

GREATER RIVERSIDE CHAMBERS OF COMMERCE

2022-2023 Goals & Objectives

JOB CREATION (ATTRACTION AND EXPANSION) (Building a Stronger Local Economy)

TOP PRIORITIES:

Utilize Riverside's unique assets and qualities to attract growing industries and business to the community.

- Highlight Riverside's quality of life, our regional assets, and our affordability for expansion/relocation.
- Tell our story through attracting conferences and other gatherings to Riverside's venues as well as building on achievements in local K-12 and higher education sectors.
- Use CARB and other assets as tent poles for new attraction
- Recognizing different needs of multiple generations, communicate differently.
- Replicate the partnerships between private and public sectors entities and building relationships
- Identify the next big economic development target.

Address the various challenges created by homelessness in the community and build a broader spectrum of housing opportunities for local residents.

- Focus on a regional approach to addressing the homelessness challenge and build relationships across the region.
- Understand the difference between homelessness and vagrancy to tailor programs to address the varying needs and challenges.
- Advocate eliminating red tape and reducing fees for development.
- Build strong relationships with the City and builders to encourage further development.
- Identify best practices from other communities and find opportunities to replicate them in Riverside.

Capitalize on development opportunities in/near Downtown to build excitement for Riverside.

- Recent/upcoming opportunities: Riverside Alive/Convention Center expansion, Santa Ana River, etc.

WORKFORCE DEVELOPMENT AND EDUCATION (Preparing a Qualified Workforce for the Future)

TOP PRIORITIES:

Address Riverside's workforce shortage, increase retention of local graduates, and improve quality of life.

- In the short term, assist employers with finding employees to fill available vacancies. In the long term, identify strategies to connecting students to fulfilling careers in desired industries and creating a sustainable workforce.
- Set up a taskforce with higher education and K-12 to encourage students to stay and work in Riverside after graduation with an understanding of appealing to the needs and priorities of emerging generations.
- Increase awareness on the various career opportunities created through higher education and advanced training/career technical education.
- Maximize the positive benefits of a "college town" reputation.
- Identify opportunities to expand afterschool activities for students.
- Investigate a youth workforce/internship program.

BUSINESS ADVOCACY (Representing Business Interests With Government/Taking Political Action)

TOP PRIORITIES:

Expand access to broadband to ensure businesses and students have adequate access to internet:

- Identify state and federal funding available.
- Set up a regional taskforce between industry, education, and business leaders to provide recommendations as to how funds should be expended.

Advocate for more funding and resources to meet the region's growing needs.

- Seek more funding to address regional needs i.e. mental health, housing, etc.
- Focus on more resources to address mental health concerns (both as it relates to COVID-19, as a precursor to homelessness, and even separate from these issues).
- Continue aggressive Chamber advocacy (updating laws, helping small businesses, etc.)

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SUPPORT LOCAL BUSINESSES (Promoting the Riverside Business Community)

TOP PRIORITIES:

Seek opportunities to connect local small business leaders to entrepreneur workshops and resources.

- Education compliance, laws and regulations
- Mentoring and coaching programs
- Basic of financial aspects (P&L, services, exporting)

Investigate opportunities to provide a singular source of resources for local businesses to address issues like homelessness.

Build partnerships to create a comprehensive marketing plan for Riverside as a community.

- Share local successes
- Street signs to promote City name
- Improving off ramps, sidewalks, roads, major avenues to improve first impression