



Report to Economic Development Sub-Committee

TO: Economic Development Subcommittee

FROM: Cruz Esparza, Economic Development & Housing Director

AGENDA DATE: August 13, 2024

TITLE: UCR-CITY ENTREPRENEUR PROGRAMS - MEMORANDUM OF UNDERSTANDING

RECOMMENDED ACTION

1. Approve the Memorandum of Understanding (MOU) renewal between the City of Moreno Valley and the Regents of the University of California, on behalf of its Riverside Campus (UCR EPIC) for entrepreneur and business technical assistance offered through the Moreno Valley Business and Employment Resource Center (BERC).
2. Authorize staff to execute the MOU as to form all necessary documents with the UCR EPIC.
3. Authorize staff to negotiate and execute future MOU renewals with UCR EPIC.

SUMMARY

The MOU renewal with UC Riverside's EPIC center outlines the duties and responsibilities agreed upon to offer support for entrepreneurs through one-on-one consulting, technical assistance, and other programs. The cost for this MOU is already budgeted within the Economic Development & Housing Department budget.

DISCUSSION

Moreno Valley is a growing community with over 214,000 population and 4,500 businesses. The Economic Development & Housing Department partners with key organizations to provide technical assistance workshops and free one-on-one consulting to both Moreno Valley businesses and job seekers to ensure that they have access to the resources needed to start and grow prosperous businesses and advance their careers.

These services are offered for free under the umbrella of the Hire MoVal initiative and Moreno Valley Business & Employment Resource Center (BERC) services.

Entrepreneurship is an area of expansion for BERC services. To ensure the Moreno Valley community has access to the best resources, the Economic Development staff proposes a partnership with UC Riverside's Office of Technology Partnerships (UCR-OTP) and their staff from the EPIC program. EPIC provides a complete path to market platform for the region's innovators assisting them with market validation, technical feasibility demonstration, resources for company formation, and access to capital.

Entering such a partnership will allow Economic Development staff to leverage resources to help new and established entrepreneurs grow locally.

UCR agrees to support Moreno Valley entrepreneurship by providing:

1. Entrepreneur and business-related technical assistance to residents and businesses within the City of Moreno Valley through hands-on technical assistance to coach remotely via Zoom or in person.
2. Workshops held quarterly at the BERC.
3. Monthly progress reports on services provided.

The City agrees to support these programs by:

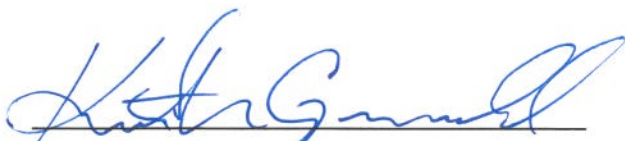
1. Marketing the program.
2. Assist with scheduling consulting appointments.
3. Provide meeting and classroom space at the BERC.

FISCAL ANALYSIS

The annual cost for this MOU is \$10,000, amounting to a total of \$20,000 over the next two (2) fiscal years. This is currently budgeted through existing Economic Development & Housing Department funds.

ATTACHMENTS

MOU between City and UCR for Entrepreneur Support Services



Prepared By: Keith Gemmell
Business & Workforce Development Division Manager



Department Head Approval: Cruz Esparza
Economic Development & Housing Director

Agreement (“Agreement”) Between

THE CITY OF MORENO VALLEY (“City of Moreno Valley”)

AND

THE REGENTS OF THE UNIVERSITY OF CALIFORNIA, ON BEHALF OF ITS
RIVERSIDE CAMPUS (“UCR”)

2024

SERVICES

The UCR will provide entrepreneur and business-related technical assistance to residents and businesses within the City of Moreno Valley.

The UCR’s team of consultants will offer hands-on technical assistance to coach entrepreneurs and this assistance will be provided remotely via Zoom or in person.

WORKSHOPS

The UCR via its EPIC SBDC program will offer information or training sessions at City of Moreno Valley either in person or via Zoom at least one (1) workshop per quarter (at least four per year).

EPIC SBDC director and EPIC SBDC staff will also promote other UCR programs available for Moreno Valley Entrepreneurs.

The City of Moreno Valley will be responsible for promoting and recruiting participants (entrepreneurs or small business owners) for the EPIC SBDC program and other UCR entrepreneurial programs.

The UCR will be listed as a sponsor on all training workshops and webinars offered remotely or in person. The City of Moreno Valley and UCR will discuss in advance the appropriate topics and schedule for the workshops.

CONSULTING

The following will be the process that the parties will follow as this process has already been established by the EPIC SBDC to onboard clients into the pipeline.

1. The City of Moreno Valley will work with the UCR EPIC SBDC director in developing strategies to increase technology entrepreneur participation in the EPIC SBDC workshops.
2. Sourcing of potential clients will be conducted during the monthly BERC office hours or quarterly workshops delivered by EPIC SBDC either in person or virtually and through webinars and referrals by the Moreno Valley and UCR teams
3. Interested small businesses or tech entrepreneurs will be directed to the EPIC SBDC website so they can register and be screened for fit with EPIC SBDC programs.
4. Entrepreneurs that are a good match for EPIC SBDC services will be assigned an Entrepreneur In Residence to provide individualized mentorship based on the needs of the client.
5. Entrepreneurs interested in participating in other UCR programs (TACIES, OASIS) will be referred to

the appropriate program manager.

6. UCR will report monthly the number of clients and consulting hours supported through this process.

MARKETING

The City of Moreno Valley will be responsible for marketing the consulting services and workshops to the business community by means of fliers, digital marketing, press releases, and presentations to business groups (such as service clubs and industrial councils) and prospective entrepreneurs. UCR will actively assist the City of Moreno Valley in the marketing and promotion of the program.

The UCR will identify the City of Moreno Valley as a co-partner of the EPIC SBDC entrepreneur programs, by name and logo, through literature, website, press releases, and community presentations.

ACTIVITY REPORTS

UCR will provide monthly reports including the following information :

1. Number of outreach technical assistance and training workshops, webinars and other programs focused on Moreno Valley.
2. Number of Moreno Valley Prospective Entrepreneurs identified as interested in participating in EPIC programs.
3. Number of prospective entrepreneurs admitted in the EPIC SBDC or other UCR-OTP program.
4. Number of Moreno Valley residents and Moreno Valley-based businesses enrolled in other UCR programs, if available.
5. Hours of mentoring sessions online and in person delivered to Moreno Valley Entrepreneurs.

UCR and City Staff will meet quarterly to review reports and discuss ongoing programming.

COMPENSATION AND TERM

The City of Moreno Valley will provide UCR with \$10,000 annually as a sponsor of the UCR EPIC SBDC Program to support an entrepreneur technical assistance and training programs for two years from September 1, 2024 through August 31, 2026.

The City of Moreno Valley will pay UCR in four payments

Invoice September 30, 2024- \$5,000 and March 31, 2025 - \$5,000

Invoice September 30, 2025- \$5,000 and March 31, 2026 - \$5,000

Funds will be used to support technical support and entrepreneurship assistance for clients from Moreno Valley through EPIC SBDC as well as other UCR Entrepreneurial programs such as TACIES and OASIS. The time that UCR teams will devote includes workshop preparations and presentations on EPIC SBDC and other UCR entrepreneurial programs, mentorship preparation to meet with EPIC SBDC clients as well as potential participants in

other programs such as TACIES and OASIS.

Hours spent in delivering technical support and entrepreneurship assistance to Moreno Valley Clients via EPIC SBDC will be detailed in the monthly report as described above in “Activity Reports”.

HOLD HARMLESS AND INDEMNIFICATION

Both parties shall indemnify, defend and hold harmless the other, including employees, representatives, volunteers, and agents, from and against any and all liability, loss, damage, expense, costs (including without limitation costs and expenses of litigation and attorneys’ fees) of every nature arising out of the performance of this Agreement, but only in proportion to and to the extent such liability, loss, damage, expense, or costs are caused by or result from the negligent or intentional acts or omissions of the indemnitee, its employees, representatives, volunteers or agents.

ASSIGNMENT

No assignment of this Agreement or of any part or obligation of performance hereunder shall be made, either whole or in part, by either party without the prior written consent of the other party.

INDEPENDENT CONTRACTOR

The parties hereto agree that UCR and its employees, officers, and agents are independent contractors under this Agreement and shall not be construed for any purpose to be employees of the City of Moreno Valley.

ENTIRE AGREEMENT

It is expressly agreed that this Agreement embodies the entire Agreement of the parties in relation to the subject matter hereof, and that no other Agreement or understanding, verbal or otherwise, relative to this subject matter, exists between the parties at the time of execution.

AGREED

City of Moreno Valley

Date

The Regents of the University of California,
on behalf of its Riverside campus

Date