

Daily Breeze

El Segundo Builds New Website Highlighting the City's Business-Friendly Environment

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After more than five months of strategizing, El Segundo has launched a new website to tout the city's business-friendly environment.

The website, elsegundobusiness.com, is the first phase of a public relations initiative that aims to attract 100 new businesses to the city by 2017, which is also the city's 100th anniversary.

"El Segundo is the place where big ideas take off," Mayor Suzanne Fuentes told a gathering of business leaders at Pacific Corporate Towers Wednesday morning.

The "big ideas" tagline comes from Paolucci Communication Arts, a Palos Verdes Estates PR firm that [El Segundo is paying \\$450,000 to rebrand the city](#) as a place that fosters innovation and business growth.

The majority of the PR money was provided by grants from Chevron, which has a large refinery in the city.

Fuentes spoke of El Segundo's long history with aerospace. The city is home to the Los Angeles Air Force Base (where GPS was developed), Raytheon Space and Airborne Systems, and the public-private consultant Aerospace Corporation.

Northrop Grumman built much of the F-18 Superhornet fighter jet in El Segundo and part of the F-35.

Fuentes called El Segundo the "brain trust" of Southern California.

"All the aerospace companies have tons of Ph.D.'s," Fuentes said. "Aerospace Corporation alone has 800."

As defense spending wanes, the city hopes to build on its aerospace legacy by appealing to Los Angeles' growing tech community.

The business initiatives that the City Council is pushing include reaching out to real estate developers and putting up promotional banners around the city's borders. The website touts the cheaper rent and lower corporate tax rate in El Segundo.

The website brands El Segundo as "a big business city with small-town charm." The city is proud to be the home of Fortune 500 companies like DirecTV, the largest satellite-TV company, and Mattel Inc., the world's longtime largest toy-maker until Lego surpassed it earlier this year.

But a small downtown with lots of restaurants and shops is also something business owners should take note of, Fuentes said.

"Especially with the new generation of employees, they're less interested in driving cars," Fuentes said. "They want to ride their bikes, they want to take MTA, and they can do all that in El Segundo."

Although tech companies continue to flock to Santa Monica and Venice — an area known as "Silicon Beach" — rising rents and limited space in those cities has made El Segundo an attractive option for innovative companies.

Two of the fastest-growing startups in the country call El Segundo home. Protein snack company [Quest Nutrition](#) was named the second-fastest-growing private company by Inc. magazine, while [Fuhu](#), which builds tablet computers for children, was the fastest-growing company in Inc.'s Consumer Products & Services category.

Brent Taylor, co-founder and president of Beyond Meat, a vegan food product company that moved its headquarters to El Segundo after the company was founded in 2009, said city personnel were very accommodating and helped the company navigate the red tape.

Taylor said he liked El Segundo's small-town vibe, the weather and proximity to the beach.

"It was a no-brainer decision," he said.