



Murrieta's Business Friendly Program



Presentation to City Council

September 16, 2014



Economic Development Dept.



- Creating a “business friendly” environment
- Translation between government and business owners
- “Matchmaking” services to help business owners succeed
 - Making connections

Business Friendly Program



- Finding sites/buildings for businesses
 - Waterstone, Baron's Market, CarMax, BMW of Murrieta, Kaiser Permanente, Renaissance Village, Cardenas, Azusa Pacific University
- Helping locate traditional financing
 - Sizzler expansion, Copan Diagnostics

BARONS market

SIMPLY GOOD FOOD. SIMPLY GOOD PRICES.

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Business Friendly Program

- Business Ombudsman Services
 - Intense, one-on-one permitting assistance
 - Translation from government to business “speak”

Examples: Giant RV, Jeromes, Residence Inn/ Courtyard by Marriott, Hampton Inn, Former Furniture Row, Tractor Supply/ Dixieline, Farmstead Market/Method Schools, Vino Paraiso, Bulldog Brewery, Elias Shoes



Business Friendly Program



- Business Ombudsman Services
 - Involvement with outside organizations to help get the businesses open

Examples: Public House, Aces Comedy Club

Business Friendly Program



- Business Advisory Committee
- Partnership with Chamber of Commerce
 - Coffee with City
 - Monthly Business Roundtable
- Murrieta Lunch with Friends
- Murrieta Magazine
- One-on-One Marketing Counseling

Business Friendly Program



- Fast Track Permitting Program
 - Loma Linda University Medical Center-Murrieta
 - Car Max
 - Kaiser Permanente
 - BMW of Murrieta

Business Friendly Program



- Workforce Assistance/Talent Development
- Creating University/Business Connections
- Connecting businesses to MVUSD
- City infrastructure improvements
- Office Research Park zoning

Business Friendly Program

- Encouraging Entrepreneurial Growth
 - Business Mentoring
 - TriTech Small Business Development Center
 - SBA Partnership
 - SCORE
 - Valley Innovators/Software Developers Groups
 - Murrieta Innovation Center/City Tech Incubator
 - Tech Coast Angels/"Shark Tank"
 - Murrieta CoWorking Connection
 - InSoCal CONNECT

Business Friendly Program



- Business Outreach
 - Business Retention
 - Connecting retailers to developers – ICSC
 - Connecting existing businesses to new opportunities
 - Manufacturing and Exporting Assn

Business Friendly Program

- Creating International Business Linkages
 - US Department of Commerce partnership
 - County Trade Commissioner
 - Foreign Investment for Business Growth

Examples: Olivewood/Farmstead project;
Residence Inn/Courtyard by Marriott;
Renaissance Village; Continental East Medical
Office Building

Business Friendly Program

- Business Networking/Workshops
 - Export University
 - Microlending
 - EB-5 Financing
 - US Navy/UCR “Tech Transfer”
 - BIOCOM
 - Health Care Summit
 - Entrepreneurship Training at Incubator
 - Reshoring to America – San Diego Daily Transcript

Business Friendly Program



Thank you!