

BOARD OF DIRECTORS MEETING
AGENDA PACKET

JANUARY 18, 2023



AGENDA

Board of Directors Meeting
Wednesday, January 18, 2023
8:00 a.m.
Palm Desert iHub
37023 Cook Street
Palm Desert, CA 92211
In Person and via Zoom

1. Call to Order
2. Board Member Attendance
3. Approval of November 16th, 2022 Minutes
4. Presentation: Nicole Cleary, UCR Zero-to-Entrepreneur Program
5. Executive Committee Report – Deborah McGarrey
6. Board Retreat Follow Up – Laura James
7. Business Services Report – Laura James
8. CEO Report – Joe Wallace
9. Board Member Updates/Comments
10. Adjournment

Next Meeting:
February 15, 2023
8:00 a.m.
Palm Desert iHub
37023 Cook Street
Palm Desert, CA 92211
In person and via Zoom - Hybrid

BOARD OF DIRECTORS ROSTER



Investor Agency/Organization	Representative(s)	Jul 20	Dark	Sep 21	Oct 13	NOV 16	Dec 14	Jan 18	Feb 15	Mar 15	Apr 19	May 17	Jun 21
Agua Caliente Band of Cahuilla Indians	Todd Hooks	EXC		EXC	EXC	X							
Charter Communications/Spectrum	Sandra Cuellar	EXC		X	EXC	EXC							
City of Cathedral City	Mark Carnevale/Ernesto Guitierrez	EXC		X	X	EXC							
City of Desert Hot Springs	Roger Nunez/Russell Betts	EXC		X	EXC	EXC							
City of Indian Wells	Greg Sanders	X		X	X	X							
City of Indio	Oscar Ortiz/Elaine Holmes	X		X	X	EXC							
City of Palm Desert	Jan Harnik/Gina Nestande	X		X	X	X							
City of Palm Springs	Lisa Middleton/Grace Garner	EXC		X	X	EXC							
City of Rancho Mirage	Ted Weill/Charles Townsend	X		X	EXC	EXC							
College of the Desert	Dr. Christina Tafoya	X		X	X	X							
Desert Care Network	Gary Honts	X		X	EXC	X							
Eisenhower Medical Center	Ken Wheat	EXC		X	EXC	EXC							
GCVCC	Diana Soto	EXC		EXC	EXC	EXC							
Gulf California Broadcast Co./KESQ	Jerry Upham	X		X	EXC	EXC							
Hunter Johnsen	Chris Hunter	X		X	X	X							
LifeStream Blood Bank	Dr. Rick Axelrod	X		EXC	X	EXC							
Oliphant Enterprises	Richard Oliphant	EXC		X	X	X							
Osborne Rincon	Lee Osborne	EXC		X	EXC	EXC							
Pacific Western Bank	Tracy Tremblay	EXC		X	X	X							
Palm Springs Life	Paulina Larson	EXC		X	EXC	EXC							
Riverside County EDA	Joaquin Tijerina/Bob Wright	X		X	X	X							
Southern California Edison	Jeremy Goldman	X		X	EXC	EXC							
Southern California Gas Company	Deborah McGarrey	X		X	X	EXC							
Sunrise Company	Phil Smith	EXC		X	EXC	X							
The Desert Sun LOCALiQ	Tom Niva	X		X	X	EXC							
University of California, Riverside	Tamara Hedges/Agam Patel	X		X	X	X							
U.S. Bank	Alan Brimmer	EXC		X	EXC	EXC							
Wells Fargo Bank	Moises Aguirre/Amanda Kramer	EXC		X	X	X							
Honorary Board Members													
CSUSB	Dr. Jake Zhu	EXC		EXC	X	EXC							

BOARD OF DIRECTORS MEETING
NOVEMBER 16, 2022
8:00 AM
CVEP – PALM DESERT IHUB
37023 COOK STREET
PALM DESERT, CA 92211

Call to Order

The meeting was called to order at 8:10 am by Vice Chair, Todd Hooks.

Also Present

Joe Wallace Ian Vos
Laura James David Knudsen
Lesla Bodnar

Welcome and Roll Call

Vice Chair Todd Hooks welcomed the board and self-introductions were made.

Presentation: Coachella Valley Rail

David Knudsen, External Affairs Director for the Riverside County Transportation Commission, presented the Coachella Valley Rail project, and its current status. Discussion followed.

Minutes

On a motion by Richard Oliphant, seconded by Gary Honts, the minutes of the October 13th, 2022 meeting were approved as presented...all in favor.

Executive Committee Report and FY 2021-22 Audit

Todd Hooks presented the executive committee report and audit results to the board. On a motion by Phil Smith, seconded by Gary Honts, the FY 2021-22 audit was approved as presented....all in favor.

Business Services Report/Marketing and Communications Report

Laura James presented her reports – a copy is included in the board packet.

CEO Report

Joe Wallace presented his report – a copy is included in the board packet.

Board Member Updates

Stone James noted that he met with Congressman Ruiz's office yesterday to discuss infrastructure projects and to remind the staff of CVEP's regional efforts and activities.

Adjournment

There being no further business, the meeting was adjourned at 9:08 a.m.



ECONOMIC DEVELOPMENT – PART 1

Laura E James, Vice President of Innovation
Coachella Valley Economic Partnership

January 18, 2023

WHY DO THIS SERIES?

- CVEP Board Retreat (October 2022) – Keep that information, momentum, and energy alive.
- Upcoming Field Trips – Provide our board with the tools to speak and understand the language of economic development organizations.

Intimately knowing your own industry



Deeply understanding adjacent/relevant industries

ECONOMIC DEVELOPMENT – A HOT TOPIC!

How often do you hear economic development mentioned as a goal, priority issue, or area of focus?

In reality, people are often focused on only one or two key areas of what is a *very* broad field.



DEFINING ECONOMIC DEVELOPMENT

Economic development is the intentional practice of improving a community's economic well-being and quality of life.

It includes a broad range of activities to retain, create, and attract high-quality jobs, and to foster the growth of a resilient tax base and an inclusive economy.

It is a collaborative effort involving industry, government, and myriad community stakeholders focused on improving a community's competitiveness.

Source: International Economic Development Council



COMPONENTS OF ECONOMIC DEVELOPMENT

- Marketing and Attraction
- Business Retention & Expansion
- Real Estate Development
- Access to Capital
- Entrepreneurial & Small Business Development
- Technology-led Economic Development
- Neighborhood Economic Development
- Workforce Development
- Disaster Recovery
- Foreign Direct Investment & Exporting



CVEP'S PRIMARY AREAS OF FOCUS

- **Technology-led Economic Development**
- **Entrepreneurial & Small Business Development**
- **Access to Capital**

SECONDARY AREAS OF FOCUS

- **Business Retention & Expansion**
- **Marketing & Attraction**
- **Workforce Development**
- **Disaster Recovery**



e!evate

OUTSIDE OF CVEP'S SCOPE

- Real Estate Development
- Neighborhood Economic Development
- Foreign Direct Investment & Exporting



Role of an Economic Developer

Analyst

Understand the strengths, weaknesses and comparative advantages of the local community, providing quantitative and qualitative information to key players.

Advocate

Protect the interests of households and businesses, advocating for the good of the entire community

Visionary

Able to look past short-term goals to champion a vision for the greater economic horizon



Catalyst

Enthusiastically support community initiatives and incentivize investment by public and private actors

Gap Filler

Assist when markets and institutions cannot meet the needs of the community or businesses

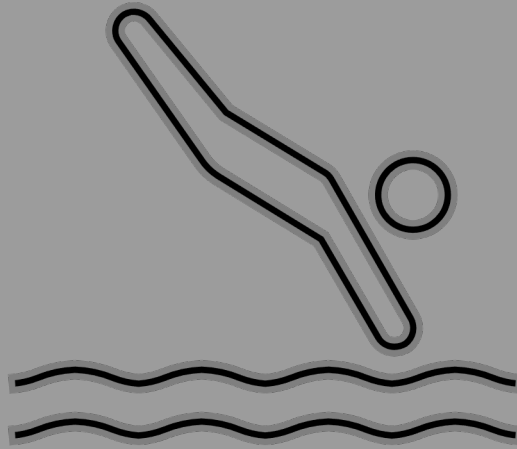
Educator

Inform a wider community about the costs and benefits of development initiatives



IN THE MONTHS TO COME

- A deeper dive
- Case studies
- Best practices
- Role of the board
- Your requests





CONTACT INFORMATION

Coachella Valley Economic Partnership
3111 East Tahquitz Canyon Way
Palm Springs, CA 92262
760.340.1575

Laura@CVEP.com
760.219.1163

BUSINESS SERVICES REPORT
JANUARY 18, 2023

General Updates

- CVEP hosted The Power of Capital Workshop (in partnership with Chase) on November 16 at the Palm Desert iHub. Another is scheduled for early March.
- CVEP hosted an informal meet & greet yesterday, January 17, at the Palm Springs Accelerator Campus for client company Moducan.



- CVEP's new event series, Morning Insights, will launch at the Palm Desert iHub on February 8.
- D Dayton is the Associate Director of International and Professional Programs at UCR Extension. We met with Dayton and his team to discuss ways to integrate some of their international programming within the Coachella Valley. More to come on this in the coming months.
- Among the most common requests we get are regarding staffing. CVEP is working with Richard Rocha, the local veterans employment representative from CA EDD on ways to familiarize more local businesses with their services.
- We have begun preliminary planning for Innovation Month activities, including Fast Pitch Greater Palm Springs. Mark your calendars for Thursday, April 6!
- Hello Computer, Inc. was admitted to the PDiHub program on December 22, 2022. CVEP will help the company refine its pitch deck over the next two months with a goal of preparing them to apply to pitch at Fast Pitch Greater Palm Springs. We recruited a COD computer science student to assist with a preliminary user interface (UI) review of the app; that review is complete.

- Laura James is participating in DSUSD's Portrait of a Graduate series. This could best be described as a strategic visioning exercise to identify the skills and traits that every DSUSD graduate should possess as they enter the adult world.
- Laura James held an introductory meeting with the team at Halo Diagnostics. Halo Diagnostics has facilities in Indio, La Quinta, Indian Wells, and Palm Springs. We are exploring strategic partnerships as a way to grow the advanced medical industry in the Coachella Valley.

Investor Spotlights

- **Investor Spotlights:**
 - LifeStream Blood Bank (1,344 opens; 33%)
 - U.S. Bank (1,307 opens; 31%)
 - The Desert Sun|LOCALiQ (1,283 opens; 31%)
- **Investor content** shared in insights and on social media (partial list):
 - **College of the Desert** (LQ Arts Foundation Scholarship)
 - **UCR** (Modern Ag and Sustainable Transportation Certificates)
 - **Cities of Indio, Palm Desert, Palm Springs** (iHubs)
 - **City of Palm Springs** (Breakfast with Santa)
 - **SoCal Gas** (Sustainable Innovation Award)
 - **LifeStream Blood Bank** (Blood Drive Info)
 - **Palm Springs Life** (Market Watch Winter Event)
 - **The Desert Sun|LOCALiQ** (Celebrate CV, Lithium Valley)

A reminder: please add Laura@cvep.com to your media lists!

Operational Highlights December 2022

1. IEGO and the Inland Empire Labor Council are finalizing contracts with the State of California for management of the CERF. The fiscal agent will be the Inland Empire Community Foundation. CVEP is still expecting to become the sub-convenor, a compensated role for the Coachella Valley/High Desert region to develop the long-term economic development plan. The effort is expected to begin in the summer of 2023 and the time to completion is estimated to be approximately two years.
2. Laura James was selected to present at the IEDC Leadership Conference in Tucson, AZ later this month. Under the umbrella of “Diversifying and Growing Your Local Economy for Resiliency” she will join a panel discussion about how hiring military veterans can help boost competitiveness.
3. CVEP has continued to interact with the San Diego State University Advanced Battery Consortium for Lithium Valley opportunities. We are participating in a “Mineral Extraction” Forum at the UCR Palm Desert Campus on January 18.
4. CVEP is in communication with a prominent commercial realty firm to assist with the development of a logistics industry recruitment circular to be called “Why the Coachella Valley”.
5. CVEP is in discussions with the UCR Office of Technology Partnerships regarding how we can work together closer. Next meeting is on January 19.
6. CVEP is conducting an inventory of surplus and abandoned equipment for the purpose of offering the items for sale. There will be an announcement in the Public Record in the next few weeks. Five days after that announcement, we are okay to liquidate the items.
7. CVEP was solicited by CA Forward to assist with the California Economic Development Summit that will be held in La Quinta in October or November of 2023. The focus will be on economic opportunities associated with the Coachella Valley and Imperial County. The first meeting is on January 19 at the PD iHub.
8. CSUSB Palm Desert Campus has received the \$79 million for the Student Services Center and it is drawing interest. The first architectural meeting is set for January 24. Joe Wallace, Dick Oliphant, and others have agreed to provide oversight.

FINANCIAL SNAPSHOT JANUARY 16, 2023

Cash Positions

Cash on Deposit:	\$ 337,784
Cash Expectations thru EOM:	\$ 207,500 (AR + new billings)
Total Cash & AR:	\$ 545,284
Less Projected Ops :	\$ 45,000 (through 12/31)
Projected Cash & AR End of January	\$ 500,284 (approx. 5.1 months)

Comparison of YTD FY 22-23 and FY 21-22

Financial Metric	YTD FY 22-23	YTD FY 21-22	Year to Year Change
Revenue	\$745,790	\$876,491	-\$130,701 (-14.9%)
Expenses	\$727,738	\$681,611	\$46,127 (+6.8%)
Revenue less Expenses	\$18,052	\$194,880	-\$176,828 (-90.7%)

Comparison of YTD FY 22-23 and YTD Proposed Budget FY 22-23

Financial Metric	Actuals YTD FY 22-23	Budget YTD FY 22-23	Deviation from Proposed Budget
Revenue	\$745,790	\$833,900	-\$88,110 (-10.6%)
Expenses	\$727,738	\$692,334	\$35,404 (+5.1%)
Revenue less Expenses	\$18,052	\$141,566	-\$123,514 (-87.2%)

1. Excludes depreciation and interest
2. Taken from Osborne Rincon Reports for Dec 31, 2022, June 30, 2022, and Dec 31, 2021
3. Revenue shortfalls from budget are driven by rent collections at the Accelerator Campus, delayed sales of abandoned equipment, and the Summit. These total 77% of shortage.
4. \$25,550 bad debt is from 2018 and was absorbed into FY 22-23 expenses
5. Expense increases in events, utilities and other operations activities range from 12% to 22% above budgeted levels and last year's expenses. This has us at \$35,404 above expense budget and is not expected to reduce during the second half of the fiscal year.

Balance Sheet Changes Post June 30, 2022

- Cash decreased to \$360,075 from \$467,653
- Total Assets decreased to \$547,280 from \$657,076
- Liabilities decreased to \$497,865 from \$583,419 (short term liability is \$184,296)
- Total Net Assets decreased to \$49,416 from \$73,657

Note: Abandoned Assets are **NOT INCLUDED** on the balance sheet

Mid-Year Budget Analysis: CVEP has reached the halfway point in FY 22-23 with a positive revenue less expenses of \$18,052. This is below our approved budget by \$176,828. The contributors to the shortfall are deferring the sale of abandoned assets, lower Summit revenue, some reduced investments and increased expenses driven by inflation across all expense sectors. It is to be noted that the category of salaries and wages is under budget, so talent costs are not contributing to the deviation from the budgeted financial performance. CVEP currently has a strong cash position with 5 months of expenses on deposit. Additionally, the expected revenue through April 2023 should maintain a positive performance through that time. A detail of at-risk revenue is below. It is vital to end the year with positive performance to liquidate existing assets and maintain a frugal operating discipline. It is also noted that since FY 20-21 CVEP has absorbed roughly \$400,000 in reduced funding and lost rental opportunities in our facilities.

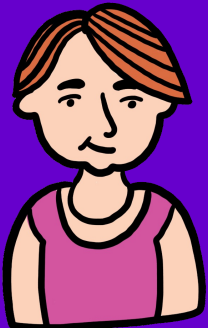
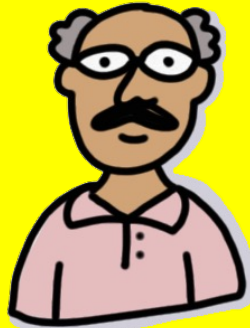
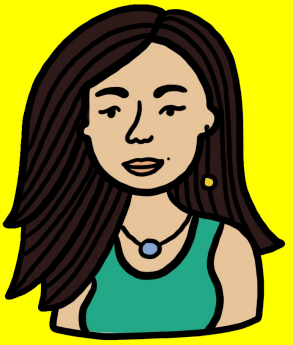
Revenue Budget Jan – June 2023: \$481,900

At Risk Revenue Jan – June 2023: \$96,900 (rents and sale of assets: \$54,900; CDBG Consulting: \$42,000)

Best Opportunity to Mitigate Risks: On January 1, 2023, the bulk of the abandoned assets can now be sold, and the liquidation value has the potential to be nearly \$100,000. We are moving on this now.

Expense Budget Jan – June 2023: \$586,500

Opportunities to Economize: There are no big-ticket items that can be eliminated or deferred. We can be hyper vigilant on day-to-day spending, but the impact will not be substantial. The CVEP Employee Bonus Plan will not be funded if the fiscal year performance does not turn out positive. The total amount budgeted is approximately \$65,000 that will not become an expense unless the financial performance is sufficient to fund it.

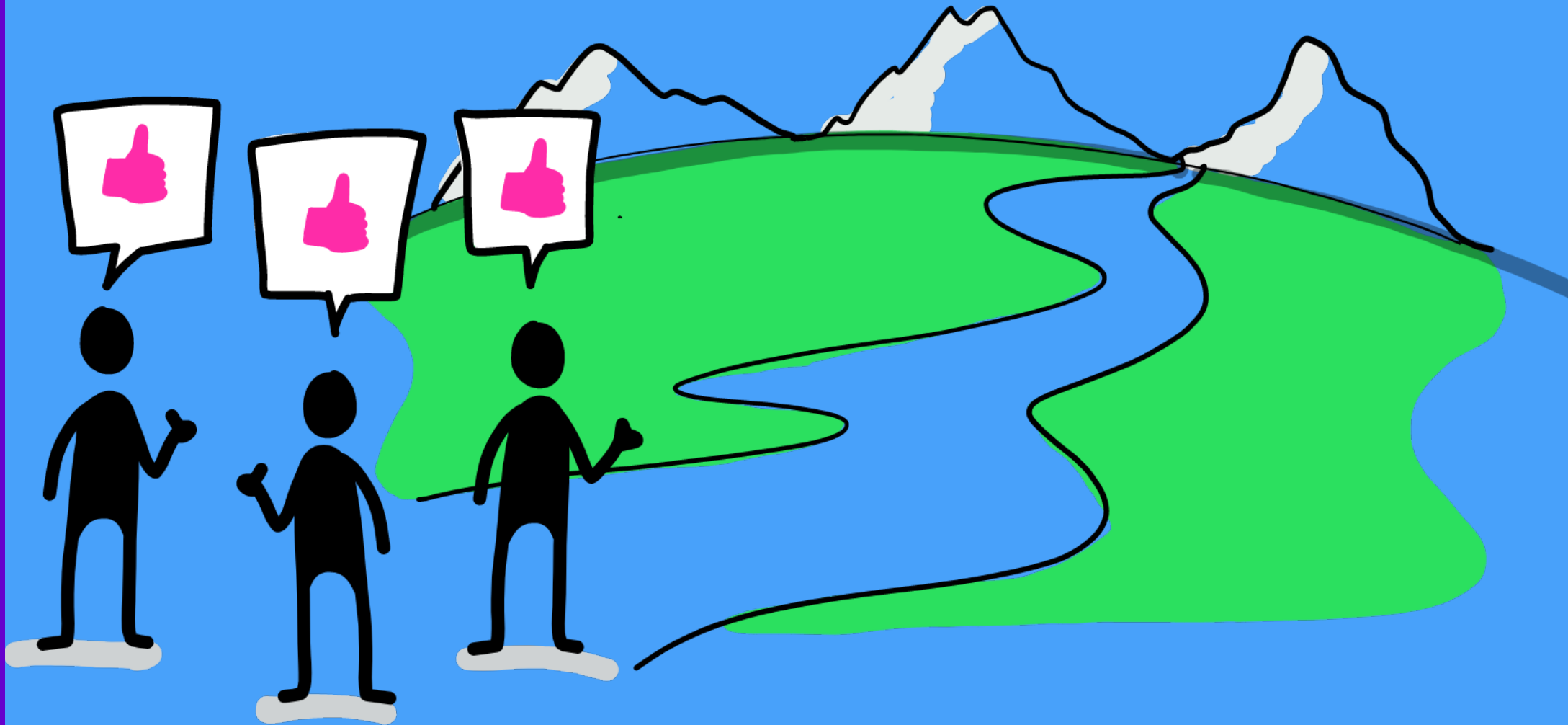


CVEP Retreat

October 13, 2022

Retreat Purpose

Energize around common goals for CVEP



Formal statement



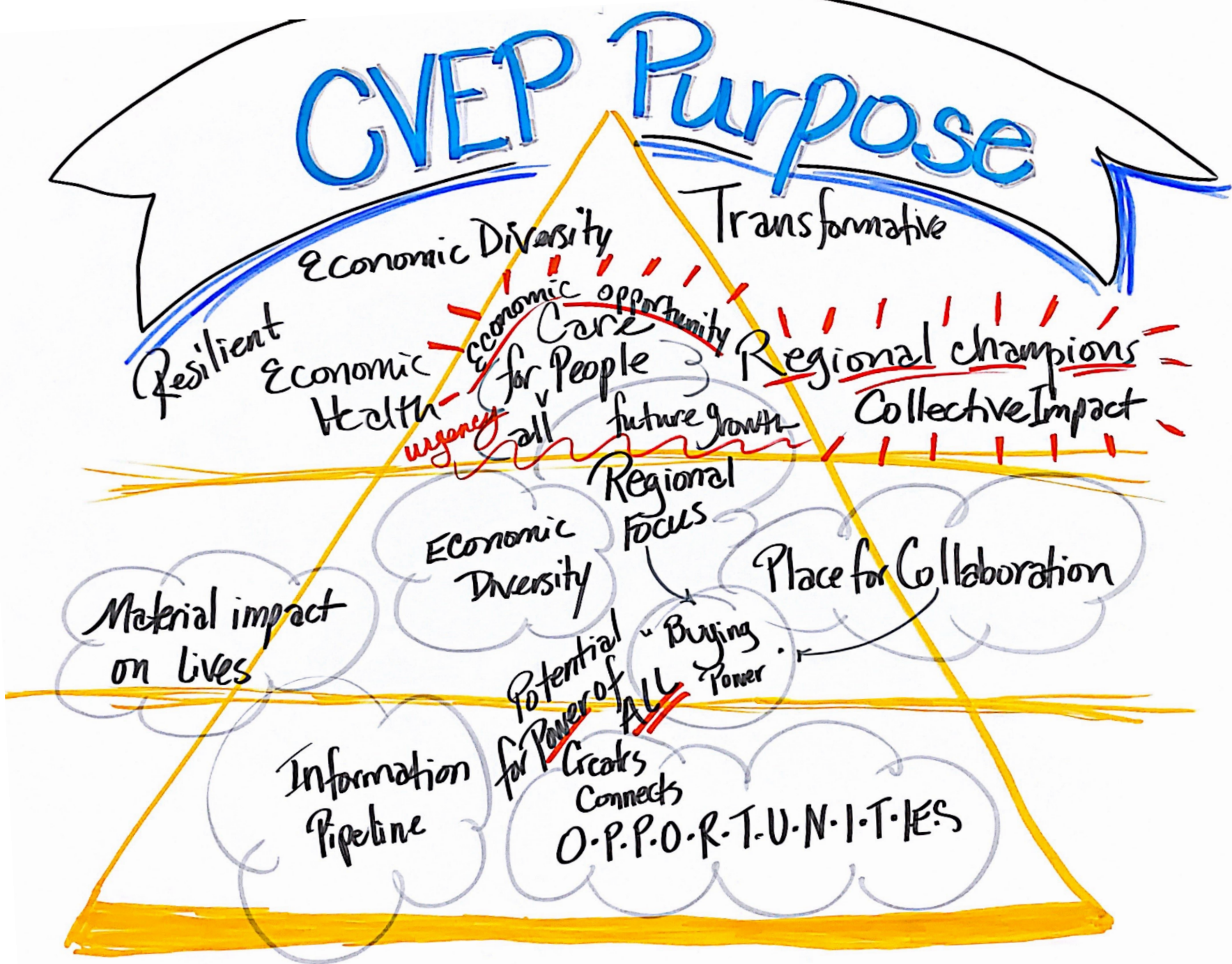
Is this still compelling enough to attract and retain support for CVEP?



What is the fundamental justification for why the CVEP exists?

Why is CVEP important to you/your organization?

CVEP Purpose



Possibility Thinking

Inspire thinking with external examples







Bend

The Lifestyle City
Cultivating
Tomorrow's
Economy



La Pine

The Hidden Gem
of Central Oregon
for Business



Madras

Live where
you play!



Prineville Crook County

The Authentic
Capital of
Central Oregon



Redmond

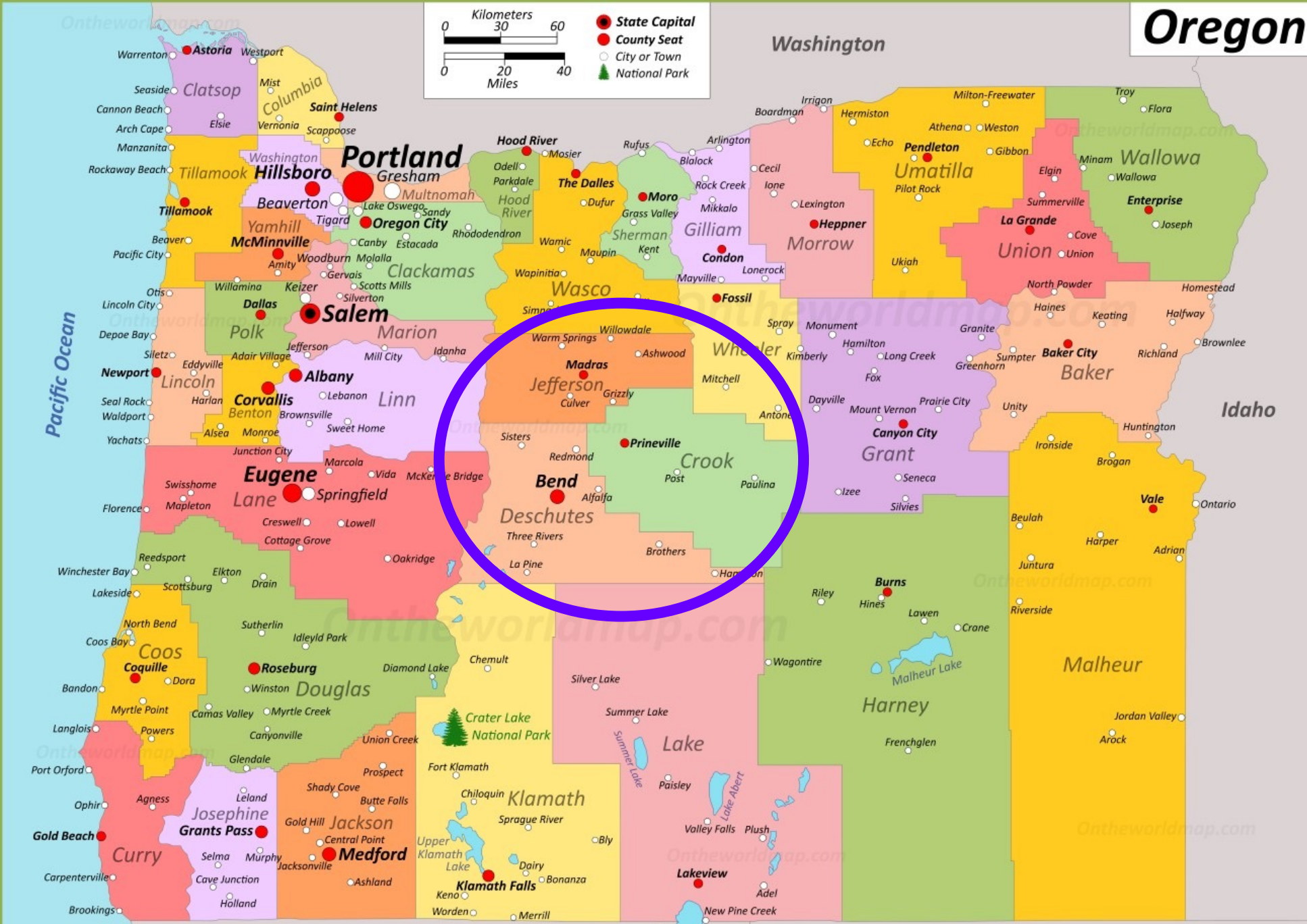
The Hub of
Central Oregon



Sisters

The Inspiration
Destination

Oregon



0 30 60
 Kilometers
 0 20 40
 Miles

- State Capital
- County Seat
- City or Town
- 🌲 National Park



JUNE 25, 1990  BUSH'S BURNING ISSUE \$2.50

TIME

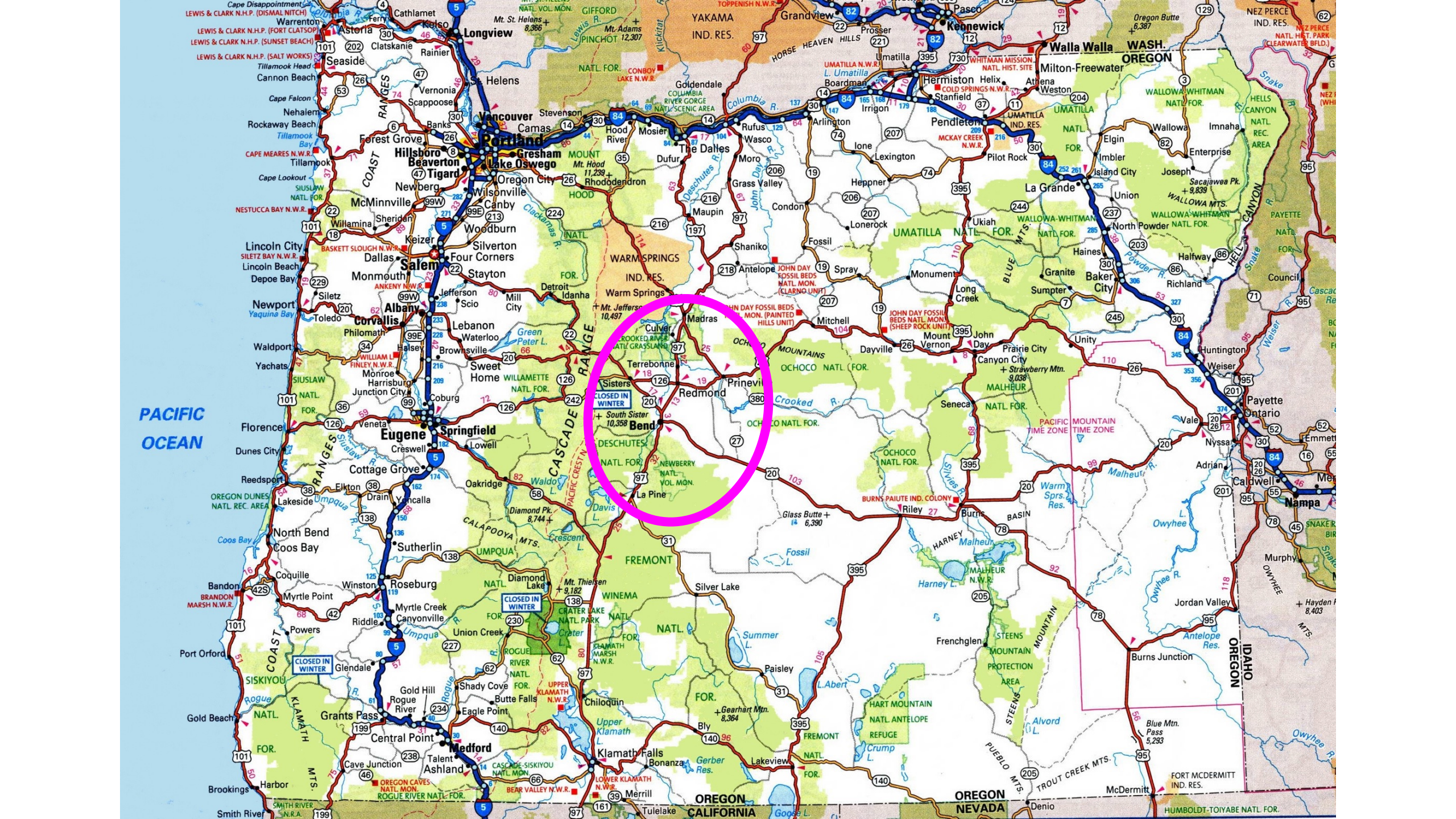
Who Gives A Hoot?

The timber industry says that saving this spotted owl will cost 30,000 jobs. It isn't that simple



© 1990 TIME INC.





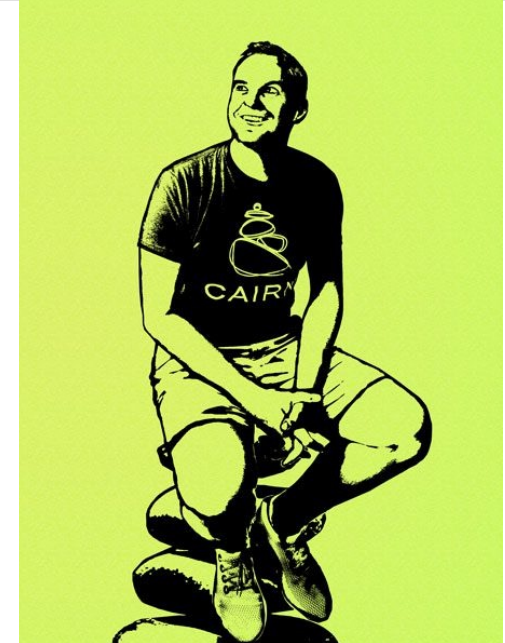




Stable of Experts



Deanne Buck
Venture Catalyst Director





BENDVENTURE CONFERENCE

PRESENTED BY EDCO MOVE START GROW





Move 25 traded-sector companies to the region

- Deploy diverse, targeted marketing and recruitment strategies – domestic and international
- Generate 350 leads annually through a variety of sources, partners
- Develop new and creative local recruitment incentives
- Achieve industrial development/ diversification targets identified in this plan (see page 11)



Make Central Oregon a Top 10 Destination in the U.S. for scalable startups

- Continue success of Venture Catalyst program
- Maintain portfolio of at least 80 promising startups that raise \$40 million in investment capital, realize \$100 million in revenues and grow 250 new jobs
- Grow key financial and human assets dedicated to helping young companies, specifically attracting 20 new angel investors
- Assist growth of co-working spaces, accelerators, and other collaborative aids



Grow our existing traded-sector companies and continue industry diversification

- Achieve 1,000 jobs in 10 industries forecast (see page 11 of the strategic plan)
- Meet with at least 380 local traded-sector companies annually to identify challenges & opportunities.
- Effectively manage incentive programs such as the region's five enterprise zones
- Facilitate formation of new industry groups and associations as needed/ partnering with existing industry groups



Cultivate Youth Career Connect into a top internship program in the country

- Continue local program leadership in Redmond and Sisters, assist regionally
- Double current number of students, employers participating by 2022
- Develop plan for financial sustainability with funding from employers and education
- Engage other organizations (i.e. YEBW, Saturday Academy, Junior Achievement, etc.)



Develop a robust trailing spouse employment network for Central Oregon

- Study successful models elsewhere in preparation for Central Oregon strategy
- Engage existing employer associations to participate
- Launch network by Q1 of 2020
- Place at least 20 trailing spouses in first year, double in subsequent years



Partner with other organizations to develop industry-relevant training and education

- Connect COCC, OSU with local industry leaders, associations for degree and curriculum development
- Partner with workforce organizations to offer more incumbent worker training/ education incentives
- Look creatively for partnerships with programs nationally to deliver regional options in Central Oregon (i.e. Apprenti, GreenFig, etc.)

Work-Ready Talent



Facilitate construction of 500,000 sf of new office and industrial space

- Gather office and industrial (light, general) land inventory for the region
- Conduct developer tours throughout the region to expose market opportunities, local incentives
- As needed, develop innovative tools to help foster private investment in new spec projects
- Engage local cities, counties to reduce entitlement barriers to development



Add 5 new daily flights and 3 new non-stop destinations

- With the Central Oregon Air Service Team (COAST) meet with each major airline at least once annually to pitch new service opportunities
- Conduct periodic business outreach surveys specifically for air travel needs
- Assist RDM in securing federal grant (SCASDP) funding for new service
- Continually educate businesses and broader community of the importance of quality air service for our region and using it versus other alternatives



Advocate for businesses to public policy makers

- Educate state legislators on importance of employers to tax revenues, impact of anti-business policy-making
- Work with OEDA committee, lobbyist to support or oppose specific legislation
- Engage local cities, counties as appropriate to provide business perspective on relevant policy-making



Work with private and public utilities on industrial capacity readiness

- Assist local power utilities, BPA for long-term transmission solution for region
- Assist cities to develop water and sewer capacity capable of serving large industrial projects
- Encourage common-sense transportation improvements to reduce current and long-term traffic bottlenecks



Advocate for policies expand the regional housing supply

- Work with development community, cities, counties on state land use reform
- Help connect public and private decision-makers with better supply and demand data

Budget ~\$2,000,000

43% public
57% private

The Team



Jon Stark
Interim CEO



Erin Chaiet
COO



Erin Reilly
Director of Events



Don Myll
Bend Area Director



Deanne Buck
Venture Catalyst Director



Mary Knight
Administrative Assistant, REDl



Larry Holeman
Youth CareerConnect Regional Managing
Director



Kelsey Lucas
Prineville/Crook County Director



Debbie Taylor
Jefferson County Internship Coordinator

G R E A T E R
O K L A H O M A C I T Y
C H A M B E R



Criminal Justice Reform



The Situation

- 1983-2013 Oklahoma County jail population jumped from 495 to 2,581
- 5-fold increase
- 1991 new jail only designed for 1,200 people

Overcrowding!

- Most common bookings non-criminal violation
- 83% incarcerated without being found guilty
- 45% end up back in the system
- 12% serious mental illness
- African Americans 4X population rate
- Native Americans 2X population rate
- Female incarceration higher than national average

OKC Chamber Role

Chamber runs all bond issues

Federal Department of Justice not happy with situation

Polling to build new jail/prison facilities:



**“We need to step up.
The business community has
turned our back and relied on
the system to fix itself.”**

**Clay Bennet
Owner**



1

Provide transparency and accountability for the local justice system.

2

Keep those charged with lower-level offenses out of the jail entirely.

3

Create effective, evidence-based processes for deciding who remains in jail pretrial and who goes home.

4

Improve the processes that move cases through the court system.

5

Create alternatives to jail for people with mental illness and/or substance use disorders.

6

Stop jailing people who don't have money for not paying fines, fees and court costs.



Results

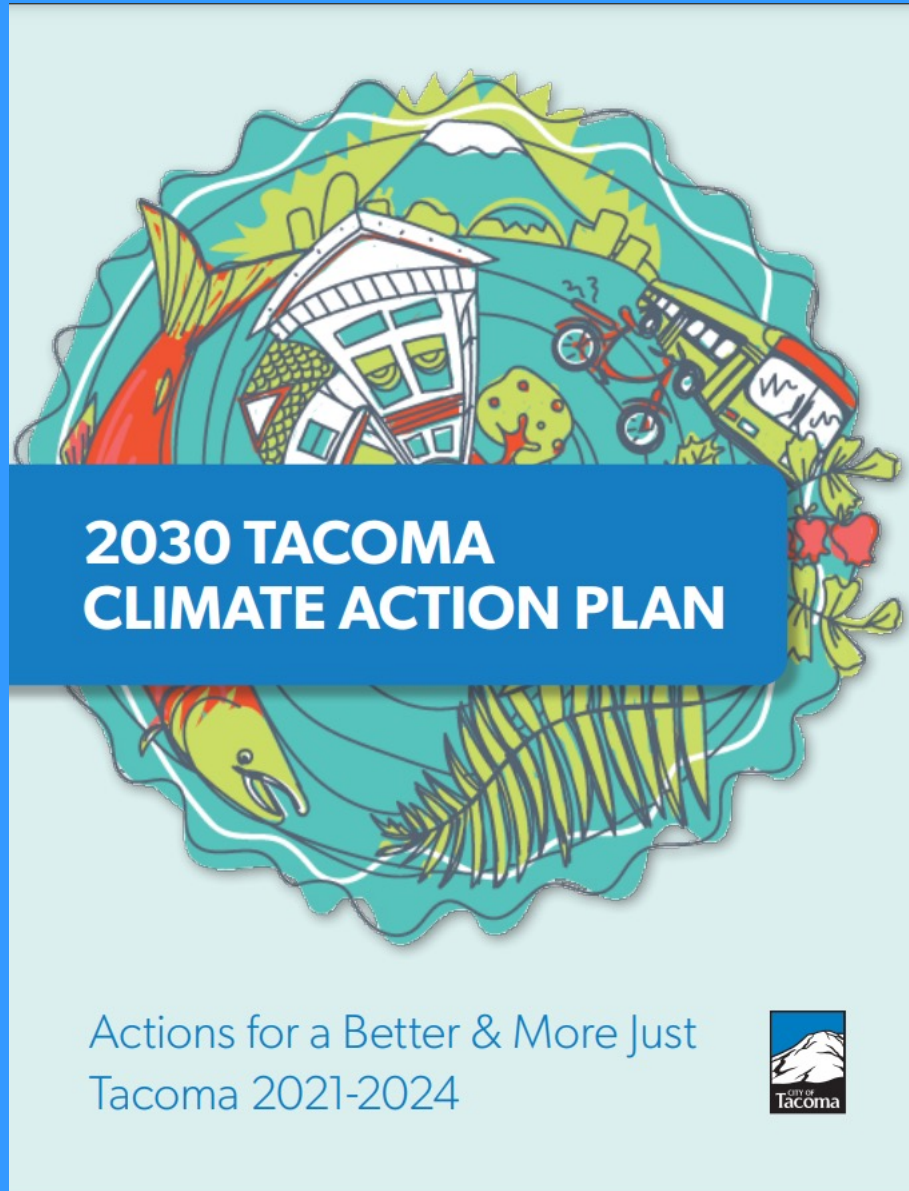
- Now 1,500 incarcerations
- Funnel non-dangerous to diversion programs
- 1,000 additional people in workforce
- Reduced felony convictions 15,000 per year
- Tough on crime and decreasing crime
- Community feeling renaissance
- New bond issue passed by 60% - new justice
CENTER



Climate Action



Declare climate emergency and time to act



Health

Housing

Green Jobs

Transportation

Green Economy for Tacoma

- Smelter
- Oil Refinery
- Port
- Traditional Manufacturing

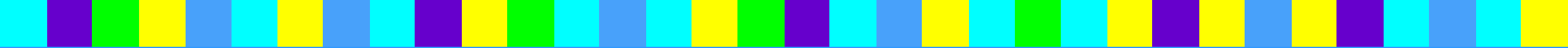
**Long game
Act NOW**

Low carbon/
carbon free
production
processes &
products
earn green
premium



Tacoma Public Utilities Strategic Directives

1. Equity & Inclusion
2. Environmental Leadership – *preserve and restore natural resources*
3. Economic Development
4. Resilience
5. De-carbonization



Surplus Energy ... created the nation's first electrofuels rate

Green hydrogen and related energy industries

Results:

- Already multiple inquiries, including global
- Local refinery already trying to transition



Green Economy? Not so simple

- Green Economy Study
- Existing economic base
- What part could transition?
- How identify companies for attracting that fit?

Alignment to Leverage Vision

Industrial
Symbiosis
Group

City
Green
Building
Specialist

Green
Hydrogen
partnership
for federal
funds



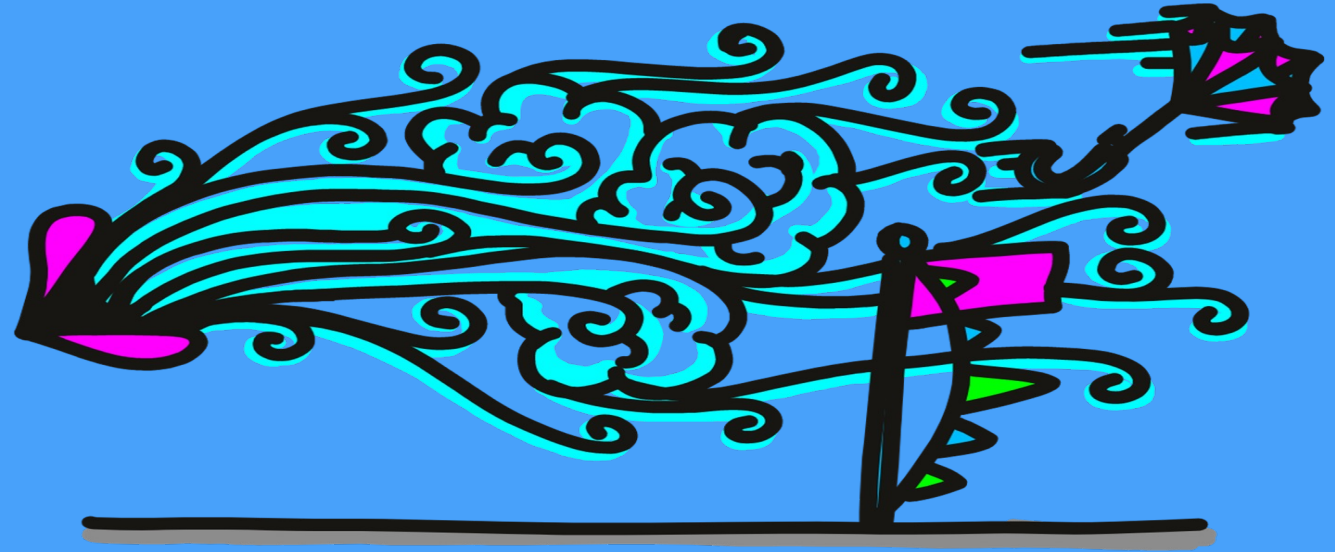
**Commitment
to long-term**



**Business
leadership**



**Alignment
with
partners**



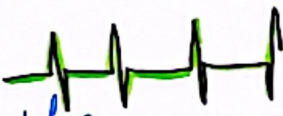
CVEP Situation for Planning

Context

Challenge

CVEP Situation

- ★ WF lack soft skills
- ★ Housing prices
- ★ need for qualified & educated WF
- ★ Political complexities
- ★ Changing expectations of younger workers
- ★ Where are next generation of leaders?
- ★ Knowledge transfer
- ★ uncertain future of CVEP staff retirements?
- ★ Succession?
- ★ need for research in real time
- ★ What does CVEP do?
- ★ New Sustainability laws
- ★ East vs West CV divisions
- ★ Paid internships?
- ★ Linking to Business WF talent
- ★ Technology changing rapidly
- ★ Recessions?
- ★ Environmental threat Salton Sea
- ★ Water demand vs supply
- ★ Connectivity needs



HAVE

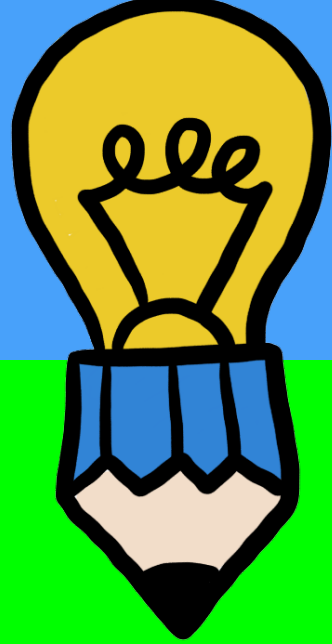
HAVE NOTS



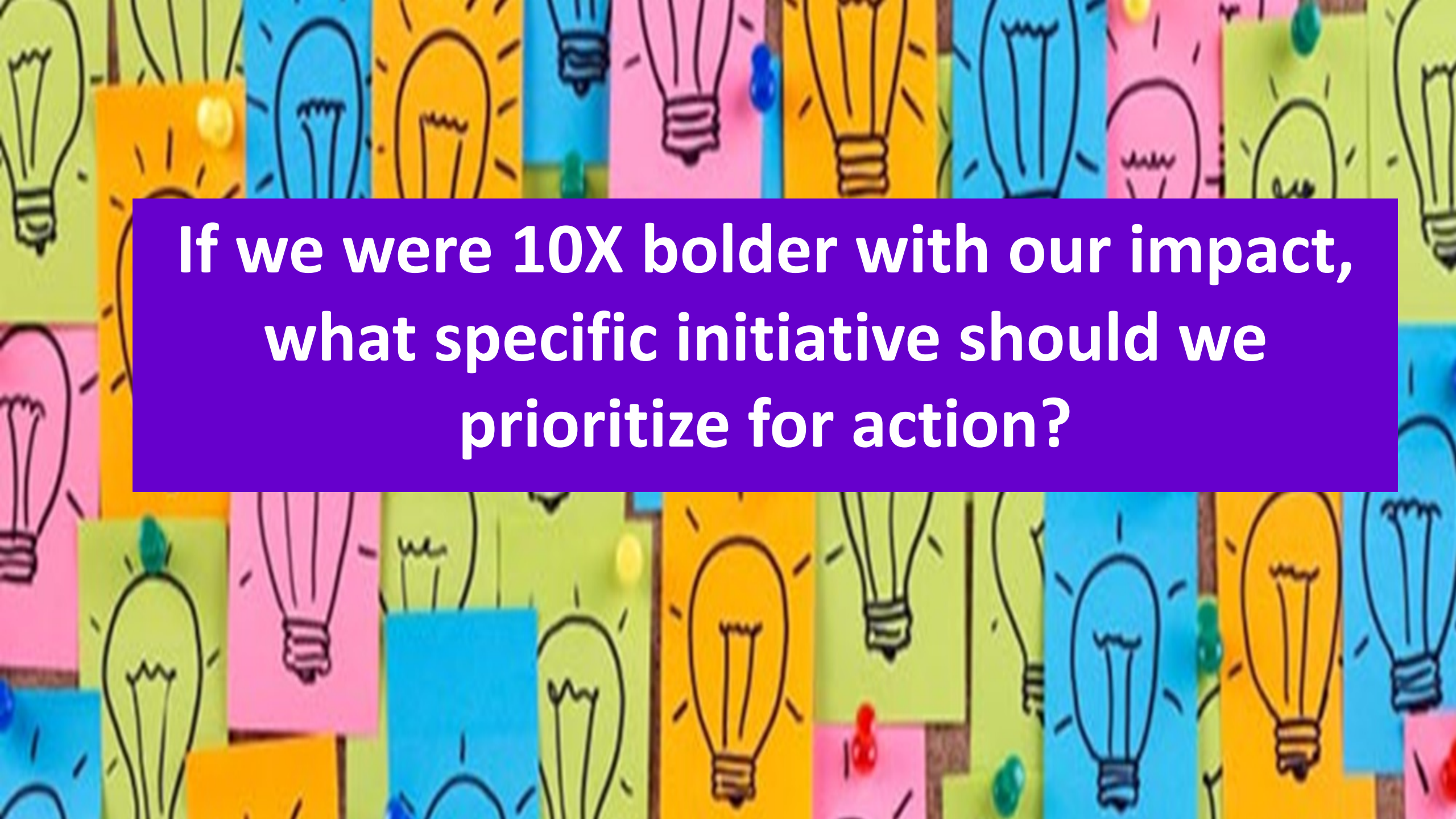
Current CVEP Priority Work

Current CVEP Priority Areas of Work

1. i-Hub
2. Business Assistance
3. Opportunities for Higher Education
4. Venture Capital investment
5. Bandwidth
6. Attract telecommuters
7. Visioning



Ambition for CVEP Strategic Work

The background consists of a grid of colorful sticky notes in shades of yellow, blue, pink, and green. Each sticky note features a simple line drawing of a lit lightbulb with radiating lines, symbolizing ideas and innovation. The notes are pinned to a surface with small, colorful pushpins.

**If we were 10X bolder with our impact,
what specific initiative should we
prioritize for action?**

Top Ten

- 25 ~ Establish appropriate sustainable funding stream for CVEP that is not subject to whim (RE: JPA)
- 24 ~ New business attraction into the Coachella Valley. Work with state and local cities to provide monetary incentives to attract the next generation of entrepreneurs.
- 24 ~ Tackle the broadband infrastructure issues as a region
- 23 ~ Fiscal stability for CVEP
- 22 ~ Affordable true valley-wide high-speed broadband
- 21 ~ Strategic Planning with all stakeholders passionately supporting CVEP's initiatives
- 21 ~ Membership/buy-in from state entities that participate at CVAG
- 20 ~ Aggressively pursue permanent and sustainable funding to operate CVEP
- 20 ~ Strengthen relationships with cities; form committee
- 19 ~ Strategic community engagement and awareness campaign
- 19 ~ Raise awareness to local community on what and how CVEP can do through social media

Other Ideas

- 18 ~ Thoroughly identify the unrealized, unidentified needs and opportunities unique to our valley that are ripe for innovation and entrepreneurship
- 18 ~ Work conjointly with businesses, public and education-sector thought-leaders to agree on the top tier priorities of the Coachella Valley Region for all stakeholders to collectively address, problem solving and identify achievable solutions together
- 17 ~ Sustainable funding source for CVEP
- 16 ~ Regional plan result in buy-in and funding
- 14 ~ Use technology to infuse the regional economy
- 13 ~ CVEP would be penetrating the Silicon Valley and successfully attracting major employers to expand into the Desert
- 12 ~ Increase our social media outreach to effectively share regional research, resources, and economic development updates
- 10 ~ Research, create and publish regional cooperation initiatives to resolve affordable housing impediments and lobby for same at SCAG and state levels
- 8 ~ Establish our own venture capital fund/investment fund



Key for Groupings

Related to sustainable funding of CVEP

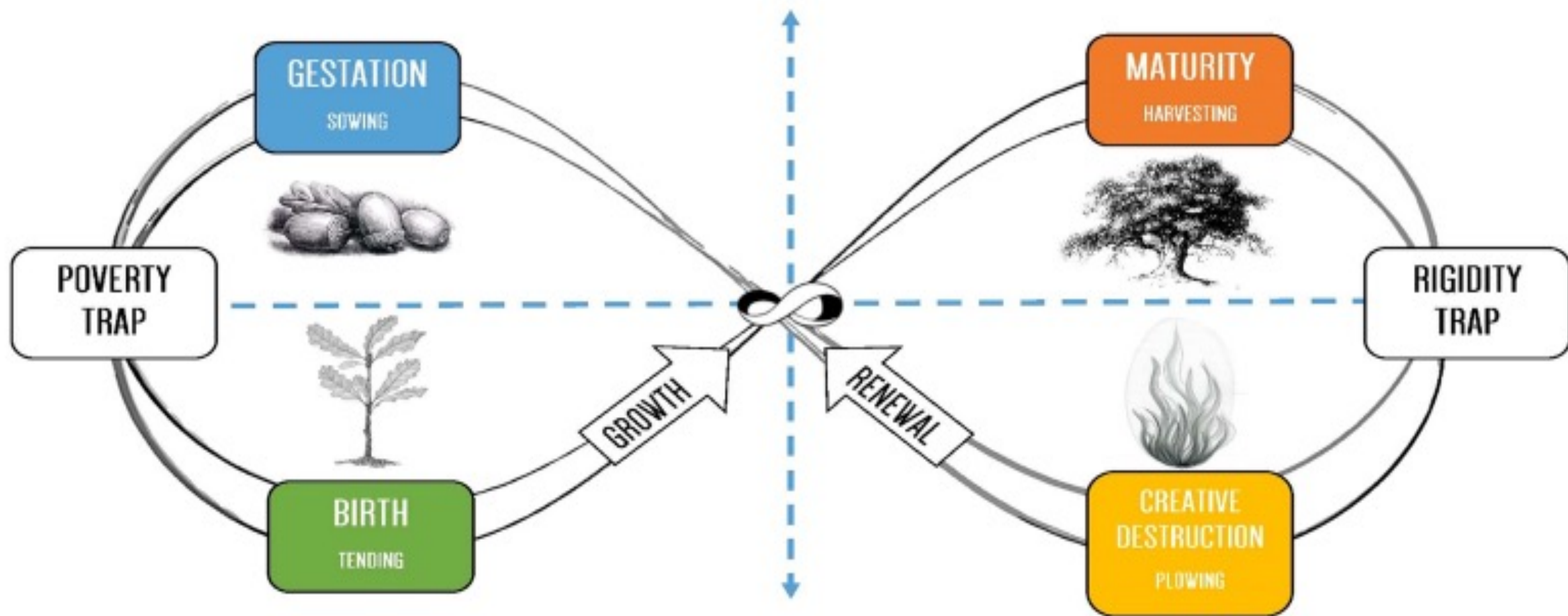
Related to broadband

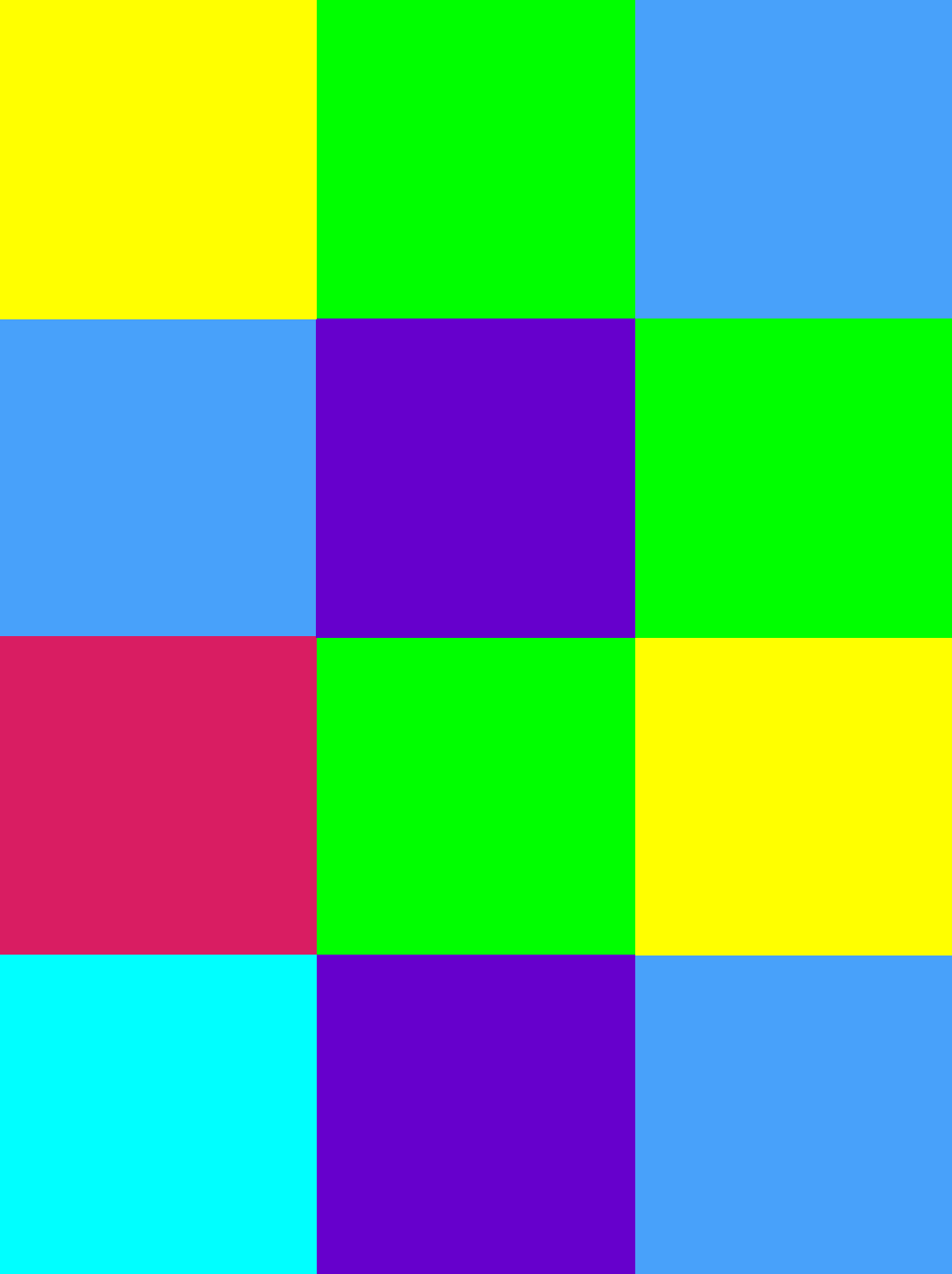
Related to strategic planning

Related to messaging: marketing and social media

Related to business attraction

ECOCYCLE PLANNING

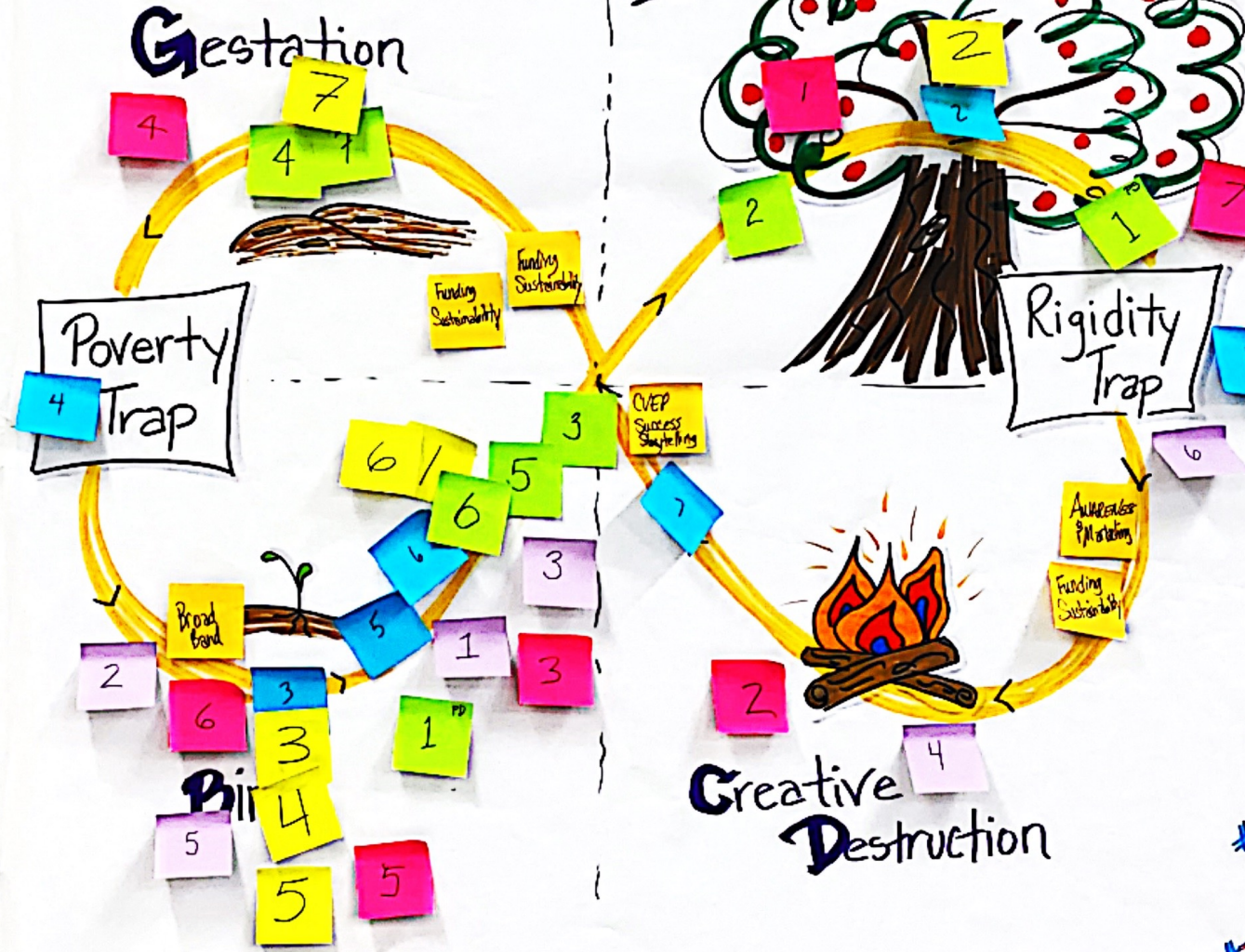




From Ambition to Action

Current CVEP PRIORITIES

1. i-Hub
2. Business Assistance
3. Opportunities for Higher Education
4. Venture Capital investment
5. Bandwidth
6. Attract telecommuters
7. Visioning



- ## AMBITION
- #1 Funding Sustainability
(and #3, #4, #5) JPA Building Trust
 - #2 Broadband
 - #2 New Business Attraction
(state & local incentives)
 - #4 Planning of Stakeholders
 - #4 Membership from CVAG
 - #6 Strengthen Relationship Cities
 - #7 Awareness / MKT Campaigns



Thank you



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