



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

BOARD OF SUPERVISORS

KUYLER CROCKER
District One

PETE VANDER POEL
District Two

AMY SHUKLIAN
District Three

EDDIE VALERO
District Four

DENNIS TOWNSEND
District Five

AGENDA DATE: June 30, 2020

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: Economic Development Office – Fiscal Year 20/21 Work Programs

REQUEST(S):

That the Board of Supervisors:

1. Receive a presentation regarding Economic Development Activities; and
2. Approve the Business Opportunities Work Program;
3. Approve the Film Commission Work Program;
4. Approve the Tourism Work Program.

SUMMARY:

General Background

To promote Economic Development effectively, the Board of Supervisors updated and adopted the Strategic Business Plan in 2018 emphasizing a strategic initiative designed to enhance the economic well-being of Tulare County's residents by providing, among other things, "a business-friendly" and "can-do" work ethic.

The Economic Development Office (EDO) was established within the Economic Development and Planning Branch of the Resource Management Agency (RMA) in 2012. Since its inception, the EDO has achieved measurable growth in the following industry sectors: agribusiness, renewable energy, healthcare, retail, commercial, and industrial. Additionally, an increase in tourism and filming activities.

Structure of the Economic Development Office

The EDO is comprised of three work programs focused on Business Opportunities, Tourism and the Film Commission. Each of these divisions operate both collaboratively and cross functionally on a daily basis in order to maximize office efficiency and effectiveness.

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Additionally, the EDO created the Business Response Team (BRT) to provide rapid and substantive assistance to developers, existing businesses as well as prospective new development opportunities. The BRT's mission is to foster business creation, expansion and attraction by providing quick review and feedback on development prospects and proposals. Members of this highly-motivated response team are subject matter experts representing the RMA Public Works, Planning and Building Divisions, Tulare County Fire Department, Environmental Health Department and other agencies as required to provide insight, solve specific problems, or help meet particular technical challenges associated with development proposals.

Economic Development Strategy

The general strategy to advance economic development opportunities is by creating the conditions under which jobs are created, income is increased, and there is an increase in real estate and business value.

Examples of creating the conditions under which economic development can thrive are: 1) the construction of roads and infrastructure; 2) an expedited planning, zoning and building permit system; and 3) the delivery of public services in a timely basis and in a cost-effective manner.

The general Economic Development Strategy that guides the implementation of the proposed FY 2020/21 work programs for the EDO is as follows:

1. Businesses should be retained, expanded, created and recruited.
2. Planning projects and building permits should be processed efficiently and creatively with a "can do" approach.
3. Infrastructure projects should be planned, funded, constructed and operated as rapidly as possible.
4. An Economic Development Strategic plan should be established and executed focusing on business development.
5. Business counseling, job training and community outreach should be emphasized through collaboration with the Workforce Investment Board (WIB) and the Tulare County Economic Development Corporation (EDC).
6. Intergovernmental economic development opportunities should be maximized where feasible and appropriate.
7. Explore creative ways in which a public-private development partnership can generate increased streams of revenue for example, property taxes, sales taxes, transient occupancy taxes and project revenue sharing.

Economic Development Office Work Programs

Business Opportunities Work Program

Highlights of the program include:

- Business Expansion, and Retention (BEAR) Program;
- Economic Development Strategic Plan;
- Update of the Tulare County Economic Development Web page;

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- Research into the process to establish a business micro loan program;
- Continued partnership with Farm Bureau on World Ag Expo agribusiness promotion;
- Promote development of business-related infrastructure (i.e. sewer, water, internet access) through grants, public-private partnerships, etc.;
- Promote the development of renewable energy and technology;
- Promote economic development with an emphasis in the agricultural, healthcare, retail, commercial, and industrial sectors; and
- Coordinate with federal, state and local public entities (including non-profit organization) to promote economic development within Tulare County.

The proposed operational budget for the Business Opportunities Work Program is \$146,000, a decrease from the previous years. Budget details shown in Attachment “A.”

Film Commission Work Program

The promotion and permitting of film production in Tulare County is managed through the Film Commission with the support and cooperation of many County agencies and departments. Film Commission activities are more diverse than just filming movies. These activities can include movies, television shows, commercials, music videos, print advertisement and more.

Highlights of the program include:

- Market development at trade shows and industry conferences;
- Facilitating film location and shooting in Tulare County;
- Training Professional Development;
- Target Marketing and Business Sector Analysis;
- Advertising and Publicity;
- Enhance existing Digital Film Location Catalog; and
- Film Liaisons in California Statewide (FLICS) trade association advocacy.

The proposed operational budget for the Film Commission Work Program is \$65,000, a decrease from the previous fiscal year. The program funding includes \$50,000 provided through the Tulare County Association of Governments. In addition, provides for the acceptance of private donations in lieu of permit fees. Budget details shown in Attachment “B.”

Tourism Work Program

Tourism supports 5,527 jobs with over \$541 million in travel spending in Tulare County deriving \$49.5 million in tax revenue from visitors; \$17.4 million in local taxes and \$32.1 million in state taxes. Tourism in Tulare County is resilient with our outdoor recreational opportunities and expected to recover quicker than other areas of the state. As the country reopens, expect to see increased visitors to our parks, golf courses, forests and the National Parks injecting value into the County’s economy through an influx of visitor spending.

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Highlights of the program include:

- Coordination of marketing efforts as part of the Sequoia Tourism Council;
- Event Sponsorship;
- Advertising and Publicity;
- Taste Tulare County and other programs;
- Promotion of Tulare County at Trade Shows and Conferences; and
- Marketing and Training.

The proposed operational budget for the Tourism Work Program is \$46,000, a decrease from the previous years. Budget details shown in Attachment “C.”

FISCAL IMPACT/FINANCING:

There is no additional Net County Cost for these work programs. The proposed budget for all three Economic Development Office Work Programs will be included and approved through the regular budget process for FY 2020/21.

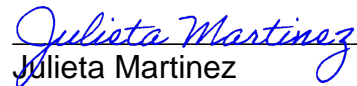
LINKAGE TO THE COUNTY OF TULARE STRATEGIC BUSINESS PLAN:

Promoting economic development is a key strategic initiative and goal of Tulare County’s Strategic Business Plan. Specifically, the proposed work programs for business opportunities, tourism and film commission activities will enhance the promotion and realization of economic development outcomes within Tulare County, particularly the unincorporated area.

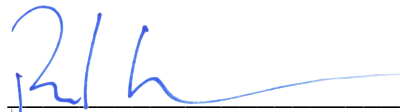
ADMINISTRATIVE SIGN-OFF:



Michael Washam
Associate Director



Julieta Martinez
Economic Development Manager



Reed Schenke
Director

cc: County Administrative Office

Attachment(s) Attachment A – Business Opportunities Work Program Budget
Attachment B – Film Commission Work Program Budget
Attachment C – Tourism Work Program Budget

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

**IN THE MATTER OF ECONOMIC DEVELOPMENT)
OFFICE – FISCAL YEAR 20/21 WORK PROGRAM) Resolution No. _____**

UPON MOTION OF SUPERVISOR _____, SECONDED BY
SUPERVISOR _____, THE FOLLOWING WAS ADOPTED BY THE
BOARD OF SUPERVISORS, AT AN OFFICIAL MEETING HELD JUNE 30, 2020, BY
THE FOLLOWING VOTE:

AYES:
NOES:
ABSTAIN:
ABSENT:

ATTEST: JASON T. BRITT
COUNTY ADMINISTRATIVE OFFICER/
CLERK, BOARD OF SUPERVISORS

BY: _____
Deputy Clerk

* * * * *

1. Received a presentation regarding Economic Development Activities; and
2. Approved the Business Opportunities Work Program;
3. Approved the Film Commission Work Program;
4. Approved the Tourism Work Program.



Tulare County

ECONOMIC DEVELOPMENT OFFICE

Attachment “A”

Business Opportunities Work Program (Proposed Fiscal Year 2020/21 Budget)

Memberships.....	\$ 61,500.00
(TC EDC, Visalia EDC, CALED, Chambers of Commerce, etc.)	
Office Expenses	\$3,000.00
(Office equipment and supplies)	
Professional & Skilled Services	\$35,000.00
(Market studies, consultation and data services, etc.)	
Special Department Expense.....	\$40,000.00
(Advertising, preprinted material, trade shows, marketing, etc.)	
Training / Professional Development.....	\$3,500.00
(Conferences, books, subscriptions, certifications, etc.)	
Transportation & Travel	\$3,000.00
(Conferences, courses, special events, prospect tours, site visits, etc.)	

Total \$146,000.00



Tulare County

ECONOMIC DEVELOPMENT OFFICE



Attachment "B"

Film Work Program (Proposed Fiscal Year 2020/21 Budget)

Memberships.....	\$ 3,000.00
(AFCI, FLICs, etc.)	
Office Expenses	\$1,500.00
(Office equipment and supplies)	
Professional & Skilled Services	\$2,000.00
(Studies, consultation, data services, etc.)	
Special Department Expense.....	\$55,000.00
(Advertising, direct media, design, trade shows, location library, marketing, etc.)	
Training / Professional Development.....	\$1,500.00
(Conferences, books, subscriptions, certifications, etc.)	
Transportation & Travel	\$2,000.00
(Conferences, courses, special events, prospect tours, site visits, etc.)	
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Total	\$65,000.00



Tulare County

ECONOMIC DEVELOPMENT OFFICE



Attachment “C”

Tourism Work Program (Proposed Fiscal Year 2020/21 Budget)

Memberships.....	\$ 18,000.00
(Sequoia Tourism Council, etc.)	
Office Expenses	\$3,000.00
(Office equipment and supplies)	
Professional & Skilled Services	\$3,000.00
(Studies, consultation, data services, etc.)	
Special Department Expense.....	\$20,000.00
(Advertising, preprinted material, trade shows, marketing, event sponsorship, etc.)	
Training / Professional Development.....	\$1,000.00
(Conferences, books, subscriptions, certifications, etc.)	
Transportation & Travel	\$1,000.00
(Conferences, courses, special events, prospect tours, site visits, etc.)	
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Total	\$46,000.00