

CVEP & Palm Desert iHub

Palm Desert City Council Update
September 14, 2023

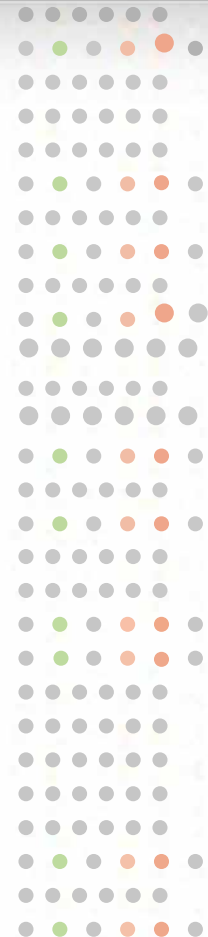


CVEP

- Reliable, Efficient, and Accurate Service for Government Partners
- Geographic Information Systems and Data Analysis
- Business Services
- Small Business Workshops
- Riverside County Innovation Month
- Disaster Preparedness
- Economic Summit
- Annual Support

Palm Desert iHub

- Morning Insights
- PDiHub Portfolio Companies
- PDiHub Coworking
- Supplemental Funding
- Public Relations & Media



Reliable, Efficient, and Accurate Service for Government Partners



Hyper-local economic data, population and demographic data, data analysis, economic development expertise, GIS analysis: all available at no cost to City Partners.



Requests are acknowledged same-day.



Most requests can be fulfilled within 48 hours.



Data sources used are trusted for accuracy, and include ESRI Business Analyst, Data Axle, and custom analysis of publicly-available data.



GIS and Data Analysis - Supporting Government Projects, Planning, and Policy

By request for the **City of Palm Desert**

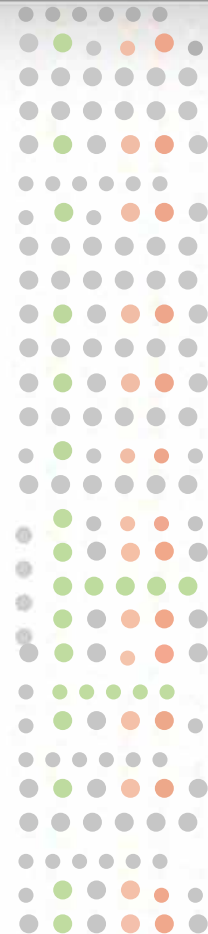
- regional population data, traffic counts, and drivetime analyses
- updates to top employers in Palm Desert based on number of employees

Other projects for government throughout the Coachella Valley

- labor force data, commuting patterns, jobs, and developing a housing/job ratio for the city
- provided custom maps of average family size and households with 7+ people
- age demographics to support need for housing for younger families and residents, not just "Over 55" developments
- data on top employers for the city, and updates to annual demographic reports
- Provided extensive demographic reports to help quantify the reach of poverty in the Coachella Valley for **Eduardo Garcia's District 36 Poverty and Inequality Project.**

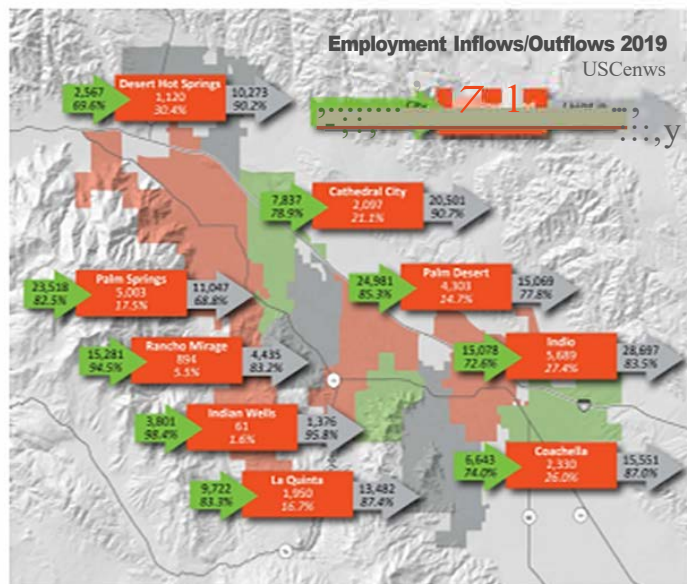
For Business, Nonprofits, and Government, CVEP provided

- 180 custom demographics reports
- Over 400 hours of data mining and analysis to fulfill requests

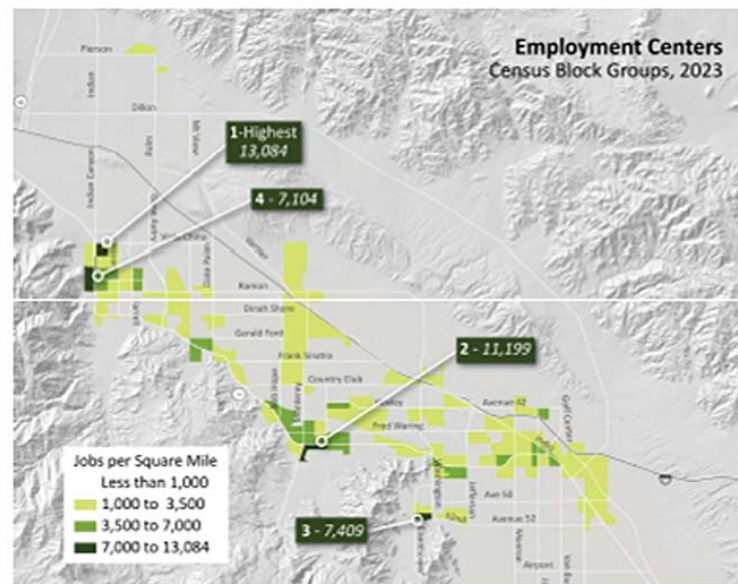


GIS Projects

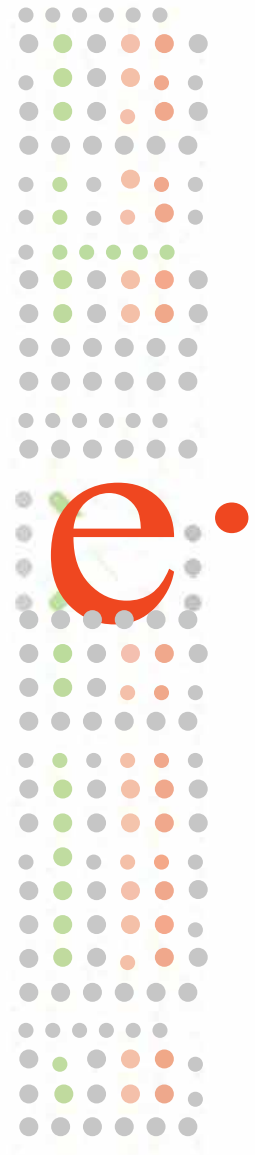
- Published 26 new Data Digests for the public (cvep.com/data-digest)



March 7, 2023: Employment Inflows and Outflows in Coachella Valley Cities
<https://cvep.com/employment-inflows-and-outflows-in-coachella-valley-cities/>



May 23, 2023: Employment Centers of the Coachella Valley
<https://cvep.com/employment-centers-of-the-coachella-valley/>

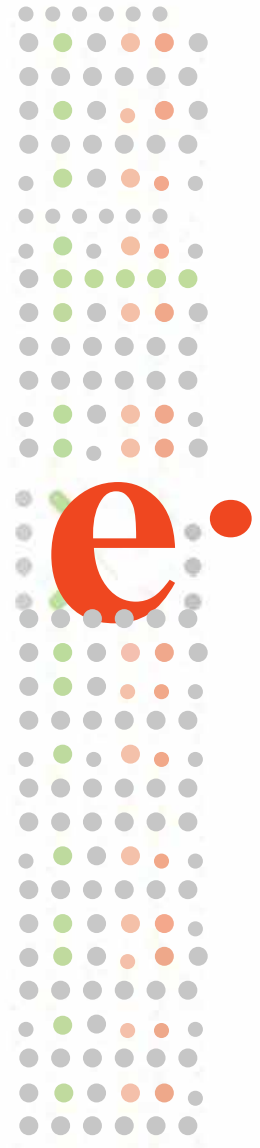


Business Services

Provided over **800 hours** of one-on-one consulting to local small businesses, aspiring entrepreneurs, and startups.

Business Services Engagements: A Selection

- **Palm Desert resident** and entrepreneur: counseled on digital marketing and e-commerce, personnel. (5-hour engagement; likely impact \$1,000-2,000/month revenues)
- **Palm Desert-based firm:** provided data and insights to a significant new client entering the market. (2-hour engagement; possible impact in millions)
- **Palm Desert-based studio:** consulted on marketing, outreach, and growth. (2-hour engagement; likely impact \$5,000/month revenues)
- **Palm Desert resident:** feasibility consulting for business concept. (2-hour engagement)
- **Palm Desert resident:** financial and feasibility consulting for family entertainment complex. (1-hour engagement)
- **Palm Desert resident:** product/market fit consulting for consumer product. (6-hour engagement)



Small Business Workshops

In partnership with Chase (Q3&4 2022 -All held in **Palm Desert**):

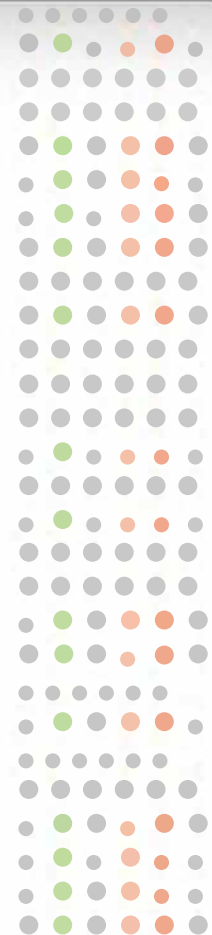
- Lunch & Learn - The Power of Capital
- Money Matters - Cash Flow
- Digital Marketing

In partnership with the Women's Business Momentum Center:

- Monthly Momentum @ **PDiHub** (new monthly series began September 2023)

In development for 2024 launch:

- Taco Tuesdays (In **Palm Desert**: emphasis on finance and funding)
- Insights at Night (Rotating locations: professional networking for entrepreneurs)



CVEP Distributed 213,350 sandbags in advance of Tropical Storm Hilary

36,750 sandbags donated to the City of Palm Desert
Benefitting over 3,600 Palm Desert residents/businesses



COPD Public Works picked up 12,000 bags on 8-18-23 and 24,750 bags on 8-19-23.



April 2023: 6th Annual Riverside County Innovation Month

- CVEP: Innovation Month Central Committee; Fast Pitch Finale Committee
- Meet the Entrepreneurs events in Palm Desert and Palm Springs
- Coachella Valley Fast Pitch Competition - Four local startups competed for prizes in **Palm Desert**. 4 of 6 CV Fast Pitch Competitions have been held in **Palm Desert**.
- Coachella Valley Student Pitch Competition - Four CSUSB-PDC entrepreneurship students competed in **Palm Desert**.
- These events earn excellent media coverage, particularly for the iHub programs in **Palm Desert** and Palm Springs.



Economic Summit



In collaboration with the Coachella Valley Economic Partnership, we are offering the opportunity to register here for both the [2023 California Economic Summit](#) as well as the [19th Annual CVEP Economic Report](#).

Select one option and continue to Terms and Conditions below.

2023 California Economic Summit ONLY

Access to the 2023 California Economic Summit on October 11-13 (plus 1 day of October 14) at the Renaissance Esmeralda Resort & Spa, Indian Wells.

\$550.00

Select

19th Annual CVEP Economic Report ONLY

Access to the Coachella Valley Economic Partnership's 19th Annual Economic Report on October 11, 2023.

REGISTRATION FOR CVEP EVENT CLOSES OCT 4

Registration for CVEP event closes on October 4. For more information, visit [cvep.com](#) or call 760.340.1575.

\$150.00

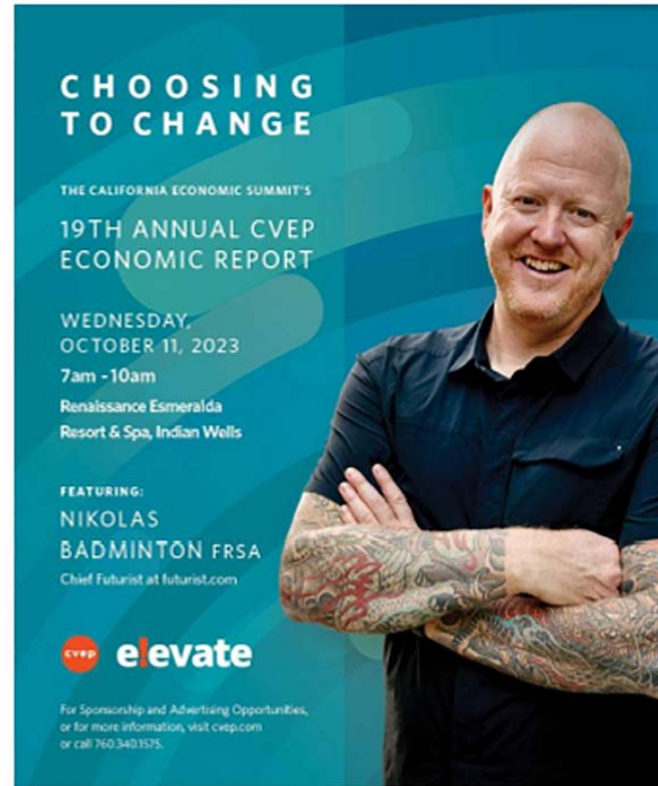
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Bundled Admission: 2023 California Economic Summit + 19th Annual CVEP Economic Report

Access to both events for a bundled rate. BUNDLED ADMISSION TOGETHER AVAILABLE UNTIL SEPT 15.

\$600.00

Select



tu, 11.11.23 | 7am - 10am | Renaissance Esmeralda Resort & Spa, Indian Wells | [elevate](#)



Annual Support



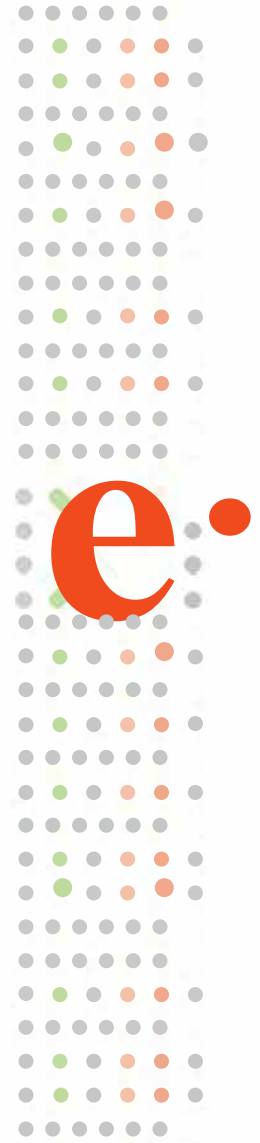
Consistent Annual Support helps to offset some of the necessary costs of doing business, which makes operating the Palm Desert iHub possible:

- Accounting
- Annual Audit
- Grant Writing
- Compliance
- Human Resources
- Office Supplies, Equipment, and Software



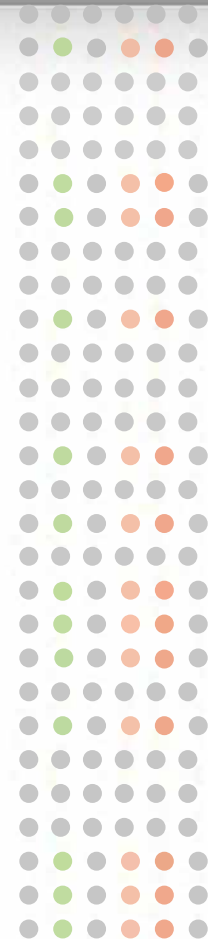
New Event Series: Morning Insights

- Over 200 attendees since February launch
 - o 20% of attendees are new to the Coachella Valley
 - o 25% of attendees are considering starting a business
 - o 20% of attendees are from Palm Desert
- Guest speakers cover a wide range of topics:
 - o March - Population change
 - o April - Local news
 - o May - The state of entrepreneurship
 - o June - Vacation rentals
 - o July - Running a great business
 - o August - Cannabis industry
 - o September - Affordable housing
 - o October - dark for CVEP Economic Report & CA Economic Summit



Palm Desert iHub Portfolio Companies

- TwinCare (healthcare technology)
- NFTSN.tv/GlamorScape (digital arts & lifestyle)
- Whatz 2 Eat (AI-enabled consumer technology)
- Hello Computer, Inc. (education technology)
- Irepa International (sensors & cybersecurity)
- Birds Eye Aerial Drones (high-tech digital imaging)



Palm Desert iHub Portfolio Company Updates

- **TwinCare Technologies** signed their first client, Palm Desert Urgent Care, to provide remote patient monitoring; **\$60/month x 100 patients to start.**
- **NFTSN.tv/GlamorScape** is facing challenges due to the broader NFT environment.
- **Whatz2Eat** is raising funds: **\$56,940 to date.**
- **Hello Computer, Inc.** entered in to a strategic partnership on 9/8/23 with the World Literacy Foundation, making StoryTime International the official mobile app of the WLF Sun Books program in Africa, Afghanistan, and Colombia. **Immediate rollout of StoryTime International to 2,000 children on 100 tablets. Program reach last year was 11,171 children and families.**
- **Irepa International** is working to bring several technologies to the local market, including tech to address municipal solid waste and vehicle emissions.
- **Birds Eye Aerial Drones** seeks to expand service to Coachella Valley golf courses and open a branch office in Palm Desert.



Palm Desert iHub Program

- 13 *direct* jobs created or retained
- 51.14 *indirect* jobs created or retained

100% of PDiHub Portfolio Companies are woman-led, veteran-led, or minority-led.



Source: Economic Policy Institute, *Employment Multipliers/or the U.S. Economy*

Palm Desert iHub Coworking

Office Use

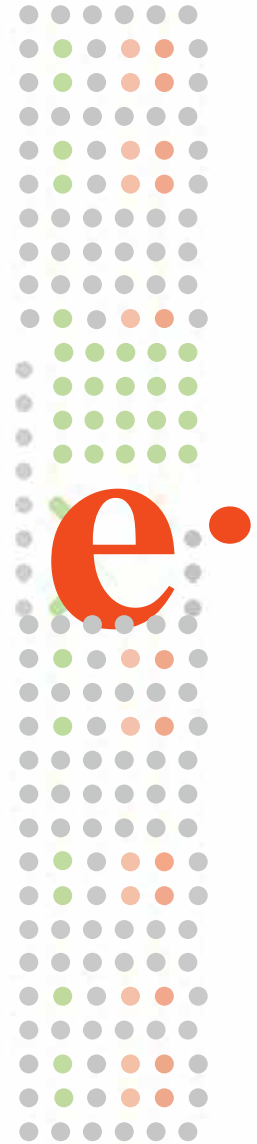
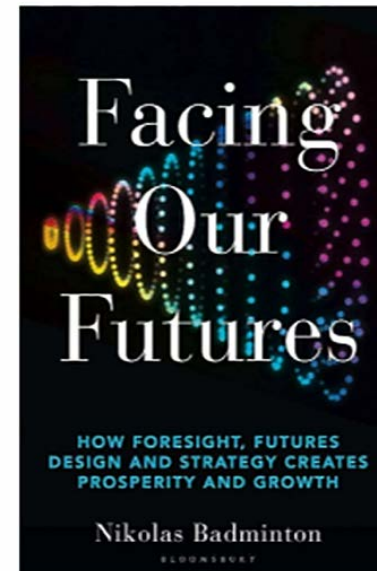
- 28 Companies
- 10 ongoing/returning
- 4 hybrid
- 14 temporary
- Seasonal fluctuations
 - Second homeowners
 - Seasonal residents

"I own a second home in Palm Desert, and both my husband and I work regularly from PDiHub- it is part of the reason we are able to spend so much time in Palm Desert, contributing to the local economy. Without access to the convenient PDiHub, we would no doubt have to spend more time in the Pacific Northwest to do our best work."

-Allie L, Seattle



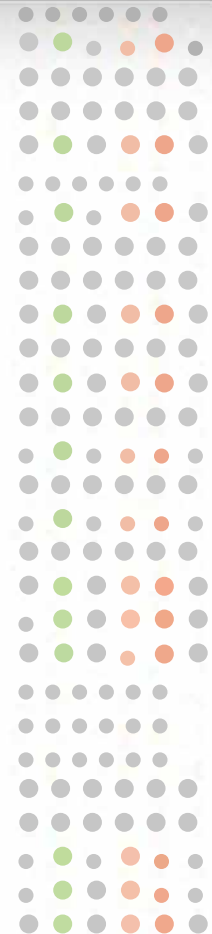
"...a big thanks to... the folks at the Coachella Valley Economic Partnership (CVEP) that gave me a space to write this book during my retreat in Palm Desert:'
-Nikolas Badminton, author of *Facing Our Futures*, which was written at the Palm Desert iHub



Palm Desert iHub Coworking

Hosting 5 events & workshops per week:

- Business Meetings
- Board Retreats
- Visioning Sessions
- Small Business pop-ups
- City of Palm Desert Community Meetings
- Meetings of nonprofits, chambers of commerce
- Networking groups
- CSUSB events
- CVEP/iHub events
- Small groups
- 2,124 people through the doors in first 8 months of 2023



Palm Desert iHub Coworking

- Partnership with PDACC signed in July 2023
 - Two weeks free for new PDACC members
 - 30% off for new & existing members
 - Coworking Lounge only
- Additional partnerships to be explored in Q4 2023



Supplemental Program Funding

Application Submitted

- California Wellness Foundation - \$150,000 (LOI)
- Bighorn Cares - \$5,240 for technology needs
- Kaiser Permanente - \$10,000 business services/\$14,500 iHub
- TechHubs program consortium - \$500,000 strategy development

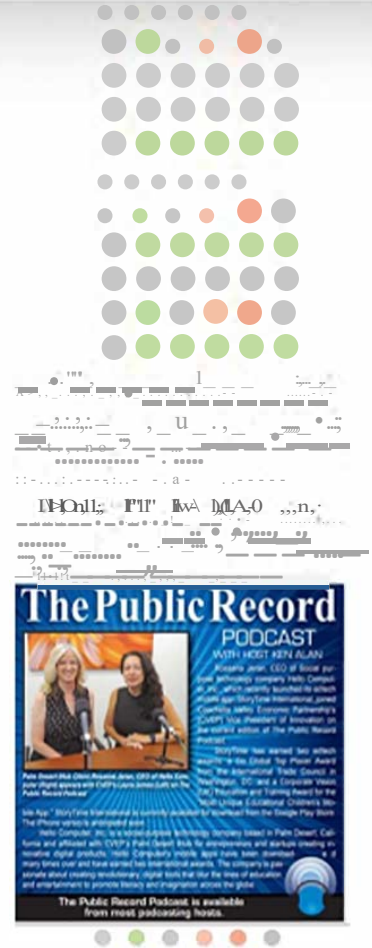
Received

- PNC Bank - \$7,500 business services
- SoCal Gas - \$5,000 business services
- Wells Fargo - \$25,000 business services & iHub
- Agua Caliente - \$5,000 sponsorship of Morning Insights



Public Relations, News, and Other Media

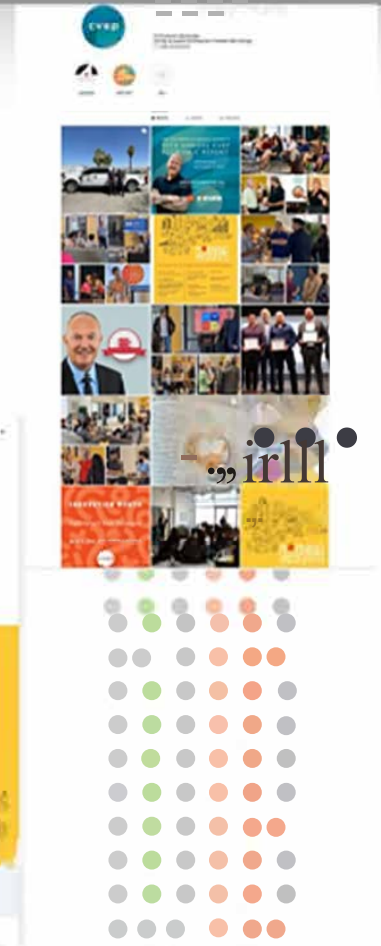
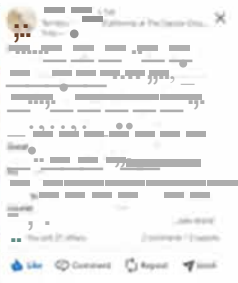
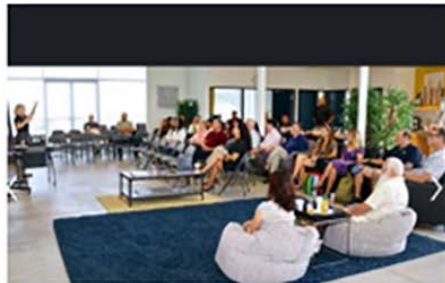
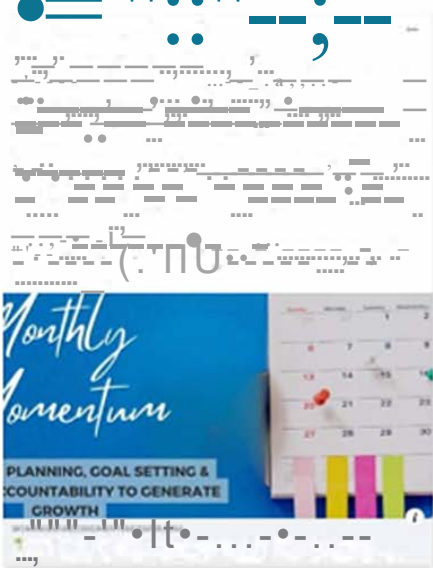
- 60 interviews, quotes, and other mentions in print, television, and digital media, including The Desert Sun, KESQ, NBC Palm Springs, Uken Report, CV Independent, the Public Record, Palm Springs Life, and more.
- Over 1,000,000 traditional media impressions.
- Estimated value of media coverage of CVEP that includes name mentions of the **City of Palm Desert** or the **Palm Desert iHub**: \$16,000.



Industry standard measurement calculates the value of mainstream media coverage at 3x the advertising rate.

Public Relations, News, and Other Media

Social media reach across Instagram, LinkedIn, Facebook, Twitter, and YouTube:
86,000 organic post impressions
110,000 page and profile impressions



Thank you.

Laura E James, MBA, CEEd
Vice President of Innovation
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760.219.1163



Slides for Reference Only:

Contract No. C45420

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