching to top-flight industry leaders

“NEW BUSINESS WELCOME” EMAIL CAMPAIGN



Hi [Name],
 Congratulations! Thanks to our city's partnership with outstanding business people like you, our city has been awarded the title of "Most Business-Friendly City in LA County" by The LA County Economic Development Corporation. As a new member of the community, we're excited to offer our assistance to navigate city efforts and services to help you take full advantage of the benefits available to you.



Hi [Name],
 Now that you have chosen El Segundo as your headquarters, you have access to a range of services designed to help your business succeed. From streamlining permit processes to providing local resources, we're here to help you every step of the way.



Hi [Name],
 El Segundo is a dynamic hub of innovation, creativity, and entrepreneurship. It's the perfect place to bring your business vision to life. Get a head start by getting to know your future neighbors.



Hi [Name],
 What's work without play? Our city is renowned for its thriving business and community, offering a wide range of activities to unwind after work or entertain your clients.



Hi [Name],
 To stay ahead of the game, know our offbeat (but rich) history, when you'll get all the latest updates on cutting-edge ideas, technologies, and industry trends right in El Segundo. From our Fortune 500 leaders to our creative community, you'll never miss a beat on what's happening in El Segundo.

Start by Maximizing Your Tax Incentives

It pays to get set up in El Segundo, where you'll benefit from low business taxes and no gross receipts tax. Now you can offset even more with a 40% sales and use tax credit, based on your firm's sales, which can be applied to your business license fee.

Lower Your Taxes

A Simpler Way of Business

El Segundo simplifies the permitting process for businesses, offering a range of permit review services and a single point of contact through the Planning and Building Safety Department. Companies can choose from a variety of plan checks for expedited service.

Get Your Permits

Home to Fortune 500 Leaders

El Segundo is making waves in the business world. We are proud to be the headquarters for several Fortune 500 powerhouses, such as AT&T, Boeing, Citicorp, and Intel.

The Best of Both Worlds

El Segundo offers the perfect lifestyle culture with the convenience of a building perimeter and the serenity of a great park. Enjoy top-rated neighborhoods, award-winning schools, and a wealth of parks and athletic fields.

Dine in Style

El Segundo offers a diverse range of cuisines that cater to every taste and preference. Second City Bistro and Hercules Brewing

Connect With Us

EL SEGUNDO MEDIA

Get a Behind-the-Scenes Look

Check out El Segundo Media, our YouTube channel to get an inside look at what's happening across the city. You can follow city-related issues and events and see why El Segundo is quickly becoming the destination for businesses looking to market to success — like yours!

Follow Us


Santa Monica	\$4.10
Calver City	\$4.75
West Los Angeles	\$5.74
El Segundo	\$2.00



“BUSINESS PORTFOLIO” NEWSLETTER

EL SEGUNDO *Business Portfolio*

JUNE 2022



'World's First Space Factory' Deploys by El Segundo-based Startup, Varda Space

The era of in-space manufacturing has begun and forward-thinking tech startups in El Segundo lead the way with groundbreaking endeavors and cutting-edge technologies.


Founded less than three years ago by Space X alumni, El Segundo-based Varda Space Industries ushered in a revolutionary kind of science — successfully deploying the world's first space-based manufacturing satellite into orbit. Varda's in-space lab represents a unique environment for high-value substances such as pharmaceuticals to be produced in zero gravity and re-enter the Earth's atmosphere.

A cluster of startups including Varda Space, ABL Systems, Slingshot Aerospace and several others are fueling innovation and growth in El Segundo's vibrant startup ecosystem — making the city a premier location for early-stage companies to start and scale up.

CNN Business sits down with Co-Founders Will Bruye and Dejan Asparuhov about the company's technological breakthrough and the possibilities for the future of manufacturing.

[WATCH FULL VIDEO](#)

Discover the newest commercial listings [VIEW ALL PROPERTIES](#)




PCT - 200 Pacific Coast Hwy

Pacific Coast Towers offers suites with panoramic views of the Pacific Ocean, LAX and the Palms Verdes Peninsula. The property has convenient access to major freeways and Greater Los Angeles. Amenities include a health club, shuttle to LAX and restaurants on site.

EL SEGUNDO *Business Portfolio*

DECEMBER 2022




El Segundo, An Unrivaled Contributor to the Nation's Aerospace and Defense Capabilities for Global Connectivity

El Segundo's rich legacy of fostering innovation and making invaluable contributions to the global success of the nation's aerospace industry is remarkable.

The plethora of well-established market leaders and dynamic startups developing first-of-its-kind technology solutions truly make El Segundo the epicenter of aerospace engineering talent with a proud heritage of industry.

Recently, aerospace manufacturing giant Boeing revealed an exclusive **behind-the-scenes** look at how a new generation of satellite technology developed in its El Segundo manufacturing site is forging the future of connectivity worldwide.

The company announced plans to deliver the first trio of 11 game-changing 702X satellites to SES, a leader in global communication solutions, that will orbit Earth to create a digital network providing superior connectivity services to organizations and enterprises in the most remote regions of the world.



Augustine Deep-Train

Min & Matthew

EL SEGUNDO *Business Portfolio*

JUNE 2022



Pro Sports Hub with Championship Pedigree

The Los Angeles Lakers, LA Kings and LA Gizzlies will soon have a new neighbor to welcome to the City of El Segundo - where pro sports teams with championship history train for extraordinary performances.

The LA Chargers are the latest professional sports team to join El Segundo's roster, recently breaking ground on their new, cutting-edge practice facility and headquarters campus near the intersection of S Hughes Way & Pacific Coast Highway (formerly part of Raytheon's campus).

The move underscores how industry dynamics in the City are diversifying from aerospace and defense to media, bio tech, sports and entertainment sectors leading economic growth in El Segundo.

FORTUNE 500 2022

Unparalleled Network of the Nation's Top Firms

El Segundo sits at the intersection of high-tech innovation and the coveted SoCal lifestyle. Where the brightest pioneers that got us to the moon are right around the

BUSINESS SEGMENT



EL SEGUNDO
NEWS BUSINESS OUTLOOK

ORGANIC SOCIAL MEDIA

City of El Segundo
 2,378 Followers
 2mo • Edited •

A lot is happening in El Segundo — from tech startups making historical groundbreaking leaps in space to a new cutting-edge HQ campus taking shape. Check out today's leading headlines:

- 🚀 **Varda Space Industries** ushers in a revolutionary kind of science — successfully deploying the world's first space-based manufacturing satellite into orbit.
- ⚡ **Los Angeles Chargers** give an exclusive sneak peek at the construction progress of their world-class HQ + training facility.

Get the scoop in the latest issue [#BusinessPortfolio](#) [1](#) [#WhereBigIdeasTakeOff](#)
<https://lnkd.in/g/WdvZA2R>

'WORLD'S FIRST SPACE FACTORY' DEPLOYS BY EL SEGUNDO-BASED STARTUP, VARDA SPACE




The era of in-space manufacturing has begun and forward-thinking tech startups in El Segundo lead the way with groundbreaking endeavors and cutting-edge technologies.

City of El Segundo
 2,378 followers
 2mo • Edited •

In El Segundo you're surrounded by successful entrepreneurs and forward-thinkers breaking the boundaries of what's possible, like the brilliant minds working at **Skyryse** [👉](#). Excited to see what the future holds for this El Segundo-based startup poised to make an impact on the [#aviation](#) industry. [#WhereBigIdeasTakeOff](#) [#ElSegundo](#)

Skyryse
 10,512 followers
 2ks • Edited •

Elevate Your Career: Discover What It's Like to Work at Skyryse! Join us on a virtual journey as we take you behind the scenes at Skyryse, where innovation and aviation meet. In this video, you'll experience our dynamic workp... [see more](#)



[👍👍👍](#) Barbara Voss and 23 others 1 comment

[👍](#) Like [💬](#) Comment [🔄](#) Repost

City of El Segundo
 2,378 followers
 2mo • Edited •

We're kicking off the week with exciting news! 🗣️📢 Co-Founder/Former CEO of **Whole Foods Market John Mackey** selects El Segundo to launch a new healthcare startup, **LoveLife**. 🍌❤️


Here's what he had to say to [Fast Company](#) about his new venture opening 2024:

"Our first flagship will be in the L.A. area. El Segundo...It'll be big, 45,000 sq. ft. We'll have a small healthy food restaurant, a medical center, a gym or health club, a wellness center, yoga, Pilates, various restorative treatments like cryotherapy, cold plunges, infrared saunas. It will have various wellness practices such as acupuncture, chiropractic, physical therapy, and Reiki...It'll take us years to build out the physical locations across the United States. El Segundo will be that proof of concept to raise more capital!" — Fast Company

[#WhereBigIdeasTakeOff](#)

LoveLife
 2,600 Followers
 2mo • Edited •

"I really want the world to be healthier. Whole Foods was about that, selling food, helping to change the way people think about food, helping change the agricultural system to a certain degree. But there's only so much you... [see more](#)



John Mackey's Whole Foods changed how Americans eat. Now Mackey wants to change healthcare
fastcompany.com • 9 min read

[👍👍👍](#) Diane Cufley Chaudan and 24 others 2 comments

[👍](#) Like [💬](#) Comment [🔄](#) Repost

COMMERCIAL REAL ESTATE MEDIA

DAILY BREEZE

El Segundo named one of LA County's most business-friendly cities of 2022

The LA County Economic Development Corporation named El Segundo the "Most Business-Friendly City" with a population of 60,000 or fewer.

WIN

CITY OF
EL SE

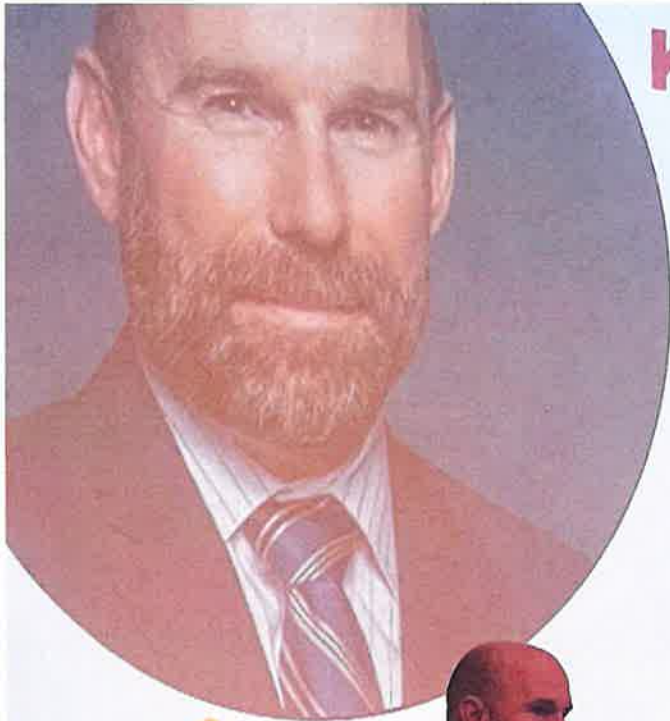
A group of people, including a man in a suit speaking at a podium, are shown at an awards ceremony. The background features a banner with the text "WIN" and "CITY OF EL SE".

EXPLORING COMMERCIAL
REAL ESTATE

**REAL
PERSPECTIVES
PODCAST**

A PODCAST BY THE REGISTRY

A vintage-style microphone is positioned vertically in the center of the red background, serving as a graphic element for the podcast cover.



Keynote Speaker

Chris Pimentel
Mayor Pro Tem
City of El Segundo



SUNSTONE ECONOMIC DEVELOPMENT CHALLENGE



CITY/COUNTY
MANAGEMENT
FELLOWSHIP





**SIDEBAR SUMMIT:
EL SEGUNDO X SILICON VALLEY STARTUP COMMUNITY**

FY 22-23 CAMPAIGN PERFORMANCE HIGHLIGHTS



GOOGLE SEARCH CAMPAIGN ANALYTICS

775K

IMPRESSIONS

Total target audience exposed to each ad

33K

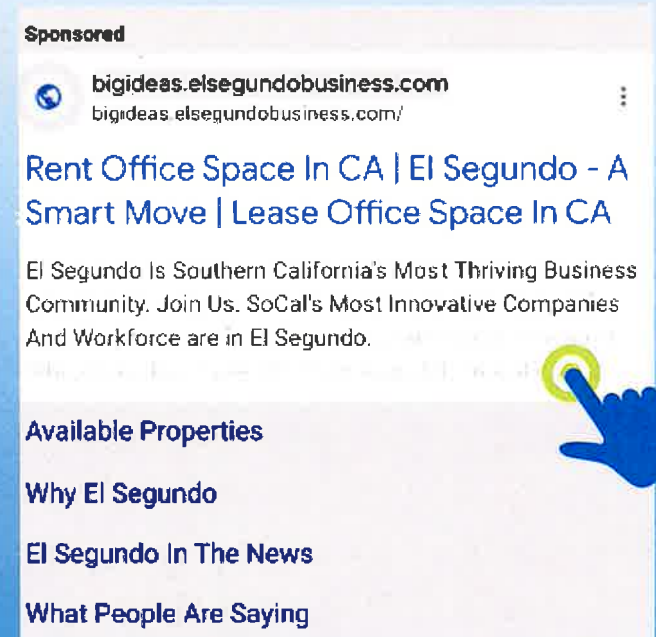
ENGAGEMENTS

Total number of "actions" (i.e. liking the page, commenting, etc.) people took in connection to the ad

6K

CLICKS

Total number of times people clicked on the ad



Google Search Performance

Campaign	Search keyword	Impressions ▾	Clicks
El Segundo - Econ Dev - Non-Brand - 62524 - FY23	office for rent	24,319	790
El Segundo - Econ Dev - Non-Brand - 62524 - FY23	rent a building	17,855	1,021
El Segundo - Econ Dev - Non-Brand - 62524 - FY23	warehouse for rent	14,096	956
El Segundo - Econ Dev - Brand - 62524 - FY23	businesses in el segundo	7,883	696
El Segundo - Econ Dev - Non-Brand - 62524 - FY23	rent office space	4,306	236
El Segundo - Econ Dev - Non-Brand - 62524 - FY23	lease a building	3,426	112
El Segundo - Econ Dev - Non-Brand - 62524 - FY23	office for lease	2,006	68
	Grand total	775,338	6,174

DISCOVERY CAMPAIGN ANALYTICS

698K

IMPRESSIONS

Total target audience exposed to each ad

2K

CLICKS

Total number of times people clicked on the ad



Google Analytics: 7/1/2022 - 6/30/2023

LANDING PAGE OVERVIEW

Pageviews
32.4K



Total number of individual visitors to the site during the selected date range.

Sessions
14.6K

A group of interactions one user takes within a given time frame on your website (30 min).

Users
13.7K

Total number of pages visited by all users during selected time period. Includes repeated views/refreshes of same page.

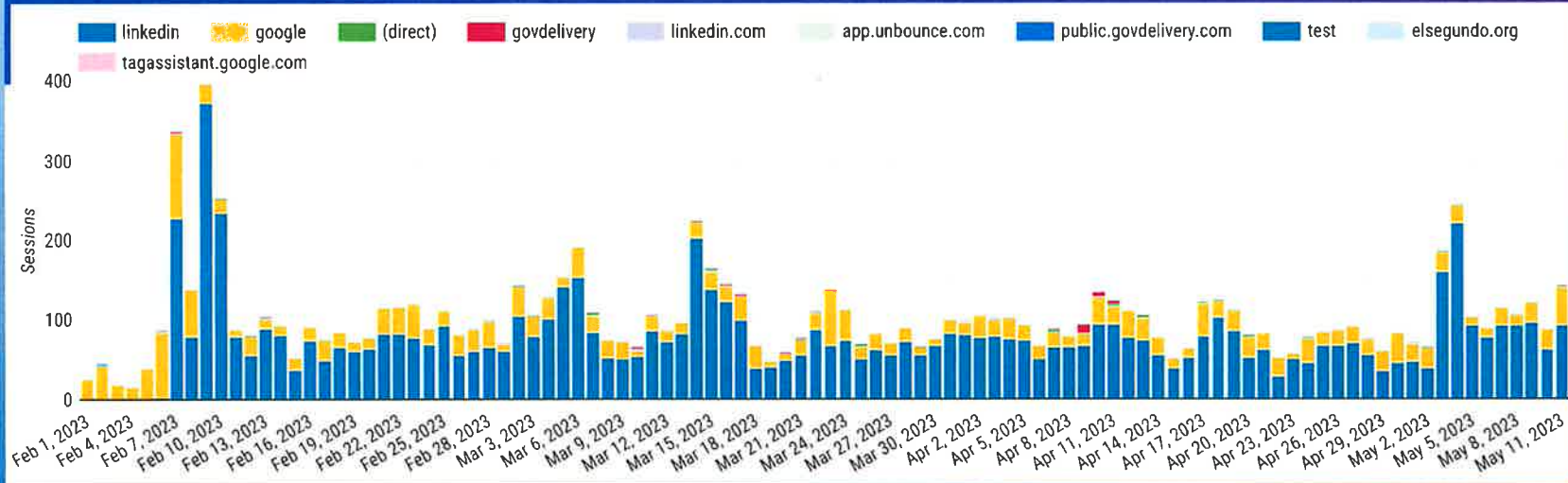
Avg. Session Dur.
12

Total duration of all sessions (in seconds) / number of sessions.

Pages / Session
2.2

Average number of pages viewed during a session. Repeated views of a single page are counted.

Sessions by Channel (All Traffic)



Google Analytics: 7/1/2022 - 6/30/2023

LOOKING AHEAD:

**Enhance marketing campaign to further position El Segundo as a global innovation leader,
“Where Big Ideas Take Off”**

- **El Segundo Accelerator Program**
- **Sidebar Summit in El Segundo - Nov. 30, 2023**
- **Enhance Business to Business/Supplier Network Collaboration**
- **Evaluate Commercial/Industrial Zoning East of PCH to Promote Business Retention and Attraction**



CITY OF
EL SEGUNDO

Where big ideas take off.

THANK YOU
