



Report to Economic Development Subcommittee

TO: Economic Development Subcommittee
FROM: Mike Lee, Economic Development Director
AGENDA DATE: October 10, 2017
TITLE: **NEW BUSINESS SIGN PROGRAM UPDATE**

RECOMMENDED ACTION

Staff recommends that the Economic Development Subcommittee receive and file this New Business Sign program update.

UPDATE

In 2016, the Moreno Valley Economic Development Subcommittee reinstated the New Business Sign program. Since that time, the Economic Development Department with the assistance of Public Works staff has recognized several new businesses including the following:

1. Tilted Kilt
2. The Cupcake and Espresso Bar
3. Les Schwab Tires
4. Jimmy John's Gourmet Sandwiches
5. Dickey's Barbeque
6. Saigon Bistro



7. Farm Market
8. Culichi Town
9. Pieology Pizzeria
10. Popeyes Louisiana Kitchen

Additionally, several new businesses are scheduled to also be recognized with a sign including the following:

1. Café Rio
2. Habit Burger
3. Sit and Sleep
4. IHOP and Hyundai

The return of the New Business Sign program has been well received in the Moreno Valley business community. Participating businesses have expressed excitement with presence of the signs and have expressed gratitude for the additional exposure.

ATTACHMENTS

None.



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Department Head Approval: Mike Lee
Economic Development Director