



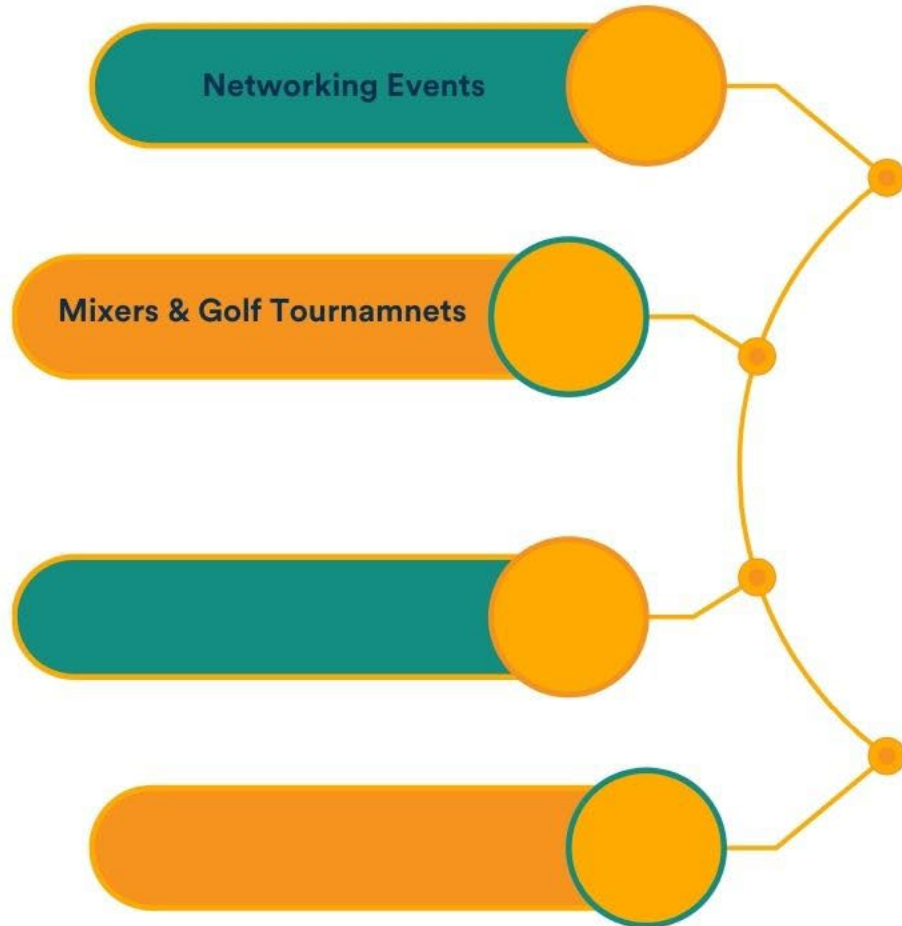
ECONOMIC DEVELOPMENT
COALITION
Valley of Innovation[®]

Murrieta City Council
February 2024

**ECONOMIC
DEVELOPMENT
COALITION**



What is the EDC and how is it different than before?



2023 ROI = \$199



2021 ECONOMIC FUTURE FORUM

THE FUTURE IS REGIONALISM



MODERATOR
Connie Stopher, CEcD
Executive Director

SPOKANE, WASHIN



Excellence Awards — Gold Rank

CONGRATULATIONS



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ECONOMIC DEVELOPMENT

for winning
Special Event

INTERNATIONAL ECONOMIC
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AWARDS

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IEDC 2023 Annual Conference



**Revenue Resiliency
Strategies for Tight
Budgets**

By Connie Stopher

Tuesday September 19, 2023 / 11:15 AM - 12:15 PM

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Program Success



**International
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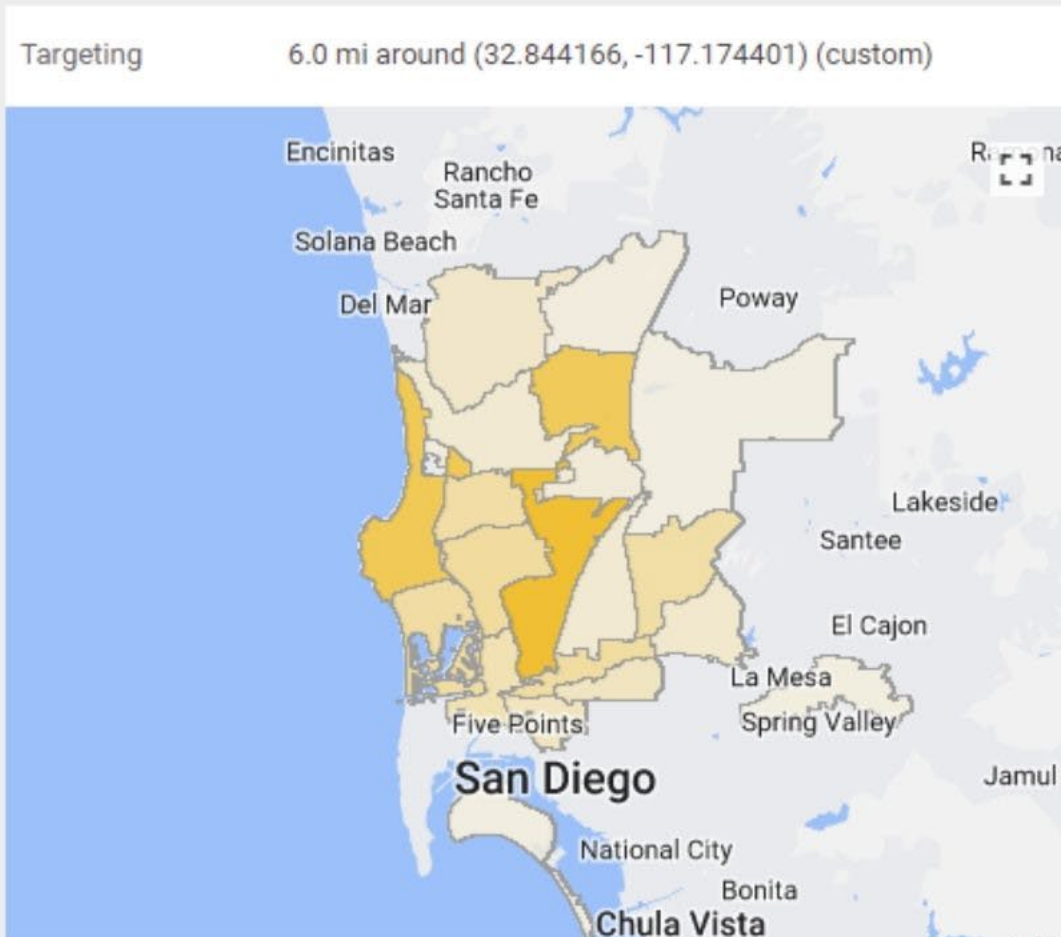
- Community Outreach
- Branding & Marketing the Region
- Expanding Organizational Capacity

- FAM Tours
- Foreign Direct Investment
- Strategic Industry Targeting

- Regional Engagement/Advocacy
- Commuter Workforce
- Data Resources

EDC Strategic Initiatives

Commuting Workforce Recruitment



- Directing to SoCal Jobs Page
- Bringing talent to local employers
- Data driven approach

Our Strategic Advantage



City	State	Sales Tax	Utility Tax	Business License	Avg Office Rent Sq ft	FBI Crime Index	Median House Value	Minimum Wage	Ranking
Temecula	CA	3	1	1	2	3	3	4	2.43
Murrieta	CA	3	1	2	2	1	3	4	2.29
Menifee	CA	3	1	2	NA	2	2	4	2.33
Lake Elsinore	CA	3	1	3	NA	4	2	4	2.83
Wildomar	CA	3	1	2	NA	2	2	4	2.33
Austin	TX	3	NA	1	5	5	2	1	2.83
Phoenix	AZ	3	2	1	2	5	1	3	2.43
Las Vegas	NV	3	NA	3	2	4	1	2	2.5

Note: Composite Rank below 2.4 signifies cities with lowest cost of doing business

Source: 2022 Rose Institute Cost of Doing Business Survey



What is next for the EDC?

An Investment in Economic Development is an investment in your community's future



Regional Collaboration

- Branding the region
- Strategic Initiatives
- Advocacy

Direction

- Cost Structure
- Strategic Plan
- Mission

Leverage

- Stronger Together
- Expanded Capacity
- Greater Opportunity



Thank You



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LEARN MORE

