

SUBMITTAL TO THE BOARD OF SUPERVISORS
COUNTY OF RIVERSIDE, STATE OF CALIFORNIA



ITEM: 1.1
(ID # 13890)

MEETING DATE:
Tuesday, December 08, 2020

FROM : BUSINESS AND COMMUNITY SERVICES:

SUBJECT: BUSINESS AND COMMUNITY SERVICES: Receive and File 90-Day Business and
Community Service Director's Report (All Districts)

RECOMMENDED MOTION: That the Board of Supervisors:

1. Receive and File the 90-Day Business and Community Service Director's Report.

ACTION: Consent


Suzanne Holland, Director of EDA

11/19/2020



Gregory I. Priamos, Director County Counsel

11/24/2020

MINUTES OF THE BOARD OF SUPERVISORS

On motion of Supervisor Washington, seconded by Supervisor Jeffries and duly carried by unanimous vote, IT WAS ORDERED that the above matter is approved as recommended.

Ayes: Jeffries, Spiegel, Washington, Perez and Hewitt
Nays: None
Absent: None
Date: December 8, 2020
xc: BCS

Kecia R. Harper
Clerk of the Board
By 
Deputy

**SUBMITTAL TO THE BOARD OF SUPERVISORS COUNTY OF RIVERSIDE,
STATE OF CALIFORNIA**

FINANCIAL DATA	Current Fiscal Year:	Next Fiscal Year:	Total Cost:	Ongoing Cost
COST	\$ n/a	\$ n/a	\$ n/a	\$ n/a
NET COUNTY COST	\$ n/a	\$ n/a	\$ n/a	\$ n/a
SOURCE OF FUNDS: N/A			Budget Adjustment:	N/A
			For Fiscal Year:	20/21

C.E.O. RECOMMENDATION: Approve.

BACKGROUND:

Summary

The attached 90-Day report was prepared by Suzanne Holland, Director of Business and Community Services, who was appointed on February 13, 2020. At the onset of the reorganization of the Economic Development Agency, three new departments were created, including Riverside County Business and Community Services. This report summarizes the core goals and objectives of the department and outlines the process of reviewing existing functions, realigning resources and staffing, and refining programming and services to better serve the community. The 90-Day report includes the framework of the new organizational structure and outlines the operations and resources available. It provides an overview of the current activities and services provided, which includes the department's response to the COVID-19 pandemic and identifies future opportunities and ventures. The 90-Day report highlights the new department's accomplishments, recognizes current challenges and identifies future actions to move forward toward success.

Impact on Residents and Businesses

The Business and Community Services department will provide services, support and resources for businesses and community members. RCBCS is committed to foster economic vitality, preserve and enhance neighborhoods, improve the quality of life and promote learning for all residents of Riverside County.

ATTACHMENT

1. 90-Day Report
2. [90 day report presentation](#)



 Gregory V. Priaprios, Director County Counsel 11/24/2020

90 DAY REPORT



SUZANNE HOLLAND, DIRECTOR OF BUSINESS & COMMUNITY SERVICES

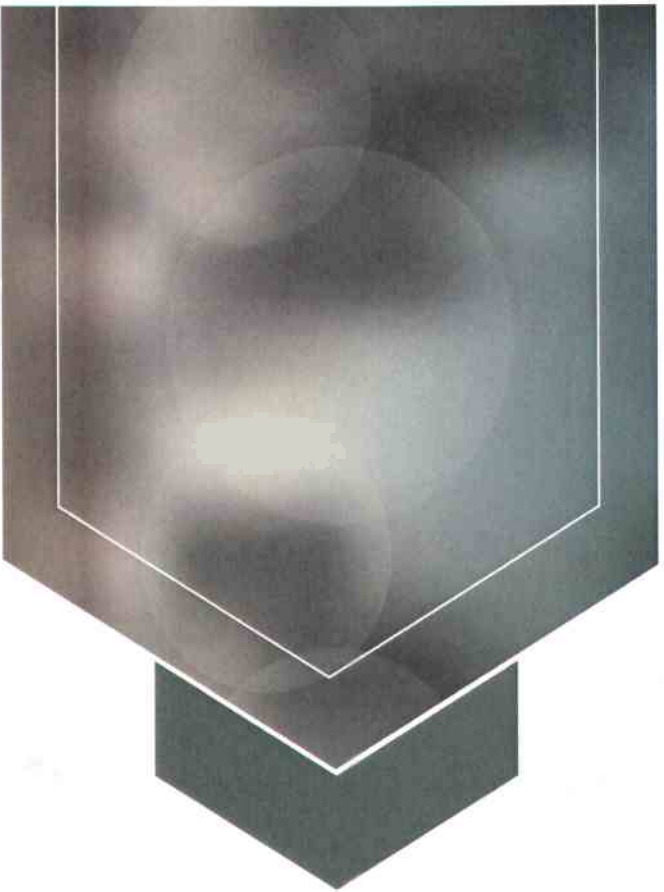
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INTRODUCTION



"Leadership is the capacity to translate vision into reality"

- Warren Bennis





INTRODUCTION

The Riverside County Business & Community Services (RCBCS) department has been established to provide the highest level of service to our customers, businesses, patrons and residents. RCBCS is committed to foster economic vitality, to preserve and enhance neighborhoods, to improve the quality of life and to promote learning for all residents of Riverside County. Through a wide range of economic development programs, the department is dedicated to creating a system for responsible economic growth in the unincorporated regions as well as with city partners. RCBCS is the distinctive combination of knowledge and method to successfully deliver these public services to Riverside County businesses and residents.

The reorganization of the Economic Development Agency (EDA) presented an opportunity to create a new department with a focused purpose to effectuate achievement and success. Staff have been given the opportunity to use their leadership skills to create a streamlined and efficient level of service, while continuing to be flexible to address issues quickly and seize opportunities to enhance the quality of life in the region.

By reviewing the existing functions, realigning resources and refining the programming and tools available, the department was able to create an organizational structure that compliments both the customer and the services provided.

REVIEW, REALIGN & REFINE

REVIEW

Reviewed the existing external roles and internal functions and their respective resources to identify areas for better coordination which would maximize opportunities for greater level of service. External included partnerships, tool kits, business programs, metrics, challenges and social media presence. Internal included staffing levels and assignments, budgets, office relocations, support tools, metrics and department identity.

REALIGN

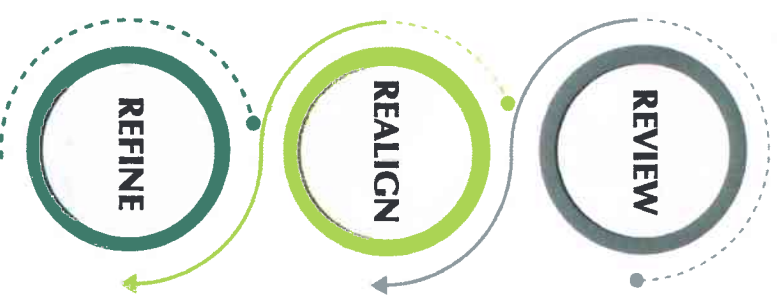
Shifted staffing and resources into two different branches:

- **Business Services**
- **Community Services**

These two branches embrace the key concepts of the multiple and unique types of services, programs and information provided and the distinct customers that are served. RCBCS is tasked with assuring business owners, developers, patrons, taxpayers and residents in Riverside County are offered services and information through these two divisions that required staffing levels, business units and resources realigned with their core functions.

REFINE

Refinement of programs and resources for better customer service. The department implemented operational changes and fine-tuning of existing programs to ensure high levels of service and meet the demands of today. New programming for a new way of doing business was centered around the needs of the customers and the challenges they face to accessing information and much needed services.



DIVISIONS

BUSINESS SERVICES BRANCH



COMMUNITY SERVICES BRANCH



ADMINISTRATION



*“The achievements of an organization are the results of
the combined effort of each individual.*

- Vince Lombardi

ADMINISTRATION

The Riverside County Business & Community Services Administration division provides the overall management of the department. Included are executive management, administrative support, human resources, accounting and finance. This division has undergone sweeping changes as a result of the restructuring of the former EDA. Budgets were separated and positions were analyzed, removed and transferred to other departments.

The EDA Sub-funds budget was analyzed and multiple non-RCBCS programs were transferred to the appropriate County departments. The RCBCS total budget responsibility for FY20-21 is \$118,158,976 and includes 98 budgeted positions. Despite a 10% budget cut to the general fund contribution, RCBCS was able to increase the quality and level of service by shifting staffing costs to the immediate need in Economic Development and utilize private contracts to reduce operational costs.

- Collaborated with County HR to revise position descriptions and titles for the new department.
 - Creation of new Organization Chart to reflect the new direction of the department.
 - One-on-one meetings with staff to review and revise mission and goals of the new department.
 - Collaborated with RCIT to create a consolidated and separate shared drive.
 - Successful completion and close-out of FY19-20 and development of the FY20-21 budget.
- Creation of a Tech Team to research new ways of doing business to include response to the COVID-19 pandemic.
 - Updated all social media accounts with new name and logo.
 - Consolidation of multiple office locations and renovation of the 4th floor of the Riverside Centre.



BUSINESS & COMMUNITY SERVICES BUDGET

FY 2020/2021

DEPARTMENT BUDGET:

\$ 118,165,047



BUSINESS SERVICES



"An organization's ability to learn, and translate that learning into action rapidly, is the ultimate competitive advantage."

- Jack Welch



BUSINESS SERVICES BRANCH

The Business Services branch of the department focuses on providing tools, resources and information to create economic opportunities for businesses and strengthen the economic position of Riverside County. Creating programs that are accessible and available, reaching the far ends of the county and in economically disadvantaged communities. The Business Services branch provides direct assistance to retain and attract business to the county. The team is available to support small businesses with consulting and startup assistance, site selection, international and domestic financing options, permit process assistance, state tax credit coordination, utility incentives and access to financial resources such as loan funds and tax credits. This branch consists of four distinct business divisions: Economic Development, Business Development Centers, International Business Office and Special District Financing.

Economic Development - COVID-19 Response

In the early stages of the pandemic, it became clear that the role of the Business Services branch would be at the forefront of the response for the business community in Riverside County. Creating communication and information systems to reach those businesses that were confused, struggling and in need of guidance. The economic development division took the lead to create communication platforms, programs and strategies to better serve the business community over the last nine months.



BUSINESS SERVICES BRANCH

ECONOMIC DEVELOPMENT - COVID-19 RESPONSE

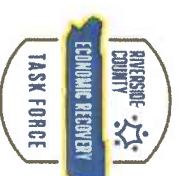
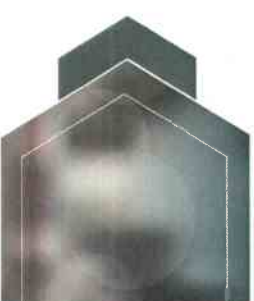
Online Resources

The website RIVCOBIZHELP.ORG was created within 24 hours in early March 2020 to assist the business community to navigate the streaming of information regarding funding support and assistance at the onset of the pandemic and state closures. This website quickly became the mainstay for the County's ability to share breaking news, funding opportunities and relevant and important information for businesses seeking assistance.

- Developed into a virtual "hub" where the County could provide information directly to the business community regarding funding, the government shut-downs and county's re-opening framework, staff regularly updated with pertinent information to provide the business community with the most up-to-date resources and information.

Economic Recovery Task Force (ERTF)

At the request of the Board of Supervisors, RCBCS crafted the outline of an action plan for the economic recovery due to COVID-19 closures and assisted with the creation and membership of the ERTF. The ERTF is made up of 20 members from the business sector and tribal government, including chambers, labor, economic partnerships and tourism. RCBCS staff attend these weekly meetings to coordinate the feedback and recommendations on the re-opening of the economy. The ERTF's engagement is critically important to the implementation of the CARES Act business assistance programs and Public Health COVID-19 safety measures.



BUSINESS SERVICES BRANCH

ECONOMIC DEVELOPMENT - COVID-19 RESPONSE

Webinars and Business Outreach

County Supervisor Webinars for Business Assistance Programs - staff arranged webinars with County Supervisors to share information with businesses about Federal, State, and local COVID-19 business assistance programs. Approximately 2,000 people were in attendance for each session.

- Murrieta Chamber of Commerce Webinar - 8/12/20
- Collaborated with the City of Corona and Corona Chamber of Commerce and was a guest speaker: Best Practices & Recovery - Strategies for Your Restaurant - 9/10/20
- Frequent Participation/Guest Speaker at the weekly Corona Chamber of Commerce Member Webinars
- Perris Chamber of Commerce Member Webinar - 10/7/20



Emergency Operations Center/Weekly Business Partner/Chamber of Commerce Call

Integrated and ultimately assumed responsibility for weekly calls with businesses and partners to provide public health and business support information updates. Calls were held in the eastern and western county weekly for approximately 10 weeks (average 75 participants each week). The department took the opportunity to invite local economist and other SBD partners to provide relevant information on weekly calls.



BUSINESS SERVICES BRANCH

ECONOMIC DEVELOPMENT - COVID-19 RESPONSE

Staffing at Eastern and Western Emergency Operations Centers

Staff were imbedded in the Indio and Riverside Centers in support of emergency response efforts with an emphasis on providing business support. Staff remained in the Centers for approximately six weeks, providing outreach to the business community including surveys and phone calls. The response strategy incorporated three areas; providing direct assistance to impacted businesses, identifying capital resources and implementing microloan and grant programs. RCBCS successfully implemented strategies and mobilized resources to assist local businesses and to help them mitigate some of the impacts they suffered.

Center for Demographics

Data and information infrastructure played a vital role in support of business information by conducting research, maintaining demographic reports, business data and mapping needs of the County during the pandemic. Utilizing the raw data provided by the Small Business Administration, the department was able to produce data points to identify the outcome of the Federal PPP program on businesses in Riverside County and help make recommendations on the Riverside County Small Business Grant program.





BUSINESS SERVICES BRANCH

ECONOMIC DEVELOPMENT - COVID-19 RESPONSE

Supervisors/Regional Task Force Meetings

RCBCS staff attend the weekly meetings of the County Supervisor Recovery Task Force and sub-regional task force meetings to disseminate information about Federal, State, and County programs to assist business and current public health metrics and reopening status. These meetings also provided an opportunity for real-time business and community engagement regarding the status of health and business reopening efforts.

District 3 Recovery Task Force

In late April 2020, Supervisor Washington established a task force made up of local government, tribal and private sector leaders from the Third Supervisorial District that worked together to guide the County and the business community during the COVID-19 pandemic. The committee provided input on behalf of the unique business and community needs of the Third District and supported the countywide Economic Recovery Task Force.

Coachella Valley Economic Recovery Team (CVERT)

In March 2020, shortly after COVID-19 forced the State of California to begin the closure process, a Coachella Valley group came together to form an advocacy and resource sharing alliance. CVERT is made up of local chambers of commerce, city officials, trade organizations, non-profits, economic development organizations, business leaders, SBA, CVSBDC and Riverside County staff including from Fourth District Supervisor V. Manuel Perez's office.

BUSINESS SERVICES BRANCH

ECONOMIC DEVELOPMENT - COVID-19 RESPONSE

Small Business Grant Assistance Program

On June 2, 2020, the County of Riverside Board of Supervisors (BOS) approved \$45 Million in Coronavirus Aid, Relief and Economic Security Act (CARES) grant funding to aid small businesses enduring hardships due to the coronavirus pandemic. Monitoring the landscape of the on-going impacts to small businesses, the department made a series of recommendations to adjust the program eligibility requirements, each time expanding the grant program to more businesses in need of assistance. On October 6, 2020, the BOS authorized an additional \$5 Million in CARES funding to create a \$50 Million direct assistance program to assist 5000 small businesses in Riverside County.

- The COVID-19 Business Assistance Grant Program provided a \$10,000 grant to individual businesses affected by closures and interruptions due to COVID-19. Through a partnership with Main Street Launch, a private, non-profit, RCBCS has been able to expedite the process. With an easy-to-use online application for loadable documentation and direct deposit, the grant program streamlined the process to approximately 3.5 weeks from application to funds-in hand.



Number of Grants By District - 4,498 GRANTS TOTAL




BUSINESS SERVICES BRANCH

ECONOMIC DEVELOPMENT - Covid-19 Response

Business Ambassador Program


The Business Ambassador Program (BAP) was created to support the businesses within Riverside County in COVID-19 readiness and reopening. BAP is a cross-department collaboration primarily between two County departments, Transportation Land Management Agency and Business & Community Services. Through the program, a Business Ambassador will, at no-cost, conduct an individualized in-person, virtual, or telephone consultation to help identify ways businesses can operate safely and stay in compliance with reopening guidelines. All businesses located anywhere in Riverside County are welcome to seek assistance through the program. Businesses can even take the “Greater Together, Safer Together” pledge to demonstrate to their customers and employees their commitment to safe and healthy operating practices. During the visit, businesses are provided with the following:



**INDIVIDUAL
BUSINESS
ASSESSMENT**
With A
Knowledgeable
County Liaison



**COVID-19
TOOLKIT**
Including State
Industry Guidance
& Checklists, and
other resources



**MEETING
OPTIONS**
Virtual, E-mail or
Phone Meetings
Available





BUSINESS SERVICES BRANCH ECONOMIC DEVELOPMENT - COVID-19 RESPONSE

reSTART - Small Business Assistance Loan Program

The loan program was created early during the pandemic crisis, prior to other federal programs, such as the Payroll Protection Program and the CARES Act funding, as way to address the immediate challenges small businesses in Riverside County were facing. After consulting with U.S. Economic Development Administration (USEDA), RCBCS reprogrammed existing funds, typically used for capital expenses, to establish an immediate small business loan program. The reSTART Loan Program provided funding for small businesses within the County in amounts between \$15,000 and \$30,000. The program has funded 24 loans between \$15,000-\$30,000 and assisted in the retention of 89 employees.

Then on July 30, 2020, the U.S. Department of Commerce announced that the Department's Economic Development Administration (EDA) awarded Riverside County Business & Community Services an \$858,000 EDA CARES Act Recovery Assistance grant to capitalize and administer a Revolving Loan Fund to provide access to capital to coronavirus-impacted businesses in Riverside County. RCBCS will continue to collaborate with AmPac to loans these additional funds to an estimated 30-45 small businesses in the county.

In addition, RCBCS worked with AmPac and CDBG to reprogram existing CDBG funds for the COVID-19 Small Business Assistance Program. Five (5) loans have been funded and three (3) are pending approval with the original \$15,000 limit. As of 8/21/20, all approved loans will now be issued at \$25,000.



BUSINESS SERVICES BRANCH

ECONOMIC DEVELOPMENT - Award Winning Programs

On Thursday, November 5, 2020, the Riverside County Business & Community Services department was honored with several awards at the Inland Empire Economic Partnership (IEEP) Turning Red Tape Into Red Carpet Awards Ceremony. We share this honor with our partners, as it was their investment in service that provided the ability to create and execute these programs quickly for the benefit of the community.

COVID-19 SMALL BUSINESS ASSISTANCE
GRANT PROGRAM



BUSINESS AMBASSADOR PROGRAM



THE RESTART SMALL BUSINESS
LOAN PROGRAM



BUSINESS SERVICES BRANCH

Business Leads and Site Selection Services - Current Activity

As part of the partnership with the Go-Biz Team, the RCBCS staff focus on responding to business leads with a strong response package. Recent successes are listed below:

- Assisting existing manufacturer in San Jacinto with expansion project. Provided resources for manufacturing tax credits, workforce development, and utilities.
 - Prepared a lead package outlining incentive opportunities for Factory OS, a manufacturer of tech-ready multi-family homes who is currently looking to expand in So Cal.
 - Collected site selection information and provided incentive information for an advanced lithium-ion battery developer and manufacturer.
 - Provided site selection and incentive information for a distributor and manufacturer of consumer product goods for personal hygiene.
 - Conducting outreach to real estate professionals for the recently approved Mead Valley, Cajalco Square retail project
 - Assisting an investor identify locations in west county for a potential hotel. Introduced to the developer for The Station project at Cantu-Galleano and I-15.
 - Assisting a trade school with site selection in western county areas.
- Assisting a pickle manufacturing company with site location assistance. They are looking to move their business from Los Angeles.
 - Vallarta Supermarkets wanted to build their 50th store location in Indio as a result of RCBCS involvement in repurposing an abandoned Marshalls building. They are investing \$5M in tenant renovations to the site which opened on October 7, 2020.
 - Vacant Rite Aid in Bermuda Dunes will be repurposed into a Grocery Outlet. RCBCS provided permitting assistance. Expected opening February 2021.



BUSINESS SERVICES BRANCH

Opportunity Zones

The Tax Cuts and Jobs Act of 2017 included a new Federal incentive - Opportunity Zones (OZ), meant to spur investment in undercapitalized communities. Any corporation or individual with capital gains can qualify. The program provides three tax benefits for investing unrealized capital gains in Opportunity Zones:

01

Temporary deferral of taxes on previously earned capital gains

02

Basis step-up of previously earned capital gains invested

03

Permanent exclusion of taxable income on new gains

- Conducted four OZ specific educational events for the community with over 500 people served.
- Virtual event with Accelerator for America, ReVOZ Capital, EIG and HUD with special recognition for the County from Scott Turner of the White House Opportunity and Revitalization Council.
- Assisted the City of Riverside in a DOT Federal grant application for advanced infrastructure upgrades in connection with the Olympics 2028. Total \$3.4 Million requested with decision anticipated early 2021.
- Assisted with the purchase of over 600 acres in the Salton Sea. This was a \$4M investment for the water desalination plant.
- Crafted the county-wide prospectus, OZ website, and event brochure, located at RivcoOZ.com to serve as marketing tools for cities and unincorporated areas.
- Implemented new partnerships with Mastercard to gather key insights and data, Shopify to deliver e-commerce program via the SBDC, and partnership with FUSE/AAA to gain high level OZ insights.



BUSINESS SERVICES

BUSINESS DEVELOPMENT CENTERS

The Riverside County Business Center network serves as a hub for RCBCS to coordinate economic development and small business service delivery. The Centers are strategically located in downtown Riverside, the Coachella Valley and French Valley. Highlights of each center include:

Riverside Business Center

- The Riverside Business Center hosts business assistance seminars and one-on-one consulting in partnership with many organizations. In 2018, Riverside County and the University of California, Riverside established the EPIC Small Business Development Center which calls the Riverside Business Center home. The Center is also used by a variety of partners including technology meet-up groups who need an after-hours location for their meetings.

The Southwest Business Center

- The Southwest Business Center at the French Valley Airport where economic development staff will engage to better serve the business community. Currently training staff who will be based at the center to provide assistance and regional coordination of economic development. Upcoming projects include a partnership with TLMA on the construction of a control tower to facilitate commercial flights at the French Valley Airport. A commercial development project will be solicited for a County-owned parcel adjacent to the new French Valley Library through an RFP issued in early 2021.



BUSINESS SERVICES BRANCH

BUSINESS DEVELOPMENT CENTERS Cont.

Coachella Valley Small Business Development Center (CVSBDC)

- CVSBDC hosted by Riverside County Business & Community Services, is an SBA, GO-Biz and Riverside County funded small business assistance center providing technical assistance and training to businesses to assist them to launch and grow.
- A Director, Associate Director and 6 independent contractors serve as consultants to provide one-on-one consulting services and training. The consulting services and training are provided at no-cost to businesses and individuals wanting to start a business.
- Coachella Valley Small Business Development Center's economic impact and capital infusion for the first six months of 2020 include:
 - 2,305 hours of consulting to 1,000 clients, assisting 309 clients with nearly \$42.7 Million in capital funding and supporting 6,312 jobs.
 - The negative economic impacts due to COVID-19 have required an aggressive response to assist the many local businesses that were affected. In comparison, during the first six months of 2019, consulting hours were 58% less than 2020, while capital infusion in 2019 was less than \$1 Million.

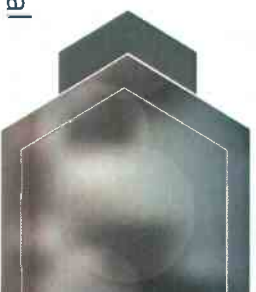


BUSINESS SERVICES BRANCH

INTERNATIONAL BUSINESS OFFICE

The International Business Office (IBO), formerly known as the Office of Foreign Trade, assists with international investment, exports, underwriting, banking with the Export-Import Bank of the United States, EB-5 Regional Investment Centers & programs and international investment programs abroad. The International Business Office also maintains the County's official diplomatic relationship with 180 nations to increase trade, investment, and build lasting international partnerships that assist in the creation of the private sector jobs as well as increase investment in the County of Riverside.

- With a new look and new name, the International Business Office is committed to refining their service levels with a revamped temporary website: www.rivcobcs.org/ibo, focusing on available resources and services for both local and international businesses. The department created and completed the International Business Plan and Programming Funding Matrix. This document will guide the office in its pursuit to create partnerships, programming and strategies for local businesses who desire to navigate the world of import and export.
- In partnership with California Small Business Export Program, IBO hosted a webinar on Exporting for Consumer Goods and e-Commerce on July 9, 2020. The program presented the latest recovery projections and estimates for global trade, strategies and tactics that are trending and the current situation on payments and logistics for exporters. The webinar attendees learned some immediate/near-term opportunities and risks, how to position their business for future export and international trade growth. Additionally, IBO co-sponsored the LA World Trade Week virtual Webinar that occurred on September 22, 2020.



BUSINESS SERVICES BRANCH

INTERNATIONAL BUSINESS OFFICE Cont.

In addition, the International Business Office continues to assist the following international companies researching and seeking opportunities to locate in Riverside County. Below are the current clients assisted through the International Business Office in the last six months:

- Korean EV battery manufacturer LG Chem. IBO provided LG Chem with site selection in Riverside County for their manufacturing facility and provided local workforce and utility incentives package as well as detailed information on UCR battery research projects that could enhance the growth of LG Chem if they choose to locate in the region.
- Chinese company Shandong Shengquan New Materials Co., Ltd, is seeking a manufacturing, warehouse and distribution facility to immediately begin production operations for personal protective equipment with plans to expand operations to account for future COVID-19 control and prevention products. IBO provided site selection in Riverside County and local incentives package.
- IBO provided Albany Farms site selection and local incentive information to assist in identifying a site for a food manufacturing facility for packaging their Ramen noodle brand.
- IBO continues to work with strong partners such as, the State of California, Go Biz and Maple Group.



BUSINESS SERVICES BRANCH

Foreign Trade Zones

The Foreign Trade Zone (FTZ) program provides logistical and financial advantages for the trade industry. The FTZ Program eliminates the customs process out of the port of entry and into the FTZ. Coordination and processing time can be avoided in the FTZ resulting in the ability to move cargo into the facility immediately. Riverside County currently has three FTZ's - 244, 153 & 236.

Benefits that are most attractive to companies are relief from inverted tariffs, duty exemption on re-exports, duty elimination on waste, scrap and yield loss, savings on damaged or nonconforming items, weekly entry savings, cash flow (duty deferral) savings, zone-to-zone transfers, government and military sales, and ad valorem tax relief.

- Initial discussions are underway for expansion of FTZ 244 in western county to cover the Pass area and other communities.
- FTZ training and outreach will focus on highlighting to more businesses the benefits of the program.



BUSINESS SERVICES BRANCH

SPECIAL DISTRICT FINANCING

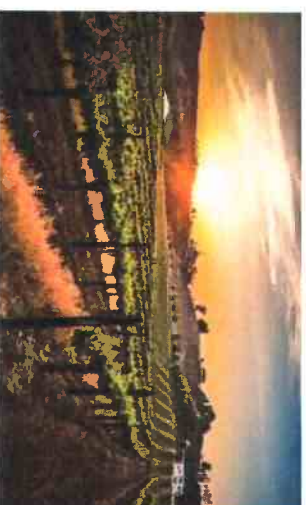
In order for the County of Riverside to attract development and provide direct and indirect assistance, RCBCS recognized the opportunity to consolidate the financing options to better serve the customer. This division assists developers and municipalities in the organizing, planning, and financing of public projects, housing developments, tourism districts, Enhanced Infrastructure Financing Districts, Business Improvement Districts, County Service Areas and Community Facilities Districts.

North Wine Country

Investing in the region will continue to grow business opportunities, increase tourism and ensure long-term viability of the wine industry. The Special District Financing division is assisting with public financing opportunities for infrastructure projects to increase capital investment and expansion options.

Temecula Valley Wine and Agricultural Heritage District

Developed by Temecula Valley Winegrowers Association (TWVA), the Temecula Valley Wine and Agricultural Heritage District (TVAHD) is an assessment district proposed to provide specific benefits to payors, by funding marketing, brand awareness & events programs, and & special projects for assessed businesses. RCBCS is assisting this group with their efforts.



BUSINESS SERVICES BRANCH

SPECIAL DISTRICT FINANCING Cont.

Financing Tools

This division can provide assistance in utilizing these financing tools to better serve developers, businesses and the development community. Services provided by the division include property tax roll management, CSA/CFD analysis and audits, and assessment engineering services.

- Riverside County Revolving Loan Fund
- Small Business Administration Loans
- Industrial Development Bond Financing
- EB-5 Foreign Direct Investment
- Venture Capital
- Recycling Market Development Zone Loans
- Development Impact Fee
- Special District Financing
- County Service Areas
- Community Facilities District
- Enhanced Infrastructure Facilities District
- Business Improvement Districts /Assessment Districts

Tax Roll Management

As an annual action item, the Special District and Financing unit implements the enrollment of County Service Area and Community Finance District assessments. During the months leading up to the August 10th deadline, staff are responsible for the auditing, changes, additions and deletions of parcels to be submitted on the tax roll.

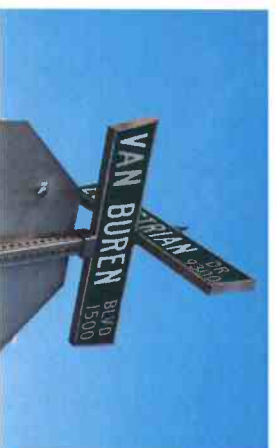


BUSINESS SERVICES BRANCH

CAPITAL INVESTMENTS

Van Buren Sewer Project

- The Business & Community Services department has been tasked to coordinate with the City of Riverside on a sewer project that crosses the city boundary and the community of Woodcrest. Extending the sewer line along Van Buren will improve health and safety for the existing businesses along the Van Buren corridor by eliminating the need for septic systems as well as increasing capacity for future businesses, ultimately spurring economic development in the unincorporated community of Woodcrest.
- The extension of sewer service to this area will also improve the health and safety of students, teachers, staff, and parents at Woodcrest Elementary School; currently the only school in Riverside Unified School District using septic.
- As service extends to this community, future improvements can be made to bring lateral connections to interested homeowners. Staff attend the necessary community meetings, assist city staff with resources and provide valuable information to and from the development world to keep this sewer project moving forward.



COMMUNITY SERVICES



“Strive not to be a success, but rather to be of value.”

- Albert Einstein



COMMUNITY SERVICES BRANCH

The Community Services branch focuses on programs and services which improve the quality of life by enhancing local neighborhoods and providing cultural and learning opportunities for all the residents of Riverside County. Service divisions under this branch include, Riverside County Library System, Edward-Dean Museum, County Service Areas, Perris Valley Cemetery and the Riverside County Fairgrounds.

RIVERSIDE COUNTY LIBRARY SYSTEM (RCLS)

RCLS is a public library system composed of 36 branches and two mobile library service vehicles that service more than 7 thousand square miles and 2 million residents of Riverside County. Libraries thrive by improving and enriching the lives of the public user. RCLS continues to discover ways to increase access to knowledge by offering an environment with the enhanced resources, technology, information, education and community programming. Each of the branches has their own unique identity to serve its communities through innovation, knowledge, quality, service, empowerment, respect and creativity.

COVID-19 Response

With the closure of libraries, RCLS increased online presence and additional learning tools for patrons, increased the volume of e-resources available and provided express curbside service during the pandemic. Partnered with other agencies to provide programs to assist with distant learning challenges. Many of the library branches became temporary COVID-19 testing sites.



Riverside County
Library System



COMMUNITY SERVICES BRANCH

RIVERSIDE COUNTY LIBRARY SYSTEM - Covid-19 Response

Live Chat service started on March 23, 2020 and is offered M-F from 9:00am to 6:00pm. When chat is not currently being monitored, visitors can still enter their question and staff answer when they are back online. These responses are recorded as tickets. Total chat sessions: 5,525, Total ticket responses: 663

- eCard Registrations - RCLS has always provided online registration, but during the past six months, service was enhanced to allow for instantaneous approval with nearly all of the electronic resources. Online registration increased by 40%.

eBook, eAudiobook, eMagazine and Streaming Film Usage



COMMUNITY SERVICES BRANCH

RIVERSIDE COUNTY LIBRARY SYSTEM - COVID-19 Response

Curbside Express Services began on June 22, 2020

The express service allowed patrons to continue to reserve their books and materials online as well as by calling their respective library. Patrons can call their library to schedule a date and time to retrieve their reserved materials, similar to the retail curbside services that community members have become accustomed to. Book drops will be open as well for returns.

Modified Service Level began on October 5, 2020

The libraries offered limited services amid new COVID-19 health regulations with physical distancing measures in 24 of 36 branches. With access to the interior of the libraries, patrons can enjoy services which include borrowing and returning of materials, limited browsing and limited use of public computers.

The maximum capacity allowed inside each branch does not exceed 25%, which allowed for less disruptions or drastic changes when the state guidelines changed. The libraries resumed normal business hours and continued to offer and highlight the curbside express service as well as the robust array of online resources.



COMMUNITY SERVICES BRANCH

RIVERSIDE COUNTY LIBRARY SYSTEM - Partnerships

Online Learners Program - Mecca Library - The State of California restriction for in-classroom instruction has left many students struggling with studies. Desert Recreation District (DRD) has created a program called Ed-Rec Connect to assist working families in distant learning environment. In addition to this partnership, RCLS purchased 100 hotspots available for check out to all student patrons.

Registrar of Voters - Proud to partner with the ROV to provide these library branches to serve as Voting Centers for the election from October 31- November 3rd. RCLS and ROV have entered into an agreement that allows for over 19 library branches to be used as voter assistance centers and ballot drop off locations. This includes support and provision of information to voters during that time.

RCLS Partnership with First 5 - Riverside County (QSRC) is a quality rating and improvement system (QRIS) for early care and education programs in Riverside County. A QRIS is

a method to assess, improve and communicate the level of quality in early care and education programs.

Alternative Settings - Alternative settings are community and home-based settings which are not childcare or preschool sites and provide early learning and school readiness services to parents and young children.

The Jump Start - Jump Start to Quality Package are early learning materials and supplies with a value of \$3,000 for each library and bookmobile.

Quality Start - Quality Start Riverside County coordinates a variety of professional development opportunities for the Early Care and Education (ECE) workforce participating in QSRC. Training opportunities will support early learning professionals to enhance teaching practices in the early learning field.

LENA Start - Lena Start is a special program offered in partnership with First 5 Riverside. This program is open to all Riverside County families with children ages 0-33 months.



COMMUNITY SERVICES BRANCH

RIVERSIDE COUNTY LIBRARY SYSTEM - Capital Projects

Public-Private Partnership (P3) Library Projects

A public, private partnership formed to build three new libraries in Desert Hot Springs, French Valley and Menifee that have been designed to meet the communities growing needs. Features of these new libraries include space for a large collection of books and media materials, dedicated zones for teens and young children, a community room, group study rooms, opportunity rooms for pop-up exhibits and other programs and events. These three libraries will be completed in the Spring of 2021.

Desert Hot Springs - 15,000 Square Feet

Menifee - 20,000 Square Feet

French Valley - 25,000 Square Feet



COMMUNITY SERVICES BRANCH

RIVERSIDE COUNTY LIBRARY SYSTEM - Capital Projects Cont.

Canyon Lake Library - The Canyon Lake Library has outgrown its current facility, which is currently in the Canyon Lake City Hall. The Board of Supervisors approved the acquisition of a 3,394 square-foot professional office building located within the Canyon Lake Towne Center. The new location allows for a dedicated public library building, increased space for the collection and provision of enhanced educational, cultural and civic related programs.

The Glen Avon Library is currently going through a refresh project to bring some enhancements to the facility. The refresh project will provide new paint, new computer carrels, study spaces, designated teen area and new furniture throughout. The Children's Room has been recreated with literacy themed interactive activities. Another addition to the project is the Learning Lounge, which has been constructed to support the need for workforce development skills development within the community. The Parent Resource Center has also been established to connect the parenting and educational needs for those with children with learning challenges.



Grace Mellman Refresh Project includes the addition of new furniture with power access. New exterior paint, new community room paint as well as updated landscaping.

Woodcrest Library Grand Opening Completed in Fall of 2020. Seamlessly expanded with the addition of 3,478 square feet which honored the beautiful look of the Woodcrest Library. The primary goal was to expand the library for greater opportunities for programming, activities and community meetings.



COMMUNITY SERVICES BRANCH EDWARD-DEAN MUSEUM & GARDENS

Edward-Dean
MUSEUM & GARDENS

With 16 acres of stunning beauty and tranquility nestled in picturesque Cherry Valley, the Edward-Dean Museum (EDM) is the ideal location for quality-of-life experiences. The grounds offer several different options with its scenic surroundings. With three rotating exhibits throughout the year, the museum is committed to providing a culturally enriching experience to all attendees.

The Riverside County Business & Community Service department is focused on securing an accreditation for the museum. This will increase the credibility and value of the museum to potential donors, policy makers, community members and other museums. It is a powerful leveraging tool that can help facilitate loans between the Edward-Dean Museum and other museums (i.e. receiving loans from other accredited museums for future exhibitions). Current steps taken will ensure the sustainability of the EDM for the future of the County.

Steps Taken Towards Accreditation

- Appointed full-time Museum Director
- Established EDM specific policies, procedures, and code of ethics in line with industry standards
- Created EDM specific business plan which included improved fiscal record keeping and improved tracking of revenue/gifting from 'Friends of the Museum'
- EDM became the 36th branch in the Riverside County Library System due to a unique rare book collection.



COMMUNITY SERVICES BRANCH

COUNTY SERVICE AREAS (CSA)

Riverside County Business & Community Services oversees the operation of 59 County Service Areas (CSAs) and nine Community Facilities Districts (CFDs) that serve residential communities by bringing municipal services such as street lighting, street sweeping, rural road maintenance, landscape maintenance, and park and recreation services. The services each community receives are determined during the planning phase of home building and the costs associated with providing those services are unique to each community. The drivers for services provided by special districts are geographic as well as demographic.

COVID-19 Response

- New protocols for CSA parks were implemented with the new guidelines provided by the State of CA. Staff researched and adopted operational procedures to allow for the community splash pad to be re-opened under the State guidelines. The facility is now open from 8:00am to 7:00pm, with new signage posted advising of physical distance requirements and time limits when crowded. Chemical levels are checked daily for water quality. Staff are working Saturdays and Sundays to ensure parks are operating throughout the weekend.
- Restrooms sanitized twice daily using Vital Oxide, a food grade FDA approved sanitizing agent. Full clean and restock by custodial contractor five days a week. Sports field reservations are now offered with club or organizations required to sign a form agreeing to follow CDPH guidelines or risk losing right for future reservations. Signage with CDPH guidelines is updated every time new guidance comes out.



COMMUNITY SERVICES BRANCH

COUNTY SERVICE AREAS (CSA)

Capital Investments - County Service Area 62

CSA 62 Ripley provides domestic water and sewer services to the Ripley community. The Ripley water system has recently shown levels of TCP above the state's maximum contamination level. CSA Administration is proposing a roughly five-mile pipeline from the nearby CSA 122 Mesa Verde water system to Ripley. Engineering consultant Krieger and Stewart has completed a feasibility study analyzing this plan and confirmed that a pipeline is the most feasible long-term solution.

A grant of \$50,000 from the California Department of Water Resources has been awarded to CSA 62 to reimburse the costs related to the feasibility study. The CSA is also coordinating with Rural Communities Assistance Corp (RCAC) for funding and technical assistance to complete the design drawings and manage construction of the pipeline. The water quality concern must be remediated by August 31, 2023.

SB 88 is a state initiative to consolidate smaller water districts in order to form more feasible districts. CSA Administration and State Water Resources Control Board are developing a potential consolidation plan. SB 88 also provides for fast tracked financial assistance for districts that agree to absorb smaller districts. Ultimately, this plan could reduce costs of operations, improve efficiency, and form a more sustainable system for the provisions of domestic water and sewer to the residents of CSA's in the Palo Verde area.



COMMUNITY SERVICES BRANCH

COUNTY SERVICE AREAS (CSA)

Recreation Activities

The Riverside County CSA Recreation Unit, aka MARS, is dedicated to providing fun, spirited activities and events which enhance the quality of life for CSA residents within Riverside County. RivCo MARS stands for Riverside County Mobile Activities Recreation Services. The MARS Van is always on full display, loaded with goodies, games and supplies that make the events possible. Staff are mobile and ready to serve CSA communities within Riverside County.

Although all in person events have been canceled due to the COVID-19 Pandemic, staff continue to work with local communities and CSA's to provide recreational items where possible.

- On April 6, 2020, CSA Recreation coordinated a Drive-thru Easter Basket event for the community. 1,000 Baskets were distributed to local residents.
- Drive-thru Fall Giveaways were held at the end of October. Over 2,400 giveaways and treats were handed out in CSA communities
- Coordinating with Sycamore Creek HOA to help with a Christmas drive-thru event. We will provide a Santa to greet attendees as well as Santa gifts.



COMMUNITY SERVICES BRANCH

MARKETING, EVENTS & FILM

The Marketing Team

Through creative design and branding, advertising, media outreach, promotion, videography along with signature and special event management, highlight the successes of Riverside County and its many departments, programs and services.

- During the pandemic, signature events were placed on hold or canceled. The Marketing staff have been reassigned to work in the Business Services division as Business Ambassadors. Others have been working with Executive Office PIO and RivCoTV unit working with media both on camera and off to cover and promote videos and print pieces on the CARES Act funding, Small Business Assistance Grant and other COVID-19 public information programs and activities through numerous interviews, press releases, public services announcements, social media and news alerts.

Riverside County Film

Film Permitting is a single resource to the film community to find locations and apply for permits within Riverside County. Dedicated to providing a professional and expedited level of service, RCBCS is coordinating with TLMA to create an online portal for all temporary County permitting, to include right of way, County facilities and private film permits. The department is also exploring cost saving opportunities for a high level of support and coordination services.

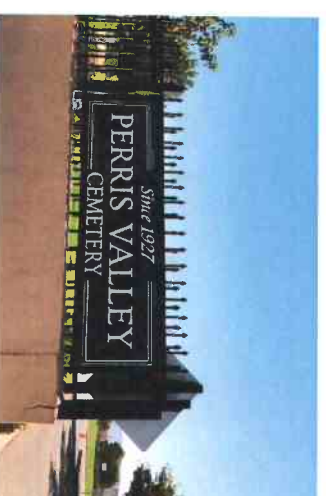


COMMUNITY SERVICES BRANCH

PERRIS VALLEY CEMETERY

The pristine memorial park sits on 19 acres. This beautiful and peaceful final resting place will continue to serve the community for generations to come. It is the Perris Valley Cemetery District's mission to serve the community with the highest level of service, care and compassion, as well as provide affordability in burial and cremations services for the families of the deceased. The Perris Valley Cemetery provides an attractive, safe, and serene environment for community, families and friends.

- The Perris Valley Cemetery was created in 1927 as an independent district; however, in January of 2002, the Riverside County Board of Supervisors appointed itself as Trustees to provide administrative oversight and establish cash reserves and prudent fiscal controls. With the Board of Supervisors as Trustees, the District became a dependent special district known as Perris Valley Cemetery District.
- During the statewide closures due to the pandemic, the Perris Valley Cemetery was deemed essential and continued to be open to serve the community.
 - Abiding by guidelines for funerals
 - Limiting customers in office



COMMUNITY SERVICES BRANCH RIVERSIDE COUNTY FAIRGROUNDS

COVID-19 Response

As the pandemic grew and the shutdowns continued, the County Fairgrounds continued to lose revenue from lack of seasonal rentals. In April 2020, the fairgrounds were requisitioned by the EOC and the Federal Government to be used as both a COVID-19 testing site and a Federal Medical Station.

The 2021 County Fair and National Date Festival has been canceled and a 75th year virtual celebration is planned, using social media for a web celebration to include a video and message from the Board of Supervisors and Fair Board.

- CARES Act funding in the amount \$2.6M submitted for HVAC, equipment and various building and ground upgrades for the current establishment of temporary medical facilities.
- Budget reduction efforts were implemented to reflect the cancelation of the fair event, including staffing reductions. Budget deficit requires a general fund allocation for FY 19-20 in the amount of \$897,832 and for FY 20-21 in the amount of \$1,605,143 to minimally maintain the 110 acre site.
- The Fairgrounds budget will be transferred in the second quarter to FM Maintenance to maintain the grounds to keep the county asset from deterioration as well as pursuing a management firm for operations.



CHALLENGES



“The relevant question is not simply what shall we do tomorrow, but rather what shall we do today in order to get ready for tomorrow.”

- Peter F. Drucker

CHALLENGES

EDWARD-DEAN MUSEUM & GARDENS

The Edward Dean Museum will continue to strive for financial independence and remove the General Fund (GF) obligation. Coordinating with the Auditor-Controller Office (ACO) to properly make the transition from a GF account to a proprietary or special revenue account to continue to operate as a business.

- The Edward-Dean Museum (EDM) division has worked with the ACO to find a transfer of funds solution. While it has been deemed that the EDM can be transferred into a sub-fund of the County Free Library system fund, the ACO continues to look for accounting transaction solutions in PeopleSoft to allow this transition. The successful transition will save the County's General Fund contribution and will allow the EDM to retain fund balance for future operational needs.
- Working through the COVID-19 pandemic and guidelines, the EDM will plan appropriately to continue providing museum tours with the new guidelines for large group or school tours. Smaller group sessions will be provided with visitors wearing masks and practicing social distancing.
- A challenge has been the loss of revenue from the cancellations of weddings. With the restrictions on large groups, the museum has been faced with cancellations of weddings which are the main source of revenue generated for operations. Staff will continue to pursue funding opportunities for improvements and operations to better provide service to the constituents of Riverside County.



CHALLENGES

RIVERSIDE COUNTY FAIRGROUNDS

With so much unknown due to the pandemic, the future of the Riverside County Fair & National Date Festival is uncertain. Once the State guidelines allow for large social gatherings, some future 2022 Fair event options could include:

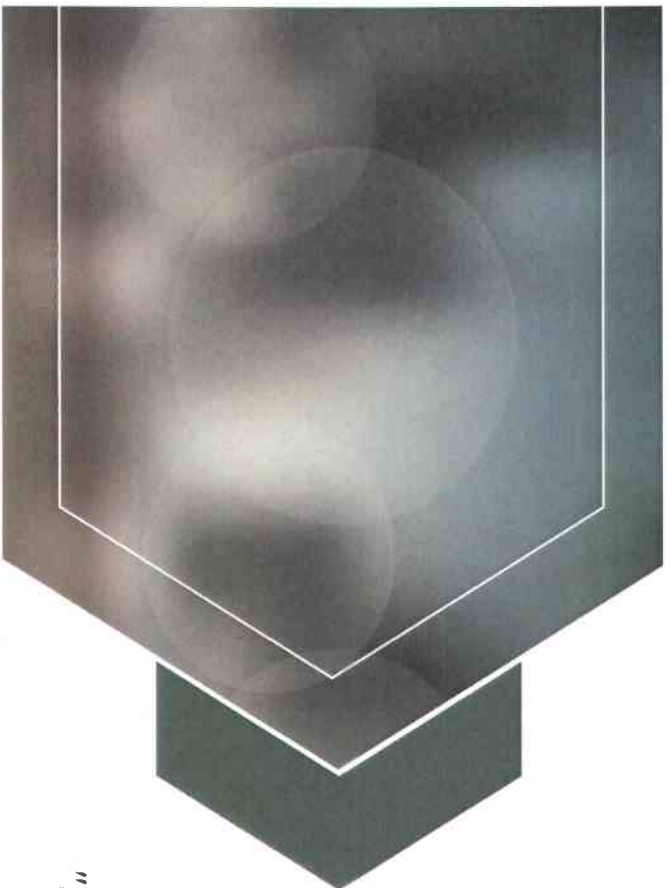
- Smaller Fair footprint
- Weekend sessions only

Long term possibilities for the 110-acre county asset are as follows:

- Pursue RFP for the entire or portion of fairgrounds to a management company to manage the 110 acres or a portion for their use.
- Parcel out Fairgrounds options
- Parcel out the 110 acres for other uses
- Ground Lease for private operator
- Research other feasible options for use of the property



OPPORTUNITIES AND VENTURES



"We keep moving forward, opening new doors, and doing new things, because we're curious and curiosity keeps leading us down new paths"

- Walt Disney

OPPORTUNITIES AND VENTURES

SHIFT FROM RESPONSE TO RECOVERY

Riverside County Business & Community Services is looking ahead to the economic recovery of tomorrow with a proactive response today. The County's economy is diverse, with distinct regional strengths and focused efforts. The RCBCS team will work within each region to implement inclusive programs and services that will strengthen the overall County's business ecosystem. The pandemic has affected the entire county negatively, with certain sectors suffering higher levels of impact with an even slower rebound. The department will continue to support these areas struggling to recover, by identifying resources and programming through our state, federal, and private partners. Monitoring the economic landscape, the department is poised to readily take advantage of future funding opportunities in order to help restore the local economy.

Business Attraction

Attracting businesses to Riverside County requires solid partnerships to meet the region's economic development needs.

- Capitalizing on the new RivCoNOW platform branding and creating awareness on the national and international levels, maintaining and building relationships within the real estate and development community and lead generation.
- Business attraction, focused on key industry sectors and clusters such as Clean Tech (CARB-related which opens 2021), advanced manufacturing & logistics and others as ideal for each of the regions in Riverside County.



OPPORTUNITIES AND VENTURES

Small Business Support

Small businesses are the lifeblood of Riverside County's economy as 96% of the businesses in the county have 50 employees or less. Continuing to cultivate and focus efforts on our vital small businesses will be key to growing Riverside County's economy. RCBCS along with key partners will continue to serve these businesses with traditional and innovative programming.

Key Partnerships

- Coachella Valley Small Business Development Center (SBDC) is operated by RCBCS and is an SBA funded, public-private partnership that provides no cost one-on-one consulting services to existing and start-up businesses.
- Inland Empire Tech Bridge is a new partnership with the Norco Naval Warfare Assistance Center to stimulate technology transfer and private sector collaboration with the Navy.
- Inland Empire SBDC provides small business consulting services in the western county region and is hosted by Cal State San Bernardino.
- EPIC SBDC is a tech-focused business assistance organization that focuses on technology-based businesses including those created through tech transfer from UCR.
- EXCITE Incubator is a partnership between the County, private sector business leaders, and UCR to incubate new companies and accelerate their growth. The incubator has successfully grown several businesses in the Riverside area that have "graduated" and moved into their own leased space.



OPPORTUNITIES AND VENTURES

Expand Manufacturing Support

One of the potential net effects of the pandemic is the reshoring of manufacturing operations for companies that need to mitigate the risk of their supply chain that serves the North American market. RCBCS will work with manufacturers and industry partners to capitalize on reshoring opportunities.

Business & Community Services will continue to collaborate with California's Manufacturing Technology Consulting (CMTC) and additionally entered into a strategic alliance memorandum with CMTC for a common mission; to support small and medium sized manufacturers, to prevent, prepare and respond to the COVID-19 pandemic.

Regional Initiatives

There are several regional initiatives under way with long term objectives of bettering this region's economic development. RCBCS will continue to play an active role in policy and program development.

- Inland Economic Growth & Opportunity (IEGO) endeavors to lift residents out of poverty and broaden access to opportunity by investing in better pathways to good jobs, improving educational outcomes, inspiring the region's young people to stay, and strengthening civic infrastructure to address emerging opportunities.
- UCR OASIS is a proposed sustainability innovation park, building on industry and research strength in agriculture, natural resource management, and clean logistics. It leverages strengths and connections to CARB, agriculture, environment, health, and logistics industry partners



OPPORTUNITIES AND VENTURES

Site Selection, Customized Site Tours & Community Introductions

An important service that RCBCS will continue to provide is customized site selection tailored to a business prospect's needs. If desired, a tour of the county and buildings/properties is provided in order to facilitate selection of the appropriate site. This level of customer service provides the potential business with community details of the surrounding areas and the available workforce.

Tradeshows & Conferences

Riverside County regularly attends and presents at various trade shows, conferences and industry gatherings. These activities give the County team annual exposure to over 100,000 companies and over 70,000 industry executives. Below are the events where the County regularly has a strong presence along with city partners.

- **ICSC - RECON Las Vegas**
- **Medical Design & Manufacturing Anaheim (various sectors)**

Future industry tradeshows and conferences will be focused on clean-tech, manufacturing, and other sectors together with Team Riverside County partners. As often is the case, these events allow RCBCS to fortify important relationships.



OPPORTUNITIES AND VENTURES

Business Retention

Healthy communities have strong, healthy businesses. Business retention programs assist small businesses to prevent their relocation and to help them survive in difficult times. Retention programs typically involve partnerships among public and private organizations that assess the assets and opportunities of individual companies through periodic surveys, interviews and visitations. The purpose is to establish relationships between community businesses and economic developers to strengthen existing companies, establish early warning systems to flag at-risk businesses that require assistance, and ensure that public programs meet local business needs. Business retention initiatives usually include a mechanism for linking expanding businesses with public programs designed to mitigate growing pains and regulatory issues.

Business Ambassador Program

The Business Ambassador program will be transferring from a response tool to a recovery instrument after the CARES Act funding is expended. Assisting businesses with permitting, workforce development and access to financing and resources will continue to be a part of this service model. RCBCS continues to coordinate with TLMA on multiple areas to better provide services efficiently as the County and businesses navigate the uncertainty of the coronavirus economic recovery. Continue to work closely with partners to create assistance and incentives packages that the County can offer to assist the business community recover with accessible tools in hand.

- Access to Capital - USEDA, existing resources, private-partners
- Enhance entrepreneurial support
- Promotion of existing Foreign Trade Zones
- Promotion of Opportunity Zone communities



COUNTY OF RIVERSIDE
BUSINESS AMBASSADOR
PROGRAM



OPPORTUNITIES AND VENTURES

Bridge Builders

A very important part of creating and maintaining strategic relationships is constant and open communications with partners. The frequency and manner are crucial to inform and interact with those with shared common goals. It is also critical for “Bridge Builders” to ensure that communications are a two-way channel that allow us to hear from those important groups within the community.

One strategy is having regional economic development alliances throughout the county. These regional alliances should include civic leaders, community colleges, universities, city economic development staff, chambers, business associations, trade groups and economic development organizations.

- RCBCS has developed three alliances in the County; Riverside County, Palo Verde Valley regional and Southwest. These alliances have assisted RCBCS in the maintenance of communication with major portions of the county.
- Regional Conferences; RCBCS has successfully held the Coachella Valley Business Conference since 2017, growing attendance from 250 to 450 in 2019. The 2020 conference was canceled due to the pandemic, but planning is underway to hold a virtual conference in 2021. The overwhelming support from local leaders and the business community in the past demonstrates how these types of events can assist RCBCS as “Bridge Builders”.



OPPORTUNITIES AND VENTURES

Cultivate The Garden

One of the most cost-effective strategies to grow jobs and investment in an area is through entrepreneurship and expansion of local businesses. This approach does not require expensive attraction campaigns in competition with many other viable areas to achieve measurable business growth.

- This “Growing our Garden” effort is built around providing practical assistance and resources to support people who want to start a business or helping existing businesses expand their operations in our own backyard. The ecosystem will provide the tools needed through available technical assistance and resources through referral partners such as the Small Business Development Centers, Women’s Business Centers and in-house staff of Business and Community Services.



OPPORTUNITIES AND VENTURES

Cultivate The Garden cont.

Young Entrepreneur Program

Coachella Valley Small Business Development Center developed curriculum and began the Youth Entrepreneur Program for the business academy students of Coachella Valley Unified School District on March 10, 2020. The five-week course is designed to cover Introduction to Entrepreneurship, Business intelligence, Financial Basics, Marketing and Elevator Pitch overview and unique value proposition. While the health orders issued by State Governor prohibited the completion of the program, RCBCS and CVSBDC will reengage with schools to offer the program to students via video conferencing. This program will be replicated through the other two business centers in the county, Riverside and Southwest.

Financial Literacy Program

Partnering with the Riverside County Library System, creation of a financial literacy training program.

- Engaging young adults to enroll in a financial preparation course to assist them in their livelihood, such as managing personal finances, opening a checking account, starting a business and other financial educational assistance and information.
- Work with the local Community Colleges and school districts to establish high school credit opportunities.



OPPORTUNITIES AND VENTURES

Pathways to Entrepreneurship for All Residents

Riverside County is home to diverse populations, including rural, minority and underserved. More focused attention and outreach will occur to expose them to business ownership opportunities.

- Specially designed training programs with the one-on-one consulting tailored to these special groups will allow them to actively participate. This will lead to new opportunities for residents so they can realize their dreams, generate income, create jobs and stimulate the local economy.
- Discussions are underway with Cal State San Bernardino, Inland Empire Center for Entrepreneurship, Coachella Valley SBDC, and the Riverside County Workforce Solutions department. These partnerships bring expertise in developing innovative programs for youth and entrepreneurship expertise. In addition, the Riverside County Library System will provide the facility space, resources and access to computers in underserved communities.

Local Banking Access For Low Income/Disadvantaged Communities

In combination with the above programs related to entrepreneurship, RCBCS will continue to partner with financial institutions, both conventional and alternative, to deploy capital in underserved areas.



OPPORTUNITIES AND VENTURES

INTERNATIONAL BUSINESS OFFICE

The Riverside County International Business Office (IBO) will assist local businesses with international business resources to facilitate exporting and importing with the objective of creating new jobs, promoting innovation and assisting international investment. Utilizing local, State and Federal resources, the IBO will assist constituents and small business owners with the goal of increasing global trade, Foreign Direct Investment and building lasting partnerships with local communities and public and private sector partners.

Foreign Trade Zones - Three Foreign Trade Zones currently exist in the county and RCBCS will engage businesses, cities, and chambers to ensure that Zone benefits are known to businesses that import. Additionally, RCBCS will assess the viability of expanding existing zones to areas currently not in the boundaries so additional businesses can utilize the Zone benefits.

Business Capacity - IBO will engage in services designed to facilitate regional growth through promoting and assisting Riverside County Businesses with programs to facilitate exports and imports, streamlining processes for manufacturing investments, leveraging workforce support and availability, promoting Foreign Direct Investment (FDI) and encouraging engagement with Riverside County partnerships.

Reshoring of Manufacturing - One of the potential net effects of the pandemic is the reshoring of manufacturing operations for companies that need to mitigate the risk of their supply chain that serves the North American market. RCBCS will work with manufacturers and industry partners to capitalize on reshoring opportunities.



OPPORTUNITIES AND VENTURES

RIVERSIDE COUNTY LIBRARY SYSTEM

RCLS regularly explores opportunities to introduce new products and services that will appeal to both existing and potentially new library patrons. Accomplished in responding to changing trends, RCLS monitors and shifts services in order to continue providing excellent library services. Opportunities and ventures that RCLS is currently executing, exploring and revising for implementation in Riverside County include:

Library-To-You Project

RCLS looks to build upon services for the 400,000 Riverside County residents who live in unincorporated and often rural or remote areas where access to library services is limited in all forms. The Library to You program allows RCLS to "overhaul" the bookmobile concept with new energy efficient and service specific vehicles to better serve our patrons. This project is a priority for RCLS as it directly addresses four out of five goals from our RCLS Literacy Strategic Plan:

- Increase community awareness of the value, needs, and availability of literacy services.
- Identify potential partners and foster relationships with service providers' organizations whose target populations are illiterate.
- Improve the quality and expand the availability of literacy services and programming by providing safe and convenient spaces for students/learners, identifying innovative technology, and identifying forward-thinking techniques and strategies.
- Garner organizational capacity and sustainable resources to fulfill its mission and vision into the future by regular measurements and evaluation of programs and services, incorporate literacy elements into library programming, and seek grant funding to explore new projects and programs.



OPPORTUNITIES AND VENTURES

RIVERSIDE COUNTY LIBRARY SYSTEM

Library-To-You Project Cont.

Library-To-You addresses the community's desire for "safe" and "inclusive" environments by offering more "family- and children-oriented community events" and offering "good public services" to better help our communities and patrons "thrive." Therefore, Library to You allows us to meet both our community members' and RCLS goals by better supporting our most underserved members. RCLS will bring our library and literacy services to the suburban, rural, and remote areas of Riverside County. This will include book lending, computer workstations, STEAM activities and events, and family and adult literacy programming. RCLS was the recipient of a Library to You grant in the amount of \$110,000 for the first resource van. This grant is the catalyst to launch the countywide project with additional vans to be purchased for a total for 4. This project will allow for increased stops for longer durations in order to offer additional services to our communities.

- Book lending will offer these hard-to-reach areas traditional access to texts that are both accessible and affordable for the community. Second, computer workstations will similarly bring access to internet and technological services that are not easily accessible in many rural/remote areas.
- STEAM programming will provide crucial skill building using both traditional computer technology as well as 21st Century technology, such as 3D pens and manipulatives.
- Family literacy programming provides reading and writing services using a whole-family approach with one-time family literacy events, family literacy workshops using Lotería, and Raising a Reader.
- Adult literacy programming will provide reading, writing, language classes, digital literacy classes, and job readiness workshops using one-on-one or small group tutoring to help build the skills of adults who face illiteracy or low-literacy.



OPPORTUNITIES AND VENTURES

RIVERSIDE COUNTY LIBRARY SYSTEM



Continued Increased Online Presence - While libraries have long offered many virtual services, have a Facebook presence, etc. RCLS response to the pandemic, and the patron's ability to adapt, proved that patrons are able and willing to seek out their local library and resources on various social media platforms. We are already offering more and more programming via virtual platforms, but there's really a greater opportunity now to increase our presence and assist patrons with interacting more with their library virtually.

Partnerships - This is a mainstay of the RCLS model. Partnerships are key to the success of providing necessary and desired information to a diverse community. The pandemic has made this even more critical as it is not only important for libraries to continue to support business and educational institutions, but also for the sustainability of libraries.

Library of Things - Community supportive opportunity to move beyond checking out traditional items such as books and DVDs, and providing access to objects, such as mobile hotspots, devices such as tablets and laptops, and kits to enhance and support education.

Virtual Reality (VR) - VR can be used for instruction, for example, teaching student's life-skills, or conducting library programming via VR. While a few branches received grants for equipment, RCLS is exploring ways to increase the availability of equipment to all branches.





Riverside County Business & Community Services is committed to:

- Foster economic vitality
- Preserve and enhance neighborhoods
- Improve the quality of life, and;
- Promote learning for all.

Providing the highest level of service to our customers, businesses, patrons and residents, Business & Community Services Department will continue to monitor the landscape of Riverside County, refining programs and resources, prepared to pivot in order to seize opportunities and address issues and concerns quickly for the residents and businesses in Riverside County.

