



NEWS RELEASE

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FOR IMMEDIATE RELEASE

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Public Review Period Open for Draft Comprehensive Economic Development Strategy

Menifee, CA—In response to record population growth and the need to increase local job creation, the City of Menifee has developed a [Draft Comprehensive Economic Development Strategy 2019 \(CEDS\)](#), which opens for a 30-day comment period on August 7 through September 9, 2019. The CEDS serves as a blueprint for economic development across the region and Menifee specifically. It identifies and prioritizes vital projects, programs and activities that address the region's and city's greatest needs as well as those that will enhance Menifee's economic competitiveness.

A CEDS Strategic Committee has been working closely with the City's Economic Development staff to implement public participation processes to help shape the draft plan. Regional leaders across multiple sectors that influence the economy and economic development have played an integral role in shaping the action plan to achieve the vision of a city that cultivates creativity, diversity and innovation to build a strong and resilient local economy.

"It is vital for Menifee's continued success to not only understand our economic background, but also to have a strategy to identify and take advantage of opportunities as we continue to grow," said Economic Development Director, Gina Gonzalez. "The CEDS helps to create a picture of the possibilities that are ahead, which allows us to more confidently make strategic decisions based on the priorities we have set."

The development of the CEDS was made possible through a federal matched funding grant up to \$50,000 and the successful completion of the plan will allow the city to apply for future federal community development and public works grants of up to \$3 million each. After City Council review of the plan at the August 7 meeting, a 30-day review period has opened in which residents are encouraged to [review the plan](#) and provide public input. The public is invited to submit written comments via email EconDev@cityofmenifee.us or by mail to the following address: 2019 CEDS, Economic Development Dept., 29844 Haun Rd, Menifee, CA 92586. Public comments will close end of City Hall business hours at 5:30 p.m. on Sept. 9, 2019.

The CEDS plan contains an analysis of economic and community development challenges and opportunities and an economic development background of the city. It also offers goals and objectives for taking advantage of strategic opportunities and solving challenges as well as a plan of action, including suggested projects to implement objectives

set forth in the strategy aimed at diversifying Menifee's local economy, community development and public works.

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ABOUT MENIFEE: *Situated in the heart of southern Riverside County along Interstate 215, Menifee is a vibrant, new city of more than 94,000 residents who enjoy a pleasant year-round climate, abundant recreational offerings, reasonably priced housing and convenient proximity to some of Southern California's premiere attractions and employment centers. Within its 50 square miles, Menifee's business, retail and entertainment outlets are starting to shape the community's character and this growing economic base is also contributing favorably to the city's strong financial position. Menifee's growing family-oriented population values the city's ongoing commitment to public safety, community events and smart growth for the future. All of these elements are working together to support the city's strategic vision to make Menifee one of the state's most promising new cities.*

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