



Support your Circle City economy!

SHOP | DINE | HIRE
CORONA



Corona At-a-Glance

**170,000
residents**



**12,000
businesses**



**84,400 labor
force**



Strategic Approach



2. Strong Economy

Expand the local economy by supporting local businesses, providing opportunities for new businesses, and ensuring there are ample opportunities for job seekers.

Support Local Businesses

- Support post-pandemic resilience and recovery of local businesses
- Attract new enterprises to Corona

Increase Job Opportunities

- Reduce local unemployment
- Increase living-wage jobs within Corona

Economic Development Strategic Plan

Economic Research Analysis

Community Engagement

SWOT Analysis

Priority Identification



Shop | Dine | Hire Corona

- **Support Local Business**
- **Mobilize Community**
- **Celebrate Diversity**
- **Foster Employment Growth**



Build a Strong Local Economy



Shop | Dine Corona



Benefits of Supporting Local Businesses



The City's sales tax rate is 8.75%. This means for every \$100 you spend; you spend another \$8.75 in sales tax. Here's a breakdown of where the sales tax goes.

County Transportation	\$0.25
Measure A	\$0.50
City General Fund	\$1.00
Measure X	\$1.00
State of California	\$6.00

Total Tax Paid (on a \$100 purchase) \$8.75



Hire Corona



Decrease Residents' Commute Times



Connect Corona Businesses with Quality Workforce



Increase Spending Power

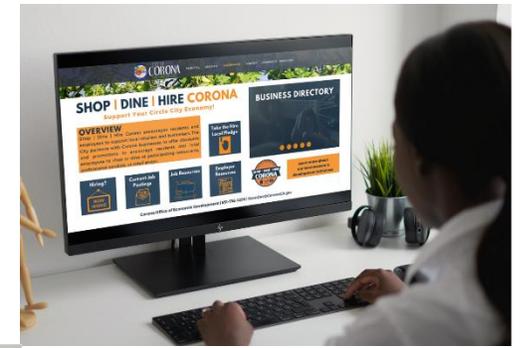
What This Could Look Like



**Stickers
Magnets
Window Clings**



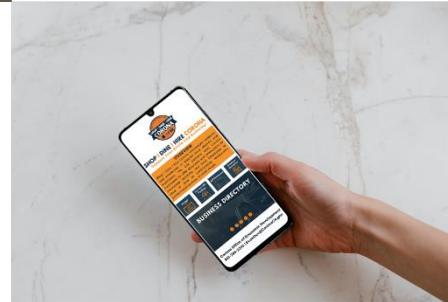
Special Events



**Promotional
Clothing**



**Social Media
Promotion**



**Digital
Platforms**



**Promotional
Items**

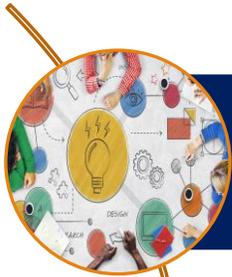
Top 10 Reasons to Support Locally Owned Businesses

1. Local Character & Prosperity	Highlighting local flavors and preserving community character provides one-of-a-kind businesses an economic advantage.
2. Community Well Being	Locally owned businesses build strong communities and relationships with businesses and residents, creating a dynamic town center.
3. Local Decision Making	Local ownership invites local participation, so people who live in the community and who will feel the impacts of these decisions are part of the process.
4. Keeping Dollars in the Local Economy	Compared to chain stores, locally owned businesses invest a much larger share of their revenue back into the local economy, enriching the whole community.

**Educational
Literature**



Program Guidelines



Guiding document



Outlines roles, responsibilities, roll out, potential budget, etc.



Overview of Corona economy and other shop local programs

**SHOP | DINE |
HIRE CORONA
PROGRAM
GUIDELINES**

Corona Office of Economic Development
EconDev@CoronaCA.gov | (951) 736-2295



Phased Roll Out

Business Education & Outreach

- Educate business community
- Why it's important and how to participate

Summer/Fall 2021

Marketing

- Market to both businesses and residents

Fall/Winter 2021

Ongoing Engagement & Participation

- Grow resident participation
- Create engagement opportunities interaction

Spring 2022





Live Work Corona

*LIVE WHERE YOU WORK
WORK WHERE YOU LIVE
GO FULL CIRCLE IN THE CIRCLE CITY*



Mission

To create a resilient local economy by connecting job seekers with Corona employers.



Leverage Partner Resources



Riverside County Workforce Development Board



Job Board



Job Fairs



On-the-Job Training



Corona Library



**Expanding
Workforce
Development
services**



ESL Courses



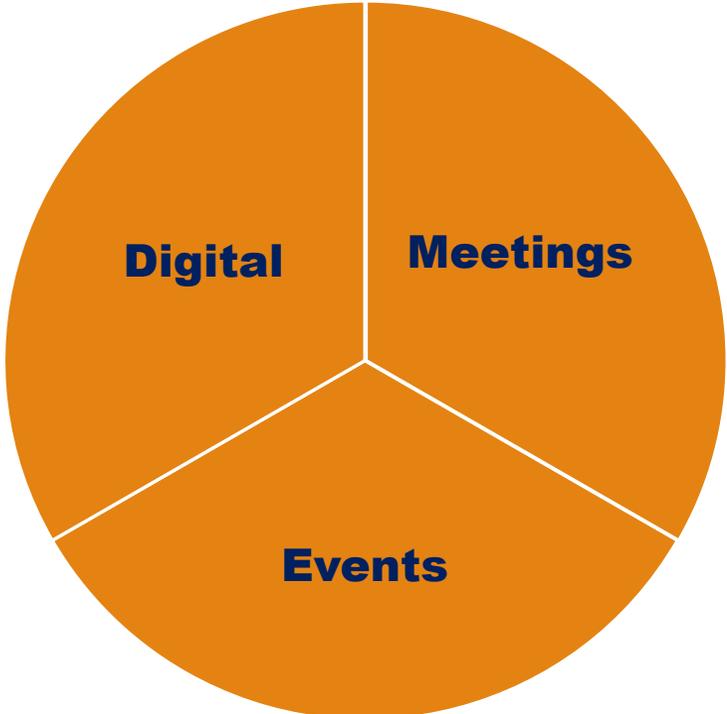
**Locate
businesses
that are
hiring**



Marketing & Outreach



Marketing & Outreach



Ongoing Engagement



Ongoing Engagement



Expand Employee Pipeline



Grow Business Participation



Corona Job Fair





LIVE WORK CORONA

Live Where You Work | Work Where You Live

Go Full Circle in the Circle City

OUR MISSION

To create a resilient local economy by connecting job seekers with Corona employers.

Take the Pledge
Hire Local



FEATURED BUSINESS



The City of Corona recognizes and commends their commitment and pledge to hire local

Hiring?



Current Job Postings



Job Seeker Resources



Employer Resources



Learn more about our local economic development initiatives

Corona Office of Economic Development | 951-736-2297 | EconDev@CoronaCA.gov



Live Work Corona Timeline

Item	Projected Deadline
Partner Collaboration and Commitment	Summer 2021
Initial Launch <ul style="list-style-type: none">• Webpage• Social Media Marketing/Outreach	Fall 2021
Job Seeker and Business Engagement	Ongoing
Corona Job Fair with Riverside County Workforce Development Board	Spring 2022





Shop



Dine



Hire



Business to Business



Resident to Business



Special Events



Live Work Corona



Questions Feedback?

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