



# NEWS RELEASE

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**FOR IMMEDIATE RELEASE**

March 4, 2021

**Menifee Mayor's Industry Idea Exchange with Educators and  
County Workforce Development Targets Growing Menifee Industries**

**MENIFEE, CA**—Throughout the year, Mayor Bill Zimmerman and his Menifee City Council colleagues, in partnership with the Menifee Economic Development Department, collaborate with local industry partners in “informal industry idea exchanges” in order to provide local industry professionals with the opportunity to brainstorm, collaborate, and find efficiencies in needs, processes, and programming that improve not only Menifee, but the region as a whole. Last month's Industry Idea Exchange on February 18 focused on Education and Workforce Development.

A group of over 40 industry professionals—from UCR, Grand Canyon University, Azusa Pacific University, Cal Baptist University, Bellevue University, Mt. San Jacinto Community College to local Menifee and Murrieta School District superintendents to name just a few—collaborated with both City executive staff and County of Riverside Department of Housing, Homelessness Prevention, and Workforce Solutions Director Heidi Marshall and Workforce Development staff. Mayor Zimmerman was joined by Mayor Pro Tempore Lesa Sobek and growth updates and trends in Menifee and the region were shared. This predicated that the City has hit over 100,000 in population and is set to reach 116,000 in the next two years. “Menifee's Derrigo study has examined the residential and commercial markets and building permit activity, and it is clear to see that Menifee is a regional economic hub that needs many amenities, entertainment, and dining and quickly, based on the per capita population for the uses,” said Gina Gonzalez, Menifee's Economic Development Director.

Leslie Trainor, County of Riverside Workforce Development Deputy Director, gave an outlook and update on Riverside County workforce trends, programs, and resources available to local businesses. Additionally, career technical training was discussed, as was future programming needs to better prepare our youth for the programs and industry attraction the City has concentrated on to bring to Menifee. “With these idea exchanges we are able to better identify the potential for a thriving, innovative, and economically expansive jobs ecosystem that Menifee has and is developing,” said Mayor Bill Zimmerman. “Not only could it employ many of our innovative sector workforce, but it also identifies partners and organizations that have been a sustained economic driver for our region.”

Mayor Zimmerman encouraged industry professionals to continue their involvement in the community and to engage in constructive discussions with partners in the meeting, such as the Innovation Council, Southwest Invest, and other pathway developments that benefit Menifee and region.



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To learn more about the Mayor's Idea Exchanges, collaborative industry meetings, or how to get your business involved in the discussion, please contact the City of Menifee's Economic Development Department at [EconDev@CityOfMenifee.us](mailto:EconDev@CityOfMenifee.us) or visit [www.menifeebusiness.com](http://www.menifeebusiness.com).

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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 100,000 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.*