



Report to Economic Development Subcommittee

TO: Economic Development Subcommittee

FROM: Kyle Warsinski, Economic Development Director

AGENDA DATE: June 9, 2026

TITLE: ECONOMIC DEVELOPMENT STRATEGIC PLAN UPDATE ON
NEW INITIATIVES AND PROGRAMS

RECOMMENDATION

Staff recommends the Economic Development Subcommittee:

1. Receive and file this report.

PURPOSE

To provide an overview of upcoming Economic Development Department Initiatives and Programs being performed in accordance with the Moreno Valley 2024 Economic Development Strategic Plan.

BACKGROUND

The City of Moreno Valley Economic Development Strategic Plan (EDSP) was approved in 2024, expanding on the City Council's "Momentum MoVal" vision. The EDSP established key priorities, objectives, and initiatives to create diverse employment and entrepreneurial opportunities, support business attraction and expansion, increase workforce participation, and enhance the generation of new City revenues.

DISCUSSION

The Economic Development Department is focused on the following five initiatives, which are currently under development or will be in the near future. Some of these initiatives are long-term programs and projects, while others have short-term timelines for establishment.

1. Sports Park Complex Master Development

As identified in the 2023 Parks, Community Services, and Trails Master Plan and the EDSP, Moreno Valley faces growing demand for high-quality recreational facilities. The new Sports Complex will directly address this need, with the possibility of additional indoor and outdoor facilities, including pickleball courts, soccer fields, football fields, baseball/softball fields, basketball courts, volleyball courts, E-sports facilities, and/or multipurpose fields.

The selected developer will be responsible for acquiring or securing a site and leading the full development lifecycle, including site planning, design, engineering, environmental review, entitlement support, community outreach, construction, and potentially long-term operations. Proposals may incorporate a public-private partnership (P3) model, offering opportunities for creative development and long-term impact. The selected team will work closely with City staff to ensure all aspects of the project align with community goals and regulatory standards.

The City published an RFP earlier this year, which has since closed. The next step is staff review.

EDSP Strategic Area: 2.0 – Entertainment and Sense of Place
Term: Long-term

2. Business and Employment Resource Center (BERC) Expansion

This initiative focuses on the expansion and relocation of the City's BERC to an approximate 20,000-square-foot space on the ground floor of the former Sears at the Moreno Valley Mall. Moving the BERC to a new location and expanding the available space will set a new standard for workforce and business development centers in the Inland Empire and Southern California. The first step in the process is to conduct spatial analysis and interior architectural design to align current and future programming goals with the City's growing workforce and business community by providing enhanced job placement services, training programs, business assistance, and community resources, all within a single, modern space.

EDSP Strategic Area: 5.0 – Workforce Development
Term: Long Term

3. Home Rehabilitation Grant Program

This program is designed to enhance neighborhood character and preserve the City's existing housing stock through targeted residential improvement projects. By assisting qualified homeowners with exterior and structural improvements, the program seeks to foster civic pride, encourage long-term property stewardship, support housing stability, and advance the City's broader goals of community revitalization and neighborhood investment.

EDSP Strategic Area: 2.0 – Entertainment and Sense of Place
Term: Short-term

4. Legacy Business Recognition Program

This recognition program will be designed to promote and champion longstanding businesses throughout the city that have contributed significantly to the city’s cultural identity and character through their products, services, and customer service. The program will identify, recognize, and support Legacy businesses to preserve and amplify these establishments’ history and community impact, retain their local employment, and enhance their exposure to residents.

Additionally, we are exploring a Legacy business succession program that would match business owners seeking to retire or exit with new entrepreneurs seeking to acquire proven, existing companies.

EDSP Strategic Area: 4.0 – Business Retention and Expansion
Term: Short-term

5. Economic Development Concierge Service Marketing Initiative

The Economic Development Department conducts regular, hands-on outreach and assistance through our concierge program. This includes direct engagement with prospective businesses and developers, sending welcome emails, offering one-on-one meetings, and coordinating across departments to help guide projects through the process. Staff also proactively monitors permit activity and reaches out when we see opportunities to assist. The program has received strong feedback and responses from businesses using these services, yet those unaware of the program may struggle with the approval process.

To that end, Economic Development will initiate a robust marketing campaign to spread the word about the concierge program and its benefits. The campaign will include creating a video showcasing the program, additional social media posts, promoting the program each Small Business Wednesday at the BEREC, and more.

EDSP Strategic Areas: 1.0 Emerging Industries and 3.0 Revenue Generation
Term: Short-term

ATTACHMENTS

None.

Prepared By: Kyle Warsinski, Economic Development Director

Approved By: Kyle Warsinski, Economic Development Director