

Report to Economic Development Sub-Committee

TO: Economic Development Subcommittee

FROM: Mike Lee, Economic Development Director

AGENDA DATE: May 14, 2019

TITLE: BUSINESS SPOTLIGHT PROGRAM GUIDELINES – PROPOSED 2019 CHANGES

RECOMMENDED ACTION

Recommendation:

1. That the Economic Development Subcommittee review the 2019 proposed changes the Business Spotlight program and provide direction to staff.

SUMMARY

The proposed 2019 changes to the Business Spotlight program allows Council greater flexibility to appropriately recognize Moreno Valley businesses and provides direction to staff on the selection of these presentations.

DISCUSSION

The Business Spotlight program allows Council to recognize Moreno Valley businesses by increasing their exposure in the community through innovative digital media. The proposed changes include the following:

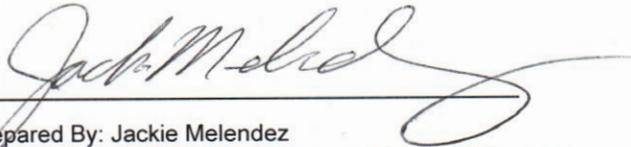
1. Media Delivery: Due to advances in technology, Spotlight videos are no longer delivered to businesses via DVD. The preferred format is now USB.
2. Minimum Videos: Staff recommends that the number of videos produced annually change from a minimum of 20 to a minimum of 10 with each of the five Council Members selecting a minimum of two (2) business and a maximum of four (4) per year.

FISCAL ANALYSIS

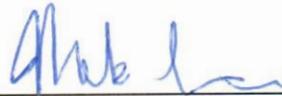
The Business Spotlight program is budgeted through existing Economic Development Department funds. Staff does not anticipate additional costs associated with the proposed changes.

ATTACHMENTS

EXHIBIT A: Business Spotlight Program Guidelines – Proposed 2019 Changes



Prepared By: Jackie Melendez
Business and Workforce Development Program Manager



Department Head Approval: Mike Lee
Economic Development Director

SPOTLIGHT ON MORENO VALLEY BUSINESS PROGRAM
Economic Development Department

PURPOSE: To build awareness about Moreno Valley businesses and to encourage residents to Shop MoVal and support local businesses.

ACTION:

- I. **Video Produced.** One 30-second promotional video is produced by City staff for the selected business.
- II. **Special Presentations.** The selected business is “spotlighted” during the scheduled Special Presentations segment of the first Council Meeting of each month. The promotional video will display and a presentation to the business with a certificate by the Council member. Additionally, the business receives one copy of the video on USB for their use.
- III. **Video Display Period.** The 30-second promotional video is stored on the City’s YouTube Channel. It will run on MVTV-3 for approximately four weeks, be posted on the City’s Facebook page, and be showcased on the City’s website for a period of approximately four weeks.

PROCESS:

- I. **Eligibility.** To be eligible for Spotlight participation, all businesses, including non-profit organizations, must have a valid City of Moreno Valley business license, occupy a commercial business location or utilize a permitted vehicle for mobile businesses. Non-profit organizations must have a valid City of Moreno Valley business license and a commercial location in the City.
- II. **Frequency.**
 - A. The City will produce a minimum of 10 *Spotlight on Moreno Valley Business* Special Presentations each year. Spotlight opportunities will be divided among the four (4) Council Districts and at-large for the Mayor, with a minimum of two (2) and a maximum of four (4) businesses chosen from each respective Council District and citywide by the Mayor, effective immediately for the 2019 program year.
 - B. Business spotlight cycle will begin in January of each year. No Spotlights will be produced in the months of August or December.
 - C. Businesses that have been previously spotlighted must wait two (2) years to be eligible for a new Spotlight commercial.
- III. **Selection and Election Process.**
 - A. Application Process. The program application is available on the City of Moreno Valley website at www.moval.org. Potential participants can apply for consideration

SPOTLIGHT ON MORENO VALLEY BUSINESS PROGRAM
Economic Development Department

- at any time. All applications meeting eligibility requirements shall be forwarded to the respective Council Member for review.
- B. **City Council Role.** Members of the City Council may provide nominations directly to staff and/ or review applications submitted by potential participants, make selections, and provide the names of up to eight (8) businesses, including non-profit organizations in the order of preference for staff to pursue. Actual order may vary depending on the business owner's availability. Members of the City Council shall provide selections to the Economic Development Department Director on an ongoing basis in order to allow staff the opportunity to verify eligibility, contact the business, and prepare the video with respect to the frequency.
- C. **City Staff Role.** The Economic Development Department Director shall implement the *Spotlight on Moreno Valley Business Program*.
- a. Pursue selected businesses
 - b. Verify eligibility
 - c. Coordinate and schedule with Media & Communications Division staff for the video shoot
 - d. Coordinate with businesses for Special Presentation and City Council Meeting dates
- D. **Conflict of Interest.** Selected business must not be owned by a Council Member or any close family member as to constitute a financial conflict of interest as defined under State law.