

# City of Hesperia

## STAFF REPORT



**DATE:** October 1, 2019  
**TO:** Mayor and Council Members  
**FROM:** Nils Bentsen, City Manager  
**BY:** Rachel Molina, Assistant to the City Manager  
**SUBJECT:** Support of Mojave River Valley Movement

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### RECOMMENDED ACTION

It is recommended that the City Council consider adoption of Resolution 2019-055 and provide direction to staff on support of the Mojave River Valley movement.

### BACKGROUND

In 2015, a movement began across the region focused on reinforcing a positive collective identity as the Mojave River Valley, to replace “High Desert”, the existing term for the region. The term High Desert refers to this community as well as regions that include the Antelope Valley and Yucca Valley.

### ISSUES/ANALYSIS

Proponents of the Mojave River Valley movement have creating a branding campaign to be used to market the region to prospective employers, developers and future residents. The campaign will communicate that the Mojave River Valley is:

- A great place to raise a family;
- Beautifully surrounded by desert vista and open space;
- The next frontier of economic growth and expansion;
- Home to a more relaxing way of life.

Support of the Mojave River Valley movement will include adoption of a resolution by the City Council; support of the branding through the use of the term in official communications where the term High Desert is currently used; and the use of the term in economic development efforts.

### FISCAL IMPACT

Fiscal impact is nominal as changes to City branding will be implemented over time.

### ALTERNATIVE(S)

1. Provide alternative direction to staff.

### ATTACHMENT(S)

1. Resolution 2019-55