

Report to Economic Development Sub-Committee

TO: Economic Development Subcommittee

FROM: Mike Lee, Economic Development Director

AGENDA DATE: March 14, 2017

TITLE: **HIRE MOVAL BUSINESS RECOGNITION PROGRAM**

RECOMMENDED ACTION

That the Economic Development Subcommittee approve the Hire MoVal Recognition Program and allow staff to implement the program.

BACKGROUND

On August 16, 2016, the Moreno Valley City Council approved the Momentum MoVal Strategic plan that included the following initiative:

Initiative 1.3.10: Develop a Hire MoVal recognition program. Companies that adopt the "Hire MoVal First" criteria will be recognized at a City Council Special Presentation meeting to receive a City Proclamation. (1 year)

The Hire MoVal Recognition Program allows the City to provide an incentive to potential and existing businesses, both large and small, to adopt the "hire first source" component of the Hire MoVal program.

DISCUSSION

Encouraging businesses to hire local residents is a key component of the Hire MoVal program. Depending on the business' eligibility for incentives such as utility discounts or business license fee waivers, businesses throughout the City have reaped the financial benefits associated with the Hire MoVal Program. The Hire MoVal Business Recognition Program provides an opportunity for the City Council to recognize businesses for their efforts to hire local talent. The program includes two components:

1. Recognition for businesses who satisfactorily meet the requirements of Hire MoVal.
2. Online and print promotional materials for businesses that wish to promote local hire programs and an online space to identify businesses that have completed the Hire MoVal program, at www.moval.org.

The program includes the presentation of a certificate that can be displayed in the place of business and recognition by City Council during the Special Presentation portion of the regular Council Meeting. Eligibility: Businesses must successfully complete all the requirements the Hire MoVal program(s).

The promotional component of the program will include a flyer and a downloadable promotional "We Hire MoVal" placard that can be accessed at www.moval.org/hiremoval for businesses that do not meet the requirements of the Hire MoVal Program, but support the program by employing local talent.

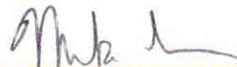
Economic Development staff will work directly with other City Departments and Divisions that administer and monitor business participation in the Hire MoVal programs such as the Economic Development Rate utility incentive program, Hire MoVal for Small Business, Hire a Graduate and any other program the City Council adopts as part of the Hire MoVal initiative.

ATTACHMENTS

Hire MoVal Business Recognition Program
Hire MoVal Incentive Program Flyer
Hire MoVal for Small Business Flyer



Prepared By: Jackie Melendez
Project Manager



Department Head Approval: Mike Lee
Economic Development Director

HIRE MOVAL BUSINESS RECOGNITION PROGRAM Economic Development Department

PURPOSE: To recognize businesses that successfully complete the Hire MoVal program requirements and to provide an opportunity to promote the program to businesses who support local hire.

ACTION:

- I. **Enrollment in the Hire MoVal.** Must be enrolled in the Hire MoVal incentive program, Hire MoVal for Small Business program, Hire MoVal Hire a Graduate program and/or future approved Hire MoVal programs.
- II. **Special Presentations.** Businesses that successfully complete the requirements of the Hire MoVal programs may be eligible to receive a certificate during the special presentation component of the City Council Meeting.
- III. **Print and Digital Promotional Materials:** Develop Hire MoVal promotional materials for all Moreno Valley businesses that support local hire and create a space on the City's website to recognize businesses that complete the Hire MoVal program. Additionally, businesses may be recognized through the City's social media platforms.

PROCESS:

- I. **Eligibility.** To be eligible for the program, all businesses, including non-profit organizations, must have a valid City of Moreno Valley business license, occupy a commercial business location or utilize a permitted vehicle for mobile businesses. Non-profit organizations must have a valid City of Moreno Valley business license and a commercial location in the City. All businesses must be enrolled in the Hire MoVal incentive program, Hire MoVal for Small Business program, Hire MoVal Hire a Graduate program and/or future approved Hire MoVal programs.
- II. **Selection and Election Process.**
 - A. Application Process.
 - a. Economic Development Incentive Rate Program: Businesses that successfully qualify for the discount program are enrolled and monitored by the Moreno Valley Utility, once the business has successfully met the criteria of the Hire MoVal program, those names will be submitted to Economic Development staff for formal recognition at a special presentation.

HIRE MOVAL BUSINESS RECOGNITION PROGRAM
Economic Development Department

b. Business License Fee Waiver: The names of the businesses that are eligible for the fee waiver program will be monitored and qualified by the Treasury Operations Division and those businesses that successfully complete the requirement of the Hire MoVal program will be submitted to the Economic Development Department, these businesses will be given a certificate, but will not receive public recognition at a Council meeting.

Hire a Graduate Program: The names of the businesses that are eligible for the incentive program will be monitored and qualified by the Financial Resources Division and those businesses that successfully complete the requirements of the Hire MoVal Hire a Graduate program will be submitted to the Economic Development Department, these businesses will be given a certificate, and may receive public recognition at a Council meeting and/or through the City's social media accounts.

- B. City Council Role. The City Council may formally recognize businesses that meet the criteria of the Economic Development Rate component of the Hire MoVal program at a Council meeting.
- C. City Staff Role. The Economic Development Department Director shall implement the Hire MoVal Business Recognition Program.
- a. Coordinate with City Departments to verify business names and program participation.
 - b. Coordinate with the City Council Office and the City Clerk, the creation of certificates.
 - c. Coordinate with businesses for Special Presentation and City Council Meeting dates.
 - d. Coordinate with City Departments for any print or electronic recognition activities.

III. Hire MoVal Business Recognition Program Promotion:

- A. In order to promote the Hire MoVal Business Recognition program, the Economic Development Department will develop and maintain the following print and digital materials to encourage other businesses to participate in Hire MoVal programs and to allow residents to support business that support local hire:

HIRE MOVAL BUSINESS RECOGNITION PROGRAM
Economic Development Department

- a. Promotional Materials: Develop and distribute Hire MoVal promotional materials including a program flyer and placard that can be downloaded at www.moval.org. Any Moreno Valley based business may support the Hire MoVal Recognition program by proudly displaying in their place of business or on their website “We Hire MoVal” promotional materials.
- b. Online Recognition: All businesses that successfully meet the above mentioned eligibility requirements and receive a certificate of completion from the Council, will have their names displayed online on the City's website (www.moval.org.)



HIRE MOVAL

Incentive Program



Hiring Qualified Residents is Good Business

USE THE MORENO VALLEY **EMPLOYMENT RESOURCE CENTER (ERC)**

The ERC provides no cost workforce recruitment services.

JOB ANNOUNCEMENTS	INTERVIEWS
APPLICANT TESTING	JOB FAIR SUPPORT

PROVIDE **JOB ANNOUNCEMENTS**

The City will help publicize recruitments at no cost to Moreno Valley businesses.

ADOPT A **"FIRST SOURCE" HIRING PRACTICE**

Gives Moreno Valley residents advance notice of recruitments.

TAKE ADVANTAGE **OF THE 2/20 - 4/40 INCENTIVE**

The 2/20 - 4/40 program is the newest financial incentive to new businesses served by Moreno Valley Utility. Eligible new businesses under the Economic Development Rate can access an additional 2% electrical rate discount for hiring at least 20% of their workforce from Moreno Valley residents or an additional 4% rate discount for hiring at least 40% of their workforce from Moreno Valley residents.



INCENTIVE PROGRAMS

for Small Business Customers



MORENO VALLEY
CALIFORNIA
www.morenovalleybusiness.com

HIRE MOVAL – THE INCENTIVE PROGRAM

- Hire MoVal Services: Access to the Employment Resource Center, to support workforce recruitment assistance, employee training, expert business consulting, business workshops, and job postings. All provided at no cost.
- Access to the Inland Empire Small Business Development Center (SBDC). SBDC provides valuable training and confidential, one-on-one counseling in important areas such as financing for existing and startups, business planning and development, marketing, social media, sales, as well as government and corporate contracting.

BUSINESS LICENSE DISCOUNTS

- Moreno Valley small business customers with gross revenues less than \$200,000 per year and hire at least 40% of their employees from Moreno Valley residents may be eligible for a business license application fee waiver. Contact the Business License office at 951.413.3080 for more information.

MORENO VALLEY'S WORKFORCE: 92,000 STRONG

The City of Moreno Valley is home to a workforce that is diverse, qualified, and motivated. We estimate more than 6,000 of the City's highly motivated workforce are ages 55 and older. They bring a wealth of experience and wisdom to the workplace, and can be an asset to any business, large or small.

MORENO VALLEY UTILITY (MVU) PROGRAMS

- **COMMERCIAL ENERGY AUDIT AND DIRECT INSTALL**
 - o Onsite energy audit
 - o Installation of energy-saving measures at no cost
 - o Maximum value per customer is \$3,000
- **CUSTOM ENERGY EFFICIENCY PROGRAM**
 - o Eligible MVU customers are paid \$0.05 per kilowatt-hour saved over a one-year period
 - o Maximum allowed incentive is \$25,000
- **THE LEVEL PAYMENT PLAN** spreads your electric bill payments evenly throughout the year. That way, you have more control and are protected from seasonal cost peaks. The Level Payment Plan is a great way to manage bills and budget for energy costs.

FOR MORE INFORMATION, CONTACT MVU AT 951-413-3500.

SCE PROGRAMS

Local businesses served by Southern California Edison can also obtain special assistance. Contact your Account Manager at 1-800-990-7788 or to learn more about programs available for small businesses, visit sce.com or call customer service at 1-800-655-4555.