



TULARE COUNTY ECONOMIC
DEVELOPMENT CORPORATION

A Different California

Tulare County EDC Year-end Overview, 24-25 Prelim-plan for 25-26

**Airica de Oliveira
President & CEO**

ABOUT US

- **Non-Profit 501(c)4, with 501(c)3 Foundation arm**
- **Led by a 22 Board of Directors; of public and private stakeholders**
- **Our Vision: To be the premier location in California to live, work, learn, and play.**

OUR GOALS

- **Maximize opportunities for economic growth and job creation**
- **Create a globally competitive environment for businesses**
- **Maintain a high performance, nationally acclaimed economic development organization**

Key Activities

01

Recruitment

02

Site Selection

03

Practitioners





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

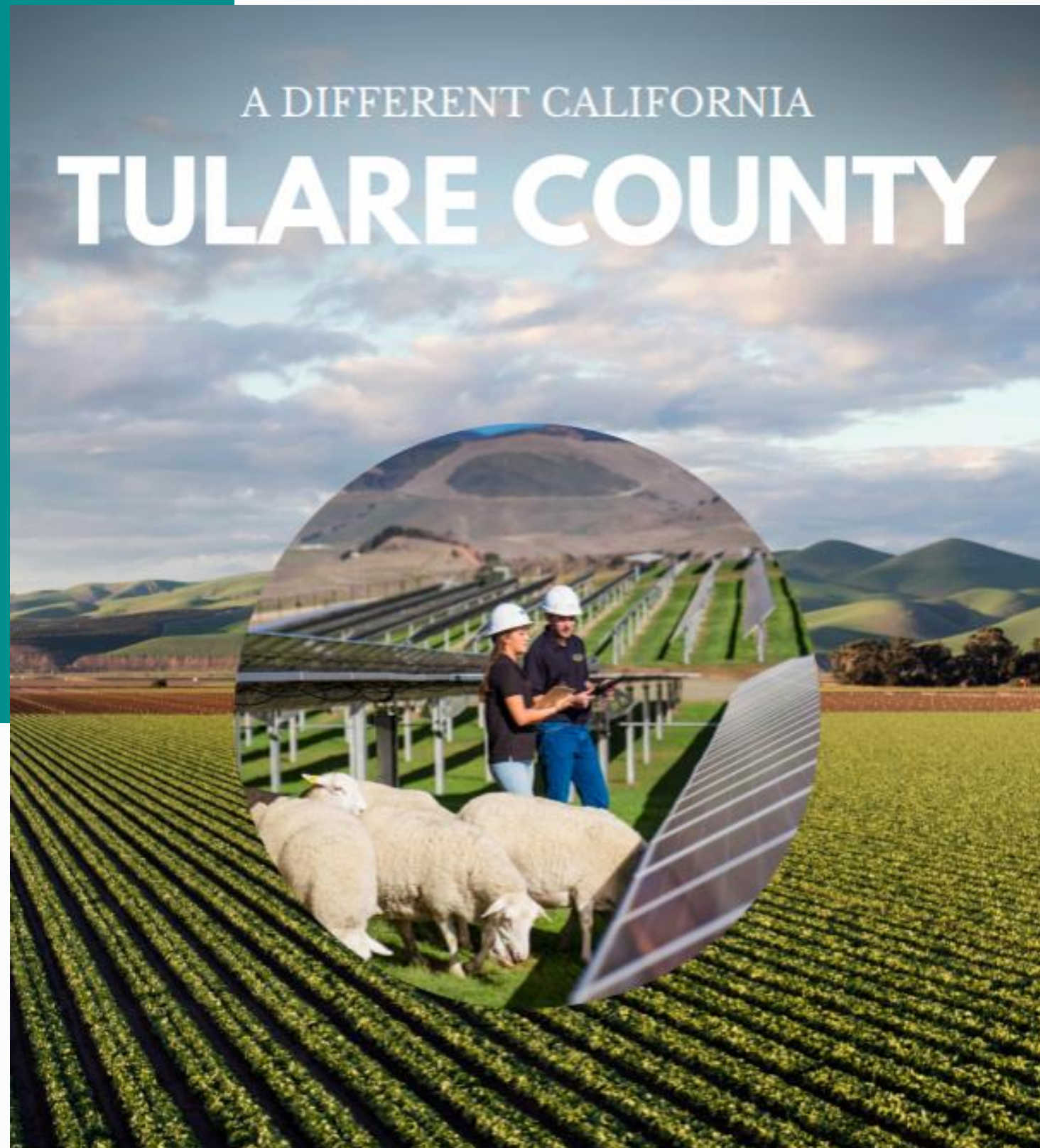


MARKETING CAMPAIGN

May 2025 metrics

- 39,899 emails sent
- 5,346 emails opened
- 13.7% open rate
- 733 click leads to website/information
- 76% clicks to open percentage

MARKETING CAMPAIGN



OPPORTUNITY. INNOVATION. GROWTH.



CALIFORNIA'S MOST INNOVATIVE LOCATION

A Thriving Hub of Youthful and Growing Workforce Power

Escape the familiar and explore a California that blends breathtaking landscapes with boundless opportunity. Nestled in the heart of the Central Valley, Tulare County offers a unique combination of thriving agriculture, vibrant communities, and a forward-thinking business climate.

With its prime Central California location and direct access to major highways, rail, and ports, Tulare County offers unmatched logistical advantages, making it an ideal hub for efficient distribution and rapid market access.

If you need to expand or build in California, Tulare County is that place for you. Including easy and fast permitting process. Each community stands ready to assist decision-makers who seek to establish or expand businesses in our area. A growing number of manufacturers looking to access California and West Coast markets, have identified Tulare County as a strategic location.



because of its available workforce and ability to ship products to consumers overnight.

TULARE COUNTY FACTS:

- Tulare County spans 4,829 square miles
- Ranks amongst the top ag-producers with over \$8 billion annually
- Excellent access to major highways, rail, and major ports
- Over 200,000 workers for a young, diverse population
- 23 million square feet in industrial space

Tulare County's workforce is known for their strong skills in manufacturing, agriculture, logistics, and healthcare. With a young and growing population, the county offers a reliable and adaptable labor pool ideal for businesses seeking both entry-level and skilled workers.

www.tularecountypedc.com

**Global Trade
Magazine**

Over 100k
subscribers
monthly!

MARKETING CAMPAIGN

Workforce Demographics

Tulare County, situated in California's Central Valley, has a vibrant and diverse workforce that drives its economy. The workforce is central to the county's healthcare, agricultural, education, and manufacturing sectors. Understanding this workforce's composition, educational attainment, and employment trends is key to addressing challenges and leveraging opportunities for economic growth.

Labor

246,500

Tulare County
Labor Force

194,200 Employed

22,300 Unemployed

Population: Diversity in numbers

Tulare County is home to a vibrant and youthful workforce, with a median age of just 31.5 years. This dynamic, adaptable workforce fuels competitiveness and productivity across diverse industries. Our commitment is to build an innovative, inclusive economy that fosters growth and opportunity for all.

31.5

Kern County
32.2

Fresno County
32.8

San Joaquin County
34.8

Tulare County Workforce.

One of our greatest assets.

Workforce Development



Tulare County is home to three community colleges with satellite campuses and two universities from the CSU system, within 1 hour from the county seat. Three private universities with satellite or online programs. 12 CSU campuses and 3 UC campuses within 210 miles.

Our workforce development partners work in tandem with companies and local community colleges to design and produce specialized trainings specific to any companies standards. They also provide no-cost hiring assistance and help maximize access to federal and state tax credits, as well as local and state training funds.

Source: PPIC.org | California's Higher Education system



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

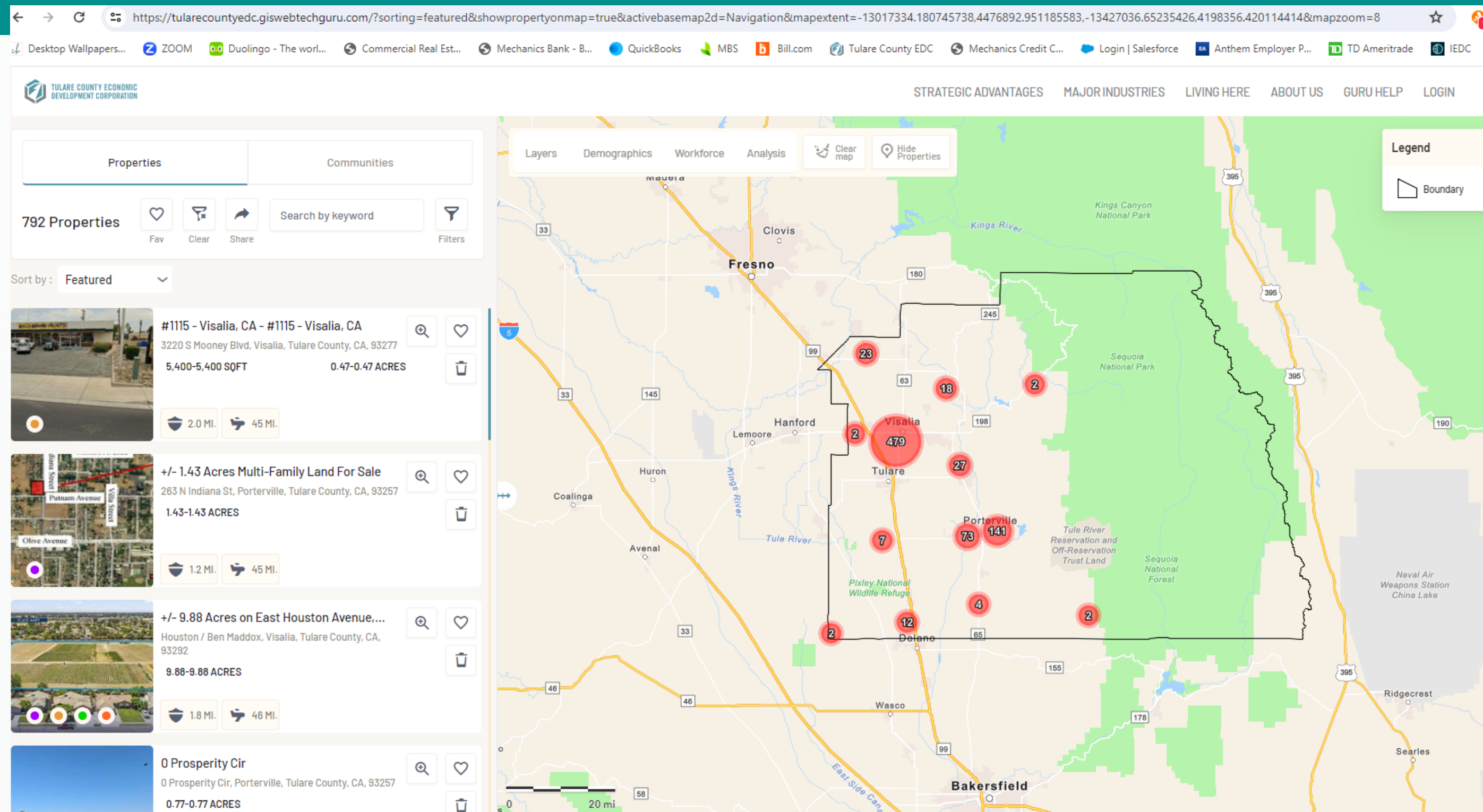


Price:
\$9.60 / SF / Year

Download Brochure

SITE SELECTION

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



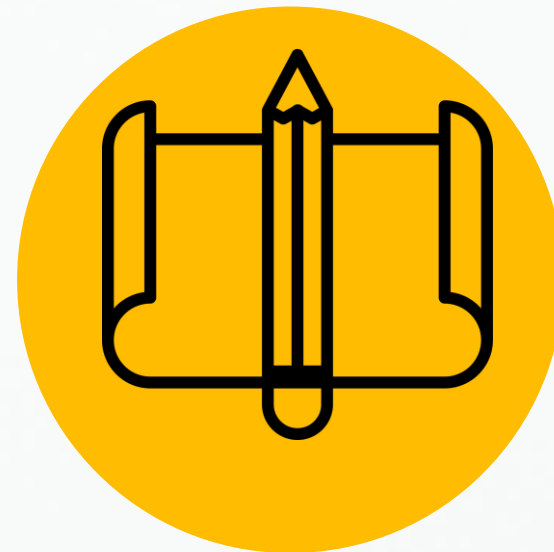
PRACTITIONERS



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
(Submitted on June 30, 2024)

S2J2 UPDATE

Governor's Office Announces new RFP in the Clean Energy Sector

ANNOUNCEMENT

The CA Jobs First Council, in collaboration with the Governor's Office of Business & Economic Development and the Labor & Workforce Development Agency provided a Request for Proposal (RFP) for the California Regional Investment Initiative (RII).

Purpose: The RFP seeks proposals for implementing projects that support economic development and workforce initiatives under the **California Jobs First** framework. Up to \$125 million in General State Funds are available through this RFP, with two review and award periods.

Objectives: To drive regional economic growth, support job creation, and enhance workforce development across California.

Eligibility: Organizations or entities capable of executing projects aligned with the state's economic and workforce goals.

Funding & Implementation: The RFP outlines the available funding, project requirements, and the expected impact of selected initiatives.

- **Key Deadlines:** Specific submission deadlines, review periods, and implementation timelines are detailed within the document.
 - **Round 1**
 - Pre-Application Due: April 23, 2025
 - Full Application Due: May 28, 2025
 - **Round 2**
 - Notice of Intent Due: March 20, 2026
 - Pre-Application Due: April 17, 2026
 - Full Application Due: May 22, 2025

All applications should be submitted via email to regionalinvestment@gobiz.ca.gov by 5:00 PM PST on or before the due dates listed above.

For assistance with the application process, please send an email to regionalinvestment@gobiz.ca.gov and copy our grant team

24-29 CEDS UPDATE

The Tulare County Economic Development Corporation (TCEDC) is pleased to present the Comprehensive Economic Development Strategy (CEDS) for 2024. This strategic plan outlines our roadmap for fostering economic growth, enhancing workforce development, and promoting sustainable development within Tulare County.

Overview

The CEDS 2024 is a collaborative effort aimed at setting a clear vision for Tulare County's economic future. It serves as a blueprint for business expansion, infrastructure investment, and community development, ensuring that our county remains competitive and resilient in the evolving economic landscape.

Key Objectives

- **Economic Growth:** Implement strategies to attract new businesses and support the expansion of existing ones, thereby creating job opportunities and stimulating the local economy.
- **Workforce Development:** Enhance job training and educational programs to align with the needs of businesses, ensuring a skilled and adaptable workforce.
- **Sustainability:** Promote environmentally sustainable practices and support the growth of green industries within the county.
- **Resilience:** Develop plans to strengthen the county's ability to withstand and recover from economic disruptions.

Community Engagement

The development of the CEDS involved extensive engagement with community stakeholders, including local businesses, educational institutions, and residents. This inclusive approach ensures that the strategy reflects the diverse needs and aspirations of



Tulare County Comprehensive Economic Development Strategy



2024-2029

View Report

TOP INDUSTRIES (YTD)

1

MANUFACTURING

2

DISTRIBUTION/
WAREHOUSE

3

RECYCLING

24-25 YTD

39

Projects

23

Data Assists

67%

EDC Exclusive

152

Site Selector
Missions

12

Legislative
Meetings

23-24 FY

49

25

80%

27

6

TOTAL PROJECT LEADS

39 TOTAL PROJECTS

21 RFI'S DISTRIBUTED

17 PROPOSALS PREPARED

129 SITES SUBMITTED

2 SITE TOURS

12 SHORTLIST PROJECTS

26 INCENTIVE PACKETS SENT

23 ASSISTS

VISALIA PROJECT LEADS

**47 SITES SUBMITTED OVER 13
PROPOSALS**

2 SITE TOURS

2 SHORTLIST PROJECTS

4 ASSISTS

24-25 HIGHLIGHTS

- Received two grants: \$25,000 Grant from Bank of the Sierra, \$5k ARPA Grant
- Completed a new 5-year CEDS, annual update
- Updated 2025 Project Proposal (See attached)
- Website Additions:
 - 1st draft of Industry Cluster (Food Processing) to GURU
 - 24-29 CEDS Report
- Over 40,000 Marketing Impressions & Global Trade Magazine Highlight
- Projected to end the FY on a positive financial note
- CA Jobs First Key Stakeholders/Representatives for Tulare/Kings
- Welcomed two new Board Members: *Bank of America, Gallagher Insurance*
- Welcomed new Private Partners!
- Hosted another successful Economic Summit!



25-26 STRATEGIC GOALS

- Pursue additional grant opportunities
- Increase Private Partners' investments
- Increase marketing Impressions & Engagement
- Recruit new board members, filling industry gaps
- Maintain relationships with GoBiz, EDA
- Enhance GURU platform with industry clusters/
Collaborating with SJVMA and Central Valley Comm.

Foundation

(Tentative plan pending board approval)

PRIVATE PARTNERS

4Creeks, Inc.

7Points

Adventist Health

AltSys Solar

AMR Plastics

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

Race Communications

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

2025 ECONOMIC SUMMIT



CONTACT US



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