



County of Fresno Quarterly Activity Report

**Quarter 2
Fiscal Year 2016-2017
October 1, 2016 – December 31, 2016**

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County of Fresno Quarterly Activity Report

This report summarizes the agreement requirements between the County of Fresno and the Fresno County Economic Development Corporation (EDC).

Division Mission

To market Fresno County as the premiere location for business prosperity.

Fresno County EDC Services

The Economic Development Corporation serving Fresno County is a nonprofit organization established to market Fresno County as the premier location for business prosperity. We strive to not only facilitate site selection for new businesses within Fresno County, but we also assist in the retention and expansion of businesses through our alliance with collaborative partners and resources.

The EDC agrees to the following services:

1. Provide site visits to businesses interested in locating in Fresno County. The EDC will report the number of site visits including names of the business (unless the business expressly requests to remain anonymous), type of industry, and location in the quarterly report to County.
2. The EDC will provide technical assistance to businesses staying in Fresno County or expanding their operations.
3. The EDC will allow County access to industrial inventory. Please see www.fresnocountycities.com.
4. The EDC will maintain, monitor, and draft any required revisions of the County's Comprehensive Economic Development Strategy (CEDS) for approval by the County and help the County achieve the economic development objectives of the CEDS.
5. The EDC, in coordination with the County Administrative Office, will help implement policies and programs from the Economic Development Element of the County of Fresno General Plan.

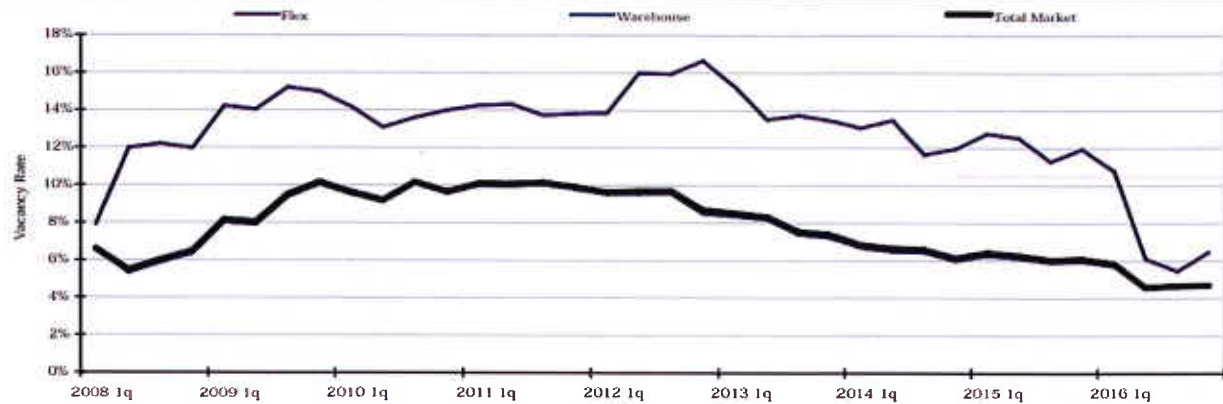
County of Fresno Economic Snapshot

Quarter 2 Industrial Vacancy Rates

According to CoStar, the Fresno Industrial market ended the second quarter with a vacancy rate of 4.7%. The vacancy rate was unchanged over the previous quarter, with net absorption totaling negative (12,369) square feet in the second quarter.

Vacancy Rates by Building Type

2007-2016



Source: CoStar Property®

Market	Vacancy Rate
Fresno	4.40%
East Side	3.20%
West Side	2.30%
Clovis	0.30%

Quarter 2 Unemployment Rates

Based on a labor force study produced by the State of California's Employment Development Department, the unemployment rate for Fresno County is at 9.3% with a labor force of 445,800. An attached copy of the report can be found in the appendix (item 1).

Area	Labor Force	Unemployment Rate
Fresno County	445,800	9.30%
East Side Cities	54,000	9.96%
West Side Cities	26,800	9.05%
Metro Cities	290,000	8.65%
Unincorporated Areas	75,000	9.24%

Business Retention and Expansion Outreach

Stemming from direct outreach, workshops, one-on-one meetings, and marketing efforts, the areas of interest and number of referrals generated are included below:

	Q2 2016 -2017
Businesses Contacted	125
Referrals	109

Client and Business Contact by Region



Eastern Region

Fowler
Kingsburg
Parlier
Sanger
Selma

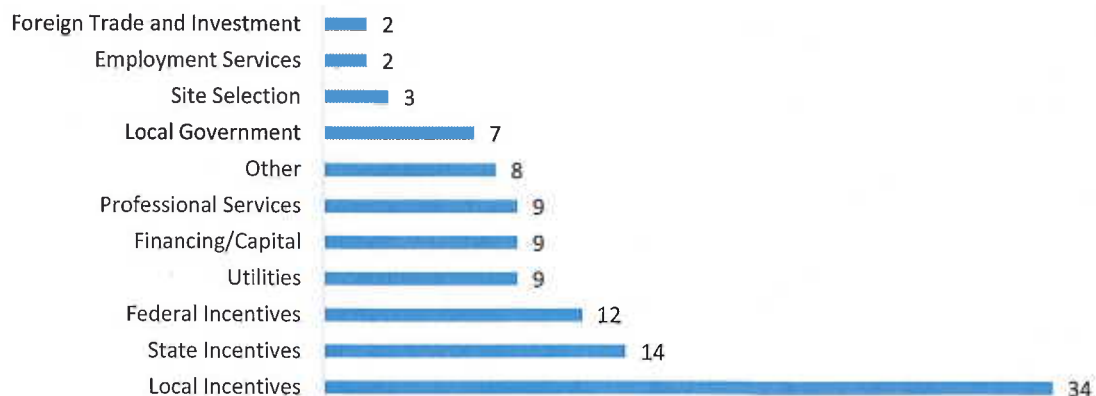
Western Region

Biola
Coalinga
Five Points
Huron
Kerman
Riverdale
San Joaquin

Metro Region

Clovis
Fresno

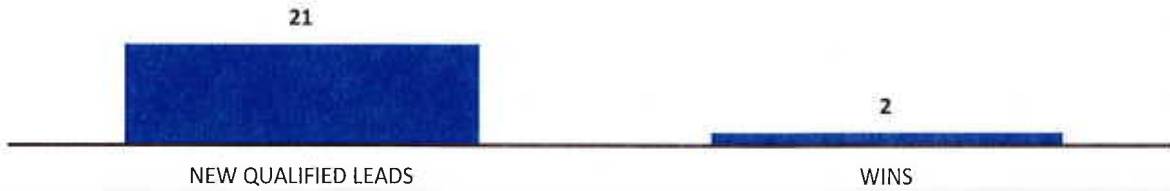
Referrals by Service Type



See Appendix Item 2 for sources

Business Expansion and Attraction Leads

Q2 Activity



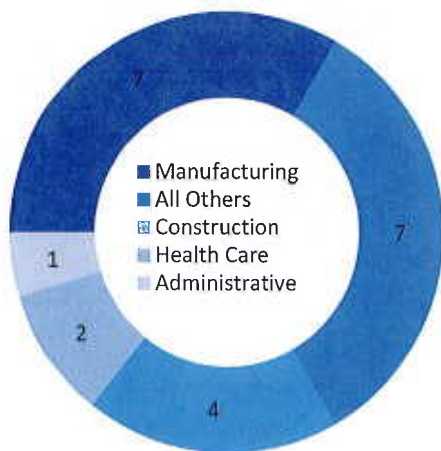
This quarter, The EDC generated **21** business leads and secured a total of **2** wins resulting in 22 jobs created.

Client Number	Company	Industry	Site	Jobs
160302E1	Tent City Canvas House	Manufacturing	5741 E. Shields Ave, Fresno CA	20
160722A1	USA Garlic Machinery	Wholesale Trade	211 M St., Fresno CA	2

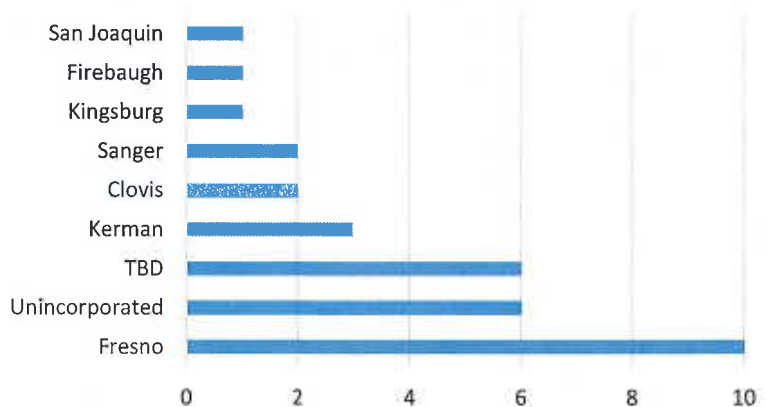
Jobs Supported in 1st Quarter: 22

During Quarter 1, two attraction and expansion clients successfully located or commenced expansion plans in Fresno County. Tent City Canvas House, a manufacturer of custom awnings, has been in business in Fresno for more than 55 years, while USA Garlic Machinery is new to Fresno County. Both companies purchased properties to grow into. Tent City Canvas House will soon expand into a 15,000 SF property east of the airport and USA Garlic Machinery recently purchased a 4,350 SF building just south of Downtown Fresno. The EDC is proud to have offered expansion services, such as property vetting and site search, and will maintain contact to support their continued growth.

Leads by Industry



Leads by City



See next page for sources

New Qualified Leads

Client Number	Industry	Site Requirements	Jobs	Source	Cities Participated
161007E1	Transportation & Warehousing	30,000 SF	25	Direct	Unincorporated
161012E1	Manufacturing	10,000 SF	TBD	Partner	Fresno
Project Red Fox	Manufacturing	30 AC	34	GO-Biz	Firebaugh, Fresno, Kerman, San Joaquin, Sanger, Unincorporated
161027A1	Administrative and Support	Confidential	TBD	Broker	TBD
161028A1	Construction	6 AC	-	Broker	Unincorporated
CCVEDC 1626	Manufacturing	30 AC	300	CCVED C	Clovis, Fresno, Kerman, Kingsburg, Sanger, Unincorporated
161107E1	Health Care	6,000 SF	5	Direct	Fresno
161110A1	Manufacturing	-	TBD	Direct	Fresno
161116A1	Forestry	-	TBD	Direct	Unincorporated
CCVEDC 1629	Professional, Scientific, & Technical Services	TBD	TBD	CCVED C	TBD
CCVEDC 1628	Construction	10+ AC	-	CCVED C	Fresno
161118A1	Construction	50+ AC	-	Broker	Unincorporated
161121A1	Arts, Entert., & Rec	6,000 SF	TBD	Direct	Clovis, Fresno
CCVEDC 1624	Manufacturing	600,000 SF	TBD	CCVED C	TBD
161209A1	Health Care	TBD	TBD	Direct	TBD
161209A2	Food Processing	TBD	TBD	Direct	TBD
161212A1	Manufacturing	TBD	TBD	Direct	TBD
161220A1	Services	TBD	TBD	Direct	Fresno
161220A2	Construction	3 AC	-	Direct	Kerman
161220A3	Wholesale Trade	2,000 SF	2	Partner	Fresno
161222A1	Manufacturing	2,000 SF	5	Direct	Fresno

Broker	Broker reference
CCVEDC	California Central Valley Economic Development Corporation
Direct	Client Contacted Directly
GO-Biz	Governor's Office of Business and Economic Development
ICSC	International Council of Shopping Centers
Partner	Fresno EDC Partner reference

Marketing

The EDC continues to participate in trade shows/missions in partnership with the California Central Valley Economic Development Corporation (CCVEDC) and Team California to promote Fresno County and its 15 cities.

Mission and Broker Events:

CCVEDC members took the opportunity to meet SIOR brokers and developers at the following Northern and Southern California events:

CCVEDC SIOR Northern California: Night at the Shark Tank – 11/3/16: 40 Contacts

CCVEDC Southern California Broker Mission – 11/7/16 to 11/10/16: 250 Contacts

CCVEDC SIOR Southern California Networking Dinner – 11/10/16: 50 Contacts

Northern California SIOR Holiday Luncheon, San Francisco 12/1/16: 133 Contacts

Phoenix, AZ Mission 12/13 to 12/15/16: Leads generated are TBD

15 meetings held with Phoenix area brokers and developers.

Trade Shows:

1/5 to 1/7/16 – Consumer Electronics Show (CES), Las Vegas

The EDC has been working with West Coast Entrepreneurial Alliance (WCE) who is representing a number of companies from Normandy, France belonging to the Information and Communications Technologies Cluster who are exploring the possibility of opening an operation in California. Lee Ann Eager attended CES on behalf of the EDC to attend the meetings scheduled by WCE. Taking advantage of this opportunity, Ms. Eager will also meet with other companies identified as expansion targets through the Reverse Attraction work completed by EDC Analyst Sergio Hernandez.



“Fresno County, Growing the California Dream”

We are pleased to launch our new marketing slogan: “Fresno County, Growing the California Dream.” Identifying a new slogan became a priority for the EDC as a result of the discussion had during last year’s Board Retreat. During the retreat, several board members talked about the need for a positive, self-esteem boosting, and unique marketing campaign. EDC staff took the direction provided and began working on updating our “**California’s New Frontier**” slogan. The goal was to create a slogan that better represented Fresno County and included the following characteristics: unique, catchy, succinct and positive. After considering staff’s slogan recommendations, we centered around one word: *Grow*. “Grow” represents the growing economic vitality of the region among businesses and families, while also paying tribute to our rich agricultural heritage. After additional discussion, “**Growing the California Dream**” was identified as our new slogan. It fit our prerequisites and had that marketing power that we wanted. **Fresno County, Growing the California Dream.**

Partnership with Department of Social Services

The EDC has been contracted to assist the Fresno County Department of Social Services in marketing the New Employment Opportunity (NEO) program, or Ready 2 Hire, and identify prospective employers to hire from the pool of eligible NEO job seekers.

New Employment Opportunities (NEO)	Q2 2016-2017
YTD - New NEO Participating Businesses	16/150
YTD - Positions filled by Businesses	79/200
YTD - Retention Rate	75%
YTD - Job Postings	122/500
YTD - Job Fairs	0/4
YTD - Employer Training & Workshops	2/4

*Contract Start Date October 1, 2015

Customized Training

Realizing the current labor demands among our local businesses, the EDC, Department of Social Services and educational partners have worked with industry stakeholders to develop customized training to fulfill today's workforce needs. Utilizing input from industries such as technology, truck driving, skilled welding, and trades, each training curriculum is developed to create career pathways to meet tomorrow's industry needs, help businesses grow, and put people back to work. Below is a list of customized training programs underway:

Fresno Career Development Institute (FCDI)

Pre-Apprenticeship Program. The partnership between Fresno County EDC, the Department of Social Services, and Fresno Career Development Institute moves forward a 12 week program comprised of classroom and construction based training.

Passed Northern CA Laborers Testing	9
Entered Employment	3

Truck Drivers Training-- West Hills College, Coalinga

Class A Truck Driving Class implemented in partnership between the Fresno County EDC, the DSS, West Hills College, and Lawson Rock and Oil to facilitate the training of commercial drivers. To date, the Truck Drivers Training has achieved a 71% placement rate to date.

Licensed Class A Drivers	74
Entered Employment	46

BitWise Industries, Fresno:

The EDC, Department of Social Services and BitWise has entered into a partnership to help train the next generation of technologists through the GeekWise Academy. Classes focus on Computer/Web Coding, training, and preparing job-seekers for a wide range of career opportunities. The EDC gathered valuable data from the 1st cohort, and the partners made adjustments for the 2nd cohort to meet the business need for entry-level coders.

GeekWise Stats Cohort (1-3)	Status
Graduated	22
Employed	12
Intern in industry	1
Clients in Work Experience	2
Not employed of graduates	7

Fresno Energy Watch

EM-Power Riverdale Event

In celebration of Energy Awareness Month and in partnership with PG&E and Fresno County Supervisor Buddy Mendes, the EM-Power Riverdale event was held on October 19th at the Riverdale Memorial District Hall. The event serves as an annual opportunity to promote energy savings while bringing a whole host of resources through public service agencies to one of Fresno County's rural communities.

Close to 300 people attended the event where residents received valuable information regarding energy savings programs, healthcare resources, home improvement grants, law enforcement services, and much more. Participating service agencies included the Fresno County EDC, Economic Opportunities Commission, Fresno County Sheriff's Department, County of Fresno Community Development, Clean Energy Tune Up, RHA, PG&E Trade Professional Alliance, Adventist Health, California Highway Patrol, and the Riverdale Public Library distributed information at the celebration.

In addition to receiving information from the participating agencies, attendees were able to enter and win raffle prizes and receive a food donation from the Fresno Community Food Bank. More than 400 bags of food were prepared and distributed. The Fresno State tailgate trailer provided by EDC Chairman Ed Dunkel of Precision Engineering was also present where EDC staff grilled and served hotdogs to the participants. Supervisor Buddy Mendes and the community of Riverdale were very thankful for the efforts of the EM-Power Riverdale event.

Trade Pro Workshops

On October 27th, the EDC, PG&E and City of Clovis hosted a Trade Pro Alliance workshop for area businesses at Clovis City Hall. The purpose of the workshop was to connect local trade professional companies who sell, install or services various products including refrigeration, lighting, and HVAC, among others. Businesses who participate in the Trade Pro Alliance receive access to rebates and incentives for their customers, special products, and increased exposure as a preferred Trade Professional with PG&E. Seven attendees participated in the event.

On November 3rd, the EDC, PG&E and City of Fresno hosted a Trade Pro Alliance workshop at Fresno City Hall. The workshop was attended by 24 area contractors and staff is following-up to ensure enrollment in the Trade Pro Alliance, among other services that can be provided.

Global Cities Initiatives & Exchange (GCI)

Global Cities Initiative—November 17th to November 18th

The Global Cities Initiative aims to equip business, civic and government leaders with the information, policy ideas and network they need to help their metropolitan areas thrive in the global economy.

During Quarter 2, Lee Ann Eager and Economic Development Specialist Tracy Tosta traveled to Washington D.C. to participate in the ongoing Global Cities Initiative project. The two day workshop included presentations from other major metro areas that are also developing Foreign Direct Investment (FDI) Plans. Key findings to be included in the plan were further examined at the workshop and presented to the Brookings Institute. In the weeks prior to the event, EDC staff, with the assistance of MBA students at both Fresno State and Fresno Pacific University, collected interviews from foreign owned entities (FOE) within the San Joaquin Valley.

GCI continued

Eighteen foreign owned businesses across eight sectors were interviewed. They provided valuable information regarding their history and decision to locate in the valley. Many FOEs are the result of mergers and acquisitions. Businesses commented on the impact of California's regulatory environment and the availability of a trained workforce. Logistics, infrastructure, and market potential were cited as key factors in choosing the valley. Data collection is ongoing and with the help of a core team and steering committee, the FDI plan is expected to be completed in mid-2017.

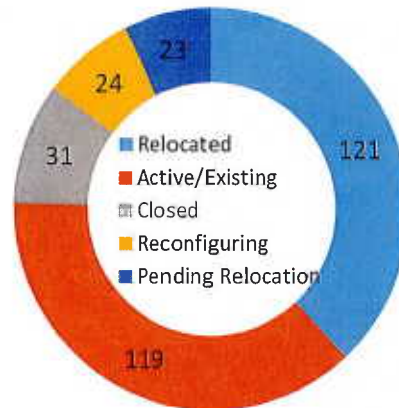
High-Speed Rail

To date, the EDC has assisted 318 property owners throughout the County of Fresno. During this quarter alone, our Business Support Specialists have assisted 104 businesses and property owners in various ways.

Q2 Businesses Assisted



Client Status	County	City
Closed	-	31
Active/Existing	70	49
Pending Relocation	1	22
Reconfiguring	3	21
Relocated	17	104
Total	91	227



Collaboration with Los Angeles County Economic Development Corporation

Our HSR Support Department was recently contacted by Carrie Rogers, Senior Vice President with the Los Angeles County Economic Development Corporation (LAEDC). Ms. Rogers expressed interest in learning about our High-Speed Rail Support Department as they're looking to replicate a similar program for impacted Southern California communities. Staff participated in conference calls with LAEDC staff to discuss the inception of our department, services being provided, lessons learned, and best practices. We discussed our relationship with various businesses and stakeholders, including municipalities, private industry and the High-Speed Rail Authority. LAEDC representatives were very pleased with our initial discussions and have asked for further coordination and dialogue during the months to come. Lee Ann Eager and our team have had discussions with many organizations and municipalities throughout the state interested in modeling a similar business retention program in their communities.

Highlights

Reverse Attraction in Action

As the trade show season begins to heat up in the next couple of months, the EDC will be utilizing their Reverse Attraction program to increase the return-on-investment from our participation. Within the next couple of months the EDC will be attending the following trade shows: Consumer Electronics Show (CES), the Fancy Food Show, MD&M West, WestPack, Food Processing Show, and World Ag Expo. Economic Development Analyst Sergio Hernandez, will be analyzing each exhibiting company at these trade shows, compare their industries to those identified as strategic clusters for Fresno County, and provide EDC staff a list of pre-screened businesses that the EDC will contact for appointments. The ultimate goal is to see an increased success rate in attracting new companies to Fresno County from these trade shows.

Ulta, Inc.: Proposed Distribution/E-Commerce Fulfillment Center

EDC staff, in very close partnership with the City of Fresno, Newmark Grubb Pearson Commercial and G3 Development, have been working together at various stages to land a proposed Ulta Beauty Distribution/E-Commerce Fulfillment Center project for Fresno. Ulta, Inc. is a major retailer of cosmetics and fragrances with over 900 stores across 48 states.

The proposed \$110 million project would create between 550 to 650 full-time jobs with an additional 700 part-time and seasonal jobs. The identified Fresno site is located at the northwest corner of North Avenue and Central Avenue in Fresno. Also under consideration for this project is Visalia, Bakersfield, and Salt Lake City.

Ulta, Inc. was successfully awarded an \$8 million California Competes Tax Credit. EDC staff, along with the City of Fresno, attended the committee meeting to voice their support for the tax credit award. During the same day, the Fresno City Council considered a development agreement with Ulta, Inc. The City Council unanimously approved the 30-year, \$18-million performance based incentive package. Although a final decision has not been made, Ulta, Inc. representatives have publicly stated that Fresno is their preferred location.

Fresno County California Competes Tax Credit Awardees

In addition to Ulta, Inc., several other Fresno County companies had California Competes Tax Credit awards approved. We're excited to have the following companies commit to expanding in Fresno County:

Company	Project Locations	Net Increase in Full-time Jobs	Investment	Credit Awarded
Willdan Group, Inc.	Fresno, Anaheim, City of Industry, Oakland	100	\$2,700,000	\$895,000
Lyons Magnus, Inc.	Fresno	10	\$4,025,000	\$99,000
Polaris Energy Services, Inc.	Clovis, Visalia	11	\$247,000	\$250,000
Bruce A. Havens, DDS, Inc.	Fresno, Selma	6	\$914,000	\$150,000

Dry Creek Business Park Ribbon Cutting Ceremony

The City of Clovis, in partnership with the EDC, coordinated a ribbon-cutting ceremony to celebrate the expansion of the Dry Creek Business Park. Located in Clovis, northwest of CA-168 and Herndon Ave, the phase 2 expansion of the light industrial and commercial park included \$3 million in infrastructure improvements and features 44 divisible shovel-ready lots on 30 acres. The ceremony was attended by over 70 stakeholders and makes available much needed industrial land to new and expanding businesses. EDC staff will continue to work with the City of Clovis to present new opportunities for the park and the city.

Fresno County EDC
fresnocountyedc



Happening now, Dry Creek Business Park ribbon cutting #BusinessinClovis



11:00 AM - 14 Dec 2016

Amazon E-Commerce Fulfillment Center

Just one month after the Fresno City Council approved an incentive package to help attract an Ulta Beauty e-commerce fulfillment center, and its 1,200 full-time and part-time jobs to Fresno, the Fresno City Council approved a similar performance-based incentive package for major e-retailer Amazon. The \$200



million, 855,000 SF proposed Amazon e-commerce fulfillment center project would locate on the south end of the North Pointe Business Park and would initially employ 2,000 full-time workers. Additional phases to the initial project could eventually employ a total of 3,000 or more full-time workers. EDC staff worked with Ethan Smith from Newmark Grubb Pearson Commercial to create a customized Fresno County overview packet ahead of Amazon's site tour at North Pointe Business Park. The economic impact of both the Ulta and Amazon projects would be significant, representing a total of nearly 2,000 full-time jobs once fully developed.

Broker Roundtable Meetings

In October, we began hosting meetings with our commercial real estate community. We are looking to host these round table discussions to foster and strengthen our relationships, provide updates on EDC leads and projects, reiterate our services, and inform them about valuable resources and incentives available in the County of Fresno. EDC staff Jose Mora, Will Oliver, Mark Mimms and Josh Howell met with Colliers Tingey on October 25th and Cushman Wakefield on October 27th at their offices. Both meetings were productive and served as an opportunity to present updates and outstanding property search requirements from the Business Attraction, Expansion and Retention and High-Speed Rail Support Departments. Our participation was well received and we look forward to increasing our communication in order to provide a more effective service to our broker community and clients.

Security Industrial Park Tour

EDC Attraction, BEAR, and HSR representatives met with Vice President of Land Division Jeff Wolpert and Senior Vice President Lou Ginise of Newmark Grub Pearson Commercial. The group toured the "Security Industrial Park", a property that was the original Producer's Cotton facility located on the northwest corner of North and Chestnut Avenues and northeast corner of Maple and North. Mr. Ginise and Mr. Wolpert reviewed the property specs and other available properties, information that will prove useful for future attraction, expansion and retention project efforts.

Fresno City Council

On October 13th EDC staff attended the Fresno City Council as the Council was presented with two separate economic development items supporting job growth. The items, briefly discussed below, were approved by the City Council, serving as another example to the City's commitment to business and economic development.

Approved amended incentive agreement with Betts Company: In 2007, the Fresno City Council approved a \$1.5 million incentive agreement with Betts Company to expand and locate their new headquarters to their existing south Fresno location, create 90 new jobs, with an investment of at least \$10 million. By 2016, as a result of the Great Recession and through no fault of their own, Betts Company had only received 20% of the projected incentive amount. During that time not only did Betts add 90+ jobs as promised, their capital investment was nearly double of the projected \$10 million. The City's commitment to work with Betts Company to amend and extend the original incentive agreement for an additional 10 years to 2027 sent a great message to existing and new job-producing companies.

Accept U.S. Economic Development Agency (EDA) grant (city match required) for infrastructure improvements: The City of Fresno applied for and was awarded an EDA Grant for \$3 million for infrastructure improvements to the **South Van Ness Industrial area**, which requires a \$1.5 million match by the City. One of the oldest industrial areas within the City has been in need of major street improvements. The area is home to large Fresno employers like Lyons Magnus and OK Produce, which have indicated, along with other companies located there, that if infrastructure improvements are made it would spur them to make additional private investments (about 327 new jobs and \$62 million in capital investment). As a result of the City Council's approval, Pear Street, Hamilton Avenue, California Avenue, and East Avenue are scheduled for major upgrades.

Global Cities Initiative—November 17th to November 18th

Lee Ann Eager and Economic Development Specialist Tracy Tosta traveled to Washington D.C. to participate in the ongoing Global Cities Initiative project. The two day workshop included presentations from other major metro areas that are also developing Foreign Direct Investment (FDI) Plans. Key findings to be included in the plan were further examined at the workshop and presented to the Brookings Institute. In the weeks prior to the event, EDC staff, with the assistance of MBA students at both Fresno State and Fresno Pacific University, collected interviews from foreign owned entities (FOE) within the San Joaquin Valley.

Eighteen foreign owned businesses across eight sectors were interviewed. They provided valuable information regarding their history and decision to locate in the valley. Many FOEs are the result of mergers and acquisitions. Businesses commented on the impact of California's regulatory environment and the availability of a trained workforce. Logistics, infrastructure, and market potential were cited as key factors in choosing the valley. Data collection is ongoing and with the help of a core team and steering committee, the FDI plan is expected to be completed in mid-2017.

Fresno Sunset Rotary Club Presentation

EDC Staff members were invited to present to the Fresno Sunset Rotary members for their focus series surrounding economic and community development. Members of the EDC's Economic Development Department gave a presentation on EDC Services as well as a brief highlight on business incentives. An overview on the current status of the High-Speed Rail project was given by HSR Coordinator, Clay Gilpin. After the presentation was provided, the attendees were given an opportunity to ask questions about the organization as well as the High-Speed Rail project.

California Public Utilities Commission (CPUC) Frontier Fresno Small Business Expo

On Tuesday, October 4, 2016, the EDC's Economic Development team attended the California Public Utilities Commission (CPUC) Frontier Fresno Small Business Expo at the Falls Event Center. The free event featured matchmaking opportunities with Procurement Specialists (one-on-one scheduled meetings) and business workshops on state government contracting, energy savings, and financing.

The EDC participated in the Resource/Vendor fair along with local/state agencies and utilities such as Frontier, AT&T, Comcast, PG&E, SoCal Gas, SDG&E, Southern California Edison, California Water Association and more. The team met with area buyers, project managers, and prime contractors. Over 300 area businesses attended.

EDC, PG&E and City of Clovis Trade Pro Workshop

On October 27th, the EDC, PG&E and City of Clovis hosted a Trade Pro Alliance workshop for area businesses at Clovis City Hall. The purpose of the workshop was to connect local trade professional companies who sell, install or services various products including refrigeration, lighting, and HVAC, among others. Businesses who participate in the Trade Pro Alliance receive access to rebates and incentives for their customers, special products, and increased exposure as a preferred Trade Professional with PG&E. Seven attendees participated in the event. The next Trade Pro Alliance workshop is scheduled to be held on November 3rd at Fresno City Hall.

City of Clovis Coordination and Industry Clusters Analysis

The EDC continues to work with City of Clovis Community and Economic Development staff to fine-tune our targeted data sets and survey tools to guide our business outreach. An initial list of prospective businesses to target was prepared and provided to the City of Clovis for review and refinement.

In collaboration with the City of Clovis, the EDC developed a macroeconomic analysis to identify Strategic Industry Clusters to drive sustainable economic growth in Clovis. In doing so, we can also develop a more effective reverse business attraction campaign for the City of Clovis.

As with the Fresno County analysis, we used the 2013 National Establishments Time-Series (NETS) database to develop our macroeconomic analysis for the City of Clovis. This analysis entailed assessing the overall economy, as well as its trade and inward investments, by looking at each industry sector's establishments, employment, Gross Aggregated Revenues, and productivity. With these objectives in mind, we identified the Health Care Cluster and Advanced Business Services & Information Technology Cluster, a newly identified and created cluster, as the top Strategic Industry Cluster for Clovis.

Central Valley Venture Forum

Economic Development Specialist Tracy Tosta attended the Central Valley Venture Forum at Clovis Veterans Hall. The event included panel discussions from various industry professionals and presentations from competing start-up businesses. Topics included the trade connection between California and Mexico, the history and growth story of Ruiz Foods as told by the founder Fred Ruiz and financial industry discussions regarding accessing capital and how to successfully pitch a business.

Eastside Expansion and Retention

Five Cities Board Meeting-- 10/24/2016

The Fresno County EDC brings forth relevant topics and real-time discussions to aid in the betterment and education of the east side communities, particularly concerning community and economic development. At the October 24th Five Cities Economic Development Authority Board meeting, staff coordinated with City of Coalinga Chief of Police, Michael Salvador to present about his work over the past nine months to implement the medical and commercial functions of marijuana cultivation in Coalinga. This subject was of particular interest with the recent Medical Marijuana Regulation and Safety Act (AB 243, AB 266 and SB 643) as well as potential passage of Proposition 64. Chief Salvador provided an overview of Coalinga's efforts to regulate, raise revenues and increase staff to handle the burgeoning local industry.

Hispanic Business Outreach Taskforce

The Greater Reedley Chamber of Commerce's Hispanic Business Outreach initiative is off to an exciting start. The Hispanic Business Outreach Taskforce has been identified, including: Kimberly Hoff, Chamber President; Al Smith, consultant; Tim Thiesen, Chamber Board President; Shawna Glazener, EDC; Victor Bribiesca, SBA; Peter Fong, SCORE; Dora Westerlund, Hispanic Chamber of Commerce; Ana Medina, CDFI; Tony Stewart, City of Reedley; and Jose Plascencia, Reedley Business Owner/member of California Hispanic Chambers of Commerce.

With this task force comes a wealth of knowledge that will be able to actively engage and help the Hispanic business community. Topics of discussion included crucial points on how the Hispanic business community differs from the general market, as well as some of the reasons for reluctance in participation. The group discussed the goal for growth of the existing Hispanic owned businesses in Reedley, as well as outreach to those businesses. Subsequent discussions and planning sessions will be scheduled, with the first event planned for mid-January.

City of Kingsburg Site Selector Data Project:

Per the direction of the EDC Board of Directors, our staff is working on ways to apply data to guide our business outreach and services. The City of Kingsburg City Manager Alex Henderson and Jolene Polyack, Economic Development representative submitted a request for data, demographics and information to be presented to potential site selectors. They provided a document with 25 different data tables to prepare this report. Jose Mora, EDC Client Services Manager, provided the requisite data as well as additional pertinent information to supplement the report. The City of Kingsburg expressed their appreciation for this assistance and will incorporate it into their economic development toolkit.

Business Retention Rapid Response—City of Kingsburg

On October 15th, a fire tore through the historic Stone Hotel building in Kingsburg, devastating three businesses inside. It also caused water and smoke damage to several surrounding businesses. Common Ground Coffee Shop, White Lilly Day Spa, and agricultural firm L.T. Enterprises were directly impacted. L.T. Enterprises has established a new location. EDC Economic Development Specialist, Shawna Glazener continues to provide support to the city, and assist the businesses with their next steps in reestablishing. White Lilly Day Spa will be locating in a soon to be vacated building on Draper Street, which is a prime location for the Day Spa. The church that owns Common Ground Coffee Shop is still looking at their options for the business. Ms. Glazener has provided the businesses with various community resources and tax incentive information. She also reached out to Congressman Valadao's office, and the Governor's Office of Business and Economic Development. The Fresno County EDC will maintain contact to assist the City of Kingsburg in retaining these businesses impacted by the fire.

“Project Phoenix” Initiative Foods Retention Update

Staff continues to remain involved with Initiative Foods (IF) on their efforts to rebuild. During the month of December, we worked with Initiative Foods on the Sales and Use Tax Exemption and PG&E Economic Development Rate applications. We coordinated a meeting with PG&E to go over the EDR requirements and application process. Staff was pleased to prepare a letter of support. Their application was submitted on December 15th and is under review.

Moreover, staff coordinated a meeting with Leann Gouveia and David Rivera of the State Board of Equalization to discuss eligibility for the Manufacturing Sales and Use Tax Exemption. Mr. Rivera provided a detailed overview on how to apply the sales tax exemption when buying new equipment and building their replacement facility. It is anticipated that a significant amount of their facility footprint can be attributed to the “manufacturing process”, therefore they may be able to receive the 3.9% sales tax exemption for associated costs such as building materials, site preparation, equipment, and materials, among other costs. The application of this incentive could potentially generate hundreds of thousands of dollars in savings.

Community Relations: Reedley Chamber of Commerce Mixer

Economic Development Specialist Shawna Glazener attended the Reedley Chamber of Commerce mixer on December 15, 2016. The mixer was held at Allstate Insurance Company owned by Jose Plascencia. Specialist Glazener met with Councilmember Mary Fast, Reedley business owners and Chamber staff. While in attendance, Specialist Glazener met with new business Bart B Bishop Chiropractic. Anticipating on expanding their business and adding new staff in the near future, they were interested to learn about the NEO program. She was also able to meet the manager of Burns and Whitaker Insurance Services of their Parlier and Reedley locations. Burns and Whitaker Insurance Services has several Fresno County locations and has used the NEO program at their City of Fresno location. They would like to expand their participation in both NEO and Reading and Beyond. Specialist Glazener will be following-up to align potential job-seekers with employment opportunities at both locations.

City of Parlier Business Expansion Opportunity

On December 28, 2016, representatives from Consolidated Mosquito Abatement District (CMAD) met with city staff and Economic Development Specialist Shawna Glazener regarding entitlements for their new facility. Our office has been working with the CMAD on their planned expansion for over a year, including providing referrals for prospective builders and contractors. The company is planning on constructing their new facility in Parlier’s nearly sold out industrial park. The EDC was tasked by the city lead the ground breaking ceremonies, which is slated to occur in early 2017.

Fox Drug Store Business Expansion

Shawna Glazener attended a meeting with representatives of Fox Drug Store, City of Parlier staff, and the landowner/developer to discuss their impending expansion project. Fox Drug Store currently occupies 1,200 square feet of space and is looking to expand to 7,500 square feet, adding a lab and adding new jobs. The project is expected to take approximately one and a half years and the EDC will provide support throughout the process.

Parlier Business Incubator and Training Center

The EDC and City of Parlier have been working to establish a Business Incubator and Training Center for over a year. With the primary focus of the project being medical trades and green technology, the center will facilitate higher and alternative education programs to upgrade the skills of students, focusing on those who are unemployed and retired from the military. The project will create jobs and

provide local training options for nearby residents. The City is pursuing EDA funding for the project which was recently included in the CEDS update. The application has been submitted to the EDA and is awaiting approval.

Kingsburg Business Retention and Rapid Response Update

Economic Development Specialist Shawna Glazener has been providing support to the victims of the Stone Fire. White Lily Day Spa has found the perfect location on Draper Street, and is awaiting the repairs to the building. The asbestos has been removed, and plans for repairs have been submitted to the City of Kingsburg. ED Specialist will continue to provide support to the City and the businesses.

Fresno Metro Area Expansion and Retention

OK Produce Recruitment

Following OK Produce's relocation due to the High-Speed Rail project, staff has continued to work with OK Produce to help fill their hiring needs. After enrolling into the NEO program, OK Produce experienced difficulty identifying qualified candidates willing to work their evening shift positions, which includes nights, weekends and holidays. To better serve OK Produce, staff organized and co-hosted a targeted recruitment event at the Department of Social Services on November 16th. In conjunction with the Department of Social Services, staff pre-screened 63 job seekers and referred 42 to OK Produce for second interviews. These targeted recruitment events provide added value to our clients participating in Ready 2 Hire, saving a significant amount of time and resource toward identifying qualified job-seekers.

Business Expansion Prospect: Food Commons Fresno

Economic Development Specialist Lavell Tyler met with Kiel Schmidt of Food Commons Fresno, a nonprofit trust and community benefit corporation. Food Commons Fresno recently remodeled an old restaurant to function its food hub and began operations on May 18th, 2015. In addition to supplying local restaurants wholesale produce, the new enterprise delivers the same high quality fresh produce from T&D Willey Farms and other local growers through its Ooooby ("Out of Our Own Backyards") banner. Additionally, Food Commons is developing a commercial kitchen that will be made available to area caterers, food truck operators, and chefs. As part of Food Commons Fresno plans toward building local food system infrastructure that will bring the highest quality food, customer happiness, and meaningful employment to the Fresno region, the EDC will be assisting the non-profit with connections with the New Market Tax Credit (referral provided), the Manufacturing Exemption, the California Competes Credit, the NEO program and related incentives.

Business Expansion Opportunity—Casa de Tamales

Economic Development Specialist Lavell Tyler hosted a meeting between Casa de Tamales Owner/President Liz Sanchez, Regional Liaison Manager Leann Gouveia and Business Taxes Specialist David Rivera from Board of Equalization. Mrs. Gouveia and Mr. Rivera provided an overview the qualifications and application process for the Manufacturing Exemption. Casa de Tamales will be taking advantage of the exemption when it purchases equipment and/or makes necessary renovations for its planned expansion in early 2017.

Fresno African American Community Exchange

Economic Development Specialist Lavell Tyler attended the Fresno African American Community Exchange (FAACE) hosted by the Fresno Metro Black Chamber of Commerce. The meeting consisted of a round table of updates on participating organizations including upcoming events and activities. Specialist Tyler shared information on the EDC's upcoming Benchmarking workshop and Energy Summit, in addition to cultivating new potential leads for referrals.

Lead Generation Workshop

Tyler also attended the Guide to Lead Generation Workshop, as part of the SCE EDGE Workshop Series at the Downtown Business HUB Training Center. The event was attended by 24 area businesses. Participants left with a better understanding of the new definition of lead generation and how it's used in the digital age. Through a review of the various marketing channels that generate leads (website, search, social media, email, direct mail, event marketing), gain confidence in knowing how to convert leads into sales, and measure effectiveness of various lead generation methods.

New Employment Opportunity Interest Growing

Interest in the NEO program continues to grow. NanCom, David Peck Insurance, and BizAssure became new participating employers during December. Tyler facilitated initial NEO Interest meetings with Yellow Mug Coffee, EMTZ Automotive, Ally Carriers (High-Speed Rail referral), Insight Consulting and USA Garlic Machinery as well. Ally Carriers, Insight Consulting, and USA Garlic are in the process of becoming NEO employers. NEO general assistance and follow-up was provided to 14 participating businesses during the month of December.

Business Retention Rapid Response

In the face of impending closures and an unfortunate fire, Specialist Tyler reached out to three businesses to provide rapid response assistance. Tyler is currently working with Earth Arts, Livingstone's Restaurant and Pub and Raw Fresno to prepare the businesses and affected employees during their transitional periods with support and information on available resources.

Westside Expansion and Retention

New Addition to Economic Development Team

We are pleased to welcome Jacob Villagomez as our new Economic Development Specialist. Jacob previously worked for Fresno County Supervisor Henry Perea's Mayoral Campaign and for Assembly member Henry T. Perea as a Caseworker where he focused on a myriad of issues on behalf of their constituents. Jacob will be assigned to the Westside where he has worked with multiple businesses, residents and local officials through past work experience.

Biodico Business Expansion follow-up

EDC staff Tracy Tosta and Esther Cuevas met with the Biodico CEO, Russ Teall, and Huron Mayor, Rey Leon, at the Biodico facility in Five Points. Mr. Teall led a site tour and discussion about the EDC's involvement with their California Energy Commission grant. The EDC has a pending subcontract to provide services to the project that is researching and developing plans for a Zero Net Energy Farm (ZNEF). On December 12th Tracy attended the monthly conference call with Biodico to further discuss the progression of the project with their core team. Biodico is in the process of signing up for NEO.

Community Development: Coalinga Chamber of Commerce Holiday Mixer

ED Specialist Tracy Tosta attended the Coalinga Chamber of Commerce Holiday Mixer. Katie Delano of the Chamber informed her that in January they would be starting a group for entrepreneurs to develop their business ideas into business plans. She had organized this in early 2016 with mild success and is hoping that a repeated event with additional support will encourage some small business development. Tracy made contact with a member of the local Women's Club and anticipates presenting information to their group in 2017. Ms. Tosta also obtained feedback from the mixer attendees about businesses in the area that may benefit from EDC assistance. After the mixer she performed outreach to multiple businesses by providing information about NEO and other EDC services. She also made contact with two real estate agencies in the area to build a relationship as they continue to get an influx of commercial property inquiries.

Other Activities

- Coalinga Fest: Tracy Tosta managed a booth and distributed information to local businesses and community members.
- San Joaquin Valley Partner Summit
- SCE EDGE Workshop Series “Contracts 101” event at the Downtown Business Hub
- Manufacturing Summit workshop meeting at CA State Board of Equalization
- Community Funded Revitalization of Fresno
- Biodico California Energy Commission Grant Award coordinating meeting
- Food Safety and Quality Technician Certificate of Achievement Workshop
- Fresno 4 Biz monthly meeting
- Go-Biz California Competes Workshop
- Kelson Stafford/Veteran’s Non-prof Project
- SEFCEDA Trailblazer for Prosperity Luncheon
- Ally Carriers NEO Interest Meeting (High-Speed Rail Referral)
- Kerman Mixed-use development coordination meeting
- Kerman City Council Swearing-in and reorganization
- Clovis City Council meeting recognizing Supervisor Magsig’s service
- SCE EDGE Workshop – Guide to Lead Generation
- Dry Creek Ribbon Cutting event with the City of Clovis
- Sanger City Council Swearing-in and reorganization
- Firebaugh City Council Swearing-in and reorganization
- Kingsburg City Council Swearing-in and reorganization

APPENDIX**Item 1**

State of California
 December 16, 2016
 March 2015 Benchmark

Employment Development Department
 Labor Market Information Division
<http://www.labormarketinfo.edd.ca.gov>
 (916) 262-2162

Monthly Labor Force Data for Cities and Census Designated Places (CDP)
November 2016 – Preliminary
Data Not Seasonally Adjusted

Area Name	Labor Force	Employment	Unemployment		Census Ratios	
			Number	Rate	Emp	Unemp
Fresno County	445,800	404,200	41,600	9.3%	1.000000	1.000000
Auberry CDP	1,000	1,000	0	2.6%	0.002382	0.000616
Biola CDP	300	200	0	3.5%	0.000616	0.000227
Calwa CDP	600	500	100	12.8%	0.001264	0.001800
Cantua Creek CDP	100	100	0	18.9%	0.000256	0.000584
Caruthers CDP	1,900	1,800	100	6.1%	0.004380	0.002741
Clovis city	51,500	47,800	3,700	7.2%	0.118257	0.089362
Coalinga city	7,000	6,600	400	5.4%	0.016259	0.009086
Del Rey CDP	600	500	0	3.9%	0.001341	0.000535
Easton CDP	1,100	1,100	100	6.1%	0.002644	0.001654
Firebaugh city	3,700	3,300	400	9.5%	0.008249	0.008408
Fowler city	2,900	2,700	200	7.7%	0.006648	0.005348
Fresno city	238,500	214,300	24,200	10.1%	0.530192	0.580954
Friant CDP	100	100	0	17.5%	0.000234	0.000487
Huron city	2,500	2,400	200	7.7%	0.005822	0.004717
Kerman city	6,900	6,400	500	7.8%	0.015794	0.012919
Kingsburg city	5,800	5,300	600	9.5%	0.013009	0.013282
Lanare CDP	200	200	0	13.7%	0.000437	0.000665
Laton CDP	500	400	0	8.4%	0.001102	0.000973
Mendota city	5,400	4,400	1,000	18.4%	0.010871	0.023804
Orange Cove city	3,700	3,200	500	13.0%	0.007997	0.011626
Parlier city	6,700	6,000	700	10.9%	0.014725	0.017462
Raisin City CDP	100	100	0	4.8%	0.000247	0.000130
Reedley city	11,800	10,700	1,100	9.0%	0.026454	0.025397
Riverdale CDP	1,500	1,300	200	13.9%	0.003127	0.004898
San Joaquin city	1,300	1,200	100	5.5%	0.003002	0.001704
Sanger city	11,600	10,400	1,200	10.3%	0.025807	0.028836
Selma city	11,500	10,400	1,100	9.3%	0.025735	0.025633
Shaver Lake CDP	300	300	0	7.2%	0.000736	0.000551
Squaw Valley CDP	1,100	900	200	16.0%	0.002187	0.004038
Tranquillity CDP	200	200	0	3.2%	0.000448	0.000146

CDP is "Census Designated Place" - a recognized community that was unincorporated at the time of the 2009-2013 5-Year American Community Survey (ACS).

APPENDIX
Item 1 continued

Notes:

- 1) Data may not add due to rounding. All unemployment rates shown are calculated on unrounded data.
- 2) These data are not seasonally adjusted.

Methodology:

Monthly city labor force data are derived by multiplying current estimates of county employment and unemployment by the relative employment and unemployment shares (ratios) of each city at the time of the 2009-2013 American Community Survey. Ratios for cities were developed from special tabulations based on ACS employment, unemployment, and population and Census population from the Bureau of Labor Statistics. For smaller cities and CDPs, ratios were calculated from published census data.

Monthly CDP's labor force data are derived by multiplying current estimates of county employment and unemployment by the relative employment and unemployment shares (ratios) of each CDP at the time of the 2009-2013 ACS survey. Ratios for CDPs' were developed from special tabulations based on ACS employment and unemployment from the Bureau of Labor Statistics.

This method assumes that the rates of change in employment and unemployment since the 2009-2013 American Community Survey are exactly the same in each city and CDP as at the county level (i.e., that the shares are still accurate). If this assumption is not true for a specific city or CDP, then the estimates for that area may not represent the current economic conditions. Since this assumption is untested, caution should be employed when using these data.

Clients and Businesses Contacted

Biola

Actagro

Riverdale

Maddox Farms

Kerman

City of Kerman-Senior Center

Coalinga

Ag for Hire

Auto Zone

Blue Collar

Coalinga Chamber of Commerce

SHARE Self Help, Assistance, Referrals and Education

The Canna Agency

Clovis

Approved Yes Auto Sales

City of Clovis

Xonnova

Mark's Chevron

Fowler

City of Fowler

DelFierro Ranch

Bobby Salazar's Mexican Food Products

Sanger

California Trus Frame

City of Sanger

Initiative Foods LLC

Out of Area

Tech Master Pest Management

Selma

Best Western

City of Selma

Dawson-Mauldin Construction, Inc.

San Joaquin

City of San Joaquin

Huron

City of Huron

Five Points

Biodico

Kmart (Coalinga)

Mid State Realty

Sequoia Packing Company

The Pit Stop

California Water Services

Eleventh Hour

Insight Consulting

Coast to Coast Petroleum, LLC

Sequoia Companion Care

Parlier

City of Parlier

Kingsburg

City of Kingsburg

Common Ground Coffee House

For the Birds

Gypsys' Attic

Main Street Flowers and Gifts

White Lily Day Spa

APPENDIX
Item 2 continued

Fresno

A Better Choice Preschool A.M. Electric AIS Market Research Ally Carriers Inc. AM Consulting Engineers Biz Assure CASA de TAMALES, LLC Central Valley Auto Glass Central Valley Machining Inc. Chema & Tonia, Inc Crumb and Get Em Delray Tire and Retreading Diaz Financial Services Dumont Printing EMTZ Automotive, LLC Euphoria 1612 Executive Lounge & Business Formation Center (HOPE) Farmers Insurance - David Peck First Continental Mortgage / Starr Funding Inc Food Commons Fresno Fresno McKinley Market / Arco Full Circle Brewing Company Gilbert K. Moran, M.D. F.A.C.O.G. INC. Green Innovational Technologies and Solutions Grossman Law Offices GTC Freight, Inc Guardian Angel's ADHC Gymnastics BEAT Inc. Habitat for Humanity Harris Construction Cleanup Helados La Tapatia Highway City Community Development Ideal Home Innovation Commercial Flooring Inc J T Truck Repair Jay's Barbershop Jeanie Green Plumbing Jubilee HomeCare. Inc Kocky's Bar and Grill Law Offices of Jeremy K. Lusk, Inc Linmore LED Labs, Inc. Livingstones	Main Event Graphics Margaret Hudson Gallery / Earth Art Studio Mia Bella Foods, LLC Modern Custom Fabrication Inc. Myriad Shields Insurance Solutions NanCom PACE Medical Billing and Technologies Pacifica Pizza W. SHAW FRESNO CA. Papa Murphy's Pizza Physician's Imaging Platinum Financial & Insurance, Inc Pleasant Mattress Inc/Cannon Sleep Products Raw Fresno RH Defense Rocket Dog Brats and Brew Roots Garden and Pets Ryan Pastoral Center Select Training and Tutorial Institute Sha Investments Inc. (Deli Delicious) Sierra Foods South East Fresno Com. Development Association Southeast Fresno Child Development Center Starr Funding Inc Stitch Master Embroidery Talons Landscape Inc. Tent City Canvas House The Clean Up Man The Painted Table Catering Tim Millwee (Farmers Insurance) Tower Sports Club Townsend House Facility Unassailable Communities of America Urban Roots USA Garlic Machinery Valley Adult Day Health Care Valley to Valley Valley Wide Beverage Company Valparaiso Cafe Volm Companies Yellow Mug Coffee Z Blinds
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