

# e!evate

DRIVING INNOVATION AND ENTERPRISE  
IN **GREATER PALM SPRINGS**



cvep



## Who We Are

WE ARE CVEP - THE COACHELLA VALLEY ECONOMIC PARTNERSHIP - A NONPROFIT ECONOMIC VITALITY ORGANIZATION DEVOTED TO ATTRACTING, RETAINING AND EXPANDING BUSINESS TO ENHANCE THE ECONOMY AND QUALITY OF LIFE IN THIS GREAT REGION.

Established in 1994, CVEP has emerged as a vital innovator of regional business development initiatives. The partnership promotes a diversified, year-round economy by facilitating programs that stimulate job creation in key industries through business attraction, retention and expansion.

"GREATER PALM SPRINGS IS A GREAT PLACE TO DO BUSINESS. THIS IS THE PORTAL TO 25 MILLION CONSUMERS IN SOUTHERN CALIFORNIA AND PORTS SERVING THE PACIFIC RIM, OFFERING A COMBINATION OF QUALITY OF LIFE AND A FRIENDLY, SUPPORTIVE BUSINESS ENVIRONMENT THAT YOU CANNOT FIND IN A METRO AREA."

- JOE WALLACE, CEO, CVEP



# This is Greater Palm Springs.

**THE ULTIMATE WORK/PLAY DESTINATION, THE COACHELLA VALLEY - ALSO KNOWN AS GREATER PALM SPRINGS - IS THE SWEET SPOT OF SOUTHERN CALIFORNIA. FAMOUS FOR ITS YEAR-ROUND SUNSHINE AND IDYLIC QUALITY OF LIFE, AND POWERED BY TOURISM AND AGRICULTURE, THIS BRIGHT REGION IS PROVING ITSELF AS A FERTILE GROUND FOR INNOVATION IN CLEAN ENERGY, TECHNOLOGY, HEALTHCARE, ARTS, MEDIA, AND ENTERTAINMENT. THERE'S NO FINER PLACE TO LIVE, WORK AND PLAY.**

The region offers unparalleled quality of life, a ready workforce, and affordability. Whether starting a new business or relocating an existing one, this is the land of opportunity.

Visit Greater Palm Springs to marvel at the beautiful environment, experience the fine quality of life, and explore the tremendous opportunities to launch and grow your business.

## QUALITY OF LIFE

There's no finer place to live, work, and play than Greater Palm Springs. One of America's most popular golf, spa, and resort destinations, the region is also propelled by its breathtaking natural environment and world-class cultural and sports events, such as the Palm Springs International Film Festival, BNP Paribas Open (ATP and WTA) tennis tournament, CareerBuilder Challenge (PGA) and ANA Inspiration Championship (LPGA) golf tournaments, the two-weekend music juggernaut known as Coachella (Coachella Valley Music and Arts Festival) and the Stagecoach Country Music Festival. One-of-a-kind attractions, such as the Palm Springs Aerial Tramway and The Living Desert Zoo & Botanical Garden, the world-class Palm Springs Art Museum, and a spectrum of shopping, dining, and recreation options also distinguishes the area for residents and visitors.

## LOCATION

Greater Palm Springs is situated two hours from Los Angeles, Orange County and San Diego and within only a few hours of Las Vegas and Phoenix by car.

Interstate 10, stretching coast-to-coast, is the fourth largest interstate highway in the United States, and is the major corridor through Greater Palm Springs, the lifeline connecting all of Southern California.

Palm Springs International Airport offers direct flights to cities throughout the United States and Canada. The airport serves over 1.5 million airline passengers a year, connecting to the 10 largest airline hubs in the country. At the east end of the valley, Jacqueline Cochran Regional Airport provides service to private aircraft. The smaller Bermuda Dunes Airport, located a quarter-mile from Interstate 10, has been providing support and fueling services to aircraft for over 50 years.

In addition, Amtrak provides passenger rail service through its Palm Springs depot, and Greyhound provides bus service to and from the Greater Palm Springs area. SunLine Transit Agency offers intra-valley bus service with its clean, reliable, natural gas-powered public fleet at a low cost for residents and visitors.

## DEMOGRAPHICS

The Greater Palm Springs population is on a steady upward trend. Families here average three people per household, with a median household income of more than \$50,000. Affordable housing (in comparison to coastal and other areas of California) attracts young families and fuels an expanding workforce of skilled workers and educated managers.

## RELOCATION

Newcomers of all ages and income levels can find high-quality housing, a wealth of hospitals and healthcare centers, school districts and colleges and universities committed to the region's growth and success.

## UTILITIES

Greater Palm Springs offers fiber optic Internet service at speeds up to 10Gbps, service from two electricity companies (Southern California Edison and Imperial Irrigation District), Southern California Gas Company, and several water districts (Coachella Water Authority, Coachella Valley Water District, Desert Water Agency, Indio Water Authority, Mission Springs Water District and Myoma Dunes Water Company).

## CREDITS AND INCENTIVES

New and relocating businesses turn to CVEP for help selecting sites, accessing incentives and capital, and tapping into the region's talented workforce. The not-for-profit organization—which uses a data-driven model to attract, retain, and expand business—supports each venture with services and programs through the Business Services Center, and the Palm Springs iHub and Accelerator Campus.



## FOREIGN TRADE ZONE

Foreign Trade Zones, such as the one surrounding Palm Springs International Airport, provide special customs procedures to U.S. businesses engaged in international trade-related activities. Duty-free treatment is accorded items that are processed in FTZs and then re-exported, and duty payment is deferred on items until they are brought out of the FTZ for sale in the U.S. market. This helps to offset customs advantages available to overseas producers who compete with domestic industry.

## GOVERNMENT PARTNERS

CVEP works closely with its business-friendly government partners to facilitate economic development for the growth and vitality of Greater Palm Springs. Listed below are the region's cities as well as the County of Riverside and the area's tribal governments.

### GOVERNMENT

- Cathedral City
- Coachella
- Desert Hot Springs
- Indian Wells
- Indio
- La Quinta
- Palm Desert
- Palm Springs
- Rancho Mirage

### TRIBAL GOVERNMENTS

- Augustine Band of Cahuilla Indians
- Agua Caliente Band of Cahuilla Indians
- Cabazon Band of Mission Indians
- Torres Martinez Desert Cahuilla Indians
- Twenty-Nine Palms Band of Mission Indians

### REGIONAL GOVERNMENTS

- Coachella Valley Association of Governments
- Riverside County
- Riverside County Economic Development Agency
- Greater Palm Springs Convention & Visitors Bureau

**"WE HAVE A 'CAN-DO' ATTITUDE AND 57,000 SQUARE FEET OF SPACE TO GROW 21ST CENTURY COMPANIES," CVEP PRESIDENT/CEO JOE WALLACE SAYS OF THE PALM SPRINGS IHUB NETWORK, WHICH DRAWS ENTREPRENEURS IN THE FIELDS OF RENEWABLE ENERGY, HEALTH AND MEDICINE, DIGITAL TECHNOLOGY, AND ADVANCED MANUFACTURING. "WE HAVE A LOT TO OFFER BUSINESSES THAT WANT TO BE HERE: GREAT INCENTIVES, A SKILLED WORKFORCE, AND AN UNPARALLELED QUALITY OF LIFE."**





## What We Do

CVEP SERVES INNOVATORS AND ENTREPRENEURS AT EVERY STAGE OF BUSINESS - FROM INCUBATION TO LAUNCH TO DAILY OPERATION. THE ORGANIZATION MANAGES THE PALM SPRINGS IHUB, THE BUSINESS SERVICES CENTER AND ORGANIZES A ROBUST SCHEDULE OF PROFESSIONAL TRAINING EVENTS.





## How We Do It

CVEP BRINGS TOGETHER THE REGION'S PARTNERS - INCLUDING BUSINESSES OF EVERY SIZE, THE NINE CITIES, UNINCORPORATED AREAS, THE TRIBAL GOVERNMENTS, REGIONAL GOVERNMENTS, AND THE GREATER PALM SPRINGS CONVENTION AND VISITORS BUREAU - TO MAKE OUR REGION A BETTER PLACE TO PROSPER IN A YEAR ROUND ECONOMY.



# Palm Springs iHub and Accelerator Campus

THE PALM SPRINGS INNOVATION HUB (IHUB), MANAGED BY THE COACHELLA VALLEY ECONOMIC PARTNERSHIP, IS A STATE-DESIGNATED BUSINESS INCUBATOR FUNDED BY THE CITY OF PALM SPRINGS AND WELLS FARGO. THE IHUB FOCUSES ON EARLY-STAGE BUSINESSES IN THE FIELDS OF RENEWABLE ENERGY, HEALTH AND MEDICINE, AND DIGITAL TECHNOLOGY. THE PALM SPRINGS IHUB ALSO OFFERS THE PALM SPRINGS ACCELERATOR CAMPUS - DESIGNED TO MITIGATE START-UP RISKS AND INCREASE THE PROBABILITY OF BUSINESSES PROSPERING AND GROWING INTO THE FUTURE.

## GOALS AND OBJECTIVES

- **TRANSFORM THE GREATER PALM SPRINGS ECONOMY** through growing innovative enterprise.
- **NURTURE, ATTRACT, AND GROW** 50 renewable energy-based companies in five years.
- **CREATE HIGH-PAYING JOBS** in technology and manufacturing throughout Greater Palm Springs.
- **DEVELOP PROGRAMS** to enable and encourage Greater Palm Springs to compete in the global marketplace.
- **ATTRACT ANGEL AND VENTURE CAPITAL INVESTMENTS** in resident, accelerator, and virtually based companies.
- **INCREASE PER CAPITA HOUSEHOLD INCOME** and standard of living regionally.

## WELLS FARGO INNOVATION INCUBATOR (IN<sup>2</sup>)

The Coachella Valley Economic Partnership (CVEP), manager of the Palm Springs iHub and Accelerator Campus, is a member of the Wells Fargo Innovation Incubator (IN<sup>2</sup>) Program, which fosters and accelerates early-stage commercial buildings technologies that provide scalable solutions to reduce the energy impact of buildings. Founded in 2014, IN<sup>2</sup> is funded by the Wells Fargo Foundation and co-administered by the U.S. Department of Energy's National Renewable Energy Laboratory (NREL). CVEP celebrated the naming of Wells Fargo Innovation Center at the Palm Springs Accelerator Campus on April 8, 2016.



## MEET THE INNOVATIVE BUSINESSES OF THE PALM SPRINGS IHUB AND ACCELERATOR CAMPUS

**AA SUPPLY:** advanced materials to manufacture and export gear for military applications

**BPAD:** Digitally-enabled behavioral competency analysis for pre-employment testing, with a focus on healthcare and law enforcement

**BUTTERFLI TECHNOLOGIES:** on-demand, nonemergency transportation for those who need additional assistance, wheelchair access, or specialized vehicles

**CAIA:** online patient portal connecting all aspects of healthcare management and delivery

**DOUBLE LOCK HEALTHCARE SYSTEMS:** patented medical device designed to reduce healthcare-associated infections

**ECO CULTURE MANUFACTURING:** textiles using recyclable materials and integrating sensor technologies for smart devices

**ECO GREEN SUPPLY:** environmentally responsible, nontoxic, commercial laundry soap and cleaning products

**EV ENTERPRISES:** lithium-ion battery components, microelectronics, and related products

**GATTACO:** technology to replace centrifuges and allow extraction of plasma from whole blood in half the time

**HEPPOLT WIND ENERGY:** wind turbine that allows installation and maintenance at ground level

**HIPS-SISTER:** wearable bands that shield the electromagnetic field caused by cell phones

**INDY POWER SYSTEMS:** technology for consumers to store energy during periods of low demand for use during peak demand

**INSTAPP DEALS:** mobile application to connect businesses with new customers via existing customers

**LEAFY:** Patent-pending 600 watt cannabis grow-light system with passive cooling capabilities

**LUX BODEGA:** online rental and subscription service for luxury footwear

**PET PROJX LLC:** hand sanitizer with an innovative delivery system and formulation

**POCIAL:** connecting individuals through a combination of polling and social media to foster debate, create a collective voice, and quantify opinions

**POST MODERN:** integrated hardware and software to bring social-media marketing to retail outlets and events

**PSTALENT:** Sony PlayStation entertainment platforms

**PUREOZONE 360:** an ozone-based disinfectant

**SACTEC SOLAR:** mobile solar energy systems with sun-tracking technology

**SECOSYS:** smart water meters for water management, conservation, and leak detection

**SOLAQUA:** solar hot-water collectors

**STELLAR NETWORKS:** video production, aerial imaging, animation, advertising production, radio broadcast and podcast services, virtual and augmented reality content, and mobile applications

**WISE EDUCATION:** online language training geared toward Chinese-speaking people

## PALM SPRINGS IHUB COMPANY HIGHLIGHTS

**INDY POWER SYSTEMS** provided the energy management system to the Toyota Buffalo Ranch off-grid electrical supply center in Buffalo, Wyoming.

**SECOSYS** secured an order from Mission Springs Water District for patented smart water meters. Won the 2016 SBEMP Award for Environment.

**HIPS-SISTER** surpassed \$1 million in revenue and was featured in Oprah Winfrey's *O Magazine*.

**HEPPOLT WIND ENERGY** secured phase 1 and phase 2 financing for a grid-scale prototype of its patented Vertical Axis Windmill from Los Alamos National Laboratory.

**POCIAL** debuted an interactive competition judging app for Tim Bradley fight. Pocial and **EV ENTERPRISES** have been finalists for Spirit of the Entrepreneur Awards from the Inland Empire Center for Entrepreneurship at CSU San Bernardino.

# Business Services Center

NEW AND ESTABLISHED BUSINESS OWNERS IN GREATER PALM SPRINGS HAVE ACCESS TO A WEALTH OF RESOURCES, FROM ONE-ON-ONE COUNSELING TO MONTHLY PROFESSIONAL DEVELOPMENT WORKSHOPS COVERING A VARIETY OF TIMELY MANAGEMENT, MARKETING, AND TECHNOLOGY TOPICS. THE CVEP BUSINESS SERVICES CENTER ASSISTS START-UP AND ESTABLISHED OPERATIONS WITH BUSINESS PLANNING, FINANCIAL FORECASTING, ACCESS TO CAPITAL, TECHNOLOGY, MARKETING, SALES, HUMAN RESOURCES, AND MORE.

## SMALL BUSINESS FORUM SERIES FREE BUSINESS DEVELOPMENT WORKSHOPS

Entrepreneurs and industry experts discuss issues relevant to owning and operating a small business in Greater Palm Springs on the second Wednesday of every month, from 8 to 9:45 a.m., at UCR Palm Desert. Recent topics include building a community around your brand, customer service, time management, social media marketing, public relations, crisis communications, and seasonal strategies (including thriving during the summer). For more information, call 760-340-1575 or e-mail [info@cvep.com](mailto:info@cvep.com).

## HOW WE CAN HELP YOUR BUSINESS

- **EQUITY INVESTMENT PREPARATION** for current and prospective business owners seeking equity capital to grow or start their business. Services include development of an executive summary and pitch deck, as well as coaching to pitch prospective investors.
- **BUSINESS PLAN DEVELOPMENT** for prospective business owners who need assistance launching their venture. Services include consultation to develop a unique business plan, local demographic information, and financial forecasts.
- **MARKETING PLAN DEVELOPMENT** for existing business owners looking to determine or expand their target markets. The service includes evaluation of the current and potential new customer bases, branding, messaging, and marketing platforms best suited for the business' audience.
- **GEOGRAPHIC INFORMATION SYSTEMS (GIS)** can capture, manipulate, analyze, manage, and present demographic and geographical data. These data sets and maps provide a range of information useful to start-up and existing business owners and businesses relocating to the region.





FINANCIAL STATEMENTS	
FOR THE PERIOD ENDED 12/31/2018	
Revenue	1,234,567
Cost of Goods Sold	(345,678)
Gross Profit	888,889
Operating Expenses	(234,567)
Operating Income	654,321
Interest Expense	(12,345)
Income Before Taxes	641,976
Income Tax Expense	(156,789)
Net Income	485,187

# GIS: Data-Driven Decision-Making

**CVEP'S GEOGRAPHIC INFORMATION SYSTEM (GIS) SERVICE OFFERS ANALYSIS THAT GIVES BUSINESSES CONFIDENCE TO INVEST IN GREATER PALM SPRINGS. GIS INTEGRATES DATABASE TECHNOLOGY, CARTOGRAPHY, AND STATISTICAL ANALYSIS TO INTERPRET AND VISUALIZE DATA AND BRING NEW AND UNEXPECTED INSIGHTS TO A PROBLEM. IT REVEALS UNFORESEEN RELATIONSHIPS, PATTERNS, AND TRENDS AND DELIVERS THEM IN CUSTOMIZED MAPS, REPORTS, AND CHARTS. REVOLUTIONARY ANALYSIS OF MAPPED DATA BRINGS A VALUABLE PERSPECTIVE TO DECISION-MAKING.**

## **GEOGRAPHIC INFORMATION SYSTEMS (GIS) ENABLES YOU TO...**

- **CONCENTRATE** on location to boost understanding of who, what, and how.
- **SEE** customer and market data/potential in a new and innovative way.
- **PINPOINT** where your customers are and where your optimal location is.
- **UNDERSTAND AND SHARE** your data and maps.
- **ACCESS** a wide range of useful maps and data via location-based analysis.

## **WE CAN HELP YOUR BUSINESS**

- **SELECT SITES:** Pinpoint locations to meet your needs.
- **DEFINE CUSTOM TRADE AREAS.**
- **ANALYZE GEOGRAPHICALLY RELEVANT AREAS.**
- **REPORT AND MAP DETAILS** about the people and businesses in your area.
- **PROVIDE SWOT ANALYSIS** of proposed sites.
- **ANALYZE AND UNDERSTAND** the competitive landscape.
- **PROFILE** (real and quantified) nearby customers.

**DEMOGRAPHICS:** Current-year estimates and five-year projections of U.S. demographics data, including population, households, income, age, housing, race, and ethnicity.

**U.S. CENSUS:** Poverty status, education, labor force, journey to work, marital status, languages spoken, age, home value, and more.

**TAPESTRY SEGMENTATION:** Detailed description of U.S. residential neighborhoods divided into 67 segments based on socioeconomic and demographic characteristics (provides insights into customers' lifestyle and behaviors).

**POTENTIAL CONSUMER SPENDING:** Data about products and services local consumers buy for more than 20 categories, including apparel, food and beverage, and financial. Plus: expected number of consumers and Market Potential Index (MPI) data for goods, services, attitudes, and activities.

**RETAIL MARKETPLACE:** Measure gaps between supply and demand. Learn where consumer spending might be leaking out of a market area and find local opportunities to supply goods and services to new customers.

**BUSINESS DATA:** List of more than 18 million businesses including name and location, industrial classification code, number of employees, and sales.

**TRAFFIC COUNTS:** Data on the number of vehicles that cross a certain point or street location in the United States for trade analysis and routing.

# Investor Benefits

AS AN INVESTOR, YOU ARE DIRECTLY IMPACTING GREATER PALM SPRINGS' FUTURE ECONOMIC GROWTH. YOU ARE ALSO POSITIONING YOUR BRAND PROMINENTLY AMONG THE REGION'S TOP BUSINESS AND COMMUNITY LEADERS.



## EVENTS, NETWORKING AND ENGAGEMENT

### Small Business Forums and Workshops

Attend events where critical and emerging aspects of our economy are presented and discussed. These events are educational and offer networking opportunities.

### Committees and Initiatives

Engage in committees, subcommittees, roundtables, and initiatives that assist in growing the economy of the region.

### Greater Palm Springs Annual Economic Summit

Receive acknowledgement as an investor at the premier business event of the year. This event reveals the annual economic report and forecast, and showcases our region's business attraction strategies and goals for Greater Palm Springs. Sponsorship opportunities and attendance is offered at a reduced rate to investors.

### Event Sponsorships

Receive early notification and opportunities to sponsor or be involved in our special events before the event is publicly announced.

### Tours

Receive invitations to behind-the-scenes tours of cutting edge companies.

### Private Presentations

Members of our team are available to speak at your events, staff meetings, and leadership retreats on a variety of economic and business development topics.

## INFORMATION

### Investor Announcements

Receive advanced notifications of major economic development announcements and other initiatives in our region.

### Focus Publication

Stay up to date with Greater Palm Springs' latest economic development efforts through the organization's regular Focus publication.

### Weekly e-Newsletter

Receive our weekly e-Newsletter, a summary of significant news and articles important to economic growth in the region.

### Online Job Board

Access the organization's Job Board (coming in 2019), featuring contract and employment opportunities available within the region.

### Research Services

Utilize our business services and GIS team for your own strategic planning purposes. This service is offered at a reduced rate to investors.

## BRAND RECOGNITION

### Online Investor Directory

Receive a listing in our online Investor Directory that provides a company profile, contact information, and a link to your company website.

### Online Advertising

Receive advertising space on our website.

### Online Blog Investor Spotlight

Be featured in the "Investor Spotlight" of our blog.

### Online Blog Article

Author one post annually in our blog.

### Social Media Acknowledgement

Receive acknowledgement as an investor on social media channels as a thank you for supporting the organization.

### iHub Radio

Be interviewed on the digital local News-Talk station.

### e-Newsletter Recognition

Receive recognition as a new and renewing investor in our e-Newsletter, distributed to our database of more than 5,000 community leaders and decision-makers.

### Focus Publication Print and Online Advertising

Receive advertising space in our Focus business publication, which is also available online.



# Return on Investment

FOR MORE THAN 24 YEARS, CVEP HAS BEEN A CONTRIBUTING DRIVER IN THE ECONOMY OF GREATER PALM SPRINGS. AS BUSINESSES INVEST, GROW AND ENGAGE IN OUR COMMUNITY, ALL LOCAL INDUSTRIES, COMPANIES AND RESIDENTS CAN REAP THE BENEFITS.

## Total Number of:

GREATER PALM SPRINGS POPULATION (FULL-TIME, PART-TIME RESIDENTS AND VISITORS)	
FULL-TIME POPULATION	460,450
PART-TIME POPULATION	139,550
OVERNIGHT VISITORS	6.1 MILLION*
ANNUAL DAY/OVERNIGHT VISITORS	12.9 MILLION*
PEOPLE EMPLOYED IN GREATER PALM SPRINGS:	164,750
BUSINESSES IN GREATER PALM SPRINGS:	14,000
<hr/>	
INDIVIDUALS INVOLVED WITH CVEP:	8,256
CVEP EVENT ATTENDEES (ANNUALLY):	1,237
COMPANIES CVEP HAS ASSISTED:	5,119

\* SOURCE: GREATER PALM SPRINGS CONVENTION & VISITORS BUREAU

## Palm Springs iHub Performance Metrics

(SINCE 2011)

RESIDENT COMPANIES	8
VIRTUAL COMPANIES	8
ACCELERATOR CAMPUS COMPANIES	10
COMPANIES GRADUATED	27
JOBS CREATED BY COMPANIES	175
PATENTS WON	22
ESTIMATED ANNUAL REVENUE/SALES BY COMPANIES	\$5 MILLION
ESTIMATED DOLLARS INVESTED IN COMPANIES	\$23 MILLION



# Economic Growth Cycle

Investment in CVEP Means Business Retention, Expansion and Attraction, which results in:

## FOR BUSINESSES

### NEW CAPITAL INVESTMENT

INCREASE IN REVENUE AND PROFITABILITY

## FOR PEOPLE

### NEW AND RETAINED JOBS

INCREASE IN PERSONAL WEALTH

As companies invest, grow and engage in our community, all local industries, businesses and individuals benefit.

## LOWER UNEMPLOYMENT

The creation and retention of jobs lowers our region's unemployment rate.

## RETAINING AND ATTRACTING TALENT

As demand for talent increases, new jobs are created, and these new attraction efforts build and diversify our valley's talent pool.

## SOCIAL SERVICE REDUCTION

With increased employment, residents become more self-sufficient, and rely less on the support of social services.

## EMPLOYMENT SERVICES

Opportunities for employment increase, as does the need for talent services agencies.

## TRAINING DEMAND

As new jobs are created and people are hired, many new employees require new training and skill development.

## PROPERTY/INCOME TAX REVENUE

Companies that create jobs expand and invest in our community, and provide long-term tax revenue to our local community.

## DIRECT EXPANSION DEMAND

Companies that grow and expand bring new contract opportunities for a variety of local services, including: real estate, construction, engineering, architecture, commercial equipment and furnishings, commercial mortgages and lending, legal consulting, business insurance, marketing services, and more. This growth also leads to the need for numerous other increased services, including medical, education, housing, vehicles, public transit, restaurants, and retail and more.

## INFRASTRUCTURE AND UTILITIES USAGE

Companies invest and expand in our community, creating an increased demand for infrastructure, including roads, water, sewers, and utilities including gas and electric, etc.



## Get Involved

INVESTING PARTNERS OF CVEP HAVE AN INTEREST IN SHAPING OUR ECONOMY.

THEY GAIN VALUABLE BUSINESS LEADS AND MARKET DATA WHILE NETWORKING WITH THE REGION'S TOP BUSINESS AND CIVIC LEADERS. CVEP SENDS EACH LEAD IT GENERATES DIRECTLY TO INVESTING PARTNERS. CVEP ALSO AVAILS PARTNERS TO ECONOMIC DATA AVAILABLE AND EVALUATES LEGISLATIVE ISSUES THAT IMPACT OUR REGION'S BUSINESSES AND ACTS ON THEIR BEHALF.



## Eye On The Future

**CVEP PARTNERS ALL WANT TO SEE THE REGION GROW WITH A DIVERSIFIED BASE OF JOBS AND INVESTMENT. YOUR INVESTMENT IN CVEP HELPS TO UNDERWRITE THE EXECUTION OF ITS MISSION AND TO FOCUS ON TOP PRIORITIES FOR BUSINESS GROWTH:**

- **INCREASING BANDWIDTH**
- **EXPANDING EDUCATION**
- **IMPROVING INFRASTRUCTURE**
- **ENCOURAGING LOCAL INVESTMENT**
- **ADVANCING COMMUNICATIONS**

**YOUR PARTICIPATION DEEPENS ITS WELL OF EXPERIENCE AND EXPERTISE TO CREATE A PROSPEROUS YEAR-ROUND ECONOMY.**

# Board of Directors



## 2019-2020 EXECUTIVE COMMITTEE

Chair: Jan Harnik	City of Palm Desert
Vice-Chair: Holly Lassak	Massage Envy
Treasurer: Randy Florence	US Bank
Secretary: Rick Axelrod	LifeStream Blood Bank
Immediate Past Chair: Gary Honts	Desert Care Network

## STAFF

Joe Wallace	Chief Executive Officer
Lesla Bodnar	Chief of Staff
Laura James	Vice President of Innovation
Agustin Aragon	Director of Economic Development
David Robinson	GIS Coordinator
Rebecca Martinez	Accounting
Patty Clouser	Administrative Assistant

## CVEP BOARD MEMBERS

Richard Balocco	City of Indian Wells
Josh Bonner	Greater Coachella Valley Chamber of Commerce
Mark Carnevale	City of Cathedral City
Sandra Cuellar	Charter Communications
Jennifer Cusack	Southern California Edison
Heather Dehart	Palm Springs Life
Grace Garner	City of Palm Springs
Robert Griffith	City of Desert Hot Springs
Rosa Maria Gonzales	Imperial Irrigation District
Kristi Hanson	KHA Architects
Tamara Hedges	UCR Palm Desert Center
Todd Hooks	Agua Caliente Band of Cahuilla Indians
Christine Hunter	Hunter   Johnsen
Joel Kinnamon	College of the Desert
Erin Klink	Pacific Western Bank
Paul Lin	GLC Enterprises
Julie Makinen	The Desert Sun
Deborah McGarrey	Southern California Gas Company
John McMullen	iHub Radio
Richard Oliphant	Oliphant Enterprises
Oscar Ortiz	City of Indio
Lee Osborne	Osborne Rincon
Patrick Sinclair	California Alliance for Renewable Energy Solutions
Phil Smith	Sunrise Company
Joaquin Tijerina	Riverside County EDA
Jerry Upham	Gulf California Broadcasting
Ted Weill	City of Rancho Mirage
Ken Wheat	Eisenhower Medical Center
Scott White	Greater Palm Springs CVB
To be determined	Best Best & Krieger
To be determined	Wells Fargo Bank

## HONORARY BOARD MEMBERS

Ron Vito	Riverside County Office of Education
Michael Walbridge	Palm Springs Unified School District
Dr. Jake Zhu	CSUSB Palm Desert Campus

# Investors by Industry

## **BUSINESS DEVELOPMENT**

Greater Coachella Valley Chamber of Commerce  
Riverside County Economic Development Agency

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## **EDUCATION**

College of the Desert  
CSUSB Palm Desert Campus  
Palm Springs Unified School District  
Riverside County Office of Education  
UCR Palm Desert Center

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## **ENERGY**

California Alliance for Renewable Energy Solutions

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## **FINANCIAL AND CAPITAL SERVICES**

Pacific Western Bank  
US Bank  
Wells Fargo Bank

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## **GOVERNMENT: CITIES**

City of Cathedral City  
City of Desert Hot Springs  
City of Indian Wells  
City of Indio  
City of Palm Desert  
City of Palm Springs  
City of Rancho Mirage

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## **GOVERNMENT: TRIBAL**

Agua Caliente Band of Cahuilla Indians

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## **HEALTH SERVICES/HOSPITALS**

Desert Care Network (Desert Regional Medical Center,  
Hi-Desert Medical Center and JFK Memorial Hospital)  
Eisenhower Medical Center  
LifeStream Blood Bank

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## **MANAGEMENT SERVICES**

Oliphant Enterprises

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## **MARKETING, ADVERTISING, DESIGN AND PUBLIC RELATIONS**

Hunter | Johnsen

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## **MEDIA**

Gannett Foundation/The Desert Sun  
Gulf California Broadcast Company  
iHub Radio  
Palm Springs Life

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## **PROFESSIONAL SERVICES**

Best Best & Krieger  
KHA Architects  
Osborne Rincon

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## **REAL ESTATE DEVELOPMENT**

GLC Enterprises  
Sunrise Company

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## **RETAIL**

Massage Envy

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## **TOURISM**

Greater Palm Springs Convention & Visitors Bureau

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## **TECHNOLOGY AND COMMUNICATIONS**

Charter Communications

---

## **UTILITIES**

Imperial Irrigation District  
Southern California Edison  
Southern California Gas Company

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The logo for the Coachella Valley Economic Partnership (cvep) is a red circle containing the lowercase letters "cvep" in white. It is positioned in the upper right corner of the page, overlapping a decorative background of a grid of colored dots in shades of green, orange, and grey.

# Investor Benefits

The logo for the Center for Venture and Economic Policy (cvep) is located in the top right corner. It consists of the lowercase letters "cvep" in a white, sans-serif font, centered within a solid red circle. The background of the page features a decorative pattern of small, semi-transparent circles in shades of green, orange, and grey, arranged in a grid-like fashion.

**AS AN INVESTOR, YOU ARE DIRECTLY IMPACTING GREATER PALM SPRINGS' FUTURE ECONOMIC GROWTH. YOU ARE ALSO POSITIONING YOUR BRAND PROMINENTLY AMONG THE REGION'S TOP BUSINESS AND COMMUNITY LEADERS.**

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### Investor Announcements

Receive advanced notifications of major economic development announcements and other initiatives in our region.

### Focus Publication

Stay up to date with Greater Palm Springs latest economic development efforts through the organization's regular Focus publication.

### Weekly e-Newsletter

Receive our weekly e-Newsletter, a summary of significant news and articles important to economic growth in the region.

### Online Job Board

Access the organization's Job Board (coming 2019), featuring contract and employment opportunities available within the region.

### Research Services

Utilize our business services and GIS team for your own strategic planning purposes. This service is offered at a reduced rate to investors.

## BRAND RECOGNITION

### Online Investor Directory

Receive a listing in our online Investor Directory that provides a company profile, contact information, and a link to your company website.

### Online Advertising

Receive advertising space on our website.

### Online Blog Investor Spotlight

Be featured in the "Investor Spotlight" of our blog.

### Online Blog Article

Author one post annually in our blog.

### Social Media Acknowledgement

Receive acknowledgement as an investor on social media channels as a thank you for supporting the organization.

### iHub Radio

Be interviewed on the digital local News-Talk station.

### e-Newsletter Recognition

Receive recognition as a new and renewing investor in our e-Newsletter, distributed to our database of more than 5000 community leaders and decision-makers.

### Focus Publication Print and Online Advertising

Receive advertising space in our Focus business publication, which is also available online.



# Investment Levels and Benefits

INVESTMENT LEVELS NOTED BELOW REFLECT ANNUAL CONTRIBUTIONS. WE INVITE YOU TO CONSIDER MAKING A COMMITMENT FOR MULTIPLE YEARS, TO ENSURE CONTINUED SUSTAINABILITY OF GREATER PALM SPRINGS' ECONOMIC GROWTH.

INVESTMENT LEVEL	ANNUAL INVESTMENT	BRAND RECOGNITION BENEFITS
Innovator	\$50,000+	Receive all 8 Benefits
Maverick	\$25,000 - \$49,999	Select 6 Benefits
Influencer	\$10,000 - \$24,999	Select 4 Benefits
Entrepreneur	\$5,000 - \$9,999	Select 2 Benefits
Advocate	\$1,000 - \$4,999	Regular Acknowledgement in Social Media and e-Newsletter

Innovator, Maverick and Influencer investment levels include Board eligibility.

## BRAND RECOGNITION BENEFITS

### A. Online Investor Directory

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### G. e-Newsletter Recognition

Receive recognition as a new and renewing investor in our e-Newsletter, distributed to our database of more than 5000 community leaders and decision-makers.

### H. Focus Publication Print/Online Advertising

Receive advertising space in one issue of our Focus business publication, which is also available online.

Selection of benefits are secured on a first-come, first-served basis at each level, for each year.

Sponsorship discounts are also available for the Greater Palm Springs Economic Summit when Summit sponsorship is secured at the time of investment commitment.

Annual investment payment plans are available, and will be billed monthly to the credit card provided.

CVPEP is a non-profit 501(c)3 organization. Investments/donations are tax deductible. The tax deduction is limited to the excess of the contribution over the fair market value of any items received in exchange for the investment/donation.

# Investor Commitment Form

The logo for CVEP (Coachella Valley Economic Partnership) is a red circle with the lowercase letters "cvep" in white.

**YES**, we wish to confirm our commitment as an Investor in the future economic growth of Greater Palm Springs.

We choose the following level of commitment and benefits. We understand that selection of benefits are secured on a first-come, first-served basis at each level, for each year.

Investor Level: \_\_\_\_\_ \$ \_\_\_\_\_

Benefits (please specify A-H): \_\_\_\_\_

COMPANY \_\_\_\_\_

ADDRESS \_\_\_\_\_

TELEPHONE \_\_\_\_\_ EMAIL ADDRESS \_\_\_\_\_

NAME \_\_\_\_\_ TITLE \_\_\_\_\_

SIGNATURE \_\_\_\_\_ DATE \_\_\_\_\_

**Please make check payable to CVEP, and mail to:**

Attention: Lesa Bodnar  
Coachella Valley Economic Partnership, 3111 East Tahquitz Canyon Way, Palm Springs, CA, 92262

**If paying by credit card:**

Annual investment payment plans are available upon request, and will be billed monthly to the credit card provided.

CREDIT CARD NUMBER: \_\_\_\_\_

SECURITY/CVC CODE: \_\_\_\_\_ EXPIRATION DATE: \_\_\_\_\_

CHARGE \$ \_\_\_\_\_ TO MY:  VISA  MASTERCARD  AMERICAN EXPRESS

NAME OF PRIMARY CARDHOLDER: \_\_\_\_\_

BILLING ADDRESS (IF DIFFERENT FROM ABOVE): \_\_\_\_\_

CITY: \_\_\_\_\_ STATE: \_\_\_\_\_ ZIP: \_\_\_\_\_

SIGNATURE: \_\_\_\_\_

Sponsorship discounts are also available for the Greater Palm Springs Annual Economic Summit when Summit sponsorship is secured at the time of investment commitment.

CVEP is a non-profit 501(c)3 organization. Donations are tax deductible. Please note, the tax deduction is limited to the excess of the contribution over the fair market value of any items received in exchange for the donation.





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