



Hemet RISES

Economic Strategy - August 2024

Resurgent Investment Strategy for Economic Success



Acknowledgements

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Table of Contents

| | |
|-----------------------------|-----------|
| Community Profile | 4 |
| Financial Profile | 5 |
| Executive Summary | 6 |
| Strategy 1 - Places | 8 |
| Strategy 2 - People | 16 |
| Strategy 3 - Process | 18 |
| Implementation | 21 |

Community Profile

Countless thriving businesses call the City of Hemet home with over 2,823 registered Business Licenses, from small entrepreneurs to mid and large-scale businesses providing services and goods to Hemet residents and visitors.

The City of Hemet enjoys a population of over 90,000, but with more than 500 housing units in-design and several large commercial development applications pending, significant economic growth over the next decade is expected. The City's economic performance over the past seven years has grown City resources and allowed the City make unprecedented investments in infrastructure, technology, and services to accelerate economic growth.

In the City Council adopted Fiscal Year 2023-24 Strategic Plan, policy direction was provided to create a comprehensive Economic Strategy to further accelerate local business investment as the community enters a new phase of growth opportunity.

The City of Hemet's Economic Strategy has been coined Hemet RISES (Resurgent Investment Strategy for Economic Success). This strategy promotes business retention and expansion, positions the City for strategic investment, promotes a business-friendly development experience, and fosters place-making through infrastructure investments and marketing efforts.

Hemet RISES is a blueprint for fostering sustainable City growth and prosperity. By focusing on strategic investments and partnerships, Hemet will stimulate job creation, increase property values, and enhance the community's long-term economic prosperity.

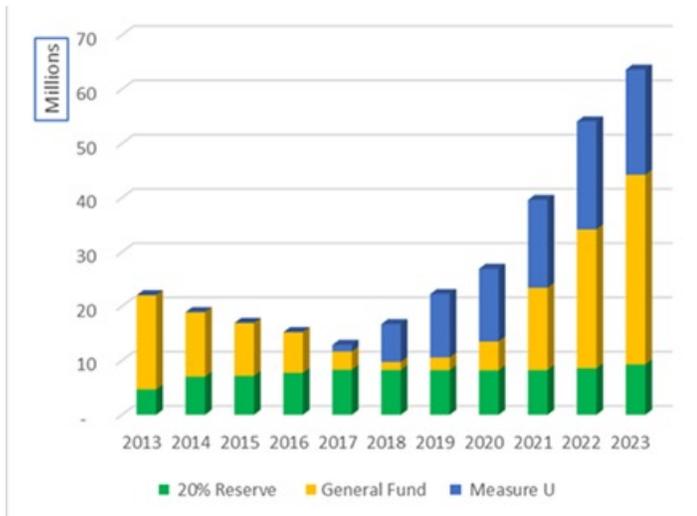


Western Science Center

Hemet is home to the acclaimed Western Science Center Museum which houses a large collection of Native American artifacts and Ice Age fossils that were unearthed at Diamond Valley Lake including "Max, the largest mastodon found in the western United States. The Museum opened in 2006.

Financial Profile

The City of Hemet has enjoyed improving financial performance over the past seven years. The City’s financial comeback was fueled by the community’s support and passage of Measure U, a temporary 1% general sales tax that today generates more than \$16 million annually. In 2022, Hemet’s voters removed the sunset provisions of Measure U with the passage of Measure H.



When Measure U was passed, the City Council adopted an implementing Resolution committing 100% of Measure U resources to Police and Fire services, with Police receiving 2/3 and Fire receiving 1/3 of Measure U revenues. As a result of these investments, the City has also experienced a steady decline in property and violent crime over this same period.

The City’s General Fund reserves topped \$61 million at the June 30, 2023 close to the City’s 2023-24 fiscal year (FY), marking a steady and remarkable improvement to the City’s financial position. As a result, the City

Council increased its General Fund Reserve Policy from 20% to 40% in FY 2023-24.

The City’s adopted FY 2024-25 General Fund revenue budget totals \$80,150,000. The City utilized a “vacancy factor” of \$3,117,000 in FY 2024-25 and one-time use of \$9,488,000 for a total General Fund Expenditure Budget of \$92,590,000.

The City’s primary budgeted revenue sources are itemized below:

| | | |
|-----------------------------------|---------------------|--------------|
| Bradley Burns 1% Sales Tax | \$17,896,000 | (22%) |
| Measure U 1% Sales Tax | \$15,527,000 | (21%) |
| Property Tax | \$10,715,000 | (13%) |

Executive Summary

Places – People – Process: A Blueprint for Economic Prosperity

The City of Hemet has developed a comprehensive three-pronged Economic Strategy to enhance its economic vitality by focusing on Places, People, and Process. This strategy aims to create a dynamic and attractive environment for residents and visitors, support local businesses, and streamline development processes to foster economic growth.

Places

The “Places” component of the strategy is centered on improving community assets and creating incentives to encourage private investment. Key actions include:

- **Auto Mall Build-Out:** Complete the development of the Hemet Auto Mall to boost sales tax revenue and attract additional dealerships, increasing local economic activity.
- **Restaurant Investment:** Allocate \$300,000 to create a restaurant grant program to invigorate downtown dining and attract visitors.
- **Historic Theatre Expansion:** Support the expansion of the Hemet Historical Theatre to enhance its capacity and cultural offerings, driving downtown economic activity.
- **Mixed-Use Development:** Explore opportunities for redeveloping the L.P. Denney property and adjacent properties to complement the downtown entertainment district.
- **Hotel and Campground Incentives:** Implement the Hotel Incentive Program and support campground development to diversify accommodation options and attract tourists.
- **Soccer Fields:** Design new soccer fields to boost local amenities..
- **Healthcare:** Support the development of medical services and healthcare accessibility to serve a growing community.
- **Public Art and Façade Improvements:** Develop an Arts in Public Places Program and a Façade Improvement Grant Program to enhance the City’s visual appeal and support business vitality.

People

To attract residents and visitors, Hemet is focusing on community engagement and event-driven strategies:

- **Restaurant Week and Festivals:** Host a Restaurant Week and a multi-day Music, Arts, and Culinary Festival to showcase local talent and boost economic activity.
- **Branding and Social Media:** Update the city’s brand and collaborate with social media influencers to promote Hemet’s attractions and amenities.
- **Pop-Up Stores and Downtown Experiences:** Introduce a pop-up store program and enhance downtown experiences with regular events and new attractions to increase foot traffic and vibrancy.

Process

The “Process” aspect aims to facilitate business-friendly planning and development by streamlining procedures and enhancing support:

- Optimize Development and Permitting Process: Conduct an independent staffing and development review study to provide recommendations on optimal staffing levels and solutions to improve the development and permitting process.
- City Technology and Data Utilization: Utilize City technology to assist businesses with valuable market insights and enhance decision-making.
- Streamlined Permitting and Outreach: Improve the temporary use permit process, develop a Youth Pre-Apprenticeship program, and enhance promotion and customer service for business expansion

Conclusion

The City of Hemet’s strategy integrates efforts to enhance the physical and economic environment, attract and engage the community, and streamline business processes. By advancing these initiatives, Hemet aims to foster a thriving economy, attract new investments, and create a vibrant and appealing city for residents and visitors alike.



Places

Positioning Community Assets for Private Investment

Igniting business investment through the promotion of catalytic projects and positioning community assets for investment presents the opportunity to diversify the City's economic base, create and retain jobs, and expand economic prosperity. The City will advance efforts to boost the community's sense of place by enhancing City infrastructure, introducing business incentives to promote private investment, and advancing catalyst projects.

Strategic Actions

1. Facilitate Build-Out of the Hemet Auto Mall

The Hemet Auto Mall is the economic engine of the City of Hemet producing remarkable sales tax revenue for community services. However, there remain a few undeveloped properties that present significant long-term City revenue growth opportunities if additional dealerships are opened. In the early 1990s, the City of Hemet utilized a sales tax sharing agreement to encourage relocation and expansion of dealerships to the Hemet Auto Mall. A similar type of incentive can be deployed today to encourage the full build-out of this regional asset. To assist existing dealerships, there will be an opportunity to allocate an increment of revenue generated by the newer dealerships to enhance existing dealership advertising efforts.

Expanding the variety of dealerships will draw more customers to the area, increasing foot traffic and overall sales. This will play a crucial role in reducing economic leakages, where residents leave Hemet to purchase vehicles in neighboring cities.

2. Incentivize Restaurant Investment in City's Downtown

The City desires to support business creation and restore the vibrancy of downtown as a place to visit, shop, and dine. To that end, the City Council has appropriated \$300,000 in the FY 2024-25 budget to create a restaurant grant program to cover the start-up costs of opening a restaurant, including kitchen equipment, renovations, and other related expenses.



3. Support Efforts to Expand the Downtown Historic Hemet Theatre

Built in 1921 by William Martin, the Hemet Historical Theatre- is one of the oldest active theatres in the country. The theater desires to expand its existing 410-seat capacity to nearly 1,000 seats to make it one of the largest performance venues of its kind in southeast Riverside County.

An expanded and renovated building will allow the theatre to offer a wider variety of events and programming, driving additional economic vitality to downtown Hemet. The City has acquired the 13,000 square-foot building immediately west of the theatre to assist with completing this catalyst project.



4. Explore Development / Mixed-Use Housing Opportunities with City-owned L.P. Denney Building and Nearby Properties

The City owns the approximately five-acre property along the railroad right-of-way previously owned and operated by L.P. Denney as a Coors Brewing distributorship, along with other nearby properties. Today, the site is utilized by the City's Police Department to store evidence and provide motorcycle training for officers. However, the site has great potential as a northern anchor to the City's planned downtown entertainment district. The City will consider opportunities to accelerate the transition of this underutilized asset to a higher and better use including mixed-use building(s) that complement the downtown.

5. Promote Hemet Hotel Incentive Program to Encourage Hotel Renovation and Development

Every successful visitor serving hotel establishment periodically renovates their property to increase guest satisfaction and address aging or deteriorating assets. Needed safety improvements, competition, and improving visitor convenience are also factors that frequently drive hotel renovation projects.

On February 27, 2024, the City Council approved one of California's most competitive Hotel Incentive Programs to support renovation of existing hotel assets and the construction of a new downtown hotel. The City aims to increase tax revenues, including hotel, property, and sales tax, while also improving the community's hospitality amenities. The adopted ordinance outlines specific participation requirements and incentives for hotel owners, including 25-year and 30-year hotel tax increment sharing arrangements. The Hotel Investment Program will be in place for five years unless extended by the City Council. The City will work with property owners and investors to strongly encourage participation in this program.

6. Incentivize Campground Development within City of Hemet

The City of Hemet is home to 14 hotels but no camping sites. The City of Hemet is part of 10LakeValley, a new Riverside County tourism branding initiative for 214 square miles of southwest Riverside County dubbed the SoCal Wildlands. The branding emphasizes the outdoor nature of this region:

“For the people who play on the edges and carve their own paths, who never leave a scenic route un-taken or a vista un-viewed. The vanlifers, wanderers, and wonderers. The climbers, runners, paddlers, line-casters and freefallers.”

Supporting the creation of outdoor campground amenities will further diversify and grow City revenues. This will also complement efforts to grow tourism and visitors to nearby amenities, including the Western Science Center, Diamond Valley Lake, and sports assets. Extending the hotel tax incentive program to campground investments to offset the significant cost of campground development will facilitate the City’s ability to advance construction of these assets.

7. Advance Soccer Field Design at Diamond Valley Lake

As a result of Fiscal Year 2023-24 conversations with representatives of Valley Wide Recreation and Park District about options for soccer field expansion, City staff has learned that there is an opportunity to design and construct six new soccer fields on Valley Wide leased land at Diamond Valley Lake. These fields will grow the number of soccer fields at Diamond Valley Lake to nine, provide local athletes with high-quality facilities for training and competition, boost local pride, and drive City tax revenues. The City will design the six soccer fields and position the project for grants and capital funding. It is envisioned that the City will manage design, construction, and provide maintenance for fields, with Valley Wide providing management and programming of the soccer fields.

8. Prioritize Expansion and Investment in the Medical Education and Services Sector

Expansion of and investment in Hemet’s Medical Education and Services Sector will have a transformational impact on the community’s prosperity and public safety. Hemet Valley Hospital is the only hospital in the San Jacinto Valley. Support and expansion of medical assets will improve health care outcomes for community residents who otherwise must travel nearly 20 miles of surface streets to the next closest hospital.

Similarly, supporting investment in medical education, including expansion and licensing of medical education facilities, and the medical services sector, will complement Hemet Hospital and provide unparalleled economic opportunities for Hemet. According to a 2015 study by the American Hospital Association, the goods and services hospitals

purchase from other businesses create additional economic value for the community with every dollar spent by a hospital supporting approximately \$2.30 of additional business activity.

9. Engage Community and Park Design Professional to Plan “Shovel Ready” Improvements to Weston Park

Park amenities benefit from periodic renewal and reimagining of their assets. Hemet’s downtown Weston Park previously included a band stand and at one time was the community’s primary community park space. The City Council has authorized funding of \$100,000 to secure the services of a professional park design firm to initiate a community led engagement to developed a community supported “Shovel Ready” design for a refreshed Weston Park. This collaborative approach will create a sense of ownership and pride among Hemet residents, who are more likely to utilize and care for the improved Weston Park.

Partnering with a professional design firm will also ensure the improvements are not only aesthetically pleasing but also functional, safe, and sustainable. This combination of community input and expert guidance will result in a community supported “shovel ready” design and welcoming space to serve as a hub for social interaction, physical activity, and relaxation when built. Creating a shovel-ready plan will help the City secure grant and/or other funding to advance the project to construction.



10. Develop Brewery Incentive Program and Create a Beer Festival

The City of Hemet is currently one of a few cities in southwest Riverside County that is not home to a brewery or craft brewery. The craft brewing industry is a significant economic driver through a three-tier ecosystem impacting breweries, wholesalers, and retailers. According to a study by the California Craft Brewers Association, the industry contributed \$8.8 billion to the California economy in 2022.



The presence of breweries can have a positive ripple effect on the local economy. Breweries often attract other businesses, such as restaurants, bars, and entertainment venues, creating a lively and interconnected economy. Breweries also become community gathering spots, hosting events and fostering a sense of community pride.

To encourage craft brewery investment, the City will develop a Brewery Incentive Program and partner with the California Craft Brewery Association/Beer Guild to create a Beer Festival.

11. Replace Traditional Billboards with Revenue Producing Digital Display Billboards

Lamar Advertising Company owns 10 traditional illuminated billboards within Hemet City Limits. While these billboards provide significant advertising exposure, modern digital display billboards provide improved quality, flexibility, and immediate content changes for improved messaging. Because of the ability to rotate advertising in a slide show fashion every 6 to 8 seconds, companies like Lamar seek opportunities to replace traditional billboards with digital billboards.



By working with Lamar, the City has the opportunity to site digital billboards on City-owned property adjacent to transportation corridors and negotiate an agreement with Lamar for a portion of the advertising revenue. Additionally, the City will have an opportunity to eliminate the traditional billboards in town resulting in a net reduction of billboards and visual clutter within the city, thereby improving its aesthetic appearance. The City will also be entitled to use of advertising space on the digital billboards for non-profit, public service messages.

12. Support Expansion of the Cannabis Sector

Expansion of the cannabis sector in the City of Hemet presents significant potential for economic growth and job creation. As the cannabis industry continues to gain legal and social acceptance, it presents a lucrative opportunity to diversify the City's economic base.

On May 28, 2024, the City Council approved Ordinance 2033, amending the Hemet Municipal Code to authorize Storefront Commercial Cannabis Businesses in the General Commercial zoning district. This action will permit up to five Storefront Commercial businesses to open with the City's current population. The City will initiate an application process to facilitate qualifying applicants to proceed to selection.

13. Continue Investments in the Trash Enclosure Pilot Program to Improve City's Visual Appearance

Continue to invest in the Hemet trash enclosure to improve the city's visual appeal. Well-maintained and aesthetically pleasing trash enclosures can significantly reduce litter, illegal dumping and waste visibility, contributing to a cleaner and more attractive urban environment.

By continuing to upgrade trash enclosures around the City of Hemet, the city can prevent unsightly garbage overflow and ensure that waste is properly contained. This not only enhances the overall look of public spaces but also promotes a sense of civic pride among residents, encouraging them to take better care of their surroundings. Improved trash enclosures can have a positive impact on public health and safety. Properly designed and maintained trash enclosures can deter pests and rodents, reduce unpleasant odors, and minimize the risk of waste-related hazards.

14. Implement Façade Improvement Grant Program

On June 25, 2024, the City Council approved implementation of a Façade Improvement Program designed to improve the physical appearance of commercial corridors, encouraging retention of existing businesses, increase property values, and improve business vitality. The program consists of Micro Grants up to \$30,000 per building with a 5% match and a Macro Grant requiring a minimum investment of \$350,000 with a 20% match for larger commercial centers. The City will launch the program after notifying eligible property and business owners. The program sends a positive message to potential investors and developers to invest in the City of Hemet.

15. Develop and Implement Arts in Public Places Program

Developing an Arts in Public Places Program presents an opportunity to further drive economic activity and beautify the City through the installation of murals, statues, and other art landmarks. Public art installations serve as visually striking attractions that draw visitors eager to experience the cultural and artistic vibe of the city.

Murals, in particular, can transform ordinary walls into vibrant canvases that tell stories, celebrate local history, and highlight community values. These artworks can become iconic photo spots, encouraging tourists to share their experiences on social media and further promoting Hemet as a cultural destination.



Public art can enhance the overall aesthetic appeal of the city, making it a more inviting and engaging place for both residents and visitors. Statues and abstract art pieces can be strategically placed in parks, plazas, and along streetscapes, creating a cohesive and dynamic urban environment. These installations can also serve as focal points for community events, festivals, and tours, fostering a sense of pride and ownership among locals. By investing in public art, Hemet can cultivate a unique identity and cultural landscape that attracts tourists and enriches its residents' quality of life.

16. Consider Streetscape Enhancement Opportunities in the Downtown Business District and Along Corridors Leading to the Ramona Bowl

Well-designed public streetscape enhances a community's cultural identity and drives economic developments in multiple ways. In addition to beautifying corridors and establishing a sense of place, streetscape enhancements can improve pedestrian safety, provide traffic calming solutions, and offer stormwater management features.

The addition of streetscape enhancements between San Jacinto Street and State Street on Florida presents an opportunity to enhance the downtown's sense of place on the City's commercial corridor. Similarly, the Stetson and Girard Street corridors present an opportunity for the City to beautify and boost local pride along the primary last mile travel routes to and from the Ramona Bowl.

17. Advance Planning of a Botanical Garden

Botanical gardens are known for their ability to attract visitors of all ages and interests, offering a peaceful retreat and a chance to connect with nature. By creating a well-designed and diverse botanical garden, the City of Hemet can become a destination for plant enthusiasts, families, and visitors looking for unique experiences. The garden can feature a variety of plant species, themed sections, and educational programs that appeal to a wide audience, making it a multi-visit attraction.



A Botanical Garden can serve as a venue for events, workshops, and community activities, further increasing its appeal and drawing more visitors to Hemet. Seasonal festivals, guided tours, and special exhibitions can create a dynamic and ever-changing experience that encourages repeat visits. The presence of a botanical garden can also boost local businesses, as visitors spend money on dining, shopping, and lodging during their visit.

18. Consider Opportunities for Partnership with the Soboba Band of Luiseño Indians, Western Science Center, City of San Jacinto, and Other Regional Partners

Working in partnership often leads to greater impact. City efforts to advance business vitality and economic initiatives have the opportunity to be enhanced when partnership with the Soboba Band of Luiseño Indians, the Western Science Center, the City of San Jacinto, and other regional partners is considered. The City will consider opportunities for partnership with each of its economic development initiatives.

People

Driving Business Vitality and Attracting Visitors

Attracting residents and visitors to City of Hemet businesses is the core outcome desired by the City's Hemet RISES Economic strategy. The following Strategic Actions are design to support these efforts.

Strategic Actions

1. Create a Restaurant Week Event to Enhance the City's Culinary Scene

Creating a "Restaurant Week" or "Taste of Hemet" type event will bolster local businesses and enhance the community's culinary scene. Such an event will provide a platform for local restaurants to showcase their unique offerings, drawing in both residents and visitors eager to explore Hemet's diverse dining options. The City will encourage participation through special menus, discounts, and promotions to help restaurants attract new customers, build brand loyalty, and increase visibility. With strategic marketing and collaboration among business owners, it is expected this initiative will become an annual event driving sustained economic benefits and enhancing Hemet's culinary ecosystem.



2. Create a Community Music, Arts, and Culinary Festival

The creation of a multi-day Music, Arts, and Culinary Festival will greatly benefit local businesses and attract visitors from surrounding cities. Showcasing local talent and cuisine will be one of the pillars of the event with local musicians, artists, and food vendors having a platform to flourish and conduct business.

A festival has the potential to grow exponentially over the upcoming years with the right grassroots marketing. By consistently seeking feedback by attendees, musicians and businesses, the festival can improve each year and draw larger audiences.



3. Update Hemet Brand, Identity, and Story

The City will initiate a branding campaign to attract people to visit, live, and work. The focus of this effort will be to boost local pride, enhance the City's reputation, attract talent, and position the City as a destination for business investment and visitation. This initiative presents an opportunity to involve our citizens, listen to their opinions, and consolidate them into a brand that represents the spirit of our community.

4. Partner and Collaborate with Social Media Influencers

Social media marketing has become an essential tool in promoting local business and visitation. The City will leverage social media influences to reach large and diverse audiences through their established online presence. By showcasing Hemet's unique attractions, historical sites, and natural beauty on their platforms, influencers can generate interest and curiosity among their followers. This organic promotion can lead to increased visibility for Hemet, drawing tourists who might not have considered visiting the City otherwise.

Influencers create engaging and authentic content that resonates with their followers, making the City's landmarks and attractions more appealing. Their personal experiences and endorsements can build trust and credibility, encouraging their audience to explore Hemet for themselves. Collaborations with influencers can also highlight local businesses and events, further boosting the city's local economy.

5. Introduce and Facilitate Downtown Experiences

Introducing and facilitating a vibrant Hemet downtown experience can play a crucial role in retaining and increasing tax revenue while creating landmarks that attract tourism into the Downtown District. By investing in the revitalization of Downtown Hemet, the City will develop a bustling hub of activity that draws both locals and visitors. Enhancing the aesthetic appeal with public art installations, green spaces, and historic preservation can create a unique and attractive environment.

Host regular events such as Concert Series, Cultural Festivals, Art Installations, Sport Events, and Live Music/Performances will keep the downtown area lively and engaging, encouraging repeat visits and extended stays.

Creating landmarks and attractions within downtown Hemet can further solidify its status as a tourism destination. Establishing museums, partnering up with local artist, art galleries, and interactive AI exhibits that highlight the City's history and culture will provide educational and entertaining experiences for visitors.

6. Create a Temporary Pop-Up Store Program to Attract New Businesses

The City will develop a business-friendly pop-up store program. Pop-up stores offer a low-risk opportunity for entrepreneurs to test their business concepts and gauge public interest without the long-term commitment of a permanent location. This flexibility can draw a variety of innovative hospitality ventures, from unique dining experiences to boutique hotels and cafes. As these temporary establishments open, they generate buzz and curiosity, driving foot traffic and increasing the vibrancy of the downtown area.

Encouraging pop-up stores can stimulate economic activity and foster a sense of community. Local residents and visitors alike are drawn to the novelty and excitement of discovering new businesses and experiences. This influx of people can lead to increased patronage of existing businesses, creating a ripple effect of economic benefits.



Process

Facilitate Business-Friendly Service

Encourage a collaborative, responsive, efficient, and business-friendly development review process. A city's reputation drives economic growth, prosperity, and encourages investment. Led by a focused review and optimization of the development and permitting process, several process strategies are included.

Strategic Actions

1. Optimize Development and Permitting Process

The City of Hemet is experiencing a significant volume of residential and commercial developer interest given the availability of land. The City Council's FY 2024-25 work plan includes an initiative to conduct an independent staffing and development review study. The study will provide recommendations on optimal staffing levels and solutions to improve the development and permitting process.

2. Enhance City Website Resources for Business Creation and Development

Enhance the Economic Development Webpage to provide the latest news, no-cost business solutions, and valuable resources to the business community. A well-maintained and updated webpage serves as a central hub for local businesses and entrepreneurs to access essential information and stay informed about new grant opportunities and developments.

Featuring the latest news, the webpage can keep the business community aware of important economic trends, upcoming events, and policy changes that could impact their businesses. This timely information can help businesses make informed decisions and adapt to changing market conditions more effectively.

Business solutions and resources on the Economic Development Webpage can significantly support local enterprises, especially small businesses and startups that make up over 96% of Hemet businesses. Providing access to tools, guides, and expert advice at no-cost can help businesses overcome challenges and thrive in a competitive market. Resources such as grant information, training programs, and networking opportunities can empower entrepreneurs to grow and innovate.

3. Create a Hemet City Hall Youth Pre-Apprenticeship Program to Develop a Talent Pipeline

The City will create a Hemet City Hall Youth Pre-Apprenticeship Program to develop a talent pipeline for the future and add cost-effective capacity to the organization. The pre-apprenticeship will provide high school and college students with valuable hands-on experience in various municipal roles, ranging from administrative support to economic development and public works.

Participants would gain insights into the inner workings of city governance, potentially inspiring them to pursue careers in public service. Additionally, this initiative can help address future workforce needs by cultivating a pool of well-trained, motivated individuals who are already familiar with the City's operations and values.

4. Streamline and Market Customer Friendly Film Permit Process

The City will streamline the filming permit process to provide swift review and approval for Filming Permits. Once implemented, the City will market the filming opportunities that are available locally and with Southern California-based production companies.

Promoting Hemet's rich historical landmarks through cinema/media will increase tourism and local pride. Highlighting iconic sites such as the Hemet Theater, the Ramona Bowl, and various historic homes can showcase the city's heritage and charm.

By making the filming process more accessible and attractive, the City of Hemet can position itself as a desirable location for filmmakers, ultimately boosting the local economy and preserving its historical legacy through the art of cinema.



5. Host Broker/Property Manager Outreach/Education Events to Provide Timely Information About City Programs and Investment Opportunities

The City will host broker and property manager outreach and education events to provide timely information about City programs and investment opportunities. By organizing these events, the City will directly engage with key stakeholders in the real estate and property management sectors, ensuring they are well-informed about available resources, incentives, sectors, and regulatory requirements.

The proactive approach can demystify the entitlement process, making it easier for brokers and property managers to navigate and comply with City regulations. As a result, these stakeholders can more effectively plan and execute property developments, renovations, and other projects that align with the City's goals. Outreach and education events will forge partnership and collaboration between the City and the real estate community. By creating an open line of communication and providing valuable insights, the City will build trust and encourage brokers and property managers to invest in the City of Hemet boosting the local economy and enhancing the City's overall appeal.

6. Encourage Local Businesses to Utilize City Technology to Grow their Business

The City's Geographic Information Systems and technology tools such as Placer.ai provide businesses the opportunity to better understand their customer. The City is prepared to provide specialty queries and analysis to help businesses better understand consumer behavior.

Implementation

Hemet RISES Economic Strategy

| Time Table | Project/Program |
|------------|---|
| Year 1 | Facilitate Build-out of Hemet Auto Mall |
| | Incentivize Restaurant Development in Downtown |
| | Support Efforts to Expand Downtown Hemet Theatre |
| | Implement Façade Improvement Program |
| | Incentivize Campground Development |
| | Advance Soccer Field Design at Diamond Valley Lake |
| | Plan “Shovel-Ready” Improvements at Weston Park |
| | Replace Traditional Billboards with Electronic Billboards |
| | Support Expansion of Cannabis Sector |
| | Develop/Implement Arts in Public Places Program |
| | Create a Restaurant Week Event |
| | Create Music, Arts, Culinary Festival |
| | Update Hemet Brand, Identity, and Story |
| | Optimize Development and Permitting Process |
| Year 2 | Develop Brewery Incentive Program & Brewery Festival |
| | Downtown/Ramona Bowl Streetscape Improvements |
| | Advance Planning of Botanical Garden |
| | Introduce and Facilitate Downtown Experiences |
| | Create a Temporary Pop-Up Store Program |
| | Implement City Hall Youth Pre-Apprenticeship Program |
| | Develop and Market Streamlined Film Permit Process |
| Ongoing | Prioritize Medical Education and Services Sector |
| | Continue Investments in Trash Enclosure Program |
| | Promote Hemet Hotel Incentive Program |
| | Partner and Collaborate with Social Media Influencers |
| | Encourage Business Use of City Technology |
| | Enhance City Website Business Resources |
| | Host Broker/Property Manager Events |