

ECONOMIC AND BUSINESS DEVELOPMENT

Healthcare Growth



Humana – in partnership with the Riverside Medical Clinic recently opened a facility at 33040 Antelope Road in the Antelope Square Shopping Center to provide primary care services for Humana Medicare Advantage members. The lease was signed by Continental East Development which will also be developing the Renaissance Village senior health care project on Jackson Avenue, across the street from The Colony. To review more about the Humana facility, please click here <http://bit.ly/1EoWjZA>. The City Council Healthcare Subcommittee met with the University of California-Riverside School of Medicine and an area hospital to discuss opportunities to bring additional UCR healthcare services to the Murrieta Valley. A skilled nursing developer has recently closed escrow on property located on the east side of Jackson Avenue, south of the Sam’s Club center, for the development of a senior healthcare facility. A key component of the City’s Economic Development Strategy is to encourage the continuing the growth of Murrieta as the healthcare center for the greater Southwest Riverside County region. Already, Murrieta is the home of the Rancho Springs Medical Center, the Loma Linda University Medical Center-Murrieta, the proposed Kaiser Permanente-Murrieta Valley campus site (I-215 at Keller), the HealthSouth brain rehabilitative hospital site on Whitewood near Baxter, and the site for the growth of Rady Children’s Hospital of San Diego pediatric care facility on Hancock.

Additional Business Growth



Murrieta continues to see the growth of technology companies. iA Robotics - a Murrieta company that manufactures robotics - recently received an award at an event at Cal State University Northridge in the category of “fastest growing company”. The award was given by the US Minority Business Development Agency (MBDA) – which has their regional office in Murrieta. The City had introduced iA Robotics to the MBDA.



Novohit, a Murrieta-based hotel and hospitality software company with international offices in Mexico City, Milan and Santiago de Chile, recently opened the Murrieta CoHive, a private incubator for software engineers and code writers. Articles about the new software incubator have appeared recently in the Inland Empire Entrepreneur Magazine and in California CEO Magazine. Please click here for more information: <http://bit.ly/1a7RRD3> Puzzle Piece, a software company that focuses on providing modified iPads and educational apps for kids with autism, recently expanded in Murrieta. They

announced in February that they are establishing an educational program at the Murrieta Innovation Center where they will provide training on programming, code writing, building apps and working at a tech company. Information on the program is available at www.trygrow.com.

The City wishes to thank American West Bank for their recent donation of \$2,000 to help pay for internet services at the Murrieta Innovation Center (MIC). The Murrieta Innovation Center is located at the former Murrieta City Hall at 26442 Beckman Court and focuses on encouraging the growth of tech-focused startup companies in the field of health IT/medical device and healthcare-related innovations as well as defense/national security-related businesses.

The City of Murrieta and the Murrieta Chamber of Commerce have been working in partnership with the Murrieta Valley's rapidly growing software development industry and with Novohit and the Temecula-Murrieta Software Developers Group to create a local internship and apprenticeship committee. Other potential partners include the Murrieta Valley Unified School District, UCR, California Baptist University-Engineering, California State University-San Marcos, Azusa Pacific University-Murrieta and, most recently, Claremont Graduate University. The objective is to encourage the growth of internships with Murrieta Valley companies so that graduates from these schools will consider career opportunities with local companies rather than leaving the area for San Francisco Bay Area or the Westside of Los Angeles/Santa Monica. The objective is to attract additional high tech skills to the Murrieta Valley.



Bully Burgerz has now opened at 24660 Jefferson Avenue in the Olivewood Shopping Center across from City Hall. They join the Farmstead Market and the other businesses located in this development. Tonino Restaurant and Wine Bar has opened at 24530 Village Walk Place. The owners of Tonino also previously opened the Rivoli Deli and Coffee in the same shopping center.

Nova Development, an Orange County developer, is submitting plans for the construction of a business park at the southwest corner of Jefferson and Murrieta Hot Springs. They recently closed escrow on additional properties along Jefferson, south of Murrieta Hot Springs Road for future business park development. The City has an extremely low light industrial vacancy rate – 1.8% - and has been working to attract developers for new business park projects – so as to create sites for business expansion in Murrieta. This area of the city is zoned for employment development. The City has made introductions to Nova to manufacturing and other companies which are seeking to grow in the Murrieta Valley.

The YMCA of Orange County/Riverside County will be opening the new Murrieta Family “Y” at 39573 Los Alamos Drive in the former Azusa Pacific University-Murrieta location. Azusa Pacific University-Murrieta had previously expanded to the Sam’s Club shopping center – leaving this space on Los Alamos Drive available.

The Yamei Tutoring and Learning Center recently opened at 39540 Murrieta Hot Springs Road #228 in front of the Fresh and Easy Market. Yamei is a professional learning center for young people and adults and focuses on Chinese language and cultural instruction, college preparation, private tutoring and their “night owl” study hall. The center was created by bilingual graduates of New York University and serves the entire Murrieta Valley area.

The City is currently reviewing an application from Feast Foods for the development of a new office project on Ivy Street as the company’s new headquarters. The company – whose partner is David Beshay of Murrieta – owns and operates a large number of restaurants including Corner Bakery, Jack in the Box and Denny’s Restaurants. The facility will serve their entire restaurant business including restaurants in California, Washington, Oregon, Idaho, Texas and Oklahoma.

Other Business Development Activities

The City of Murrieta hosted a delegation from the German American Chamber of Commerce/California and a German international cargo airport. The meeting included local manufacturing firms, tech companies, a Southern California Wine Country business, banks, the Murrieta Chamber of Commerce, and other businesses from the Murrieta Valley area. This meeting at Murrieta City Hall provided an opportunity for the companies to learn more about exporting their products to Central Europe through the Magdeburg (Germany) private cargo airport.

The City of Murrieta and Murrieta Chamber of Commerce hosted a Commercial Real Estate Brokers’ Breakfast at the Chamber of Commerce offices in February to present an update on economic development activities in Murrieta and to create a forum to encourage additional partnerships with the local commercial brokerage community.

The City and Chamber of Commerce hosted a meeting of the Southwest Riverside County chapter of the Riverside County Manufacturers and Exporters Association at which Roy Paulson of Paulson Manufacturing discussed the latest trends in area manufacturing.