

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



ITEM: 3.28  
(ID # 28780)

**MEETING DATE:**  
Tuesday, October 21, 2025

**FROM :** OFFICE OF ECONOMIC DEVELOPMENT

**SUBJECT:** OFFICE OF ECONOMIC DEVELOPMENT: Authorize Amendment to the Professional Services Agreement with the Inland Empire Center for Entrepreneurship to Extend Services and Programming through December 2026, All Districts. [\$0 Total Cost] (4/5 Vote Required)

**RECOMMENDED MOTION:** That the Board of Supervisors:

1. Authorize the Director of the Riverside County Office of Economic Development, or designee, to take all necessary steps to amend the agreement with the Inland Empire Center for Entrepreneurship to extend all services and programming outlined in the original professional services agreement through December 31, 2026, and to execute any subsequent and related documents necessary to implement the amendment, subject to approval as to form by County Counsel.

**ACTION:4/5 Vote Required**


  
Suzanne Holland, Director of Office of Economic Development 9/17/2025

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**MINUTES OF THE BOARD OF SUPERVISORS**

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

Ayes: Medina, Spiegel, Washington, Perez, and Gutierrez  
Nays: None  
Absent: None  
Date: October 21, 2025  
xc: OED

Kimberly A. Rector  
Clerk of the Board  
By:   
Deputy

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

<b>FINANCIAL DATA</b>	<b>Current Fiscal Year:</b>	<b>Next Fiscal Year:</b>	<b>Total Cost:</b>	<b>Ongoing Cost</b>
<b>COST</b>	\$ 0	\$ 0	\$ 0	\$ 0
<b>NET COUNTY COST</b>	\$ 0	\$ 0	\$ 0	\$ 0
<b>SOURCE OF FUNDS:</b> Original source ARPA			<b>Budget Adjustment:</b> No	
			<b>For Fiscal Year:</b> 26/27	

**C.E.O. RECOMMENDATION:** Approve

**BACKGROUND:**

**Summary**

On March 11, 2021, President Biden signed the American Rescue Plan Act of 2021 (H.R. 1319) into law. The \$1.9 trillion package is intended to combat the COVID-19 pandemic, including the public health and economic impacts. On April 27, 2021, the Executive Office presented the Board of Supervisors with a preliminary ARPA funding allocation then on October 19, 2021, presented a revised funding allocation after the U.S. Treasury released the ARPA interim funding guidelines.

On May 5, 2021, the Board received and filed the Strategic Economic Recovery Framework presented by the Economic Recovery Task Force (ERTF). The framework contained short-term actions to assist business sectors, finding it difficult to rebound from the pandemic and state closures, as well as mid to long range areas of focus for future growth and economic resiliency. Keys to the framework were short and long-term action items coordinated for an economic recovery and for the growth of the region whose trajectory includes the principles of equal access to opportunities and addressing barriers for economic equity and inclusion. The mid-to-long vision of the framework includes action items of investing in small business innovation, entrepreneurship hubs, and small business development. This proposal aligns with the ERTF framework's action items.

On January 6, 2022, the U.S. Treasury issued the final funding guidelines. These guidelines further clarify the detailed eligibility criteria for use of these funds. As a result, under the Economic Recovery category allows for the development of programs to assist businesses and industries struggling to rebound from the pandemic as well as focus on strategic investment projects for future economic growth and resiliency. The final guidelines specifically identify business ecosystem support including providing and partnering with organizations that offer technical assistance to new and existing businesses as an eligible use of funds.

On February 8, 2022, the Board approved \$36 million for Economic Recovery assisting businesses struggling to rebound from the COVID-19 pandemic and stimulate future economic growth and resiliency. The Office of Economic Development is recommending allocating \$1,725,000 of that funding for California State University, San Bernardino's Inland Empire Center for Entrepreneurship (IECE) and School of Entrepreneurship (SoE), for the Entrepreneurial Resource Center and Veterans Entrepreneurship Program – Mini-MBA program.

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

On November 8, 2022, the Board of Supervisors approved \$1,725,000 in American Rescue Plan (ARPA) Coronavirus Relief funds for Economic Recovery to support small business assistance programs through California State University, San Bernardino's Inland Empire Center for Entrepreneurship. Funding was designated for the Entrepreneurial Resource Center and the Veterans Entrepreneurship Program – Mini-MBA. The Board also authorized the Director of the Riverside County Office of Economic Development, or designee to take the necessary steps to implement and administer the agreement, including executing an agreement with the Inland Empire Center for Entrepreneurship.

The Office of Economic Development now proposes extending the period of performance under the professional services agreement to continue all services and programming through December 2026. This extension does not require any additional funding.

**Impact on Residents and Businesses**

Extending the period of performance will positively impact residents and businesses countywide by ensuring continued access to services and programming through December 2026. Local businesses play a critical role in every sector of the economy, contributing to job creation, household income, and sales tax revenues that support public services.

**Additional Fiscal Information**

The services were funded entirely by ARPA funding from the United States Department of Treasury funds and will not impact the County's General Fund. The proposed extension of the period of performance under the professional services agreement does not require any additional funding.

**Contract History and Price Reasonableness**

- The professional services agreement was executed on June 28, 2023, with a period of performance through September 31, 2025. The agreement is not renewable.

**ATTACHMENTS:**

- IECE Entrepreneurial Development Services Proposal (original proposal submitted with November 8, 2022, Board Item)
- Amendment No. 1 to the Agreement with University Enterprises Corporation at CSUSB if Inland Empire Center for Entrepreneurship

COUNTY OF RIVERSIDE  
AMENDMENT NO. 1 TO THE AGREEMENT  
WITH

UNIVERSITY ENTERPRISES CORPORATION AT CSUSB ON BEHALF OF INLAND  
EMPIRE CENTER FOR ENTREPRENEURSHIP

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Original Contract Term:	6/28/2023 through 12/31/2025
Amended Contract Term Extended To:	6/28/2023 through 12/31/2026
Effective Date of Amendment:	10/8/2025
Original Aggregate Maximum Contract Amount:	\$1,725,000

This Amendment No. 1 to the Professional Service Agreement for Entrepreneurial Resource Center between COUNTY OF RIVERSIDE and University Enterprises Corporation at CSUSB, on behalf of the Inland Empire Center for Entrepreneurship at California State University San Bernardino (herein referred to as "Amendment No. 1") is made and entered into by and between COUNTY OF RIVERSIDE, a political subdivision of the State of California (herein referred to as "COUNTY"), and University Enterprises Corporation at CSUSB, on behalf of the Inland Empire Center for Entrepreneurship at California State University San Bernardino, a California non-profit corporation (herein referred to as "CONTRACTOR"). CONTRACTOR and COUNTY are individually referred to herein as "party" and collectively referred to herein as "parties".

**RECITALS**

WHEREAS, the COUNTY entered into that certain Agreement for Entrepreneurial Resource Center with CONTRACTOR, effective June 28, 2023 (the "Agreement")

WHEREAS the parties now desire to amend the Agreement to extend the period of performance through December 31, 2026.

NOW THEREFORE, for good and valuable consideration the receipt and adequacy of which is hereby acknowledged, the parties agree to amend the Agreement as follows:

1. Recitals. The above recitals are true and correct and are incorporated herein by reference.
2. Section 2.1 (Period of Performance): This Agreement shall be effective June 28, 2023, upon signature of this Agreement by both parties and continues in effect through December 31, 2026, unless terminated earlier. CONTRACTOR shall commence performance upon signature of this Agreement by both parties and shall diligently and continuously perform thereafter. The Riverside County Board of Supervisors is the only authority that may obligate the County for a non-cancelable multi-year agreement.
3. Except as amended or modified herein, all 2026, terms of the Agreement shall remain in full force and effect and shall apply with the same force and effect. Time is of the essence in this First Amendment and the Agreement and each and all their respective provisions. Subject to the provisions of the Agreement as to assignment, the agreements, conditions, and provisions herein contained shall apply to and bind the heirs, executors, administrators, successors and assigns of the parties hereto. If any provisions of this First Amendment or the Agreement shall be determined to be illegal or unenforceable, such determination shall not affect any other provision of the

WHERE DOCUMENT IS FULLY EXECUTED RETURN

CLERK'S COPY

to Riverside County Clerk of the Board, Stop 1010  
Post Office Box 1147, Riverside, Ca 92502-1147  
Thank you.

OCT 21 2025

3.28

COUNTY OF RIVERSIDE  
AMENDMENT NO. 1 TO THE AGREEMENT  
WITH  
UNIVERSITY ENTERPRISES CORPORATION AT CSUSB ON BEHALF OF INLAND  
EMPIRE CENTER FOR ENTREPRENEURSHIP

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Agreement and all such other provisions shall remain in full force and effect. The language in all parts of the Agreement shall be construed according to its normal and usual meaning and not strictly for or against either COUNTY or CONTRACTOR.

COUNTY OF RIVERSIDE  
AMENDMENT NO. 1 TO THE AGREEMENT  
WITH

UNIVERSITY ENTERPRISES CORPORATION AT CSUSB ON BEHALF OF INLAND  
EMPIRE CENTER FOR ENTREPRENEURSHIP

**IN WITNESS WHEREOF**, the Parties hereto have caused their duly authorized  
representatives to execute this Amendment No. 1.

**COUNTY OF RIVERSIDE**, a political  
subdivision of the State of California

**UNIVERSITY ENTERPRISES  
CORPORATION AT CSUSB**, a  
nonprofit corporation

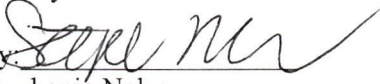
By: \_\_\_\_\_  
Suzanne Holland  
Director, Riverside County  
Office of Economic Development

By: \_\_\_\_\_  
Diane Trujillo  
Director, Sponsored

Dated: \_\_\_\_\_

Dated: \_\_\_\_\_

APPROVED AS TO FORM:  
Minh C. Tran  
County Counsel

By:   
Stephanie Nelson  
Deputy County Counsel



## **ENTREPRENEURIAL DEVELOPMENT SERVICES PROPOSAL**

### **PRESENTED TO: COUNTY OF RIVERSIDE OFFICE OF ECONOMIC DEVELOPMENT**

**The following programs and activities from the Inland Empire Center for Entrepreneurship (IECE) at California State University San Bernardino will provide resources and support for entrepreneurs and small business owners located in Riverside County.** The goal is to aid aspiring and existing small business owners through business counseling and specialized business assistance programs to help them recover from the pandemic and build sustainable resilience to navigate and survive future economic challenges.

The proposed activities and services will be delivered by our premier programs – the Inland Empire Small Business Development Center (SBDC), Women’s Business Center (WBC) and State Trade Expansion Program (STEP) – and in addition to providing new services and programs, will leverage our existing infrastructure, staff, faculty and funding support (of \$1.5 million). Thus, the County is investing in a well-established program and leveraging a wide range of State and Federal funds currently invested in the IECE. In addition, the School of Entrepreneurship at CSUSB is a collaborative partner in one of the initiatives, leveraging its expertise and resources as one the top ranked Entrepreneurship programs globally by the Entrepreneur Magazine and The Princeton Review.

**Total Number of Initiatives Supporting Entrepreneurship/Ecosystem Building: 2**

**Total Funding: \$1,725,000 (annual cost - \$575,000)**

**Funding period: 3 years**

#### **1. Entrepreneurial Resource Center (ERC)**

##### **Project Overview**

Historically there has been a lack of coordination among the roughly two dozen organizations working to support entrepreneurship in the Inland Empire. While some of the smaller entities leverage the programs and resources of larger, better-established organizations, most work in relative isolation and lack the capacity to

meet the changing needs of entrepreneurs as they move from initial idea to business launch. These coordination deficits result in duplicative efforts and disjointed programming that can be difficult to access and navigate.

**The Entrepreneurial Resource Center (ERC) will provide a centrally located and easily accessible hub for small business training and technical assistance.** The ERC will bring together a wide range of entrepreneurial support organizations to provide a complete set of training, technical assistance, and access to resources for small business owners and entrepreneurs in the general service area of the location. It will improve access to resources for all aspiring and existing entrepreneurs, increase the rate of business creation, and foster greater success and long-term sustainability for local small businesses.

The ERC will be anchored by the IECE—one of the largest university-based Centers for Entrepreneurship in the world and the most experienced and comprehensive entrepreneurial technical assistance provider in the Inland Empire—and the globally recognized SoE, which remains the first and only school of its kind in the state. The extensive array of entrepreneurial support programs offered by the IECE and SoE encompasses every stage of company formation and growth. Together the IECE and SoE will work with partner entrepreneurial support organizations to set clear objectives, develop programming, and deliver services with tangible results. The key partners collaborating with the IECE-SoE to develop and deliver the ERC include the Riverside County Office of Economic Development, City of Temecula, City of Murrieta, Impact SWRC, and the Murrieta/Wildomar Chamber of Commerce.

For many years, entrepreneurial support organizations in the region have worked largely in isolation, though a small number have focused on leveraging the programming and resources of larger, more established organizations. The ERC will convene these actors in order to create a well-defined and well-coordinated continuum of services capable of supporting businesses across their entire lifecycle. It will also work with the County of Riverside to connect local Latino and Black vendors to contract-readiness programming and procurement-focused sales opportunities.

### **Key Objectives of the ERC**

- Ensure that all current and aspiring small business owners have consistent access to the resources they need to start and grow their businesses.
- Provide long-term small business support that ensures sustainable success.

- Address disparities in small business ownership and entrepreneurship through a deliberate focus on Latinos and others from underrepresented groups.
- Increase coordination and collaboration among entrepreneurial support organizations working within the region in order to establish a clear and easy-to-access continuum of support for entrepreneurs and small business owners.

### **Location, Size and Scope**

The target location for the ERC is the Temecula Valley Entrepreneurs Exchange (TVE2).

Facility size: approximately 10,000 square feet, to include:

- Private office space: 4,000 square feet (20 spaces at 200 square feet each – 10 free and 10 for rent)
- Training rooms: 1,200 square feet (2 rooms at 600 square feet each)
- Storage / shipping: 1,500 square feet
- E-commerce digital media room: 600 square feet
- Retail space: 2,500 square feet
- Specialized space / equipment needed for training, consulting, private offices, digital media room, retail space, shipping/receiving

Number of people working in the facility (including administrative staff): 10-15

Cohort-focused programs: 50 per cohort, offered quarterly in English and Spanish

Foot traffic (drop-in public events, use of meeting space, etc.): 2,500 served each year, 10 percent of which will be drop-in traffic.

### **Program Components**

The ERC, at its core, will provide both short and long-term business counseling and training services from programs such as the Inland Empire Small Business Development Center (IESBDC), Inland Empire Women’s Business Center (IEWBC) that

will assist business owners at every stage of development, from startup to growth. In addition, we will provide a range of specialized programs and services such as:

- Marketplace Program – Assists entrepreneurs as they move from initial idea to microbusiness launch with tracks for farmers market / craft fair sales (IE Made), e-commerce (California Shop Small-Amazon), wholesale (procurement network), and exports.
- SBDC Eats Program – Six-week program that prepares participants to start and run a food-based business (includes follow-on counseling).
- Catapult Business Growth Network – 50-hour intensive for small business owners focused on key concepts and tools proven to drive and manage business growth (includes peer mentoring network).
- Financial Fitness Boot Camp – Four-day workshop for small business owners focused on financial literacy and financial management basics.
- Main Street Digital Program – Assists brick-and-mortar businesses interested in having an online presence.
- SBDC Center for Contracting – Helps small businesses with contract readiness and securing contracts.
- Mini-MBA in Entrepreneurship for Veterans.
- UpStarters Discovery Program – Introduces middle and high school students to entrepreneurship fundamentals.
- Startup programs and workshops delivered in Spanish – delivered by Association de Emprendedor@s.
- Boots to Business (B2B) entrepreneurial training program – delivered by Murrieta/Wildomar Chamber of Commerce
- Incubation and Co-working space.
- (If applicable at the selected location) Commercial food kitchen and commissary for food-based companies. The focus will be on the creation of a “food lab” to highlight local food businesses - established restaurateurs and food entrepreneurs can share a state-of-the-art space

and provide additional dining options for local residents and businesses.

- Other entrepreneurial support programs and services based on need/demand.

**We envision that more than 2,500 small businesses will be served annually through the ERC, with small business owners receiving access to free business counseling, training and mentoring programs.**

### **Cost**

To create the ERC and ensure a minimum operating period of 3 years will require an investment of approximately \$1.5 million (approximately \$500,000 per year). This will leverage the IECE and SoE current annual investment of \$1.5 million in small business technical assistance resources (staff and programs) and allow for establishment of the location, performing necessary facility improvements, and ongoing space costs, deploying additional staff resources necessary, and support for partner organizations.

A sustainability plan is in place that will allow the ERC to operate indefinitely. In addition to seeking ongoing funding through various grants, the intent is to have the planned farmers market; co-working space, incubator and commercial food kitchen/food lab (if applicable) generate sufficient revenue at maturity to cover the annual operating costs.

In collaboration with the IECE, Riverside County will be the first location in the Inland Empire to implement this innovative program.

## **2. Veterans Entrepreneurship Program - Mini-MBA for Veteran Entrepreneurs: An Apprenticed- based Program for Entrepreneurship Warriors**

### **Program Overview**

Entrepreneurship is one of the most flexible options for veterans, military service members, and their families to effectively transition from the military environment to civilian life. Via self-employment, veterans, service members, and military spouses are empowered to create their own working environment, which can be significantly easier transition than adapting to the American Corporate culture – something they have limited experience with. Entrepreneurship studies also have shown that veterans, service members and military spouse are much better business owners as compared to the general population. Nevertheless, the veteran/military entrepreneurship rate remains low, as this group of entrepreneurs, or potential

entrepreneurs, face a set of unique challenges such as the lack of business skills, knowledge and education, resources, and business network. Most importantly, being heavily cultivated in the order-based military culture, veteran/military entrepreneurs struggle to adjust to the entrepreneurial mindset.

This program aims to solve these challenges specifically for veteran/military candidates and thus facilitate them to better perform as an entrepreneur. More specifically, the program aims to (1) provide entrepreneurial education to participants, (2) Develop entrepreneurial skills and competencies via an apprenticed-based approach, (3) provide access to business resources to the participants, (4) teach participants to effectively transit between the orderly-based mindset to an entrepreneurial mindset.

We plan to achieve these goals with a three-staged, apprenticed-based approach education program. The first stage (1) is ideation, which consists of the course introduction, ideation exercises for participants to generate ideas, and mindset priming sessions to help participants to shift to an entrepreneurial mindset. The class meets in person for two 4-hour workshops during the weekends, followed by 1 – 1 coaching on business ideations for the next two weeks. The total duration of the first stage is one month.

The second stage (2) is business idea experimentation. In this stage, participants will use the business idea they have developed from the first stage (1) and further transform it into a feasible business opportunity via industry/economic climate analysis, consumer discoveries, and a pilot business model run. The cohort will spend a total of four-months in this stage, with a total of 7 group meetings on the weekend and weekly individual coaching sessions with the professor(s) and/or business consultants.

The program's third and last stage (3) is transitioning into business organizing and scaling. Participants will learn how to perfect their business model to deliver the most value to consumers, and/or maximize their profit margin, and how to expand their business beyond the existing business barriers such as geographic locations, industry categories, and thus be able to transform into a highly scalable business model. The duration for this stage will be one month.

### **Target Audience**

Our target audience is the existing and/or potential entrepreneurs who have at least one of the following statuses – veteran, active duty, or military spouse. According to data from the California Department of Veteran Affairs, Riverside County has one of the largest population of veterans in the state with over 120,000 individuals.

We will be recruiting our participants via four (4) main channels. First, via a network of military career counselors and the military transition assistance program (TAP), who are the gatekeepers for military retention, we will be able to identify service members who are exiting the force and thus recruit them into our program. Second, to recruit veterans who have already exited the service, we will recruit participants via multiple Online Facebook Military and Veteran groups in which our lead faculty member, Dr. Anna Long, is an established member. Third, we will reach out to business owners who have founded their businesses using an on-base address in the Southern California region via the Inland Empire Center for Entrepreneurship (IECE) business dataset, which captures the business population in the Southern California region. Lastly, we will work with existing entry level veteran startup programs such as Boots to Business (B2B), to provide the next level of training needed for participants in that specific program.

### **Program Goals and Evaluation Plan**

We plan to have one cohort every year, and each cohort will have 40 participants. Each year, we aim to have 30 businesses created (75% of the cohort), 20 of these businesses will be able to provide self-employment and/or create additional jobs, and 80% of the total started companies will receive funding via equity or loans. In addition, we aim to have 70% survival rate in the next three-year period for the new venture started, and 30% of the firms in the technology or non-service industry will be scalable.

There are four (4) key evaluations in the program which we use for outcome and performance measures. First (1), in each stage of the program (ideation, experimentation, and organizing/scaling), we conduct pre-and post-test for various entrepreneurial indicators. The goal is to see significant changes in those indicators between pre-and post-tests. Our research team will collect data and use advanced econometrics to study the effectiveness of the program. Second (2), we measure how many ventures will be created from each cohort. Our goal is to ensure 75% of the cohort will formulate business entities. Third (3), we record the actual firm performance, such as revenue, firm size, market share, etc., via quarterly coaching sessions with the experts. Subsequently, we compare the actual performance with the prior collected data on a participant's expected firm performance to see if a participant has achieved their goal. Lastly (4), our research team will conduct qualitative studies, for example, via individual interviews and focus group meetings annually at the award dinner to understand a participant's experience in the program and identify areas for improvement.

### **Program Cost**

This program is delivered through a collaborative effort between the IECE and the CSUSB School of Entrepreneurship, the first and only School in the state of California. Annual cost to deliver the program is \$75,000. In collaboration with the IECE, Riverside County will be the first location in the Inland Empire to implement this innovative program.