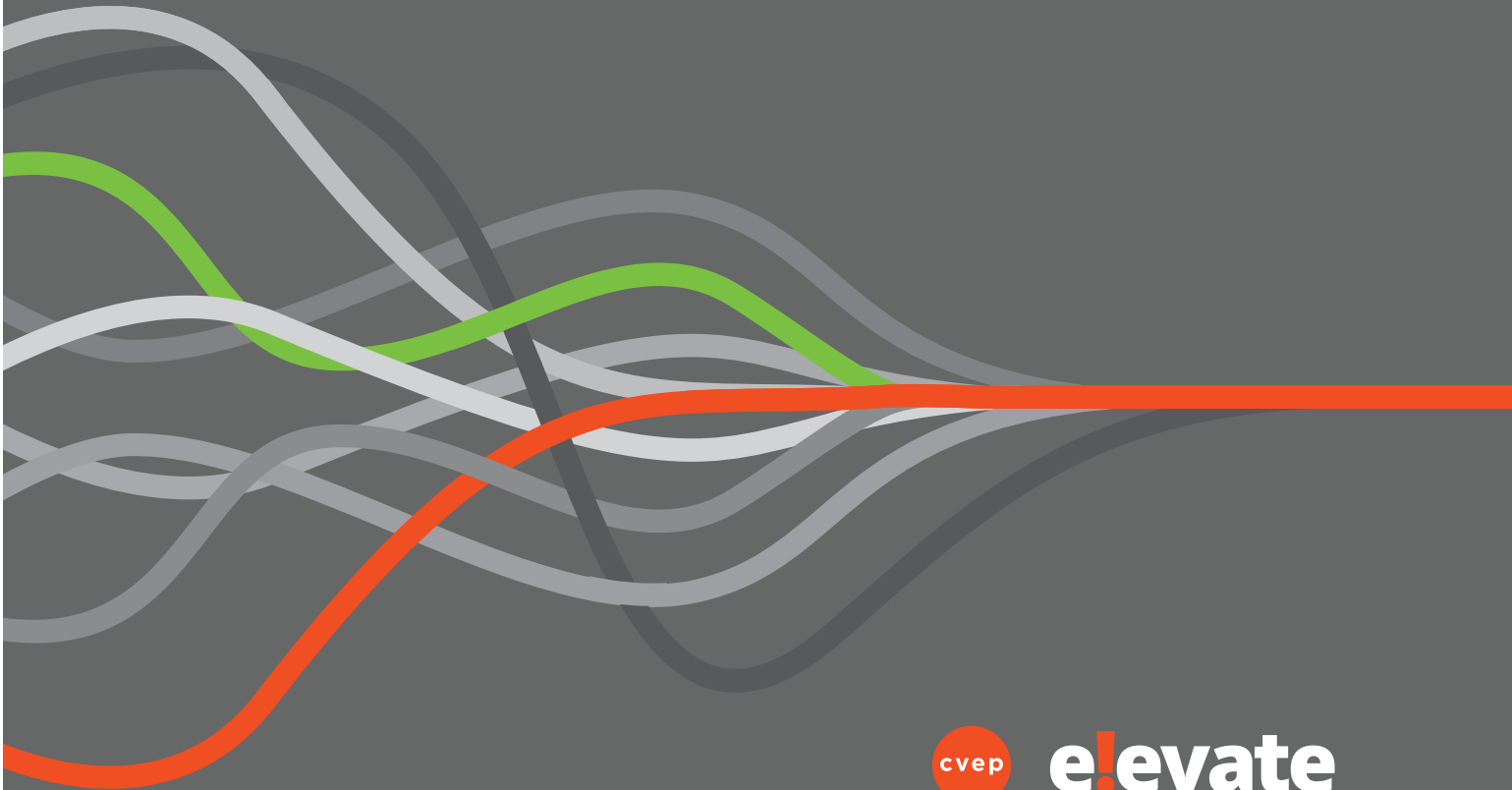


PURSUIT

17TH ANNUAL GREATER PALM SPRINGS SUMMIT



e!evate

PURSUIT

THE SUMMIT 2021 PROGRAM

WELCOME

Laura James

Vice President of Innovation, CVEP

OPENING REMARKS

Jan Harnik

Chairperson, CVEP

PURSUIT: CEO'S MESSAGE

Joe Wallace

Chief Executive Officer, CVEP

REGIONAL ECONOMIC DEVELOPMENT

Dr. Stone James

Director of Economic Development, City of Cathedral City

THE STATE OF ENTREPRENEURSHIP

Dr. Mike Stull

Director and Professor

Inland Empire Center for Entrepreneurship, CSUSB

School of Entrepreneurship, CSUSB

and

Ezekiel Bonillas

Adjunct Professor, Entrepreneurship & Strategy

School of Entrepreneurship, CSUSB

Doctor of Management candidate, Case Western Reserve University

Fowler Center Fellow, Weatherhead School of Management

THE GREATER PALM SPRINGS ANNUAL ECONOMIC REPORT

Manfred W. Keil, Ph.D.

Claremont McKenna College

CLOSING REMARKS

Laura James

Vice President of Innovation, CVEP



THANK YOU TO OUR SPONSORS

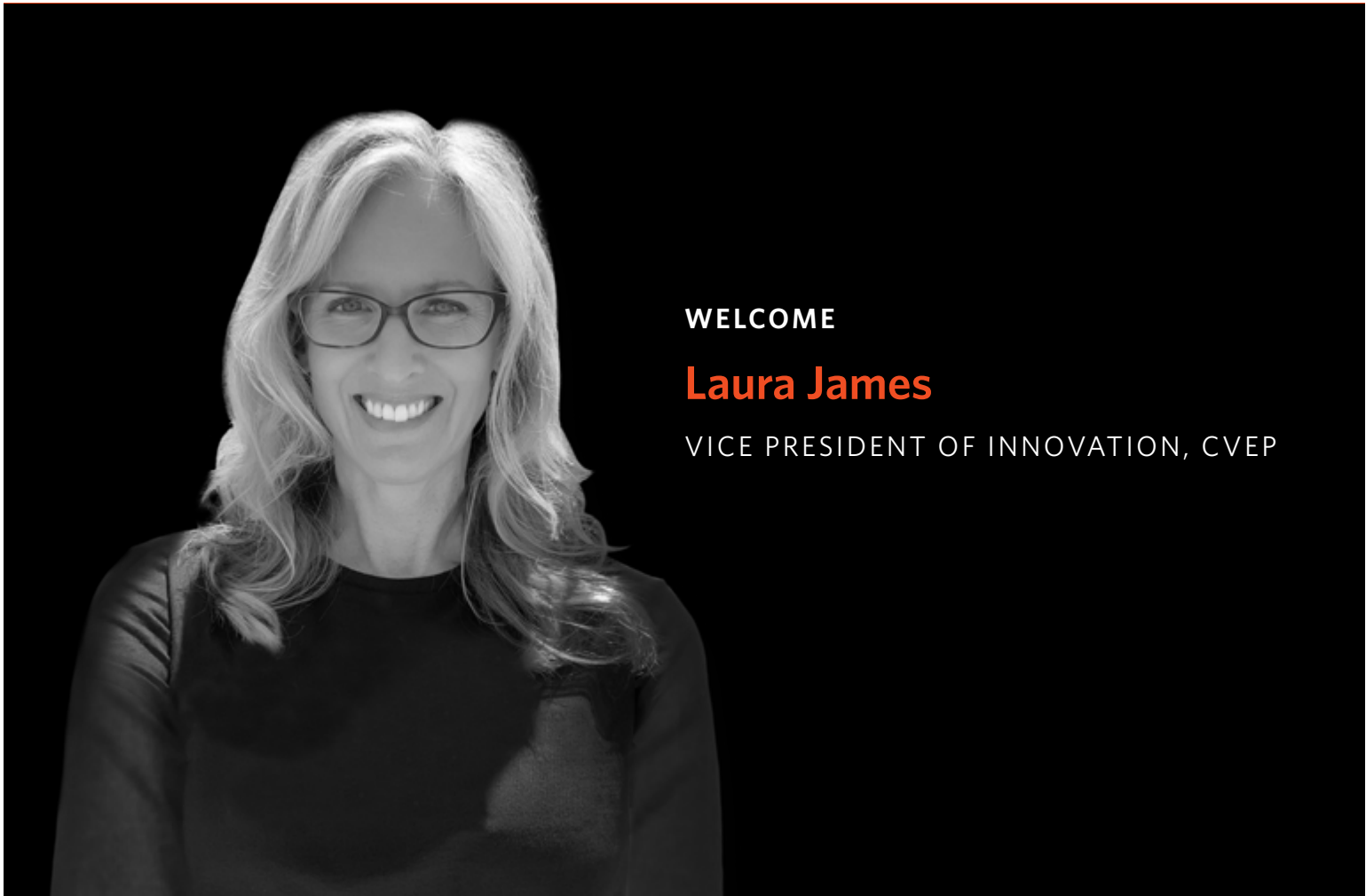
PLATINUM SPONSOR



MEDIA SPONSORS



GOLD WELLS FARGO SILVER AGUA CALIENTE BAND OF CAHUILLA INDIANS | COLLEGE OF THE DESERT | IMPERIAL IRRIGATION DISTRICT | MASSAGE ENVY | RIVERSIDE COUNTY OFFICE OF ECONOMIC DEVELOPMENT | SOUTHERN CALIFORNIA EDISON | U.S. BANK PARTNER BEST BEST & KRIEGER | CSUSB - PALM DESERT CAMPUS HOSPITALITY MANAGEMENT PROGRAM | DESERT VALLEYS BUILDERS ASSOCIATION | HR GREEN | OSBORNE RINCON CPAs | SOUTHERN CALIFORNIA GAS COMPANY | UNIVERSITY OF CALIFORNIA RIVERSIDE - PALM DESERT CENTER | WINSLOW DRAKE CITIES CITY OF CATHEDRAL CITY | CITY OF COACHELLA | CITY OF DESERT HOT SPRINGS | CITY OF INDIO | CITY OF INDIAN WELLS | CITY OF LA QUINTA | CITY OF PALM DESERT | CITY OF PALM SPRINGS | CITY OF RANCHO MIRAGE



WELCOME

Laura James

VICE PRESIDENT OF INNOVATION, CVEP



OPENING REMARKS

Jan Harnik

CHAIRPERSON, CVEP



PURSUIT: CEO'S MESSAGE

Joe Wallace

CHIEF EXECUTIVE OFFICER, CVEP



REGIONAL ECONOMIC DEVELOPMENT

Dr. Stone James

DIRECTOR OF ECONOMIC DEVELOPMENT
CITY OF CATHEDRAL CITY



THE STATE OF ENTREPRENEURSHIP

Dr. Mike Stull

DIRECTOR AND PROFESSOR
INLAND EMPIRE CENTER FOR
ENTREPRENEURSHIP, CSUSB
SCHOOL OF ENTREPRENEURSHIP, CSUSB

Ezekiel Bonillas

ADJUNCT PROFESSOR,
ENTREPRENEURSHIP & STRATEGY
SCHOOL OF ENTREPRENEURSHIP, CSUSB
DOCTOR OF MANAGEMENT CANDIDATE,
CASE WESTERN RESERVE UNIVERSITY
FOWLER CENTER FELLOW, WEATHERHEAD
SCHOOL OF MANAGEMENT



**THE GREATER PALM SPRINGS
ANNUAL ECONOMIC REPORT**

Manfred W. Keil, Ph.D.

CLAREMONT MCKENNA COLLEGE

Manfred W. Keil is an Associate Professor and former Chairman of the Faculty at the Robert Day School of Economics and Finance at Claremont McKenna College. Professor Keil is a Fellow at the Rose Institute of State and Local Government and a Research Associate at the Lowe Institute of Political Economy at CMC. With a Ph.D. from the London School of Economics, Keil lectures in statistics, econometrics, and macroeconomics. He has a history of working on various aspects of business cycles and comparative economic performance (*Journal of Macroeconomics*, *Oxford Economic Papers*, *Southern Economic Journal*, and *Canadian Public Policy*). More recently, Keil has written papers on the employment effects of minimum wages and the recession of 2009. He has lived in Claremont, California since 1995.





Helping Businesses Grow and Prosper

CVEP offers one-on-one consulting, access to capital, education programs, and support services to help your business thrive. Our free monthly speaker series features experts who can give you new insight into managing and marketing a profitable enterprise.

Contact us for details.

CVEP.COM | 760.340.1575

e!evate

DRIVING INNOVATION AND ENTERPRISE IN GREATER PALM SPRINGS

cvep



ABOUT THE COACHELLA VALLEY ECONOMIC PARTNERSHIP (CVEP)

The mission of the Coachella Valley Economic Partnership is to incite vision-driven transformation in the Greater Palm Springs region. Established in 1994, the nonprofit organization has emerged as a vital innovator of regional business development initiatives by fostering entrepreneurship and diversifying industry. As the only regional entity with the capacity to execute technology-led economic development, the partnership promotes a diversified, year-round economy by facilitating programs that stimulate job creation in key industries through business attraction, retention and expansion. Visit www.cvep.com or call 760.340.1575.

2021-2022 CVEP EXECUTIVE COMMITTEE

Chair: Jan Harnik	City of Palm Desert
Vice-Chair: Todd Hooks	Agua Caliente Band of Cahuilla Indians
Treasurer: Rick Axelrod	LifeStream Blood Bank
Secretary: Joel Kinnamon	College of the Desert
Member at Large: Deborah McGarrey	Southern California Gas Company

CVEP TEAM

Joe Wallace	Chief Executive Officer
Lesla Bodnar	Chief of Staff
Laura James	Vice President of Innovation
David Robinson	Director of Analytic Services
Rebecca Martinez	Accounting
Patty Clouser	Administrative Assistant

Coming together is a beginning,
staying together is progress,
and working together is success.

- HENRY FORD



HUNTER | JOHNSEN
SUCCESSFUL MARKETING BY DESIGN

HUNTERJOHNSEN.COM



Fueling economic growth in the Coachella Valley through innovative training and academic programs developed in conjunction with community partners.



HEALTHCARE



HOSPITALITY



ENGINEERING



AUTOMOTIVE
TECHNOLOGY



BUSINESS



SOLAR ...
AND MORE

We create tomorrow's entrepreneurs, today.

WWW.COLLEGEOTHEDESERT.EDU

Be a part of the **Exciting Development Opportunities** within Cathedral City



DOWNTOWN ARTS & ENTERTAINMENT DISTRICT



Great things in business
are never done by one
person; they're done by
a team of people.

– STEVE JOBS



LOCAL EXPERTS, TRUSTED FRIENDS

LA QUINTA, CALIFORNIA, 760.564.6800 • SCOTTSDALE, ARIZONA, 480.477.8043

desertinsurancesolutions.com

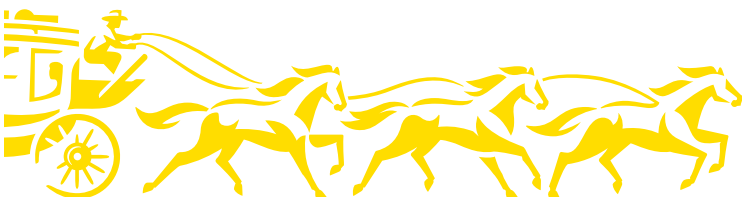


Give. Grow. Gather together.

Building a stronger community brings out the best in everyone. Together, we can share more, create more change, and do more good for the places we call home.

Coachella Valley Economic Partnership, we are proud to celebrate your commitment and service to the community.

wellsfargo.com/donations





INVEST IN INDIO.

In the desert's largest, most culturally diverse city, we've set the stage for your business growth. Here, you will find opportunity in every direction and a youthful, growing community to support your success.



indio.org



Small business, big impact.



Always open at usbank.com
Or the U.S. Bank Mobile App.

U.S. Bank supports the small businesses and business development programs that build and sustain our community. We value the role small businesses play in providing jobs, contributing to local charities, and shaping the identity of our community. Local businesses are proof that with vision and determination, we can create our own possibilities. usbank.com/communitypossible

U.S. Bank is proud to support CVEP's 17th Annual Greater Palm Springs Summit.



Member FDIC. ©2019 U.S. Bank 219404c 7/19





Hot Purple Energy

THE DESERT WE WANT

WEBINAR SERIES

A PALM SPRINGS LIFE EVENT

In Partnership with 

Learn more about the future of the Coachella Valley with
The Desert We Want webinar series.

RENEWABLE ENERGY

With the political winds at its back, alternative energy could see a quantum leap in progress in coming years. This webinar sheds light on advancements in solar, wind, and other “green” energy technologies being developed and deployed in the region.

THE SALTON SEA

Imagine a healthy Salton Sea. It can happen. In this webisode, experts and insiders discuss how the sea reached a crisis point and the variety of legislative actions aimed at righting the ship.

OUR WATER

With California in a drought, water is on everyone’s mind. In the Coachella Valley, most water used in homes and businesses comes from a vast underground aquifer.

EDUCATION – BUILDING CAREER PATHS

OneFuture Coachella Valley in partnership with our local school districts, higher education, nonprofit and business partners promotes educational and career attainment for low income students as a driver of economic success across multiple career pathways.

WATCH NOW AT: palmspringslife.ca/desert-we-want

SPONSORED BY

HP E
Hot Purple Energy



Together

We Have the Power to Build a Clean Energy Future

Southern California Edison is working hard for our communities, our environment, and our future. We're bringing more clean and renewable sources of energy to Southern California. And we're working hard to power electric vehicles. We're cutting emissions and greenhouse gases to provide cleaner air for everyone.

We are proud to sponsor the Coachella Valley Economic Partnership 17th Annual Greater Palm Springs Summit

For more information please visit edison.com/mindthegap

Energy for What's Ahead®



PALM DESERT

**THE CITY OF PALM DESERT
WELCOMES YOU!**

Business Support Hotline: (760) 776-6362
bizsupport@cityofpalmdesert.org
www.PDBizSupport.com



Identify and Target Your Best Customers

Using the latest technology, we can help you to capture, analyze and manage data in order to profile and segment your customers, as well as help you to acquire and retain new ones.

Contact us to learn how we can provide solutions to help your business grow.

CVEP.COM | 760.340.1575

e!evate

DRIVING INNOVATION AND ENTERPRISE IN GREATER PALM SPRINGS

cvep



Local Trust. National Scale.

And the tech to put it to work for you
Marketing technology,
performance insights
and digital solutions
to help local business win.

Desert Sun.

LOCALiQ

PART OF THE USA TODAY NETWORK

PALM SPRINGS | Denise Fleig | 760-770-880-5871



The place Opportunity calls home. New hotel, retail and industrial development, established iHub and accelerator campus.

PALM SPRINGS

City of Palm Springs Community & Economic Development | 760-323-8259 | ecodev@palm Springsca.gov
BUILD • PRODUCE • CREATE • INNOVATE

Investing in the Coachella Valley



AGUA CALIENTE
BAND OF CAHUILLA INDIANS

aguacaliente-nsn.gov





THE DESERT'S NEWS LEADER
5 - 7 :00 a.m.
Noon, 5, 6, 11:00 p.m.

THE DESERT'S NEWS LEADER
WITH IN-DEPTH COVERAGE
WATCH AT 6:30 p.m.



THE DESERT'S NEWS LEADER
7 - 9 :00 a.m.
FIRST AT 10:00 p.m.



ONLY LOCALLY PRODUCED
SPANISH LANGUAGE NEWSCASTS
WATCH AT 6 & 11:00 p.m.





COACHELLA, CA 92236 | (760) 398-3502 | COACHELLA.ORG



**AT IID,
CUSTOMERS
ALWAYS
COME FIRST!**

• Low Cost • Reliable • Publicly Owned

Day in and day out, your publicly-owned Imperial Irrigation District proudly delivers low-cost, reliable energy service to its customers in the Imperial and Coachella Valleys.

www.iid.com

When compared to other power providers, IID customers save up to 50 percent on their monthly energy bills.

That's because IID is committed to more than just delivering power. IID is committed to YOU.





ALPHAMEDIA
LIVE, LOCAL, PALM SPRINGS



CALL US TODAY FOR A NO OBLIGATION CONSULTATION.
(760)416-8435



**TREAT
YOUR BODY
LIKE YOU
LIVE IN IT.**



MASSAGE



SKIN CARE



RAPID TENSION RELIEF



**Proud Sponsor of the
Coachella Valley Economic Partnership**

LA QUINTA

79485 Highway 111 at Dune Palms

PALM DESERT

73111 Country Club Next to Bristol Farms

PALM SPRINGS

5200 E. Ramon at Gene Autry

(760) 904-0123

@MassageEnvyDesert

*Session times include a total of 10 minutes of time for consultation and dressing, which occurs pre- and post-service. Additional taxes and fees may apply. Prices subject to change. Rapid Tension Relief (RTR) services may be provided by massage therapists or certified personal trainers if permitted under state and local law. RTR is generally known to help ease minor aches and pains and help ease muscle tension. RTR services are not intended to diagnose, prevent, or treat any medical condition, and you should consult your doctor if you are experiencing continual or severe pain in any area of your body. Individual results may vary. Rates and services may vary by franchised location and session. Not all Massage Envy locations offer all services. For a specific list of services available, check with the specific location or see MassageEnvy.com. Each location is independently owned and operated. ©2021 ME SPE Franchising, LLC.



CITY OF DESERT HOT SPRINGS

Growing into the Future



- **Fastest Growing City in the Coachella Valley according to 2020 Census**
- **Cannabis Epicenter with 61 Cultivation, Manufacturing & Distribution Facilities**
- **California's Spa City with New & Renovated Hotels and Resorts**
- **Abundant & Diverse Family Housing with New Homes Under Construction**
- **A New Wave of Retail Growth & Room to Expand**



Visit us at CityofDHS.org

SMART AUDIO

SMARTPHONE SMARTSPEAKER SMARTTV SMARTDASHBOARD



SMARTLISTENER

There's a smart choice for radio listeners who love life in the Coachella Valley. Radio 111 presents an around-the-clock schedule of locally-hosted audio content streaming live and available on-demand as podcasts. From Auto Enthusiast to Arts & Entertainment, Health & Wellness to Economic Opportunity, Food & Wine to Regional History, and so much more. Radio 111 is the only source for non-stop Desert Cities news, talk and entertainment. 100% Free. Radio111.com or on smart devices with the TuneIn Radio App (no subscription required). We're talking about the things that are relatable to YOUR life.



SMART LOCAL TALK

THE
SUCCESS
DOCTOR



Dr. Stone James is *The Success Doctor* and discusses economic opportunity for business and individuals on Mondays at 2 pm and 7 pm on Radio 111.



www.Radio111.com

TUNE IN Radio One-Eleven

There Are So Many Reasons to Add Indian Wells Golf Resort to Your Bucket List

Indian Wells Golf Resort lures those looking for championship golf. It's ranked in the Top 25 "Best Municipal Courses in the United States" by Golfweek Magazine. Yet, this is a rare property to add to your "bucket list" since it also offers unmatched dining and family golf fun.

VUE Grille & Bar

VUE is the onsite restaurant at the golf resort and is an upscale trendy gastropub dining experience which now offers an extensive list of over 300 Bourbons and Whiskeys; the largest in the valley.



Expect warm hospitality, delicious food, signature bourbon inspired dishes, unique appetizers, exquisite steak and seafood, comfort food, upscale pub-fare and tasty desserts from the kitchen of Executive Chef Nestor Ruiz



This impressive Grille & Bar lives up to its inspirational name with floor-to-ceiling windows and expanded scenic views like none other.

An After Dark Golf Experience

Shots in the Night is great for the whole family. Imagine a unique golf experience with multi-color LED golf balls with a variety of exciting and challenging games on the putting green or driving range. Lively music, craft beers, delicious food and cocktails add to the outdoor golfing fun.

Indian Wells Golf Resort has many unforgettable experiences waiting for you!



44-500 Indian Wells Lane,
Indian Wells, CA
760.346.4653
indianwellsgolfresort.com



We are ready to help your business navigate through relocation or expansion, and offer guidance with the many business resources and programs available.

**PROUD SPONSOR OF
CVEP'S 2021 GREATER PALM SPRINGS SUMMIT**

www.rivcoed.org | bizinfo@rivco.org | (951) 955-0493
3403 10th Street, Suite 400, Riverside, CA 92501





You think about your business **24/7** right?

Shouldn't you expect the same from **your city?**

This is **The Hub.**

the hub

La Quinta
CALIFORNIA

Best Best & Krieger LLP proudly supports **CVEP** in its **PURSUIT** to elevate the economy of the **Coachella Valley**.



BB&K is a full-service law firm that has called the Coachella Valley home for 50+ years. Our attorneys and advocates provide business innovators with creative and timely solutions to complex legal issues.

BB&K
BEST BEST & KRIEGER
ATTORNEYS AT LAW

BBKLAW.COM



At SoCalGas, our mission is to build the cleanest, safest, most innovative energy company in America.

To learn more about our Clean Energy projects, visit **SoCalGas.com/clean-energy**

© 2021 Southern California Gas Company. All copyright and trademark rights reserved. N21J205A 1015



Nurturing the Innovative Spirit

The Palm Springs iHub is a business incubator for entrepreneurs. It's the only California iHub with an accelerator campus - offering an extraordinary ecosystem to drive innovation. It's a unique environment where entrepreneurs, investors, academics and government come together to collaborate, create, and grow.

Launch your company at the Palm Springs iHub.

CVEP.COM | 760.340.1575

e!evate

DRIVING INNOVATION AND ENTERPRISE IN GREATER PALM SPRINGS



RANCHO MIRAGE

Where the Road Leads to Growth & Prosperity

CITY OF RANCHO MIRAGE



www.rancho Mirage.ca.gov

**OUR CLIENTS TRUST US
TO KEEP THEM INFORMED
IN THIS EVER-CHANGING
TAX WORLD.**



**OSBORNE
RINCON**

CERTIFIED PUBLIC ACCOUNTANTS

79-245 Corporate Ctr. Dr.
La Quinta, CA 92253
www.OsborneRincon.com
760.777.9805

**The largest CPA firm in
the Coachella Valley.**

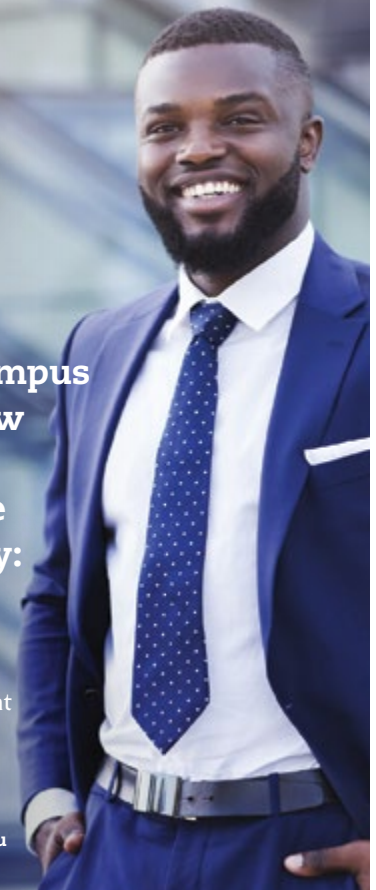
WE DEFINE THE
Future

**CSUSB
Palm Desert Campus
brings three new
and in-demand
programs to the
Coachella Valley:**

Cybersecurity
Entrepreneurship
Hospitality Management

 **CSUSB**
PALM DESERT CAMPUS

760.341.2883 | pdc.csusb.edu





We're glad to be part of the community!

Engineering, public works, planning, broadband, and building department solutions for cities and agencies.

▷ 44651 VILLAGE COURT, SUITE 123
PALM DESERT, CA 92260
760.250.6722

▷ HRGREEN.COM

Proud sponsor of the Coachella Valley Economic Partnership



Fiduciary Wealth Management

Learn why a **Fiduciary Wealth Manager** is better than a **Broker Financial Advisor** with our **Complimentary review** of your **Investment Portfolio** and **Retirement Plan**.

www.WinslowDrake.com

760.449.6349
213.596.8399



Small Business of the Year 2020-21

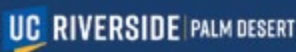
Winslow Drake Investment Management is a California State-Registered Investment Advisory company headquartered in the Coachella Valley.



Our thanks to the Coachella Valley Economic Partnership for supporting economic growth and opportunity in the Coachella Valley.

UC Riverside is committed to strengthening the economic sustainability of the Coachella Valley. Our innovative academic programs, scientific research, community partnerships, and state-of-the art healthcare all play a role in advancing the public good.

We are proud to support the 2021 CVEP Economic Summit



Proudly Supports "The Summit"

The DVBA is the Association of Building Industry Professionals for Eastern Riverside & Imperial Counties, representing all levels of the

Construction industry and committed to ensuring that

Building of all types remains vibrant and

Strong in our region.

Contact: www.TheDVBA.org 760-776-7001



We are proud to support CVEP and the desert business community.

THE DESERT'S BUSINESS & PUBLIC AFFAIRS WEEKLY

The Public Record

When we come together as a united Coachella Valley to help our business community survive and thrive, we have more impact than entities serving any single authority could have. We are much better together.

JOE WALLACE, CHIEF EXECUTIVE OFFICER, CVEP

To learn more about the changing face of business in Greater Palm Springs, **CVEP** is your one-stop resource.

cvep.com



e!evate



3111 EAST TAHQUITZ CANYON WAY • PALM SPRINGS, CALIFORNIA 92262
PH: 760.340.1575 • FX: 760.548.0370 • WEB: CVEP.COM