



# **CSAC Regional Meeting**

## **Salton Sea – Eastern Coachella Valley**

**“Transforming and Building Thriving Communities”**

**March 14, 2024**



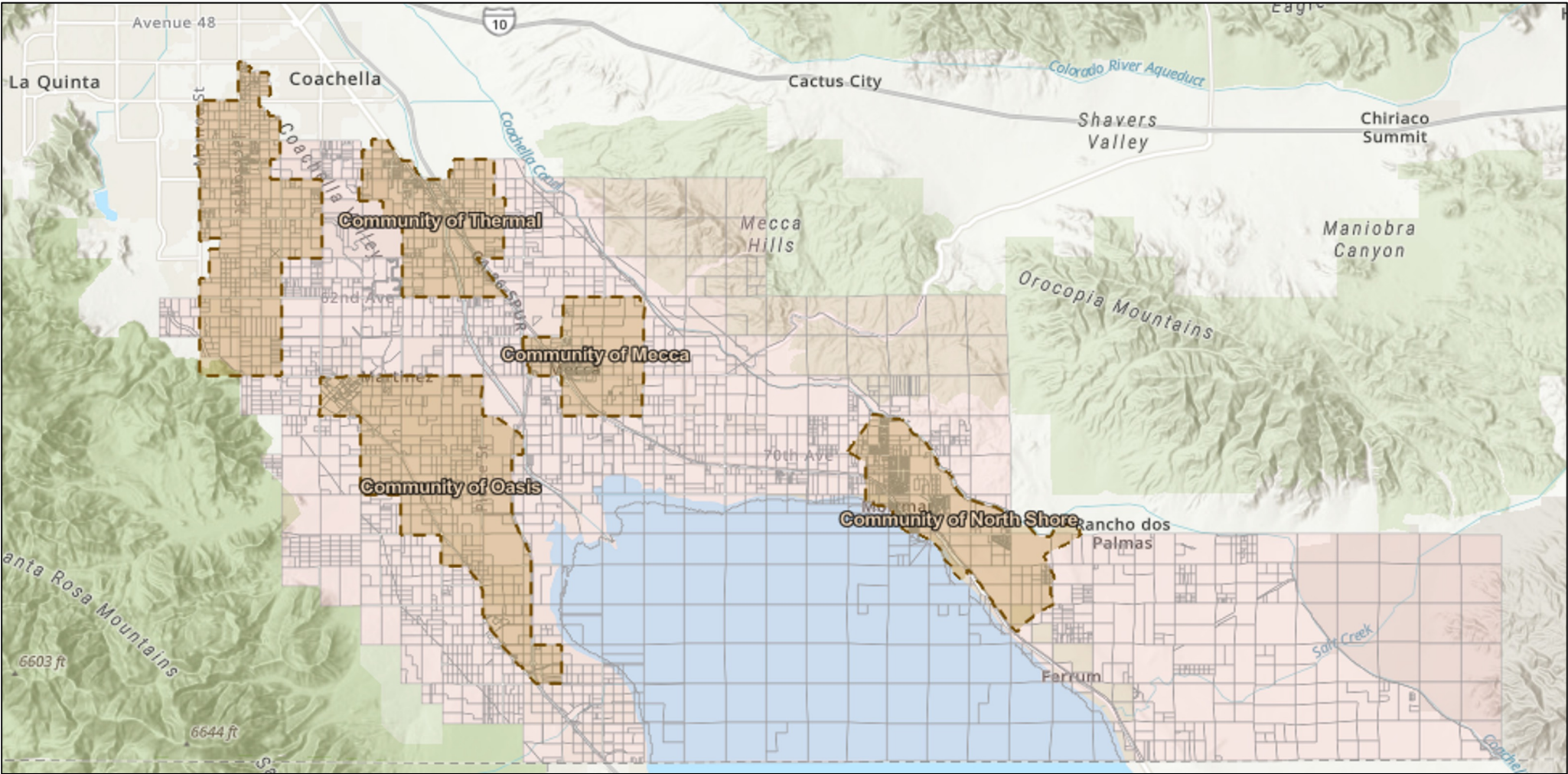
**ECV Próspera** is the County's initiative to improve infrastructure and enhance the quality of life in Eastern Coachella Valley

**Enhanced Infrastructure Financing District (EIFD)** is a component of ECV Próspera, and a tool for bringing needed categories of INFRASTRUCTURE:

- ❑ **Water/Wastewater Infrastructure**
- ❑ **Utilities & Telecommunication**
- ❑ **Transportation Infrastructure**
- ❑ **Salton Sea Improvements**
- ❑ **Housing**
- ❑ **Community Facilities**

# Eastern Coachella Valley EIFD Infrastructure Financing Plan (IFP)

**Proposed Boundary: Approx. 8,964 Parcels**  
**Total Area Population: 26,184**



# Eastern Coachella Valley EIFD Infrastructure Financing Plan (IFP)

## Proposed Infrastructure Facility Types and Estimated Funding:

Table 2: EIFD Infrastructure Costs <sup>1</sup>

Item	EIFD-Funded Improvements	Priority Program Project Percentages <sup>2</sup>	Cost Estimate (2022)	Proposed Timing
1	Water/Wastewater	25%	\$57,008,888	TBD
2	Transportation	20%	\$45,607,110	TBD
3	Utilities and Telecommunication	20%	\$45,607,110	TBD
4	Salton Sea	15%	\$34,205,333	TBD
5	Housing	15%	\$34,205,333	TBD
6	Community Facilities	5%	\$11,401,778	TBD
<b>Total Cost</b>			<b>\$228,035,552</b>	<b>N/A</b>

Notes:

- EIFD funding is not anticipated to cover the full costs of all of the identified facilities. (See Table 5 for projected financing capacity.)
- Increments received will be allocated based upon the percentages allocated according to the Priority Program Project Percentages above.



# Eastern Coachella Valley EFD Community Outreach Effort

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**EFD Webpage:** <https://rivcoed.org/eastern-coachella-valley>

**Community Meetings:** Mecca Boys & Girls Club, Thermal/Oasis CAC, Mecca/North Shore CAC, Vista Santa Rosa CAC, Growing Coachella Valley, Rancho Mirage Chamber of Commerce, Informational table at Community Event in Oasis del Desierto Park

**Meetings with Govt Partners:** Coachella Valley Water District, Coachella Valley Unified School District, College of the Desert, Desert Recreation District, Salton Sea Authority Board

**Community Partners:** Residents at Resilient Salton Sea meetings and Non-profits participating in the Salton Sea Partnership

**TV Interviews:** Telemundo, KESQ, NBC Palm Springs

**Social Media Posts:** Shared on Instagram, Facebook and Twitter

**Mailings to Property Owners, Phone/Text Banking, Door to Door**





# RIVERSIDE COUNTY

OFFICE OF ECONOMIC DEVELOPMENT

# ECONOMIC DEVELOPMENT

Our Economic Development approach is a collaborative partnership with 28 cities, leveraging relationships with state and federal leaders, and coordinating with local and regional organizations for the sole purpose of creating and implementing a system for economic prosperity, climate sustainability, and equitable regional economic growth. With several regional initiatives underway, the County is pursuing projects with long term objectives to evolve the county's cluster industry landscape and elevate the Region's Economic Profile.

## Business Attraction & Retention

- Consulting and startup assistance
- Site selection
- International and domestic financing options
- Permit process assistance
- Tax credit and utility incentives coordination
- Workforce development assistance

# Eastern Coachella Valley Rural Business Incubator

The Riverside County Office of Economic Development's hosted Coachella Valley Small Business Development Center (CVSBDC) plans to launch a Rural Business Incubator (RBI) that promotes entrepreneurship, local economic development, and small business innovation.

RBI will provide entrepreneur and business support services to the residents in five locations: city of Coachella, and the unincorporated communities of Thermal, Mecca, Oasis, and North Shore. Expected to launch Summer 2024

The Eastern Coachella Valley RBI will promote entrepreneurship through specialized services provided by the CVSBDC.

- Business plan development and financial modeling
- Marketing and promotional assistance
- Technical support for website development and e-commerce solutions
- Access to capital and investment opportunities
- One-on-one no cost consulting with an CVSBDC consultant





# Economic Development

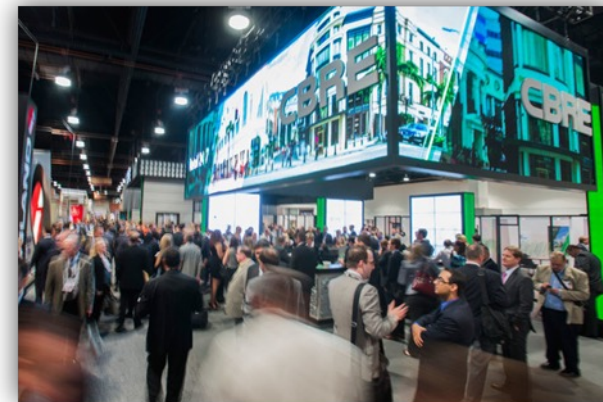
## Site Selection, Customized Site Tours & Community Introductions

An important service that RivCoED 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.

## Tradeshows & Conferences

Riverside County regularly attends and presents at various trade shows, conferences and industry gatherings. Below are the events where the County regularly has a strong presence along with city partners.

- **ICSC - RECON Las Vegas**
- **Industrial Asset Management Council**
- **Site Selectors Guild**
- **Medical Design & Manufacturing Anaheim (various sectors)**
- **Clean Tech Expo**
- **NAIOP (commercial/industrial real estate)**



# Business Development

The Riverside County Business Center network serves as a hub for RivCoED to coordinate economic development and small business service delivery.

## Business Establishments: 76,170

Business establishments as of the 3<sup>rd</sup> quarter in 2022. (*Source: California EDD*)

- **Riverside Business Center**
- **Southwest/French Valley Business Center**
- **Coachella Valley Small Business Development Center (CVSBDC)**
- The CVSBDC 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.
- Coachella Valley Small Business Development Center's economic impact and capital infusion for 2023 include:
  - 3,936 hours of consulting to 955 clients, assisting 18 clients access \$1,108,700 in capital funding

## **INTERNATIONAL BUSINESS OFFICE**

The International Business Office (IBO), assists with international investment, exports, underwriting, banking with the Export-Import Bank of the United States, EB-5 Regional Investment Centers and international investment programs abroad. The International Business Office is committed to refining their service levels with a revamped website: [www.rivcoed.org/ibo](http://www.rivcoed.org/ibo), focusing on available resources and services for both local and international businesses.

## **Foreign Trade Zones**

The Foreign Trade Zone (FTZ) program saves importers money by eliminating the customs process out of the port of entry and into the FTZ. Coordination and processing time can be avoided along with tariff and duty exemptions in the FTZ resulting in the ability to move cargo into the facility immediately. Riverside County currently has three FTZ's - 244, 153 & 236.

## **Data & Demographics Center**

Data and information infrastructure plays a vital role in support of business information by conducting research, maintaining demographic reports, business data and mapping needs of the County.

- Key partners include UCR Center for Economic Forecasting, CSUSB, and LA EDC Institute for Applied Economics
- ESRI customized data for county and businesses
- ARC GIS Mapping of economic resources
- Industry & sector data

# Programs

## Business Assistance Now Program

The Business Assistance NOW Program supports businesses with occupancy permit assistance, financial resources, hiring, training and more. Riverside County's Office of Economic Development business support team will work closely with the County's Transportation and Land Management Agency Ombudsman to provide a clear path in navigating Planning and Building and Safety departments to get Riverside County businesses established and growing within Riverside County. Since program launch in May 2021, we have direct assisted over 1,100 entrepreneurs or business owners.

## Veterans Business Resources Now Program

RivCoED launched its Veterans Business Assistance NOW Program, providing valuable business resources to our Veteran Community.

- Procurement Opportunities
- Financing Options
- Hiring & Training
- Starting a Business





RIVERSIDE COUNTY  
OFFICE OF ECONOMIC DEVELOPMENT

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