

City of Fresno 2024-2029 CEDS

What is a CEDS?

Five-year economic development plan that follows the U.S. Economic Development Administration's (EDA) framework.

Why create a CEDS?

It aligns – does not replace or compete with existing plans. Improves the potential to receive funds for infrastructure and other technical assistance from federal and state agencies.

Who's involved in the CEDS?

The CEDS document is guided by a committee made up of public and private-sector organizations from throughout the city. Input received from the community, elected officials, and City of Fresno staff was instrumental in steering the CEDS vision, goals, and strategies.

City of Fresno 2024-2029 CEDS

Economic Conditions

SWOT Analysis

Strategic Direction & Action Plan

- Economic Resilience
- Workforce Development
- Equity

Evaluation Framework

Process

Public Engagement

- Interviews
- Surveys
- Presentations
- Project Website

Research

- Data Trends Analysis
- Background Documents
- Development Opportunities
- Organizational Ecosystem

S.W.O.T. Highlights

STRENGTHS

- Economic stability
- Cost
- Community engagement
- Diversity
- Growth (business, talent, population)
- Entrepreneurial spirit
- Access to markets
- Infrastructure improvements

WEAKNESSES

- Image, perceptions
- Market-ready sites and buildings
- Development process and cost perceived to be cumbersome
- Deferred investment in public infrastructure
- Deferred investment in recreation
- Worker-affordable housing

OPPORTUNITIES

- Large and proactive organizational ecosystem
- Established economic centers that support economic development
- Entrepreneurial support
- Approved funding for infrastructure

THREATS

- State and federal regulatory environment
- Sustainable water supply
- Air quality
- Natural disasters
- Utility access and disruptions

Strategic Framework

1. Improve Fresno's economic development competitiveness
2. Achieve a balance between physical, economic, and social environments
3. Align with General Plan and other relevant planning documents



Strategic Focus – Three Pillars

ECONOMIC OPPORTUNITIES

Ensure the city has an inventory of market ready sites and buildings suitable for employers offering high quality jobs.

PLACEMAKING

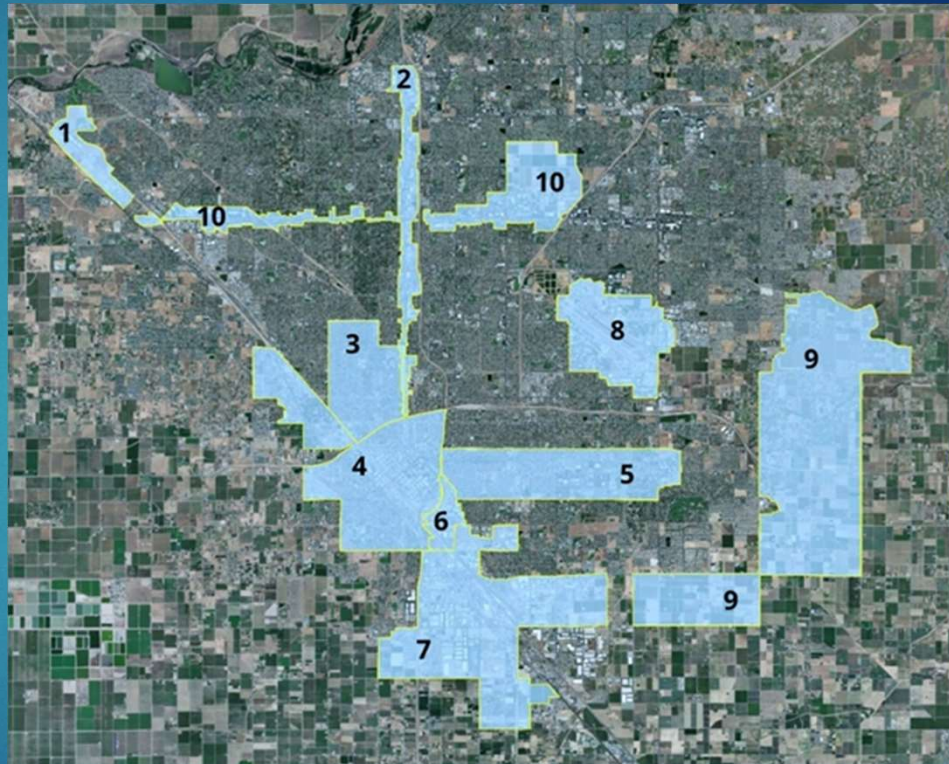
Design quality economic centers where businesses thrive and people want to live, work, play and learn.

WORKFORCE DEVELOPMENT AND TALENT ATTRACTION

Ensure there is a resilient next-generation workforce.

Economic Opportunities

- Increase number of market-ready sites and buildings
- Add or upgrade infrastructure on near-term sites
- Prioritize and market sites to preferred industry targets
- Cultivate and communicate a welcoming business climate



Placemaking

- Pedestrian amenities
- Design standards
- Streetscapes
- Façade improvements
- Public art, spaces
- Safety
- Transit services



Workforce

- Formalize existing education, business, workforce collaborative for in-demand training and career pathways
- Attract new talent by promoting the diverse employment and career opportunities in Fresno



Launch Plan

0-30 DAYS

- Determine strategies and tactics to be implemented in Year 1.
- Confirm roles and responsibilities for lead and partner organizations.

30-60 DAYS

- Consider using an existing (or obtaining a new) project management and reporting tool.
- Ensure all implementing partners have access.
- Establish reporting protocols.

60-90 DAYS

- Determine the specific performance metrics to be monitored.
- Establish a timeline and responsibilities for collecting and reporting performance.
- Input relevant data into project management tool.

CEDS Committee

- Michael Lukens, California State University Fresno
- Elliott Balch, Downtown Fresno Partnership
- Brett Zall, Fowler Packing/San Joaquin Valley Manufacturing Alliance
- Chuck Riojas, Fresno, Madera, Tulare, Kings Building Trades Council
- Yery Olivares, Fresno Area Hispanic Foundation
- Scott Miller & Amy Fuentes, Fresno Chamber of Commerce
- Dr. Robert Pimentel, Fresno City College
- Will Oliver, Fresno County Economic Development Corporation
- Dr. Cassandra Little, Fresno Metro Black Chamber of Commerce
- Blake Konczal, Fresno Regional Workforce Development Board
- Lisa Oliveira, Fresno/Clovis Convention and Visitors Bureau
- Genelle Taylor Kumpe, San Joaquin Valley Manufacturing Alliance
- Liz McIlvaine, Total Concept Enterprises/San Joaquin Valley Manufacturing Alliance

Next Steps

Complete 30-day review

Incorporate comments

Submit to EDA

Respond to any EDA comments

Comments – Questions



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