

# CITY OF CHINO HILLS

## PRESS RELEASE



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### **SURVEY, VISITS, AND INCENTIVES INCLUDED IN CHINO HILLS' NEW ECONOMIC DEVELOPMENT STRATEGY**

The City of Chino Hills is set to launch a business outreach program in May as part of its Economic Development Strategy. Business retention is the focus of the effort.

“Our Economic Development Team will meet with our storefront businesses one-by-one with the goal to meet with over 600 businesses over the next two years,” said Joann Lombardo, Community Development Director.

According to Ms. Lombardo, the program starts with a letter of introduction and a short survey to ask businesses what types of issues they are facing and if they are thinking of relocating. The team is ready to help businesses find a location for expansion or relocation within the City.

“The data will help us identify areas where we can play a role in matching businesses with resources,” said Ms. Lombardo. “We want to help existing businesses succeed by connecting them with marketing, labor, financial, consulting, and training assistance. We are excited to see what we can accomplish together.”

Staff will work through the City, one center at a time. They will bring a packet of information on their visits that includes resources from the San Bernardino County Workforce Development Department, the Small Business Development Center, various

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permitting requirements, and more. The team will be prepared to share information about signs and banners, special event requirements, and sponsorship or advertising opportunities with the City.

“The information we gain from these visits will help us continue to refine our business retention program and find new ways to partner with the business community,” said Ms. Lombardo. “A thriving business environment is important to the community.”

The team plans to start with two of the largest centers, Crossroads Marketplace and Rolling Ridge Plaza, in mid-May. If any business in the City would like to meet with the team to explore resources and opportunities before their center is selected, they are encouraged to call (909) 364-2740 to schedule an appointment.

Another component of the Economic Development Strategy is business attraction. The City has designed a series of financial incentives to attract and retain high sales-tax-producing, quality business investment. Incentives include a variety of options such as amortization of Development Impact Fees and reduced Development Impact Fees for high sales-tax-generators; incentives for tenants whose businesses bring new sales tax revenue in at qualifying levels; and incentives to the brokers who bring in the qualifying tenants.

“This is a very personalized approach that is flexible and includes all commercial and business-park properties,” said Ms. Lombardo.

For additional information, please call Victor Viramontes at (909) 364-2740, or email [economicdevelopment@chinohills.org](mailto:economicdevelopment@chinohills.org).