

# PUBLIC SECTOR NEWS

## COACHELLA VALLEY ECONOMIC PARTNERSHIP SELECTED TO RECEIVE OFFICE ASSETS THROUGH KAISER PERMANENTE NONPROFIT DONATION DAY

New business leaders looking to get established here in the desert will be better equipped to develop their entrepreneurial vision through the Coachella Valley Economic Development's (CVEP) CViHub following a sizable donation of office items by Kaiser Permanente. "We've built a great partnership with Kaiser Permanente over the past several years, and donations like this help us take huge strides in meeting the iHub's mission of diversifying the local economy," said Wesley Algren, chief operating officer of CVEP. In its Nonprofit Donation Day, Kaiser liquidates surplus items to nonprofits including desks, bookcases, chairs, file cabinets and bulletin boards. This donation came at a key time, as the CViHub prepares to expand to a 3.5-acre accelerator campus to meet the growing demand for technology services.

Entrepreneurial ventures such as Electric Vehicle Enterprises as well as NRG Power Cells will directly benefit from these donations—which enable them to continue concentrating their resources on expanding their technologies rather than needing to invest in operational expenditures such as office capital. "Kaiser Permanente's social mission is to improve the health of the communities we serve," said Cecilia Arias, community benefit manager for Kaiser Permanente. "Nonprofit Donation Day is another way we help local nonprofit organizations secure valuable equipment, supplies and furniture to help serve their members better."

It's the health of the Coachella Valley's economy that is the focus of this particular donation to CVEP's CViHub, as it supports startup companies and encourages 'green technology' within the region—along with enhancing the Valley's appeal to new industries.

With abundant natural resources and a proud tradition of entrepreneurship and small business success, the Coachella Valley is ripe with opportunities for green initiatives and innovation. The expansion of CVEP's CViHub—made possible through such efforts as the recent donation of capital assets by Kaiser Permanente—will propel the Valley beyond the wind, geothermal and solar technologies that have put this Southern California desert on the clean energy map in recent decades.

## HARC ANNOUNCES A SPECIAL REPORT ON SNOWBIRDS

The Health Assessment Resource Center (HARC) has released a new report that reveals nearly a quarter of Coachella Valley residents are snowbirds (24.2 percent, approximately 84,896 adults). Given the large portion of the population represented in this group, it would be remiss to not conduct a careful examination of their health.

Due to the warm climate, many residents spend winters in the Coachella Valley and summers elsewhere, creating a unique group of individuals who maintain multiple residences.

The majority of snowbirds are over the age of 65 (78.2 percent). This is significantly different from the permanent population, which tends to be younger overall.

The report's summary states, "Results demonstrate that snowbirds in this sample are overall older, wealthier and more educated than their permanent counterparts. Snowbirds in this sample are more likely to visit the doctor regularly, obtain recommended screenings and exercise the recommended amount. Overall, snowbirds have significantly better mental health than permanent residents. Of note is the finding that snowbirds are more likely than permanent resident to have been sexually active within the past year, but that they are less likely to take preventative measures to avoid STDs."

The report can be found on HARC's website at [www.harcdata.org](http://www.harcdata.org).

## SUPERVISORS URGE GOVERNOR, STATE OFFICIALS TO SUPPORT ENTERPRISE ZONE PROGRAM

The Riverside County board of supervisors urged state officials to support California's Enterprise Zone program and to not enact sweeping regulatory changes that would increase costs to businesses that hire workers in communities with high rates of poverty and unemployment.

"This program is an economic stimulator that has created more than 2,200 local jobs in the last three years," said Supervisor John J. Benoit, a member of the Coachella Valley Enterprise Zone Authority. "California cannot afford to do away with this economic development tool and lose businesses and jobs to states that provide a more business-friendly environment."

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