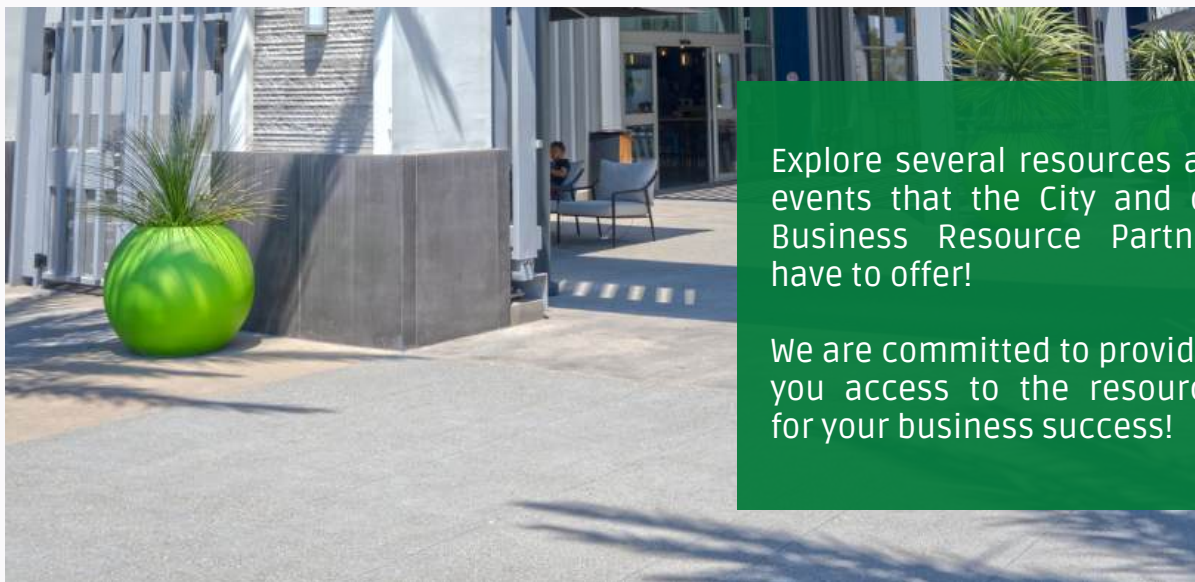




CITY OF EASTVALE
BUSINESS FIRST



BUSINESS RESOURCE GUIDE



Explore several resources and events that the City and our Business Resource Partners have to offer!

We are committed to providing you access to the resources for your business success!



TABLE OF CONTENTS

WELCOME

Welcome and Introduction 1.

PUBLIC AGENCIES

The City of Eastvale 3.

Riverside County Workforce Development 6.

U.S. Small Business Administration 11.

CHAMBERS

Eastvale Chamber of Commerce 13.

Riverside County Black Chamber of Commerce 14.

Asian Business Association Inland Empire 14.

BUSINESS RESOURCES

Southern California Edison 16.

SoCalGas 18.

SCORE 20.

Small Business Development Center 22.

Inland Empire Women's Business Center 24.

LAUNCH 25.

Asociación de Emprendedor@s 27.

Inland Economic Growth and Opportunity 27.

MISCELLANEOUS INFORMATION

Before you Open Your Business 29.

Disaster Preparedness and Resiliency 30.

Food Recovery 32.

Mastering Social Media for Business Growth 34.

Welcome! We're Glad You Chose Eastvale!

Dear Business Owners and Managers,

The City of Eastvale is excited to serve your business needs and help you succeed within Eastvale! Our businesses are essential to providing a thriving economy and a high quality of life. That is why our Economic Development Team and our partners are committed to one thing: your business!



Regardless of your level of business experience, we strongly believe that you should take advantage of the various resources available. From networking to workforce development, there are several programs and incentives that can help facilitate day-to-day operations. That's why we encourage you to keep in touch with City staff and our resource partners should you need a helping hand, as we want to be a part of your business success story! The Economic Development team proudly operates a one-stop shop to help you connect with the right business resources and navigate the steps to start, manage, and grow your business.

If you have any questions regarding all things business, please contact us at economicdevelopment@eastvaleca.gov or call us at (951) 361-0900. We will be more than happy to respond to your questions, comments, or concerns. We also encourage you to contact us to receive our bi-weekly newsletter to learn about updates, upcoming events, and additional resources that may be of interest.

Thank you for your continued business within the City of Eastvale!

Wishing you success in all of your business endeavors,



Mark Orme
City Manager
12363 Limonite Avenue, Suite 910
Eastvale, CA 91752

PUBLIC AGENCIES



CITY OF EASTVALE

Eastvale is a business-friendly city, ready to spring into action to support and elevate its businesses, developers, and other partners to achieve success. Our goal is to align businesses with opportunities to ensure Eastvale's economy remains strong, innovative, and vibrant for years to come.



Our division offers services ranging from site selection assistance, to business incentives, to development services for businesses looking to expand their footprint.

The City of Eastvale proudly operates a one-stop shop to help you connect with the right business resources and navigate the steps to start, manage, or grow your business. If you are interested in meeting with our staff, contact us at economicdevelopment@eastvaleca.gov.



To learn more, please scan or visit:
<https://www.eastvaleca.gov/business>

CITY EVENTS

The City of Eastvale hosts a diverse range of free, family friendly events! From our Lantern Festival to our Miracle on Citrus Street, the City offers several opportunities for vendors to participate and contribute to the community's experience.



To learn more, please scan or visit:
<https://www.eastvaleca.gov/government/community-events>

MY EASTVALE APP

Did you know that the City of Eastvale has an app? You can conveniently report issues such as potholes, graffiti, illegal dumping, light signal issues, and more from the comfort of your home or business. Download the Apple or Android app at the link below!



To learn more, please scan or visit:
<https://www.eastvaleca.gov/i-want-to/report-an-issue>

EASTVALE BUSINESS INCENTIVE LOAN PROGRAM

The City of Eastvale is currently offering the Business Incentive Loan Program. Aspiring and existing businesses who qualify may be able to obtain up to \$100,000 in funding!



Basic Requirements (*not an exhaustive list*):

- Proposed sales tax generating businesses that are new to Eastvale.
- Existing sales tax generating businesses in Eastvale wanting to expand their gross floor area (square footage) by 50% or more:
 - For restaurants seeking a loan under this program, the restaurant must fall within one of the two categories below. The City shall determine, in its sole discretion, whether a restaurant falls within either of these two categories:
 - Fine dining restaurants (upscale dining, wine list, formal atmosphere)
 - Premium casual restaurants (upscale, fast casual dining, high quality food, elevated atmosphere but more casual than fine dining)



To learn more, please scan or visit:

<https://www.eastvaleca.gov/business/business-incentive-loan-program>

DOWNTOWN EASTVALE

Eastvale is currently working on the development of a major piece of undeveloped property – a 160-acre property in the northeastern section of Eastvale. The property is located at the intersection of two of the city's major roadways, Hamner Ave. and Limonite Ave., adjacent to two of the state's top 100 shopping centers. The proposed project will include up to 325,000 square feet of available retail space and commercial space and will provide new and unique opportunities for various business uses.



The lifestyle center will accommodate a mix of pedestrian-oriented retail, office, and residential uses with a prominent open space network of landscaped streets, paseos, promenades, and public space that forms a central community gathering place.

If you're looking to bring your business to a new and exciting location, complete our interest form today!



To learn more, please scan or visit:

<https://www.eastvaleca.gov/business/downtown-and-civic-center>

SHARE YOUR SUCCESS STORY



About Your Story

Are you a local business owner with an inspiring success story? Share your achievements with us so we can feature them to the Eastvale community, helping to motivate and strengthen community ties. Submit your story today and let's celebrate the resilience that makes Eastvale thrive!

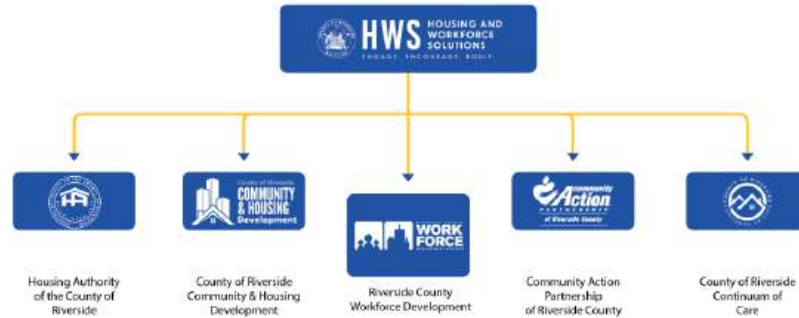


Contact Us

- 951.703.4415
- economicdevelopment@eastvaleca.gov
- eastvaleca.gov/business



RIVERSIDE COUNTY WORKFORCE DEVELOPMENT



Riverside County Workforce Development is a division of the County of Riverside Department of Housing and Workforce Solutions (HWS). HWS was formed in 2020 by the Riverside County Board of Supervisors in response to the need to focus on innovative ways to elevate social and economic opportunity in Riverside County.

Riverside County Workforce Development helps job seekers access employment, education, training, and support services to succeed in the labor market and match employers with the skilled workers they need to compete in the global economy. The agency uses 5 strategies to carry out their roles:

- **Convener** - Bring together business, labor, education, and economic development to focus on community workforce issues.
- **Workforce Analyst** - Develop, disseminate and understand current labor market and economic information and trends.
- **Broker** - Bring together systems to solve common problems, or broker new relationships with businesses and workers.
- **Community Voice** - Advocate for the importance of workforce policy, providing perspective needs for skilled workers.
- **Capacity Building** - Enhance the region's ability to meet the workforce needs of local employers.



Riverside County Workforce Development offers several valuable resources and services for both employers and jobseekers in the region. From on-the-job training and development programs to career counseling and youth preparation services, this organization is dedicated to addressing the needs of both employers and individuals seeking to flourish in a career.

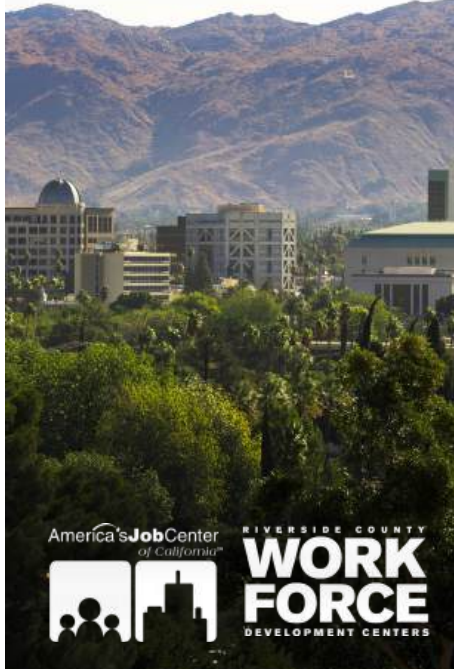


To learn more, please scan or visit: <https://rivcoworkforce.org/>

SERVICES FOR EMPLOYERS IN

Riverside County

Bridging the Gap Between Employers and the Future Workforce



The Employer Services Team provides vital services to the business community:

- Recruitment services
- Prescreening applicants
- Virtual or in-person hiring events
- Free HR hotline
- Training of new or existing employees
- Referrals to partner resources
- Plus more services available



We can help cut down labor costs:

- Hiring incentive programs



We also offer professional support with:

- Business planning
- Finances
- Marketing
- Labor market information

All services available at no cost to Riverside County Employers

Contact Us



EmployerServices@RivCo.org



833-303-4333



www.RivCoWorkforce.org

Our partners can also assist you with:

- Financing
- International trade (import/Export)
- Tax credits
- Business Ambassador Program
- Permitting and licensing
- Site selection
- Business incubators
- Utility assistance
- Unemployment insurance assistance

The WDC is an equal opportunity employer/program. Auxiliary aides and services are available upon request to individuals with disabilities. Please call (951) 955-3100, (951) 955-9050 TTY, CA Relay 711, or ADACoordinator@RivCoEDA.org 5 to 7 days in advance.



Growing Your Business

Need employees? We can help!

- Create job flyers
- Share job openings on our social media
- Targeted email blasts
- Job scrape for candidates from our database
- Prescreen candidates
- Post jobs on our FREE job board www.RivCoJobs.org
- Hold virtual or in-person job fairs
- Use of our facilities
- Labor market information
- Free human resources assistance phone line
- Referral to partner resources

Hiring Incentive Subsidy Programs

These programs help qualifying companies with subsidizing wages for new hires:

- On-the-Job training
- Expanded Subsidized Employment
- Prison to Employment



Training Your Workforce



On-the-Job Training This free program matches qualified job seekers with businesses who are in need of full-time skilled workers in high-demand industries or occupations. OJT will reimburse a business up to 50% of the employee wages for up to 480 hours of training (32 hours per week minimum).



RivCoJobs.org

By being focused exclusively on Riverside County, we bring you the best, most relevant candidates.



Connecting You to New Employees

Our virtual and in-person job fair services along with job scraping from our database can help quickly connect you to qualified, skilled candidates to help you run your business smoothly.



Downsizing Your Workforce & Outplacement Services

Outplacement Services from our specialists below can help transition from layoffs, closures, and economic downturns with customized, convenient services that can help find new opportunities for affected employees.

- Riverside County Workforce Development
- Employment Development Department (EDD)
- Labor Unions (where applicable)

ON-THE-JOB TRAINING

A BUSINESS INCENTIVE TO HIRE AND TRAIN NEW WORKERS



What is OJT? On-the-Job Training (OJT) is a FREE program that allows a business to hire and train a new employee while actually performing the job.



WHAT IS REQUIRED?

- Business located in Riverside County
- 32 hrs/week minimum
- Trainee must be covered by Worker's Compensation
- Job may not be temporary or seasonal
- Wage must be prevailing rate within the company
- Wage may not be commission or piecework based
- Position must be in a high-demand industry/occupation

HOW IT WORKS

- The OJT program matches qualified job seekers with businesses who are in need of full-time skilled workers. OJT will reimburse a business **50%** of the employee salary up to 480 hours of training.

CONTACT US ABOUT ON-THE-JOB TRAINING TODAY!

RIVERSIDE

1325 Spruce Street
Suite 110
Riverside, CA 92507
951-955-3100

HEMET

749 North State Street
Hemet, CA 92543
951-791-3500

INDIO

44-199 Monroe Street
Suite B
Indio, CA 92201
760-863-2500

MORENO VALLEY

12625 Frederick Street
Suite K-3
Moreno Valley, CA 92553
(951) 413-3920

BLYTHE

1 College Drive
PE Building
Blythe, CA 92225
(760) 640-3144



www.RivCoWorkforce.org

This WIOA Title I financially assisted program or activity is an equal opportunity employer/program. Equal Opportunity Notice. Auxiliary aids and services are available upon request to individuals with disabilities. Please call 951.955.3100, 951.955.3744 TTY, CA Relay 711, or ADACoordinator@rivco.org 5 to 7 days in advance.



INCUMBENT WORKER TRAINING

Incumbent Worker Training (IWT) is an employer-sponsored program that provides grant funding to assist eligible businesses offset the cost of training for their existing (incumbent) workers. Its intent is to create a stronger workforce for workers and employers with the opportunity to build and maintain a quality workforce and avert layoffs.



INCUMBENT WORKER ELIGIBILITY

- Be employed
- At least 18 years of age
- U.S. Citizen or a non-citizen whose status permits employment in U.S.
- Males must be registered for Selective Service
- Meet Fair Labor Standards Act
- Established employment with employer for 6 months or more

EMPLOYER ELIGIBILITY

- Have a need to upgrade skills of their employees to remain competitive in their industry or the economy
- Can meet the shared cost requirement
- Private sector, non-profit, and local government entities
- Employer must be in operation for at least 12 months
- Current on all state and federal tax obligations

HOW OUR PROGRAM WORKS:



- Meet your local Workforce Development representative
- Submit an application specifying the training need and desired outcome
- Employers cover part of the training cost based on business size, the IWT program reimburses the remaining costs
- Employers can choose their own training provider

Contact the Riverside County Employer Services Team at **833-303-4333** or **employerservices@rivco.org** or by visiting **www.rivcoworkforce.org**

This WIOA Title I financially assisted program or activity is an equal opportunity employer/program. Equal Opportunity Notice. Auxiliary aids and services are available upon request to individuals with disabilities. Please call 951.955.3100, 951.955.3744 TTY, CA Relay 711, or ADACoordinator@rivco.org 5 to 7 days in advance.



Before you HIRE, Before you FIRE, Make this free, 5-minute call.



FREE Hotline for Riverside County Employers



888.201.5950

Hotline Hours: Monday - Friday, 8 am - 5pm

Your Taxpayer Dollars At Work!

Our subject matter experts can help your business with:

- Hiring & Firing Best Practices
- Paid Sick Leave Laws
- Wage & Hour Laws
- Employee Handbook Policies
- HR Compliance
- Accommodations in the Workplace

...and much more!

Powered By



California
Employers
Association



America's JobCenter
of California



The WDC is an equal opportunity employer/program. Auxiliary aides and services are available upon request to individuals with disabilities. Please call 951.955.3100, 951.955.9050 TTY, CA Relay 711, or * ADACoordinator@rivcoeda.org 5 to 7 days in advance.

U.S. SMALL BUSINESS ADMINISTRATION

ABOUT:

The U.S. Small Business Administration (SBA) is a federal government agency dedicated to aid, counsel, assist, and protect the interests of small business concerns; as well as preserve free competitive enterprise; and strengthen the overall economy of our nation. Since its founding, SBA has delivered millions of loans, loan guarantees, contracts, counseling sessions, and other forms of assistance to small businesses.



LOANS:

Start or expand your business with loans guaranteed by the Small Business Administration. The SBA helps small businesses get funding by setting guidelines for loans and reducing lender risk. These SBA-backed loans make it easier for small businesses to get the funding they need. In order to obtain a loan, you can visit the SBA's Loan page by entering your ZIP Code on Lender Match to find a lender in your area. Some loans that the SBA and its partners offer are:

- **7(a) Loans:** A group of SBA loans which guarantee portions of the total amount, cap interest rates, and limit fees.
- **504 Loans:** Long-term, fixed rate financing to purchase or repair real estate, equipment, machinery, or other assets.
- **Microloans:** This is the SBA's smallest loan program providing \$50,000 or less to help businesses start up and expand.



SBA Loans have many benefits, as SBA-guaranteed loans generally have rates and fees that are comparable to non-guaranteed loans. It is also important to mention that some loans include continued support to help you start and run your business. Additionally, these loans allow for lower down payments, flexible overhead requirements, and some loans do not require collateral.



To learn more, please scan or visit: <https://www.sba.gov/funding-programs/loans>

FEDERAL CONTRACTING

The SBA also provides small businesses with resources to help evaluate a small business' potential to earn a government contract. The SBA also offers resources to help make your small business more prepared for the bidding process and provides a wide range of contracting assistance programs. Moreover, the SBA also provides counseling and training resources to help you understand the federal contracting process.



To learn more, please visit:
<https://www.sba.gov/federal-contracting>

CHAMBERS OF COMMERCE



EASTVALE CHAMBER OF COMMERCE

ABOUT

The Eastvale Chamber of Commerce is dedicated to the growth and prosperity of Eastvale and its businesses, through commercial, economic, and cultural development. Upon becoming a member, the Chamber offers numerous benefits:

- Exclusive referral program: Business referrals are reserved for members only.
- Community exposure opportunities through events: Eastvale State of the City, Business Expo, National Day of Prayer.
- Informational resources for families and businesses moving into Eastvale: A member directory will be distributed to new chamber members and to those interested in locating to Eastvale.
- Advertising and sponsorship opportunities: Members have the opportunity to advertise or sponsor at chamber events, mixers, the Chamber website, and Eastvale Directory, etc.
- Grand openings and ribbon cutting promotions



To learn more, please visit:
<https://eastvalechamber.org/>

CHAMBER MIXERS



Join the Eastvale Chamber of Commerce and expand your business network by attending the Chamber's Morning Mixers which occur every 1st Thursday of each month from 7:00 AM – 8:30 AM or their After Hours Mixers every 3rd Thursday of each month from 5:30 PM – 7:00 PM. Morning Mixers are hosted at Eastvale's City Hall and After Hours Mixers are held at varying locations. Don't miss out on this great opportunity to get up to date with the latest news, announcements, and inspirational stories from the Eastvale Business Community!



RIVERSIDE COUNTY BLACK CHAMBER OF COMMERCE

The Riverside County Black Chamber of Commerce's (RCBCC) mission is to identify and increase economic development opportunities for African American businesses and all other minorities, including military veterans. The RCBCC strongly believes in serving businesses with a holistic approach.

The Chamber offers a variety of services:

- Administrative Services
- Branding and Marketing
- Web Development

The RCBCC also offers membership consultation services in which members may ask questions on a wide variety of topics regardless of where they might find themselves on their business journey. Additionally, don't miss out on the RCBCC's diverse range of events, from Veteran's Writing Workshops to wellness events! These events are perfect for those seeking to learn more about new resources and opportunities while also allowing members to expand their network.



To learn more, please visit:
<https://riversidecountybcc.org/>



ASIAN BUSINESS ASSOCIATION - INLAND EMPIRE

The Asian Business Association Inland Empire (ABAIE) was founded in 2009, with roots in the long history of the greater Asian Business Association, which began in 1976 to proactively assist Asian Americans in gaining access to economic opportunities and advancement.

The ABAIE's mission is to unite the Inland Empire's Asian business community, promote economic development, and generate business opportunities. This is done through ABAIE's membership network, accomplished through social events, training programs, and access to an extensive network of political and business leaders.

ABAIE currently has 5 goals and objectives for the Asian Business Community:

- Provide a networking venue for Inland Empire Asian Business owners.
- Conduct business and exchange information affecting ABAIE businesses.
- Promote the interests of Asian American business owners.
- Inform and train members with programs and resources.
- Bring together Asian Americans together on issues affecting small business.



To learn more, please scan or visit: <https://www.abaie.org/>

A photograph of a modern, multi-story building with large glass windows and a light-colored facade. The building is partially obscured by a large, vibrant green and blue banner that spans across the middle of the image. The banner contains the text 'BUSINESS RESOURCES' in large, white, bold, sans-serif capital letters. The background shows a clear blue sky with some light clouds and green trees in the foreground and mid-ground. The building has several signs, including one that says 'Altura' and another that says 'THE UNIVERSITY OF ALBERTA'.

BUSINESS RESOURCES

SOUTHERN CALIFORNIA EDISON

FOOD SERVICE EQUIPMENT INSTANT REBATE PROGRAM

Southern California Edison (SCE) is happy to support the California Food Service Instant Rebates Program, which is an initiative currently being undertaken by California Energy Wise (administered by the SoCal Gas company). California Investor-Owned Utility (IOU) customers can get valuable instant rebates on qualifying energy-efficient equipment for their businesses.

You can skip the paperwork and receive an instant rebate as a discount directly on your invoice when you purchase qualifying high-efficiency natural gas or electric commercial food service equipment from participating dealers.

Additionally, if you already own energy efficient equipment, you may be eligible for rebates as well.



To learn more, please scan or visit:
<https://caenergywise.com/rebates/>

BUILDING IMPROVEMENT PROGRAMS

SCE's Building Improvement Programs provide access to free and innovative consulting services and incentives:

- **Retro-commissioning Program:** Businesses who are eligible may save up to 15%. In order to participate in this program, the business must meet the following criteria:
 - Be an SCE customer paying the California public goods charge on their utility bill.
 - Own or operate a commercial building that has at least 25,000 square feet of conditioned space with a direct digital control system and central plant mechanical equipment in relatively good condition.

Eligible businesses may call 1-800-736-4777 or contact their SCE Account Representative.



To learn more, please scan or visit:
<https://www.sce.com/business/savings-incentives/building-improvement>



SOUTHERN CALIFORNIA EDISON (CONT.)

- **Continuous Energy Improvement:**

In partnership with SoCalGas, this program will assist businesses implement energy-management practices. This program will also designate an energy expert who will help assess, plan, implement, evaluate, and modify a business' energy strategy free of charge. Over the course of two years, this program will assist businesses in identifying incentive programs and ways to conserve energy through operations and maintenance. Additionally, the program will provide strategies to raise employee awareness, train staff, and pursue branding and certification programs such as ENERGY STAR and Leadership in Energy and Environmental Design (LEED) for buildings.



To learn more, please scan or visit:

<https://www.sce.com/sites/default/files/inline-files/CEIFactSheet.pdf>

- **HVAC Optimization Program:**

SCE's HVAC Optimization Program offers a holistic view of a business' entire HVAC system to extract maximum achievable energy savings. By establishing clear goals and performance objectives, you can achieve significant operational benefits through your HVAC system.



The program is built on service and installation work based on the highest HVAC industry standard practices, extensive contractor training and quality control as well as comprehensive performance reporting for your business.



To learn more, please scan or visit:

<https://www.sce.com/business/savings-incentives/>



BUSINESS EQUIPMENT REBATES



Whether you are a small business or a large industrial company, the SoCalGas Company has something for you. SoCalGas offers a variety of rebates and incentives. You may be eligible for energy efficient rebates designed to help your business save money upon purchasing qualifying equipment.



To learn more, please scan or visit: <https://www.socalgas.com/for-your-business/energy-savings/business-equipment-rebates>

STATEWIDE MIDSTREAM WATER HEATING PROGRAM

The Statewide Midstream Water Heating Program intends to make reliable, high-efficiency water heating systems more accessible to businesses. This program helps business owners and building managers purchase high-efficiency commercial water heating products at reduced prices and help contractors build lower-cost equipment into their bids. Distributors can receive incentives and program support for offering instant point-of-sale rebates to eligible commercial customers of SoCalGas.



To learn more, please scan or visit: <https://www.statewide-waterheating.com/participating-distributors>

TRADE PROFESSIONAL PROGRAM

With the Trade Professional Program, you will be able to find experienced vendors who sell, install, and maintain energy-efficient natural gas equipment, and receive full rebate application support. If you are a business customer planning to make energy-efficient improvements to your facility, you can also use SoCalGas' directory to search for vendors and contractors who will assist you in achieving your energy efficiency goals.



To learn more, please scan or visit: <https://www.socalgas.com/for-your-business/energy-savings/trade-pro>

SoCalGas (CONT.)

ZERO PERCENT ON-BILL FINANCING

SoCalGas is offering qualified customers zero-percent, unsecured loans to finance the purchase and installation of eligible energy-efficiency upgrades. The program includes no prepayment penalty, no origination fee, and the loan payment can be added to your SoCalGas bill. In order to be an eligible customer you must be a SoCalGas non-residential customer (including taxpayer-funded institutional customers) or an owner of multifamily units who does not reside on the premise(s). Customers must have an active account with SoCalGas for a minimum of two years with the same business.



In order to be an eligible customer you must be a SoCalGas non-residential customer (including taxpayer-funded institutional customers) or an owner of multifamily units who does not reside on the premise(s). Customers must have an active account with SoCalGas for a minimum of two years with the same business.



To learn more, please scan or visit: <https://www.socalgas.com/for-your-business/energy-savings/zero-percent-financing>



SCORE

ABOUT SCORE

SCORE is a nonprofit association dedicated to educating entrepreneurs and helping small businesses start, grow, and succeed nationwide. SCORE is a resource partner with the U.S. Small Business Administration (SBA) and has been mentoring small business owners for more than forty years.



SCORE is a valuable network of 13,000+ volunteer business consultants who offer small business entrepreneurs confidential business counseling services at no charge. SCORE volunteers have the knowledge and experience to help any small business owner get the help they need. SCORE volunteer business counselors represent over 3,000 years of experience across 62 industries.



To learn more, please scan or visit: <https://www.score.org/>

SCORE MENTORSHIP

What is better than one very passionate, forward-thinking entrepreneur working to make a business highly successful? How about two very passionate, forward-thinking entrepreneurs working on your business ownership goals? That is what SCORE offers to all small business owners; mentors who work alongside entrepreneurs to realize their small business ownership dreams.



SCORE Inland Empire, along with other chapters of SCORE, offer mentorship opportunities regardless of your level of entrepreneurial experience. Whether you are thinking about opening a business, or if you are an existing business owner trying to create better goals for your business, you can count on a SCORE mentor to help you achieve success. There are five simple steps to SCORE Mentoring:

1. Identify your small business needs and desired support
2. Request a SCORE Mentor as your advisor to small business success
3. Schedule a mentoring session with your assigned SCORE mentor
4. Set goals for your small business with guidance from your SCORE mentor
5. Work with your SCORE mentor through the life of your business.



To learn more, please scan or visit:
<https://www.score.org/inlandempire/local-mentors>

SCORE (CONT.)

SCORE WORKSHOPS

SCORE offers a wide variety of workshops and webinars at little or no-cost! Whether you are a seasoned veteran or if you are just beginning to start your business dream, SCORE offers a variety of topics that matter to you and your small business. Join a business expert at an interactive in-person or virtual workshop or learn at your own pace with one of SCORE's recorded webinars.



Some Workshop topics include:

- Choosing the right business structure
- Using social media to boost your business
- Bookkeeping
- Marketing
- And much more!



To learn more, please scan or visit:
<https://www.score.org/inlandempire/local-workshops>





SMALL BUSINESS DEVELOPEMENT CENTER

ABOUT

The Small Business Development Center (SBDC) is dedicated to providing solutions and opportunities for all small businesses to become successful. The Orange County Inland Empire Small Business Development Center offers business consulting, training, and online courses to entrepreneurs and business owners throughout Orange, Riverside, and San Bernardino Counties at no cost. This is made possible as the SBDC is partially funded by the U.S. Small Business Administration (SBA) as well as other private sector funds.



To learn more, please scan or visit:
<https://ociesmallbusiness.org/>

CONSULTATION SERVICES

The SBDC offers consulting services in four main areas:

- **Marketing:** In order to successfully market your service and product to your customer, you first have to understand who your customers are and what they want. SBDC's marketing specialists will help you comprehend your customers as well as how to grow, keep, and meet their expectations.
- **Funding:** SBDC's team of financial experts are available to assist you in investigating your financing possibilities and safely packaging your loan. SBDC has the ability to link small business owners to a network of more than 100 funding institutions as well as finding the best loan terms.
- **Management:** SBDC's consultants can help you improve your business performance and growth by evaluating new technologies, reviewing inventory management processes, and your costs.
- **Business Planning:** It can be difficult to plan as you seek to finance or refinance your company. SBDC's team of financial experts are willing to help you understand your financial prospects and opportunities, as well as making sure you understand which financing options are right for your business.



To learn more, please scan or visit: <https://ociesmallbusiness.org/>

PROGRAMS

The SBDC also provides programs to provide further training for specific industries and stages of a business. All programs are led by experts in the respective fields to ensure you are getting the best recommendations. Most programs are offered at no cost year-round. A few programs include:

- **EATS:** A food incubator program which fosters food industry entrepreneurship through education and training. The program offers business development support and professional experience from its leadership team to help startup and early-stage food entrepreneurs launch their products into the marketplace.
- **SBDC Start:** A program dedicated to giving aspiring entrepreneurs the information and skills to start their very own business.
- **Beauty Boss:** This program is aimed at helping individuals start their own cosmetology business.
- **From Maker to Market:** A program which aims to help hobbyists, makers, and entrepreneurs take their concepts and ideas into a viable business option.
- **SBDC Tech:** A program to help individuals with a minimum viable product or working prototype form their own startup. And much more!



To learn more, please scan or visit:
<https://ociesmallbusiness.org/programs/>

EVENTS:

The SBDC offers a wide variety of workshops and webinars to help you understand better practices and ideas for your business. Events are offered both in-person and virtually.



Events:



To learn more, please scan or visit:
<https://ociesmallbusiness.org/events-new/>

Conferences:



To learn more, please scan or visit:
<https://ociesmallbusiness.org/conferences/>



INLAND EMPIRE WOMEN'S BUSINESS CENTER (IEWBC)

ABOUT

The Inland Empire Women's Business Center (IEWBC) is a member of the Women's Business Center network across the United States and many of its programs are partially funded by the US Small Business Administration. The IEWBC is dedicated to helping create profitable, sustainable, and successful small businesses.

BUSINESS COUNSELING

The IEWBC offers its clients free counseling services with 9 of its available counselors to help those in need of small business assistance. Additionally, small business owners seeking counseling services for COVID-19 Pandemic-related issues can schedule an appointment with a counselor to seek their insight and expertise. For counseling appointments, please call the IEWBC at (909) 890-1242 or email delesa@iewbc.org.

WORKSHOPS

The IEWBC offers several virtual and in-person workshops and seminars on a wide range of topics, from learning how to create a sustainable business plan to business positivity. Small Business owners are encouraged to participate in these valuable events, as the IEWBC offers a variety of topics regardless of whether you are thinking about starting a business or already have some experience in the small business industry.



To learn more, please scan or visit:
<https://iewbc.ecenterdirect.com/events>

PROGRAMS:

- **It's Your Time:** An entrepreneurial training series dedicated to helping women start and grow their own business and become successful entrepreneurs.
- **Ignite!:** If you are a business owner who feels stuck or stagnant or who feels lost on how to grow your business, this program will help you get traction in just 90 days!
- **Taking the Leap:** This series is focused on helping you create jobs and expand your business through hands-on and peer-to-peer learning. The program will include experienced business owners, motivational speakers, and intensive one-on-one counseling to help you throughout the process of growing your business through job creation.
- **Summer Start-Up:** Spend your summer comprehensively building your own summer start-up business with the IEWBC and Coachella Valley Women's Business Center!



To learn more, please scan or visit:
<https://www.iewbc.org/>

ABOUT



The LAUNCH Apprenticeship Network was originally formed in 2018 by the Inland Empire Desert Region College Consortium and leverages the workforce and education systems of the region's community colleges, K-12 districts, and two Workforce Development Boards. By integrating apprenticeship into these organizations and institutions, LAUNCH acts as an intermediary and education provider for businesses adopting the apprenticeship model. In addition, LAUNCH provides regional resources for developing programs and increasing pathways into apprenticeship both in traditional apprenticeships and new and innovative programs. Essentially, LAUNCH makes apprenticeship easy and effective for Inland Empire businesses and career-builders.



To learn more, please scan or visit:
<https://launchapprenticeship.org/>

WHY APPRENTICESHIP?



The skills and aptitudes required for success in the modern workplace are constantly changing. Historically used to develop professionals in skilled trades, apprenticeship is now a valuable workforce development tool in a wide variety of occupations. Over the past 50 years, the type of industries incorporating apprenticeship programs to develop and grow their workforce has changed drastically.

As apprenticeships continue to evolve, the basic concept remains the same. People new to an industry work alongside experienced veterans to leverage the institutional knowledge of current employees with theoretical learning from the classroom. Modern apprenticeship programs now play an integral role in industries such as manufacturing, information technology, tourism, health care, transportation and logistics and energy.



To learn more, please scan or visit:
<https://launchapprenticeship.org/about-launch/#why-apprenticeship>

WHAT IS AN APPRENTICESHIP?



A registered apprenticeship program is a job-related education program and professional development pathway. LAUNCH apprenticeships are designed to develop highly skilled workers capable of meeting the demands of the modern workplace to remain competitive in the new global economy. By combining supervised on-the-job training – provided by a participating business – with related technical instruction – provided by one of the LAUNCH partner community colleges – LAUNCH apprenticeships reinforce theories underlying those skills learned in the workplace and accelerate professional development.

- These registered apprenticeship programs are designed to create a path for employees to progress from basic skills knowledge to a level demanded for a successful career in the given occupation.
- The programs vary in time from one to six years, depending on the length of time customary and necessary to achieve the skill set demanded by the chosen profession and the employer’s individual needs.
- Employers determine the specific content of these training programs within specific guidelines.
- These businesses also retain discretion to start new participants who demonstrate relevant skills and knowledge at an advanced level within the apprenticeship program.

APPRENTICESHIP WAGES

Apprenticeship programs include a progressive wage scale for participants that includes incremental increases through participation. These wage increases can be based upon successful demonstration of acquired skills and competencies as they progress through the program or at predetermined intervals over the course of the apprenticeship. This approach benefits participants by providing clear incentives for professional growth while encouraging completion of the program. It also allows business partners to establish recruit new employees under “training rates” for employees as they develop new skills. Wage progressions are determined by each employer rather than any state or government agency, provided the position meets all minimum wage requirements.



To learn more, please scan or visit:
<https://launchapprenticeship.org/about-launch/#why-apprenticeship>

ASOCIACIÓN DE EMPRENDEDOR@S



ACERCA DE ESTA ORGANIZACIÓN

La Asociación de Emprendedor@s es una organización dedicada a la creación y desarrollo de negocios y microempresas dentro de la comunidad hispana monolingüe en el sur de California. El enfoque de esta asociación es empoderar, educar, y motivar a emprendedores hispanos para fomentar su crecimiento personal y profesional. Por lo tanto, la asociación lleva a cabo varios talleres, seminarios, cursos de emprendimiento y otros programas.



- **Programa Emprendedor@s:** El Programa Emprendedor@s se presenta a través de 8 semanas consecutivas e incluye expertos en negocios, temas de Empoderamiento, Liderazgo y Negocios así como información para iniciar su propio negocio. Para ser partícipe de este programa, deberá llenar un formulario, y al proceder al siguiente paso de selección tendrá que someterse a una entrevista. Al concluir el proceso de registro y selección, solo 25 alumnos formarán parte de esta serie.
- **Programa Emprendedor@s 2.0:** Este programa es el seguimiento del Programa Emprendedor@s Básico.
- **Membresía anual:** Al hacerse miembro de la asociación, usted tendrá acceso a entrenamientos, llamadas semanales de empoderamiento, eventos con inversión moderada, ahorros y descuentos en servicios entre miembros, oportunidades para crear conexiones, y acceso a la conferencia anual.



Para obtener más información, escanee el Código QR o visite al siguiente sitio web: <https://www.asociaciondeemprendedores.org/>.

INLAND EMPIRE GROWTH AND OPPORTUNITY

The Inland Economic Growth and Opportunity (IEGO) is a regional cross-sector, bi-county collaborative; and is a network of community-based organizations, businesses, institutions and stakeholders, committed to growing middle-class jobs and pursuing inclusive economic development to improve the quality of life for all Riverside and San Bernardino County residents. IEGO's work focuses on building industry clusters in sustainable logistics, cybersecurity, advanced manufacturing, and green technology.



To learn more, please visit: <https://iegocollab.com/>



MISCELLANEOUS INFORMATION

Are You Almost Ready to Open Your Business?

Congratulations! Just like you, we're excited about your new business journey! Before commencing operations, make sure to consider the following:

Temporary Certificate of Occupancy (TCO):

- The **final** Certificate of Occupancy (COO) takes 4-6 months to process, due to this a business may seek a Temporary Certificate of Occupancy (TCO).
 - A TCO is valid for up to 6 months and can be issued in as little as 72 hours (if there are no comments/corrections and the Building Division, Planning Division, Public Works Department, and Fire Department approve).
- A TCO allows a business to operate in the interim until the COO is issued.

Certificate of Occupancy (C of O):

- A Certificate of Occupancy (C of O) is required for any new commercial, industrial business enterprise, or change of use (not a change of business).
 - A C of O must receive approval from the Building Division, Planning Division, Public Works Department, and Fire Department.
 - After verification from the City's Finance Department, the Certificate of Occupancy is issued.

Business Registration

- All businesses that operate in Eastvale will need to apply for a Business Registration with the City of Eastvale.
- Be sure to complete a Business Registration Application and note that Business Registrations must be renewed every year.
 - The new Business Registration application fee is \$114. This fee includes the \$4 state CASp fee per AB1379. The Business Registration renewal fee is \$44 and also includes a \$4 CASp fee per AB1379.

Scan below to learn more:



Permit
Portal



Business
Registration
Portal

Business Resiliency and Disaster Preparation

Disasters affect the whole community. They can disrupt life for individuals and families, prevent businesses and government agencies from providing crucial services to the community, first responders, lifelines, and supply chains. Every part of society matters when it comes to preparedness, response to disasters, and restoration of community lifelines. In a catastrophic disaster, businesses typically offer useful supplies and services to the community. Businesses can simplify their post-disaster responsibilities by pre-establishing contacts and plans for requesting and offering information or assistance.

FEMA sponsors a resource called "Ready Business" to assist businesses in developing a preparedness program by providing tools to create a plan that addresses the impact of many hazards: www.ready.gov/business

Resources for Risk Assessment: Do you know the region's greatest hazards?

FEMA Resilience Analysis
and Planning Tool



<https://bit.ly/4bSZpch>

CalOES My Hazards



<https://myhazards.caloes.ca.gov/>

Resources for Situational Awareness

Reverse 911
System Alert RivCo



<https://rivcoread.y.org/alert-rivco>

City of Eastvale



www.EastvaleCA.gov

RivCo Economic
Development



<https://rivcoed.org/>

Southern California
Edison



<https://rivcoread.y.org/alert-rivco>

Business Resiliency and Disaster Preparation

Useful Apps:

Fire



<https://www.watchduty.org/>

Earthquake



<https://myshake.berkeley.edu/>

Resources for Planning and Training

Eastvale CERT Training



www.eastvaleca.gov/CERT

Plans for Continuity, Communications, Response, and IT Recovery



www.ready.gov/business/emergency-plans

Cybersecurity Guidance from CISA



<https://www.cisa.gov/cyber-guidance-small-businesses>

To learn more about Emergency Preparedness, Response, and Recovery, please email our Community and Safety Department:

EMD@eastvaleca.gov

OR:

emergencymanagement@eastvaleca.gov



SB 1383 EDIBLE FOOD RECOVERY REQUIREMENTS

Senate Bill (SB) 1383 is a statewide mandate aimed at reducing methane emissions through organic waste diversion from landfill.

It requires certain businesses, labeled as edible food generators, to donate all excess edible food to food recovery organizations and services

LEARN MORE



Required Businesses

Tier 1 Businesses

(Required as of January 1, 2022)

- Supermarkets (\$2 million+ in annual revenue)
- Grocery store (10,000+ sq. ft.)
- Food service provider
- Food distributor
- Wholesale food vendor

Tier 2 Businesses

(Required as of January 1, 2024)

- Restaurant or state agency with cafeteria (250+ seats or 5,000 sq. ft in total)
- Hotel with onsite food facility (200+ rooms)
- Health facility with on-site food facility (100+ beds)
- Large event and venue space
- Public education agencies with on-site food facility

How to Comply



Shall not intentionally dispose of or compost edible food that can be donated.



Must establish a written agreement with all food recovery organizations and/or services that pick up or receive edible food.



Must maintain monthly records of type, frequency, and pounds of food recovered.

We're Here to Help!

Our goal is to ensure your business is successful in implementing an effective edible food recovery program. If you have any questions or concerns, please contact us at recycle@eastvaleca.gov.



HOW TO START AN EDIBLE FOOD RECOVERY PROGRAM

Senate Bill (SB) 1383 is a statewide mandate aimed at reducing methane emissions through organic waste diversion from landfill. It requires certain businesses to implement food donation practices and establish an agreement with a food recovery organization.

LEARN MORE



Identify Donatable Food

- ▶ **Surplus Food in Holding.** Identify food that was prepared for service but not served. This may be food that was from a cancelled order or made due to error.
- ▶ **Excess Inventory.** Identify excess food that may be in inventory and can be donated.

Establish Donation Practices

- ▶ **Storage Logistics.** Identify where donatable food will be stored. Ensure the area is following food and safety temperature regulations.
- ▶ **Get Staff Involved.** Designate staff leads for the food donation program.

Partner with Food Recovery Organization and Establish Written Agreement

- ▶ Contact local food recovery organizations and services to determine which one will best support your recovery program.
- ▶ Establish a contract or written agreement with food recovery organizations. A file of all agreements must be retained on-site.



☎ (951) 359-4757
🌐 feedingamericaie.org



☎ (909) 628-0966
✉ Dublin1923@aol.com
🌐 Isaihsrock.org

We're Here to Help!

The City of Eastvale is here to ensure your business is successful in implementing an effective edible food recovery program. If you have any questions or concerns, please contact us at recycle@eastvaleca.gov.

Mastering Social Media for Business Growth



Benefits of Social Media for Your Business

- **Increased Visibility & Awareness:** Expand your reach and get your brand noticed by more people.
- **Direct Customer Interaction:** Engage with customers in real-time through comments, messages, and feedback.
- **Improved SEO:** Social media activity can improve your search engine rankings by driving traffic and increasing social signals.
- **Cost-Effective Marketing:** Promote your business with affordable ad options, offering a better ROI than traditional advertising.
- **Influencer Partnerships:** Build relationships with influencers to promote your brand to their audience.



Social Media's Role in Business Growth



- ✓ Direct connection with customers
- ✓ Build brand awareness
- ✓ Increase website traffic
- ✓ Showcase products/services
- ✓ Stay competitive in the market

Choosing the Right Platforms



Building a Social Media Strategy



Set Clear Goals

Decide what you want to achieve, like increasing brand awareness, attracting leads, or boosting engagement.



Define Your Audience

Identify your target audience by considering their age, interests, and online behaviors.



Plan Your Content

Keep your posts consistent, using a mix of videos, images, and graphics that match your brand's tone.



Schedule Posts

Plan and post regularly, choosing times when your audience is most likely to engage.

Creating Engaging Content

Focus on Storytelling

Share stories that highlight your brand's values and experiences to connect emotionally with your audience.



Leverage User-Generated Content

Encourage and share testimonials, reviews, or posts from customers to build trust and authenticity.

Use Visuals

High-quality images, videos, and graphics are essential for capturing attention and keeping your content engaging.



Include Clear Calls to Action

Direct your audience to take specific actions, like "Follow us," "Shop now," or "Visit our website."

Social Media Tools & Strategies



Scheduling Tools: Hootsuite, Buffer

These platforms help you plan and schedule posts in advance across multiple social media channels. They allow you to manage your content calendar, ensuring posts go out consistently at optimal times, even when you're busy.



Paid Ads: Target Specific Audiences

Run targeted ads on platforms like Facebook and Instagram. These ads can be customized to reach people based on location, interests, and behaviors, driving more leads or sales.



Analytics: Instagram Insights, Facebook Analytics

Track key metrics like engagement, reach, and audience demographics. These insights help refine your content strategy by showing what works best.



Hashtags & Trends: Expand Reach

Using relevant hashtags makes your content more discoverable to new audiences. Participating in trends increases visibility and helps you engage with a larger audience.

Resources to Help You Succeed

Accessing the right tools can streamline your social media efforts and enhance your marketing strategies. Here are some valuable free tools that can help you create, schedule, and analyze your social media content:



Canva

A user-friendly graphic design platform that offers a variety of templates for social media posts, presentations, posters, and more. It allows users to create professional-looking visuals without needing extensive design skills.



Google Analytics

A powerful tool for tracking website traffic and user behavior. It provides insights into how visitors find and interact with your website, allowing businesses to optimize their online strategies.



Mailchimp

While primarily an email marketing tool, Mailchimp offers landing page creation and basic automation features that can help integrate social media campaigns with email marketing efforts.



Later

A social media scheduling tool that enables users to plan and automate their posts across various platforms like Instagram, Facebook, Twitter, and Pinterest.

Courses and Tutorials

Learning continuously is crucial in the ever-evolving field of digital marketing. Here are some excellent platforms that offer courses and tutorials to boost your knowledge and skills:



LinkedIn Learning

Provides access to thousands of courses on various topics, including marketing and social media. It integrates with your LinkedIn profile, allowing users to showcase completed courses and skills.



Skillshare

A platform with a plethora of classes focused on creative and business skills, including social media marketing, content creation, and branding strategies.



Udemy

Online learning platform offering a wide range of courses on digital marketing, social media strategy, graphic design, and more.



Coursera

Offers courses from universities and institutions on digital marketing strategies, social media management, and data analytics, featuring recognized experts in the field.

Social Media Communities and Forums

Engaging with peers in social media communities can provide insights and support that enhance your learning. Here are some platforms where you can connect with others in the industry:



Facebook Groups

Look for niche groups dedicated to specific industries or digital marketing topics, such as "Social Media Examiner – Society" or "Digital Marketing Questions."



LinkedIn Groups

Join professional groups where marketers and business owners discuss trends, share resources, and seek advice on social media strategies.



Quora

A question-and-answer platform where users can ask about social media challenges and receive expert insights and solutions from professionals in the field.

About Eastvale



#1 in California
#7 in the U.S.

Best Place to Raise a Family

By Fortune Magazine in 2023

Voted
Most Financially Stable City
in California

By the Auditor of the State of California in 2023



Incorporated in 2010
City Size of 13.1 Square Miles



Median Income of \$151,615
Higher Education Rate of 32%

THEMERGE
EASTVALE CA

Why Choose Eastvale?

"As a Property Manager who oversees real estate in the City of Eastvale, I am often pleasantly surprised by the level of attention to detail and fierce commitment to excellence achieved by City Staff and its Chamber of Commerce. Much applaud to all who participate in a seemingly small city with big dreams, and plan for greatness".

- Louis Trammell, Goodman North America

"Working with the city has been fast and efficient. We opened in the beginning of 2020 and the whole team was very helpful and diligent with our needs. During the pandemic the city and their leaders helped with providing the necessary tools to continue working. Thanks to the support of our city, we are striving to continue to grow. Great place to open a business."

- Leticia Dávila, Owner of Eastbrew Café and Bakery

"Crumbl Cookies has been open in Eastvale now for about a year and a half, and we have absolutely loved every minute of it. The city has been instrumental to our support as a business. We have always had a great relationship with the city staff, and it really feels like they care about Eastvale businesses. I love owning a business in such a thriving area, and we know it will only continue to grow! Thank you for always being such a pleasure to work with!"

- Kerali Maguet, Crumbl Cookies of Eastvale Franchisee



CITY OF EASTVALE
BUSINESS FIRST

QUESTIONS?

We're here to help!

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