



Report to City Council

TO: Mayor and City Council

FROM: Cruz Esparza, Economic Development Director

AGENDA DATE: September 3, 2024

TITLE: NATIONAL LATINA BUSINESS WOMEN ASSOCIATION MEMORANDUM OF UNDERSTANDING – BERC PROGRAMS (REPORT OF: ECONOMIC DEVELOPMENT & HOUSING)

TITLE SUMMARY: National Latina Business Women Association Memorandum of Understanding – BERC Programs

Recommendation(s)

That the City Council:

1. Approve the Memorandum of Understanding (MOU) between the City of Moreno Valley and the National Latina Business Women Association-Inland Empire Institute (NLBWA-IE), allocating \$3,000 to support business-related technical assistance offered through the Moreno Valley Business and Employment Resource Center (BERC).
2. Authorize the City Manager or an Authorized Representative to execute the MOU, including future renewals, extensions, and all necessary documents, with the NLBWA-IE.

SUMMARY

This report recommends the approval of a Memorandum of Understanding (MOU) with the National Latina Business Women Association-Inland Empire Institute (NLBWA-IE). The funding will come from the Economic Development & Housing Department Budget. The MOU outlines the duties and responsibilities for offering support to entrepreneurs through technical assistance, seminars, and workshops.

DISCUSSION

Moreno Valley is a growing community with over 214,000 residents and 4,500 businesses. The Economic Development Department partners with key organizations to provide technical assistance workshops and free one-on-one consulting to both Moreno Valley businesses and job seekers. These services are offered at no cost under the Hire MoVal initiative and through the Moreno Valley Business & Employment Resource Center (BERC).

Expanding entrepreneurship support is a priority for BERC services. To ensure the Moreno Valley community has access to top resources, the Economic Development staff proposes a partnership with the National Latina Business Women Association-Inland Empire Institute (NLBWA-IE).

The NLBWA-IE offers a comprehensive range of services, including business planning, capability statements, finance, bookkeeping, licenses, marketing, management, and government procurement procedures. These services will be available both in-person and virtually.

The MOU also includes provisions for special programs and workshops. The NLBWA-IE will offer two City of Moreno Valley seminars at the BERC, with the City retaining final approval of all workshop topics. Additionally, the NLBWA-IE will provide access to two Moreno Valley entrepreneurs for each of its signature capacity-building programs: the Emerging Latina Entrepreneurial & Leadership Program and the Business Management & Leadership Academy, MICRO MBA Supplier Development Program.

The NLBWA-IE will be responsible for marketing the seminars and workshops, identifying the City of Moreno Valley as a co-sponsor, and providing activity reports, including attendance figures, following each workshop.

The City agrees to support these programs by marketing them, assisting with scheduling consulting appointments, and providing meeting and classroom space at the BERC.

While MOUs with BERC partners typically have four-year terms, this MOU will start with a one-year trial period to evaluate the partnership's effectiveness and benefits. If successful, we will request authorization to budget and extend the MOU for future program years.

This MOU was presented to and approved by the Economic Development Subcommittee on August 13, 2024.

ALTERNATIVES

1. Approve the attached MOU and authorize staff to execute all necessary documents with NLBWA for programs at the Moreno Valley Business & Employment Resource Center (BERC). This alternative will provide comprehensive support services for entrepreneurs and business owners, including technical assistance, seminars, and workshops, enhancing the business

ecosystem in Moreno Valley, and supporting local economic growth.

2. Decline to approve the attached MOU and decline to authorize staff to execute the supporting documents. This alternative will result in the City missing an opportunity to enhance its support for local entrepreneurs and small businesses, potentially limiting resources for these groups and hindering the growth and development of the local business community.

FISCAL IMPACT

Approving this MOU, will commit the City to a one-time expenditure of \$3,000. This new program will be absorbed within the Economic Development & Housing Department budget within FY 2024-25.

If the MOU is extended based on positive performance, the Economic Development & Housing staff will allocate \$3,000 for each ongoing fiscal year budget.

NOTIFICATION

Publication of the Agenda.

PREPARATION OF STAFF REPORT

Prepared By:
Keith Gemmell
Business & Workforce Development Division Manager

Department Head Approval:
Cruz Esparza
Economic Development & Housing Director

CITY COUNCIL GOALS

Community Image, Neighborhood Pride and Cleanliness: Promote a sense of community pride and foster an excellent image about our City by developing and executing programs which will result in quality development, enhanced neighborhood preservation efforts, including home rehabilitation and neighborhood restoration.

CITY COUNCIL STRATEGIC PRIORITIES

1. Economic Development
2. Beautification, Community Engagement, and Quality of Life

Report Approval Details

Document Title:	STAFFREPORT_NLBWA MOU_EDH.docx
Attachments:	- NLBWA-IE MOU_SIGNED.pdf
Final Approval Date:	Aug 27, 2024

This report and all of its attachments were approved and signed as outlined below:

Patty Rodriguez

Cruz Esparza

Natalia Lopez

Launa Jimenez

Brian Mohan

Mike Lee

Patty Rodriguez