

Fresno City Council Workshop

May 12, 2016



Overview

- City of Fresno/EDC MOU Activities
- Business Expansion & Retention
- EDC Partnership Programs
- Business Support, High Speed Rail
- EDC Business Support Events

Economic Development Services

Assisting business expansion, attraction, and retention through our alliance with collaborative partners and resources

Identify areas of need and turn them into an opportunity

- Business Incentives
- Site Selection Assistance
- Workforce
- Financing
- Utility Cost Analysis
- Permitting & Regulations
- Data & Demographics
- Other Partnership Resources

City of Fresno MOU

Business Attraction

Jose N. Mora, *Client Services Manager*
Andrea Reyes, *Contract Compliance Manager*



Business Attraction

City of Fresno/EDC MOU: \$50,000

➤ **Marketing**

- Industrial parks and sites
 - FresnoCountyCities.com
- Trade Shows and Missions
- Economic Expansion Act Incentives: iDIFER, etc.

➤ **Coordination with City Economic Development Department:**

- Bi-weekly standing meetings with Economic Development staff
- Responding to RFIs with qualifying sites
- Site-Visits and Client Meetings

➤ **Other regional incentives**

Marketing

Trade Shows

- Medical Design & Manufacturing
Anaheim
- WestPack West
Anaheim
- World Ag Expo
- Manufacturing Summit
- California League of Food Processors
Sacramento
- Hannover Messe
Germany
- Process Expo
Chicago



MD&M West 2016



2015 – 2016 YTD Activity

FY Q1 – Q3

July 2015 – March 2016

New Client Leads: **76**

Client Meetings: **51**

Site Visits: **10**

Wins: **10**

Jobs: **120**

Trade Shows: **7**

Missions/Broker Events: **7**

2015 – 2016 Successes

Company	Location	Council District	Industry	Type
Midtown Community Market	Granite Park	4	Retail	Attraction
United Staffing Associates	2350 W. Shaw	2	Admin Support	Attraction
Pangea Global	700 Van Ness (Bitwise Stadium South)	3	Information	Attraction
BlueLine Rental	2670 S. East Ave.	3	Rental & Leasing Svs	Attraction
MBS Accountancy Corp	2300 Tulare St.	3	Professional/Technical Svs	Expansion
Baker Distributing	2904 S. Angus Ave	3	Wholesale Trade	Attraction
Alfa Laval, Inc	3145 S. Northpointe Dr.	3	Manufacturing	Attraction
Lanna Coffee Co.	617 Broadway St.	3	Food Manufacturing	Expansion
Fresno Gem & Mineral Society	404 W. McKinley Ave.	1	Other Svs	Retention
Valley Industrial Products	3025 E. Hamilton Ave.	3	Manufacturing	Attraction

Business Expansion & Retention

Serve existing Fresno County businesses

City of Fresno Businesses

Business Contacted: **172**

Referrals: **274**

EDC Partnerships

1. **Reverse Attraction**
2. **Global Cities Initiative**
3. **Energy Watch Program**
4. **Ready 2 Hire Program**
 1. **New Employment Opportunity Incentive**
 2. **Identifying Training Needs**



Current Findings: Targeting Industries

Leading economic growth sectors in Fresno County

- Construction
- Finance and insurance
- Transportation and Warehousing

Sectors with potential economic opportunities

- Information
- Wholesale trade
- Health care and social services
- Manufacturing (includes agroindustry)
- Utilities (includes water technology industry and energy industry)

Across industries occupational leading economic growth sectors for Fresno County

- Professional, scientific, and technical services
- Management of companies and enterprises

Note: Industries are tracked at the 3 –digit NAICS level

HIGH SPEED RAIL BUSINESS SUPPORT TEAM

William Oliver, *Business Support Manager*



Project Overview

November 4, 2008, California voters passed Prop. 1A, the
“Safe, Reliable High-Speed Passenger Train Bond Act
for the 21st Century”

Realized business hardships were inevitable, presenting the
greatest business retention challenge facing our area

In partnership with the City and County of Fresno, the EDC
launched the HSR Business Support Program in 2013

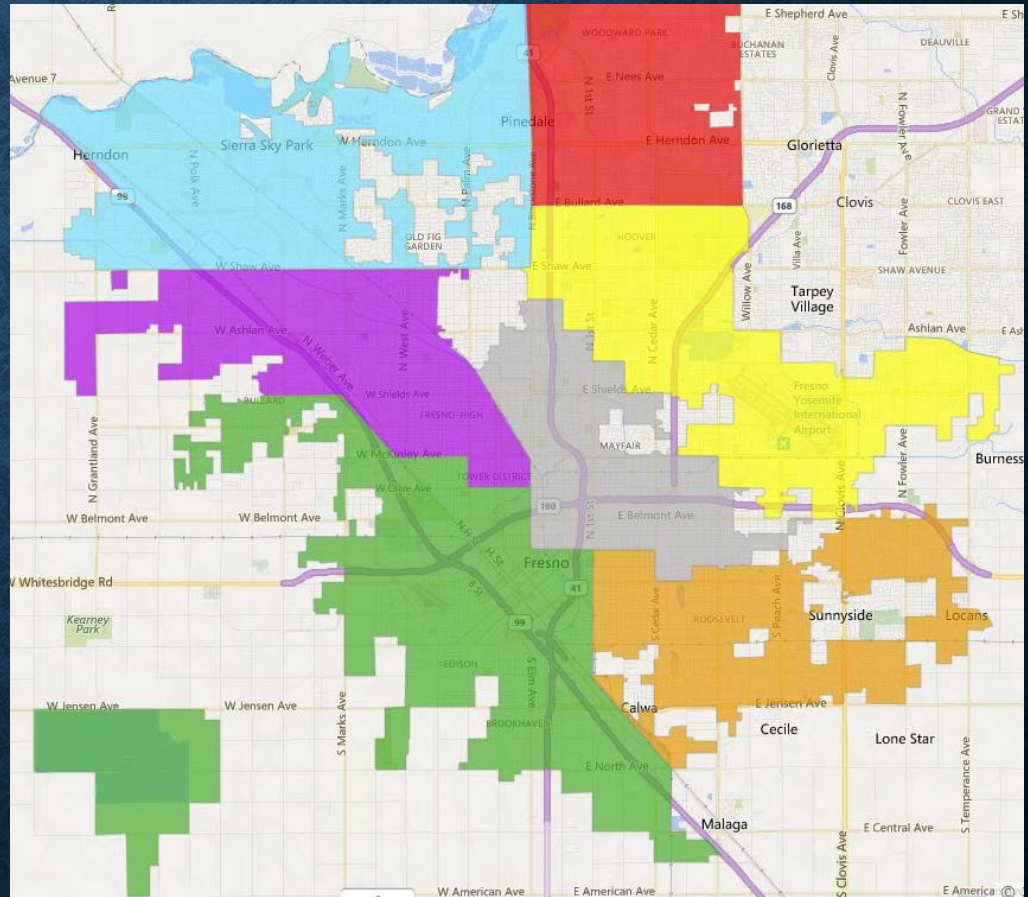


Project Overview

District 1
Businesses: 50

District 2
Businesses: 51

District 3
Businesses: 153



Department Mission

Our Department's mission is to offer empathetic, knowledgeable and effective service to ensure the successful relocation of businesses and job retention throughout the High-Speed Rail alignment.

Our team is dedicated to providing an all-hands-on-deck approach, ensuring property owner's concerns are addressed, they're given a fair shake and they're positioned for future expansion and growth.



Department Overview

Professional Assistance

Often, business needs arise requiring outside professional services.

This may include vetted referral lists from the BBB, securing a bridge loan from CDFI, or assessing eligibility for incentives and resources such as PG&E's Economic Development Rate, to name a few.

We're proud to work with the following community partners:

- PG&E
- Better Business Bureau
- Fresno State SBDC
- California Department of Equalization
- High-Speed Rail Authority

- CDFI and VSBDC
- Fresno County Farm Bureau
- Local Industry: General Contractors, Builders, Well-Drillers and Movers



Department Overview

Relocation Assistance

We tap the following resources to research, locate and refer properties that meet our client's unique requirements:

- Referral network of over 30 local commercial real estate professionals and firms
- LoopNet
- Costar
- FresnoCountyCities.com
- Off-market Inventory Site Searches
 - When building inventory is scarce, our team canvasses industrial and commercial submarkets for vacant buildings and underutilized properties to align as many off-market possibilities.
- Government owned properties (High-Speed Rail, Former RDA, City of Fresno)



Department Overview

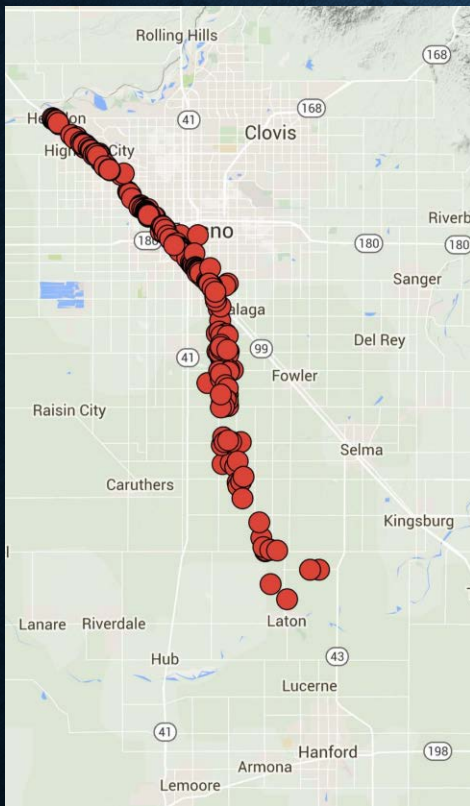
Entitlement Assistance

We are proud to work closely with the City of Fresno Development and Resource Management staff to help navigate clients through the entitlement process to ensure:

- Expedited Permitting
- Zoning Clearance
- Guidance with Conditional Use Permits, Variance, Rezones and Site-Plan Review
- Assistance w/ Development Review Committee
- Compliance with the City's General Plan, Zoning and Development Code.



Department Overview



Over 3,000 contacts
254 businesses/property
owners assisted in City of Fresno
July 2013 – April 2016

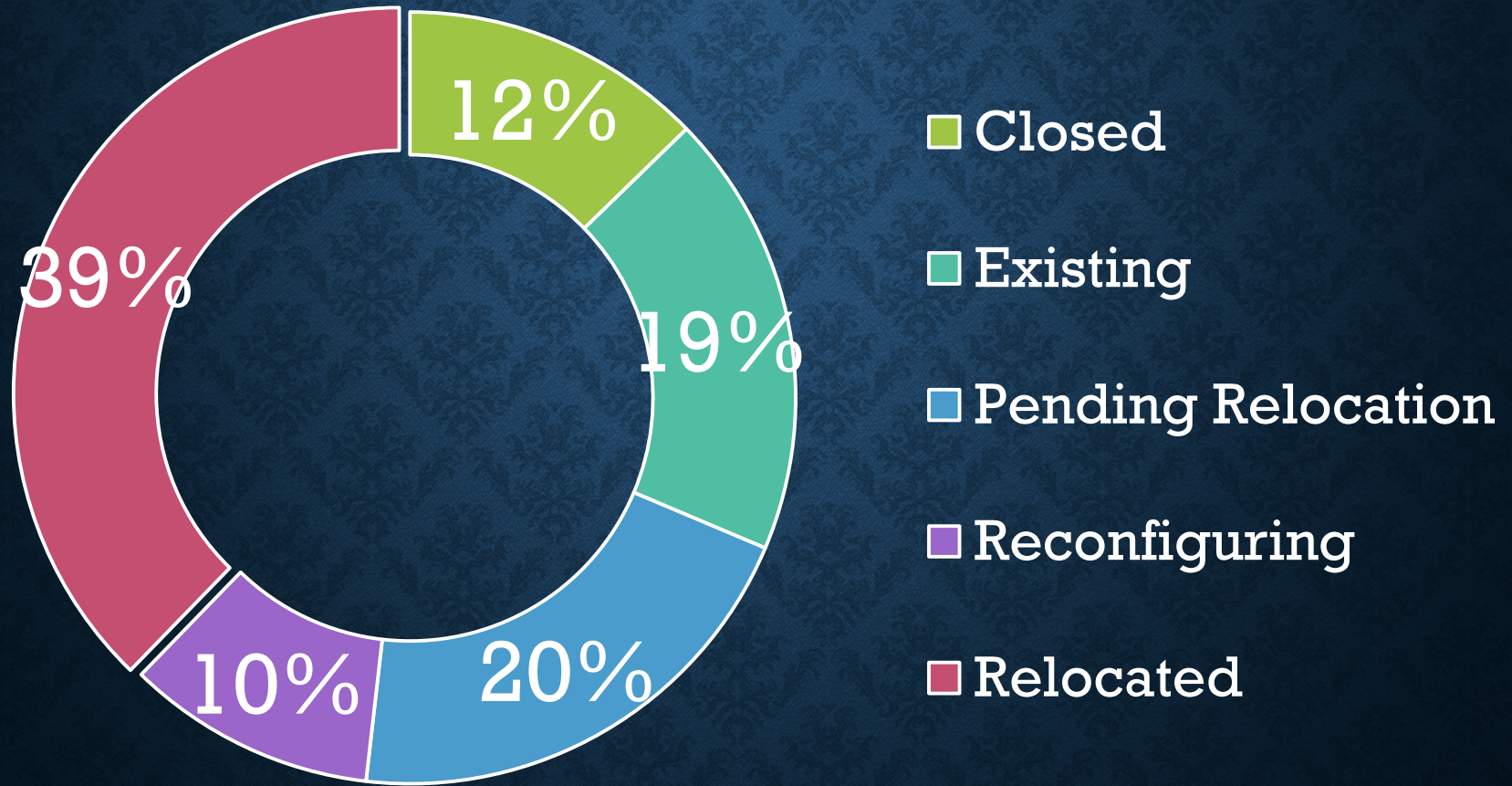
100 Businesses
Relocated

30% Expansion
90% Retention

Client Industry Overview

Industrial	32%
Agriculture	24%
Office Professional	12%
Auto/Auto Retail	9%
Retail	8%
Investment	7%
Food/Restaurant	4%
Hospitality	4%

Department Overview



Success Stories

“It’s been a huge help having the Fresno EDC’s assistance during this process. They not only found me a great replacement property but informed me of the many great programs available to me for loans and tax incentives. The EDC truly had my best interest at hand. This whole process would have been a whole lot harder without them.”

Al Perez, Owner of Main Event Graphics



Moving Forward...

Once a successful relocation is complete, the role of the EDC should not stop there. We look for every opportunity to refer our clients to our Economic Development Team to assist with future business expansion and retention needs through the EDC's suite of services:

- *Energy assessments and zero interest financing for energy efficiency upgrades*
- *Workforce development and hiring incentives (NEO)*
- *Site selection services for future property expansion*
- *Assistance with business incentives, tax credits and rebates*
- *Business expansion in global markets through local exporting initiatives*
- *Business referrals*

INVESTOR AND PUBLIC RELATIONS

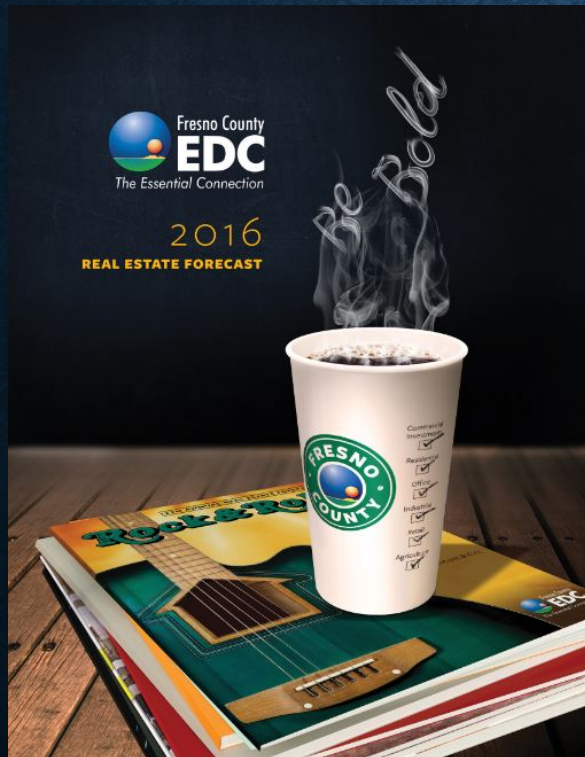
Karena Riley, *Investor and Public Relations Manager*



Fresno County EDC Annual Main Events

13th Annual

Real Estate Forecast



EDC Annual Investor

Meeting



Events and Workshops

Events coordinated to help address needs of the business community

- **High Speed Rail Networking Mixer for Small & Disadvantaged Businesses**
- **Public Transportation Forum – California’s Highway and Road System**
- **First Annual Design and Construction Networking Social**
- **Dragados Environmental Support Services Workshop**
- **Diversity in Contracting Opportunities Workshop**
- **Apprenticeship Forum – Manufacturing & Food Processing**
- **Highway City Community Meeting**
- **Small Business Subcontracting Opportunities Breakfast**



Fresno County
EDC

The Essential Connection

Thank You