

June 6, 2017

Item # 7
6-6-17

Fresno County Board of Supervisors
2281 Tulare Street, Room 301
Fresno, CA 93721

Re: Formation of an Action Team to Coordinate Countywide Economic Development

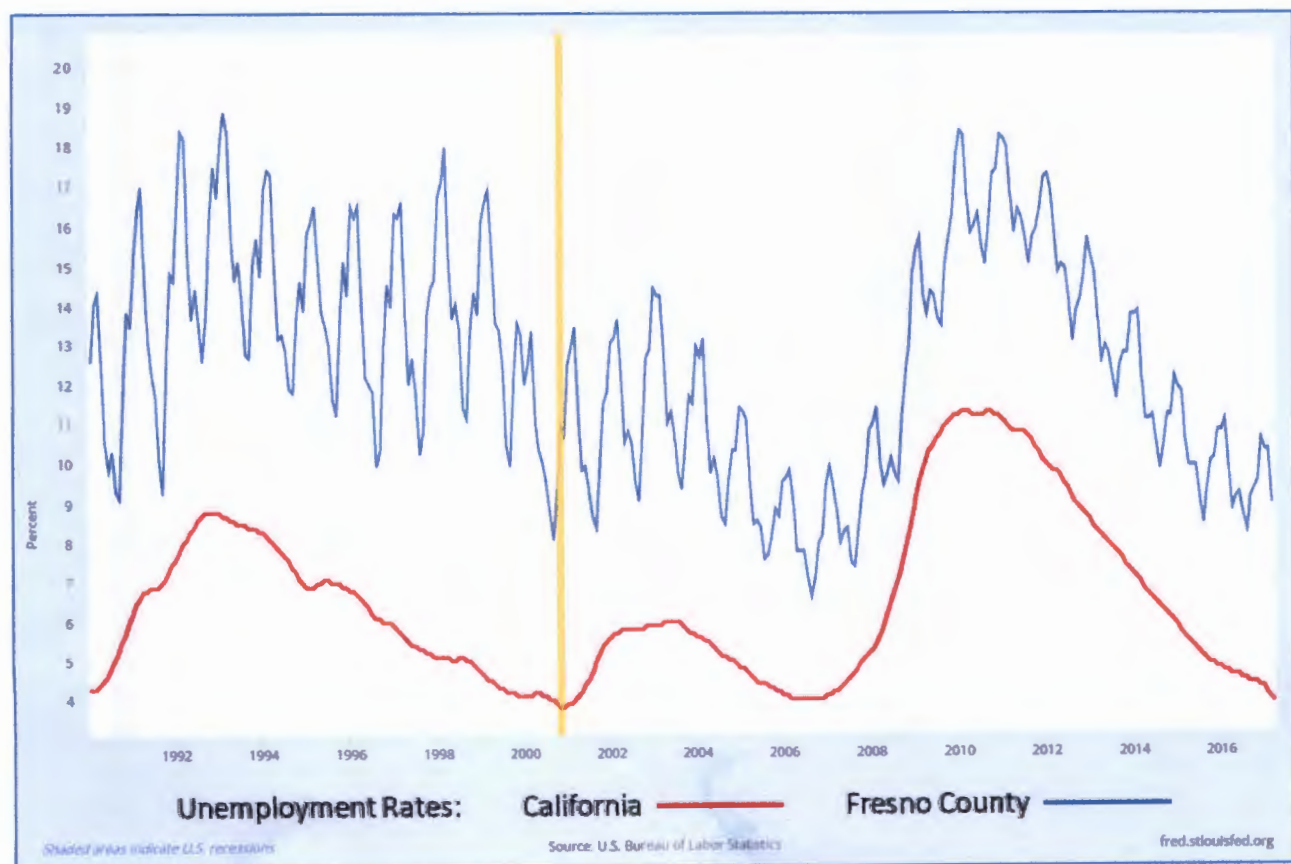
Dear Members of the Board of Supervisors:

These comments pertain to Item #7 on the Board agenda for June 6, 2017.

Two decades ago, in response to Fresno County's chronic unemployment rate, the County instituted an Economic Development Strategy and adopted a General Plan Element designed to lift county residents out of poverty and create an impressive quality of life for all county residents.

How has Fresno County fared in that endeavor? Below is a graph that compares the County's unemployment rate with that of all of California (from January 1990 to April 2017). Data used to create the graph shows that since the time of the adoption of the County's Economic Development Strategy in October 2000, the County's average unemployment rate dropped from around 6% over the State average to about 4% over and then back up to 5% over – which is where it stands today.

UNEMPLOYMENT RATES FOR CALIFORNIA & FRESNO COUNTY JANUARY 1990 THRU APRIL 2017



As you can see, relative to the average unemployment rate for all of California, Fresno County's unemployment rate hasn't changed much over the last 17 years.

There have been many efforts to improve the job picture. In 2002, the County reported that 16 collaborative economic projects, programs and partnerships were underway. In 2004, the Regional Jobs Initiative worked to create a resilient economy for our region. The Fresno County Economic Development Corporation has, for many of those years, assisted the County in the implementation of the County's Economic Development Strategy. And at one point, a Blue Ribbon Committee was formed to recommend policies, programs and procedures for improving economic conditions for unincorporated areas of the county. There have been many attempts to end chronic unemployment, but all seem to have missed the mark.

Having said that, if this Board is truly sincere about improving the economic well-being of Fresno County residents – and is not simply interested in generating revenue, then I welcome that effort.

Having said that, I also offer three suggestions:

1. Make sure the Economic Development Action Team is working under the guidance of a detailed management plan – with proper County oversight, adequate staffing and a protocol for producing useful reports that are written in language that's easily understood by those you are trying to help.
2. Rethink the makeup of the Team. Nearly half are elected officials. Better to bring together economists, land use planners and the various organizations that work with the populations that will benefit from the endeavor.
3. Once baseline data has been gathered, make sure that the Action Team sets up proper mechanisms for measuring success. Job creation, in itself, is not a measure of success. Success is closing the gap between the State's and the County's unemployment rates. Success is showing that the benefits of economic development are being shared appropriately.

Sincerely,



Radley Reep

radleyreep@netzero.com

(559) 326-6227

Item #7
6-6-17



Board of Supervisors

Agenda Item 7

Economic Development

Fresno State Office Community & Economic Development, Industrial clusters, Ag, Energy, Health & Housing, Manufacturing, Public Sector Infrastructure

Infrastructure/ Transportation

County/City Public Works Depts., COG, CALTRANS

Work Force Development

Workforce Investment Board
Fresno State, Pacific University, SCDCD, FCOE, School Districts, Union & Trades Training

Agriculture

Fresno State, Farmers, Agriculture Commission, Big Fresno Fair

Water Sustainability

Kings Basin, Water District
Irrigation District, Latino Water Coalition

Tourism

Grizzlies, Fresno/Clovis Convention & Visitors Bureau

Energy/Utilities

Chevron, PG&E, Southern Cal Edison, Solar companies

Health Care

Community Hospitals, Kaiser Permanente, St. Agnes, Children's Hospital, Air Board, UCSF Medical

Technology

Bitwise, Lyles College of Engineering

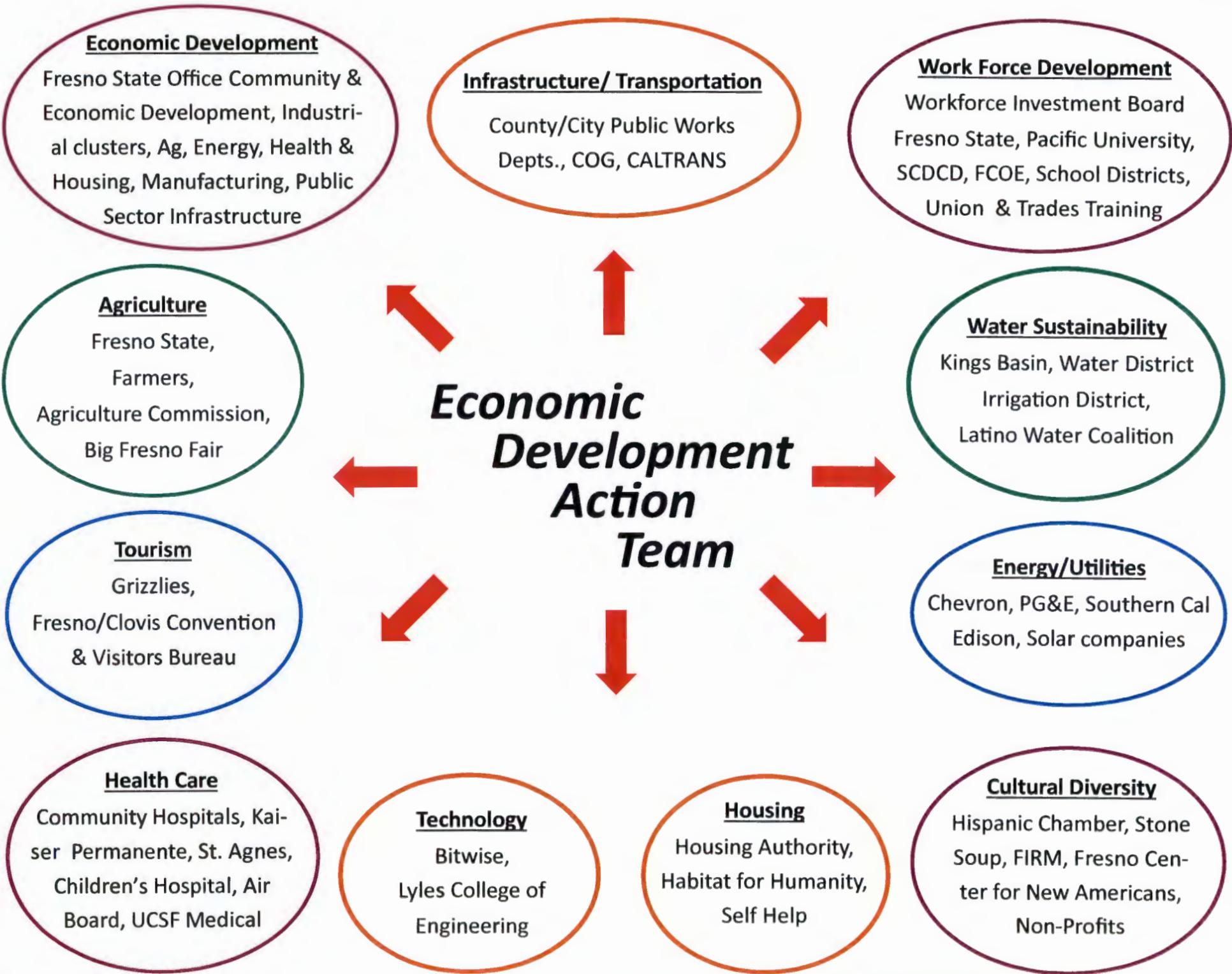
Housing

Housing Authority, Habitat for Humanity, Self Help

Cultural Diversity

Hispanic Chamber, Stone Soup, FIRM, Fresno Center for New Americans, Non-Profits

***Economic
Development
Action
Team***





May 25, 2017

County of Fresno
Supervisor Sal Quintero
2281 Tulare Street
Fresno, CA 93721

Dear Supervisor Quintero,

As President/CEO of the Fresno County Economic Development Corporation (EDC), I am writing this letter of support for the plan to create a County of Fresno Economic Development Action Team. The Fresno County Economic Development Corporation is a private non-profit organization established to market Fresno County as the premier location for business prosperity, who also assists businesses with expansion, attraction and retention. As a partner with many community organizations, we are excited to be a part of this county project.

Fresno County is a part of the cultural and economic center of California's Central Valley, which holds a population of nearly 4.2 million. Fresno County and its population of almost 1 million is among the fastest growing areas in the state, with a projected growth rate of 22.4% by 2030, compared to the projected 13.4% growth for California as a whole. Our collaborative efforts to grow and diversify Fresno County's \$38.8 billion economy, is demonstrated by the job creation it has experienced since 2011. Between April of 2011 and 2017, Fresno County's unemployment rate has decreased by 8.0%, with a total of 52,100 jobs created, 42,000 of which were private sector jobs. The industries with the highest job growth include health care, professional & business services, and construction.

We look to continue our efforts to grow and diversify Fresno County's economy with participation in the Brookings Institute's Global Cities Initiative, designed to increase international trade and foreign direct investment in the valley, and by implementing our Reverse Attraction program. Our Reverse Attraction program will represent a new way of doing economic development, by using hard data to identify industries and target businesses most appropriate for Fresno County and our leading industry clusters.

As an essential connection between businesses and the community, the EDC is committed to seeing Fresno County prosper. By working with the County and other community partners we will be able to maximize our efforts together.

For the aforementioned reasons, I support the creation of the County of Fresno Economic Development Action Team. If you would like to discuss further with me please contact me at 559.476.2513.

Sincerely,

Lee Ann Eager
President/CEO

LAE/mp



As President/CEO of the Fresno/Clovis Convention & Visitors Bureau (FCCVB), I am writing this letter of support for the plan to create a County of Fresno Economic Development Action Team.

As the official destination marketing organization for Fresno County, the Fresno/Clovis Convention & Visitors Bureau's mission is to create a positive economic impact for our region. We accomplish this goal by marketing Fresno County to the world as a destination for tourism and events. We are excited to be a part of the County of Fresno Economic Development Action Team, and will utilize our partnerships with local businesses and organizations to achieve the shared goal of economic development within our County.

Fresno County is a leader in economic development in the Central Valley. According to Dean Runyan Travel Impact Reports, in 2016 Fresno County outpaced surrounding regions in visitor spending growth. Last year visitor spending totaled \$1.422 billion, while supporting 14,540 local jobs and generating \$42 million in local taxes. Additionally, Visit California Visa Vue Research Data shows year over year domestic visitor spending has increased by as much as 10% in 2016. These dollars are an important part of the local economy, and are critical for local businesses. Visitor spending is also vital for local government because visitors are not regular consumers of government services, and money spent by visitors is a net gain for the local economy. For these reasons, it is critical that tourism be a key component in any economic development efforts.

One of the core beliefs of the Fresno/Clovis Convention & Visitors Bureau is that teamwork and collaboration make our community stronger. Our organization is excited to work with County of Fresno Economic Development Action Team in order to grow our destination to make Fresno County a better place to live and visit.

Sincerely,

Layla Forstedt
President/CEO
Fresno/Clovis Convention and Visitors Bureau



May 25, 2017

County of Fresno
Supervisor Sal Quintero
2281 Tulare Street
Fresno, CA 93721

Dear Supervisor Quintero,

Sal,

As President/CEO of the Fresno Chamber of Commerce, I am writing this letter of support for the plan to create a County of Fresno Economic Development Action Team. The Fresno Chamber of Commerce is a 501c6 non-profit organization established to promote and support the success of the regional business community through effective advocacy, education and relationship building. We are excited to be a part of this county project in conjunction with critical stakeholders from around the area.

For Fresno County to continue to thrive, it is essential that all entities interested in economic growth work together to achieve similar goals. The creation of this team is a critical step in bringing like-minded organizations "on the same page" to move our county forward. By bringing together public and private groups to the table to discuss ways we can improve the area's economic development efforts, Fresno County is taking a proactive step to creating and retaining critical jobs in our community.

The Chamber is pleased to support the creation of the County of Fresno Economic Development Action Team. If you would like to discuss further with me please contact me at 559.495-4816.

Sincerely,

A blue ink signature, appearing to read "Nathan M. Ahle", is written over a horizontal line.

Nathan M. Ahle
President/CEO
Fresno Chamber of Commerce



MAYOR LEE BRAND

May 31, 2017

Fresno County Board of Supervisors
Supervisor Sal Quintero
2281 Tulare Street
Fresno, CA 93721

RE: Letter of Support of the formation of County of Fresno Economic Development Action Team

Dear Supervisor Quintero:

I'm writing offer the City of Fresno's support for creation of the County of Fresno Economic Development Action Team, as outlined in the Economic Development Element section of Fresno County's 2000 General Plan.

The General Plan's Economic Development Element would change the pace and direction of business and employment growth in Fresno County, which I feel would be a great compliment to our own economic development efforts here in the City. Working together with the County and its other economic development partners will only strengthen the City and the region.

The City of Fresno is dedicated to meeting the needs of both job seeker and business customer in our community. As part of that, we are committed to continue working with the County in our mutual efforts to bring in new jobs, expand the economy, and meet the needs of residents.

As Fresno's Mayor, I recognize the impact the Economic Development Action Team will have on expanding economic opportunities in both the City and County. I strongly support this effort and urge the Board of Supervisors to give this proposal their full consideration and approval.

Sincerely,

Lee Brand
Mayor, City of Fresno



CLINTON J. OLIVIER
Council President

Fresno County Board of Supervisors
Supervisor Sal Quintero
2281 Tulare Street
Fresno, CA, 93721

May 30, 2017

RE: Letter of Support of the Formation of County of Fresno Economic Development Action Team

Dear Supervisor Sal Quintero:

On behalf of the Fresno City Council, District Seven, I am pleased to write in support of the plan to create the County of Fresno Economic Development Action Team; as outlined in the Economic Development Element of the County of Fresno 2000 General Plan.

The Fresno County Economic Development Element of the General Plan seeks to combat the high levels of unemployment that has traditionally plagued Fresno County. The proposed County of Fresno Economic Development Action Team calls upon the necessary regional partnerships that will be able to work to achieve long and short term objectives in the areas of job creation, economic diversity, and preparing workers with employment readiness training. The City of Fresno is dedicated to improvement in all of these areas, and will continue to offer support through working with the County to bring job and economic development to both Fresno's citizens as well as citizens across the region.

As the City of Fresno's Council President, I am very supportive of the Economic Development Action Team. I recognize the impact that this Team will have on the economy of District Seven, the City of Fresno, and Fresno County. I strongly urge you to give the Economic Development Action Team your full consideration and approval. Thank you in advance for your attention to this request. If you have any questions, please feel free to contact my office anytime at (559) 621-7875.

Sincerely,

Clinton J. Olivier
Council President, Representing the Seventh District



May 26, 2017

LUIS CHAVEZ
Councilmember, District Five

Fresno County Board of Supervisors
Supervisor Sal Quintero
2281 Tulare Street
Fresno, CA 93721

RE: Letter of Support of the Formation of County of Fresno Economic Development Action Team

Dear Supervisor Sal Quintero:

On behalf of Fresno City Council, District Five, it gives me great pleasure to write in support of the plan to create the County of Fresno Economic Development Action Team; as outlined in the Economic Development Element of the County of Fresno 2000 General Plan.

The Fresno County Economic Development Element of the General Plan seeks to change the pace and direction of business and employment growth in the city and county. For this effort, strong leadership and regional partnerships are needed. The formation of this County Economic Development Action Team would work to achieve long-term and short-term objectives in job creation, economic diversity, and preparing workers with employment readiness training programs.

The City of Fresno is dedicated to meeting the needs of both job seeker, and business customers in our community. We offer our continued support in working with the County to increase our mutual efforts to bring in new jobs, expand our economy, and meet the needs of our residents.

As the Councilmember of District Five, I recognize the impact that this Economic Development Action Team will have on expanding economic opportunities throughout District Five. I strongly support this project and urge you to give your full consideration and approval. Thank you in advance for your attention to this request. If you have any questions, please feel free to contact my office anytime at (559) 621-7850.

Sincerely,

Luis Chavez
Councilmember, District Five
2600 Fresno Street
Fresno, CA 93721



CITY *of* CLOVIS

1033 FIFTH STREET • CLOVIS, CA 93612

June 5, 2017

Fresno County Board of Supervisors
Supervisor Sal Quintero
2281 Tulare Street
Fresno, CA 93721

Re: Letter of Support of Formation of County of Fresno Economic Development Action Team

Dear Supervisor Quintero:

On behalf of the Clovis City Council, I am writing this letter of support of the plan to create a County of Fresno Economic Development Action Team, as outlined in the Economic Development Element of the County of Fresno 2000 General Plan.

The Fresno County Economic Development Element of the General Plan seeks to change the pace and direction of business and employment growth in the City and County. For this effort, strong leadership and regional partnerships are needed. The formation of this County Economic Development Action Team would work to achieve long-term and short-term objectives in job creation, economic diversity, and preparing workers with employment readiness training programs.

The City of Clovis is dedicated to meeting the needs of both job seekers and business customers in our community. We offer our continued support in working with the County to increase our mutual efforts to bring in new jobs, expand our economy, and meet the needs of our residents.

As Mayor of the Clovis City Council, I recognize the impact that this Economic Development Action Team will have on expanding economic opportunities throughout the City of Clovis. I strongly support this project and urge you to give your full consideration and approval.

Very truly yours,

Mayor Bob Whalen



June 5, 2017

Fresno County Board of Supervisors
Supervisor Sal Quintero
2281 Tulare Street
Fresno, CA 93721

RE: Letter of Support of the formation of County of Fresno Economic Development Action Team

Dear Supervisor Quintero:

On behalf of the City of Fowler it gives me great pleasure to write in support of the plan to create the County of Fresno Economic Development Action Team as outlined in the Economic Development Element of the County of Fresno 2000 General Plan.

With the Fresno County Economic Development Element of the General Plan seeking to change the pace and direction of business and employment growth in the county, I feel this will be a great compliment to our economic development efforts at the City of Fresno. Working in concert together with the County and its other economic development partners will only strengthen the city and the region.

The City of Fowler is dedicated to meeting the needs of both job seeker and business customers in our community. We offer our continued support in working with the County to increase our mutual efforts to bring in new jobs, expand our economy, and meet the needs of our residents.

As the Mayor of Fowler, I recognize the impact that this Economic development Action Team will have on expanding economic opportunities throughout the City and County. I strongly support this effort and urge all Supervisors to give your full consideration and approval.

Sincerely,

David T. Cardenas
Mayor of the City of Fowler

KERMAN CITY COUNCIL

Mayor – Rhonda Armstrong
Mayor Pro Tem Gary Yep
Council Member Michele Arvance
Council Member Raj Dhaliwal
Council Member Espi Sandoval



850 S. Madera Avenue
Kerman, CA 93630

Phone: (559) 846-9380
Fax: (559) 846-6199
ramstrong@sebastiancorp.com

May 31, 2017

Fresno County Board of Supervisors
Supervisor Sal Quintero
2281 Tulare Street
Fresno, CA 93721

RE: Letter of Support of the formation of County of Fresno Economic Development Action Team

Dear Supervisor Quintero:

On behalf of the City of Kerman it gives me great pleasure to write in support of the plan to create the County of Fresno Economic Development Action Team as outlined in the Economic Development Element of the County of Fresno 2000 General Plan.

With the Fresno County Economic Development Element of the General Plan seeking to change the pace and direction of business and employment growth in the county, I feel this will be a great compliment to our economic development efforts at the City of Kerman. Working together with the County and its other economic development partners will only strengthen the city and the region.

The City of Kerman is dedicated to meeting the needs of both job seekers and business customers in our community. We offer our continued support in working with the County to increase our mutual efforts to bring in new jobs, expand our economy, and meet the needs of our residents.

As the Mayor of Kerman, I recognize the impact that this Economic Development Action Team will have on expanding economic opportunities throughout the City and County. I strongly support this effort and urge all Supervisors to give your full consideration and approval.

Sincerely,


Rhonda Armstrong
Mayor, City of Kerman



City of Reedley

OFFICE OF THE CITY MANAGER
1717 Ninth Street
Reedley, Ca. 93654
(559) 637-4200 ext. 212

June 5, 2017

Fresno County Board of Supervisors
Supervisor Sal Quintero
2281 Tulare Street
Fresno, CA 93721

RE: Letter of Support of the formation of County of Fresno Economic Development Action Team

Dear Supervisor Quintero:

On behalf of the City of Reedley, it gives me great pleasure to write in support of the plan to create the County of Fresno Economic Development Action Team as outlined in the Economic Development Element of the County of Fresno 2000 General Plan.

With the Fresno County Economic Development Element of the General Plan seeking to change the pace and direction of business and employment growth in the county, I feel this will be a great compliment to our economic development efforts at the City of Fresno. Working in concert together with the County and its other economic development partners will only strengthen the city and the region.

The City of Reedley is dedicated to meeting the needs of both job seeker and business customers in our community. We offer our continued support in working with the County to increase our mutual efforts to bring in new jobs, expand our economy, and meet the needs of our residents.

As the City Manager of Reedley, I recognize the impact that this Economic Development Action Team will have on expanding economic opportunities throughout the City and County. I strongly support this effort and urge all Supervisors to give your full consideration and approval.

Sincerely,

Nicole R. Zieba
City Manager



21900 Colorado Avenue, P.O. Box 758, San Joaquin, CA 93660
(559) 693-4311, (559) 693-2193 (fax), www.cityofsanjoaquin.org

June 5, 2017

Fresno County Board of Supervisors
Supervisor Sal Quintero
2281 Tulare Street
Fresno, CA 93721

RE: Letter of Support of the formation of County of Fresno Economic Development Action Team

Dear Supervisor Quintero:

On behalf of the City of San Joaquin it gives me great pleasure to write in support of the plan to create the County of Fresno Economic Development Action Team as outlined in the Economic Development Element of the County of Fresno 2000 General Plan.

With the Fresno County Economic Development Element of the General Plan seeking to change the pace and direction of business and employment growth in the county, I feel this will be a great compliment to our economic development efforts at the City of Fresno. Working in concert together with the County and its other economic development partners will only strengthen the city and the region.

The City of San Joaquin is dedicated to meeting the needs of both job seeker and business customers in our community. We offer our continued support in working with the County to increase our mutual efforts to bring in new jobs, expand our economy, and meet the needs of our residents.

As the City Manager of San Joaquin, I recognize the impact that this Economic development Action Team will have on expanding economic opportunities throughout the City and County. I strongly support this effort and urge all Supervisors to give your full consideration and approval.

Sincerely,

Elizabeth Nunez,
City Manager

May 31, 2017

Fresno County Board of Supervisors
Supervisor Sal Quintero
2281 Tulare Street
Fresno, CA 93721

RE: Letter of Support of the formation of County of Fresno Economic Development Action Team

Dear Supervisor Quintero:

On behalf of the City of Sanger it gives me great pleasure to write in support of the plan to create the County of Fresno Economic Development Action Team as outlined in the Economic Development Element of the County of Fresno 2000 General Plan.

With the Fresno County Economic Development Element of the General Plan seeking to change the pace and direction of business and employment growth in the county, I feel this will be a great compliment to our economic development efforts at the City of Fresno. Working in concert together with the County and its other economic development partners will only strengthen the city and the region.

The City of Sanger is dedicated to meeting the needs of both job seeker and business customers in our community. We offer our continued support in working with the County to increase our mutual efforts to bring in new jobs, expand our economy, and meet the needs of our residents.

As the Mayor of Sanger, I recognize the impact that this Economic Development Action Team will have on expanding economic opportunities throughout the City and County. I strongly support this effort and urge all Supervisors to give your full consideration and approval.

Sincerely,

Frank Gonzalez, Mayor
City of Sanger
1700 7th St
Sanger Ca 93657
(559)531-4377
fgonzalez@ci.sanger.ca.us



C I T Y O F S E L M A

1710 TUCKER STREET • SELMA, CALIFORNIA 93662

June 2, 2017

Fresno County Board of Supervisors
Supervisor Sal Quintero
2281 Tulare Street
Fresno, CA 93721

RE: Letter of Support of the formation of County of Fresno Economic Development Action Team

Dear Supervisor Quintero:

On behalf of the City of Selma, it gives me great pleasure to write in support of the plan to create the County of Fresno Economic Development Action Team as outlined in the Economic Development Element of the County of Fresno 2000 General Plan.

With the Fresno County Economic Development Element of the General Plan seeking to change the pace and direction of business and employment growth in the county, I feel this will be a great compliment to our economic development efforts at the City of Fresno. Working in concert together with the County and its other economic development partners will only strengthen the city and the region.

The City of Selma is dedicated to meeting the needs of both job seeker and business customers in our community. We offer our continued support in working with the County to increase our mutual efforts to bring in new jobs, expand our economy, and meet the needs of our residents.

As the City Manager of Selma, I recognize the impact that this Economic development Action Team will have on expanding economic opportunities throughout the City and County. I strongly support this effort and urge all Supervisors to give your full consideration and approval.

Sincerely,

David Elias
City Manager
City of Selma