

This is a request from the Fresno County Board of Supervisors to have the Council of Governments Policy Advisory Committee recommend approval to the Policy Board to appoint a member from the Policy Board whose City is West of Freeway 99 in Fresno County to serve on the County of Fresno Economic Development Action Team (EDAT).

The EDAT was approved for formation originally as a part of the Economic Development Element as a portion of the County of Fresno General Plan in the year 2000. History shows in 2003 the EDAT was formed but never gained traction and was not fully developed.

In 2008 the County formed the Blue Ribbon Business Committee, with two members each appointed by each of the Board of Supervisors, serving two year terms. Its mission was to make recommendations to the Board regarding policies, programs and procedures that improve economic and business conditions within the unincorporated areas of Fresno County. Administration of this committee was then passed on to the EDC on August 9, 2011 until the committee was disbanded on January 13, 2013, when the Committee had advised the EDC that the Blue Ribbon Business Committee had run its course, produced valuable insight, but was no longer needed in its current format.

The CAO in 2013 consulting with the EDC developed a new Strategy Committee comprised mostly of EDC Board Members, the former Blue Ribbon Committee's chair, Clovis Economic Development Director and business owners.

Today this Committee has different players and works as the County Economic Development Strategy (CEDS) Report, Strategy Committee that the Fresno County EDC assembles to provide, "clarity and input" into the CEDS report. The Committee met four times between May and October of 2016 to discuss the socioeconomic trends and the local economic development initiatives.

The Strategy Committee is assembled as needed but does not fully fulfill the Goals and Policies of the Economic Development Element.

The Economic Development Element has within it 3 main Goals with 50 total Policies and 18 Implementation Programs. No one agency working within the economic development arena in Fresno County covers all of these. This is why we look now to actually form the EDAT team as called out in the approved Economic Development Element of the 2000 General Plan.

There is no duplication of efforts in forming this team, instead it is a comprehensive coordinated approach different from what is happening today, by pulling all the organizations affiliated and affected by the economic development issues together as one.

At the June 6, 2017 Board of Supervisors meeting the Board voted and approved the formation of the County of Fresno Economic Development Action Team. As well, they approved a roster of thirteen (13) team members as follows:

Two (2) Fresno County Supervisors

The County of Fresno County Administrative Officer (CAO)

The County of Fresno Director of Public Works and Planning

The County of Fresno Agricultural Commissioner

One (1) City elected representative assigned by the City of Fresno

One (1) City elected representative assigned by the City of Clovis

One (1) City elected representative assigned by the Five Cities Consortium from
the East side of the County

One (1) City elected representative assigned by the Fresno County Council of Governments from the West side of the County
One (1) representative from the Fresno County Farm Bureau
One (1) representative from the Fresno County Economic Development Corporation
One (1) representative from the Fresno Chamber of Commerce
One (1) representative from the Fresno & Clovis Convention & Visitors Center

We also envision this team developing 12 subcommittees to bring many more players to the team so that all of Fresno County and its citizens are represented.

There will be many challenges in this endeavor, which we must look at these as opportunities. We know that this plan is very ambitious, but we have never known the people of Fresno County to shy away from hard work.

The team will meet and work initially as follows:

1. Update the Economic Development Element to meet 2017 standards and prepare for the 2020 update of the County General Plan.
2. Develop Committee by-laws and procedures.
3. Develop strategy to fulfill all policies and implementation programs within the updated Economic Development Element.
4. Review infrastructure needs and develop countywide plans to fulfill needs and pursue funding. (the time is right to strengthen relationships with the EDA and others to invest in Fresno County):
 - A. Water/Sewer
 - B. Utilities
 - C. Streets/Roads/Highways and Improvements
 - D. Developing a plan to expand the FYI Airport for larger plane landing capability
 - Expand the airport's port of entry (the next great transportation project, like Highways 41, 168, 180 and High Speed Rail were and are)
5. Review and recommend countywide attraction incentives
6. Develop sub committees
7. Other items as deemed necessary

Supervisor Quintero and staff reached out to all sister cities and entities on a very short notice yet we received letters of support for passage of this team effort from 8 of our 15 cities, including 3 letters from the city of Fresno. Also the EDC, Fresno Chamber, Fresno Clovis Convention and Tourism Bureau and verbal support from the Fresno County Farm Bureau.



Board Agenda Item 7

DATE: June 6, 2017

TO: Board of Supervisors

SUBMITTED BY: Sal Quintero, Supervisor, District 3, County of Fresno

SUBJECT: Formation of County of Fresno Economic Development Action Team

RECOMMENDED ACTION(S):

1. **Approve and authorize the formation of the County of Fresno Economic Development Action Team, as outlined in the Economic Development Element of the County of Fresno 2000 General Plan.**
2. **Approve the roster of thirteen (13) team members of the County of Fresno Economic Development Action Team to be as follows:**
 - Two (2) Fresno County Supervisors**
 - The County of Fresno County Administrative Officer (CAO)**
 - The County of Fresno Director of Public Works and Planning**
 - The County of Fresno Agricultural Commissioner**
 - One (1) City elected representative assigned by the City of Fresno**
 - One (1) City elected representative assigned by the City of Clovis**
 - One (1) City elected representative assigned by the Five Cities Consortium from the East side of the County**
 - One (1) City elected representative assigned by the Fresno County Council of Governments from the West side of the County**
 - One (1) representative from the Fresno County Farm Bureau**
 - One (1) representative from the Fresno County Economic Development Corporation**
 - One (1) representative from the Fresno Chamber of Commerce**
 - One (1) representative from the Fresno & Clovis Convention & Visitors Center**

Approval of the first recommended action by the Board of Supervisors is to implement Policy ED-A. 3 of the Economic Development Element of the County of Fresno current General Plan approved in the year 2000.

Approval of the second recommended action by the Board of Supervisors would designate the roster of members for the action team as outlined in Policy ED-A. 3. All facets of the team components outlined in the policy to be assigned are, representatives from County departments, including the Agricultural Commissioner, city representatives and regional organizations engaged in various facets of economic development in the county.

ALTERNATIVE ACTION(S):

The Board could approve with a change in the roster of less or more than thirteen (13) members of the County of Fresno Economic Development Action Team, from which departments, from which organizations, etc. The

Board could choose not to approve the described action(s).

FISCAL IMPACT:

There is no additional net county cost associated with the recommended action.

DISCUSSION:

Fresno County's unemployment rate has remained among the highest in California and the county's average wage levels have been low. Diversification into new agricultural technological advances, the tech world, medical fields, manufacturing, distribution and other sectors may be the key to changing the high unemployment and low wage average.

As stated in the County of Fresno Economic Development Element of the General Plan, "Fresno County's Economic Development Strategy seeks to change the pace and direction of business and employment growth in the county. For this effort, strong leadership and regional partnering and coordination are needed." With the state of the economy and the need for more jobs, the County should implement this portion of the Economic Development Element taking on this leadership role in promoting economic development. Working in collaboration with the proposed team members, will bring an abundance of resources and ideas.

The long-term and short-term objectives of the County are to work with cities, the private sector, education and other organizations to provide much needed local workforce training, create good jobs at a faster rate than population growth to bring Fresno County in line with the rest of California in terms of employment rates and wage levels. With the Economic Development Element within the County of Fresno's General Plan divided into three sections: Job Creation, Economic Base Diversification, and Labor Force Preparedness, the County can be poised to be the point organization in collaborations with all its cities, unincorporated areas, public/private sector, economic development and educational organization partners.

The formation of this County Economic Development Action Team would work to achieve all points previously stated in this discussion and should be viewed as an enhancement and partnership to all other public/private entities and organizations involved in the economic development sector of Fresno County. Additionally it sends a strong signal to all industries that the County of Fresno is open for business.

The three goals set forth in the Economic Development Element, in the General Plan:

1. Job Creation
2. Economic Base Diversification
3. Labor Force Preparedness

That gives the action team the direction needed to work together through initially planning meetings, site identification, site preparation and then direct contact with existing and potentially new and different types of industry to expand and bring to Fresno County. The initial planning meetings would focus on insuring that Fresno County, its Cities and Unincorporated Area partners have not only the availability of space for new industry, but have the infrastructure or plans for providing the infrastructure along with possible incentives to attract the expansion of existing business or new industry.

You will find that the attached copy of the Economic Development Element provides goals, a vast array of policies and implementation programs with direction as to which departments, personnel or partners are responsible. The policies and programs fall under each of the three main goals as follows:

- A. JOB CREATION (Goal ED-A: To increase job creation through regional leadership, agricultural productivity, and development of high-value-added processing firms)
 1. Agricultural Land Productivity
 2. High Value Added Agriculture

3. Implementation Programs

- B. ECONOMIC BASE DIVERSIFICATION (Goal ED-B To diversify the economic base of Fresno County through the expansion of non-agricultural industry clusters and through the development and expansion of recreation and visitor-serving attractions and accommodations)
 - 1. Information Technology and Non-Agricultural Industry
 - 2. Recreation and Tourism
 - 3. Implementation Programs
- C. LABOR FORCE PREPAREDNESS (Goal ED-C: To improve labor force preparedness by providing the local workforce with the skills needed to meet the requirements of an increasingly diverse business sector in the 21st century global economy)
 - 1. Policies
 - 2. Implementation Programs

ATTACHMENTS INCLUDED AND/OR ON FILE:

Economic Development Element

Letter of Support from Fresno County Economic Development Corporation (EDC)

Letter of Support from the Fresno Chamber of Commerce

Letter of Support from the City of Fresno Council Member Council President Olivier

Letter of Support from the City of Fresno Council Member Chavez