



Report to Economic Development Sub-Committee

TO: Economic Development Subcommittee

FROM: Keith Gemmell, Acting Economic Development & Housing Director

AGENDA DATE: February 11, 2025

TITLE: BUSINESS & EMPLOYMENT RESOURCE CENTER UPDATE –
DECEMBER 2024 & YEAR END 2024

The Economic Development & Housing Department operates the award-winning Moreno Valley Business & Employment Resource Center (BERC) in partnership with the Riverside County Workforce Development Board. Program activities that occur at the BERC include employment services for job seekers and business services for Moreno Valley-based businesses. Each month, the staff publishes the Business & Employment Resource Center Update with information about programs and activities occurring in 2024.

Staff will provide a verbal update to the Economic Development Subcommittee regarding the performance and key milestones of business development, workforce development, and outreach events.

ATTACHMENTS

BERC Program and Outreach Events Report – DECEMBER 2024
2024 Year-End BERC Statistical Report

Prepared By: Keith Gemmell, Acting Economic Development & Housing Director

Approved By: Keith Gemmell Acting Economic Development & Housing Director

BUSINESS & EMPLOYMENT RESOURCE CENTER PROGRAM & OUTREACH EVENTS REPORT



December 2024

The award-winning Moreno Valley Business & Employment Resource Center (BERC) is a compromise America's Jobs Center of California and is operated in partnership with the Riverside County Workforce Development Board. Program activities exist within two main categories, namely, employment services for job seekers and business services for Moreno Valley-based businesses.

The following report provides an overview of activities that occurred during the month of December 2024 and a summary of 2024 metrics.

Program Highlights

Workforce Workshops

- 12/3/2024 Resume Writing Workshop
- 12/3/2024 Moreno Valley College 101
- 12/5/2024 Grow with Google: Design Thinking
- 12/10/2024 Veteran Tuesday Workshop: CalVet Benefits
- 12/10/2024 Veteran Tuesday Workshop: Salary Negotiations
- 12/10/2024 Veteran Tuesday Workshop: Creating Your Resume Writing Workshop
- 12/12/2024 Financial Aid 101
- 12/17/2024 Intro to Google AI for SMB's
- 12/17/2024 MVC Veteran Upward Bound - Coffee and Conversation
- 12/17/2024 Interview Skills Workshop
- 12/17/2024 Financial Literacy: Understanding and Building Credit

Hiring Events

- 12/5/2024 Riverside County Sheriff Dept Hiring Info Session (Jobs Available: 40)
- 12/5/2024 Capstone Hiring Event 1 (Jobs Available: 15)
- 12/12/2024 Solaris Paper Hiring Event (Jobs Available: 15)
- 12/5/2024 Capstone Hiring Event 2
- 12/19/2024 IHSS Hiring Info Session [English & Spanish] (Jobs Available: 30)

Business Workshops & Partner Events

- 12/10/2024 MVUSD Workability Regional Training
- 12/11/2024 Women's Business Center: Introduction to QuickBooks
- 12/18/2024 Make Your Website Work for You with Google

Outreach Events

- 12/7/2024 Snow Day -MoVal Special Event

Career Coaching and Partner Sessions	
Riverside County Career Coaching: 415	Moreno Valley College-CTE: 0
MoVal Youth Opportunity Center: 0	EDD Veteran DVOP: 6
CBU Academic Counseling: 0	Small Business Development Center: 0

Google Career Scholarships

The second program cycle of the BERC Google Certificate Scholarship Program ended on Dec. 18, 2024. With this program, 500 individuals who encounter education and employment barriers can complete one (1) Google Career Certificate for free and receive job placement support for 18 months after completing their certificate.

Activity Report

	December	YTD
Total Served through BERC Programs	2,090	26,798
Number Assisted Over the Phone	310	5,351
Number of Unemployed Assisted	609	9,657
Number of Moreno Valley Residents Assisted	1,013	10,834
Number of Veterans Assisted	163	1,437
Number of Hiring Events	6	60
Total Positions Available at BERC Hiring Events	70	12,218
Businesses Served (Unique per Month)	99	229
Number of Workforce Workshops/Training	11	147
Number of Small Business Workshops/Events	9	261

Email and Marketing Highlights

	December	YTD
Total Number of Email Blasts Sent	28	381
Number of Hire MoVal eBlasts (Jobseeker)	15	213
Number of ED News eBlasts (Business)	13	168
Hire MoVal Jobseekers List	57	34,948
Hire MoVal Veterans List	49	2,925
ED News Small Business List	(211)	12,993
Total Social Media Posts (Facebook, Instagram & LinkedIn)	48	556
Total Social Media Followers	(0)	5,424

For questions regarding this report or the BERC, please contact BERC@Moval.org or call 951-413-3928. The BERC is located at 12625 Frederick St., Suite K-3. Open Monday through Thursday 8 a.m. to 5 p.m.