



# Tulare County Economic Development Office Update & Work Programs

Board of Supervisors

June 30, 2020





# What is the Economic Development?

- Economic Development is the creation of wealth from which community benefits are realized. It is more than a jobs program, it's an investment in growing your economy and enhancing the prosperity and **quality of life** for all residents. – CALED
- The Tulare County Board of Supervisors and its employees are committed to serve their constituents with pride, innovation, and boldness to enhance the **quality of life** in Tulare County. – TC BOS
- The main goal of economic development is to improve the economic well being of a community through efforts that entail job creation, job retention, tax base enhancements and **quality of life**.
- There is no single definition of economic development, there is no single strategy, policy or program for achieving successful economic development.





## Background on the Economic Development Office

- Prior to 2012, the County had a Redevelopment Agency (RDA)
  - Resource Management Agency (RMA) had a Community & Development Services Branch.
  - The RDA housed all work related to economic development, housing infrastructure, grant implementation, film commission, tourism and more.
  - The program included 17 employees.
  - Effective February 1, 2012, the State of California eliminated RDA's and the Community & Development Services Branch was dissolved.
- The Economic Development Office was established one month after the RDA was eliminated.
  - The former RDA programs are housed within the Economic Development Office.
  - A total of 4 employees carryout the work programs.





# Economic Development Office (EDO)

1. Business Opportunities Program
  - BEAR Program
  - Business Response Team
  - Goals
2. Film Commission
  - Film Activities & Goals
3. Tourism Program
  - Tourism Activities & Goals
4. Grants Program
  - Grant Activities & Goals
5. Recent Economic Development Activity





# Business Opportunities

## Business Expansion Attraction and Retention (BEAR)

*Studies have shown that the businesses already existing in a community are responsible for up to 80 percent of all net new local employment.*

### Short Term - Objectives

- Open lines of communication and build relationships with local businesses.
- Provide support to local businesses.
- Solve immediate business concerns.
- Compile an inventory of existing businesses with contact information.

### Long Term - Objectives

- Continuous collaboration with a number of different service providers that can help with business growth, etc.
- Increase the competitiveness of local business.
- Establish and implement a strategic plan of action for business growth and economic development.





# Business Opportunities

## Business Response Team (BRT)

- Subject Matter Experts representing RMA Public Works, Planning & Building, TC Fire, Environmental Health, etc.
- Goal is to provide rapid and substantive assistance to developers and existing businesses as well as prospective new development opportunities.
- Primary objective is reduction in permitting and review time, thus helping companies save time and money.





# Business Opportunities

## Collaboration with Partners

- Work in partnership with the Tulare County Economic Development Corporation (EDC).
- Participate and work together with the Community Collaborative group.
- Provide assistance to smaller cities whenever possible.







# Business Opportunities Program

## Future Goals:

- Develop an Economic Development Strategy.
- Update the Economic Development Website.
- Increase social and news media marketing.
- Provide regular updates on local economic development activities and trends.
- Provide assistance to local businesses regarding available state incentives.







# Film Commission

- The Tulare County Film Commission was established to encourage film activity within Tulare County.
- The Film Commission:
  - Provides support and assistance to the film industry.
  - Provides assistance in finding shooting locations.
  - Assists in securing filming permits.
  - Provides a list of resources to filmmakers while working in TC.
- Supported in part with funding provided by the Tulare County Association of Governments (TCAG).
  - This includes \$50,000 in funding provided by TCAG.
  - Staffing, additional funding and other resources are provided by Tulare County.





# Film Commission

## ➤ Film Activities:

- Issued film permits for student films, commercials, indie films, television shows and music videos.
- Sponsor of Tulare County Office of Education's Slick Rock Student Film Festival.
- Participates in the Visalia Unified School District' Media Arts Academy Advisory Committee.
- Maintains membership in Film Liaisons of California (FLICS).
- Collaboration with a network of film offices and industry associates statewide.





# Tourism Program

Working collaboratively to build value.

➤ The Tourism Program:

- Provides economic returns for local businesses by growing tourist activity and increasing visits to our area.
- Positively market our communities and cities as great places to live, work and play.

➤ Sequoia Tourism Council:

- Works closely with local chambers, cities, state and federal partners to promote the County.

➤ The Mighty 190:

- Strengthening tourism and the economic base for businesses and communities along the Highway 190 corridor and southeastern part of the County.





# Tourism Program

## ➤ Tourism Value in 2019:

- Travel-related spending - \$540.5 million.
- Jobs supported by tourism – 5,500.
- State and local tax revenue - \$49.5 million.

## ➤ Activities in Support of Tourism:

- County dollars (\$15,000) combined with other contributions create a leveraged marketing budget that promotes the entire region.
- Funded the initial marketing/branding efforts for the Mighty 190.
- Annual Sequoia Visitor's Guide – 50,000 copies distributed.
- Participate in travel industry shows.
- Marketing research and other collaborative endeavors to increase tourism.





# Film Commission & Tourism Program

## ➤ Future Goals:

- Create online site location photo library.
- Increase social media marketing.
- Updated Film Commission & Tourism Web page.
- Increase promotional opportunities via exhibits, trade shows, advertising, etc.





# Grants Program

## Active Grants:

*In conjunction with the Planning Department.*

- Transformative Climate Communities Grant.
  - Matheny Tract Climate Adaption Plan - \$500,000.
- Senate Bill (SB2) Grant.
  - Infrastructure feasibility analysis and completion of housing programs and policies - \$310,000.

*In conjunction with the Public Works.*

- State Water Resources Control Board construction grant.
  - Replacement of the Seville water system - \$4,028,986







# Grants Program

## Additional Active Grants:

- Countywide Bottled Water Program.
  - Delivery of bottled drinking to households experiencing contaminated water or dry wells - \$3.6 million since 2014.
- HOME Program Income.
  - First time homebuyer assistance to 37 Self Help Enterprises homes being built in Orosi.

## Completed Applications in 2020:

- January – Home Program.
  - Countywide first time homebuyer assistance program - \$300,000.
- April – Prop 84 Wildlife Resiliency & Recovery Planning Grant.
  - To update the County's Safety Element - \$150,000.







# Grants Program

## Completed Applications in 2020:

- May – SWRCB Planning Grant for Saults and Loan Oaks Tracts.
  - Feasibility study, plans and specs to connect communities to the City of Tulare's wastewater treatment facility - \$500,000.
- June – Countywide Bottled Water Program.
  - Additional two years of funding the program - \$995,150.





# Grants Program

## Applications in Process:

- Local Early Action Planning Grant – Due 7/1/20
  - Infrastructure feasibility and municipal service reviews – \$500,000.
- Permanent Local Housing Allocation Program – Due 7/27/20.
  - Housing related projects that assist unmet housing needs – \$3.5 million/5 years.
- Matheny Tract Wastewater Collection Construction
  - Unknown amount and no due date at this point in time.
- Yettem Seville Phase II – Up to \$5 million.
  - No Due Date.
- CDBG-CV – Due 8/3/20.
  - For Covid-19 related activities – \$490,166.





# Grants Program

## Future Goals:

- Outline a Grants Strategy.
  - Research Available Funding Opportunities.
  - Identify the Application Process.
  - Educate the public & potential partners.
- Establish a Procurement Policy.
  - Important to demonstrate readiness to increase competitiveness.
- Establish a Project List.
  - With BOS approval, this will assist in seeking specific funding opportunities.





## Current Economic Activity:

- Building Permits
- Industry Sectors
  - Agribusiness
  - Renewable Energy
  - Healthcare
  - Industrial
  - Retail/Commercial
- Outlook for next year

## Acknowledgements:

- The Board of Supervisors
- The County Administrative Officer
- Our Partners throughout the County
- All the RMA staff that gets it done!





# Economic Development Office Update and Work Programs

Request that the Board of Supervisors:

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

