



ONE OF THE MOST IMPORTANT DISCUSSIONS OF THE YEAR ABOUT THE FUTURE ECONOMY OF THE COACHELLA VALLEY!

Announcing CVEP's July Investor Luncheon! —Desert Willow Golf Resort, Palm Desert—

The Coachella Valley Economic Partnership (CVEP), in partnership with the University of California, Riverside – Palm Desert Campus and the Desert Chapter of the Building Industry Association, is proud to present one of the country's leading economic development specialists, J. Mac Holliday, CEO of Market Street Solutions and creator of the *Opportunity Austin Business Initiative*.



Where is the outlook for our regional economy? What can Coachella Valley leaders and policy makers learn from the highly-successful *Opportunity Austin Business Initiative*? What principles can be learned and applied as our regional economy is shaped over the coming years to ensure sustainable economic growth and stability?

J. Mac Holliday is the founder and CEO of Market Street Services, Inc., a community and economic development consulting firm headquartered in Atlanta, GA. The firm was founded in 1997 to help cities, counties, states, regions, chambers of commerce and corporations proactively shape their own future. Mr. Holliday will be speaking about regional economic development and how to effectively plan and implement strategies to increase the prospect of attaining a vibrant, balanced economy among multiple jurisdictions. The *Opportunity Austin Initiative*, covering a five county area in central Texas, has created over 100,000 jobs with a combined payroll of 4.5 billion since 2004! **Seating is limited.**

CVEP MEMBERS—\$35.00
Non Members— \$40.00

BRING A NON-MEMBER TO LEARN ABOUT THE WORK OF **CVEP** IN THE COACHELLA VALLEY AND RECEIVE A \$7.00 DISCOUNT ON YOUR LUNCH!

*Payment in advance is required.

** Cancellations must be made 48 hours in advance to receive a refund less the credit card processing fee.

Please note Date Change!

Date: Monday, July 28

Time: 11:45 - 1:00 pm

Call: 760/340-1575

Email: admin@cvep.com



Location - 38-995 Desert Willow Drive - Palm Desert, CA 92260