



CITY OF MENIFEE

SUBJECT: Menifee Keeping Existing Employers Profitable Business Walk 2022 Results

MEETING DATE: June 1, 2022

TO: Mayor and City Council

PREPARED BY: Kayla Charters, Senior Management Analyst

REVIEWED BY: Gina Gonzalez, Economic Development Director

APPROVED BY: Armando G. Villa, City Manager

RECOMMENDED ACTION

1. Receive and file the 2022 Menifee Keeping Existing Employers Profitable (K.E.E.P) Business Walk Results.

DISCUSSION

The Economic Development Department (“EDD”), in partnership with the Menifee Valley Chamber of Commerce (“Chamber”), holds the Menifee “Keeping Existing Employers Profitable” (“K.E.E.P.”) Business Walk annually. The goal of the Menifee K.E.E.P Business Walk is to survey the Menifee business community, provide resources, and open the line of communication between the City and businesses, ultimately providing businesses with the opportunity to provide input on doing business in Menifee. This year, the Business Walk returned to fully in-person to complete the business survey. This provided for the opportunity to meet in person with business owners and managers, ultimately creating a more intimate connection and opening a line of communication with the business community.

For this year’s Business Walk, 100 businesses were randomly selected in coordination with City staff and Business License Division, and they were surveyed in-person on April 13, 2022 by Chamber staff, board members, ambassadors; as well as, City staff. The surveys prompted business to provide their overall confidence in Menifee’s economy by the way of questions regarding business growth, hiring, resources, and more.

The Business Walk is a Comprehensive Economic Development Strategy (“CEDS”) task being identified as a “high-priority initiative” through the “Existing Business Retention and Expansion (“BRE”)” element of the strategy. The Economic Development Department, in partnership with the Menifee Valley Chamber of Commerce, utilize the results of the business walk to achieve the following purposes (as quoted in CEDS):

- Identify any needs for business assistance and connect businesses with available support resources.
- Probe their sense of locational advantages and disadvantages in Menifee, including such issues as the desirability of and potential for bringing key suppliers or business-service firms to the City.
- Identify any needs for coordinating operational or expansion requirements with local regulatory bodies

The results of the surveys assist the Economic Development Department and the Menifee Valley Chamber to shape business program strategies, initiatives, and workshops for current and future years, as 80% of job creation comes from business retention and supporting existing businesses. The topics for the workshops the Chamber and City held each year are decided upon from the results of the annual business surveys. Businesses are asked what areas they need assistance in, and the results are then tallied and ranked to turn the responses into topics for current and future resources, needs and workshops put on by the city and the Chamber. For example, the 2022 Business Impact Report revealed that businesses are seeking assistance in marketing and advertising, hiring assistance, and expansion efforts, which will be turned into the topics for City/Chamber workshops. In addition, staff was able to ask businesses if the businesses participate in international exporting or are interested in. Identifying these businesses provides staff the opportunity to ensure businesses were aware of the resources available to them, and how to export their products, which in turn increases workforce, growing local businesses, and encourages foreign direct investment in local companies, as well as assisting Menifee with diversification of the local market.

Furthermore, it is also important to note that at the time of this survey, there were external impacts of the global economy that deserve a mention: the US Economy experiencing the impacts of an international war, inflation, increasing of interest rates, and a recovering covid economy. Of the survey responses, 99% of businesses were expecting their business to grow or remain stable, proving the business community is confident in Menifee's local economy. In addition, when expanding to discuss hiring employees, 73% of the businesses expected their hiring to grow, with 36% expecting to remain stable, which equates to certainty for the Menifee workforce in the job market. Menifee businesses were also asked about their expansion plans, which provided staff the opportunity to discuss with businesses the opportunities and potential locations within Menifee, as well as open the line of communication with the Economic Development Department for when the time comes for a business to expand if they are not ready yet, and learn of the value of which a Chamber could provide a business.

Ultimately, the Menifee K.E.E.P. Business Walk provided 100 "touches" with the business community and offered one-on-one attention from the City of Menifee to the Menifee business community, which gave business owners the opportunity to provide input and feedback about doing business in Menifee. Overall, the results of the survey highlighted the confidence in the Menifee economy from the business community and the positive outlook for years to come which is also used as a business attraction tool for future development opportunities and needs in the city.

STRATEGIC PLAN OBJECTIVE

Livable and Economically Prosperous Community

This item assists in fostering a robust economy by opening a line of communication with the Menifee business community and assuring Menifee businesses have access to the resources available to them.

FISCAL IMPACT

There is no new fiscal impact related to the production of the report. The Business Walk is part of the existing Menifee Valley Chamber of Commerce and City of Menifee's Memorandum of Understanding line-item programming.

ATTACHMENTS

1. Menifee K.E.E.P Annual Business Walk 2022 Report