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**PRESS RELEASE**

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Contact: Mike Singer

(760) 341-2883, ext. 78107

[msinger@csusb.edu](mailto:msinger@csusb.edu)



**Entrepreneurial Resource Center launching in Palm Desert**

*Former Palm Desert iHub expansion offers new resources and services for entrepreneurs*

PALM DESERT, Calif. – The Inland Empire Center for Entrepreneurship (IECE) and School of Entrepreneurship at California State University, San Bernardino are pleased to announce the launch of the Palm Desert Entrepreneurial Resource Center (ERC) as an expansion and rebranding of the current Palm Desert iHub – located at 37023 Cook St., Ste 102, across the street from the CSUSB Palm Desert Campus.

The newly expanded resource will serve as a catalyst for the creation of new businesses and the growth of existing small businesses in the Coachella Valley.

An open house expansion celebration will take place on March 5 from 4-6 p.m. Members of the community are invited to attend.

The Palm Desert Entrepreneurial Resource Center is the result of a partnership with the City of Palm Desert, the Inland Empire Center for Entrepreneurship at CSUSB, the Riverside County Office of Economic Development and CSUSB's School of Entrepreneurship.

Occupying the former Palm Desert iHub location, the ERC brings together a wide range of entrepreneurial support organizations to provide a complete set of training, technical assistance and access to resources for small business owners and entrepreneurs in the city and adjacent communities. In addition, the ERC offers co-working space, offices, conference and meeting areas for innovative startups, home-based businesses, remote workers and businesses relocating to Palm Desert that have not yet moved into a commercial space.

"The expansion, and renaming, of the Palm Desert iHub into the Palm Desert Entrepreneur Resource Center demonstrates the collective commitment of the City of Palm Desert, County of Riverside and CSUSB to unveil new resources and support services aimed at empowering local entrepreneurs and small business owners," said Mike Stull, professor of entrepreneurship and director of the IECE and the CSUSB School of Entrepreneurship. "This is a regional hub where all aspiring and existing entrepreneurs in the Coachella Valley can find the support they need to launch and grow a diverse range of businesses."

Evan Trubee, mayor pro tem, City of Palm Desert, said, "The launch of the Palm Desert Entrepreneurial Resource Center is a significant milestone in our city's commitment to fostering innovation, economic growth and small business success. This expansion reflects the power of collaboration between the City of Palm Desert, CSUSB and Riverside County to create a hub where entrepreneurs can access the resources, mentorship and space they need to thrive. We are excited to support this initiative and look forward to seeing the incredible businesses that will grow from this center."

Eric Ceja, director of Economic Development at the City of Palm Desert, echoed Trubee's thoughts.

"Palm Desert is committed to strengthening small businesses through opportunities offered at the ERC," he said. "Our partnership with CSUSB's School of Entrepreneurship and Riverside County provides unique learning experiences, access to business professionals and capital, and networking opportunities that allow business to grow."

The IECE, part of the Jack H. Brown College of Business and Public Administration at CSUSB, is one of the largest university-based centers in the world and has a 25-plus year track record

of providing business assistance programs in the community, having served more than 199,000 business owners and achieving an economic impact of more than \$846 million.

Visit the [Inland Empire Center for Entrepreneurship website](#) to learn more about its many programs.

### **About IECE's Entrepreneurial Resource Center Program**

Located in San Bernardino, Temecula and now Palm Desert, the Entrepreneurial Resource Centers (ERC) are strategically located and easily accessible regional hubs for small business training and technical assistance. The primary focus of the ERCs is to provide business counseling, training and specialized program services and ensure that all current and aspiring small business owners have consistent access to the resources they need to start and grow their businesses. These services, provided by the [Inland Empire Small Business Development Center](#), [Inland Empire Women's Business Center](#), [Coachella Valley Women's Business Center](#) and the [CSUSB School of Entrepreneurship](#), aid in ensuring that both current and aspiring small business owners have a streamlined pathway of support and increased accessibility to essential resources for launching and expanding their enterprises.

### **About CSUSB's Inland Empire Center for Entrepreneurship**

The [Inland Empire Center for Entrepreneurship](#) (IECE) at Cal State San Bernardino is the largest and most experienced organization in the Inland Empire dedicated to supporting small business and entrepreneurship on campus for the Jack H. Brown School of Entrepreneurship, and within the community throughout the Inland Southern California region. Established in 1999, the IECE has served over 199,000 individuals and business owners with comprehensive business counseling, mentoring, innovative training programs and engaging events. These services have resulted in the creation and retention of over 54,000 jobs and an economic impact of over \$846 million.

**About the CSUSB Palm Desert Campus:** The CSUSB Palm Desert Campus is dedicated to providing a transformative educational experience in the Coachella Valley. With a focus on academic excellence and community engagement, the campus offers undergraduate and graduate degree programs designed to meet the diverse needs of its students and the region.

For more information about the CSUSB Palm Desert Campus, contact Mike Singer in the Office of Marketing and Communications at [msinger@csusb.edu](mailto:msinger@csusb.edu) or (760) 341-2883, ext. 78107, or visit the PDC website at [www.csusb.edu/pdc](http://www.csusb.edu/pdc).