



## Legislation Details (With Text)

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**Title:** Approve an agreement between the City of Fresno and the Economic Development Corporation serving Fresno County to assist in implementing and administering local economic development business attraction activities, in the amount of \$50,000.

**Sponsors:** Mayor's Office, Office of Mayor & City Manager

**Indexes:**

**Code sections:**

**Attachments:** 1. EDC Agreement FY 16.pdf

Date	Ver.	Action By	Action	Result
2/4/2016	1	City Council	approved	Pass

## REPORT TO THE CITY COUNCIL

**February 4, 2016**

**FROM:** BRUCE RUDD, City Manager  
Office of the Mayor and City Manager

**BY:** LARRY WESTERLUND, Director of Economic Development  
Economic Development Division

## SUBJECT

Approve an agreement between the City of Fresno and the Economic Development Corporation serving Fresno County to assist in implementing and administering local economic development business attraction activities, in the amount of \$50,000.

## RECOMMENDATION

The Administration recommends Council approve an agreement with the Economic Development Corporation serving Fresno County (EDC) for \$50,000 to fund an Economic Development Specialist, to be jointly funded with the City of Clovis, to assist in implementing and administering local economic development business attraction activities.

## EXECUTIVE SUMMARY

The City of Fresno understands that market competitive economic development services require a collaborative partnership of local economic development agencies to gain market visibility, and ultimately, to create jobs. As the State of California designated regional contact and referral point for businesses and industries, the EDC has established itself as an integral part of that partnership. The City of Fresno, in an effort to contribute to the services provided by the EDC, desires to allocate funds for the purpose of funding an Economic Development Specialist to assist in implementing and administering certain local economic activities such as advocacy, and marketing and promotion, to create ongoing employment opportunities for residents.

In Fiscal Year 2015, the City of Fresno awarded a contract in the amount of \$49,750 for the purpose of hiring an Economic Development Specialist (formerly Client Services Manager) to assist in implementing local economic development business attraction activities for the City of Fresno. At this time we would like to enter into an agreement for Fiscal Year 2016 to continue to procure these services.

## **BACKGROUND**

In Fiscal Year 2015, the EDC assisted in promoting the City of Fresno, as well as the 14 other cities in Fresno County to site selectors, brokers, investors and business owners through missions, tradeshows, site tours and by responding to requests for information. The EDC is committed to being the essential connection for all companies looking to relocate. It is also helpful in marketing local, state and federal incentives.

From July 1, 2014 - June 30, 2015, a total of 72 leads were received from companies seeking to expand or relocate in the near future. The EDC provided each client with information about the City of Fresno and Fresno County, including real estate and quality of life information. At this time, the EDC is currently working with over 114 clients who are actively searching in Fresno County. Each client is followed until the file becomes a success, a loss or dead.

The EDC promotes the City of Fresno and Fresno County to brokers and site selectors via its website, mailers, tradeshows, missions and newsletters. Last year the EDC participated in 5 tradeshows and 7 missions, including those in partnership with the Central California Economic Development Corporation and Team California.

## **ENVIRONMENTAL FINDINGS**

This is not a project pursuant to CEQA Guidelines section 15378.

## **LOCAL PREFERENCE**

EDC is a local business.

## **FISCAL IMPACT**

Funding for this project will come from money remaining in the City of Fresno's Enterprise Zone Fund. There will be no fiscal impact to the General Fund.

Attachment:

## Agreement