



MORENOVALLEY



www.morenovalleybusiness.com

ECONOMIC DEVELOPMENT & HOUSING

City Council Member

Initiation Handbook



2024

OVERVIEW

A. EXECUTIVE SUMMARY

Expanding on the City Council's Momentum MoVal vision, the City Council adopted a five-year Economic Development Strategic Plan in 2024 to cultivate a vibrant local economy by creating diverse employment and entrepreneurial opportunities, supporting business attraction and expansion, increasing Moreno Valley workforce's local participation, and enhancing the generation of new City revenues.

The Economic Development Strategic Plan is built around the following five strategic areas:

- Emerging Industries & High Paying Jobs
- Entertainment & Sense of Place
- Revenue Generation
- Business Retention, Expansion & Entrepreneurship
- Workforce Development

In addition to the workplan outlined in the adopted Strategic Plan, the Economic Development & Housing Department (ED&H) supports the City's Housing goals, which are outlined in the certified 2022 Housing Element of the General Plan.



Target Industries | Moreno Valley is home to a robust employment base in manufacturing, logistics, healthcare, education, and hospitality. These sectors, especially healthcare and logistics, have demonstrated resilience and sustainability, even across recent years of economic volatility during the pandemic.

By implementing the Strategic Plan's initiatives, ED&H will expand and diversify the City's healthcare and logistics clusters, attracting emerging technology industries.

- Advanced Manufacturing
- Aerospace & Defense
- Artificial Intelligence
- Electric Vehicle Manufacturing
- Green & Clean Technology
- Information Technology

The ongoing demand for healthcare in the greater Moreno Valley's underserved market demands continuing concentration on healthcare attraction initiatives. Finally, ED&H will expand entertainment offerings in Moreno Valley by emphasizing the attraction of sports and entertainment venues, retail, hospitality, and restaurant establishments.

Strategic Plan Implementation

- **Business Attraction and Expansion**

Promotes Moreno Valley to attract new companies and grow local entrepreneurs, aligning with target industries.

- **Entitlement and Plan Check Assistance**

Offers ombudsman support to guide businesses through site selection, permitting, and construction processes.

- **Housing**

Supports sustainable housing for a diverse range of income levels to enhance community well-being.

- **Business Retention and Small Business Development**

Provides technical support, counseling, and workshops to help small businesses grow.

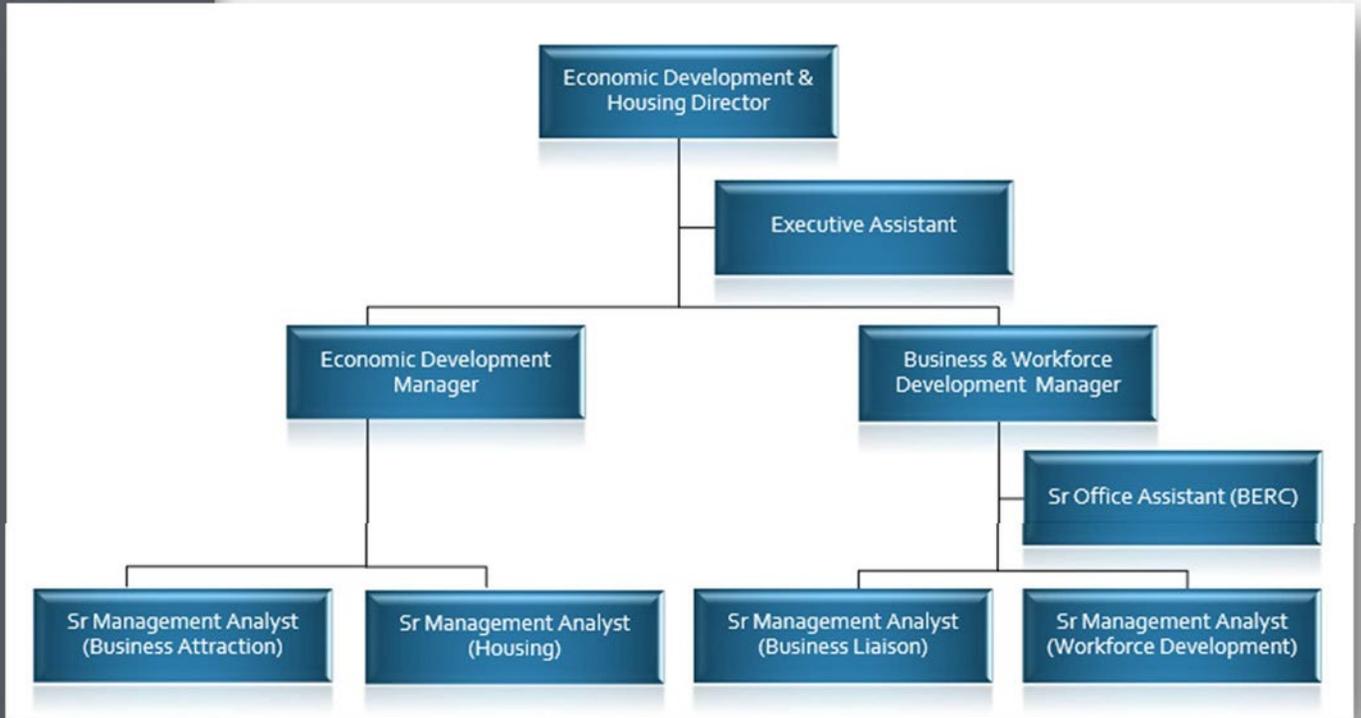
- **Workforce Development**

Connects job seekers with training and employers with skilled workers through the Business & Employment Resource Center (BERC).

B. ORGANIZATIONAL CHART

Through Economic Development & Housing's Business Attraction / Expansion / Retention, and Ombudsman advocacy, the City has facilitated the creation of 34,600 jobs over the past 10 years. Affordable Housing staff administer developments offering almost 1,300 units that are monitored to ensure affordability to households with incomes ranging from 30% to 120% of the area median income. The Business Retention and Workforce Development teams have served nearly 90,000 residents and businesses since 2020.

Economic Development & Housing success is achieved by a department of nine staff:



BUSINESS ATTRACTION & EXPANSION

A. RELATIONSHIPS WITH REAL ESTATE INDUSTRY

Business Attraction staff maintain close ties with brokers, developers, property managers and owners to assist in leasing and selling the City's commercial, industrial, and healthcare properties.

B. MARKETING & COLLATERAL

Print & Digital Ads | Business Attraction proactively markets Moreno Valley's assets to new and expanding businesses by placing advertising in regional and national printed and digital publications.

MORENO VALLEY CALIFORNIA

Moreno Valley has two regional retail destinations and 40 shopping plazas with major tenants like Costco, Lowe's, Home Depot, Floor & Decor, Macy's, Sprouts, Ultra, BevMo, BJ's Restaurant, Texas Roadhouse and Capriotti's. Annual average household income is more than \$101,000!

- 2nd largest city in Riverside County
- 20th largest city in CALIFORNIA
- 313 square MILES
- 214,196 Moreno Valley Population 2024
- 2,440,083 20-mile radius population
- Median AGE: 33
- 4.31% annual growth RATE
- HOME TO NUMEROUS Fortune 500 AND INTERNATIONAL COMPANIES
- 34,000 JOBS
- TRANSPORTATION SERVED BY CALIFORNIA STATE ROUTE 60 | EXPRESS 215 METROLINK CHARTER CARPO RIGHS FROM LARCH PLAZA FOR AIRPORT INTERNATIONAL FLIGHTS FROM CHASED AIRPORT

moving at the speed of business
www.morenovalleybusiness.com | 951.413.3460 | edteam@morenovalleybusiness.com

ED&H's marketing strategy features customized messaging that emphasizes opportunities for business growth in retail and restaurants, healthcare, entertainment, and emerging industries.

Trade publications are strategically selected by the focus and the size of their audience subscriptions to give Moreno Valley maximum exposure.

Website | ED&H constantly enhances Moreno Valley's internationally recognized website dedicated to promoting business attraction, business retention, small business expansion, entrepreneurship, and workforce development opportunities: www.morenovalleybusiness.com

Retail iMap
City of Moreno Valley - Economic Development

moreno beach plaza



| | 1 MILE* | 3 MILES* | 5 MILES* |
|--------------------------|-----------|-----------|----------|
| POPULATION | 6,046 | 70,188 | 183,232 |
| HOUSEHOLDS | 1,846 | 18,617 | 50,550 |
| FAMILIES | 1,492 | 15,531 | 42,252 |
| MEDIAN AGE | 35.12 | 34.62 | 33.55 |
| AVERAGE HOUSEHOLD INCOME | \$130,907 | \$109,812 | \$97,214 |
| DAYTIME EMPLOYEES | 2,982 | 11,922 | 26,948 |
| TOTAL BUSINESSES | 153 | 1,158 | 3,292 |



iMaps | In 2015, the City launched the award-winning Retail iMap, a geographic information system (GIS) based story map that highlights the City's top 21 shopping centers. The site offers demographic information and contacts for each site and is delivered in a well-designed, easy to use format.

In 2016, the City launched the Industrial iMap to highlight the City's top industrial sites. Both iMaps can be accessed online in the maps section of the Site Selection menu:

www.morenovalleybusiness.com/site-selection/

Collateral | ED&H develops and distributes promotional materials about Moreno Valley, collectively referred to as collateral, to tell the City's story to corporate audiences. Business Attraction staff publishes the ED Summary, an online monthly status update on entitled projects at www.morenovalleybusiness.com/news/.

Events | ED&H actively promotes the City of Moreno Valley at local, county, state, and national commercial, manufacturing, entertainment, and healthcare-oriented events throughout the year to market the City's assets to the Target Industries.

Marketing Brochures | Moreno Valley is booming with exciting opportunities for economic growth. ED&H serves as a liaison to the private sector, helping to market sites by sharing property brochures online and at tradeshows. These brochures are featured in the property search section of the ED&H website:

FOR LEASE

Stoneridge Towne Centre
27120 Eucalyptus Ave | Unit G | Moreno Valley, CA 92555

1,131 SF
Turnover Medical

DESCRIPTION

- Established Super Target & Kohl's anchored power center with an excellent tenant lineup serving the greater Moreno Valley population given the regionship of the site
- Immediate proximity to the Moreno Valley Freeway (over 74,000 CPM), the major arterial through Moreno Valley
- Strategically positioned between high-performing national retailers generating large volumes of customer traffic to the center and promoting cross-shopping among tenants
- Located within the path of growth of the surrounding area including a booming residential and employment base
- Primary retail provider to ALDI & SHECHERS distribution centers (nearly 2 million SF) along with multiple nearby housing developments

TRAFFIC COUNTS

Nelson St approx. 17,100 cph
CA-60 Freeway approx. 74,000 cph
Source: Center

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2023 DEMOGRAPHICS

| | 1 Mile | 3 Miles | 5 Miles |
|----------------------|-----------|-----------|----------|
| Population | 8,865 | 82,645 | 197,489 |
| Avg Household Income | \$123,829 | \$109,619 | \$99,109 |
| Daytime Population | 3,146 | 17,739 | 40,196 |

Source: Esri

SRS Real Estate Partners
610 Newport Center Drive, Suite 1000, Newport Beach, CA 92660
SRS Real Estate Partners is an Equal Opportunity Employer. M/F/V/D/AAE

www.morenovalleybusiness.com/propertysearch

C. SITE SELECTION ASSISTANCE

Finding the right space can be challenging for business owners, corporate executives and site selection consultants. ED&H staff provide time-saving support for relocating and expanding businesses. These services include lists of available properties, demographic reports, a map of traffic counts, workforce data, etc. Staff also provide contacts with local brokers to help new and expanding businesses find the perfect location.

D. INCENTIVES

Moreno Valley offers innovative and competitive incentives to help businesses relocate or expand here. Some incentives include:

Hire MoVal
Hire a MoVal Grad

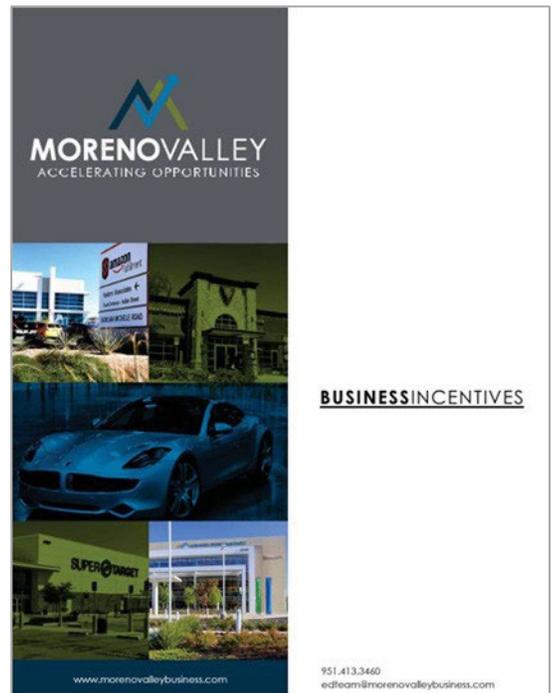
MORENO VALLEY
OFFICIAL COLLEGE

www.MoVal.org/hiremoval

GET REWARDED UP TO \$5,000 FOR HIRING LOCAL GRADUATES!

- **Hire MoVal Utility Rate Discount:** Qualifying businesses in targeted industries can save up to 30.5% for hiring residents.
- **Hire a MoVal Grad / Veteran:** Rebates \$1,000 to businesses for hiring up to five residents (Grad or Vet) plus \$500 to veterans.
- **Hire MoVal Business License Fee Waiver:** for businesses with up to \$200,000 in gross receipts that hire residents.

- **Time & Materials:** Large scale projects may save fees generated by direct project-related staff time and expenses.
- **Foreign Trade Zone:** Import / export / assembly companies can save on U.S. Customs duties.
- **State & Federal Programs:** the Business Incentives Guide to federal, state, and local incentives is available at:



www.morenovalleybusiness.com/incentives/#incentivesstate.

E. DATA

ED&H maintains subscriptions with numerous industry-respected sources to enable contact searches and offer demographics, traffic counts, median housing costs, commercial real estate listings, etc.

DEVELOPMENT OMBUDSMAN

The City of Moreno Valley is committed to our business' success and partners with them through every phase of the development process. The City accelerates business opportunities with our commitment to a pro-business culture and concierge business services. From multi-million square foot developments to start-up tenant improvements, the Development Ombudsman serves as a project advocate during project site selection, due diligence, entitlement, permitting, and construction to facilitate City/developer/business communication and emphasize priorities that keep projects on schedule and on budget.

The City's development team fast tracks business development with unparalleled plan check turnaround times that consistently beat other agencies in the region. If an issue arises, the Development Ombudsman collaborates with the City's Development Divisions to help our businesses find creative solutions!

Go-MoVal Strike Team | Staffed with leaders of the City's development departments, the Go-MoVal Strike Team is the City's interdepartmental secret weapon that meets with new businesses and developers to provide critical information and solutions during the businesses' site search, entitlement, and plan check phases.

HOUSING

ED&H's Housing staff assist affordable housing developments to support all residents, regardless of income, to find safe and affordable homes that meet their needs.

Affordable Housing Units (Single Family and Multi-Family) | Collaborate with affordable housing developers to build, acquire, and improve housing for low- and moderate-income households.

Preserve Existing Housing Stock | Raises homeowner awareness of property maintenance through incentive programs

and monitors affordable rental housing units annually to ensure compliance with Federal and State laws, and funding regulations.

Develop Market Rate Housing Units | Encourages market-rate housing development by providing an inventory of available properties and promoting mixed-use housing opportunities near employment, shopping, and recreation.

BUSINESS & EMPLOYMENT RESOURCE CENTER

Operated in partnership with the County of Riverside Workforce Development Board, the award-winning Moreno Valley Business & Employment Resource Center (BERC) is a comprehensive America's Job Center of California (AJCC).

The BERC serves as a vital community resource that provides both business and workforce development services for small businesses, employers, and career seekers.



For both new and existing businesses, the BERC is a partner in finding candidates for their workforce. Whether the business is hiring a single employee, seasonal staff, or a workforce of 10,000, the BERC offers comprehensive support including applicant screening, job fairs, posting job opportunities, and providing space for employee training.



For career seekers, the BERC is a welcoming space that offers a host of services to advance their careers. Friendly and knowledgeable staff are standing by to help with the following vital services:

- MoVal Job Board
- Weekly Career Readiness Workshops
- Academic Information Sessions and Partner Office Hours
- Career Coaching
- Hiring Events
- One-on-one Assistance
- Computer, copier, fax, & internet access (for career purposes)
- Digital Resource Library
- Veteran Tuesdays (career events, resources, referral services)
- LinkedIn Learning
- Google Career Certificate Scholarships
- Focus 2 Career Assessments

Additional resources are available online at

www.morenovalleybusiness.com/workforce/#bercservices.

To search for current job openings in Moreno Valley, visit www.moval.org/jobs.

Sign-up for the Hire MoVal Career Seekers email list at www.moval.org/berc.

Moreno Valley and Riverside County residents who are looking for work or those who would like to improve their skills are encouraged to visit the center in person during regular business hours, Monday-Thursday from 8:00 a.m. to 5:00 p.m. The BERC is located at 12625 Frederick Street, Suite K-3, in the Towngate Center.

BUSINESS RETENTION & SMALL BUSINESS DEVELOPMENT

Business development and retention is supported through six key focus areas. Each program is administered by ED&H Staff through one-on-one visits and programs at the Moreno Valley Business & Employment Resource Center (BERC). Below is a chart and list outlining key programs:

| TECHNICAL ASSISTANCE | HIRE MOVAL | RECRUITMENT ASSISTANCE | BUSINESS RETENTION | ENTREPRENEUR | RESOURCES |
|------------------------------------------------------------------|---------------------------------------|------------------------------------------|--------------------------------------------------------------|-----------------------------------------------------------------------|--------------------------------------------------------------------------------|
| SBDC Consultant* | Hire a Vet | Online MoVal Job Board | MoVal Direct <i>(Major Employer – Qtrly)¹</i> | Financing - AMPAC* - SBM* - SBDC* | Site Selection |
| Small Business Wednesdays <i>(Workshops)</i> | Hire a Grad | Job Alert eBlasts | Major Employer Business Visits | Branding & Marketing - IEWBC* - SBDC* - City Media | Business Spotlight |
| Business Emergency Resiliency Training <i>(BERT - Online)</i> | Small Business License Fee Waiver | Hiring Events @BERC | Small Business Visits | Business Planning - SBDC* - IEWBC* - SBM* | Business Resource Guide |
| Social Media Marketing <i>X4 Annually</i> | MVU Rate Discount | Candidate Screening* <i>(RivCo)</i> | Chamber of Commerce Events* - Moreno Valley - Hispanic | CBU Family Business Center* <i>(For Established Entrepreneurs)</i> | Business Expansion |
| Access to Capital | BERC Co-Op Space <i>(Free Use)</i> | Regional Job Fairs <i>X3 Annually</i> | Shop MoVal | UCR Entrepreneur Consultant* | Foreign Trade Zone* <i>(March JPA)</i> |
| Sigue <i>(Support Spanish Speaking Business)</i> | | | New Business Welcome Sign | UCR Pitch Competition* | Market Research - ZoomProspector by GIS Planning - Claritas Spotlight |
| | | | Employment Training Panel (ETP) | MVC Pitch Competition* | MVC iMake Mobile/Lab* |
| | | | | RivCo Innovation Month | Business Liaison |
| | | | | Women Owned Business | |

Legend
Yellow – Key Pillars
Green – Existing Programs
Blue – Future/Expanding Programs
 * - Not fully controlled by City/BERC Staff

¹ - Formally Business Roundtable

A. TECHNICAL ASSISTANCE

SBDC Consulting | The City provides one-on-one consulting for new and existing business owners through partnership with the Inland Empire-Orange County Small Business Development Center. Consultations are available every Wednesday at the BERC or virtually by appointment.

Small Business Wednesdays | Collaborating with small business resource partners, our award-winning Small Business Wednesdays provide weekly online and in-person workshops for start-ups and existing businesses.

Business Emergency Resiliency Training (BERT) | Prepares businesses and employees for emergencies through a single-day, quarterly training to build disaster resilience skills.

Social Media Marketing | Moreno Valley's award-winning Media Team offers quarterly workshops on enhancing social media presence for businesses.

Expanding Programs | In 2024, ED&H has worked with partners to create office hours and workshops that assist with **Access to Capital**. Staff is developing **Sigue**; resources and training for Spanish-speaking business owners.

BERC Co-Op Space | Local businesses can access BERC classrooms for free for training, hiring, and meetings. Additional information and forms regarding Hire MoVal are available at www.moval.org/hiremoval.

B. RECRUITMENT ASSISTANCE

Online MoVal Job Board | The BERC team updates the Moreno Valley Job Board bi-weekly, highlighting a wide range of local job opportunities. The board features 100+ businesses hiring for part-time and full-time positions. Visit www.moval.org/jobs.

Job Alert eBlasts | BERC staff promotes local career opportunities through email job alerts, flyers, and social media, utilizing our organically built database of over 34,000 career seekers.

Hiring Events | The department hosts three regional job fairs and numerous hiring events at BERC annually, connecting local job seekers with Moreno Valley employers. This has contributed to the creation of over 34,000 jobs in the past 10 years.



Candidate Screening | In partnership with Riverside County Housing & Workforce

Solutions staff, the City supports local employers with applicant screening.

C. BUSINESS RETENTION

MoVal Direct | MoVal Direct meetings are held quarterly to provide major employers with an opportunity to connect with City staff and discuss business resources.

Business Visits | Business Retention staff meets with major companies and small businesses regularly to promote workforce programs and business resources offered by the city as well as to learn from individual companies about their business needs.

Chamber of Commerce Events & Support | Staff support and attend events by both the Moreno Valley and Hispanic Chambers of Commerce, coordinating business support.

Shop MoVal | This program encourages local shopping with print ads and video promos featuring the city's 56 shopping centers.

Business Welcome Signs | Select new businesses are welcomed to the city with professionally crafted metal signs placed in key locations, enhancing business visibility and raising awareness within the community.

D. ENTREPRENEURSHIP

Programs supporting entrepreneurship include:

- **Financing Workshops**
- **Branding & Marketing** | Workshops and Consulting
- **Business Planning Services** | Provided by the SBDC
- **California Baptist University Family Business Center**
- **UC Riverside Entrepreneur Consultant** | Sessions and Workshops
City-sponsored pitch competitions (UCR EPIC, MVC Fast Pitch, Riverside County Innovation Month)
- **Expanding Programs** | In 2024, ED staff worked to develop and added additional programs that support **Women-Owned Businesses**, with the Inland Empire Woman's Business Center (IEWBC) and National Latina Business Women Association (NLBWA).

E. RESOURCES

Site Selection Assistance | Business Attraction staff help businesses find locations with property listings, demographic reports, and broker contacts.

Business Spotlight | A free program that highlights local businesses and their contributions through a 30-second video produced by the City's media team. Find details and sample videos at www.moval.org/spotlight.

Business Resource Guide | A step-by-step guide for future and existing Moreno Valley entrepreneurs, covering business plans, licenses, and access to local, state, and federal resources.

Business Expansion Support | The Business Liaison provides a concierge service to assist any business looking to expand in Moreno Valley.

Business Incentives | Businesses, both large and small, are educated about incentive programs such as **Foreign Trade Zone** and conducting **Market Research**. Visit www.morenovalleybusiness.com/incentives.

Moreno Valley College iMake Innovation Center | The City partners with Moreno Valley College's iMake Innovation Center (on-campus) and Mobile Lab to promote and provide hands-on activities for product development and prototyping.

Business Liaison | A City representative that provides dedicated staff to offer face-to-face communication, problem-solving, and personal contact for all businesses to know and reach out to.



WORKFORCE DEVELOPMENT

Workforce development for Moreno Valley is supported through six key focus areas. Each area is administered by ED Staff through programs at the BERC and through leveraging partnerships at county, state, and federal levels. Workforce programs are designed to assist residents of all backgrounds to build careers through local education and quality job opportunities.

Below is a chart and list of key programs.

| JOB READINESS TRAINING | APPRENTICESHIP | EDUCATION OPPORTUNITIES | VETERAN PROGRAMS | TECHNICAL TRAININGS & ASSESSMENTS | RESOURCES |
|-----------------------------------------|--------------------------------------------------------------------------------------------------------------------------|-------------------------------------------------------------------|-----------------------------------------------|-----------------------------------|-------------------------------------------|
| Resume Writing <i>Eng/Esp</i> | Apprenticeship Expo <i>with MVC</i> | Career Day Academy <i>X4 Annually</i> | Workshops (Veteran Tuesday) | Google Career Certificate | BERC Computer Lab <i>(x32 PCs)</i> |
| Interview Skills <i>Eng/Esp</i> | National Apprenticeship Week <i>With MVC</i> | RCCD's Moving MoVal Forward* | Veteran Partner Resources* | LinkedIn Learning | BERC Workplace Cubes <i>(x3 areas)</i> |
| Grow with Google <i>Eng/Esp</i> | Trades Day* <i>(Sponsorship)</i> | RivCo WIOA Funded Training* | Off-Base Transition Training* <i>Serco</i> | Focus 2 Career Assessment | Regional Job Fairs <i>X3 Annually</i> |
| Financial Wellness <i>(KP Grant)</i> | Apprenticeship Partners - MVC* - UCR Extension* - RivCo* - IE Building Trades Council* - RCCD Launch* | Partner Office Hours - CBU - MVC - MV YOC - MVCAS | Onsite Vet Rep | Typing Test | MoVal Job Board |
| LinkedIn Skills | | | Veteran Resource Fair | | Outreach Events |
| Digital Literacy <i>(SM Grant)</i> | M.A.P.P.E.D Program* <i>(City Clerks Office)</i> | MoValLearns | | | |
| CBU Career Center* | Apprenticeship Ambassador | College Promise | | | |
| Spanish Language Workshops | | | | | |

Legend
Yellow – Key Pillars
Green – Existing Programs
Blue – Future/Expanding Programs
 * - Not fully controlled by City/BERC Staff

A. JOB READINESS TRAINING

The City provides weekly workshops to help teach the most in-demand skills. Currently, residents can benefit from **Resume writing, Interviewing Skills, LinkedIn, Digital Literacy, Financial Wellness**, and a dozen other workshop topics on-site at the BEREC or online.

The BEREC partners with the **California Baptist University (CBU) Career Center** to offer workshops and career resources. The BEREC is also an official **Grow with Google** partner and offers exclusive support through Google curriculum specially designed for businesses, job seekers, Veterans, and justice-involved individuals.

Expanding Programs | BEREC staff is working to expand the quantity of **Spanish Language Workshops** offered.

B. APPRENTICESHIPS

Workforce Development staff host several events each year to promote local apprenticeship opportunities including **National Apprenticeship Week** webinars and an annual **Apprenticeship Expo**. Each year, the expo attracts several hundred high school students and members of the public from across the Inland Empire who gain direct access to educational partners, trade unions, and local employers that provide apprenticeships.

The City also runs a high school apprenticeship program called **M.A.P.P.E.D.** and sponsors partner apprenticeship programs such as the Riverside **Trades Day**.

Expanding Programs | In addition to events, EDD staff actively advocate apprenticeship opportunities through its **Apprenticeship Ambassador** program to recruit job seekers and employers to participate in partner apprenticeship programs at **Moreno Valley College, UC Riverside, RCCD Launch, and Riverside County**.

C. EDUCATION OPPORTUNITIES

Career Day Academy | Offered four times a year, Career Day Academy provides an interactive and upfront look at some of Moreno Valley's major employers. Local college and high school students are invited to attend these sessions to learn about various career opportunities and pathways available at Moreno Valley businesses.

RCCD's Moving MoVal Forward | Moving MoVal Forward is a free scholarship program for Moreno Valley residents interested in taking Supply Chain and Logistics-related courses at Riverside Community College District campuses.

Career Coaching | The Riverside County Workforce Development Board provides career coaching services at the BERC that allow customers to review resumes, hold mock interviews, receive one-on-one job coaching, and enroll in **WIOA Funded training** programs.

Education Partner Office Hours | The City collaborates with a variety of community-based partners to provide access to higher education and training opportunities. This is done through office hours and information sessions held at the BERC with **California Baptist University, Moreno Valley College, Moreno Valley Youth Opportunity Center, Moreno Valley Community Adult School**, and others.

College Support Programs | To promote higher education, Workforce Development staff administer two key City programs, namely **College Promise** and **MoVaLEARNS**, to help residents overcome the earn vs. learn dilemma and attend Moreno Valley College.



D. VETERAN PROGRAMS

The BERC works with several regional partners to provide top-notch services to our Veterans to provide **office hours**. In addition, on the second Tuesday of each month, the BERC hosts **Veteran Tuesday** – where all programs and services are designed to help Veterans and their families. Veteran partners at the BERC include VA Loma Linda, CalVet, US Vets, Moreno Valley College Veteran Resource Center, Goodwill of Southern California, and **Off-Base Transitional Training (OBT)**.

Expanding Programs | Workforce Development staff hosts a regional **Veteran Resource Fair** and is working to secure a permanent **On-site Veteran Representative**. An on-site Vet Rep will be able to meet directly with Veterans at the BERC and connect them immediately to the services and benefits they need.



E. TECHNICAL TRAINING & ASSESSMENTS

The City offers critical skill assessments, resume-building software, typing programs, and on-demand certificate training for residents at the BERC. Key programs that help job seekers gain a competitive advantage include:

- LinkedIn Learning
- Google Career Certificate Scholarships

Focus 2 Career Assessments | BERC customers can explore career opportunities by taking a career assessment. These self-assessments help customers create a personal action career plan based on results from work interests, personality, values, and current skills.

Expanding Programs | BERC staff are working to become certified to offer on-site Typing Tests; one of the most requested and referred services.

F. RESOURCES

To assist with Workforce Training, the BERC is equipped with printers, fax machines, and **32 public computers** that allow residents high-speed internet access to apply for jobs, government benefits, and training. In addition, BERC customers can reserve one of two **Workplace Cubes**; a private cubicle where virtual interviews and quiet work can be completed.

Job Fairs and Job Board | See the Business Development [on](#)

Outreach Events | Workforce Development staff attend dozens of outreach events within Moreno Valley and the region to promote Workforce and Business Development services offered through the BERC.



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