



TULARE COUNTY ECONOMIC
DEVELOPMENT CORPORATION

A Different California

**Preliminary
Strategic
Workplan
24-25 FY**



Overview of Core Function Services

**Attract new
commercial,
industrial, and
specialty
businesses to
the Region**

**Promote
Regional
Attributes**

**Provide a forum
for Economic
Dialogue**

Key Activities

PRACTITIONERS

The only local-level practitioners for the Governor's office of Business & Economic Development and the Federal Admin. of Econ. Dev.

SITE SELECTION

24/7 Industrial & Commercial Real Estate Database with local workforce and industry demographics

RECRUITMENT

Primary Marketing Entity for Tulare County

"Big Fish" fishing

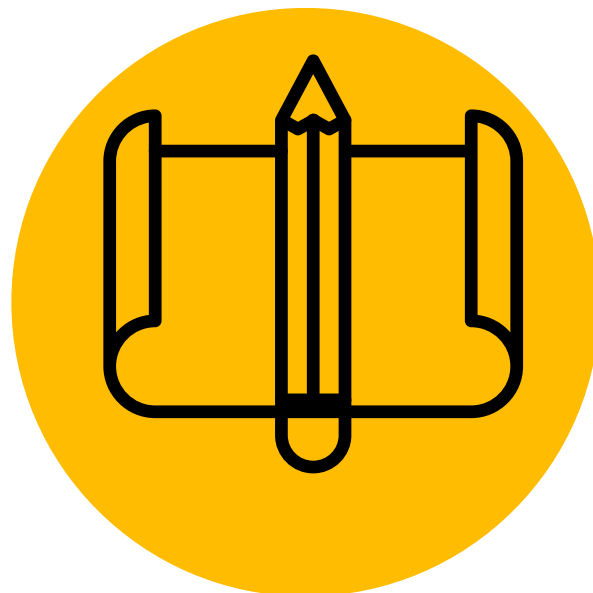
Practitioners



STATE OF CA

Governor's Office of Business & Economic Development

- New Business Leads & Facilitation
- CA Jobs First (S2J2)



FEDERAL GOVT.

Federal Economic Development Administration (EDA)

- Tulare County 5-year CEDS Report



SIERRA
SAN JOAQUIN
JOBS

- TCEDC Representing Economic Development
- \$500 Million allocated across the state
- Working with Fresno, Madera, Kings, Tulare Counties
- Next few months: Regional Strategy Team & Investment Plan, Catalyst Proposal Review, “Spring Sprint”

Employer & Industry Recruitment



- LEADS by source
 - Referral
 - Direct (website, phone, email)
 - Contracted Vendor
 - GOBiz (Governor's Office of Business & ED)
 - CCVEDC (CA Central Valley EDC)
 - Broker/Site Selector

78%

EDC Exclusive

27

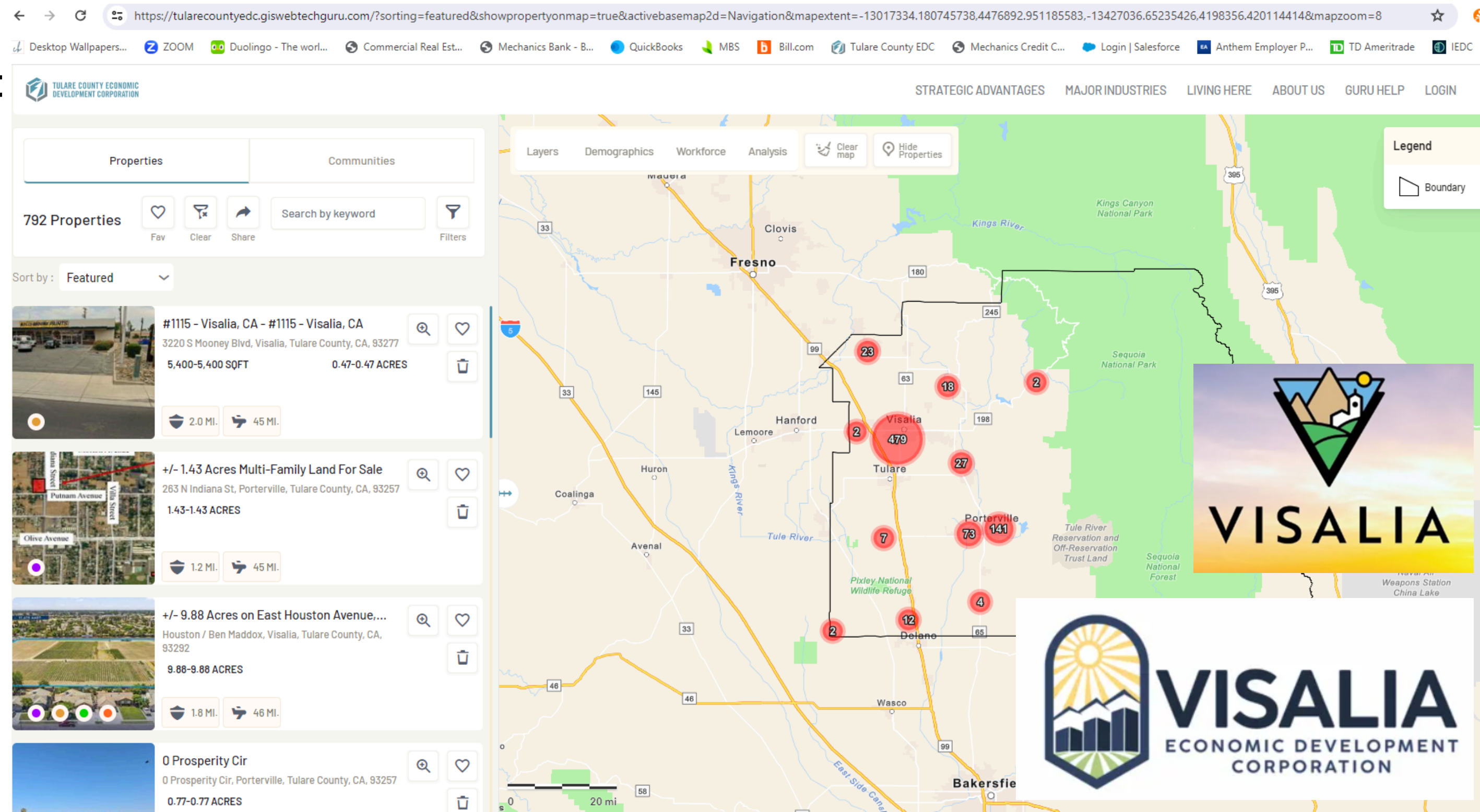
Site Selector
Missions

7

Legislative
Meetings

Employer & Industry Recruitment

- Real Estate & Demographic Database:
 - GIS Webtech,
 - 3D Spec Building Technology,
 - ESRI-based Demographics,
 - Zoning and Utility layers



23-24 Workplan Achievements




- Public, private, and event financial goals
- Integrating new services: GIS Webtech, Implan
- Generating new leads: Digital marketing campaign (impressions), website visits/connections
- Marketing and Consulting services: Regional Tour, County SWOT, Tulare County CEDS (5year)

TELLING THE TULARE COUNTY STORY

 (559) 625-3100  

TULARE COUNTY ECONOMIC
DEVELOPMENT CORPORATION



CONTACT US 

Strategic Advantages ▾

Incentives & Resources ▾

Site Selection ▾

Life in Tulare ▾

About Us ▾



Welcome to Tulare County

"A Different California"

LIFE ENHANCING ENVIRONMENT


With an area of 4,863 miles, the county boasts a breathtaking landscape, complete with mountains, national forests and rich farmland, attracting millions of tourists each year. Mountain peaks of the Sierra Nevada range rise to more than 14,000 feet in its Eastern half, which comprises primarily public lands within the Sequoia National Park, National Forest and the Mineral King, Golden Trout and Domeland Wilderness areas.

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Featured Properties



YS Industrial Project – Building 3 | Visalia, CA

 Lot Size: N/A  Building Size: 176,800 SF  Type: Lease  Price: \$9.60 / SF / Year

View Full Detail & Contact Info →

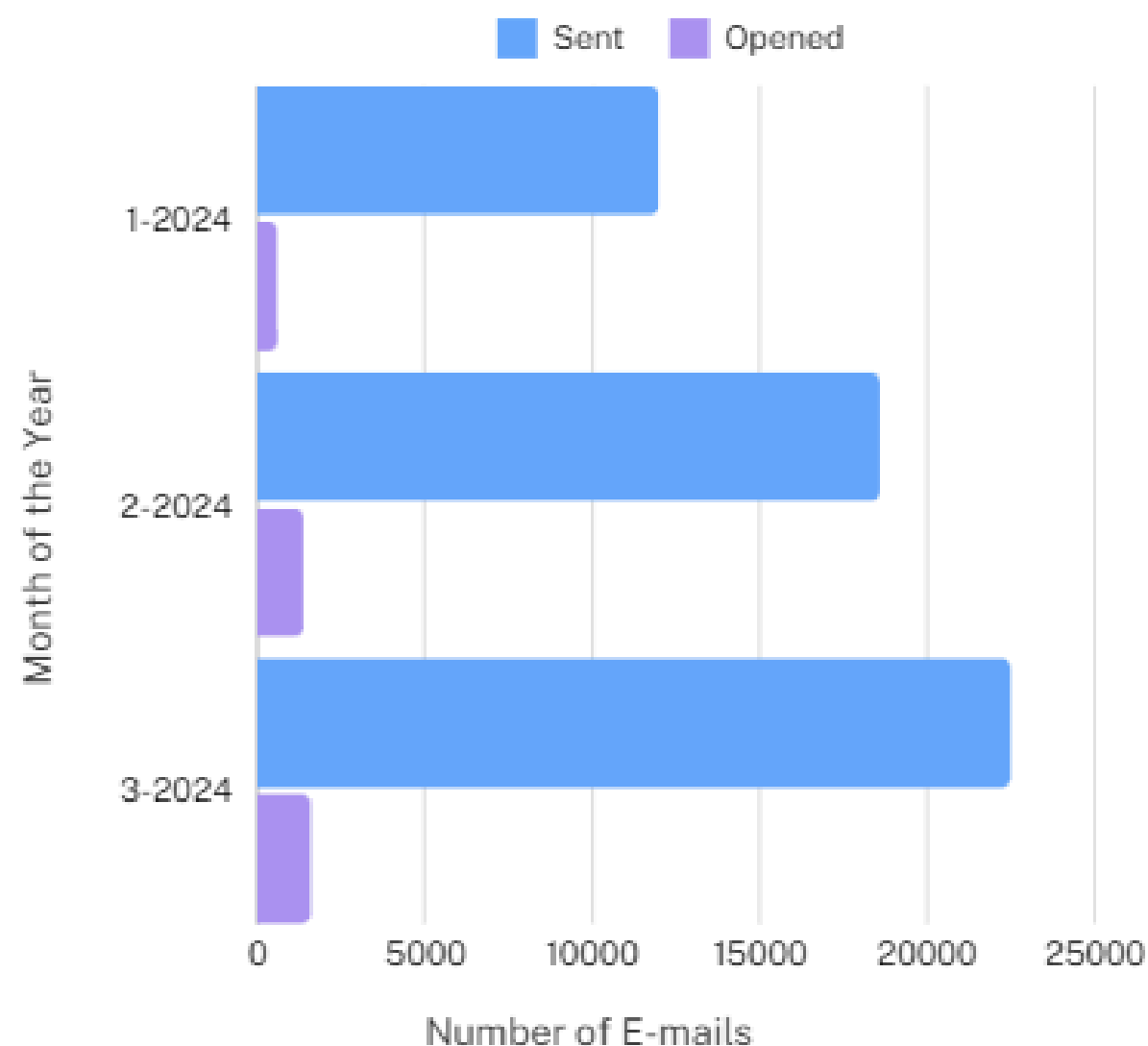
TELLING THE TULARE COUNTY STORY

Impressions Digital Marketing Campaign



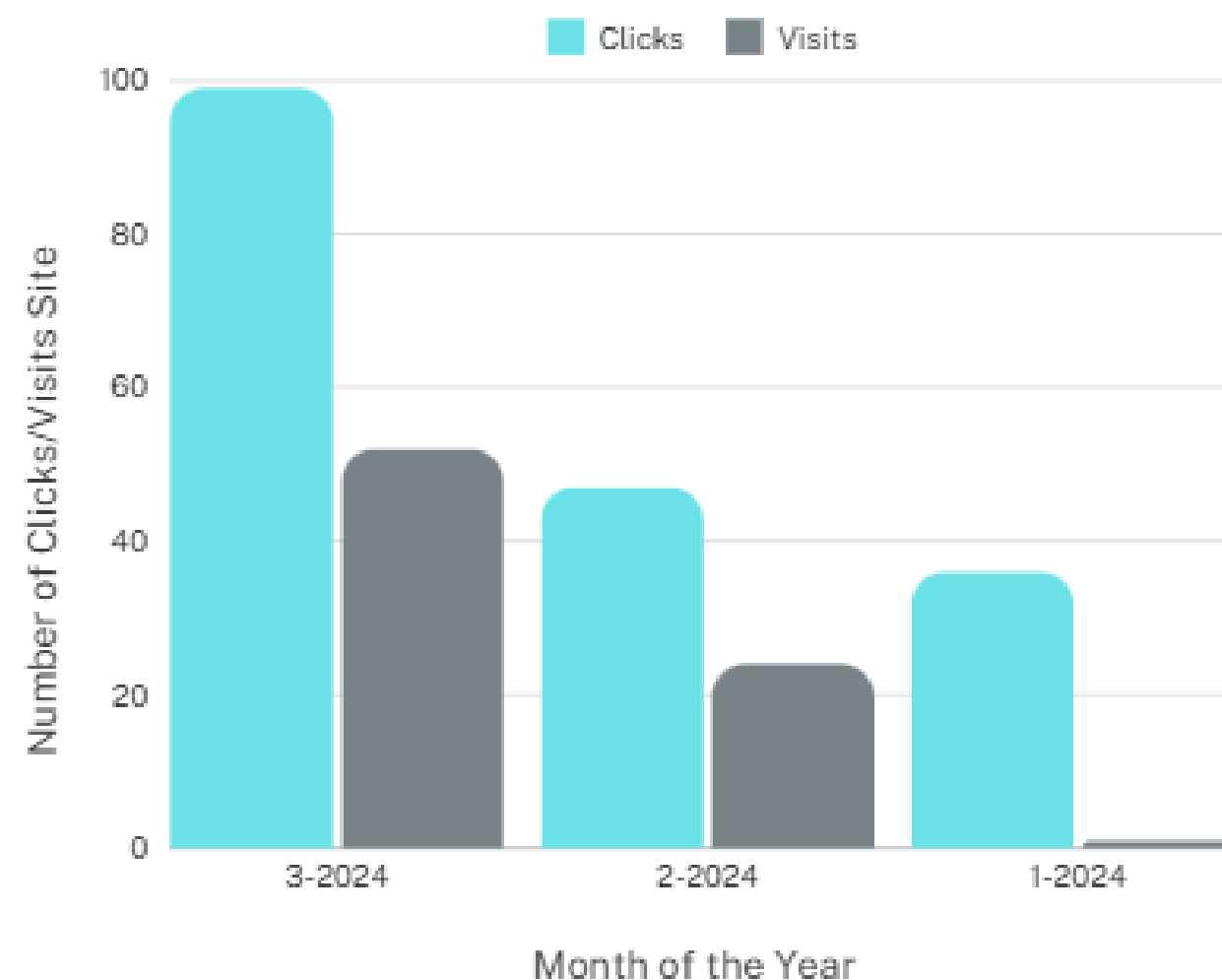
EMAIL CAMPAIGN

E-mails sent and e-mails opened



VISITORS

Results recipients that browsed the site and clicked on specific tabs.



23-24 Revenue Goals

Private Partners

Private Partners \$70,000

Event Revenue (Gross) \$70,000

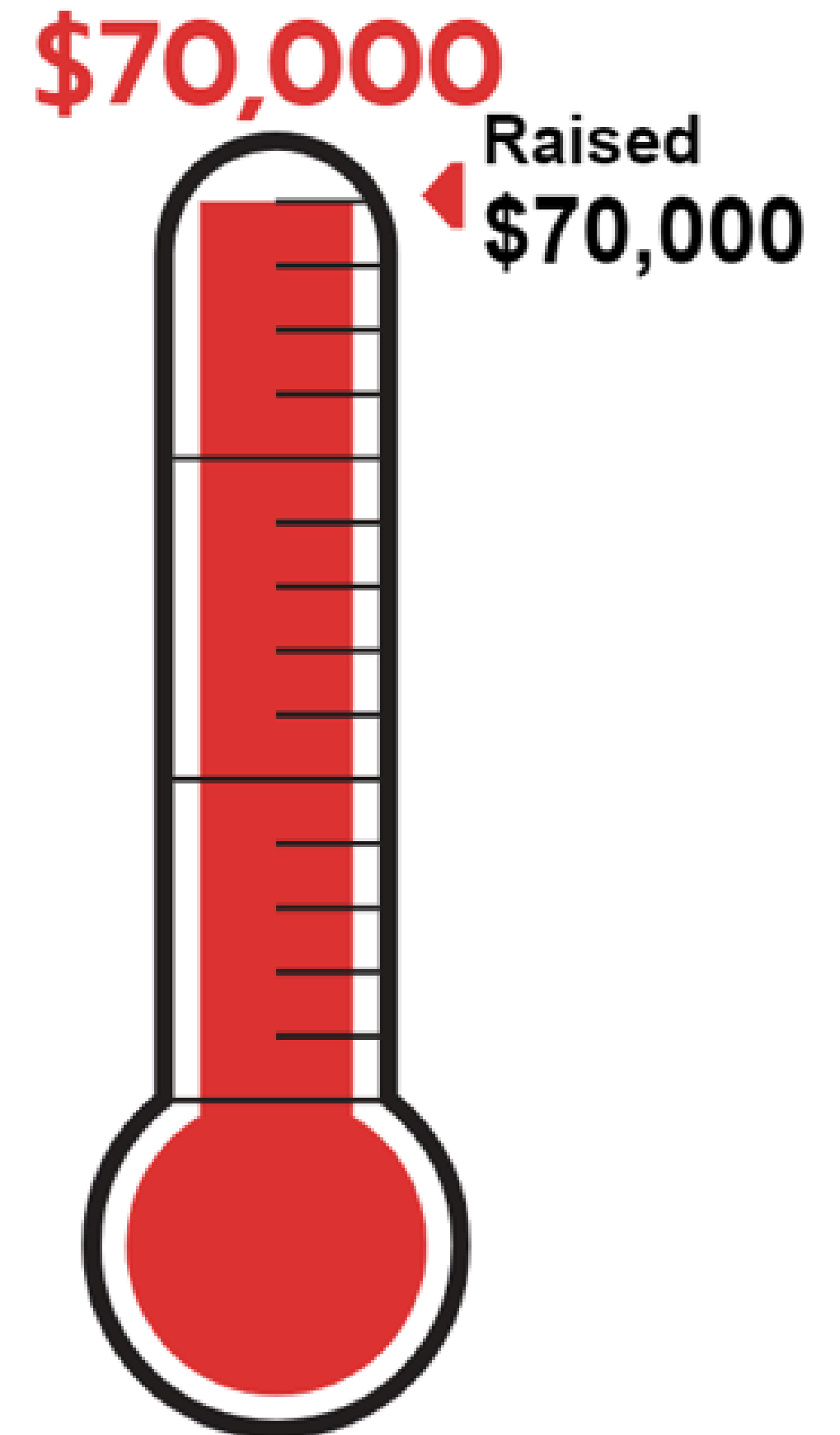
Total Goal \$140,000

Additional funding recieved:

\$25,000 CRA Grant, Bank of the Sierra

Total FY \$165,000

(\$40k A/R)



PUBLIC PARTNERS

City of Dinuba
City of Exeter
City of Farmersville

City of Lindsay
City of Porterville
City of Tulare

City of Visalia
City of Woodlake
County of Tulare

PRIVATE PARTNERS

4Creeks, Inc.
7Points
Adventist Health
AltSys Solar
Bank of the Sierra
Colliers Commercial
College of the Sequoias
Eagle Mountain Casino/ Tule River Tribe
Educational Employees Credit Union
Kaweah Health
Newmark Pearson
Pacific Gas & Electric

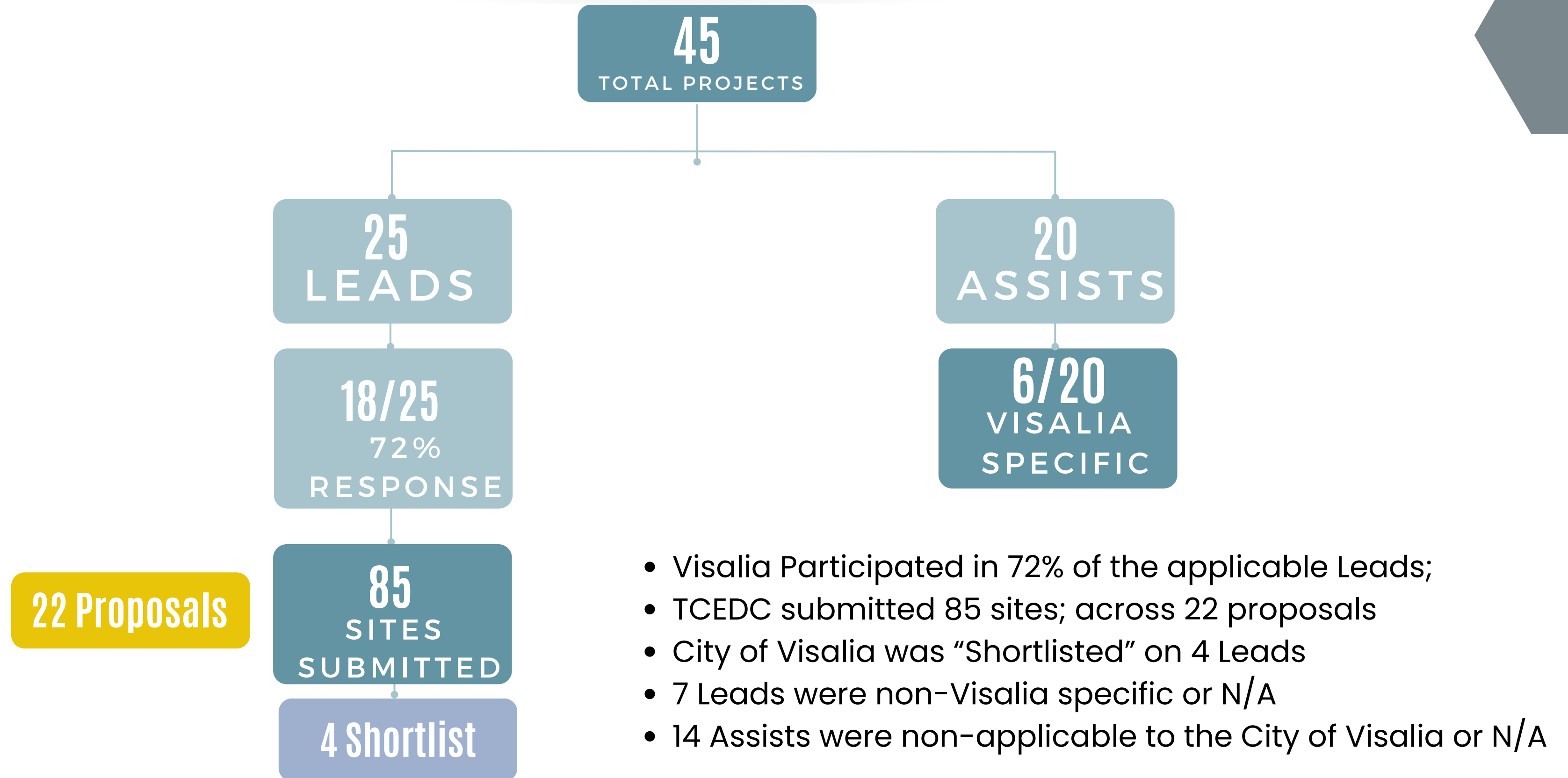
Proteus
ReMax Commercial
Seals Construction
Setton Farms
Staffords Chocolates
Southern California Electric
Southern California Gas
True North Physicians Agency
Tulare Chamber of Commerce
Valley Children's Hospital
Valley Strong Credit Union
Ventura Coastal



Tulare County's ONLY Economic Summit



City of Visalia Project Metrics, 23-24 FY



Prelim 24-25 FY Workplan Priorities

“Maintaining Momentum”

1. Lead Generation

- Increase impressions through Digital Campaign towards: TCEDC Website, GIS Database platform, and "Featured City Properties."
- Broker and Site Selectors Missions

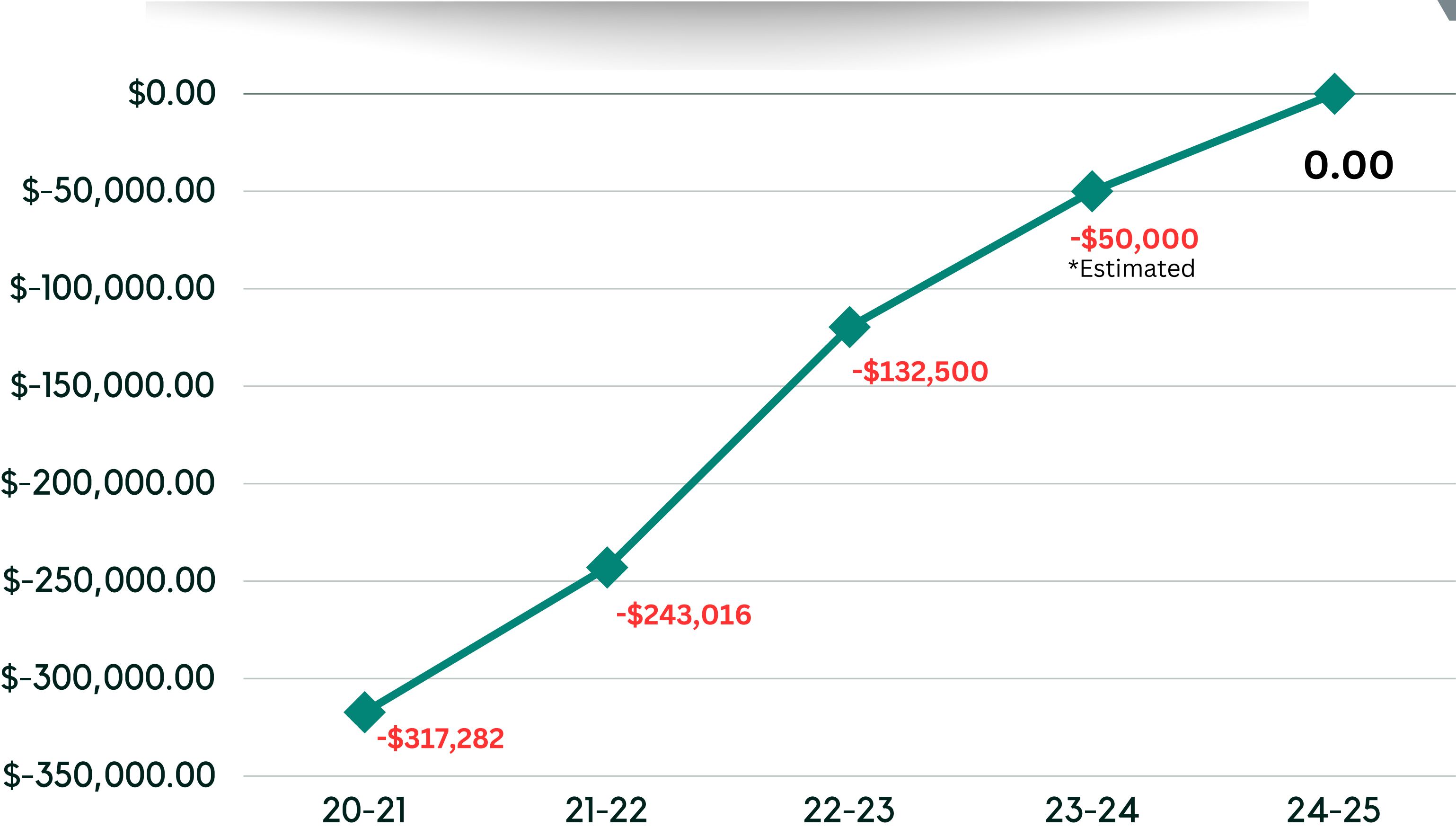
2. Increase Partner Participation

- Increase Private Partner Recruitment; lead tracking
- Energize Public Sector Participation,

3. Close the Gap

- Reduce deficit to a Zero-based budget
- Increase annual Private Partner memberships and Event Revenue goals
- *No membership increases for Public Sector

Closing the Gap



TCEDC's Current Financial Health



- \$210k in TCEDC Investment Account
 - Board of Directors borrowed \$60k from investment account at the start of 23-24 FY
 - \$60k replaced mid Q2 of 24-25 FY
 - Liquid \$85k in operations (as of 5/20/24)
 - \$40k in A/R (as of 5/20/24)



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