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 revenuegenerating 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.

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

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

1. EMERGING INDUSTRIES & HIGH PAYING JOBS

1.2 HEALTHCARE

Healthcare Facilities & Providers

Medical Professionals

Database of Healthcare Companies

Development Ombudsman Develop Mid to High Housing

Optimal Locations

Incentives

Expansion of Existing Facilities

Marketing

Tradeshows & Conferences

Promote Moreno Valley Advantages

Engage Healthcare Leaders

1. EMERGING INDUSTRIES & HIGH PAYING JOBS

1.3 BUILDING TRADES & PROFESSIONALS

Skilled Tradesmen

White Collar Professionals

Develop & Promote Trade Programs

Job Fairs & Industry Events

Develop Technology Parks Grants & Incentives

Apprenticeship Opportunities

Collaborate with Trade groups

Housing

Cultural & Recreation Amenities

Financial Support for Students

Promote Development Projects Collaborate with Universities & Higher Education

Promote Moreno Valley Advantages

Partner with Skill Development Centers

Industry Conferences

Collaborate with Universities & Higher Education

Support Professional Associations

Legend

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

2.1 EATERTAINMENT

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

Blues, Greens, Gray – Key Strategic Focus Area **Light Blue** – Goals

Yellow – Objectives

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

Legend

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

Legen

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

Legen

3. REVENUE GENERATORS OVERVIEW

RETAIL

HOSPITALITY

RESTAURANTS

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

Vehicle Sales

Destination Resort, Hotels and Flagship Hotels

Fine Dining, Food Halls, & Casual Dining

Fortune 1,000 Companies

Lifestyle Center & Neighborhood Shopping Center

> Destination Retail Premier Grocery Big Box

> > **Energy Center**

Point-of-Sale Fulfillment Centers

Advanced Manufacturing

Legend

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

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

Legend

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

Legend

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

Fortune 1,000 Companies

Point-of-Sale Fulfillment Centers Advanced Manufacturing & High Tech Hubs

Optimal Locations

Optimal Locations

Optimal Locations

Incentives Programs

Database of Fortune 1,000 Companies

Database of PoS Fulfillment Center Companies Database of Manufacturing Companies

Collaborate with Property Owners

Tradeshows & Conferences

Tradeshows & Conferences

Tradeshows & Conferences

Partnerships w/ Local Colleges to Enhance R&D

Incentives Programs

Development Ombudsman

Collaborate with Property Owners

Leger

4. BUSINESS RETENTION, EXPANSION, & ENTREPRENEURSHIP OVERVIEW

BUSINESS & BUSINESS RETENTION & EMPLOYMENT RESOURCE ENTREPRENEURSHIP EXPANSION CENTER Attract & Grow **Business Retention Partnerships Entrepreneurs Business Expansion Financing Opportunities New Facility Technical Assistance Technical Assistance Incentives Incentives Financing Opportunities**

Legend

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

Health & Wellness

Provider Expansion

Business Resource Guide Non-City Incentive Programs

Local Business Marketing Programs (Spotlight, Shop MoVal)

(Spotlight, Shop MoVal)

Talent Development
Programs (OJT,

Award & Recognition Opportunities

Incumbent Worker, ETP)

Programs for Nonprofits

Legend

4. BUSINESS RETENTION, EXPANSION, & ENTREPRENEURSHIP

4.2 ENTREPRENEURSHIP

Attract & Grow Entrepreneurs

Financing Opportunities

Technical Assistance

Incentives

Accelerator Program Partnerships w/ Financial Institutions Business Consultants (IESBDC, AMPAC, etc.)

Hire a Grad & Hire a Veteran

Pitch Competitions

Funding Opportunities

iMake Innovation Center Promote Local Hiring Incentives

Entrepreneur Promotion Programs

Workshops

BERC as Free Meeting Space

Programs for Nonprofits

Non-City Incentive Programs

Legend

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

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

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

Staffing

Legen

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

Legend

5.3 APPRENTICESHIPS

Apprenticeship Development Program

Apprenticeship Events

Advocacy

Professional Partnerships Informational Sessions

Targeted Marketing Campaigns

Funding Opportunities Annual Apprenticeship Expo

Informational Materials

Pilot Apprenticeship Programs Partnerships with Educational Institutions

Regional
Apprenticeship
Committees

Building Trades

Enrollment Assistance (students & businesses

Promote Achievements

Virtual Resource Library Recruit Businesses

Education Partnerships

Building Trades

Legend

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

5.5 BUSINESS & EMPLOYMENT **RESOURCE CENTER (BERC)**

Comprehensive America's Job Center of California

Partnerships

New Facility

Align Services & Policies with AJCC Standards

Strategic **Partnerships**

Assess Space Requirements

Participate in Staff Training & Certification **Programs**

Establish MOUs with BERC **Partners**

Optimal Locations

Program Surveys

Partner Database

Funding Opportunities

Award & Recognition Opportunities

Staffing Needs

Regulatory Requirements