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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 (IN²)

The Coachella Valley Economic Partnership (CVEP), manager of the Palm Springs iHub and Accelerator Campus, is a member of the Wells Fargo Innovation Incubator (IN²) Program, which fosters and accelerates early-stage commercial buildings technologies that provide scalable solutions to reduce the energy impact of buildings. Founded in 2014, IN² 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.

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.





The Company Profile	
Company Name	ABC Corporation
Address	123 Main Street, Suite 500, Los Angeles, CA 90001
Phone	(213) 555-1234
Fax	(213) 555-5678
Website	www.abc.com
Financial Summary	
Revenue	\$1,234,567
Profit	\$123,456
Assets	\$567,890
Liabilities	\$234,567
Equity	\$333,323
Key Personnel	
CEO	John Doe
COO	Jane Smith
CTO	Bob Johnson
CMO	Alice Brown
HR	Charlie Davis
Legal	Diana Prince
Marketing	Frank Miller
Operations	Grace Wilson
Product	Henry Taylor
Quality	Ivy White
Research	Jack Black
Sales	Karen Green
Support	Liam Grey
Training	Mia Blue
Warehouse	Noah Red
IT	Olivia Yellow
Finance	Peter Purple
HR	Quinn Pink
Legal	Rachel Silver
Marketing	Sam Gold
Operations	Tina Bronze
Product	Umar Iron
Quality	Victor Steel
Research	Wendy Copper
Sales	Xavier Nickel
Support	Yara Zinc
Training	Zoe Tin

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**

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**

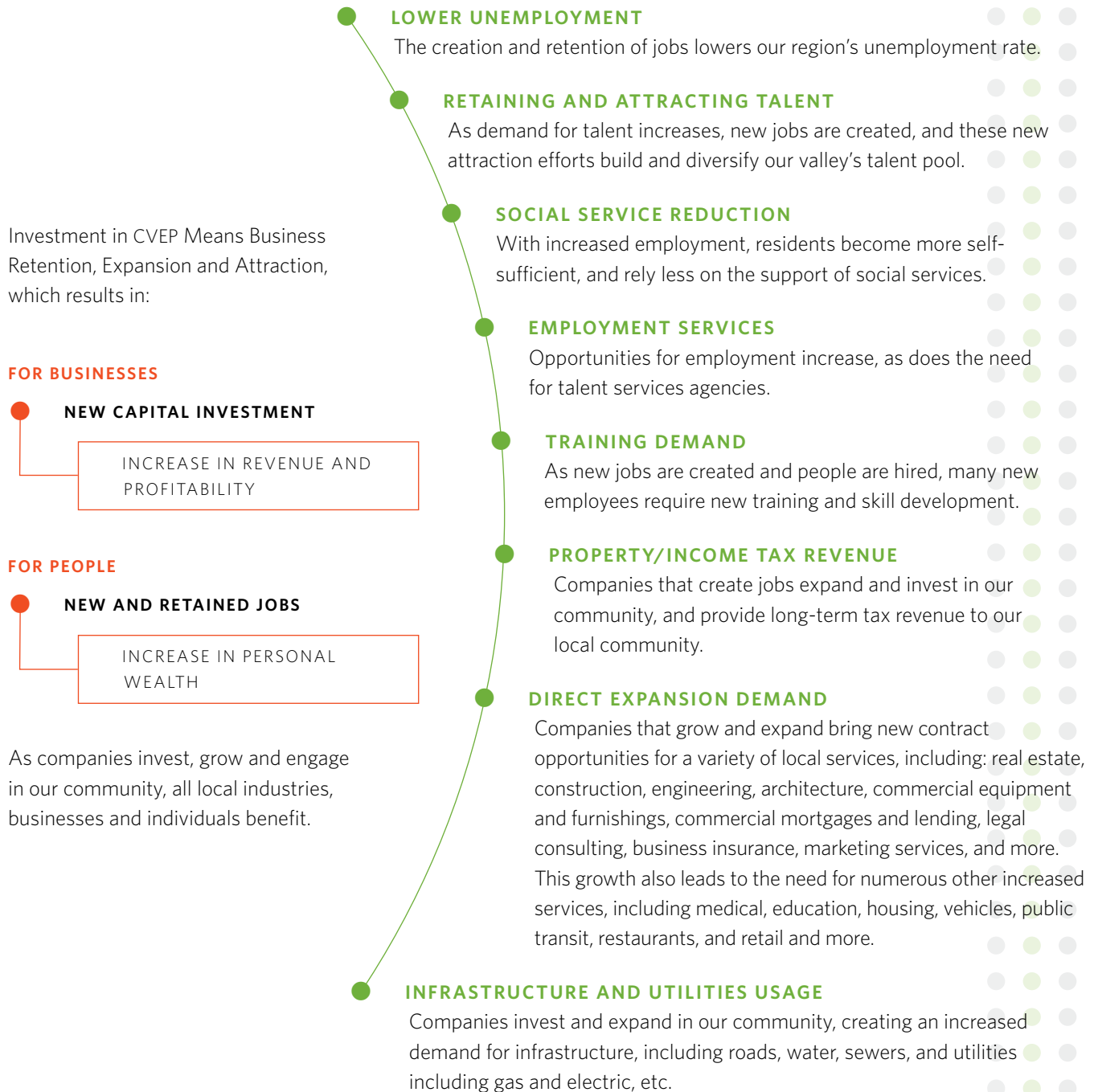
JOB'S CREATED
BY COMPANIES **175**

PATENTS WON **22**

ESTIMATED ANNUAL
REVENUE/SALES
BY COMPANIES **\$5 MILLION**

ESTIMATED DOLLARS
INVESTED IN
COMPANIES **\$23 MILLION**

Economic Growth Cycle





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

2020-2021 EXECUTIVE COMMITTEE

Chair: Randy Florence, US Bank

Vice-Chair: Holly Lassak, Massage Envy

Treasurer: Rick Axelrod, LifeStream Blood Bank

Secretary: Joel Kinnamon, College of the Desert

Immediate Past Chair: Jan Harnik, City of Palm Desert

STAFF

Joe Wallace	Chief Executive Officer
Lesa 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
Grace Garner	City of Palm Springs
Rosa Maria Gonzales	Imperial Irrigation District
Robert Griffith	City of Desert Hot Springs
Kristi Hanson	KHA Architects
Tamara Hedges	UCR Palm Desert Center
Gary Honts	Desert Care Network
Todd Hooks	Agua Caliente Band of Cahuilla Indians
Christine Hunter	Hunter Johnsen
Erin Klink	Pacific Western Bank
Amanda Kramer	Wells Fargo Bank
Paulina Larson	Palm Springs Life
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

HONORARY BOARD MEMBERS

Dr. Jake Zhu	CSUSB Palm Desert Campus
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cvep

Investors by Industry

BUSINESS DEVELOPMENT

Greater Coachella Valley Chamber of Commerce
Riverside County Economic Development Agency

EDUCATION

College of the Desert
CSUSB Palm Desert Campus
UCR Palm Desert Center

ENERGY

California Alliance for Renewable Energy Solutions

FINANCIAL AND CAPITAL SERVICES

Pacific Western Bank
US Bank
Wells Fargo Bank

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

GOVERNMENT: TRIBAL

Agua Caliente Band of Cahuilla Indians

HEALTH SERVICES/HOSPITALS

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

MANAGEMENT SERVICES

Oliphant Enterprises

MARKETING, ADVERTISING, DESIGN AND PUBLIC RELATIONS

Hunter | Johnsen

MEDIA

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

PROFESSIONAL SERVICES

Best Best & Krieger
KHA Architects
Osborne Rincon

REAL ESTATE DEVELOPMENT

Sunrise Company

RETAIL

Massage Envy

TOURISM

Greater Palm Springs Convention & Visitors Bureau

TECHNOLOGY AND COMMUNICATIONS

Charter Communications

UTILITIES

Imperial Irrigation District
Southern California Edison
Southern California Gas Company

Investor Benefits

The logo for the Central Valley Economic Partnership (cvep) is located in the top right corner. It consists of the lowercase letters "cvep" in white, set against a solid red circular background. This red circle is part of a larger grid of colored dots in shades of green, orange, and grey that covers the right side of the page.

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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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.

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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

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

B. Online Advertising

Receive advertising space on our website.

C. Online Blog Investor Spotlight

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

D. Online Blog Article

Author one post annually in our blog.

E. Social Media Acknowledgement

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

F. iHub Radio Interview

Be interviewed on the digital local News-Talk station.

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.

CVEP 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 the Coachella Valley Economic Partnership (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 circle is positioned over a background of a grid of small, colored dots in shades of green, orange, and grey.

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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