



**Resource Management
Agency
COUNTY OF TULARE
AGENDA ITEM**

BOARD OF SUPERVISORS

KUYLER CROCKER
District One
PETE VANDER POEL
District Two
AMY SHUKLIAN
District Three
J. STEVEN WORTHLEY
District Four
MIKE ENNIS
District Five

AGENDA DATE: June 27, 2017 – REVISED

Public Hearing Required	Yes	<input type="checkbox"/>	N/A	<input checked="" type="checkbox"/>
Scheduled Public Hearing w/Clerk	Yes	<input type="checkbox"/>	N/A	<input checked="" type="checkbox"/>
Published Notice Required	Yes	<input type="checkbox"/>	N/A	<input checked="" type="checkbox"/>
Advertised Published Notice	Yes	<input type="checkbox"/>	N/A	<input checked="" type="checkbox"/>
Meet & Confer Required	Yes	<input type="checkbox"/>	N/A	<input checked="" type="checkbox"/>
Electronic file(s) has been sent	Yes	<input checked="" type="checkbox"/>	N/A	<input type="checkbox"/>
Budget Transfer (Aud 308) attached	Yes	<input type="checkbox"/>	N/A	<input checked="" type="checkbox"/>
Personnel Resolution attached	Yes	<input type="checkbox"/>	N/A	<input checked="" type="checkbox"/>
Agreements are attached and signature line for Chairman is marked with tab(s)/flag(s)	Yes	<input type="checkbox"/>	N/A	<input checked="" type="checkbox"/>
CONTACT PERSON: Celeste Perez PHONE: 559-624-7010				

SUBJECT: Tulare County Participation in the Economic Development Corporation in Fiscal Year 2017/18.

REQUEST(S):
That the Board of Supervisors:

Approve an additional \$10,000 expenditure, subject to final Budget Approval, in the FY 2017-2018 Business Opportunities Work Program to be utilized for of a Limited Membership in the Tulare County Economic Development Corporation.

SUMMARY:
Tulare County Economic Development Office presented its proposed 2017/18 Work Program to the Board of Supervisors on April 25, 2017. During this presentation Staff was given direction by the Board of Supervisors to bring an agenda item back to the Board for consideration of making a financial commitment in the amount of \$10,000 for a Limited Membership in the Tulare County Economic Development Corporation (EDC). The Tulare County Economic Development Office is recommending that the County participate in the EDC during the next fiscal year at the "Founders Club" Membership level of \$10,000, the benefits of which are further explained below. Other alternatives to a limited membership are further explained herein.

BACKGROUND

The EDC has served as the marketing and business recruitment organization for the communities of Tulare County, locating companies and creating new jobs. The Cities

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of Dinuba, Exeter, Farmersville, Lindsay, Porterville, Tulare, Visalia and Woodlake actively participate along with the College of Sequoias, Porterville College and private industry partners. The EDC also performs the following activities:

Fiscal & Economic Impact Analysis: The cost for each economic and fiscal impact analysis ranges from \$2,500 to \$3,500 per project. The EDC has invested \$12,000 to establish a system that allows the EDC to develop an analysis for development projects located in the cities and unincorporated areas. The analysis considers both the costs of the development and the associated benefits of the project.

Real Estate Database: The EDC invested approximately \$10,000 in the development of the real estate database and has a staff person dedicated to maintaining the database and enhancing its use, etc. The database also includes the ability to generate community level and radius level demographic reports (currently for the incorporated communities). Likewise, sites in the database can be separated by community, for example, a community like Goshen or Tipton can have any sites within their area separated out and a link provided marketing that individual community or area (which would include demographic information). The links could be provided both on the EDC website and the County's website.

Retail Development: The EDC maintains an exclusive membership in the Grow Your Retail marketing service which provides information on retailers, including contact information. This provides a cost savings to communities looking to recruit specific retailers and is searchable by the type of commercial development (i.e.; neighborhood center, regional mall, etc.) and produces a list of retailers that are actively looking for sites.

Project Management: The EDC can take project requirements and match with real estate in database and respond to requests for information on behalf of the County. This would ensure that all county sites that meet criteria are submitted in the site search and would allow for county staff to focus on other economic development priorities.

Trade Show Participation: The EDC has participated in California Food Processing Expo for the past 2 years and is tentatively scheduled to participate in 2018. The budget for the event is \$2,500. Direct participation in supporting the event benefits both business recruitment and business retention and expansion, as many Tulare County companies attend event.

Economic Forecast & Summit: The EDC budgets \$33,000 to produce a quarterly economic report for Tulare County, as well as an annual economic forecast, which reviews business and economic trends and is released in conjunction with the annual Economic Summit held in March of each year.

Comprehensive Economic Development Strategy (CEDs): Every 5 years, the EDC is tasked with developing the CEDs which is a requirement to apply for EDA

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funding, as well as is used to justify other federal and state grant applications. Likewise, it is used as a coordinating plan for economic development in the County. The current plan expires in 2018 and is not included in the EDC's budget for updating in 2017-18, rather, the EDC has requested EDA to assist in funding the development of the strategy (estimated at \$50,000). EDA application will be submitted in the fall of 2017 and if not approved, a request to extend the current CEDS will be made until the next funding cycle. County funding can help advance the EDA grant application by ensuring that the local match is available.

RECOMMENDED ACTION – LIMITED MEMBERSHIP

If the County is willing to support EDC through a "limited membership" of \$10,000, the County will receive several important benefits, including: an enhanced listing on the website; banner ad; brochure provided to prospects; digital information provided on USB to prospects; member-only invitations; webinar access and discounts for EDC events; one complimentary economic analysis or custom demographic report per year; and a 30 second commercial spot (production cost separate). These are the benefits for the "Founders Club" Membership.

ALTERNATIVE (1) – FULL PARTICIPANT MEMBERSHIP

At this level of participation, Tulare County would be recognized as a full participant, while the investment by the County will be directed to certain areas of benefit for the County as identified below:

\$15,000	EDC Marketing 2017/18 FY
25,000	Development of countywide CEDS
2,500	Sponsorship of California Food Processing Expo
10,000	Economic Forecast & Summit Sponsor
10,000	Fiscal & Economic Impact Analysis Report (unlimited)
16,700	Project Management & Technical Assistance (prospect response, retail database reports, real estate inventory)
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\$79,200	Total

Under this investment plan, the County would be recognized as a full participant, while the investment by the county will be directed to certain areas of benefit for the County. If the County were a full participant, it might be a voting member of the EDC, and potentially could have other duties, obligations or responsibilities.

ALTERNATIVE (2) – NO FINANCIAL PARTICIPATION (Status Quo)

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Tulare County let its EDC membership lapse at the end of FY 2013/14, stepping away from the EDC in July 2014, to concentrate on building its own Economic Development Office.

CONCLUSION

Other jurisdictions, both within and outside of California, continue to aggressively recruit e-commerce fulfillment centers and other economic development opportunities making it all the more important to present a unified approach when dealing with regionally significant potential projects.

FISCAL IMPACT/FINANCING:

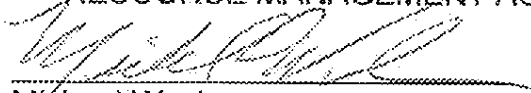
The additional \$10,000 expenditure directed to participation and support of the Tulare County Economic Development Corporation will be included in the Economic Development Office's Business Opportunities Work Program Budget for Fiscal Year 2017/2018, which will be approved through the regular budget process.

LINKAGE TO THE COUNTY OF TULARE STRATEGIC BUSINESS PLAN:

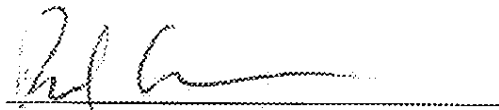
Promoting economic development is a key strategic initiative and goal of Tulare County's Strategic Business Plan. Specifically, participation in EDC activities will enhance the promotion of economic development within Tulare County.

ADMINISTRATIVE SIGN-OFF:

RESOURCE MANAGEMENT AGENCY



Michael Washam
Associate Director



Reed Schenke, P.E.
Director

cc: Auditor-Controller
County Counsel
County Administrative Office (2)

Attachment(s): Attachment A – Business Opportunities Work Program

**BEFORE THE BOARD OF SUPERVISORS
COUNTY OF TULARE, STATE OF CALIFORNIA**

IN THE MATTER OF TULARE COUNTY)
PARTICIPATION IN THE ECONOMIC)
DEVELOPMENT CORPORATION (EDC))
IN FISCAL YEAR 2017/18.)

Resolution No. _____

UPON MOTION OF SUPERVISOR _____, SECONDED BY
SUPERVISOR _____, THE FOLLOWING WAS ADOPTED BY THE
BOARD OF SUPERVISORS, AT AN OFFICIAL MEETING HELD JUNE 27, 2017, BY
THE FOLLOWING VOTE:

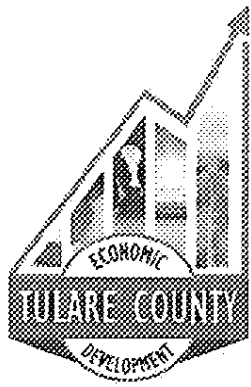
AYES:
NOES:
ABSTAIN:
ABSENT:

ATTEST: MICHAEL C. SPATA,
COUNTY ADMINISTRATIVE OFFICER/
CLERK, BOARD OF SUPERVISORS

BY: _____
Deputy Clerk

* * * * *

1. Approved an additional \$10,000 expenditure, subject to final Budget Approval, in the FY 2017-2018 Business Opportunities Work Program to be utilized for of a Limited Membership in the Tulare County Economic Development Corporation.



Tulare County
ECONOMIC DEVELOPMENT OFFICE

Attachment "A"

**Business Opportunities Work Program
(Proposed Fiscal Year 2017/18 Budget)**

Website	\$ 20,000.00
(Hosting, development and maintenance)	
Office Expenses	2,500.00
(Office equipment and supplies)	
Professional Services	32,000.00
(Market studies, consultation and data services)	
Marketing	18,000.00
(Advertising, preprinted material)	
Trade Shows	20,000.00
(Solar industry, site logistics, agri-business)	
Training / Professional Development	6,000.00
(Conferences, books, subscriptions)	
Professional Dues / Memberships	3,000.00
(Associations, organizations)	
Prospect Management	3,500.00
(Prospect tours and site visits)	
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Previously Approved Total	\$105,000.00
(BOS Resolution No. 2017-0284)	
Limited Membership / EDC	10,000.00
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Proposed New Total	\$115,000.00