

## **WATERFRONT AND ECONOMIC DEVELOPMENT**

***Mission Statement:*** *To improve the quality of life for residents, businesses and visitors of Redondo Beach by facilitating business development opportunities, and efficiently managing the City's Waterfront and other properties and resources.*

**WATERFRONT AND ECONOMIC DEVELOPMENT**  
Adopted Budget - FY 2014-15

*Waterfront and Economic Development Administration*

Waterfront and  
Economic  
Development  
Director (1)

Harbor Facilities Manager (1)

Senior Administrative Specialist (1)

**SUMMARY OF PERSONNEL**  
**Adopted Budget - FY 2014-15**

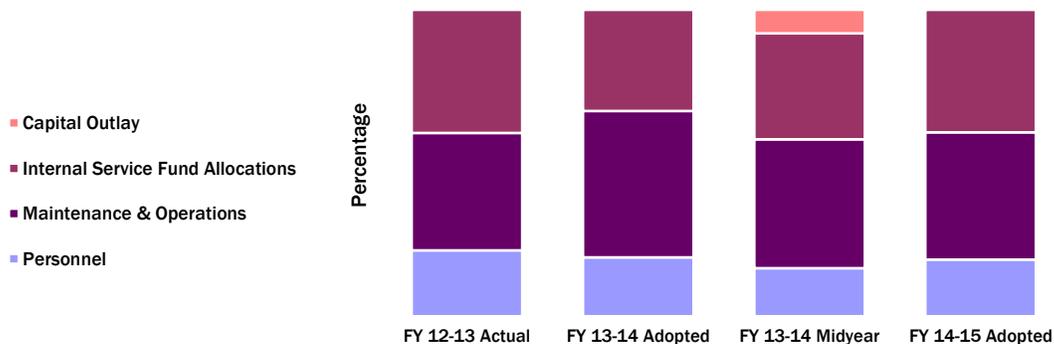
**WATERFRONT AND ECONOMIC DEVELOPMENT**

1.00	Waterfront and Economic Development Director
1.00	Harbor Facilities Manager
<u>1.00</u>	Senior Administrative Specialist
3.00	

**TOTAL PERSONNEL: 3.00**

## WATERFRONT AND ECONOMIC DEVELOPMENT

<i>Operating Expenses</i>	FY 12-13 Actual	FY 13-14 Adopted	FY 13-14 Midyear	FY 14-15 Adopted	Increase/ Decrease	
Personnel	445,461	484,646	489,205	501,767	12,562	3%
Maintenance & Operations	796,840	1,208,764	1,314,951	1,124,854	(190,097)	(14%)
Internal Service Fund Allocations	833,767	833,767	1,082,675	1,082,675	-	0%
Capital Outlay	-	-	240,000	-	(240,000)	(100%)
<b>TOTAL</b>	<b>2,076,068</b>	<b>2,527,177</b>	<b>3,126,831</b>	<b>2,709,296</b>	<b>(417,535)</b>	<b>(13%)</b>



<i>Funding Sources</i>	FY 12-13 Actual	FY 13-14 Adopted	FY 13-14 Midyear	FY 14-15 Adopted	Increase/ Decrease	
General Fund	225,152	322,273	228,008	144,625	(83,383)	(37%)
Harbor Tidelands	776,419	1,178,925	1,324,602	1,218,669	(105,933)	(8%)
Harbor Uplands	1,012,311	967,725	1,266,787	1,038,568	(228,219)	(18%)
Community Financing Authority	62,186	58,254	307,434	307,434	-	0%
<b>TOTAL</b>	<b>2,076,068</b>	<b>2,527,177</b>	<b>3,126,831</b>	<b>2,709,296</b>	<b>(417,535)</b>	<b>(13%)</b>

## WATERFRONT AND ECONOMIC DEVELOPMENT WATERFRONT

**Purpose:** The Waterfront Division represents the City as landlord in the administration of thirteen long-term ground leases with the private sector for the development of Harbor lands. The division helps coordinate activities in the Harbor for Public Works, Fire (Harbor Patrol), Recreation (Seaside Lagoon), and Police. The overall program goal is to manage the Waterfront Enterprise efficiently so that it remains financially self-sufficient and provides recreational, business, and employment opportunities for the area's residents and visitors.

<i>Operating Expenses</i>	FY 12-13 Actual	FY 13-14 Adopted	FY 13-14 Midyear	FY 14-15 Adopted	Increase/ Decrease	
Personnel	448,943	480,259	484,818	497,380	12,562	3%
Maintenance & Operations	710,929	1,037,533	1,142,647	1,035,933	(106,714)	(9%)
Internal Service Fund Allocations	628,858	628,858	723,924	723,924	-	0%
Capital Outlay	-	-	240,000	-	(240,000)	(100%)
<b>TOTAL</b>	<b>1,788,730</b>	<b>2,146,650</b>	<b>2,591,389</b>	<b>2,257,237</b>	<b>(334,152)</b>	<b>(13%)</b>

<i>Funding Sources</i>	FY 12-13 Actual	FY 13-14 Adopted	FY 13-14 Midyear	FY 14-15 Adopted	Increase/ Decrease	
Harbor Tidelands	776,419	1,178,925	1,324,602	1,218,669	(105,933)	(8%)
Harbor Uplands	1,012,311	967,725	1,266,787	1,038,568	(228,219)	(18%)
<b>TOTAL</b>	<b>1,788,730</b>	<b>2,146,650</b>	<b>2,591,389</b>	<b>2,257,237</b>	<b>(334,152)</b>	<b>(13%)</b>

## WATERFRONT AND ECONOMIC DEVELOPMENT ECONOMIC DEVELOPMENT

**Purpose:** The Economic Development program works with the business community to foster a positive atmosphere for businesses in Redondo Beach. Department personnel are involved with the business associations in the City to keep abreast of each area's needs. The department endeavors to retain and attract businesses that will offer quality employment to local residents.

<i>Operating Expenses</i>	FY 12-13 Actual	FY 13-14 Adopted	FY 13-14 Midyear	FY 14-15 Adopted	Increase/ Decrease	
Personnel	(3,482)	4,387	4,387	4,387	-	0%
Maintenance & Operations	85,911	171,231	172,304	88,921	(83,383)	(48%)
Internal Service Fund Allocations	204,909	204,909	358,751	358,751	-	0%
Capital Outlay	-	-	-	-	-	0%
<b>TOTAL</b>	<b>287,338</b>	<b>380,527</b>	<b>535,442</b>	<b>452,059</b>	<b>(83,383)</b>	<b>(16%)</b>

<i>Funding Sources</i>	FY 12-13 Actual	FY 13-14 Adopted	FY 13-14 Midyear	FY 14-15 Adopted	Increase/ Decrease	
General Fund	225,152	322,273	228,008	144,625	(83,383)	(37%)
Community Financing Authority	62,186	58,254	307,434	307,434	-	0%
<b>TOTAL</b>	<b>287,338</b>	<b>380,527</b>	<b>535,442</b>	<b>452,059</b>	<b>(83,383)</b>	<b>(16%)</b>

## WATERFRONT AND ECONOMIC DEVELOPMENT

### Core Service Activities

Adopted FY 2013-14 (35%)	Total Staff Hours: 2,184
Adopted FY 2014-15 (35%)	Total Staff Hours: 2,100

### Waterfront

- Manage Waterfront revitalization, including leasehold acquisitions, structuring of developer ground lease and financial agreements, and CEQA process oversight.
- Monitor City operations within King Harbor: 1400 slips and approximately 60 retail businesses.
- Manage and provide problem-solving assistance to 13 privately-operated master ground lessees.
- Manage the terms and conditions of direct leases between the City and private businesses.
- Monitor and coordinate efforts between Police, Fire, and Community Services, as well as Public Works for services funded by Harbor Tidelands and Harbor Uplands Funds (50+ employees).
- Assist with planning and oversight of 3 - 5 Capital Improvement Projects.
- Assist with the processing of approximately 10 film application requests.
- Oversee administration of approximately 30 boat hoist coupon books.
- Process approximately 10 subleases or amendments and 1 master lease or master lease assignment or amendment for consideration by Council.
- Evaluate and negotiate approximately 10 lease and sublease extension proposals.
- Monitor use of 20 storage spaces at the Pier.
- Evaluate approximately 4 proposals and tenant improvement plans.
- Coordinate and attend 12 Harbor Commission meetings and department-related items before other commissions.
- Research and assist with grant application packages for Waterfront improvements.
- Maintain and update City web pages.
- Perform 6 Pier area property inspections and address findings with tenants. Follow-up on repairs noted on the inspections.
- Oversee Waterfront property management operations, including billing, collection, reporting of rents, storage fees, and sanitation district fees as well as maintenance for Waterfront leaseholds.
- Compile and transmit base data for dues calculations to the lessee associations in the Harbor Enterprise (Pier Association and King Harbor Association).
- As a member of the Pier Association and King Harbor Association, take a leadership role in meetings and promotional events.
- Verify and process all vendor invoices through the MUNIS financial system.
- Monitor Harbor Tidelands and Harbor Uplands Funds monthly and verify expenditures are consistent with the City's Tidelands Trust Agreement.
- Attend 12 monthly Pier merchant meetings.
- Process approximately 15 Pier Entertainer Permits.

## WATERFRONT AND ECONOMIC DEVELOPMENT

### Economic Development

- Maintain and update Economic Development Division web pages.
- Provide support and assistance to multiple city business organizations.
- Manage Riviera Village Business Improvement District annual renewal, and coordinate joint activities and new design efforts.
- Verify and process all vendor invoices through the MUNIS financial system.
- Attend 12 monthly Riviera Village Business Improvement District meetings.
- Provide administrative assistance to support Asset Management Program activities.
- Utilize web-based and social media applications as tools for emergency communications with the public and to inform the public about events and emerging activities.

### Successor Agency

- Oversee regular payments and refunds into and out of the Successor Agency accounts related to Waterfront real estate finance and property management activities.

### Key Projects and Assignments

Adopted FY 2013-14 (55%)

**Total Staff Hours: 3,432**

Adopted FY 2014-15 (55%)

**Total Staff Hours: 3,500**

	<b>Hours</b>
▪ Oversee Waterfront revitalization project including coordination of planning, financing, and entitlement of up to \$350 million in new commercial investment through June 2015.	900
▪ Coordinate the transition of ownership and management of the Redondo Beach Marina leasehold by June 2015.	723
▪ Manage audits of 8 leaseholds by June 2015.	204
▪ Collaborate with the Harbor Master on the development of an operational and procedures policy regarding the installation of transient vessel moorings in the main channel of King Harbor and solicit bids for operation by August, 2014.	304
▪ Collaborate with Public Works to initiate capital Improvement projects by June 2015 and complete within specified project duration.	245
▪ Collaborate in the development of plans and specifications for the Moonstone Park Master Plan and coordinate requisite licensing, lease and financing agreements by June 2015.	304
▪ Collaborate on the implementation of the Harbor/Herondo Drive Gateway Improvement Project by June 2015.	304
▪ Continue implementation of comprehensive marketing program for the Waterfront through June 2015.	258
▪ Oversee tenant and master lessee improvements associated with new and existing tenants at the Pier through June 2015.	258

## WATERFRONT AND ECONOMIC DEVELOPMENT

### Customer Service and Referrals

Adopted FY 2013-14 (10%)	Total Staff Hours: 624
Adopted FY 2014-15 (10%)	Total Staff Hours: 640

- Respond within 2 to 3 business days to all inquiries sent through the Comcate “Customer Service Center” system.
- Provide at least 10 hours of relevant training to department staff, including customer service skills.
- Respond within 2 business days to public inquiries and/or complaints related to Pier/Harbor activities.
- Respond to approximately 30 phone calls each month for information concerning the Pier, Boardwalk or Harbor areas.
- Respond to approximately 15 visitors at public counters each month for information concerning Pier entertainer permits, film permits and Boat Hoist Coupon books.



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