

CITY OF PALM DESERT STAFF REPORT

MEETING DATE: December 12, 2024

PREPARED BY: Eric Ceja, Director of Economic Development

SUBJECT: REBRANDING OF THE PALM DESERT IHUB TO AN
ENTREPRENEURIAL RESOURCE CENTER

RECOMMENDATION:

1. Approve the rebranding of the Palm Desert iHUB to the Entrepreneurial Resource Center.
2. Authorize the City Manager to execute any necessary documents to effectuate the rebranding.

BACKGROUND/ANALYSIS:

On November 21, 2021, the City of Palm Desert opened the Palm Desert iHUB located at 37023 Cook Street, Suite 102, to attract technology-based entrepreneurial startup businesses and promote the creation of high-wage jobs. The City currently leases the space through August 2026, with an option for a seven (7) year lease renewal. Initially, the facility was operated by the Coachella Valley Economic Partnership (CVEP). In January 2024, the California State University San Bernardino (CSUSB) School of Entrepreneurship (the "School") assumed operations of the facility.

Since taking over, the School has been active in developing new programs, obtaining new funding, and expanding outreach and resources to a broader range of entrepreneurs in the Coachella Valley. Recently, the School obtained an additional \$330,000 in grant funding from Riverside County Office of Economic Development to expand program operations at the facility.

Legal Review:

This report has been reviewed by the City Attorney's Office.

Strategic Plan:

1. Economic Development - Priority 1: *"Expand job and business creation opportunities"*
2. Economic Development - Priority 4: *"Expand and raise awareness of business-friendly services in order to retain and attract business."*

Appointed Body Recommendation:

The City Council subcommittee on the Palm Desert iHUB met on November 19, 2024, to discuss the rebranding and recommended approval of the name change to the Entrepreneurial Resource Center.

Project Description:

The "iHUB" designation is administered by the California Governor's Office of Business and Economic Development through the Office of the Small Business Advocate (CalOSBA). Today, there are 13 institutions across the State with the iHUB designation. At the time the Palm Desert

iHUB was established, CVEP was operating the Palm Springs iHUB, and the State allowed the City to use the iHUB designation as CVEP was operating both facilities; however, the State never officially recognized the Palm Desert location as a State iHUB.

The Inland Empire Center for Entrepreneurship (IECE) at CSUSB, has been active in finding suitable partners and locations to develop “Entrepreneurial Resource Centers” in both San Bernardino and Riverside County. Recently, the IECE successfully partnered with Riverside County Office of Economic Development (RCOED) and the City of Temecula to open a second “ERC” in the region. IECE, in trying to brand the ERC and promote a well-rounded and well-resourced center for Inland Empire entrepreneurs, proposes to rebrand the “Palm Desert iHUB” as the “ERC Palm Desert.”

As the State does not recognize the Palm Desert iHUB as an official State iHUB and given that consistent branding throughout the region benefits entrepreneurs seeking business recourses, staff recommends that the City Council approve of the name change of the facility.

FINANCIAL IMPACT:

There are no financial impacts to the City for the rebranding of the facility.

ATTACHMENT:

1. Rebranding Collateral