



**Madera City Council Agenda 09/04/19
Agenda Item A-1**

**Madera County
Economic Development Commission
Quarterly Update**

**Please see attached report received
from the Madera County Economic
Development Commission.**

Presentation only.

Quarterly Report of Activities

Julie Herd, Manager of Business Development & Marketing
Madera County Economic Development Commission



Active projects with Madera sites - Total 30

| Client | Birthday | Industry | Site Requirements | Source |
|-------------|------------|------------------------------|---------------------------------|--------|
| 2019 | | | | |
| 1931 | 8/13/2019 | Industrial | Expansion on current site | PG&E |
| 1930 | 8/2/2019 | Commercial/Office | | MCEDC |
| 1924 | 7/8/2019 | Seafood Wholesaler | 5,000 sq. ft. | MCEDC |
| 1918 | 6/7/2019 | Biomass/Renewable Energy | 20-70 acres | GO-BIZ |
| 1917 | 5/22/2019 | Commercial | None | MCEDC |
| 1916 | 5/23/2019 | Recycling | 15,000 sq. ft. | MCEDC |
| 1915 | 5/8/2019 | Commercial | 3,000 sq. ft. | MCEDC |
| 1913 | 4/11/2019 | Renewable Energy | 15-20 acres | CALED |
| 1912 | 4/5/2019 | Renewable Energy | 10 acres | MCEDC |
| 1910 | 3/26/2019 | Developer | No Requirements | MCEDC |
| 1909 | 3/25/2019 | Commercial | 1,800 sq. ft. | MCEDC |
| 1907 | 3/7/2019 | Warehouse | 500,000 sq. ft. | CCVEDC |
| 1904 | 2/14/2019 | Manufacturing | 200,000 sq. ft. | CCVEDC |
| 1903 | 2/19/2019 | Manufacturing | 12,000 sq. ft. | MCEDC |
| 1902 | 1/16/2018 | Manufacturing | 100,000 sq. ft. | MCEDC |
| 1901 | 1/16/2019 | Biomass | 2-5 acres | GO-Biz |
| 2018 | | | | |
| 1839 | 11/5/2018 | Food Processor | 40-60 acres- 300,000-400,000 SF | MCEDC |
| 1836 | 10/11/2018 | Non-Profit | 5,000 SF | MCEDC |
| 1834 | 9/20/2018 | Warehouse | | CCVEDC |
| 1833 | 9/13/2018 | Warehouse | 200,000 SF | MCEDC |
| 1826 | 8/17/2018 | Warehouse | 234,000 SF | MCEDC |
| 1827 | 8/7/2018 | Manufacturing | 12,500 SF | MCEDC |
| 1823 | 7/23/2018 | Industrial- Project Hydrogen | 30-60 acres/ 31,000-50,000 SF | GO-BIZ |
| 1821 | 6/11/2018 | WH/ Distribution | | CCVEDC |
| 1816 | 5/1/2018 | Food Processing | 40,000 | CCVEDC |

| Client | Birthday | Industry | Site Requirements | Source |
|-------------|-----------|---------------------|-----------------------|--------|
| 1812 | 3/31/2018 | Mfg. & Dist. | 5-7 acres/ 50,000 SF | CCVEDC |
| 1811 | 3/29/2018 | Recycler | 4-6 acres/100,000 SF | CCVEDC |
| 1808 | 3/7/2018 | Distribution Center | 800,000 | CCVEDC |
| 2015 | | | | |
| 1508 | 4/24/2015 | Ind./recycling | 5,000-15,000 sq. ft. | MCEDC |
| 2010 | | | | |
| 1003 | 3/26/2010 | Manufacturing | 50,000-60,000 sq. ft. | MCEDC |

TRADESHOWS

| Date | Show | Place | # Meetings/Leads | # Contacts | Staff |
|------------------|------------------------------|------------------|---------------------|------------|-------|
| August 8, 2019 | SIOR Nor Cal Chapter Meeting | Truckee, CA | 1 Meeting | 3 | BK |
| June 17-19, 2019 | ICSC Tradeshow | Los Angeles, CA | Upcoming | Upcoming | BK |
| June 10-12, 2019 | Select USA Investment Summit | Washington, D.C. | 8 Meetings/ 3 Leads | 10 | BK |

MEMBERSHIPS

California Central Valley Economic Development Corp.

Madera County Spotlight

Madera County was featured in a nationwide marketing campaign: California County Spotlight, Madera County. The campaign, “300 Miles of Opportunity” is a joint venture of the California Central Valley EDC and the Central California Workforce Collaborative and collectively features the 8 counties of the Central Valley and highlights their Opportunity Zones, Workforce and Sites Available.

| Date | Place | Type | # of Contacts | Meetings/ # of Brokers | # Leads | Staff |
|----------------------|-----------------|---------|---------------|--------------------------|---------|-------|
| Board Meeting | | | | | | |
| August 15, 2019 | Conference Call | Meeting | CCVEDC Board | Board Meeting for CCVEDC | N/A | BK |
| July 19, 2019 | Fresno, CA | Meeting | CCVEDC Board | Board Meeting for CCVEDC | N/A | BK |
| Missions | | | | | | |
| June 17-21, 2019 | Atlanta, GA | Broker | | 11 Meetings/ 14 Brokers | 2 Leads | BK |

CHAMBERS

| Date | Event/Activity | Staff |
|-------------------|---|--------|
| Madera | | |
| August 15, 2019 | Lifetime Achievement Awards Dinner | BK, JH |
| August 6, 2019 | Tourism Alliance Meeting- Pomegranate Festival Planning | JH |
| July 2, 2019 | Tourism Alliance Meeting- Pomegranate Festival Planning | JH |
| June 4, 2019 | Tourism Alliance Meeting- Pomegranate Festival Planning | JH |
| Chowchilla | | |
| August 13, 2019 | Met with Stacy for a Chamber update | JH |
| June 25, 2019 | Bobby was a speaker at the Chamber Membership event | BK |

MCEDC COMMITTEES

| Date | Activity | Attendance | Staff |
|---|--|--------------------|-------|
| Eastern Madera County Chamber Alliance | | | |
| August 28, 2019 | Meeting with Alliance members | | BK |
| July 24, 2019 | Discussed Business District | 8 | BK |
| June 26, 2019 | Discussed creating an Eastern Madera Co. Chamber and Business District | 6 | BK |
| Greater Madera County Industrial Association | | | |
| June 12, 2019 | Sup. Robert Poythress- County Update | | LL |
| Wye Madera County | | | |
| August 2, 2019 | Attended Meeting | 15 | BK |
| July 19, 2019 | Attended Meeting | 15 | BK |
| June 14, 2019 | Continued discussion on prepared letter | 15 | LL |
| Comprehensive Economic Development Strategy (CEDs) | | | |
| July 10, 2019 | | Commissioner Board | BK |

AFFILIATIONS

| Date | Event/Activity | Staff |
|---|---|-------|
| Madera County Workforce Investment Board | | |
| August 14, 2019 | Business Committee Meeting, MCEDC presentation on our services was given at the meeting | JH |
| KFSN Channel 30 | | |
| July 10, 2019 | Recommended stories & events | JH |

MCEDC EVENTS

| Date | Type | Place | Speakers | Event Partner | # Attendees |
|---------------|----------------------------|----------------------------|--|-------------------------------|-------------|
| July 1, 2019 | Groundbreaking- TranPak | Freedom Industrial Park | King Husein, Bobby Kahn, Brett Frazier, Robert Poythress, Andy Medellin, Christian Ueland | Span Construction | 75 |
| June 27, 2019 | Tour | Nemat Inc. | Mike Nemat, Bobby Kahn & Debi Bray | Madera Chamber of Commerce | 30 |

PUBLICATIONS

| Date | Title | Action | Action Date |
|-----------|---------------------------------------|---|-------------|
| 8/27/2019 | Available Sites Directory- Chowchilla | Distributed to Chowchilla Council Members | 8/27/2019 |
| 8/23/2019 | Real Estate Update | Will be mailed out to our Broker List | TBD |

ELECTRONIC MARKETING

| Website | | | |
|---------------------|--|-----------|---|
| Date | Entrances | Pageviews | Content Requests |
| August 2019 | | | Final Approach Business Center, Massetti appliance store & Coarsegold Chamber Calendar request- 3 events |
| July 2019 | 859 | 1,566 | Photo edit for Global Modular listing, Madera Rd. 26- Ethan Smith & Press Release for Bill Pitman |
| June 2019 | 927 | 1,641 | Veterans Golf Tournament- Beau Miracle, 4 th of July Golf tournament, Chowchilla Property listing for Global Modular & Calendar request from Trisha Minter for Coarsegold craft fair |
| Blog | | | |
| Date | Title | | Pageviews |
| July 2019 | Cutting Edge Company Creates Opportunity Zone Fund | | 167 |
| June 2019 | TranPak Groundbreaking in Madera | | 32 |
| Direct Email- E-Biz | | | |
| Date/Title | Opens | Clicks | Number of Emails & Lists |
| August 7, 2019 | 28.3 % | 17% | 1064- MCEDC & Broker List |
| July 3, 2019 | 29.7% | 14.9% | 1058- MCEDC & Broker List |
| June 6, 2019 | 32.5% | 23.8% | 1057- MCEDC & Broker List |

| Email Blast | | | |
|--|------------------------|-------------|------------------|
| June 28, 2019- TranPak Ground Breaking | 34.9% | 7.4% | 741- MCEDC List |
| June 25, 2019- TranPak Ground Breaking | 39.1% | 5.8% | 741- MCEDC List |
| June 19, 2019- County Spotlight | 22.8% | 4.8% | 400- Broker List |
| June 11, 2019- County Spotlight | 38.7% | 13.6% | 741 – MCEDC List |
| Facebook | | | |
| Month | Number of Likes (fans) | Reach | Number of posts |
| July 2019 | 829 | 16,667 | 27 |
| June 2019 | 769 | 4,867 | 17 |
| Twitter | | | |
| Month | Number of Followers | Impressions | Number of tweets |
| July 2019 | 495 | 4,992 | 11 |
| June 2019 | 488 | 5,146 | 11 |
| Linked In | | | |
| Month | Followers | Impressions | Updates |
| July 2019 | 119 | 985 | 7 |
| June 2019 | 112 | 571 | 10 |
| Pinterest | | | |
| Month | Followers | Impressions | Pins |
| July 2019 | 140 | 6,128 | 1,120 |
| June 2019 | 138 | 5,036 | 1,118 |

TRAINING/CONFERENCE

| Date | Place | Conference/Activity | Notes | Staff |
|---------------|------------|-------------------------|---|-------|
| July 31, 2019 | Madera, CA | Active Shooter Training | Madera PD hosted an active shooter training | JH |
| June 18, 2019 | Fresno, CA | Final Cut Training | CMAC training in Fresno for Mac Final Cut Pro- Video editing software | JH |

CALENDAR

| Title & Date | Activity | Attendance | Notes | Place | Staff |
|--|--|------------|--|---------------------------------|--------|
| MEETING August 23, 2019 | Meeting with Broker | 2 | Discussed the potential development of a Madera site. | Madera | BK |
| MEETING/CALL August 23, 2019 | Met with Anna Caballero's Office | 2 | Discussed Opportunity Zone Tax Laws and Bobby wrote a letter stating that the State needs to be inclusive with their incentives to all projects and industry vital to the San Joaquin Valley | Madera | BK |
| EVENT August 21, 2019 | Madera Community Hospital Health Forum | 8 | Madera Community Hospital's Health Forum, Speaker was Dr. Javaid speaking on Sleep Disorders. | Madera | JH |
| EVENT August 17, 2019 | Volunteered to help make event decorations for the Hospital on the weekend | 8 | Sherrie Bakke needed volunteers to help make decorations for the hospital's next fundraiser. Julie and her kids volunteered. | Madera | JH |
| MEETING August 5, 2019 | Meeting with Ed Kashian | 2 | Bobby and Mr. Kashian discussed Madera Sites | Madera | BK |
| MEETING July 30, 2019 | Met with Bill Pitman and Channel 30, Amanda Venegas | 6 | Amanda met us at Bill's processing facility to do a news story on his Opportunity Zone Fund | Madera, Heart Ridge Farms | BK, JH |
| MEETING July 29, 2019 | RHA- Energy Watch | 2 | Christian met with Bobby to give him an update on the Energy Watch program | Madera | BK |
| EVENT July 19, 2019 | MCTC & Caltrans Groundbreaking | 150 | MCTC hosted a Groundbreaking ceremony for the Highway 99 Widening Project | Madera | JH |
| EVENT July 17, 2019 | Ribbon Cutting at Pan-Am Park, Madera | 150 | John Scarborough with Madera Parks hosted a ribbon cutting for a new play structure at Pan-Am Park | Madera | JH |
| MEETING July 11, 2019 | Meeting with Madera Council Members | 4 | Meeting to discuss MCEDC and City of Madera Partnership and activities | Fresno | BK |
| MEETING July 9, 2019 | Chowchilla Department Head Meeting | | Monthly meeting with Department Heads | Chowchilla | BK |
| MEETING July 9, 2019 | Meeting with Chowchilla Councilwoman, Palmer | 2 | Update on Chowchilla projects | Chowchilla | BK |
| MEETING July 3, 2019 | Meeting with Oliver Baines | 2 | Meeting with Oliver Baines to discuss New Market Tax Credits | Fresno | BK |
| EVENT July 10, 2019 | Housing Grant Reception with City of Madera | 75 | Attended event, MCEDC wrote a letter of support for the project. | Madera | JH |
| MEETING June 27, 2019 | Met with Leann Gouveia, CA Dept. of Tax and Fee Administration | 3 | Leann met with our office to discuss incentive programs and small business assistance. | Madera | JH, LL |
| VISIT June 25, 2019 | Chowchilla City Council MCEDC Update | | Bobby updated the council on MCEDC activities | Chowchilla | BK |

| | | | | | |
|---------------------------------|---|-----|--|------------|----|
| MEETING June 24, 2019 | Meeting with Councilman Santos Garcia | 2 | Bobby met with Councilman Santos Garcia to discuss MCEDC's Small Business Loan Program | Madera | BK |
| EVENT June 19, 2019 | Madera Community Hospital Health Forum | 15 | Madera Community Hospital's Health Forum, Speaker was Director of Emergency Services, Dr. French | Madera | JH |
| EVENT June 18, 2019 | Valley Children's Hospital Press Conference | 200 | Valley Children's Hospital announced their 5 national rankings | County | JH |
| MEETING June 5, 2019 | Madera City Council MCEDC Update | | Bobby updated the council on MCEDC activities | Madera | BK |
| MEETING June 4, 2019 | Chowchilla Department Head Meeting | | Monthly Meeting with Department heads | Chowchilla | BK |