

GREATER RIVERSIDE CHAMBERS OF COMMERCE

2014-2015 Goals & Objectives

CREATING A STRONGER LOCAL ECONOMY

GOAL: To lead and engage economic development efforts in Riverside.

ACTION & PROGRESS TO DATE:

Actively engage the City of Riverside on critical economic development issues.

- Work with the City of Riverside to increase bandwidth capacity in the community's connectivity infrastructure to help local business take advantage of new technologies and be more responsive to market needs.
- Proactively identify sections of the community that need improved access to local services and work with public partners to address these service gaps. Continue to support transportation and goods movement projects like the SR-91 Corridor Improvement Project (CIP), the SR-91 High Occupancy Vehicle (HOV) Project, Perris Valley Line Metrolink Extension, and local grade separations and street improvements, which will increase goods movement, address air quality concerns, and improve commercial access across the region.
- Actively participate on the City's Sign Code Ad Hoc Committee to modernize the code to be responsive to local business and community needs.
- Support and participate in the City's Smart Code as a means of unifying and expediting the community's vision for future planning and business expansion.
- Encourage the City to find more ways to streamline and expedite the development process through new ePermit software as well as concierge level service to new and expanding businesses.
- Refocus efforts to assist small businesses to grow and expand through the work of the Area Business Councils, Riverside Business Week, monthly Business Seminars, and Business In Action.

Identify and prioritize action items from the Riverside Intelligence Report.

- Continue to release quarterly updates of the Riverside Intelligence Report to highlight the latest developments and trends in the local economy.
- Hold industry roundtables with businesses from key business sectors, including healthcare, manufacturing, technology, solar energy, and food processing and distribution.

SUPPORTING LOCAL AREA BUSINESS COUNCILS

GOAL: To play a more active role in economic development in Riverside.

ACTION & PROGRESS TO DATE:

Utilize Area Business Councils to effectively influence economic, workforce, and community development issues in the community.

- Continue to connect and engage major employers and City representatives through facilitated visits to local businesses. Major employer visits conducted since January 2014 include Traffic Management, Flexsteel Industries, Altura Credit Union, Luxfer Gas Cylinders, Albert A. Webb & Associates, and The Toro Company.
- Collaborate with the local college student communities by identifying and appointing a student representative to serve on the board of directors of each Area Business Council.
- Continue to outreach to high school business academies by inviting students to make connections at INSIDE meetings.
- Engage City representatives to improve homeless outreach in business and community areas.
- Connect local businesses to encourage greater business-to-business transactions and reducing outsourcing.

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REPRESENTING THE INTERESTS OF BUSINESS WITH GOVERNMENT

GOAL: To enhance the Chamber's advocacy program at the local, state, and federal levels.

ACTION & PROGRESS TO DATE:

Amplify the region's influence on state and federal issues and leverage that influence to create positive impacts in the local business community.

- Find opportunities to reduce the regulatory burden on business through advocacy on state and federal legislation.
- Continue to partner with concerned regional participants to engage state leaders to modernize and improve the environmental review process required by the California Environmental Quality Act (CEQA) and the National Environmental Policy Act (NEPA).
- Collaborating with a broad coalition of stakeholders to urge Los Angeles World Airports (LAWA) and the City of Los Angeles to cede control and management of Ontario International Airport (ONT) to a regional joint powers authority.
- Engage military, administration, and elected leaders at March Air Reserve Base (MARB), the Naval Surface Warfare Center, Corona Division, and in Washington, DC in order to sustain the importance of these facilities for national security and their continued significant economic impact for the region. Specific opportunities include equipping relevant units with Boeing KC-46A aircraft at MARB.
- Advocate for greater state and federal financial support for the local judicial system, specifically providing the necessary funding to support more judgeships and court facilities in the community. Supported the Federal Judgeships Act of 2013 to authorize the appointment of two additional federal district court judges to the Central District of California, Eastern Division.

Enhance efforts to attract industries in medical and health-related fields and improve community access to healthcare service providers.

- Advocate for continued protections from rising healthcare costs through limits on the specific types of damages in medical malpractice claims under the Medical Injury Compensation Reform Act.
- Collaborating with regional partners to secure state and federal designations identifying medically-underserved communities in Western Riverside County, leading to the establishment of federally-qualified healthcare centers and the use of incentive programs such as loan forgiveness and increased public health insurance reimbursements. Engaging County leaders, local stakeholders, and representatives of the California Office of Statewide Health Planning and Development to analyze and identify medically-underserved communities for federal designation in Western Riverside County.

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TAKING POLITICAL ACTION

GOAL: Acting on behalf of the business community to support business-friendly candidates and ballot measures that will enhance effective governance and champion issues to improve the local economy.

ACTION & PROGRESS TO DATE:

Provide access and opportunities to engage and provide input to candidates, elected leaders, and public officials, particularly in upcoming elections for the Riverside City Council.

- Host candidate debate forums in local elections and engage candidates on critical business issues.
 - Recruit and review business-friendly candidates seeking office in upcoming elections.
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Expand practice of publishing voting records of local, state and federal elected legislators.

- Publish and distribute voting records for Riverside City Council, Riverside County Board of Supervisors, as well as state and federal legislators via the *Greater Riverside Business, Chamber Communicator*, and relevant media platforms.
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Support and encourage business-friendly candidates and initiatives with endorsements through the Greater Riverside Chambers of Commerce Political Action Committee (GRCCPAC).

- Endorse, promote, and provide financial support to business-friendly candidates in local and state elections.
- Endorse and financially support popular ballot measure and initiatives that promote a business-friendly environment in California and the region and ensure Riverside is a location of choice of residents and business.

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PROMOTING THE COMMUNITY

GOAL: To enhance the quality of life for residents in Riverside and create a stronger connection between the higher education institutions and the rest of the community.

ACTION & PROGRESS TO DATE:

Create opportunities for stronger collaboration between the business sector, local education institutions, and the non-profit community to develop a stronger network for innovative collaboration and sense of community.

- Engage leaders from the University of California, Riverside, California Baptist University, La Sierra University, and the Riverside Community College District to enhance internship opportunities for local students to gain real-world experience and assist local businesses.
- Explore incentives for businesses to hire graduates from local higher education institutions.
- Collaborate with the City of Riverside, County of Riverside, higher education institutions, and local school districts to utilize the region's assets, including military assets, workforce, sense of community, heritage, and infrastructure, to effectively market and advocate for the region's economic vitality.
- Connect with local college communities to seek student input on community priorities and ways to retain their intellectual capital in the community.
- Serve on the Steering Committee of the RUSD Local Control Accountability Plan to provide local community input on the implementation of the Local Control Funding Formula in the district.
- Supported and celebrated the successful application of Riverside City College into the California Bar Association's Pathway to Law School program.

Create a more vibrant downtown atmosphere that creates a destination draw to the community.

- Support more affordable housing for young professionals and families in the Downtown area. Recent projects include Stalder Building, Imperial Hardware Building, and the Zion Enterprises Project.
- Explore more opportunities for public and other non-automobile transportation services to promote mobility and downtown community.

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MEMBERSHIP & MARKETING

GOAL: To improve how the Chamber communicates value of membership to member businesses, non-member businesses, the college communities, and the public at large.

ACTION & PROGRESS TO DATE:

Increase range and usage of all social media and online platforms.

- Expand social media usage and make stronger efforts to connect with local business and college communities i.e. Instagram, Facebook, Twitter, etc.
- Continue to live tweet during Chamber events.
- Expand use of tagging, hash tags, and other means to expand connections in social media.

Increase engagement and outreach effectiveness by creating a more inviting environment for new members at Chamber events.

- Distribute monthly email surveys on prevailing business issues or Chamber services and analyze responses to gauge priorities.
- Collect and broadcasted new member testimonials.
- Cross promote all Chamber meetings and events to new members.