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SOUTHWEST RIVCO OPTIMISM, COLLABORATION AND FUTURE

If there ever was a time to be an entrepreneur in Southwest Riverside County, this is it, say Southwest Riverside County officials.

"It's an exciting time for entrepreneurship and we need the word to get out that entrepreneurs can emerge from their garages, gain access to resources and allow themselves to grow."

Christine Damko, Temecula's Economic Development Manager.

The micro-region includes high-tech and small business incubator programs in Temecula and Murrieta, along with makerspaces at Mt. San Jacinto Community College, which is launching a new area focused on animatronics. While traditionally known for its wine and tourism, Temecula is seeing a growth



CHRISTINE DAMKO

**Economic Development Manager,
Temecula Economic Development**

in a variety of innovations and ideas. There is a mix of advanced manufacturing and healthcare focuses, but also a growing craft brew industry and new niche in culinary businesses dubbed 'foodiepreneuers' launching in storefronts.

"If ever there is a time where you have a crazy idea, it's a great place to try it out. The community is so ripe and we're so receptive. I think overall there is excitement and will and you know, when there is a will, there's a way."