



**MADERA CITY COUNCIL  
LATE DISTRIBUTION ITEM  
AGENDA 4/3/19**

**DATE:** 4/3/19

**TO:** Mayor and Council

**FROM:** Claudia Mendoza, Interim City Clerk *CM*

**SUBJECT:** 3<sup>rd</sup> Late Distribution – Regular Meeting Agenda 4/3/19, Item E-1  
Madera County EDC 2019/20 Annual Basic Service Level Budget

Attached are letters of support received from:

- California Central Valley EDC

Please feel free to contact the City Clerk's Office if you should have any questions regarding this matter.

Thank you.

C: City Manager  
Bobby Kahn, Executive Director of Madera County EDC



April 3, 2019

City of Madera  
205 W. 4<sup>th</sup> Street  
Madera, CA 93637

RE: Support for Madera County EDC

Dear Mayor and City Council Members:

As Executive Director of the California Central Valley EDC (CCVEDC), I have extensive experience working with the Madera County EDC on projects and programs to support business and job creation. Bobby Kahn and his staff have played a vital role in the success of our program with the network of relationships built through the activities of the CCVEDC. The CCVEDC board of directors consists of county-wide EDC directors from each of the 8 counties in the region.

CCVEDC and its County EDC partners and sponsors work together and leverage a \$125,000 budget to market the Central Valley to a nation-wide audience. CCVEDC is positioned to carry out this role through its network of relationships with national brokers, local and national business, workforce and education entities. We do this through trade shows, broker missions, Electronic newsletters and direct contact with industries that are looking for a new location or expansion in the Central Valley.

In the past two years and in addition to our business attraction activities, our economic development team from the Valley has joined with the Workforce Investment Boards and the Community Colleges to focus on growing a skilled workforce for local business. We accomplish this by promoting the Central Valley workforce, tech trade programs and educational facilities to existing business throughout the Valley. This regional effort is the first of its kind throughout the state.

The following goals represent a summary of the 2018-19 Strategic Plan developed by the CCVEDC Board to position Central California as a prime location for business expansion and sustainable job creation:

- Facilitate Job Creation and Investment in the San Joaquin Valley
- Provide Regional Leadership

- Work Together with Workforce Partners
- Promote a Positive Brand and Image for Central California
- Foster Long-Term Stability through Sustained Funding
- Ensure Central Valley is Represented in the Global Marketplace

CCVEDC is a regional marketing group, in existence since 1986, whose mission is to promote job creation in Fresno, Kern, Kings, Madera, Merced, San Joaquin, Stanislaus and Tulare counties. CCVEDC provides businesses with the resources necessary when evaluating, planning and implementing a site location/expansion in the Central California region.

Thank you for your consideration.

Sincerely,

Jennifer Faughn  
Executive Director  
California Central Valley EDC  
661-805-1115  
661-366-0756  
[www.centralcalifornia.org](http://www.centralcalifornia.org)  
[jfaughn@centralcalifornia.org](mailto:jfaughn@centralcalifornia.org)