TIP STRATEGIES

2026–2031 ECONOMIC DEVELOPMENT STRATEGIC PLAN

City of Beaumont, California

July 2026

ACKNOWLEDGMENTS

TIP Strategies, Inc., (TIP) would like to thank the staff and leadership of the City of Beaumont for their guidance and contributions to the planning process. The TIP team is also grateful to the many residents, business owners, employers, and workers in Beaumont who shared their perspectives and contributed insights during the planning process.

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TIP STRATEGIES

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The cover photo was provided courtesy of the City of Beaumont, California.

CONTENTS

Project Overview 1
Action Plan 2
Initiative 1. Business Retention and Expansion (BRE) 2
Initiative 2. Grow Target Industries 5
Initiative 3. Strengthen Retail Corridors 9
Initiative 4. Activate Strategic Land and Sites 14
Initiative 5. Enhance Quality of Place 18
Initiative 6. Promote and Position Beaumont 21
Appendix: Planning Context 25
Background Review 25
Engagement Process 29
Survey Overview 30
Economic Context 31
SWOT Analysis 32
Implementation Matrix 34

PROJECT OVERVIEW

The City of Beaumont, California (City), is defined by both its rich heritage and its potential for a dynamic future. From its origins as a stagecoach and railroad stop in the 1800s to its identity as an agricultural powerhouse that once defined the region, the City developed around the economic opportunities created by its geography and connectivity. That same foundation continues to shape Beaumont's trajectory today.

Over the past two decades, Beaumont has experienced one of the most significant periods of residential growth in its history, welcoming thousands of new residents drawn to its quality of place, scenic surroundings, and strong sense of community. Their decision to relocate reflects genuine confidence in what Beaumont offers and its opportunities for the future. Beaumont now stands at an inflection point, transitioning from a rapidly expanding residential community to a self-sustaining, economically resilient City. Realizing this transition requires a clear vision, defined priorities, and coordinated actions across both the public and private sectors.

> **EDSP VISION STATEMENT**
>
> Beaumont will leverage its rich history and sustained growth to build a thriving, self-sustaining economy, one that delivers quality local employment, excellent public services, and a connected quality of life centered around a revitalized historic downtown and a flourishing local business community.

The *2026–2031 Economic Development Strategic Plan* (EDSP) provides the framework to achieve this vision, serving as the City's road map for building a diversified, balanced local economy capable of generating the tax revenues necessary to sustain high-quality municipal services, fund meaningful community investments, and reduce dependence on residential property taxes. This plan includes pragmatic strategies and actions for cultivating retail and commercial corridors, attracting employers who offer well-paying local jobs, and realizing the vision of a revitalized historic downtown that honors Beaumont's past and anchors its future. This plan builds on previous relevant City and regional planning to align all economic development efforts into a single, actionable strategy. The planning process was guided by a robust steering committee, comprised of members from the public and private sectors, which shaped the economic vision for Beaumont and the four guiding principles that will deliver benefits that extend well beyond the City's fiscal health.

To foster long-term **sustainability**, this plan promotes the preservation of Beaumont's natural environment alongside diversifying the commercial and industrial tax base. This approach balances reliable funding for essential services with reducing the community's reliance on regional transportation systems, by keeping jobs and retail local. The plan also champions **equity** by ensuring the benefits of economic growth are accessible to everyone, and by emphasizing the attraction of high-quality jobs across various sectors that would cultivate diverse retail and grocery options within city limits. By maintaining strict **accountability**, the City can ensure economic strategies are data-driven and yield measurable returns, with the goal of reinvesting retail sales and property tax revenues efficiently into vital public services and meaningful infrastructure improvements. Ultimately, this plan prioritizes **livability**, focusing on the daily experience and well-being of the community. Rooted in enhancing Beaumont's unique quality of place, this EDSP focuses on realizing the vision for an active, engaging historic downtown, where residents can gather and connect.

Sustainability, equity, accountability, and livability are the guiding principles that shape every initiative and strategy in the plan and support a vision for Beaumont that is fiscally resilient, rich in local opportunity, and grounded in the community character that has defined the City from the beginning.

ACTION PLAN

The following six initiatives and corresponding strategies provide Beaumont leaders with an actionable framework to accelerate economic development and long-term fiscal resilience. Informed by both qualitative and quantitative data, strategies are accompanied by a specific rationale and anticipated benefits that reflect the City's commitment to sustainability, equity, accountability, and livability. In addition to this plan, an implementation matrix, delivered separately and sampled in the Appendix (see page 34), provides the detailed actions necessary to track progress and ensure successful execution.

INITIATIVE 1. BUSINESS RETENTION AND EXPANSION (BRE)

Grow and diversify the local tax base by proactively engaging existing businesses to identify challenges, facilitate transitions, and remove barriers to their continued success.

While the recruitment of new industry captures headlines, the foundational strength of Beaumont's economy is provided by businesses already operating along its corridors and within its industrial sectors. Existing employers provide jobs and generate the sales tax revenue required to fund essential municipal services, maintain public safety, and enhance quality of life. As Beaumont evolves, however, the local business community must navigate challenges that include aging infrastructure, shifting retail trends, and transitioning ownership.

Initiative 1 outlines an approach that moves beyond reactive problem-solving toward a structured, data-driven outreach program. By treating local businesses—from top sales tax producers to the legacy shops that define Beaumont's character—as vital economic partners and engaging directly with them, the City can identify immediate needs, build relationships, and remove regulatory hurdles that impede growth. A business that feels supported is a business that remains and reinvests.

STRATEGIES

1.1. **Business Visits.** Establish a structured outreach program of one-on-one site visits to build personal relationships with local business leaders and identify immediate needs.

1.2. **Data, Research, and Tracking.** Implement a centralized customer relationship management (CRM) system to track business interactions and measure impact.

1.3. **Business Survey.** Conduct annual industry-specific surveys to capture longitudinal data on the local business climate and identify emerging economic trends.

1.4. **Business Transition and Succession Planning.** Support the long-term stability of Beaumont businesses by assisting legacy business owners with retirement or ownership transitions.

1.5. **Economic Development Programs and Incentives.** Maintain a targeted toolkit of business incentive programs, including non-cash incentives, to reward long-term local investment.

WHY THIS MATTERS FOR BEAUMONT

- **Fiscal Resilience:** Preserving and strengthening a diversified slate of major sales tax contributors ensures the City has funds to improve infrastructure and services.
- **Community Stability:** Supporting legacy businesses helps maintain the unique character of established neighborhoods while encouraging them to modernize through programs like the Façade Improvement Program grant.
- **Data-Informed Growth:** By utilizing a centralized CRM system, the City moves from anecdotal feedback to concrete data, allowing leadership to make informed policy decisions that produce measurable wins.

SURVEY FINDINGS

Community survey respondents strongly prioritized business retention and expansion as a primary way for the City to drive local job growth and economic stability. "Creates jobs" and "attracts businesses" were common responses to how the City can support existing residents, while an emphasis on career exploration and vocational training reflected a shared desire to enhance the local workforce.

COMPETITIVE POSITION

Based on findings from the strengths, weaknesses, opportunities, and threats (SWOT) analysis (see page 32), initiative 1 is designed to leverage Beaumont's existing economic development efforts and networking opportunities while addressing administrative and workforce gaps.

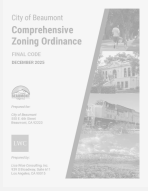
SWOT FINDING	ALIGNMENT
Existing local economic development efforts and networking opportunities	STRENGTH
Sustained population and job growth	STRENGTH
Strong partnerships with K–12 institutions	STRENGTH
Heavy exporter of labor to nearby communities	WEAKNESS
Poor retention of young people	WEAKNESS
Difficult permitting processes (local and county/state) for entrepreneurs and small businesses	WEAKNESS
Partnerships with higher education institutions	OPPORTUNITY
Formalized City BRE program	OPPORTUNITY
High development costs	THREAT

PRIOR PLAN ALIGNMENT

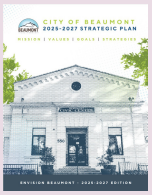
The following table illustrates which previous and current economic development plans and studies informed the business retention and expansion initiative. Documents shown in gray do not directly align with this initiative but remain relevant to other components of the broader action plan.

Riverside County *Riverside County Economic Development Strategic Plan (2026)*

City of Beaumont *Downtown Revitalization Plan (2025-2045)*

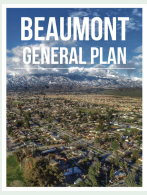


City of Beaumont *Zoning Code Update (2025)*



City of Beaumont *City of Beaumont Strategic Plan (2025–2027)*

City of Beaumont *Strategic Communications Plan (2023–2026)*



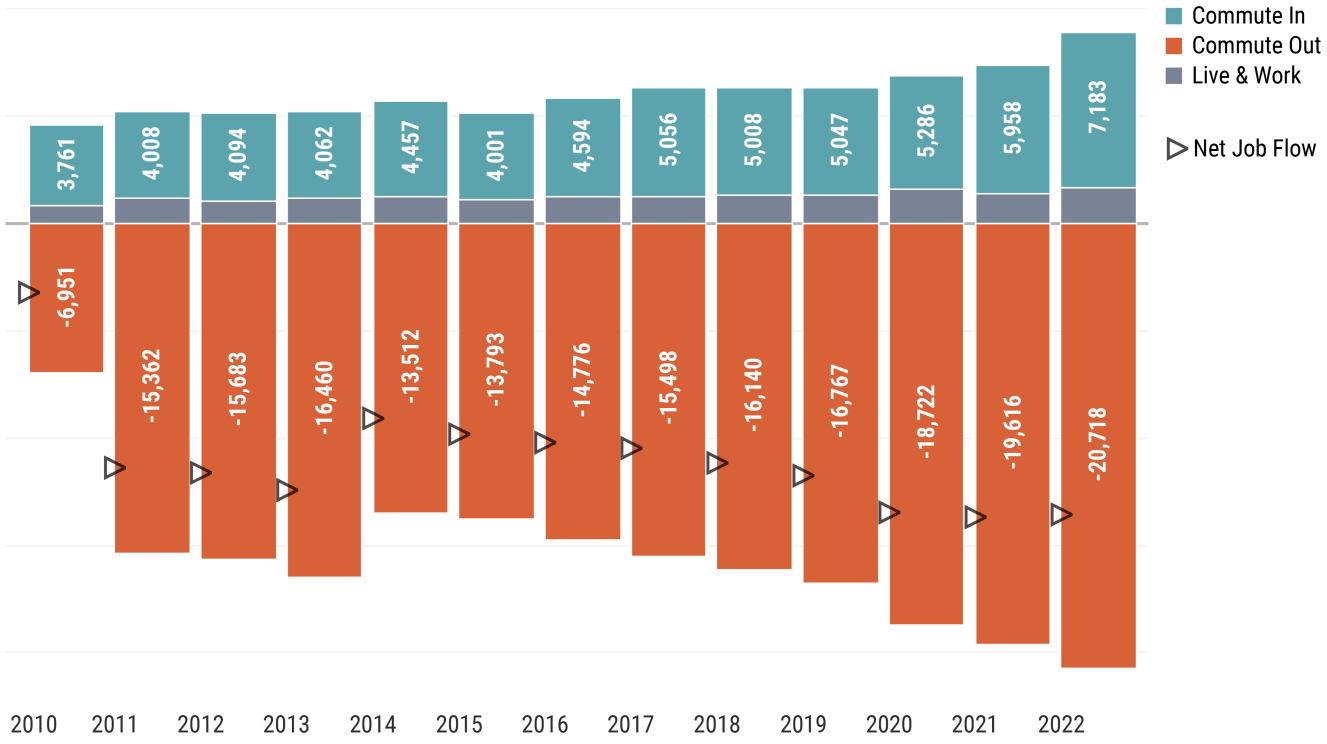
City of Beaumont *General Plan Update (2020)*

City of Beaumont *Economic Development Strategic Plan (2019)*

DATA TAKEAWAY

As indicated in Figure 1, Beaumont is a heavy exporter of labor, with workers largely commuting outward to regional hubs like San Bernardino, Riverside, Redlands, and Los Angeles. This talent surplus is a powerful competitive advantage for business retention and expansion, offering local employers a ready-made workforce and creating an opportunity for the City to expand the local job base so that residents can work where they live.

Figure 1. Commuting Patterns | Trends
Flow of workers and residents through Beaumont, California, 2010–2022



Source(s): US Census Bureau Longitudinal Employer-Household Dynamics, Origin-Destination Employment Statistics; TIP Strategies, Inc.
Note(s): Only includes residents and workers in California. Accordingly, total number of workers may appear slightly different from values presented elsewhere in this analysis.

ECONOMIC DEVELOPMENT TOOLKIT | USE CASE

ADAPTIVE REUSE AND NON-CASH INCENTIVES (Monrovia, California)

The city of Monrovia, California, has implemented redevelopment strategies focused on reducing regulatory barriers and encouraging reinvestment in underutilized properties rather than relying on direct financial incentives. Through flexible zoning, coordinated permitting, and adaptive reuse support, the city has facilitated the conversion of older commercial and industrial buildings into productive new uses, including mixed-use and commercial redevelopment projects. One example includes the adaptive reuse of a former telecommunications building into a new commercial development, allowing the property to be repositioned without extensive demolition or greenfield development. In addition, Monrovia emphasizes collaborative project review and entitlement coordination to help property owners navigate development processes more efficiently and reduce uncertainty associated with redevelopment projects. These tools are designed to encourage private investment, reactivate aging properties, and support long-term economic revitalization, demonstrating how streamlined approvals and adaptive reuse policies can serve as effective non-cash economic development incentives.

INITIATIVE 2. GROW TARGET INDUSTRIES

Accelerate economic prosperity across Beaumont by attracting and scaling high-growth sectors through infrastructure investment, specialized workforce development, and strategic recruitment.

An intentional recruitment strategy is needed to accelerate economic prosperity. Initiative 2 recommends leveraging Beaumont's strategic position along the I-10 corridor and its proximity to regional medical hubs to transform the City into a destination for specialized investment. The focus is on cultivating an ecosystem where innovation and entrepreneurship thrive, rather than merely increasing the volume of industrial or retail space.

Through targeted infrastructure investment, specialized workforce development, and strategic partnerships with higher education and regional agencies, the City can build a business environment that attracts high-growth sectors. Aligning industry recruitment with Beaumont's geographic advantages and the needs of its residents will help foster a more resilient and diversified economy.

WHY THIS MATTERS FOR BEAUMONT

- **Diversified Revenue Streams:** Moving toward specialized sectors like medical and tech development creates a more balanced tax base, reducing the City's reliance on traditional retail and general distribution.
- **Higher-Value Employment:** By focusing on Logistics 4.0 and advanced manufacturing, the City prioritizes jobs that offer higher wages and greater career longevity for local residents.
- **Localized Healthcare Solutions:** Targeted recruitment of outpatient clinics and boutique medical practices directly addresses the needs of Beaumont's growing 65+ demographic, allowing residents to access quality care without leaving the city limits.
- **Infrastructure as a Recruitment Tool:** Modernizing fiber-optic and power capabilities in industrial zones makes Beaumont a competitive choice for tech-intensive firms and creative agencies.
- **Cultivating Local Innovation:** By investing in the entrepreneurial ecosystem through the Pass Area Business Hub, the City fosters the next generation of local employers, ensuring that Beaumont-born startups have the resources to stay and grow locally.

STRATEGIES

2.1. **Recruitment.** Focus Beaumont's outbound business attraction efforts on target industries, which represent the best opportunities for new investment and employment growth.

2.2. **Specialty Healthcare.** Attract and retain boutique medical practices and specialized outpatient clinics, such as orthopedics and physical therapy, to provide high-quality local care.

2.3. **Advanced Manufacturing.** Modernize Beaumont's industrial base by facilitating infrastructure improvements and technology adoption that enhance operational efficiency for existing manufacturers.

2.4. **Distribution and Logistics.** Pursue a selective recruitment strategy that prioritizes high-value, low-impact logistics partners to ensure quality job growth without compromising community character.

2.5. **Entrepreneurship.** Support the steady growth of local startups and entrepreneurs by providing the professional resources and networking needed to establish a permanent local presence.

2.6. **Tech Development.** Build a foundational tech presence by attracting small-scale creative agencies and firms that complement Beaumont's existing professional service environment.

SURVEY FINDINGS

Results from the community survey highlighted an urgent demand for improved quality of life and enhanced job opportunities through specialized industry growth, specifically healthcare. Respondents noted the local healthcare ecosystem as a relative weakness, with healthcare investment having a potentially high impact. This focus on targeted development was reinforced by the fact that industry specialties and innovation were explicitly identified as the weakest of all regional strengths.

COMPETITIVE POSITION

Based on findings from the SWOT analysis (see page 32), initiative 2 is designed to guide Beaumont's scaling of its target sectors by capitalizing on recent momentum while addressing administrative bottlenecks that hinder diversification.

SWOT FINDING	ALIGNMENT
Recent major transportation and warehousing expansions	STRENGTH
Geographic location and access to larger Southern California markets	STRENGTH
Difficult permitting process for entrepreneurs and small businesses	WEAKNESS
Targeted business attraction for increased revenue and worker retention	OPPORTUNITY
Promotion of the City as a business-friendly destination	OPPORTUNITY
Formalized City BRE program	OPPORTUNITY
Additional large-scale distribution and logistics facilities	OPPORTUNITY
Targeted industry sector development	OPPORTUNITY
California sales tax system changes	THREAT
High development costs	THREAT
Challenges with timely delivery of utilities	THREAT

PRIOR PLAN ALIGNMENT

The following table illustrates which previous and current economic development plans and studies informed the target industries initiative. Documents shown in gray do not directly align with this initiative but remain relevant to other components of the broader action plan.

Riverside County *Riverside County Economic Development Strategic Plan (2026)*

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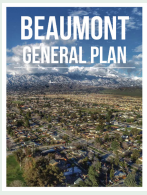

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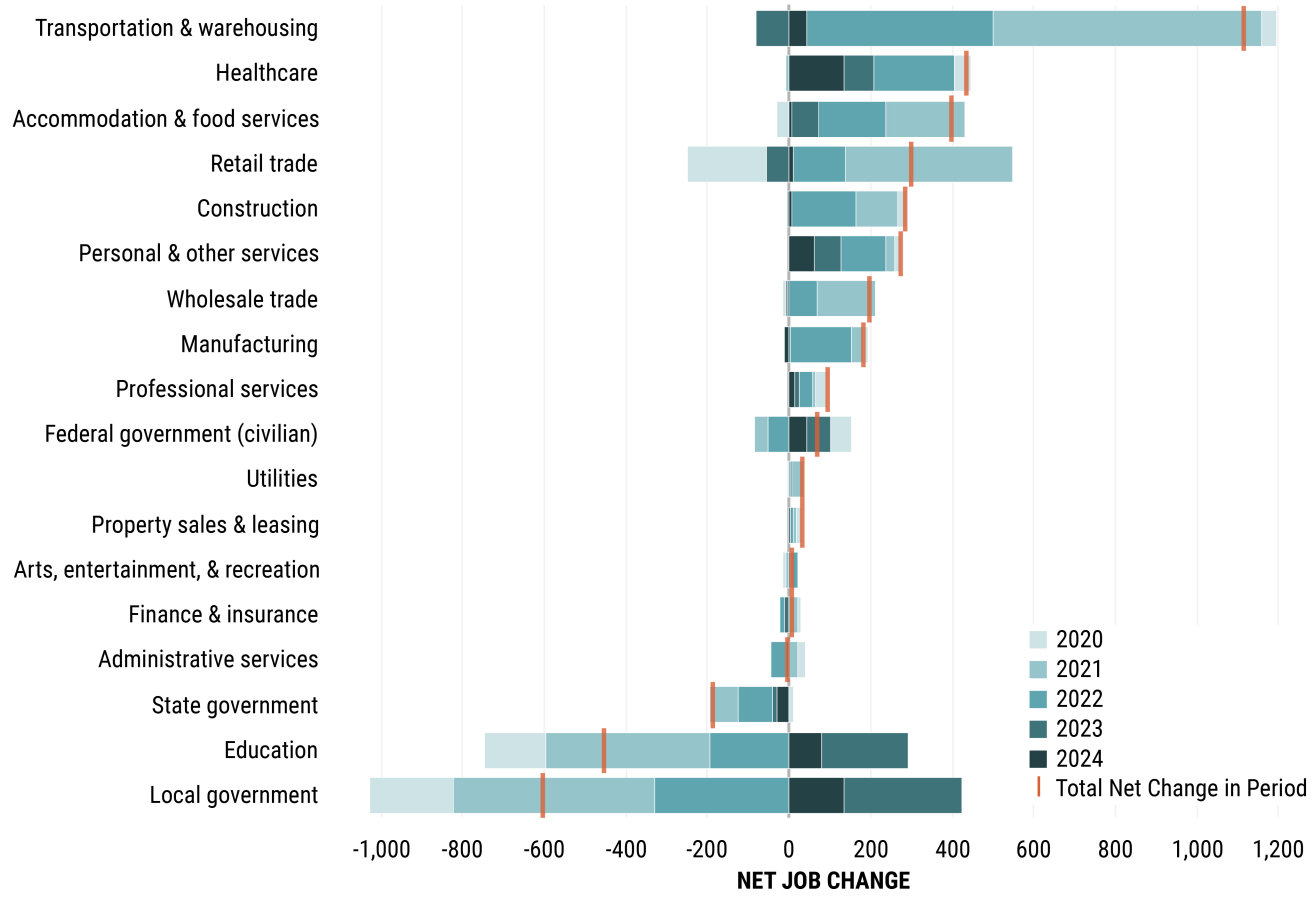
City of Beaumont *Economic Development Strategic Plan (2019)*

DATA TAKEAWAYS

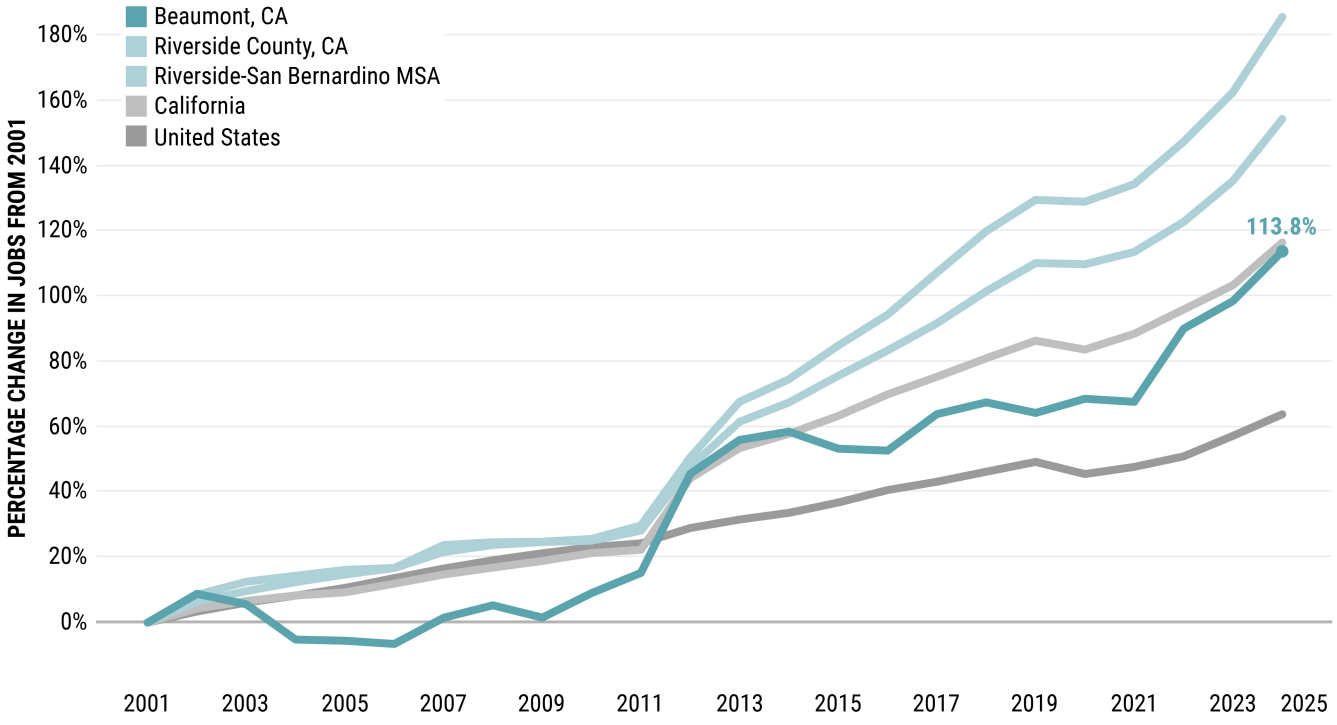
Significant job loss in local and state government—historically two of Beaumont's highest location quotient (LQ) sectors—over the past five years signals a shifting economic landscape. As shown in Figure 2, this decline is being counterbalanced by rapid expansion in transportation and warehousing, which has surged to become the City's fourth-highest LQ sector. Though Beaumont's healthcare sector has also seen significant recent job growth, it remains a relatively low-concentration sector. The comparative growth of Beaumont's healthcare sector since 2001 has not kept pace with that of the County and the metropolitan statistical area (MSA), as seen in Figure 3. This shift toward transportation and warehousing, as well as the noted need for a stronger local healthcare ecosystem, underscores the critical need for targeted recruitment strategies that ensure growing industrial clusters are leveraged into higher-value, sustainable employment opportunities.

Figure 2. Industry Sectors | Annual Change
Annual net employment change by industry sector for Beaumont, California, in selected year



Source(s): US Bureau of Labor Statistics (BLS); Lightcast 2025.3—Quarterly Census of Employment and Wages (QCEW) Employees, Non-QCEW Employees, and Self-Employed; TIP Strategies, Inc.
Note(s): Beaumont, California, is approximated by ZIP Code 92223. Includes industry sectors with at least 50 jobs in Beaumont in 2024.

Figure 3. Industry Sectors | Cumulative Change
Comparative change for healthcare since 2001



Source(s): BLS; Lightcast 2025.3—QCEW Employees, Non-QCEW Employees, and Self-Employed; TIP Strategies, Inc.
Note(s): Beaumont, California, is approximated by ZIP Code 92223. The Riverside-San Bernadino MSA consists of Riverside and San Bernardino Counties, California. Includes industry sectors with at least 50 jobs in Beaumont in 2024.

CLUSTER DEVELOPMENT | USE CASE

TAHOE RENO INDUSTRIAL CENTER (Reno, Nevada)

The Tahoe Reno Industrial Center (TRIC) in Northern Nevada transformed the Reno/Sparks region into a major hub for the lithium-ion battery supply chain by bridging Nevada's raw lithium deposits with California's massive consumer and automotive markets. The project began in 1995 with a vision from Storey County leaders to transform a vast rangeland into a preapproved heavy industrial zone—a strategy designed to protect county finances while generating jobs. To realize this, the county streamlined its permitting process in exchange for private developers funding the early infrastructure, allowing those developers to scale the project in 1998 to its current footprint. This growth was driven by a strong public-private partnership characterized by coordinated utility infrastructure; robust state incentives; and expansive, development-ready industrial zoning with fast-track, predictable permitting. Capitalizing on its direct access to Interstate 80 (I-80), TRIC secured the sprawling Tesla Gigafactory as an anchor tenant to produce advanced electric vehicle battery cells and packs. This subsequently attracted complementary cleantech enterprises, most notably Redwood Materials, creating a highly integrated ecosystem of midstream manufacturing, logistics, and closed-loop battery recycling. However, the project's success has introduced new challenges. A spatial mismatch between the employment center and a lack of nearby residential housing has resulted in significant traffic congestion along I-80. To alleviate this, the region is currently exploring a new transit corridor and a bold commuter rail strategy to connect the Reno and Sparks city centers directly to the TRIC.

INITIATIVE 3. STRENGTHEN RETAIL CORRIDORS

Create a balanced retail ecosystem that combines high-volume national anchors with a sense of place driven by local niche businesses.

Beaumont's retail landscape is at a crossroads, requiring a strategic shift to active corridor management. Initiative 3 recommends the creation of a balanced retail ecosystem that harmonizes high-volume national anchors with a sense of place driven by local, niche businesses. By focusing on the reliability of major retailers and the unique character of small business owners, the City can transform its commercial areas from simple transit stops into vibrant, multifunctional destinations.

The strategies prioritize the revitalization of the downtown area and key retail nodes, leveraging a dense, walkable design to attract the sit-down restaurants, specialty shops, and boutique lodging that residents currently seek outside the city limits. Through high-touch engagement with small businesses and the pursuit of national brands to fill service gaps, Beaumont can establish a retail environment that serves both local needs and regional visitors.

STRATEGIES

- **3.1. Niche Retail and Restaurants.** Cultivate unique, local destination businesses through specialized entrepreneurship support that emphasizes authentic community character.
- **3.2. National Retail and Restaurants.** Secure high-volume anchor tenants by leveraging market data and streamlined permitting to ensure corridor stability and essential service access.
- **3.3. Downtown Investment.** Drive higher-density, mixed-use growth by continuing to implement the Beaumont Downtown Revitalization Plan through a phased approach, focusing on key activation areas.
- **3.4. Retail Nodes.** Concentrate commercial activity at strategic transit intersections to create walkable, high-impact clusters.

WHY THIS MATTERS FOR BEAUMONT

- **Balanced Economic Health:** Integrating national brands with local boutiques ensures fiscal stability while building the unique Beaumont brand.
- **Reduced Retail Leakage:** By utilizing community-driven recruitment—matching national retailers to the specific desires of residents—the City captures sales tax revenue that is currently being spent in neighboring municipalities.
- **Lower Barriers to Entry:** Proactive concierge services for small businesses, such as one-on-one permit navigation and mentorship, catalyze investment in older corridors like 6th Street that might otherwise remain underutilized.
- **Main Street Identity:** Focusing investment in downtown activation nodes and mixed-use developments creates the dense core necessary to foster a community gathering space.
- **Transit-Oriented Vitality:** Aligning commercial nodes with public transit and walkable infrastructure ensures that retail centers remain accessible, sustainable, and high impact.

SURVEY FINDINGS

Community survey results emphasized the desire for improved quality of life, particularly related to Beaumont's downtown. This included the heavy prioritization of downtown revitalization, with respondents frequently characterizing the downtown area as neglected and identifying future downtown investment as high impact.

COMPETITIVE POSITION

Based on findings from the SWOT analysis (see page 32), initiative 3 is designed to revitalize the City's core by leveraging the unique character of the historic downtown while proactively addressing commercial vacancies and regional competition through expanded amenities citywide.

SWOT FINDING	ALIGNMENT
Small-town character and high quality of place	STRENGTH
Lack of downtown vibrancy; incompatible compositions of businesses in downtown nodes	WEAKNESS
Limited City funding for revitalization	WEAKNESS
Lack of move-in ready retail and commercial sites in downtown nodes	WEAKNESS
Increasing dining, retail, and other quality-of-life amenities citywide	OPPORTUNITY
Infill and redevelopment of vacant commercial properties	OPPORTUNITY
Regional competition for downtown and retail	THREAT
Anti-growth sentiment among parts of the community	THREAT

PRIOR PLAN ALIGNMENT

The following table illustrates which previous and current economic development plans and studies informed the retail corridors initiative. Documents shown in gray do not directly align with this initiative but remain relevant to other components of the broader action plan.

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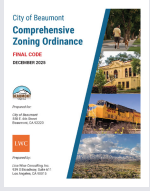

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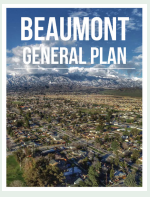

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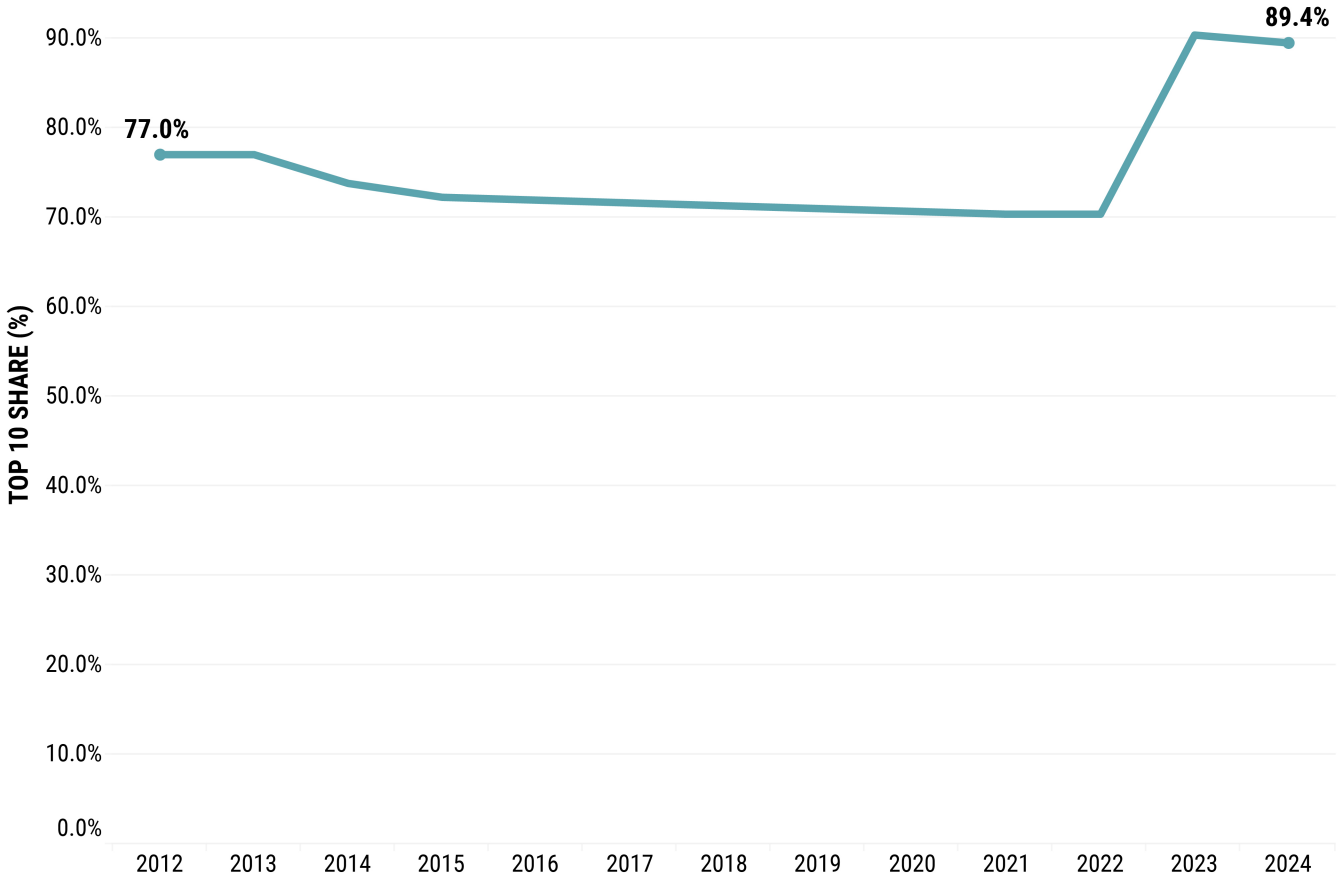
DATA TAKEAWAYS

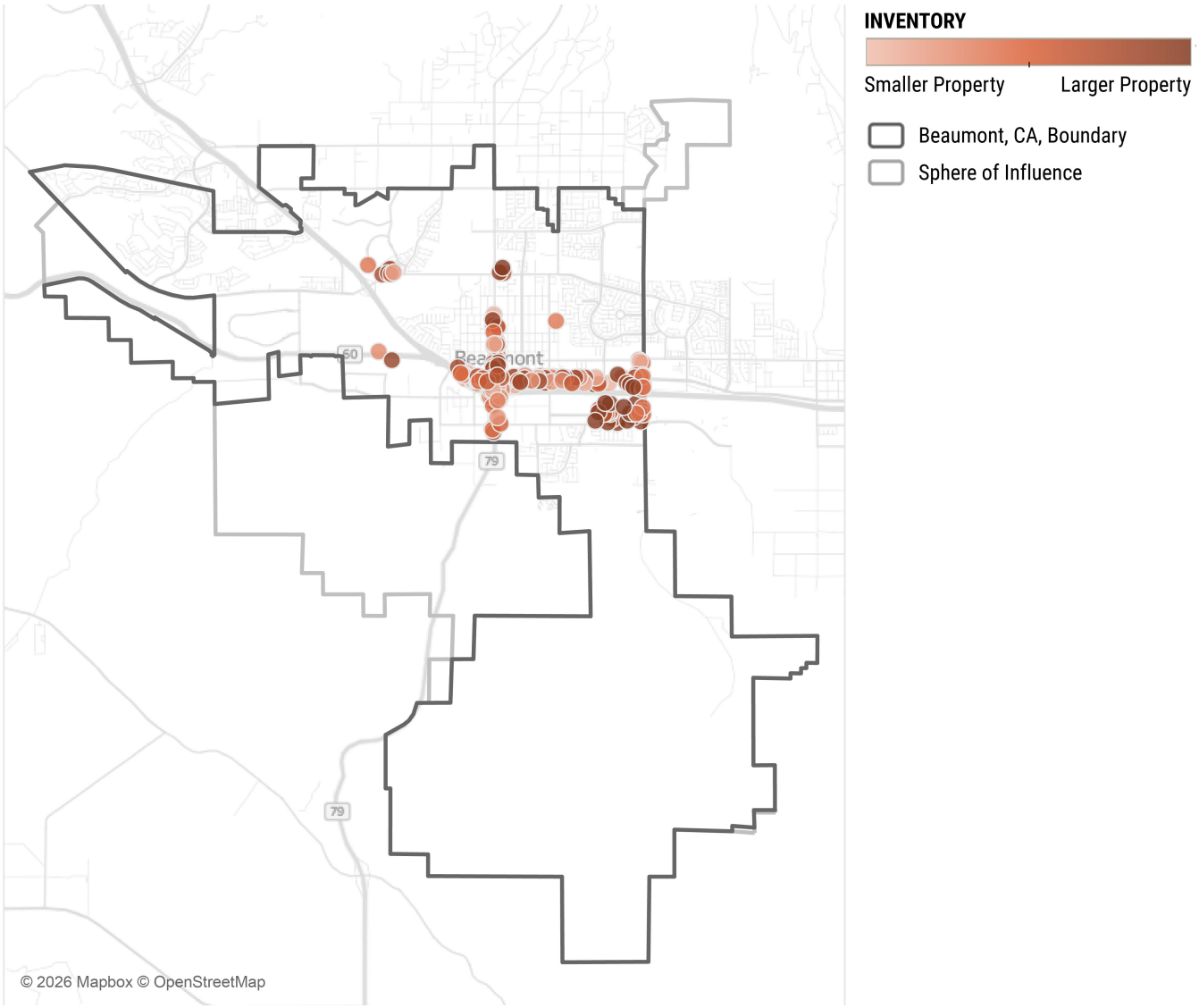
The concentration of Beaumont's sales tax revenue—where the top 25 producers surged from representing 70.3 percent of City sales tax revenues in 2022 to more than 90 percent in 2023—reveals an imbalance. As visualized in Figure 4, this data underscores the necessity of cultivating a more diversified retail ecosystem that reduces overreliance on a few high-volume anchors. Beaumont's current commercial footprint is bifurcated, with industrial activity primarily south of I-10 and traditional office and retail clusters to the north. While the existing inventory is primarily corridor- and node-based, Figure 5 highlights that the development of vibrant, pedestrian-friendly retail centers offers an opportunity to capture a wider variety of local niche businesses and create a high-impact retail environment.

Figure 4. Municipal Tax Concentration
Top taxpayer shares as a percentage of total property and sales tax revenue in Beaumont, California, 2012–2024



Source(s): City of Beaumont, California, *Comprehensive Annual Financial Report* (various years); TIP Strategies, Inc.
Note(s): The fiscal year of the City of Beaumont, California, ends on June 30 annually. Concentration ratios are unavailable for the 2016–2020 period. These years are shown as a linear estimate in the gap between 2015 and 2021.

Figure 5. Retail Inventory, Beaumont, California



Source(s): CoStar Group; City of Beaumont, California; TIP Strategies, Inc.
Note(s): Darker reds indicate larger properties. Inventory is measured in square feet. All data are estimated by CoStar as of September 2025 and represent a snapshot in time.

RETAIL DEVELOPMENT | USE CASES

COMMUNITY-DRIVEN BUSINESS RECRUITMENT (Platteville, Wisconsin)

Through a partnership with the University of Wisconsin Division of Extension, the City of Platteville, Wisconsin, conducted a downtown market analysis that included resident and consumer surveys to better understand local demand. The feedback revealed a desire for additional dining options and more informal gathering spaces, such as coffee shops and casual restaurants. In response, Platteville used these insights to guide its downtown strategy—prioritizing the recruitment of targeted restaurant concepts and aligning local incentives and redevelopment efforts to support those uses. This approach allowed the city to reduce risk for prospective businesses while ensuring new investments reflected the community's stated preferences.

RETAILER PITCH COMPETITION (Bloomington, Minnesota)

Hatch Bloomington is a community-focused retail pitch competition launched by the City of Bloomington, Minnesota, to support entrepreneurship, activate commercial corridors, and strengthen the local small business ecosystem. The program combines public investment, community engagement, and business mentorship by awarding financial assistance, exposure, and technical support to entrepreneurs and existing small businesses seeking to grow in Bloomington. Originally structured as a $100,000 competition for new brick-and-mortar concepts, the initiative evolved in 2026 to provide direct support to multiple locally owned businesses in response to changing economic conditions. Beyond the financial award, Hatch Bloomington has generated significant public participation, media visibility, and entrepreneurial momentum, helping local businesses establish storefronts, connect with business networks, and build long-term community investment. The program demonstrates how municipalities can use entrepreneurial competitions and coordinated business support services as tools for small business development, placemaking, and local economic resilience.

YOUTH MURAL PROJECT (Silver City, New Mexico)

Since 2002, the Youth Mural Program led by the Gila Community Foundation has produced more than 85 murals across small communities in Southwestern New Mexico, including Silver City, Bayard, Santa Clara, and Gila. The initiative was created to engage local youth in community beautification while teaching them about the region's history, culture, and ecology through public art. Murals are developed collaboratively with students, professional artists, schools, universities, and civic organizations, transforming blank walls, sidewalks, and underutilized spaces into highly visible community assets. The program intentionally uses art as a placemaking and youth development strategy, helping young residents build stronger connections to their communities while creating public spaces that reflect local identity. Participants gain experience in teamwork, problem-solving, and artistic design, while communities benefit from more vibrant and welcoming downtowns and gathering spaces. The murals have become recognizable landmarks throughout Grant County, contributing to community pride, reinforcing cultural heritage, and enhancing the overall quality of place for both residents and visitors.

INITIATIVE 4. ACTIVATE STRATEGIC LAND AND SITES

Optimize Beaumont's developable acreage and sphere of influence by aligning land-use policies with market demand to create a diverse, high-value tax base.

To secure Beaumont's long-term financial health, the City needs to optimize its developable acreage and sphere of influence. Initiative 4 focuses on aligning land-use policies with real-world market demand to create a diverse, high-value tax base. This ensures the City has the sites to support target sector industry growth, including distribution and logistics. It also positions the City as a development partner rather than as a regulator.

The strategies move beyond zoning to unlock the potential of Beaumont's land through modernized permitting, strategic annexation, and proactive redevelopment. By streamlining permitting, Beaumont can reduce the time and cost of doing business. Furthermore, by managing underutilized parcels in the downtown core and pursuing logical annexations along industrial corridors, the City can also ensure that every acre of land is working toward the community's goal of increased services and a higher quality of life.

STRATEGIES

4.1. Permitting. Collaborate closely with Beaumont Planning, Building & Safety, and Riverside County (when applicable) staff to modernize permitting processes that are challenging for small businesses to navigate.

4.2. Annexation. Execute a proactive and logical annexation strategy for unincorporated areas and strategic parcels.

4.3. Redevelopment and Mixed Use. Revitalize underutilized parcels, particularly within the downtown area, and promote the development of integrated residential and commercial areas.

4.4. Land Banking. Establish a working group to study the needs and opportunities for creating a land banking program that facilitates the acquisition, management, and redevelopment of underutilized properties in downtown Beaumont.

4.5. Critical Infrastructure. Prioritize the expansion of essential utility capacity and regional traffic interchanges.

WHY THIS MATTERS FOR BEAUMONT

- **Removing Barriers to Entry:** Modernizing the permitting process through collaborative mechanisms such as pre-lease walkthroughs and team-based reviews provides small businesses and entrepreneurs consistency and clarity.
- **Unlocking Revenue:** Proactive annexation of strategic parcels within the sphere of influence allows the City to capture significant industrial and commercial tax revenue that would otherwise remain unincorporated.
- **Downtown Vitality:** Utilizing land banking and adaptive reuse ordinances empowers the City to revitalize underutilized or vacant parcels, turning them into high-density, mixed-use destinations that support a vibrant core.
- **Infrastructure-Led Growth:** By prioritizing utility and traffic interchange expansions, the City stimulates private investment, ensuring land is shovel-ready for high-value employers and retailers.
- **Zoning Flexibility:** Moving toward demand-driven land use assures that new developments remain financially feasible and occupied, allowing for a mix of uses that better matches the evolving needs of Beaumont.

SURVEY FINDINGS

Community survey results indicated infrastructure was a critical priority. When asked how the City can better support them, "strengthens infrastructure" emerged as the most common response among residents, who explicitly identified infrastructure and water systems as high priority. Furthermore, investments in these foundational systems were expected to have the highest impact toward achieving the community's vision for Beaumont, with respondents specifically noting the urgent need to improve congestion and to ensure new growth does not outpace the capacity of existing City infrastructure.

Additionally, survey feedback revealed a strong tendency to view future development with caution, favoring a community development-focused, quality-over-quantity approach to growth. This sentiment is reflected in the fact that “expanded housing options” was the lowest-scoring potential investment by impact, while "increases housing" represented a remarkably small percentage of responses related to the vision of Beaumont’s future. Consequently, “residential development” was identified as the second-lowest priority economic development planning effort, with industrial attraction, office development, and mixed-use development also scoring relatively low in terms of respondent priorities.

COMPETITIVE POSITION

Based on findings from the SWOT analysis (see page 32), initiative 4 is defined by an urgent need to bridge the gap where infrastructure capacity has trailed behind rapid residential and commercial expansion. It focuses on unlocking the potential of vacant commercial properties and developable land within the sphere of influence while navigating challenges related to high development costs, utility delivery, and community concerns regarding growth.

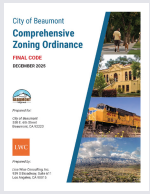
SWOT FINDING	ALIGNMENT
Recent major transportation and warehousing expansions	STRENGTH
Infrastructure outpaced by residential and commercial growth	WEAKNESS
Limited City funding for revitalization	WEAKNESS
Lack of infrastructure keeping properties undeveloped	WEAKNESS
Infill and redevelopment of vacant commercial properties	OPPORTUNITY
Utilizing developable land within the City’s sphere of influence	OPPORTUNITY
Targeted industry sector development	OPPORTUNITY
Anti-growth sentiment among parts of the community	THREAT
Challenges with timely delivery of utilities	THREAT
High development costs	THREAT

PRIOR PLAN ALIGNMENT

The following table illustrates which previous and current economic development plans and studies informed the land and sites activation initiative. Documents shown in gray do not directly align with this initiative but remain relevant to other components of the broader action plan.

Riverside County *Riverside County Economic Development Strategic Plan (2026)*

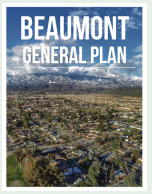
City of Beaumont *Downtown Revitalization Plan (2025-2045)*



City of Beaumont *Zoning Code Update (2025)*

City of Beaumont *City of Beaumont Strategic Plan (2025–2027)*

City of Beaumont *Strategic Communications Plan (2023–2026)*



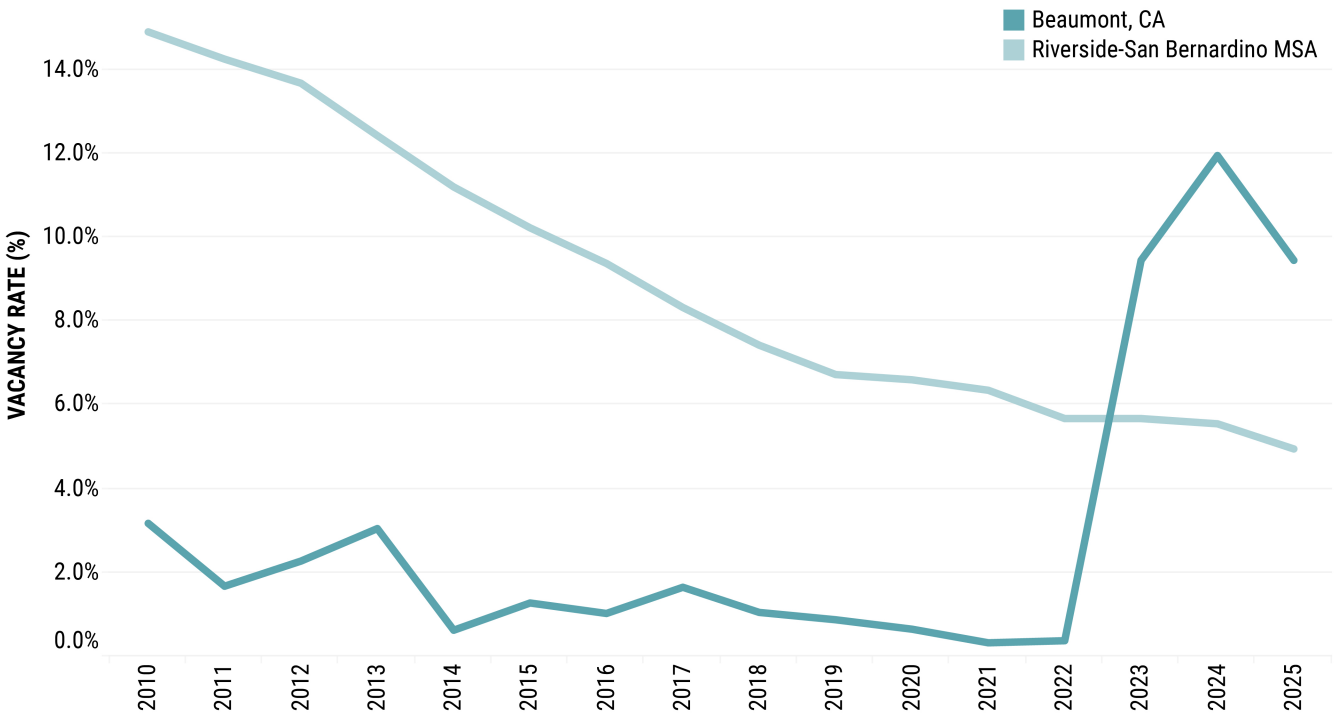
City of Beaumont *General Plan Update (2020)*

City of Beaumont *Economic Development Strategic Plan (2019)*

DATA TAKEAWAY

Beaumont's relatively small commercial real estate inventory compared to the broader region results in market volatility, where historical spikes in office construction have been followed by a recent surge in vacancies. As visualized in Figure 6, this trend underscores the need for the strategies in initiative 4 to shift from passive regulation toward demand-driven land use. This helps ensure that future redevelopment and annexation efforts are closely aligned with actual market demand to prevent oversupply in vulnerable asset classes.

Figure 6. Office Vacancy Rate



Source(s): CoStar Group; TIP Strategies, Inc.
Note(s): All data are estimated by CoStar as of September 2025. The Riverside-San Bernardino MSA consists of Riverside and San Bernardino Counties, California. Office space is measured in square feet.

ECONOMIC COMPETITIVENESS | USE CASES

STREAMLINING THE PERMITTING PROCESS (Vancouver, Washington)

The City of Vancouver, Washington, has developed an innovative permitting process that significantly reduces both time and costs for the city and applicants. By adopting a team-based review system, streamlining concurrent reviews, offering pre-application conferences, and utilizing electronic plan reviews, Vancouver has set a high standard for efficiency and customer service in the permitting process that benefits all parties. The following components define this successful approach.

Pre-Lease Program. Although not part of the permitting process, the Pre-Lease Program is managed by the Economic Prosperity and Housing Department to support small businesses. It assists business and property owners in leasing, buying, or renovating commercial spaces, as well as food truck vendors. The program includes a walkthrough of the potential space(s) with the business/property owner and their partners (such as realtors and contractors), city staff from various departments (including the Fire Marshal's Office and Land Use Planning), and staff from partner agencies (for example Clark County Public Health and the Washington State Liquor Control Board). Participants learn about allowable business types, building occupancy classifications, the permitting process, and building suitability. This free service is recommended before signing a lease or purchasing property.

Pre-Application Conference. For larger projects, the city offers a pre-application conference where review staff discuss all code requirements, fees, and process timelines before permits are applied for. This proactive approach provides applicants with comprehensive information upfront, reducing the likelihood of delays and misunderstandings later in the process. Vancouver has been recognized as a leader in delivering high-quality information to applicants during this stage.

Team-Based Review. Every land use project submitted is assigned a dedicated case manager. This case manager coordinates the review process with a consistent team of reviewers from various departments, such as engineering, fire, and building. This approach ensures applicants have a single point of contact, streamlining communication and enhancing efficiency.

Streamlined Land Use and Engineering Review. Vancouver's award-winning streamlined review process allows land use applications to be reviewed concurrently with engineering plans, rather than consecutively. This concurrent review process is completed within 90 days of city review time, offering a faster and more efficient timeline for applicants. Additionally, if building plans are ready for submission at the same time, all three processes—land use, engineering, and building—can be handled together, further expediting the approval process. This streamlined option is available at no extra cost to the applicant.

Electronic Plan Review. To further enhance efficiency, Vancouver allows applicants to submit plans and applications electronically. Reviewers provide comments and corrections electronically as well, saving substantial time and costs for both the city and applicants. This digital approach reduces the need for physical document submissions and expedites the overall review process.

INCREASING RESIDENTIAL DENSITY (Washington State)

Washington State is rethinking traditional zoning requirements to better support both housing development and local business environments. In response to widespread vacancies in ground-floor retail spaces—driven by shifts in e-commerce, remote work, and changing consumer patterns—the state passed legislation (SB 6026) that reduces or eliminates mandates requiring retail space at the base of new residential buildings. Instead of forcing developers to include commercial storefronts that may sit empty, the policy allows flexibility for those spaces to be used for housing or other uses that better match market demand. This approach lowers development costs, makes more projects financially feasible, and helps bring underutilized commercial corridors back into productive use, while still allowing retail where it is viable. As a non-cash incentive, the policy removes regulatory barriers rather than offering direct funding, illustrating how zoning flexibility can support both increased housing supply and more sustainable, demand-driven opportunities for local businesses.

INITIATIVE 5. ENHANCE QUALITY OF PLACE

Elevate Beaumont's appeal by investing in the physical and social assets that preserve the small-town character while creating vibrant neighborhoods where people want to live, visit, and interact.

A city's economic competitiveness is inseparable from its physical and social vibrancy. Initiative 5 recommends elevating Beaumont's quality of place by investing in the assets that preserve small-town character while also creating vibrant, modern environments. This approach moves beyond traditional infrastructure to focus on the social fabric of the City, ensuring Beaumont serves as a premier place to live, visit, and interact in the Inland Empire.

The mutually reinforcing strategies prioritize the evolution of Beaumont into a regional destination by connecting its extensive park and trail systems with unique local dining, heritage sites, and a robust calendar of community events. By intentionally designing third places—the plazas, pocket parks, and community hubs that facilitate social interaction—the City can strengthen the ties that underpin long-term residency and community pride.

STRATEGIES

5.1. Tourism. Build Beaumont to be an overnight destination by increasing unique local dining, specialty retail, and heritage venues and sites across the City.

5.2. Events. Curate a calendar of high-quality, family-oriented community events that build upon Beaumont's traditions and encourage repeat foot traffic to business districts and downtown.

5.3. Outdoor Recreation. Improve and connect Beaumont's park systems, trails, and green spaces to provide accessible, high-quality leisure opportunities for all residents.

5.4. Places of Gathering. Invest in the design and maintenance of third places—such as plazas, libraries, pocket parks, and community spaces—that foster social connection and enhance quality of place.

WHY THIS MATTERS FOR BEAUMONT

- **Tourism as an Economic Catalyst:** Positioning Beaumont as a weekend destination for the Inland Empire and Coachella Valley creates a new export economy, capturing outside dollars to support local small businesses and hospitality providers.
- **Event-Driven Foot Traffic:** Leveraging high-quality community events like the Cherry Festival and Beaumont Nights provides consistent, reliable exposure and sales for local storefronts, turning event attendees into long-term customers.
- **Recreational Connectivity:** Integrating existing trail networks and the City's extensive park system with commercial clusters maximizes the economic value of Beaumont's natural assets, encouraging recreation-adjacent business growth such as outdoor outfitters and cafes.
- **Preservation through Modern Design:** Collaborating with developers to incorporate public-facing amenities, such as plazas and art, ensures that new residential and mixed-use growth enhances the City's aesthetic appeal without compromising its small-town feel.
- **Social Return on Investment:** Investing in accessible leisure opportunities and gathering spaces increases neighborhood desirability and property values, fostering a community where residents are more likely to remain and reinvest.

SURVEY FINDINGS

Community survey results indicated that residents highly valued Beaumont's existing quality of life while clearly identifying a desire for further investment in lifestyle amenities and community-focused spaces. This perspective was emphasized by quality of life tying as the second-highest regional strength, paired with "enhances lifestyle amenities" being identified as a primary way the City can better support its residents.

COMPETITIVE POSITION

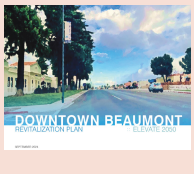
Based on findings from the SWOT analysis (see page 32), initiative 5 seeks to solidify Beaumont's competitive advantage by leveraging its natural beauty and small-town character to attract regional tourism and population growth. It addresses the retention of younger residents and mitigates environmental threats by investing in connected park systems, sustainable outdoor recreation, and vibrant third places.

SWOT FINDING	ALIGNMENT
Small-town character and high quality of place	STRENGTH
Natural beauty, outdoor amenities	STRENGTH
Sustained population and job growth	STRENGTH
Positive relationships with neighboring communities	STRENGTH
Geographic location and access to larger Southern California markets	STRENGTH
Poor retention of young people	WEAKNESS
Outdoor recreation (state park, etc.)	OPPORTUNITY
Climate change and risk of natural disaster(s), including drought	THREAT
Anti-growth sentiment among parts of the community	THREAT

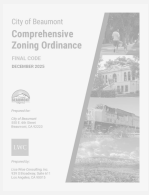
PRIOR PLAN ALIGNMENT

The following table illustrates which previous and current economic development plans and studies informed the quality-of-place initiative. Documents shown in gray do not directly align with this initiative but remain relevant to other components of the broader action plan.

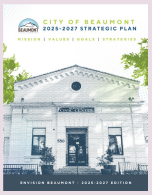
Riverside County *Riverside County Economic Development Strategic Plan (2026)*



City of Beaumont *Downtown Revitalization Plan (2025-2045)*

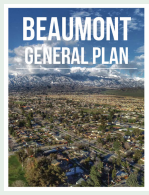


City of Beaumont *Zoning Code Update (2025)*



City of Beaumont *City of Beaumont Strategic Plan (2025–2027)*

City of Beaumont *Strategic Communications Plan (2023–2026)*



City of Beaumont *General Plan Update (2020)*

City of Beaumont *Economic Development Strategic Plan (2019)*

QUALITY OF PLACE | USE CASE

IMMERSIVE ART EXPERIENCE (San Antonio, Texas)

Hopscotch San Antonio demonstrates how experiential, arts-based attractions can activate a downtown space, create engaging experiences for residents, and support the visitor economy. Opened in 2020 in a repurposed building, the 20,000-square-foot venue features immersive installations from more than 50 artists, creating an interactive environment that encourages exploration, repeat visitation, and social sharing. Exhibits such as the quantum trampoline engage both youth and adults. The project also incorporates complementary uses, including a bar and events, extending dwell time and economic impact. By combining adaptive reuse with curated artistic experiences, Hopscotch positions downtown San Antonio as a regional destination while supporting local creatives and small business activity.

INITIATIVE 6. PROMOTE AND POSITION BEAUMONT

Build a City brand by communicating the tangible benefits of economic development to residents, investors, and regional partners.

The long-term success of this economic development strategy will rely heavily on the strength of the Beaumont brand and the clarity of its communication. A city that effectively tells its story is a city that controls its future. For Beaumont to compete within the Inland Empire, it must adopt a sophisticated, brand-driven marketing approach that highlights the community's unique value proposition. Initiative 6 provides the framework for a storytelling strategy that defines the City's identity and highlights its value proposition to residents, investors, and regional partners.

STRATEGIES

- **6.1. Public Relations.** Share Beaumont's value proposition and community pride through consistent storytelling that highlights local business success.
- **6.2. Communication.** Maintain transparent, two-way dialogue with residents and stakeholders to clearly articulate the value of economic development and share business success stories.
- **6.3. Talent Attraction.** Position Beaumont as the Inland Empire's premier destination for high-quality housing and safe neighborhoods.

Strategies focus on communication as a vital economic asset with which the City can build a unified narrative that celebrates local business success and underscores the high quality of life found in its neighborhoods. This approach ensures that all stakeholders, from local homeowners to international investors, understand that Beaumont is organized, transparent, and open for business. By clearly linking economic development wins to the funding of essential services, leaders can build the internal buy-in and external confidence necessary to sustain growth.

WHY THIS MATTERS FOR BEAUMONT

- **Internal Buy-In and Advocacy:** Articulating the return on investment of economic development—specifically how sales tax revenue funds police, fire, and parks—builds the public support necessary to diversify the tax base.
- **Unified Regional Voice:** Cultivating regional partnerships ensures Beaumont's value proposition is amplified across the Inland Empire, making the City a top-of-mind choice for site selectors and major employers.
- **Transparency and Engagement:** Maintaining a data-rich digital presence and hosting community engagement sessions removes the mystery of economic growth, fostering a two-way dialogue that builds trust with residents.
- **Talent Attraction:** Marketing Beaumont's safety record and housing quality to regional employers helps attract high-earning professionals, strengthening local spending power and neighborhood stability.
- **Business Recognition:** Highlighting local entrepreneurs through digital spotlights validates existing investment and encourages a culture of entrepreneurship, signaling to outside prospects that Beaumont is a supportive environment for business.

SURVEY FINDINGS

Community survey results demonstrated the prioritization of high-wage job growth and fiscal stability, pointing to the need for a sophisticated City brand that both attracts investment and clearly communicates the local benefits. Respondents scored the growth of high-wage jobs as a high-impact investment, also noting that improved quality of life contributes to helping Beaumont retain sales tax dollars from residents enjoying regional retail and dining amenities.

COMPETITIVE POSITION

Based on findings from the SWOT analysis (see page 32), initiative 6 aims to institutionalize a consistent City brand that transcends short-term political shifts and mitigates potential state-level sales tax changes. By leveraging its foundational strengths like relative housing affordability to counter its status as a heavy exporter of labor, the corresponding strategies focus on maintaining a transparent dialogue that celebrates Beaumont's high quality of life and builds buy-in for future economic development wins.

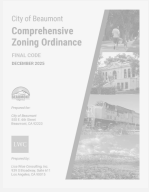
SWOT FINDING	ALIGNMENT
Natural beauty, outdoor amenities	STRENGTH
Attainable housing relative to the region and the state	STRENGTH
Existing local economic development efforts and networking opportunities	STRENGTH
Heavy exporter of labor to nearby communities	WEAKNESS
Limited middle-income and rental housing options	WEAKNESS
Diversifying the mix of housing prices and densities	OPPORTUNITY
Promotion of the City as a business-friendly destination	OPPORTUNITY
Partnerships with higher education institutions	OPPORTUNITY
California sales tax system changes	THREAT
Focus on short-term priorities	THREAT

PRIOR PLAN ALIGNMENT

The following table illustrates which previous and current economic development plans and studies informed the promotion and positioning initiative. Documents shown in gray do not directly align with this initiative but remain relevant to other components of the broader action plan.

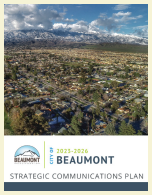
Riverside County *Riverside County Economic Development Strategic Plan (2026)*

City of Beaumont *Downtown Revitalization Plan (2025-2045)*

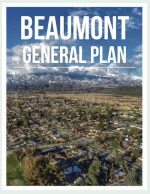


City of Beaumont *Zoning Code Update (2025)*

City of Beaumont *City of Beaumont Strategic Plan (2025–2027)*



City of Beaumont *Strategic Communications Plan (2023–2026)*



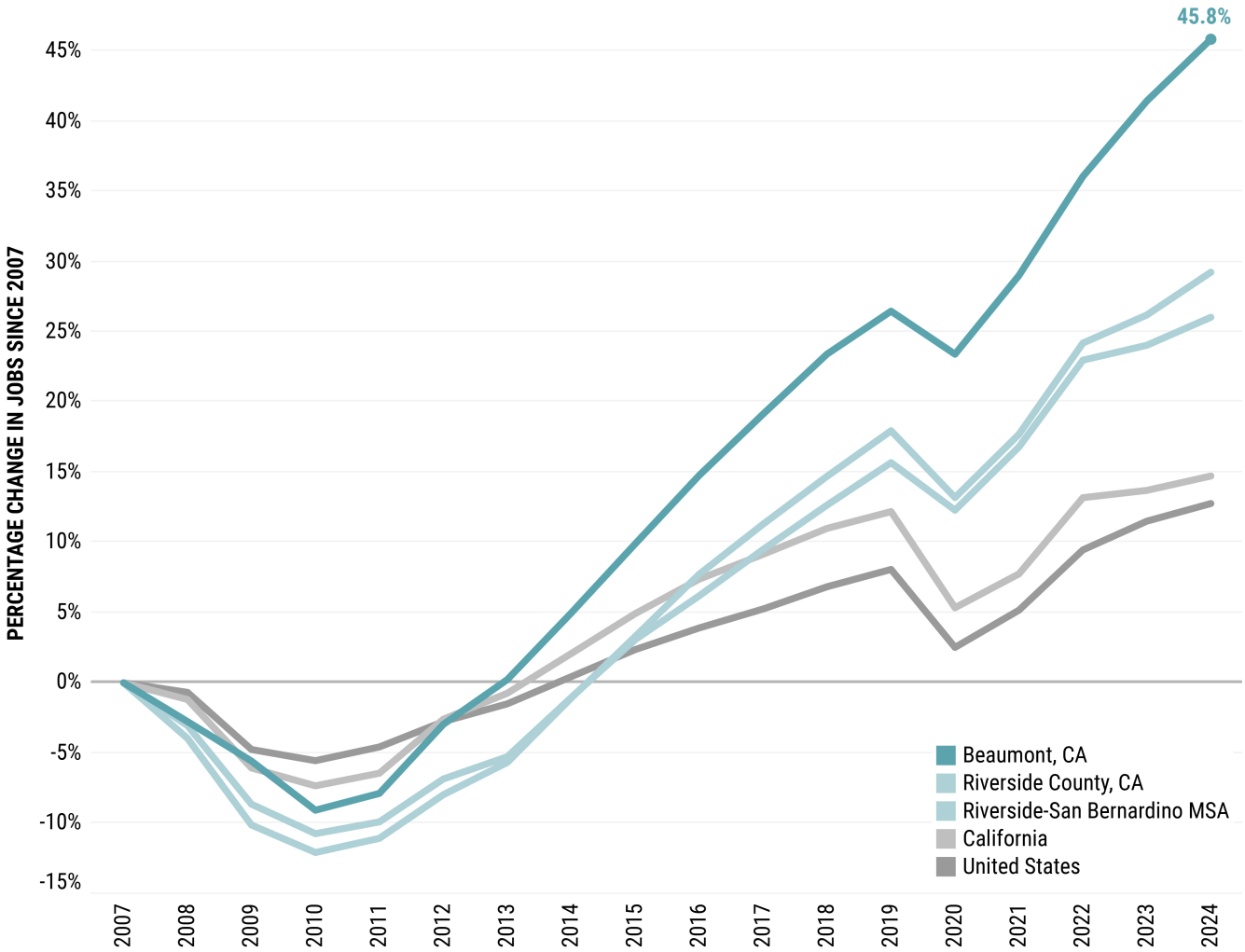
City of Beaumont *General Plan Update (2020)*

City of Beaumont *Economic Development Strategic Plan (2019)*

DATA TAKEAWAYS

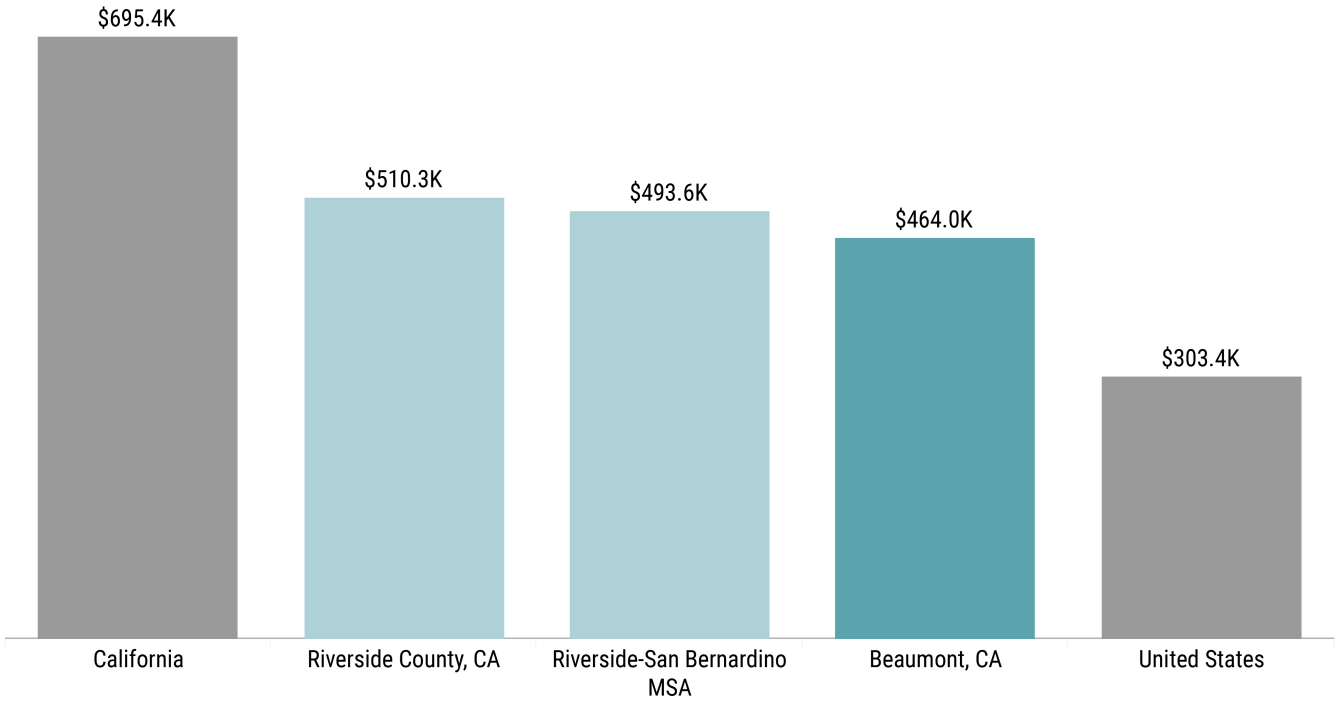
Mirroring its population trends, Beaumont's comparative job growth has consistently outpaced all regional benchmarks in recent years, as indicated in Figure 7. This momentum validates the City's open-for-business narrative and informs the proactive storytelling needed to build external confidence among regional partners and investors. Additionally, the City's inventory of relatively new, attainable housing units represents a quality-of-life asset that helps position Beaumont as an attractive destination for skilled talent (see Figure 8).

Figure 7. Total Employment Recovery
Beaumont, California, and comparison areas since the Great Recession (2007–2009)



Source(s): BLS; Lightcast 2025.3—QCEW Employees, Non-QCEW Employees, and Self-Employed; TIP Strategies, Inc.
Note(s): Beaumont, California, is approximated by ZIP Code 92223. The Riverside-San Bernardino MSA consists of Riverside and San Bernardino Counties, California.

Figure 8. Socioeconomic Comparisons, Median Value of Owned Homes, 2023
Owner-occupied housing units



Source(s): 2023 American Community Survey (ACS) 5-year sample; TIP Strategies, Inc.
Note(s): The Riverside-San Bernardino MSA consists of Riverside and San Bernardino Counties, California.

TALENT GROWTH | USE CASE

HELLO WEST MICHIGAN

Founded in 2007, Hello West Michigan is an employer-led, nonprofit initiative that serves as a collaborative talent attraction and retention strategy for the West Michigan region. Created by a coalition of local companies, the organization markets the region as a place where both businesses and people can thrive, while directly supporting employers in recruiting and relocating talent. Its model goes beyond traditional marketing by offering hands-on services such as job matching, spousal/partner employment assistance, and community integration resources for new residents. Programs like Intern Connect further strengthen the pipeline by introducing interns and early-career professionals to regional career opportunities and quality of life. By aligning employers around a shared workforce challenge and providing centralized support services, Hello West Michigan has become a widely recognized example of a regionally coordinated approach to talent development and attraction.

APPENDIX: PLANNING CONTEXT

To explore Beaumont's competitive position, identify challenges and opportunities, and shape the action plan, TIP used its three-phase, discovery-opportunity-implementation planning model, which combines quantitative and qualitative research. This section summarizes the process, culminating with an analysis of the City's strengths, weaknesses, opportunities, and threats (known as a SWOT analysis) and a sample of the detailed implementation matrix that was provided separately to the City.

Background Review

At the outset of the engagement, TIP reviewed existing economic-development-related plans and studies for the City. This section summarizes the plans reviewed, demonstrating how the initiatives of this EDSP were informed by the priorities and strategies previously identified by the City and its regional stakeholders.

Figure 9. Initiative 1 Alignment

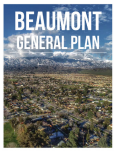
PRIOR PLAN	RELEVANT STRATEGIES FROM PRIOR PLAN
City of Beaumont *Downtown Revitalization Plan (2025-2045)*	• Promote local businesses within the community.
City of Beaumont *City of Beaumont Strategic Plan (2025)*	• Host familiarization tours for site selectors. • Connect startups with local resources, space, and mentorship.
 **City of Beaumont** *General Plan Update (2020)*	• Maintain and expand employment-generating land uses. • Support a diverse mix of industries to reduce volatility and grow the tax base. • Support business attraction and investment through marketing. • Create incentives and programs to attract entrepreneurs to Beaumont. • Support local businesses through small business education, incentives, and downtown revitalization. • Institute and support workforce development programs, working with local universities and colleges. • Support creation of adult/vocational education programs and promote supplemental and early childhood education programs.
City of Beaumont *Economic Development Strategic Plan (2019)*	• Identify needs of existing businesses and connect with available resources. • Investigate extent to which local entrepreneurial-development programs are meeting local needs. • Explore opportunities for cooperation with entrepreneurial networks and incubators. • Ensure workforce development organizations are aligned with business development efforts.

Figure 10. Initiative 2 Alignment

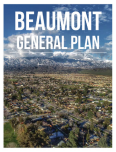
PRIOR PLAN		RELEVANT STRATEGIES FROM PRIOR PLAN
	Riverside County *Riverside County Economic Development Strategic Plan (2026)*	• Explicitly relate planned commercial and industrial sites to industry targets. • Enhance and modernize traditional industries, while expanding into advanced sectors.
	City of Beaumont *City of Beaumont Strategic Plan (2025)*	• Develop a target industry list. • Connect startups with local resources, space, and mentorship.
	**City of Beaumont** *General Plan Update (2020)*	• Maintain and expand employment-generating land uses. • Support a diverse mix of industries to reduce volatility and grow the tax base. • Balance growing jobs with local housing supply.
	City of Beaumont *Economic Development Strategic Plan (2019)*	• Identify needs of existing businesses and connect with available resources. • Investigate extent to which local entrepreneurial-development programs are meeting local needs. • Explore opportunities for cooperation with entrepreneurial networks and incubators. • Ensure workforce development organizations are aligned with business development efforts.

Figure 11. Initiative 3 Alignment

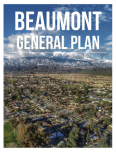
PRIOR PLAN		RELEVANT STRATEGIES FROM PRIOR PLAN
	Riverside County *Riverside County Economic Development Strategic Plan (2026)*	• Modernize zoning and promote mixed-use development.
	City of Beaumont *Downtown Revitalization Plan (2025-2045)*	• Pursue infill and mixed-use development, alongside pedestrian improvements to develop downtown identity.
	City of Beaumont *Zoning Code Update (2025)*	• Provide flexible development options for commercial and employment centers.
	**City of Beaumont** *General Plan Update (2020)*	• Improve citywide infrastructure to support existing development and future growth. • Support local businesses through small business education, incentives, and downtown revitalization. • Provide safe, accessible connectivity between neighborhoods and new growth areas. • Promote Beaumont as a desirable retail destination and focus development in key retail districts.

Figure 12. Initiative 4 Alignment

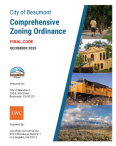
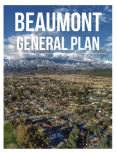
PRIOR PLAN	RELEVANT STRATEGIES FROM PRIOR PLAN
Riverside County *Riverside County Economic Development Strategic Plan (2026)*	• Expand broadband access and basic infrastructure to facilitate target industry growth. • Modernize zoning and promote mixed-use development. • Increase attainable housing options and homeownership rates.
City of Beaumont *Downtown Revitalization Plan (2025-2045)*	• Pursue infill and mixed-use development, alongside pedestrian improvements to develop downtown identity. • Increase range of housing options and densities, in pursuit of filling in "missing middle."
City of Beaumont *City of Beaumont Strategic Plan (2025)*	• Maintain an inventory of shovel-ready sites. • Host familiarization tours for site-selectors.
 **City of Beaumont** *Zoning Code Update (2025)*	• Provide flexible development options for commercial and employment centers. • Streamline the zoning code to modernize language and improve usability. • Establish design standards for industrial and commercial uses, to ensure cohesive aesthetics. • Provide a greater diversity of housing types.
 **City of Beaumont** *General Plan Update (2020)*	• Maintain and expand employment-generating land uses. • Establish list of shovel-ready sites and maintain streamlined regulatory process. • Improve citywide infrastructure to support existing development and future growth.
City of Beaumont *Economic Development Strategic Plan (2019)*	• Promote key real estate development opportunities and target industries for business attraction. • Explicitly relate planned commercial and industrial sites to industry targets. • Expand the range of special events in the City to reinforce placemaking efforts. • Expand the spectrum of available housing options, including attainable housing.

Figure 13. Initiative 5 Alignment

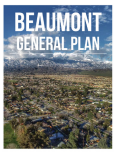
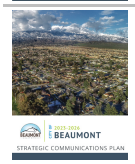
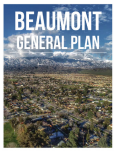
PRIOR PLAN	RELEVANT STRATEGIES FROM PRIOR PLAN
City of Beaumont *Downtown Revitalization Plan (2025-2045)*	• Establish a downtown events program, alongside standardized signage and architecture to improve branding.
City of Beaumont *City of Beaumont Strategic Plan (2025)*	• Enhance recreational and community engagement opportunities through public spaces.
 **City of Beaumont** *General Plan Update (2020)*	• Provide active, comfortable gathering places that encourage social interaction. • Provide safe, accessible connectivity between neighborhoods and new growth areas.
City of Beaumont *Economic Development Strategic Plan (2019)*	• Identify and cultivate placemaking opportunities within the City.

Figure 14. Initiative 6 Alignment

PRIOR PLAN		RELEVANT STRATEGIES FROM PRIOR PLAN
	Riverside County *Riverside County Economic Development Strategic Plan (2026)*	• Market the county to position it as a hub for emerging industries. • Develop a branding campaign and signature events to highlight local quality of life. • Develop worker attraction programs and relocation incentives.
	City of Beaumont *Downtown Revitalization Plan (2025-2045)*	• Promote local businesses within the community. • Establish a downtown events program, alongside standardized signage and architecture to improve branding.
	City of Beaumont *City of Beaumont Strategic Plan (2025)*	• Promote the City through a business recruitment campaign, attendance at trade shows and industry conferences.
	**City of Beaumont** *Strategic Communications Plan (2023–2026)*	• Increase availability and understanding of City programs and services. • Increase community awareness, interest, participation, and engagement.
	**City of Beaumont** *General Plan Update (2020)*	• Support business attraction and investment through marketing. • Create incentives and programs to attract entrepreneurs to Beaumont. • Promote Beaumont as a desirable retail destination and focus development in key retail districts. • Market the City as a destination for tourism and support clustering of unique economic activities. • Preserve existing neighborhoods and promote development of new housing choices.
	City of Beaumont *Economic Development Strategic Plan (2019)*	• Develop marketing materials to reflect coordinated economic development efforts. • Promote key real estate development opportunities and target industries for business attraction. • Investigate options for expediting approvals in the current development process.

Engagement Process

Input from community leaders across private, public, and nonprofit sectors is critical to the success of any visioning process. Over 75 participants contributed to the development of this plan. Community input was particularly important for this EDSP, as its priorities and their associated responsibilities impact multiple organizations and chart a course for the City's economic prosperity. At the beginning of the strategic planning process, TIP worked with the City's Economic Development Department to design the approach to stakeholder engagement, which involved several methods (see Figure 15). Central to the stakeholder engagement process was a project steering committee, which convened at major milestones.

Figure 15. Engagement Process Overview

75+	5	13	3
STAKEHOLDER PARTICIPANTS	**ROUNDTABLE SESSIONS**	**INDIVIDUAL INTERVIEWS**	**COMMUNITY VISIONING WORKSHOPS**
Community Members • City Staff • Real Estate & Development • Education and Workforce • Quality of Place • Major Employers • Nonprofits • Steering Committee		City leadership, small business owners, business prospects, and community leaders	In-person and virtual workshops to understand the community's economic vision for Beaumont, supported and supplemented by a community survey

Survey Overview

TIP conducted a confidential, online community visioning survey targeted at Beaumont residents that drew nearly 100 respondents. The survey was open from January 26, 2026, to February 20, 2026. Questions began with resident location and demographics and moved on to more detailed inquiries, focused on perceptions of and visions for the community. TIP delivered survey results to the City of Beaumont in a Tableau Public interactive data visualization. Findings, summarized below, helped guide the direction of the strategic plan.

Figure 16. Community Vision Survey Takeaways

1

IMPROVING A HIGH QUALITY OF LIFE

Alongside diversity, quality of life was tied for Beaumont's second-highest scoring regional strength, with respondents associating words like “community,” “opportunity,” and “thriving” to the City. Still, "enhances lifestyle amenities" was identified as one of the top ways the City can better support residents. Downtown revitalization was heavily prioritized. Open-ended submissions characterized downtown as somewhat neglected, and respondents noted the potential high impact of downtown investment. In several places, respondents indicated a need to expand the City's retail offerings, support local businesses and entrepreneurs, and provide enhanced opportunities for interaction and entertainment. Additionally, healthcare was identified as a relative weakness, with respondents noting a need to improve access within the community. Respondents ranked healthcare facilities as having the second-highest potential impact of any investment area. This aligns with respondents' vision of a Beaumont characterized by phrases like "community-centric," "attractive," and "affordable."

2

PRIORITIZING INFRASTRUCTURE

Throughout the survey, respondents noted a need for Beaumont to improve its infrastructure. Infrastructure systems were identified as the City's highest priority economic development planning effort. Water systems were ranked as important, while concern for broadband infrastructure was less apparent. "Strengthens infrastructure" was the most common response for how Beaumont's economy can better support existing residents. Investments in infrastructure were also identified as having the highest impact toward achieving respondents' vision for the Beaumont economy. "Growth" was the word most frequently associated with the City, while "growing" represented the second-most common vision word for the City's next 10 years. Pointing to the importance of sustainability and balance, numerous open-ended responses noted a need to improve congestion and ensure future growth does not outpace the capacity of the City's infrastructure.

3

ENHANCING LOCAL JOB OPPORTUNITIES

Beyond business attraction for improved quality-of-life amenities, respondents also noted a need to improve the availability of quality jobs. Industry specialties were the weakest regional strength, just behind innovation, as respondents strongly prioritized business retention, expansion, and recruitment. “Creates jobs" was one of the most common responses to how Beaumont can support its existing residents, as was "attracts businesses." Additionally, growth of high-wage jobs scored as a high-impact investment. While investments in workforce development were seen as having relatively middling impact, efforts like career exploration and vocational training reflected respondents' desire to better support the local workforce. Respondents also noted the role of improving local quality-of-life offerings in helping Beaumont retain sales tax dollars spent on dining and shopping in neighboring communities, highlighting aspirational peers like Redlands, Yucaipa, Temecula, and Rancho Cucamonga. Additionally, open-ended responses mirrored the commuting analysis prepared by TIP Strategies, Inc., presented elsewhere, indicating a need to better retain a largely outward-commuting daytime workforce.

4

LIMITING FUTURE DEVELOPMENT

While recognizing the need for enhanced commercial opportunities and the local creation of high-quality jobs, respondents generally opposed further housing and industrial expansion in Beaumont. "Expanded housing options" was perceived as having the lowest potential investment by impact, and "increases housing" represented a small fraction of responses related to the City’s future vision. "Residential development" was identified as the second-lowest priority economic development planning effort, falling just above "industrial attraction." These were joined in the lower half of respondents' priorities by "office development" and "mixed-use development," further reflecting anti-development sentiment within parts of the community. Despite this, the prioritization of community development underscores the desire of respondents to see the City take a quality-over-quantity strategic approach toward future development.

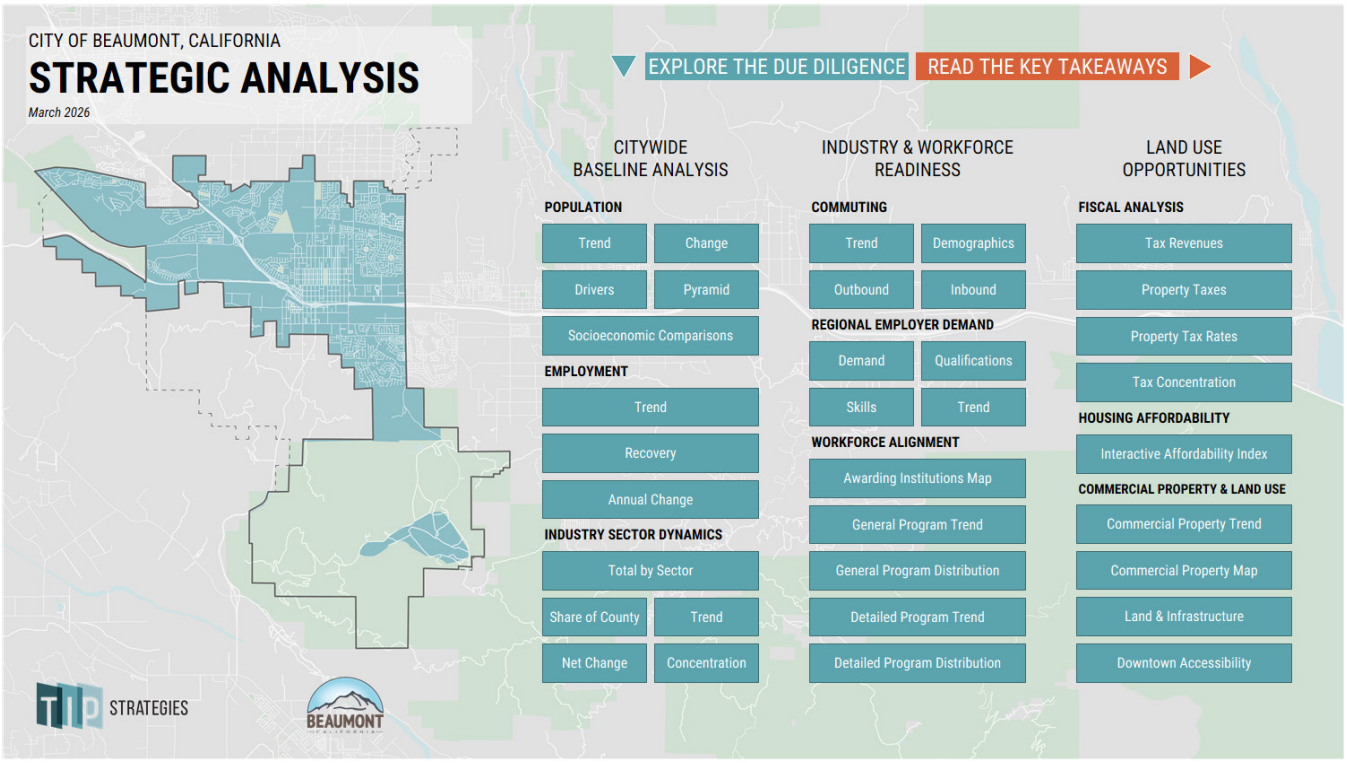
Source(s): TIP Strategies, Inc.

Nearly all respondents were located in one of the four identified Beaumont neighborhoods (92.9 percent) or elsewhere in ZIP Code 92223 (4.0 percent). Generation X (31 of 99 respondents) was the dominant age group in the survey, followed by Millennials (27), Baby Boomers (22), and Generation Z (19). Relative to Beaumont's population demographics, White and non-Hispanic residents were overrepresented by this survey, as were female residents. Though not designed to be a scientific sample, the pool of respondents was large and stratified enough to provide an adequate representation of the City.

Economic Context

As part of the strategic planning process, TIP conducted an economic analysis for the City of Beaumont that informed the creation of the plan's six strategic initiatives. The analysis was completed as part of TIP's initial discovery phase. Data collection began in October 2025, and the work extended for the next six months. A separate, in-depth analysis was delivered to the City in an interactive data visualization using Tableau Public, the menu of which is shown in Figure 17.

Figure 17. Interactive Deliverable Menu



Source(s): TIP Strategies, Inc.

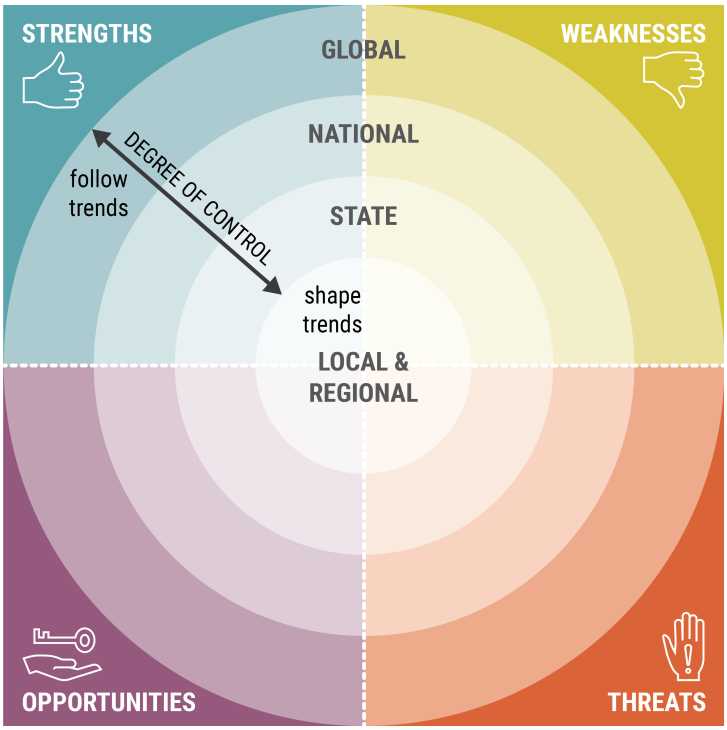
SWOT Analysis

During the discovery phase of the project, the consulting team gathered qualitative input from local stakeholders in Beaumont concerning local economic development issues. In addition, TIP conducted quantitative data analyses to understand the City's competitive position in the region. The results of these efforts informed the following strengths, weaknesses, opportunities, and threats (SWOT) analysis.

The four components of a SWOT analysis can be defined as follows.

- **Strengths:** Assets and resources that can be built on to grow, strengthen, and diversify the local/regional economy.
- **Weaknesses:** Liabilities and barriers to economic development that could limit economic growth potential.
- **Opportunities:** Competitive advantages and positive trends that hold significant potential for the attraction of new businesses, investments, and skilled workers.
- **Threats:** Unfavorable factors and trends (often external) that could negatively affect the local/regional economy.

Figure 18. SWOT Overview



Source(s): TIP Strategies, Inc.

Figure 19. SWOT Analysis

Strengths

- Small-town character and high quality of place
- Natural beauty, outdoor amenities
- Sustained population and job growth
- Positive relationships with neighboring communities
- Geographic location and access to larger Southern California markets
- Attainable housing relative to the region and the state
- Existing local economic development efforts and networking opportunities
- Recent major transportation and warehousing expansions
- Strong partnerships with K–12 institutions

Weaknesses

- Heavy exporter of labor to nearby communities
- Poor retention of young people
- Lack of move-in ready retail and commercial sites in downtown nodes
- Lack of downtown vibrancy, incompatible composition of businesses in downtown nodes
- Limited City funding for revitalization
- Difficult permitting processes (local and county/state) for entrepreneurs and small businesses
- Infrastructure outpaced by residential and commercial growth
- Lack of infrastructure keeping properties undeveloped
- Limited middle-income and rental housing options

Opportunities

- Increasing dining, retail, and other quality-of-life amenities citywide
- Targeted business attraction for increased revenue and worker retention
- Partnerships with higher education institutions
- Infill and redevelopment of vacant commercial properties
- Diversifying the mix of housing prices and densities
- Promotion of the City as a business-friendly destination
- Formalized City BRE program
- Additional large-scale distribution and logistics facilities
- Utilizing developable land within the City's sphere of influence
- Targeted industry sector development (niche healthcare, distribution and logistics, advanced manufacturing, specialty and national retail)
- Outdoor recreation (state park, etc.)

Threats

- Regional competition for downtown and retail
- Anti-growth sentiment among parts of the community
- Challenges with timely delivery of utilities
- California sales tax system changes
- Focus on short-term priorities
- Climate change and risk of natural disaster(s), including drought
- High development costs

Source(s): TIP Strategies, Inc.

Implementation Matrix

TIP provides an Excel-based matrix to guide this strategic plan's implementation. The implementation matrix is a flexible tool that captures the recommended strategies and actions, with an indication of roles and a proposed timeline for action. The matrix also allows the City to include supporting partners who may have a role in implementation. In addition, supporting partners can be listed. These organizations may be collaborators or potential resources that can help move implementation forward.

Finally, the implementation matrix includes an indicator to reflect the status of each strategy and action, in addition to a place to capture achievements for reporting purposes. The format of the implementation matrix allows for necessary adjustments to ensure a responsive and dynamic plan. Because strategies and methods evolve to adapt to new circumstances, the evaluation metrics should also be updated to accurately reflect progress on modified strategies. The frequency of monitoring will differ, depending on the metric and data source. See Figure 20 on page 35 for a sample from the City's initial implementation matrix.

Figure 20. Implementation Matrix Sample

STRATEGIC INITIATIVES	SUPPORTING PARTNER(S)	SUGGESTED TIMELINE FOR ACTION					PRIORITY	REQUIRED RESOURCES
		ONGOING	0-6 months	6-12 months	1-3 years	3-5 years		
INITIATIVE 1: BUSINESS RETENTION AND EXPANSION (BRE)								
Strategy 1.1. Business Visits. Establish a structured outreach program of one-on-one site visits to build personal relationships with local business leaders and identify immediate needs.								
1.1.1. Use subscription-based or publicly available data sources to identify traded sector businesses in Beaumont and tailor outreach efforts citywide.								
1.1.2. Schedule and execute at least 50 formal business retention visits annually, ensuring the City's top 20 sales tax producers, major employers, and companies in Beaumont's target sectors are prioritized.								
1.1.3. Structure business visits to achieve specified outcomes. The first visit should include an overview of regional economic development services, workforce development needs and programs, supply chain needs, and a discussion of the business's challenges and opportunities. Follow-up visits should be focused and project oriented.								
1.1.4. Maintain a standardized site visit interview form to capture data on workforce needs, expansion plans, and regulatory hurdles.								
Strategy 1.2. Data, Research, and Tracking. Implement a centralized customer relationship management (CRM) system to track business interactions and measure impact.								
1.2.1. Launch a centralized CRM database to log all business interactions, site visits, and support requests to ensure all Beaumont businesses are served.								
Strategy 1.3. Business Survey. Conduct annual industry-specific surveys to capture longitudinal data on the local business climate and identify emerging economic trends.								
1.3.1. Develop and distribute a citywide digital survey targeting local businesses to gather input on operating conditions, including key challenges, barriers to growth, and factors contributing to business success.								
1.3.2. Analyze results to identify common pain points, assess overall business sentiment, and inform targeted policy, program, and service improvements that strengthen the local business environment.								
Strategy 1.4. Business Transition and Succession Planning. Support the long-term stability of Beaumont businesses by assisting legacy business owners with retirement or ownership transitions.								
1.4.1. Utilize partner organizations to deliver workshops or training on succession planning via the Pass Area Business Hub (Biz Hub) for business owners nearing retirement. Partner with local businesses, such as accounting and legal services, to offer resources and guidance.								
1.4.2. Maintain a business-for-sale list to connect retiring owners with aspiring local entrepreneurs.								

TIP STRATEGIES

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