

The BRE Mindset Shift

OLD



- Reactive problem-solving when crises hit.
- Discovering a business left when we see their building hit the market.

NEW



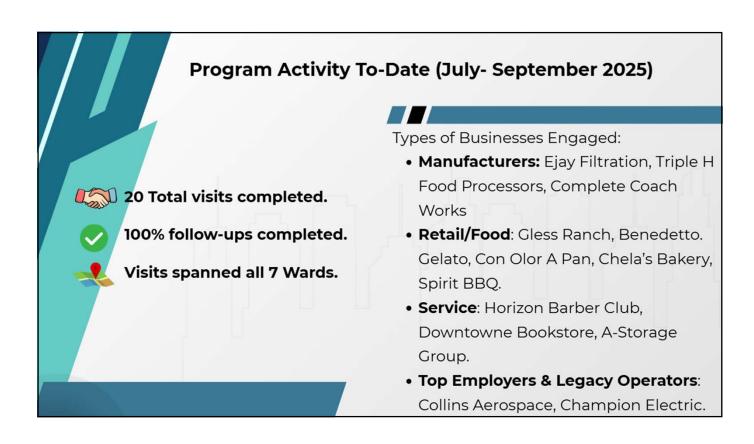
Proactive risk management + opportunity sensing.

RISE helps us:

- Build relationships & make connections.
- Spot risks early (sales decline, workforce gaps).
- Surface opportunities (expansion, innovation signals).
- Tell our economic value story by highlighting local businesses.

Proximity: On-site visits build trust and uncover real challenges. Perception: City presence shapes the business climate narrative. Predictability: Transparent, consistent process reduces friction. Partnerships: Aligns City, County, Chamber, and workforce partners.





Common Business Needs



Access to capital: SBDC referrals, County loan programs.



Workforce development:

internships, training incentives.



Permitting & expansion clarity:

City and County coordination.



Marketing visibility: spotlights, newsletters, social media posts.



- Con Olor A Pan: Connected with Hispanic Chamber, preparing grand opening.
- Benedetto Gelato: Linked to Festival of Lights vendor program, exploring capital access.
- Champion Electric: Referred to SBDC and contracting conference
- A- Storage Group: Connected to RivCO OED and City resources for expansion planning

From Insight to Action



- Before the Visit: Research trends, workforce data, ownership changes.
- During the Visit: Ask high-impact questions; listen for signals.
- After the Visit: Log intel, track patterns, escalate strategically.

This cycle creates Riverside's economic radar- spotting risks and opportunities early.

