



Report to Economic Development Sub-Committee

TO: Economic Development Subcommittee

FROM: Mike Lee, Interim City Manager / Economic Development Director

AGENDA DATE: January 14, 2020

TITLE: YEAR IN REVIEW - 2019

The Economic Development Department is committed to improving the quality of life and economic well-being for Moreno Valley residents by providing professional services that focus on the following:

- Marketing campaigns that seek to enhance the City image and showcase the City's assets and opportunities;
- Business retention and attraction efforts that seek to encourage job creation and increase general fund revenues;
- Workforce development services that help jobseekers gain access to quality local jobs and helps Moreno Valley employers connect to top local talent;
- Business advocacy that facilitates the ease in which customers do business with the City throughout the development process, and
- Building relationships with intergovernmental and quasi-governmental agencies to leverage and attract funds and resources to the City.

The Economic Development Department will provide a verbal update to the Economic Development Subcommittee regarding progress toward Department goals during 2019.

ATTACHMENTS

EXHIBIT A: Year In Review - 2019

The City of Moreno Valley's Economic Development Department is committed to improving the quality of life for Moreno Valley residents by focusing on creating jobs, attracting new businesses and development, building strategic partnerships, strengthening the workforce, and encouraging expansion of existing businesses through various Economic Development programs and tools. Following are some Economic Development highlights of 2019.

Development Concierge Service

The Economic Development Department helps businesses and commercial / industrial developers work through the development of a new business site or the expansion of an existing facility. EDD provides a Development Concierge to serve as a point of contact with all City departments and external agencies involved in the development process. The Development Ombudsman operates as a project partner during all phases of the entitlement, construction plan check, permitting, construction, and inspection processes. If an issue arises, the Development Ombudsman collaborates with the City's Development Divisions to help find creative solutions.

Highlights of 2019 developments include:

- **Development Review:** Participated to streamline the project entitlement process
 - **Concierge service:** Supported more than 235 new or expanding businesses / developments
 - **Commercial:** Moreno Valley's retail and restaurant growth was strong in 2019 with new businesses opening and new shopping centers developing throughout the community including Canyon Springs, Iris Plaza, Moreno Beach Plaza, Moreno Marketplace, Moreno Valley Mall, The District, The Quarter, Stoneridge Towne Center, Sunnymead Blvd., TownGate Promenade, TownGate Square, and several others.
 - New restaurants included: Alamilla's Mexican Food, BurgerIM, Coffee Bean & Tea, Jitterz Gourmet Coffee, Safe Haus Craft Beer & Kitchen, Simply Blended Smoothies, Starbucks (2) and others.
 - New retail businesses include: America's Tire, Floor & Decor, NutriShop, Red Wing Shoes, Sit N Sleep, UPS Store, Windsor Fashion and others.
 - **Hospitality:** The City celebrated the completion of two marquee hotels in 2019: Holiday Inn Express and Fairfield Inn & Suites. Residence Inn construction continues; completion is targeting 1st Quarter 2020. Woodspring Suites announced their new 122 guest room hotel, coming soon to The District.
 - **Industrial:** Almost 7.6 million sq. ft. of industrial product was absorbed in Moreno Valley in 2019 by a who's who list companies. By year end, new major industrial businesses open and operating in Moreno Valley included:
 - DMSI for Ross Dress For Less (in-town expansion)
 - Harbor Freight Tools (in-town expansion)
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- iHerb (return to Moreno Valley)
- Keeco Bedding (new business)
- Legrand North America (new business)
- Lowe's Home Improvement (in-town expansion)
- Mainfreight (new business)
- Medline (new business)
- ResMed (in-town expansion)
- ShipBob (new business)
- Solaris Paper (corporate headqtrs)
- **Medical Office:** Several office developments continued construction, including projects by Riverside University Health Systems and Strategic Medical Partners.

Business Attraction - Marketing

Event Participation / Sponsorships:

In 2019, Economic Development promoted Moreno Valley as a great place to do business at almost 200 events, including more than 80 local and regional Trade Shows/conferences! Diverse events ensure Moreno Valley's exposure to site selectors, developers, corporate decision makers, regional agency partners, chambers of commerce, and international and Fortune 1,000 companies in a variety of industries including aerospace & defense, retail, logistics, manufacturing, e-commerce, entertainment, restaurants, real estate development, medical, health & wellness, and many others. The Department worked closely with real estate brokers representing Moreno Valley properties to obtain and distribute the latest leasing and sale flyers for commercial, industrial and vacant land.

Advertising:

Economic Development actively promotes the City of Moreno Valley as the premier destination to do business in southern California through print and digital ad placements online and in local, regional and national publications.

Ads: EDD coordinated 91 print and digital ad campaigns with 21 industry publications. Moreno Valley's business advertising had an estimated reach of more than 1.82 million in 2019. The intent of these ad placements is to market Moreno Valley to a wide variety of site selectors, developers, corporate decision makers, international and Fortune 1,000 companies in a variety of industries including retail, industrial, e-commerce, restaurants, real estate development, medical, and health & wellness.

Digital: EDD maintained the Department's webpages on the City's site www.moval.org, as well as the dedicated business attraction website www.morenovalleybusiness.com and two interactive GIS iMaps: www.moval.org/retailimap and www.moval.org/industrialimap. In addition, to encourage residents to shop locally, EDD coordinated pre-movie promotional

placements at two theaters. Finally, EDD managed the City's digital footprint in ten external economic development websites plus engaged in mass email marketing campaigns to more than 35,000 representatives in target industries (commercial, industrial, restaurant, office, e-commerce, foreign embassies, medical office developer/hospitals, electric vehicle manufacturers, and Fortune 1000 companies). Combined, digital placements expanded Moreno Valley's exposure by more than 282,000 views.

Prospective Business Site Searches:

Responded to numerous Requests For Proposals / contacts by the California Governor's Office of Business and Economic Development (GO-Biz), the County of Riverside, and/or Developers seeking support with tenant attraction efforts for a particular property.

City-owned Property Development

In 2019, Economic Development took the lead in promoting private development of several City-owned parcels to attract employment and commercial uses. Requests For Proposals invited transformation of prime property at the following locations:

- Alessandro & Day
- Alessandro & Lasselle
- Alessandro & Nason
- Cottonwood & Morrison

Small Business Assistance – Expansion & Retention

Recognizing that future business leaders will emerge from our small business owners, EDD assisted working and aspiring businessmen and women to make their dreams a reality. Support was provided through business workshops, expert consulting, business visits, community recognition / marketing video development, welcome signage, and more.

Business Workshops: In 2019, the Economic Development Department was recognized by the Inland Empire Economic Partnership (IEEP)'s Turning Red Tape into Red Carpet award for excellence in Business Retention and Expansion programing for the Small Business Wednesdays Workshop series. With the program, the City offered 72 business workshops and welcomed over 880 attendees. Business development topics included:

- Starting & Expanding a Business
 - Business Planning/Business Plan Resources
 - QuickBooks Consulting & Financial Projections
 - SBA & Conventional Loan & Funding Assistance
 - Government Contracting & Marketing
 - Business Resiliency/Disaster Preparedness
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Working with several partners, EDD substantially increased outreach and technical consulting services to the emerging and small business owners of Moreno Valley. EDD thanks our 2019 Small Business Partners:

- US Small Business Administration (SBA)
- IE Small Business Development Center (IESBDC)
- Inland Empire Women’s Business Center (IEWBC)
- Service Core of Retired Executives (SCORE)
- California Department of Tax & Fee Admin (CDTFA)
- Governor’s Office of Business & Economic Development (GO-Biz)
- Moreno Valley College
- Moreno Valley Fire Department
- Riverside Community College District – Procurement Assistance Center

Business Visits: Moving beyond workshops, EDD engaged in one-on-one visits to 107 small Moreno Valley businesses and major employers. With the Business Visit program, EDD staff and key business development partners visit Moreno Valley companies to open the lines of communication and maintain good working relationships with our business community.

Business Spotlights: Spotlight on Moreno Valley Business is a free business recognition program which includes a 30-second professionally produced video to promote a Moreno Valley business. Each video runs on MVTV-3, is showcased on the City’s website for approximately two weeks and is posted on the City’s Facebook page. Businesses are highlighted during a City Council meeting when City Council Members present a certificate of recognition to the business. EDD and the City’s Media Team recognized 15 Moreno Valley businesses with videos in 2019.

Bilingual Outreach: 2019 brought increased outreach to Spanish language business owners through translated collateral pieces and workshops delivered in Spanish.

Disaster Preparedness: Building upon the recent tragedies and large scale fires in California, EDD partnered with the Moreno Valley Fire Department to develop and launch the Business Emergency Resiliency Training (BERT) Program. BERT is the first comprehensive series in Riverside County designed to train and educate business owners and employees on the importance of planning before disaster strikes.

New Business Welcome Signs: To expand visibility of Moreno Valley’s newest businesses, New Business Welcome Signs were installed to feature Sit N Sleep, Jitterz Coffee, Red Wing Shoes, Safe Haus Craft Beer & Kitchen and Floor & Décor.

Workforce Development

In 2019, the Economic Development Department expanded key strategic partnerships to better address the workforce needs of residents. Together, EDD and partners worked to better understand the workforce needs of key population groups such as the unemployed, career changers, adult learners and veterans. The goals are to leverage collective resources to establish training programs to prepare Moreno Valley residents for the future of work. Key partners include:

- Riverside County Workforce Development Board
- California Baptist University (CBU)
- Moreno Valley College (MVC) Career & Technical Education (CTE)
- University of California Riverside School of Business (UCR)
- Moreno Valley Unified School District Adult School
- Moreno Valley Youth Opportunity Center (YOC)
- Riverside Community College District (RCCD)
- Inland Empire Economic Partnership (IEEP)

MoVaLEARNS: In 2019, the Economic Development Department re-launched the MoVaLEARNS with Moreno Valley College Career and Technical Education program.

iMake Innovation Center (Incubator): Throughout 2019, the City partnered with Moreno Valley College at the ERC to showcase the new iMake Mobile Innovation Center, a mobile makerspace featuring cutting edge technology and access to equipment such as 3D printers, laser printers/cutters, vinyl printers, virtual reality equipment, coding with Raspberry Pi, Arduino, and more. In December of 2019 the City and College hosted a grand opening and ribbon cutting ceremony for the permanent iMake Innovation Center located on the Moreno Valley College campus.

Hire MoVal and Moreno Valley Employment Resource Center

In partnership with the Riverside County Workforce Development Center, the Economic Development Department delivers the City's Hire MoVal program through services offered at the City's Employment Resource Center (ERC). The ERC is a one-stop job resource center that supports both Moreno Valley's businesses and jobseekers.

2019 Hire MoVal / Employment Resource Center Quick Stats:

- Total # People Served: 13,162
 - # Residents Served: 10,554
 - # Jobseeker Workshops Held: 64
 - # Jobseeker Workshop Attendees: 442
 - # Business & Jobseeker e-blasts: 350
 - # Business Hiring Events: 104
 - # Business Hiring Event Attendees: 2,935
 - # Business Workshops: 70
 - # Business Workshop Attendees: 886
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Jobseekers: In 2019, the ERC launched several new programs including LinkedIn Learning, the LevelUp Certificate program and LinkedIn Workshops. In addition, the center provides a host of services, equipment, and training:

- Digital Computer Lab
- LevelUp Certificate Program
- LevelUp Resumé Workshops
- LevelUp Mock Interview Workshops and One-on-One Coaching
- Hot Jobs Digital Announcement Board
- Focus2 Career Assessment Software
- Veteran's Employment Service
- IBM Skills Assessment Software
- WinWay Resume Creation Software
- Online Job Search
- Hire MoVal Job Seekers List

Businesses: Through Hire MoVal, Moreno Valley businesses gain instant access the best talent in the area. The ERC provides no cost recruitment and job fair support to connect Moreno Valley businesses with the right employees:

- Recruitment Advertising / Outreach
- Employment Testing & Pre-screening
- Interview Support
- Job Fairs

In addition, the City approved a new four year MOU with the County for the joint operation of the ERC.

March Joint Powers Authority: Served as Commissioner support at Technical Advisory Committee meetings and negotiated the K-4 Project Cooperative Agreement, approved by City Council in November.

Metrics by the Month

January

- **Business Attraction:** Hosted a standing-room-only event: The annual Inland Empire Commercial Real Estate Conference
 - **New businesses:**
 - America's Tire Store: grading began at Moreno Beach Plaza
 - Prologis Moreno Valley Logistics Center: this 4-building campus at the SWC Indian / Krameria began construction on the largest building (1,351,763 sq. ft.)
 - Solaris Paper: began operating from their new 862,000 sq. ft. building at Prologis Eucalyptus Industrial Park
 - United Material Handling: celebrated the grand opening of their 99,978 sq. ft. Moreno Valley Corporate Headquarters
 - **New Programs Launched:**
 - Small Business Wednesdays
 - iMake Mobile Innovation Center
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February

- **New businesses:**
 - Jitterz Coffee opened at Iris Plaza
 - Medline began operations at the March Business Center
 - Sit N Sleep opened at TownGate Crossing
- **Business Spotlights:** Featured Glass & Screens Repair & The Fade Cave

March

- **New businesses:** Quick Quack Car Wash opened at TownGate Promenade
- **New Program:** Launched 1st Business Emergency Resiliency Training (BERT) in Riverside County
- **Business Spotlights:** Showcased Cosmic Ice Cream and Jitterz Coffee
- **Business Roundtable:** Hosted businesses in Council District 3

April

- **New Construction:** Permit issued for BurgerIM at TownGate Promenade
- **New businesses:**
 - Edward Jones Investments opened on Cactus Avenue
 - Goodies Delicatessen opened at Canyon Springs Plaza
 - iHerb.com announced they are returning, they will occupy an additional 400,935 sq. ft.
 - Jitterz Coffee opened at Iris Plaza
 - Karma Automotive Unveiled the Karma Innovation and Customization Center (KICC)
 - Lowe's Home Improvement began operations at their 1,388,210 sq. ft. expansion facility
 - Red Wing Shoes opened at TownGate Promenade
 - Sweet Sweet Delight Candy opened at the Moreno Valley Mall
 - Veronica Margo Spa opened inside the Ayres Hotel
- **Business Spotlights:** Pottery Barn Warehouse Outlet
- **Business Roundtable:** Hosted businesses in District 1

May

- **Business Attraction:** Represented the City at the International Council of Shopping Centers (ICSC) to reps for more than 179 retailers, hotels, and restaurants.
 - **New businesses:** Red Wing Shoes opened at TownGate Promenade
 - **New Workforce Programs:**
 - City Launched Hire MoVal for Veterans
 - City Launched Free LinkedIn Learning
 - **Business Spotlights:** Dragon House and No Limits Dance Academy
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June

- **New Construction:**
 - **Floor & Decor** began construction of tenant improvements to their newest retail store at The District
 - **Phelan Development** initiated grading at their 100,000 sq. ft. industrial building at Indian & Nandina
- **New businesses:**
 - **BurgerIM** has opened their new restaurant at TownGate Square
 - **Ross Dress For Less** logistics operator DMSI leased two more facilities, bringing their footprint to more than 3.4 million sq. ft.
- **Business Roundtable:** Hosted businesses in District 4
- **Business Spotlights:** Zapatas and O'Reilly Auto Parts

July

- **New Businesses:**
 - **KIA Car Pros** dealership approved by Planning Commission
 - **Safe Haus Craft Beer & Kitchen** opened at Canyon Springs Plaza
 - **ShipBob** opened new distribution center at Prologis Eucalyptus Industrial Park
 - **iHerb** began construction of tenant improvements to their new 400,935 sq. ft. facility at Heacock & Iris
- **Business Roundtable:** Hosted businesses throughout Moreno Valley

August

- **State of the City:** Mayor announced UCR School of Business findings - job growth reached 20,000 over the last six years!
- **New Construction:** **Rockefeller** initiated construction of 203,712 sq. ft. industrial facility at Frederick & Brodiaea
- **New Businesses:**
 - **Bliss Car Wash** opened on Cactus Avenue
 - **Keeco Bedding** leased 1,351,763 sq. ft. at the Moreno Valley Logistics Center (Indian & Krameria)
 - **Holiday Inn Express** opened at The Quarter
 - **DMSI** opened additional 739,903 sq. ft. facility for Ross Dress For Less
 - **Tractor Supply** approved for new store at Stoneridge Towne Center
- **New Program:** Mayor relaunched MoVaLEARNS student stipend program.

September

- **Business Attraction:** Attended the International Council of Shopping Centers (ICSC) Western Division Conference to promote Moreno Valley opportunities to representatives for more than 80 retailers, hotels, and restaurants
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- **New Development Approval:** Brodiaea Commerce Center was approved by City Council
- **New Construction:**
 - **BurgerIM** began construction at Stoneridge Towne Center
 - **The District Business Park** commenced construction for 4 buildings ranging in size from 39,000 to 212,000 sq. ft.
 - **DMSI** began construction on tenant improvements to additional 1,109,378 sq. ft. facility for Ross Dress For Less
- **New Business:**
 - **Fairfield Inn & Suites** opened on Eucalyptus Avenue
 - **Firestorm Freerunning & Acrobatics** opened on Veterans Way
 - **Floor & Decor** opened at The District
 - **NutriShop** opened at The Quarter
 - **Simply Blended Smoothies** opened at The Quarter
 - **Windsor Fashion** opened at the Moreno Valley Mall
- **Business Spotlights:** Ben Clymer's The Body Shop
- **Business Roundtable:** Hosted businesses in District 2

October

- **Business Attraction:** Attended 4 regional conferences to promote Moreno Valley to nearly 4,500 developers, brokers and business representatives., including
 - Connect Healthcare
 - NAIOP CRE Converge 2019
 - CoreNet Global Summit
 - The IMN Hotel Development/Construction Forum
- **New Construction:**
 - **Alere** initiated construction on a 256,859 sq. ft. Brodiaea Commerce Center on Heacock & Brodiaea
 - **The Cupcake & Espresso Bar** started tenant improvement construction on their 3rd store, located at Lakeshore Village
- **New Businesses:**
 - **Legrand North America** opened their 340,178 sq. ft. distribution facility at Perris & Nandina
 - **ResMed** opened their 241,000 sq. ft. expansion facility at San Michele & Perris
 - **Zen Pharmacy** opened in The Quarter
- **Business Spotlights:** BurgerIM and Unlimited Quest

November

- **Business Attraction:**
 - Represented Moreno Valley industrial developments to 300 prospects on the National Association of Industrial and Office Properties (NAIOP) bus tour
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- **New Business:**
 - **Alamilla's Mexican Restaurant** on Sunnymead west of Perris
 - **America's Tire Store** opened in Moreno Beach Plaza
 - **Angie's Threading Salon** opened at The Quarter
 - **Coffee Bean & Tea Leaf** opened at The Quarter
 - **iHerb** began operations at the 400,935 sq. ft. at the NEC of Heacock & Iris
 - **Mainfreight** leased and opened a 163,000 sq. ft. building in the Eucalyptus Industrial Park
 - **Shine A Nail** opened in The Quarter
 - **Starbucks** opened at Alessandro & Perris
- **IEEP Turning Red Tape into Red Carpet Awards:**
 - **Business Retention and Expansion** – Small Business Wednesdays
 - **Real Estate Redevelopment and Reuse** – The Quarter
- **Business Spotlight:** Black Bear Diner and Raw Regimen

December

- **Business Attraction:**
 - Attended the Globe St. Healthcare Real Estate 2019 event to promote Moreno Valley to medical developers, brokers and tenants
 - **New Businesses:**
 - **Keeco Bedding** began operating from their 1,351,763 sq. ft. Prologis facility at Indian & Krameria
 - **LifeStream Blood Bank** opened at the Moreno Valley Mall
 - **Miguel's Sushi** opened in TownGate Center
 - **Starbucks** opened at the Moreno Marketplace
 - **Business Spotlights:** Elks Lodge and La Michoacana Chapas Family Ice Cream
 - **New Program Development:**
 - Grand Opening and Ribbon Cutting for iMake Innovation Center
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