



Legislation Details (With Text)

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Title: Actions pertaining to the agreement with the Economic Development Corporation serving Fresno County (EDC) to assist in implementing and administering local economic development business attraction, expansion and retention activities:

1. Affirm the City Manager's finding that EDC is uniquely qualified and the sole source provider of these services; and
2. Approve a Consultant Services Agreement with the EDC for a period of one (1) year in the amount of \$150,000; and
3. Authorize the City Manager, or their designee, the authority to execute the contract and grant up to two (2) optional one-year extensions.

Sponsors: Economic Development Department, Office of Mayor & City Manager

Indexes:

Code sections:

Attachments: 1. Uniquely Qualified Finding & Sole Source Justification, 2. ID 23-241 (1-H) Supplemental - EDC Service Agreement

Date	Ver.	Action By	Action	Result
2/9/2023	1	City Council	ADOPTED AS AMENDED	Pass

REPORT TO THE CITY COUNCIL

FROM: GEORGEANNE A. WHITE, City Manager
City Manager's Office

BY: LANCE LIPPINCOTT, Director
Economic Development Department

SUBJECT

Actions pertaining to the agreement with the Economic Development Corporation serving Fresno County (EDC) to assist in implementing and administering local economic development business attraction, expansion and retention activities:

1. Affirm the City Manager's finding that EDC is uniquely qualified and the sole source provider of these services; and
2. Approve a Consultant Services Agreement with the EDC for a period of one (1) year in the amount of \$150,000; and
3. Authorize the City Manager, or their designee, the authority to execute the contract and grant up to two (2) optional one-year extensions.

RECOMMENDATION

Staff recommends Council accept the Uniquely Qualified Finding/Sole Source Justification for the

Economic Development Corporation serving Fresno County (EDC), approve the agreement with the EDC for \$150,000 to administer economic development business attraction, expansion and retention activities and services for a period of one (1) year and give the City Manager, or their designee, the authority to grant up to two (2) optional one-year extensions.

EXECUTIVE SUMMARY

The City of Fresno understands that marketing competitive economic development services requires a collaborative partnership of local economic development entities to gain market visibility and, ultimately, to create jobs. The EDC has established itself as an integral part of that partnership. The City of Fresno has historically maintained a contract with the EDC to provide economic development services within the City's jurisdiction as well as the larger regional/national economy. The City desires to allocate funds once again for FY 2023 to continue these services in an effort to create ongoing employment opportunities for residents.

This agreement would be for a term of one (1) year and would include two (2) optional one-year extensions.

BACKGROUND

In past years, the EDC has assisted in promoting the City of Fresno, as well as the 14 other cities in Fresno County, and Fresno County as a whole to site selectors, brokers, investors and business owners through missions, tradeshow, site tours and by responding to requests for information. In Fiscal Year 2023, the EDC is committed to being an ongoing connection for companies looking to relocate or expand in the City of Fresno. The EDC is also helpful in marketing local, state and federal incentives.

In Fiscal Year 2022, the EDC received a total of 70 site selection leads 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, workforce and quality of life information. At this time, the EDC is currently working with clients who are actively searching in Fresno County. Each client is followed until the file becomes a success, a loss or is considered dead.

The EDC promotes the City of Fresno and Fresno County to brokers and site selectors via its website, mailers, tradeshow, missions and newsletters. Annually, the EDC participates in approximately 10 -15 tradeshow and missions, including those in partnership with the Central California Valley Economic Development Corporation and other entities. In Fiscal Year 2023 the goal is to continue to promote the City of Fresno as the ideal location to do business.

The EDC has continued to provide services to the City of Fresno in accordance with the prior contract provisions, despite that contract ending several months prior. The services provided include informal communication for projects, maintenance of regular meetings, continued marketing of the local area for economic opportunities, and maintenance of prior existing projects to the benefit of the City of Fresno.

ENVIRONMENTAL FINDINGS

This item is not a project as defined by the California Environmental Quality Act.

LOCAL PREFERENCE

The EDC is a local business.

FISCAL IMPACT

Funding for this agreement is included in the Economic Development Department Fiscal Year 2023 budget.

Attachments:

Uniquely Qualified Finding/Sole Source Justification Memo
Agreement