



Fresno County
EDC

Growing the California Dream

About the "EDC"

PRESENTED TO
Kingsburg Chamber of Commerce

By
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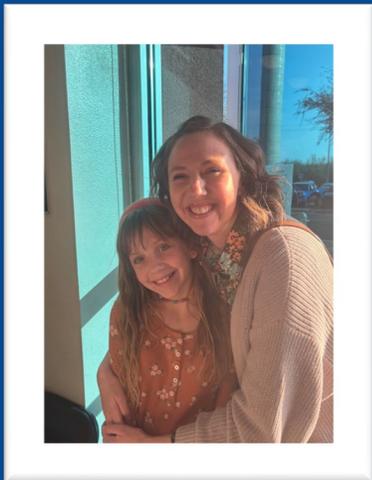


Agenda

- Introduction
- Organizational History and Background
- Business Services
- Workforce Development
- Community Development

Introduction: Me!

- Longtime resident of Fresno County's east side (Reedley).
- English literature graduate from FPU.
- Nonprofit fund developer by trade.
- One year in my current role at EDC.
- Lindy hop swing dancer and teacher.



- Married to Loren (not a typo). 7th grade science teacher at Rafer Johnson. What a saint.
- Mom to Amelia & Lily, grades 6 and 3. Students at Reagan and Lincoln. Absolute goblins and total sweethearts.



History and Background: Fresno County Economic Development Corporation

Who We Are

- Incorporated in 1981, the Fresno County Economic Development Corporation (EDC) is a public/private non-profit organization (501c-6) promoting economic growth and development in Fresno County.
- The EDC serves the Fresno County and its 15 cities:

Clovis, Coalinga, Firebaugh, Fowler, Fresno, Huron, Kerman, Kingsburg, Mendota, Orange Cove, Parlier, Reedley, San Joaquin, Sanger, and Selma.



Mission, Vision, & Goals

Mission

“To establish Fresno County as the premier location for business prosperity.”

Vision

“To be recognized as the *Essential Connection* for expanding economic development in Central California.”

Goals

1. Attracting new businesses to Fresno County.
2. Helping businesses expand and stay in the area.
3. Encouraging investment and job creation in Fresno County.
4. Fostering a business environment that encourages expansion and retention.

Organizational Structure





Business Services





Business Services

"The business of
resourcing
business"

Business Services is at the core of EDC's mission with projects categorized as:

- Attraction
- Expansion/Retention

Services vary by project and include one or more of the following:

- Data, Research, and Marketing (RFIs)
- Site Selection & Relocation Services
- Economic Impact Analysis
- Technical assistance for economic incentives (state/local tax credits, utility reduction assistance, etc.)
- Regulatory & permitting assistance
- Financial resources facilitation
- Workforce development resources



Challenges we see: a short list

Industry-specific challenges example: Restaurants

- Restaurants are struggling to stay afloat in the aftermath of Covid-19.
- Many took out PPP or EIDL loans.

Rising cost of operations:

- Unexpected utility rate hikes, minimum wage mandates, and rising materials costs have led many businesses to look outside of California.

Lack of industrial properties:

- Fresno County does not have a lot of available properties that meet industrial needs for large project development.

Workforce:

- Business owners struggle to hire and retain quality candidates.



How business services staff has helped: a short list

Restaurant challenges:

- Outreach & technical assistance (TA) for Restaurant Resilience grants.
- Connecting owners to reputable finance partners (banks, CDFIs, etc.).

Utility rates:

- Providing outreach and TA about PG&E's Economic Development Rate (EDR).
- Connecting small business owners to PG&E's Small Business Resource team for on-bill finance options.

Lack of industrial properties:

- Worked to secure the Scannell Properties approval for new available space.
- Partner with city and county staff, as well as brokers, to stay apprised of trends.

Workforce development:

- EDC business services staff navigate clients to EDC workforce development colleagues for customized solutions in training, upskilling, and developing their talent pipeline.



EDC Business Services Impacts: 2023-2024

ATTRACTIONS (ONGOING) IMPACTS

1,893
future new jobs

\$129.7M
labor income

\$221.7M
gross regional product

\$740.1M
total annual impact

ATTRACTIONS (FIXED) IMPACTS

1477
temporary jobs

\$104.6M
labor income

\$143.6M
gross regional product

\$350.9M
total annual impact

BUSINESS EXPANSION AND RETENTION (BEAR) IMPACTS

\$1.5 M
secured in direct funding & utility rate reduction

133
new jobs

\$9.6M
labor income

\$20.2M
in the regional economy



Workforce Development





What is Workforce Development?

- Fresno County EDC has long recognized that economic development and workforce development go together.
- The Workforce Development Team at Fresno County EDC provides a wide range of employment and training services for job seekers, incumbent workers, and businesses.
- These programs are funded by several local, state, and federal grants including the Good Jobs Challenge, High-Speed Rail, California Jobs First, and Fresno County Department of Social Services.





GOOD JOBS

CENTRAL VALLEY

Four industry sectors:



**Business
Services**



Construction



Manufacturing



**Transportation
/ Logistics**

Four counties: Fresno, Kings, Madera, and Tulare

Goals:

- 2,500 job placements through 2027
- Focus on fast training into high-quality careers
- 800+ stipends / incentives to distribute in 2024 and 2025 through California Jobs First funding



CENTRAL VALLEY TRAINING CENTER

- Launched in 2020. Funded by California High-Speed Rail through a partnership with the City of Selma, Building Trades Council, and Fresno Economic Opportunities Commission
- Focused on hands-on training in construction trades alongside “soft skills” development for long-term unemployed individuals.
- Cohort 15 set to complete later this month, which will bring the number trained since 2020 to 235 people.





READY 2 HIRE

- Partnership with Department of Social Services (DSS) dates to 2014
- International Economic Development Council Gold Award in 2018
- Provides subsidized employment for Welfare-to-Work recipients at participating businesses in exchange for on-the-job training
- Businesses have received about \$15 million in wage reimbursements in the past 10 years





Community Development

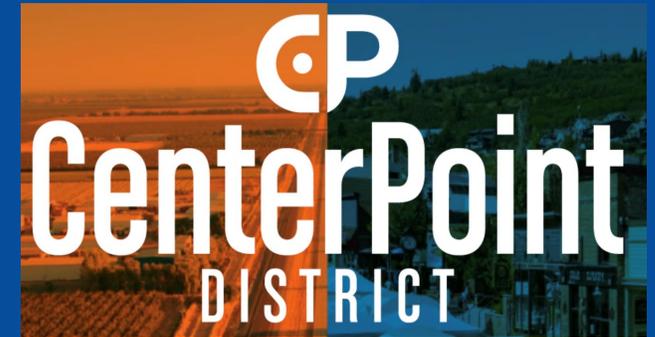




Community Development

As a strategic partner and trusted advisor to Fresno County, we actively lead community development initiatives:

- Economic Advocacy & Policy
- Comprehensive Economic Development Strategy (CEDS)
- Sierra San Joaquin Jobs First + California Jobs First
- Fresno's Impact Economy
- Five Cities JPA (rebranded as CenterPoint District)
- Marketing Fresno County



THANK YOU



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