



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

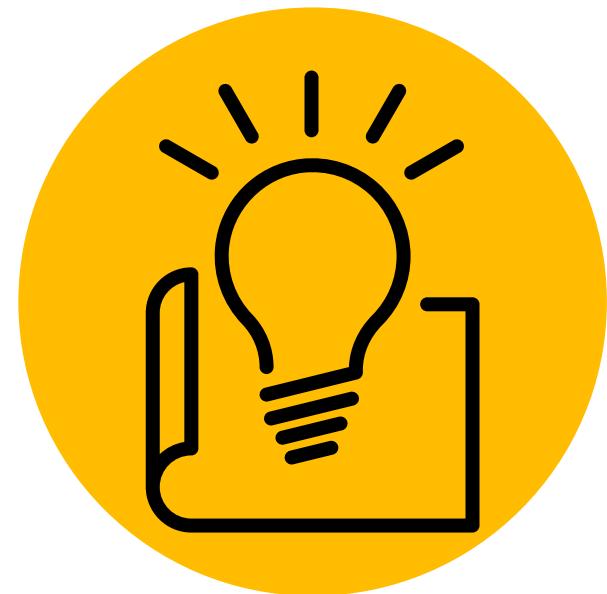
24/7 Industrial & Commercial Real Estate Database with local workforce and industry demographics

## RECRUITMENT

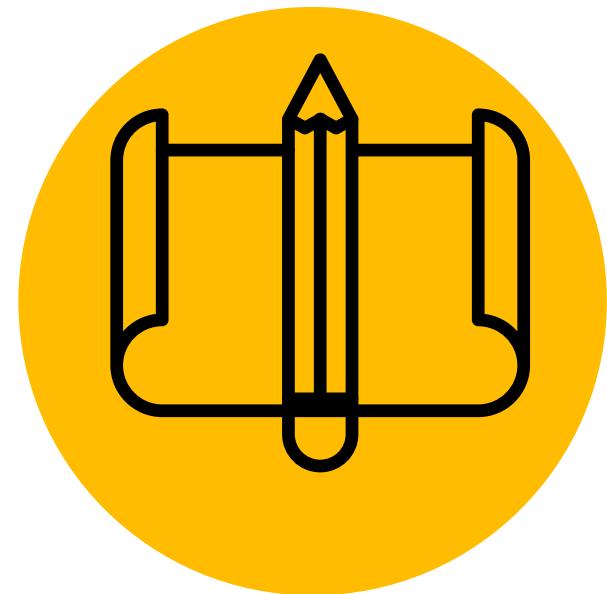
Primary Marketing Entity for Tulare County

“Big Fish” fishing

# Practitioners



**STATE OF CA**



**FEDERAL GOVT.**

## **Governor's Office of Business & Economic Development**

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

## **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”

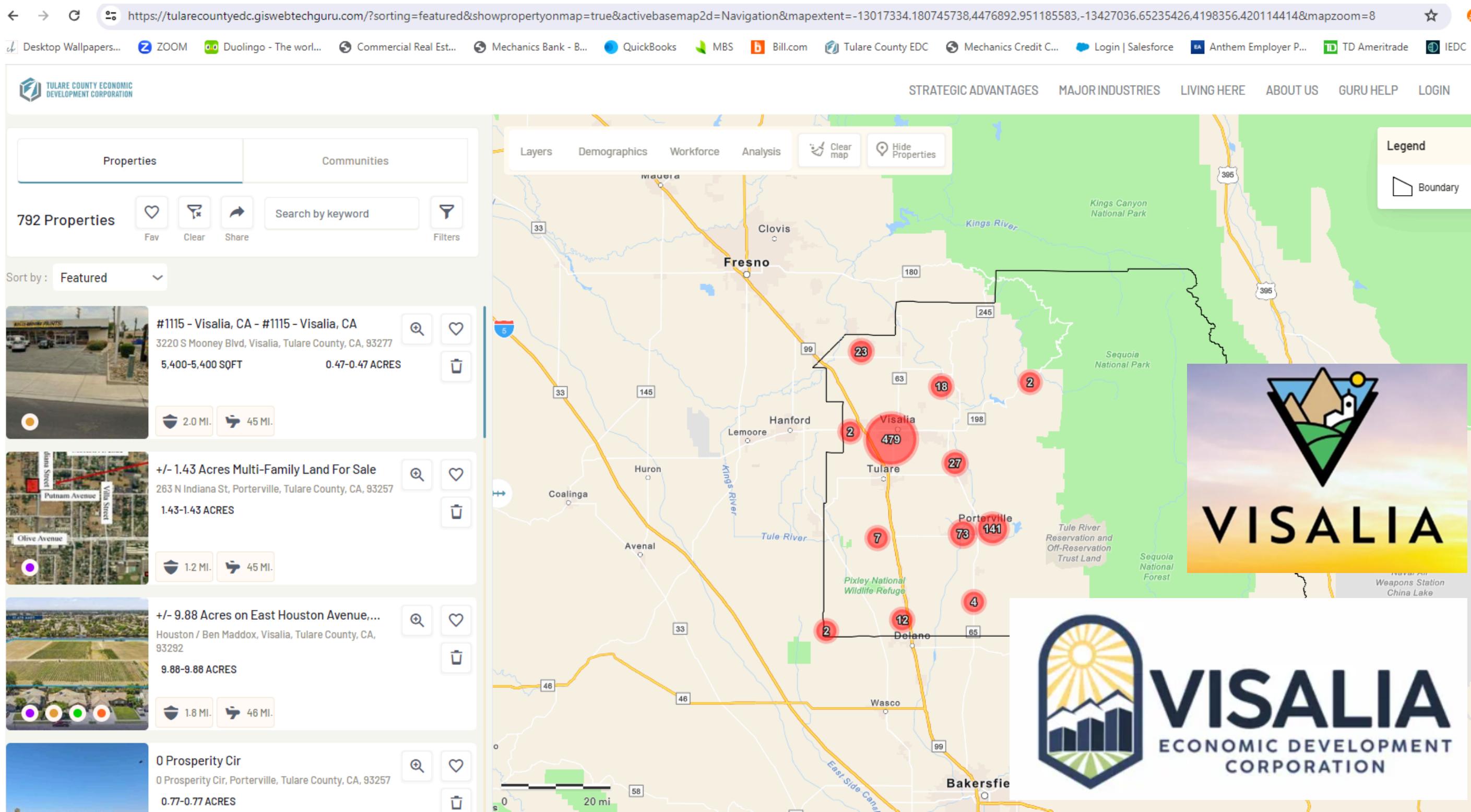
# Employer & Industry Recruitment

- 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



# 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



Strategic Advantages ▾

Incentives & Resources ▾

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CONTACT US



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 →](#)

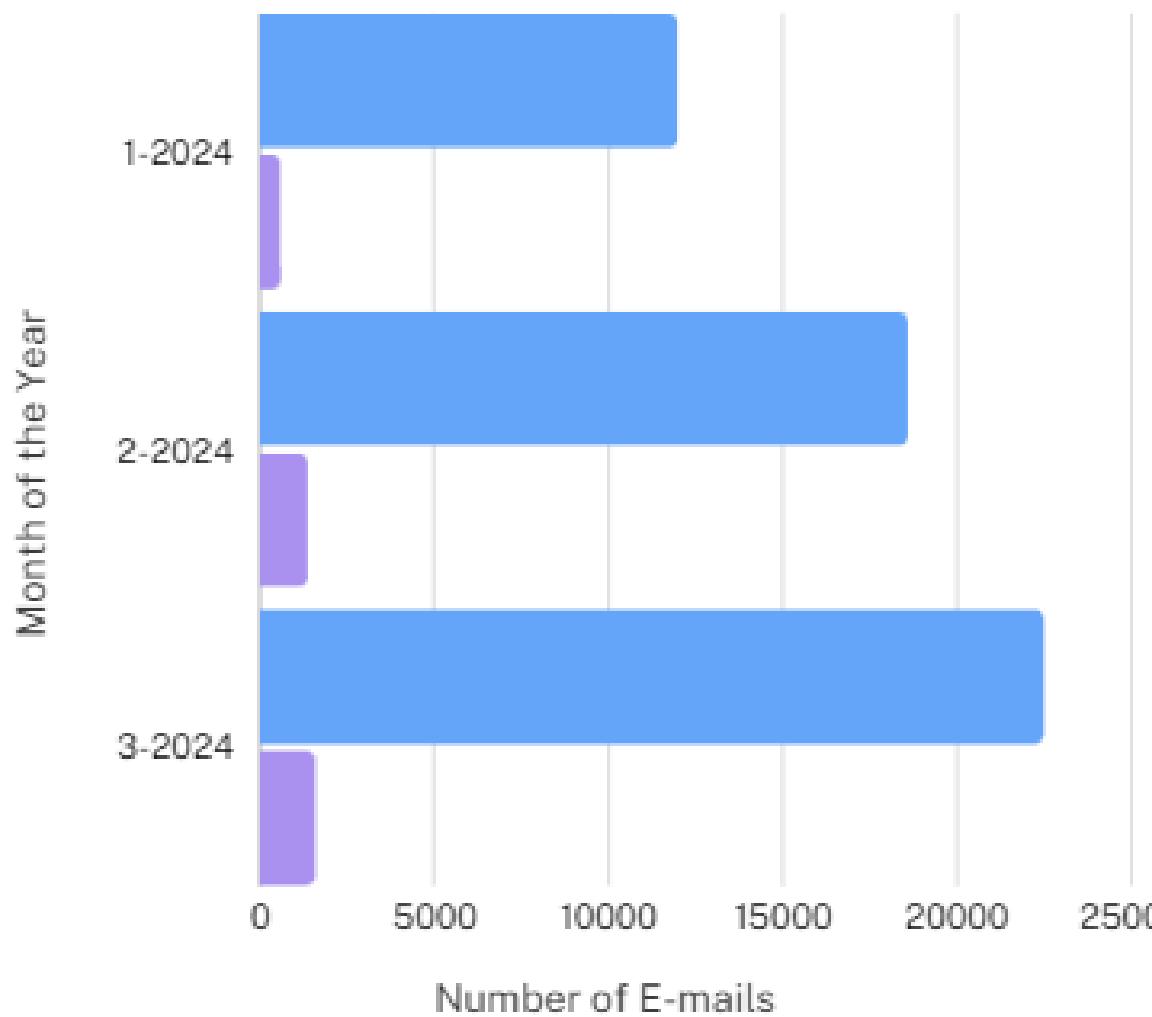
# TELLING THE TULARE COUNTY STORY

## Impressions Digital Marketing Campaign

### EMAIL CAMPAIGN

E-mails sent and e-mails opened

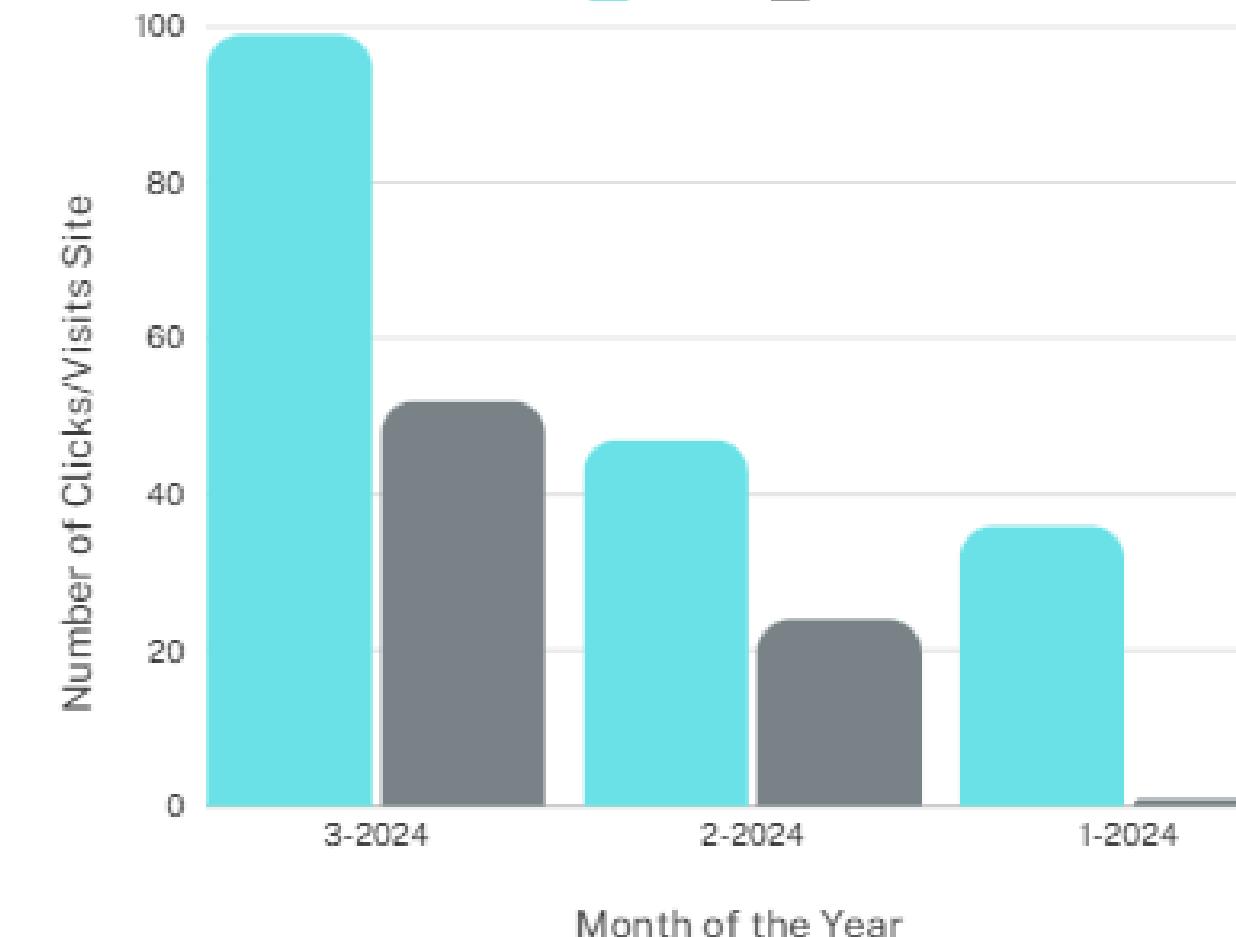
Sent      Opened



### VISITORS

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

Clicks      Visits



# 23-24 Revenue Goals

Private Partners \$70,000

Event Revenue (Gross) \$70,000

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Total Goal \$140,000

Additional funding received:

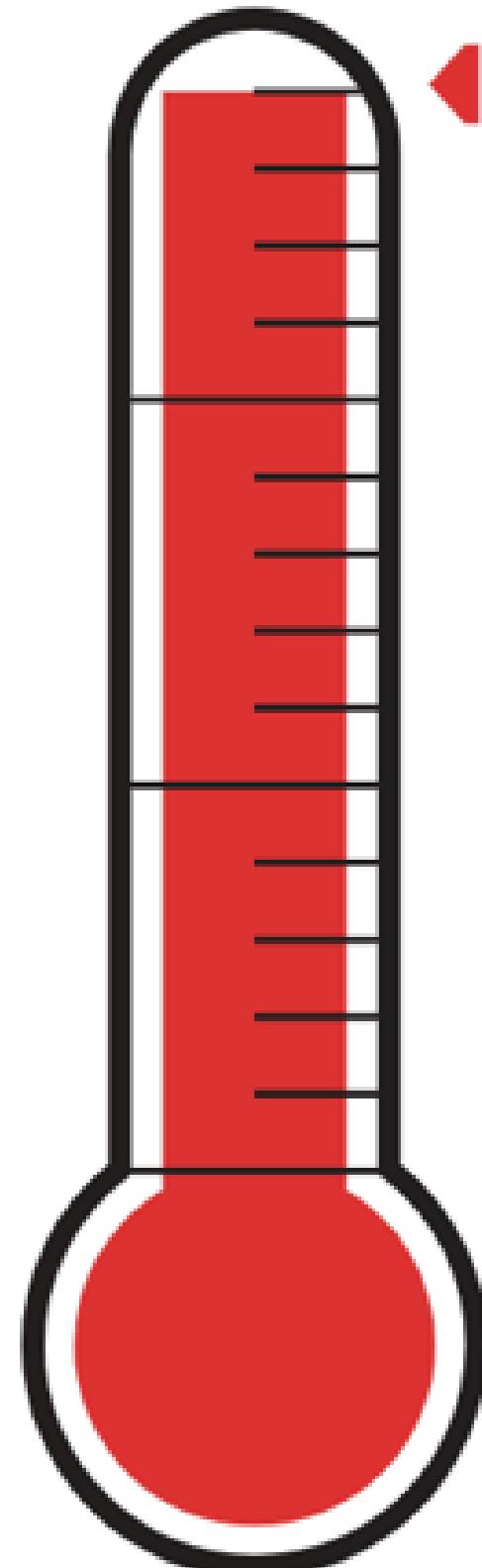
\$25,000 CRA Grant, Bank of the Sierra

**Total FY \$165,000**

(\$40k A/R)

## Private Partners

**\$70,000**  
Raised  
**\$70,000**



# **PUBLIC PARTNERS**

City of Dinuba  
City of Exeter  
City of Farmersville

City of Lindsay  
City of Porterville  
City of Tulare

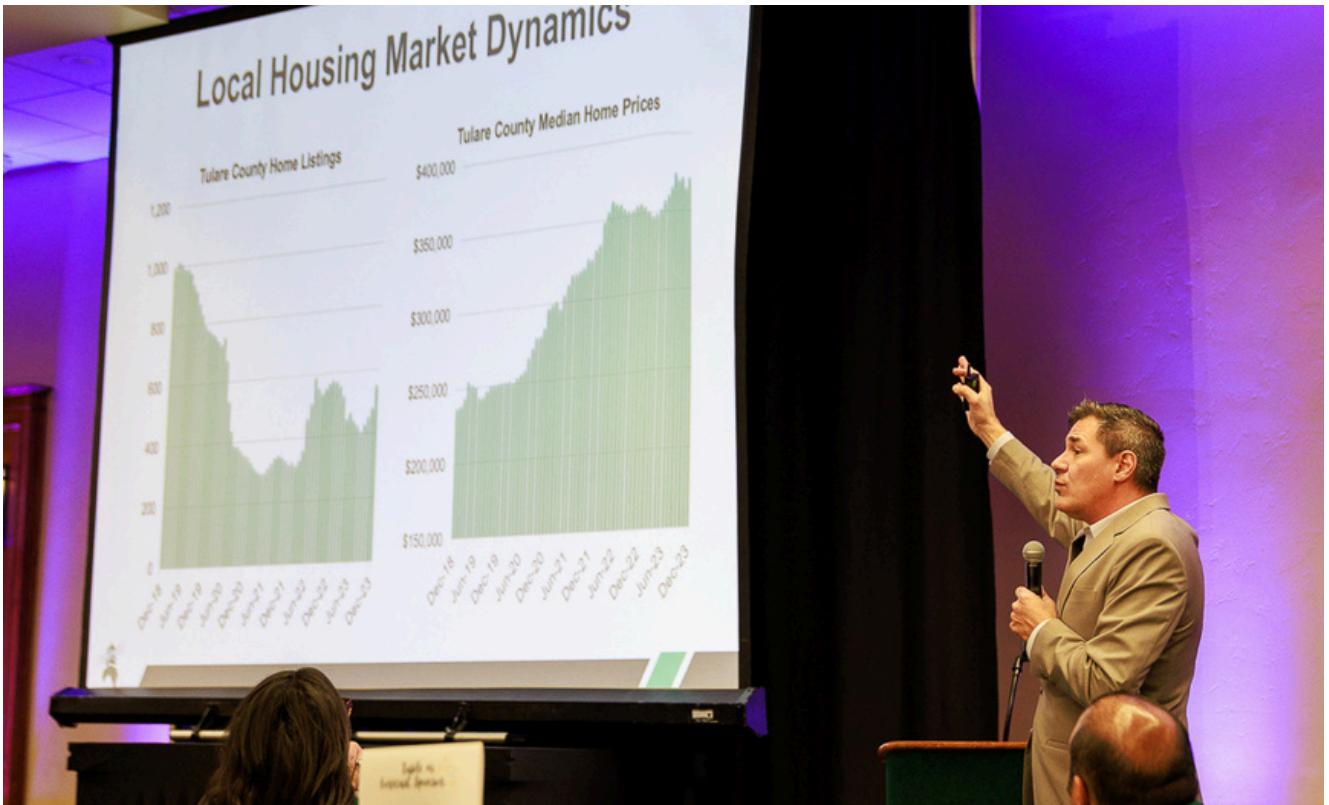
City of Visalia  
City of Woodlake  
County of Tulare

# **PRIVATE PARTNERS**

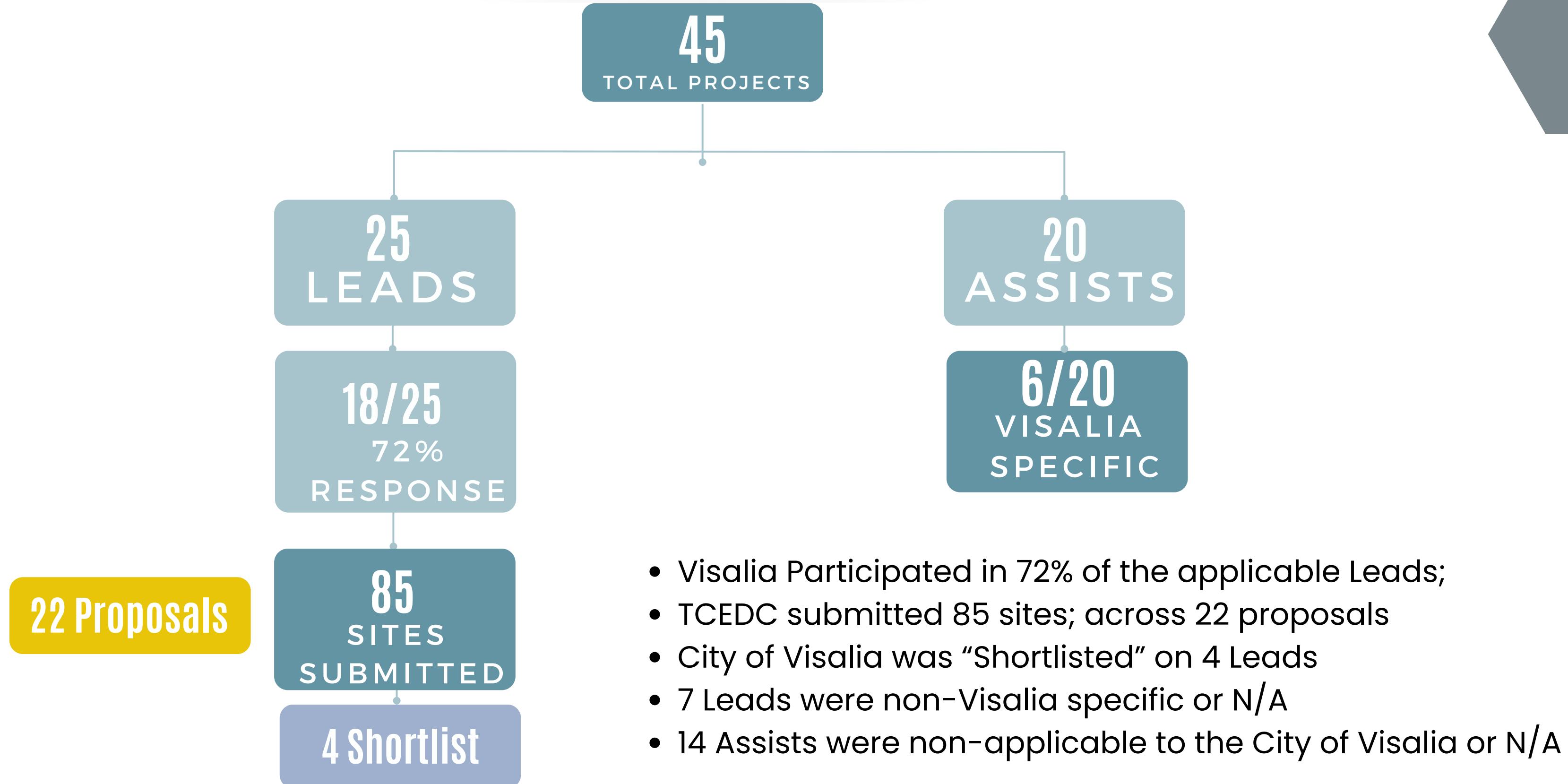
4Creeks, Inc.  
7Points  
Adventist Health  
AltSys Solar  
Bank of the Sierra  
Colliers Commercial  
College of the Sequoias  
Eagle Mountain Casino/ Tule River Tribe  
Educational Employees Credit Union  
Kaweah Health  
Newmark Pearson  
Pacific Gas & Electric

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

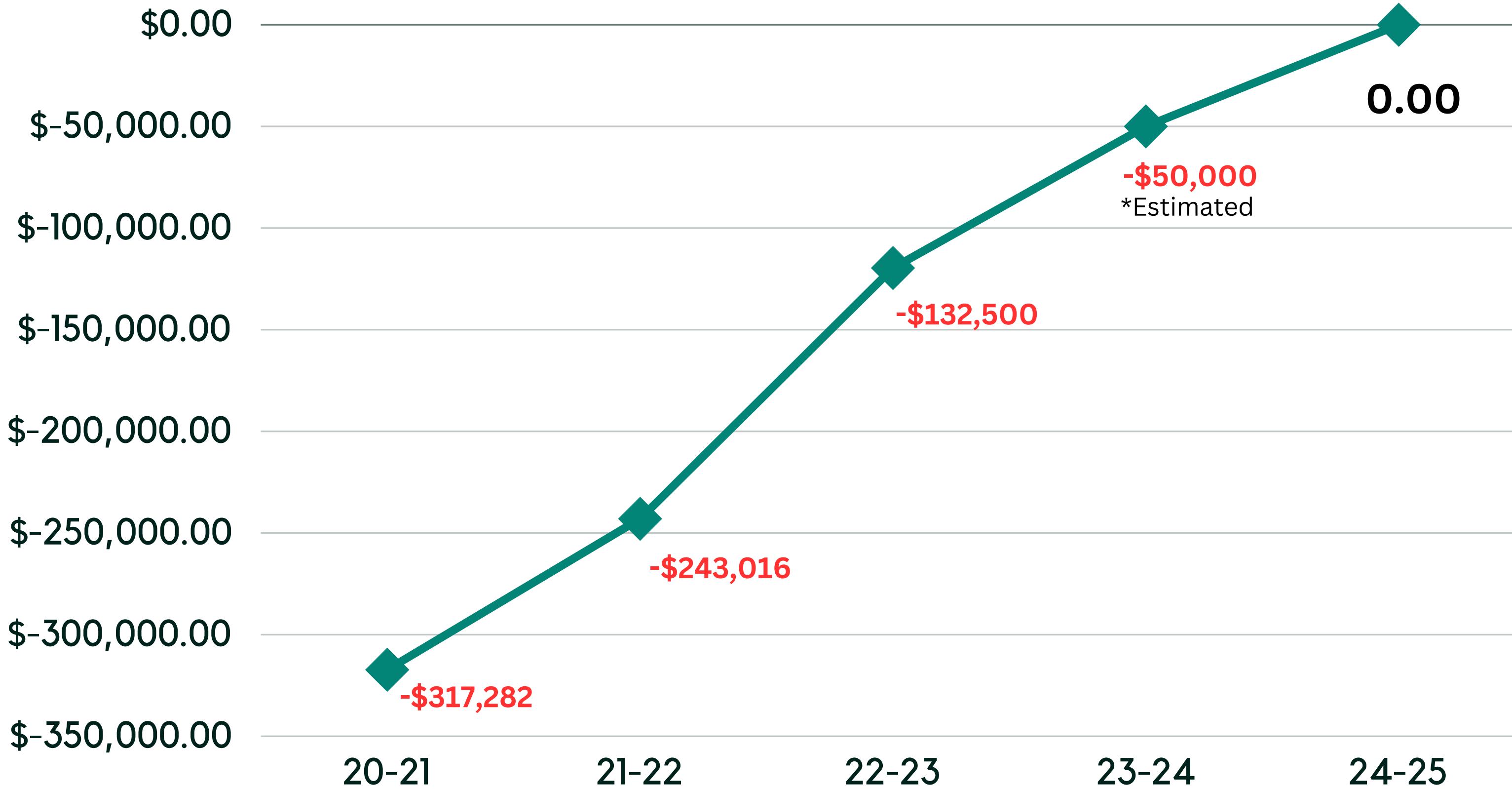
### 2. Increase Partner Participation

- 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)



# TULARE COUNTY ECONOMIC DEVELOPMENT CORPORATION



**[www.tularecountyedc.com](http://www.tularecountyedc.com)**



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