

APPENDIX A: ECONOMIC DEVELOPMENT STRATEGIC CHAPTERS & SOLUTION STATEMENTS

Chapter 1

EMERGING INDUSTRIES & HIGH-PAYING JOBS

Diversify the economic tax base and industry clusters of Moreno Valley and increase the number of high-paying jobs.

Chapter 2

ENTERTAINMENT & SENSE OF PLACE

Enhance entertainment opportunities and foster a quality sense of place.

Chapter 3

REVENUE GENERATORS

Expand revenue-generating operations to support City services and encourage the development of greenfield and vacant land and properties.

Chapter 4

BUSINESS RETENTION, EXPANSION, & ENTREPRENEURSHIP

Support the development of entrepreneurship pathways and resources for business retention and development.

Chapter 5

WORKFORCE DEVELOPMENT

Equip residents with the necessary tools, skills, and education to thrive in a rapidly evolving job market.

Legend

Blues, Greens, Gray – Key Strategic Focus Area

Lavender – Problem Statement/Chapter

1. EMERGING INDUSTRIES & HIGH PAYING JOBS OVERVIEW

INNOVATIVE GROWTH COMPANIES

(ADVANCED MANUFACTURING,
ELECTRICAL VEHICLE MANUFACTURING,
GREEN & CLEAN TECHNOLOGY,
INFORMATION TECHNOLOGY,
ARTIFICIAL INTELLIGENCE, AND
AEROSPACE AND DEFENSE)

HEALTHCARE

BUILDING TRADES & PROFESSIONALS

Industry & Business Leaders

Healthcare Facilities & Providers

Skilled Tradesmen

Medical Professionals

White Collar
Professionals

Legend
Blues, Greens, Gray – Key Strategic Focus Area
Light Blue – Goals
Yellow – Objectives

1. EMERGING INDUSTRIES & HIGH PAYING JOBS

1.1 INNOVATIVE GROWTH COMPANIES

(ADVANCED MANUFACTURING, ELECTRICAL VEHICLE MANUFACTURING,
GREEN & CLEAN TECHNOLOGY, INFORMATION TECHNOLOGY,
ARTIFICIAL INTELLIGENCE, AND AEROSPACE & DEFENSE)

Industry & Business Leaders

Leverage Data

Marketing Strategies

Tradeshows

Infrastructure &
Optimal Locations

Skilled Workforce for
Industry Needs

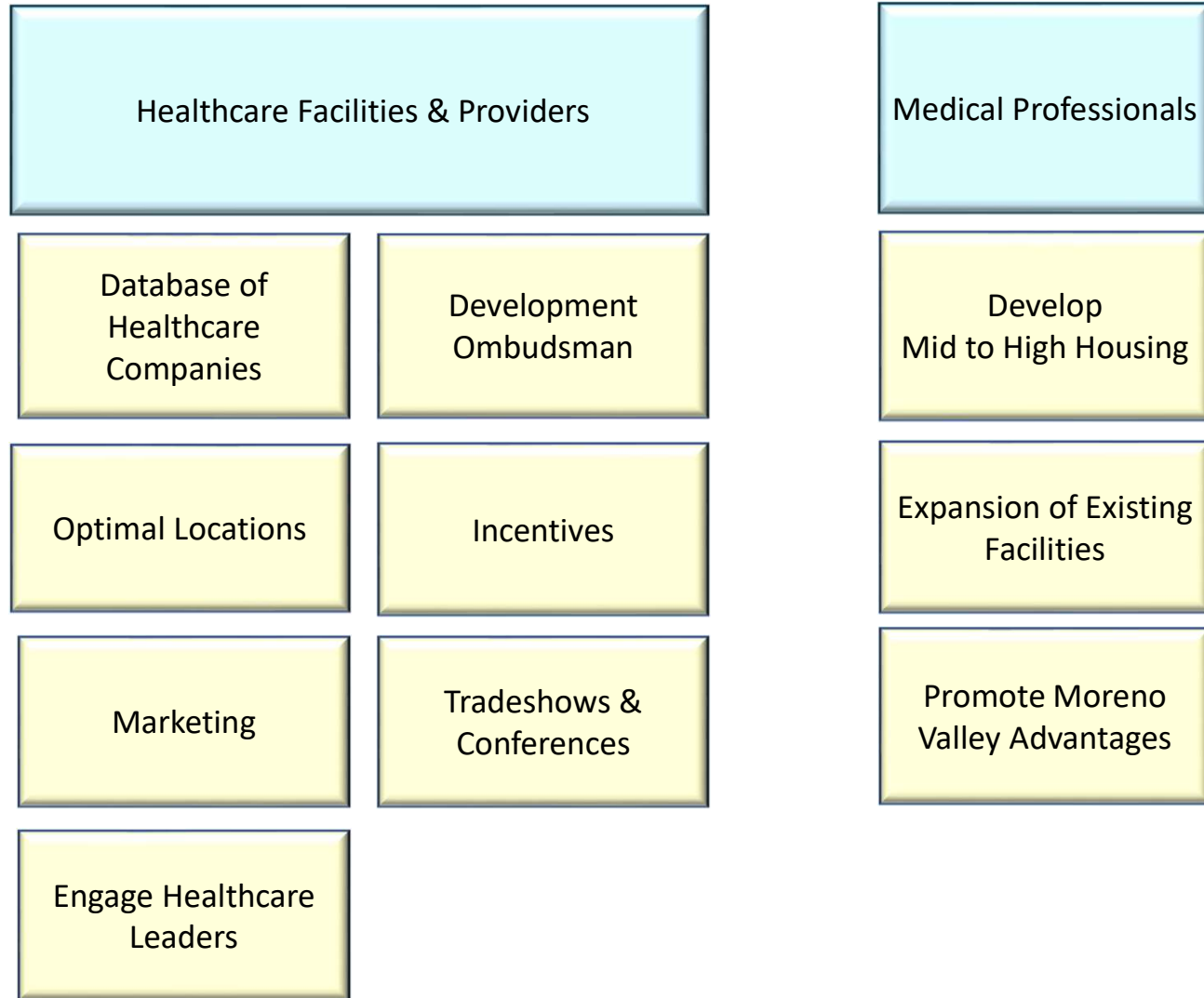
Incentive Packages

Development
Ombudsman

Legend
Blues, Greens, Gray – Key Strategic Focus Area
Light Blue – Goals
Yellow – Objectives

1. EMERGING INDUSTRIES & HIGH PAYING JOBS

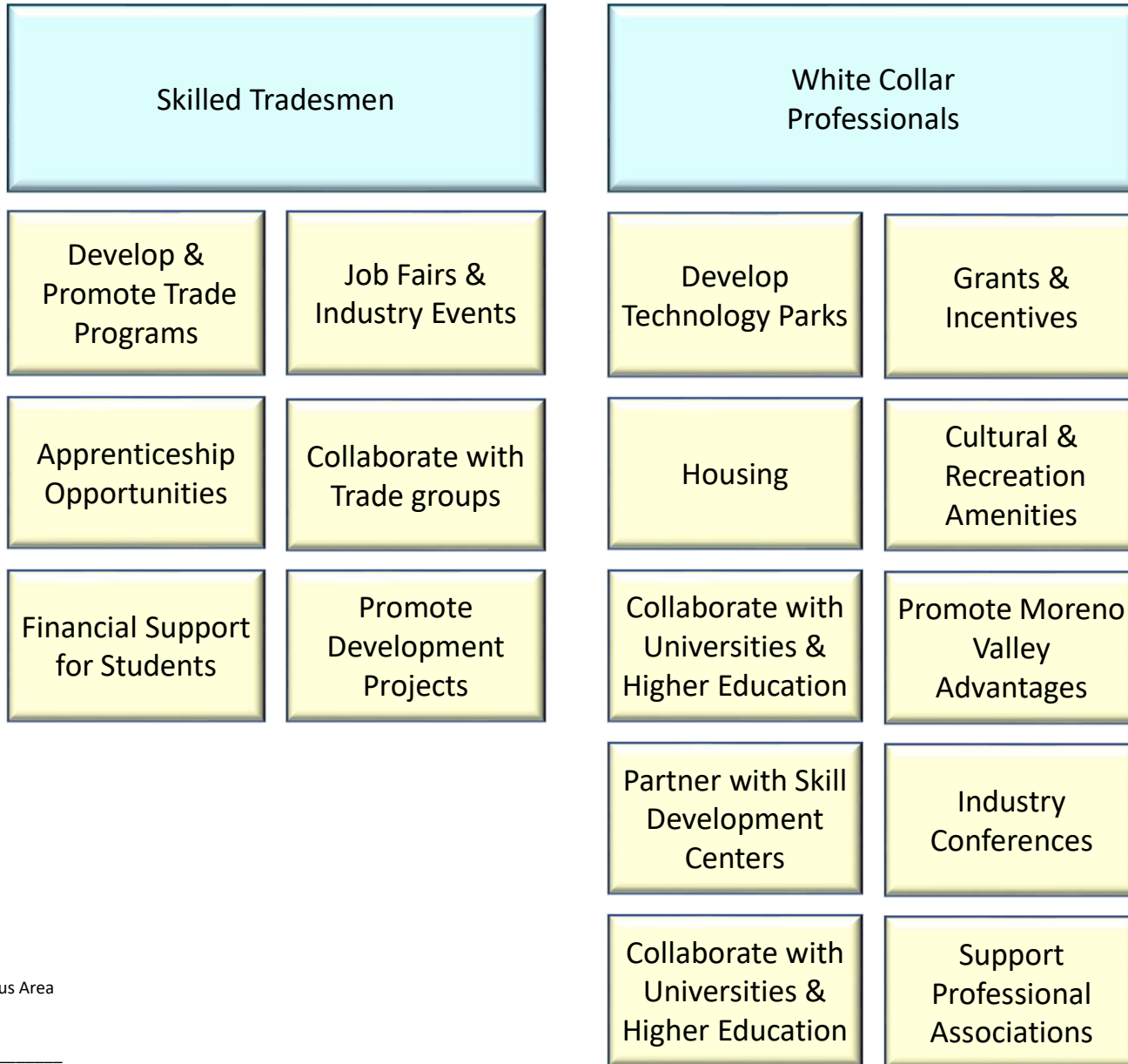
1.2 HEALTHCARE



Legend
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1. EMERGING INDUSTRIES & HIGH PAYING JOBS

1.3 BUILDING TRADES & PROFESSIONALS



Legend

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2. ENTERTAINMENT & SENSE OF PLACE OVERVIEW

EATER-TAINMENT	SPORTS ENTERTAINMENT	ARTS & CULTURAL EVENTS	ICONIC GATHERING PLACES
Interactive Entertainment w/Food & Beverages	Sports Venue	Museum	Public Art
Rooftop Amenities	Sports Complex	Live Entertainment Venue	Nature & Exploration Spaces
Movie Theater/ IMAX Restaurant	E-sports Arena	Festivals & Street Fairs	Downtown Center
Tasting Room, Winery, Brewery			Lake Perris

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2. ENTERTAINMENT & SENSE OF PLACE

2.1 ENTERTAINMENT

Interactive Entertainment w/ Food & Beverages	Rooftop Amenities	Movie Theater/ IMAX Restaurant	Tasting Room, Winery, Brewery
Tradeshows & Conferences	Optimal Locations	Tradeshows & Conferences	Database Industry Contacts
Optimal Locations	Advocate for Rooftops Bars in Development Review Meetings	Optimal Locations	Promote MoVal's Strategic Advantages
Engage w/ Entertainment Venue Brokers	Incentives	Coordinate w/ Commercial Property Owners	Development Ombudsman
Development Ombudsman	Development Ombudsman	Development Ombudsman	

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2. ENTERTAINMENT & SENSE OF PLACE

2.2 SPORTS ENTERTAINMENT

Sports Venue	Sports Complex	Esports Arena
Optimal Locations	Optimal Locations	Optimal Locations
Database of Developers and Operators	Database of Developers and Operators	Private/Public Partnerships
Promote MoVal's Strategic Advantages	Private/Public Partnerships	Incentives Programs
Tradeshows & Conferences	Funding Opportunities	Funding Opportunities
Sport Venue Partnerships		
Incentives Programs		
Funding Opportunities		

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2. ENTERTAINMENT & SENSE OF PLACE

2.3 ARTS & CULTURAL EVENTS

Museum	Live Entertainment Venue	Festivals & Street Fairs
Optimal Locations	Optimal Locations	Optimal Locations
Database of Developers	Tradeshows & Conferences	Inventory Regional Events and Festivals
Funding Opportunities	Pursue Entertainment Venue Developers	Private/Public Partnerships
Incentives Programs	Private/Public Partnerships	Funding Opportunities
	Incentives	

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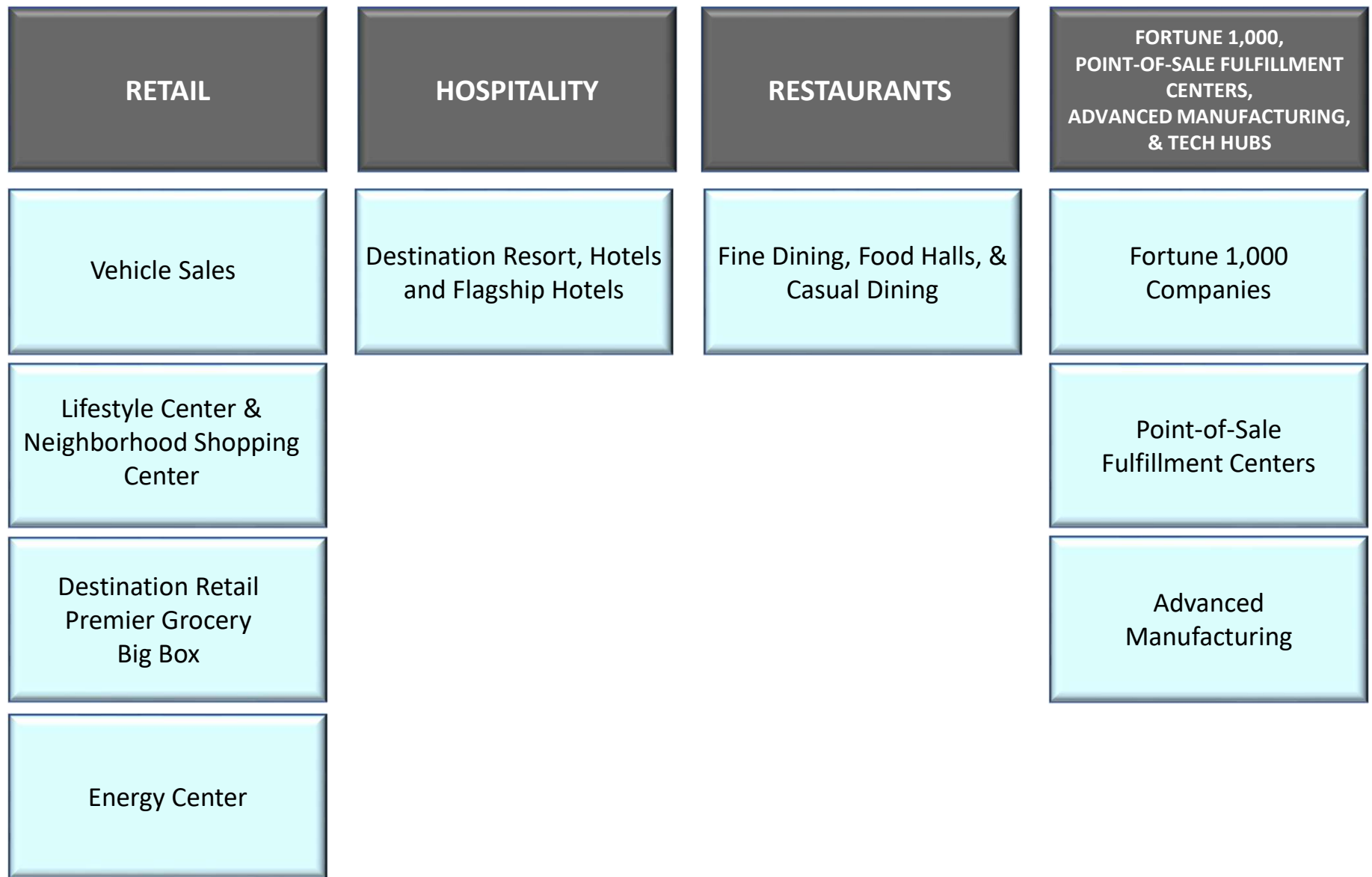
2. ENTERTAINMENT & SENSE OF PLACE

2.4 ICONIC GATHERING PLACES

Public Art	Botanical Garden / Zoo / Wildlife Center	Downtown Center	Lake Perris
Optimal Locations	Optimal Locations & Inventory	Discussions with Major DT Property Owners	Partnership with California Parks Department
Development Impact Fees	Public/Private Partnerships	Collaborate w/ Community Development for DT Center	Explore Land Transfer Opportunities
Collaborate with Impactful Artists / Companies	Funding Opportunities		Promote Lake Perris Activities
Funding Opportunities			

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3. REVENUE GENERATORS OVERVIEW



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3. REVENUE GENERATORS

3.1 RETAIL

Vehicle Sales	Lifestyle Center & Neighborhood Shopping Center	Destination, Big Box Retail	Energy Center
Promote Moreno Valley Advantages	Site Scouting	Site Scouting	Database for Energy Center industry
Optimal Locations	Cultivate relationships with developers	Promote MoVal's Strategic Advantages	Promote MoVal's Strategic Advantages in Energy
Database of Vehicle Sales Facilities	Development Ombudsman	Tradeshows	Position MV as prime location (advantages/demographics)
Pursue Manufacturing and Dealership Franchisees		Development Ombudsman	Development Ombudsman
Development Ombudsman		Incentives	

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3. REVENUE GENERATORS

3.2 HOSPITALITY

Destination Resort, Hotels and Flagship Hotels

Optimal Locations

Tradeshows &
Conferences

Database of
Resort Developers

Development
Ombudsman

Promote MoVal's
Strategic Advantages

Incentives Programs

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3. REVENUE GENERATORS

3.3 RESTAURANTS

Fine Dining
Food Hall
Sit Down Restaurants
Casual Dining

Optimal Locations

Promote MoVal's
Strategic Advantages

Database of
Resort Developers

Position MV as prime
location (advantages/
demographics)

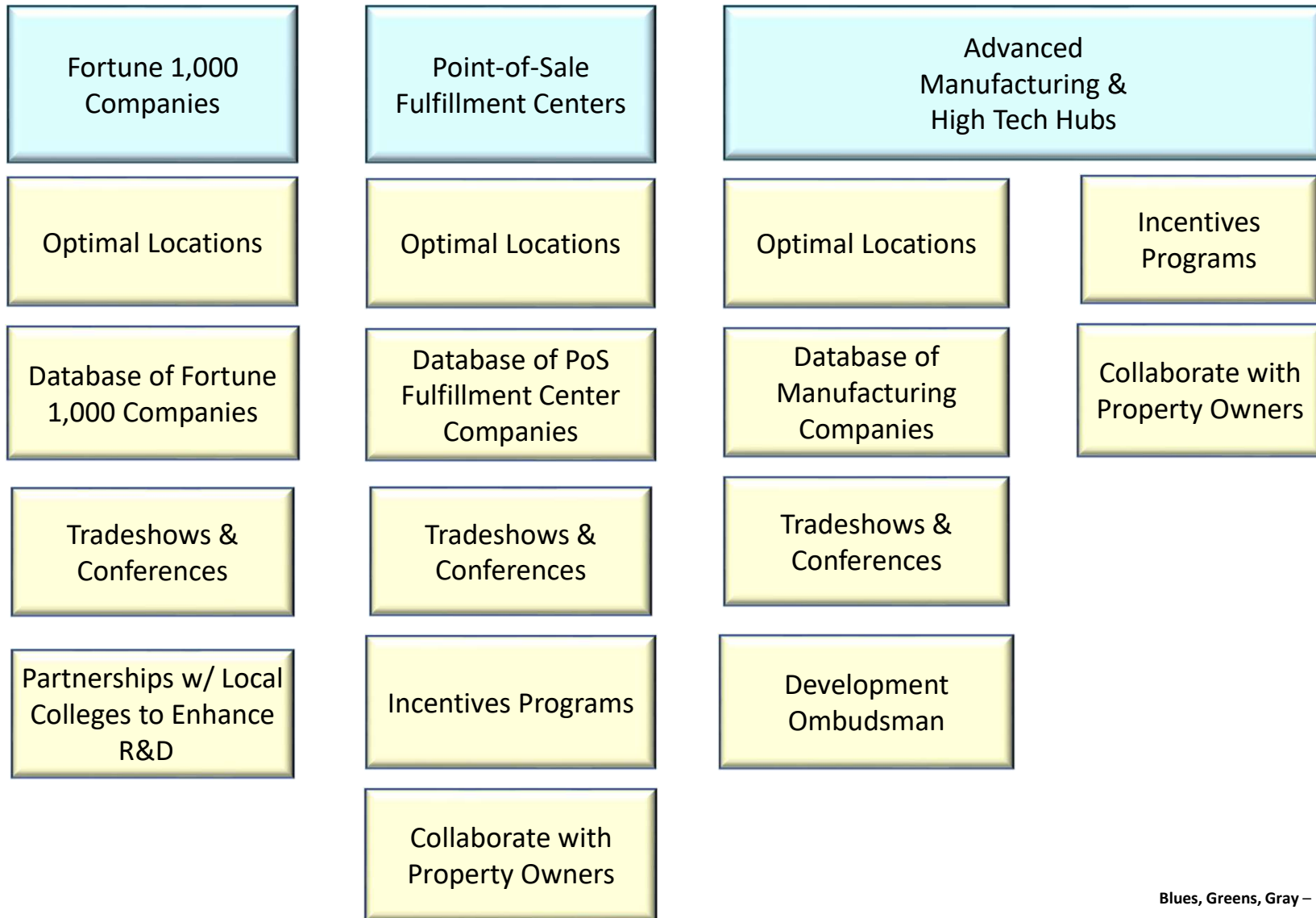
Tradeshows &
Conferences

Development
Ombudsman

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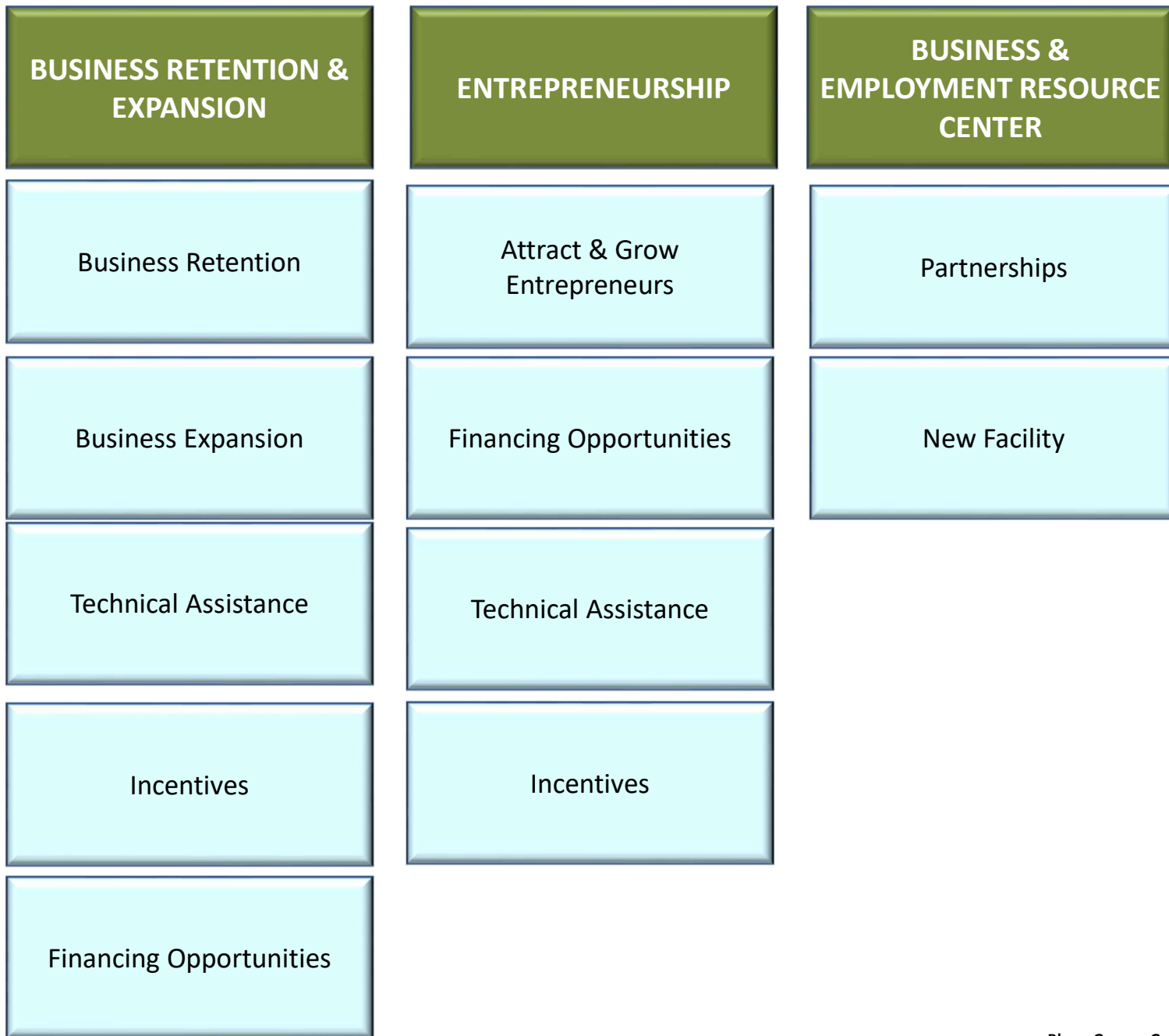
3. REVENUE GENERATORS

3.4 FORTUNE 1,000 COMPANIES, POINT-OF-SALE FULFILLMENT CENTERS, ADVANCED MANUFACTURING, & TECH HUBS



Legend
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4. BUSINESS RETENTION, EXPANSION, & ENTREPRENEURSHIP OVERVIEW



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4. BUSINESS RETENTION, EXPANSION & ENTREPRENEURSHIP

4.1 BUSINESS RETENTION & EXPANSION

Business Retention	Business Expansion	Technical Assistance	Incentives	Financing Opportunities
Business Liaison	Relationships w/ Local Businesses	Business Consultants	Expand Hire a Grad & Hire a Vet	Access to Capital
MoVal Direct	Site Selection	iMake Innovation Center	New City incentives for local hiring	Programs for Micro-enterprises
BERC Recruitment Assistance Program	Development Ombudsman	Workshop Series	BERC Free Meeting Space	Industrial Development Bonds
Legacy Business Programs	Market Research	Business Resource Guide	Non-City Incentive Programs	
Local Business Marketing Programs <i>(Spotlight, Shop MoVal)</i>	Health & Wellness Provider Expansion <i>(RUHS & KP)</i>	Programs for Nonprofits		
Talent Development Programs <i>(OJT, Incumbent Worker, ETP)</i>				
Award & Recognition Opportunities				

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4. BUSINESS RETENTION, EXPANSION, & ENTREPRENEURSHIP

4.2 ENTREPRENEURSHIP



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4. BUSINESS RETENTION, EXPANSION, & ENTREPRENEURSHIP

4.3 BUSINESS & EMPLOYMENT RESOURCE CENTER (BERC)

Partnerships

New Facility

MOUs with BERC
Partners

Assess Space
Requirements

New BERC
Partnerships

Optimal Locations

Certificate Training
Programs

Funding
Opportunities

Staffing

Regulatory
Requirements

Legend
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5. WORKFORCE DEVELOPMENT OVERVIEW

CAREER READINESS	EDUCATION ATTAINMENT	APPRENTICESHIPS	VETERANS	BERC
Training & Workshops	Higher Education	Apprenticeship Development Program	Training & Wellness Resources	Comprehensive America's Job Center of California
Career Coaching	Certificate Programs	Apprenticeship Events	Advocacy	Partnerships
Hiring Events	Colleges & Universities	Advocacy		New Facility

Legend
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5. WORKFORCE DEVELOPMENT

5.1 CAREER READINESS

Training & Workshops	Career Coaching	Hiring Events
Career Readiness Workshops for Jobseekers	WIOA Career Coaching	Job Fairs
Industry Specific Training Programs	Non-Federally Funded Career Coaching	Hiring Events Hosted at the BERC
Digital Literacy Workshops		Job Alerts
Financial Literacy Workshops		Pre-event Resume & Interview Skills
Skill Assessments		Strategic Partnerships
Online Resource Library		Outreach Events
<i>Staffing</i>		

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5. WORKFORCE DEVELOPMENT

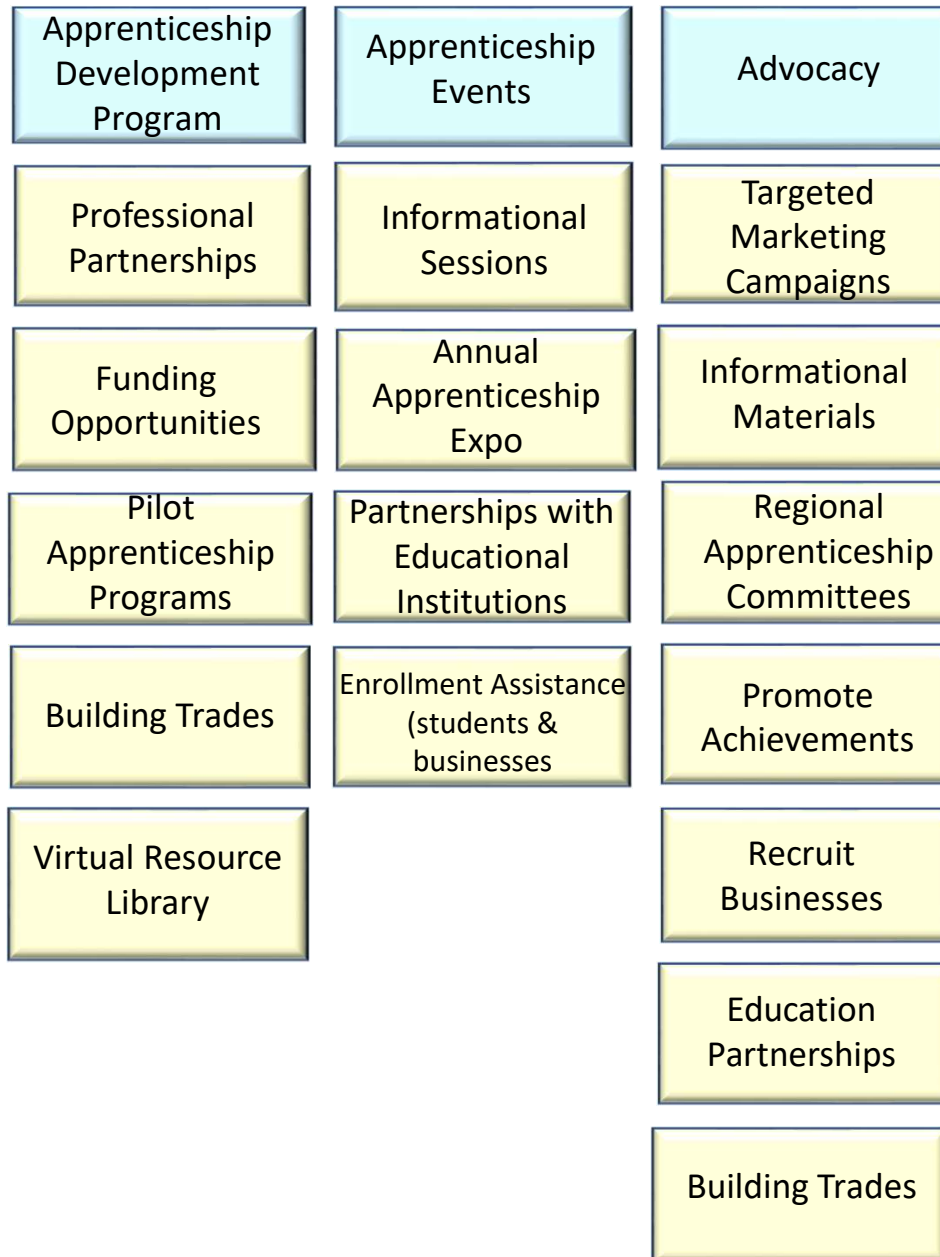
5.2 EDUCATION ATTAINMENT

Higher Education	Certificates	Colleges & Universities
Partnerships with Local Colleges	LinkedIn Learning & Grow With Google	Outreach to Prospective Universities
Informational Sessions	GED / HS Diploma Assistance	Incentives Programs
Dual Enrollment Opportunities	Market Partner Certification Programs	Promote MoVal & Region's Strategic Advantages
Scholarship & Financial Aid Programs	Tailored Certificate Programs w/ Employers	Funding Opportunities
Career Day Academy		
Educational & Career Pathways		
CTE Programs		

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5. WORKFORCE DEVELOPMENT

5.3 APPRENTICESHIPS



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5. WORKFORCE DEVELOPMENT

5.4 VETERANS

Training & Wellness
Resources

Advocacy

Specialized Training
Sessions

Partnerships

Development of
Wellness Programs

BERC Onsite
Veteran's
Representative

Resource & Wellness
Fairs

Incentive Programs
for Businesses

Outreach

Legend

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5. WORKFORCE DEVELOPMENT

5.5 BUSINESS & EMPLOYMENT RESOURCE CENTER (BERC)



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