

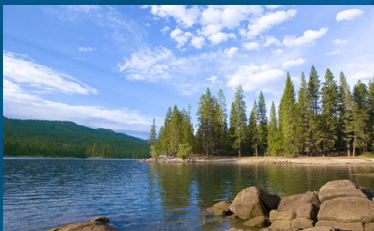


# ANNUAL REPORT 2020-2021



*Vallarta Supermarket on Country Club Drive*

## Madera County, California — “The Perfect Location”



# MESSAGE FROM THE CHAIRMAN



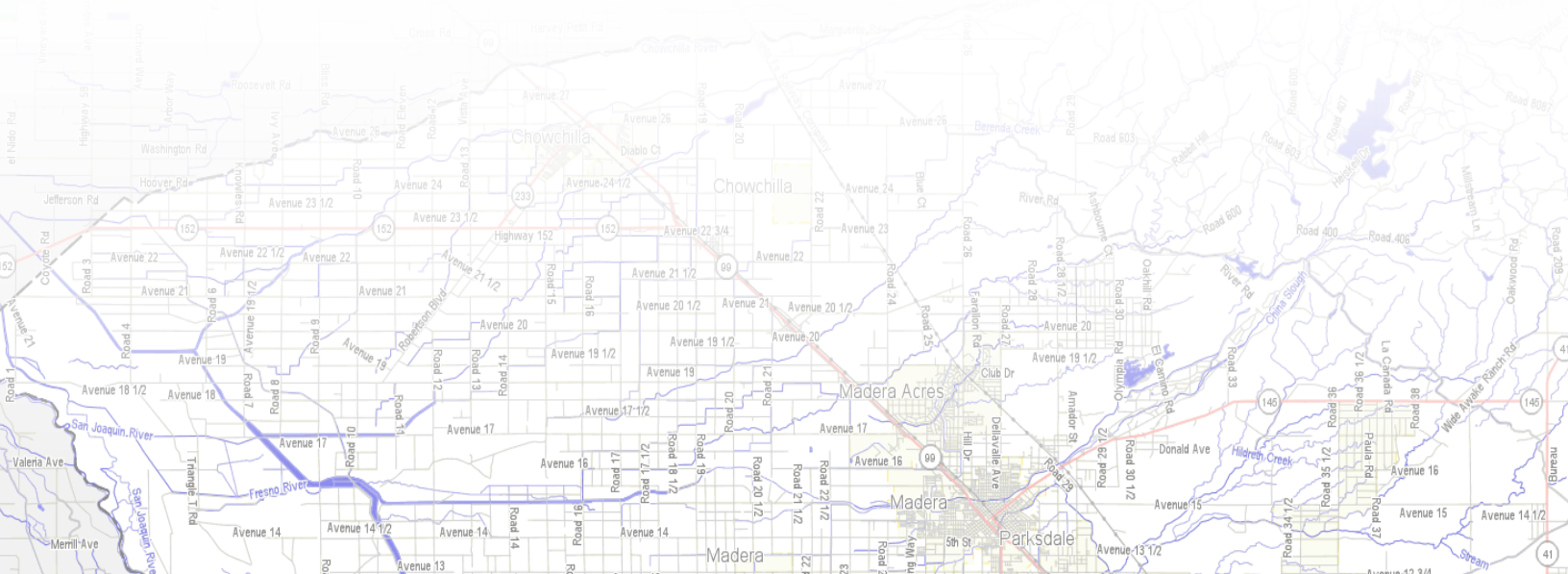
The longer I live, the more my appreciation for the entrepreneur and business community continues to grow. Businesses have had to continue to deal with a number of issues that they didn't sign up for. Before the pandemic started during the early months of 2020,

who could have imagined that their business would be disrupted in a way that would cause them to completely change their ways of interacting with employees and clients due to something called COVID-19. Who could have forecast massive workforce retirements and layoffs, and then when jobs opened up again, employees would be slow to return to an employed status, causing worker shortages. And finally, few people would have foreseen supply chain challenges due to severe pinch points at our domestic and international ports and the lack of truck drivers. These are challenges that will continue to plague business activity for some time.

And yet, the never say die spirit of the business community and the willingness to institute new business models has allowed our economy to not only survive but to thrive. I tip my hat to those businesses and loyal employees who stay the course in a sea of adversity.

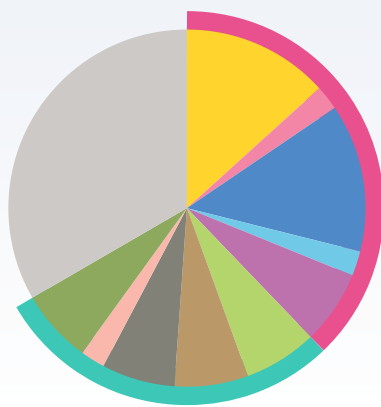
The local economic climate has been strong, especially in the real estate arena. Home sales and construction in all areas of Madera County continue to be robust, providing strong earnings for construction workers as well as realtors, lenders, and other support services. Chowchilla is experiencing solid commercial, industrial, and retail growth as developers are taking notice of its strategic location. Madera is experiencing the same type of growth, slowed down only by supply chain and a few regulatory issues. All of Madera's industrial parks either have new buildings under construction or are experiencing new tenant occupancy. The SR 41 corridor, just north of the San Joaquin River, is continuing to see strong real estate and retail growth that follows population increases. We anticipate off-the-chart increases in population in this area due to quality planning and access to services. Production agriculture has and will experience economic pressures due to drought conditions as well from the effects of the State Groundwater Management Act implementation. The offset will be the eventual sustainability of our groundwater basin that will allow agriculture to remain strong and effective, albeit on a diminished scale. Overall I remain bullish for our future, as Madera County remains a great place to live, work, and recreate. God Bless!

Robert Poythress  
Chairman of Board



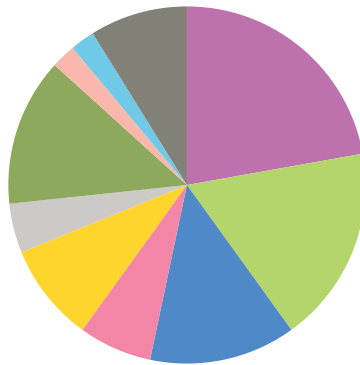
# SUMMARY OF PROSPECTS

## Prospects By Size



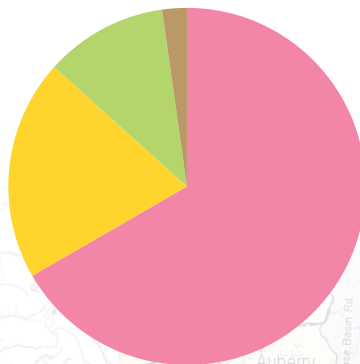
< 10k sq ft	6
10–20k sq ft	1
50–70k sq ft	6
70–99k sq ft	1
> 100k sq ft	3
< 10 acres	3
11–20 acres	3
21–40 acres	3
41–80 acres	1
> 81 acres	3
No size	15
<b>Total</b>	<b>45</b>

## Prospects By Industry

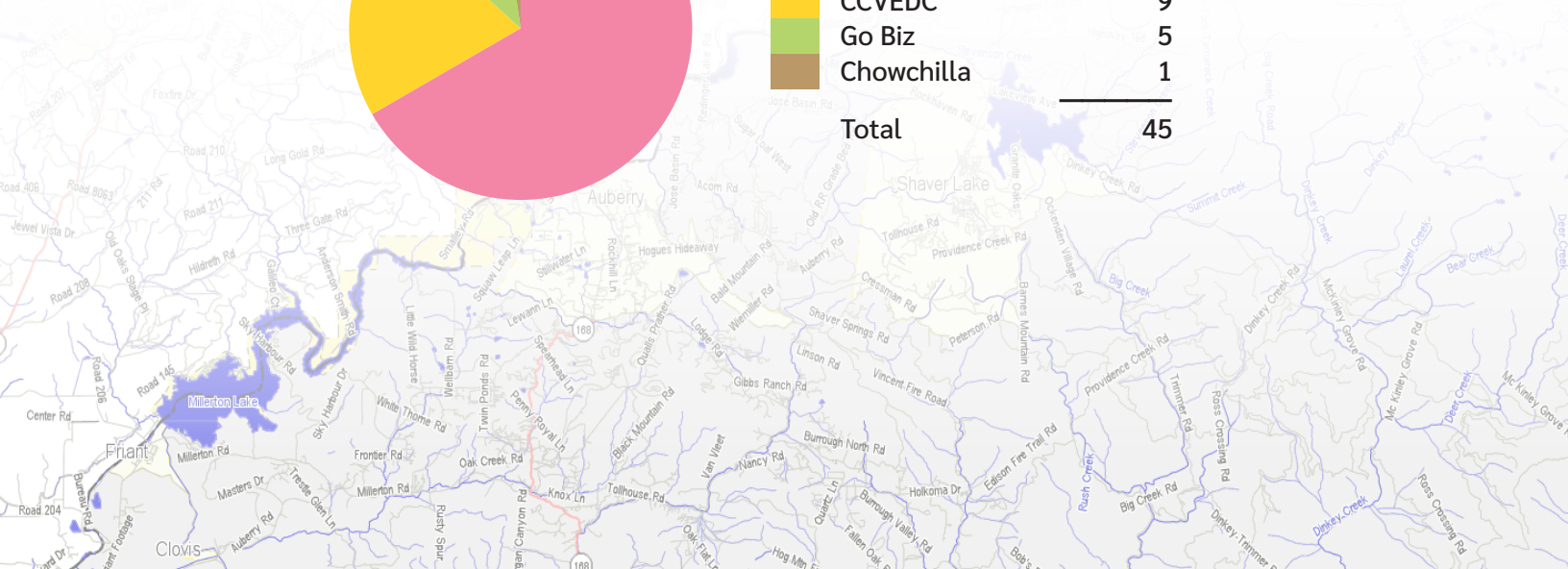


Manufacturing	10
Distribution/Warehouse	8
Retail	6
Food Processing	3
Housing/Office	4
Entertainment	2
Other	6
Renewable Energy	1
Recycle	1
Agriculture	4
<b>Total</b>	<b>45</b>

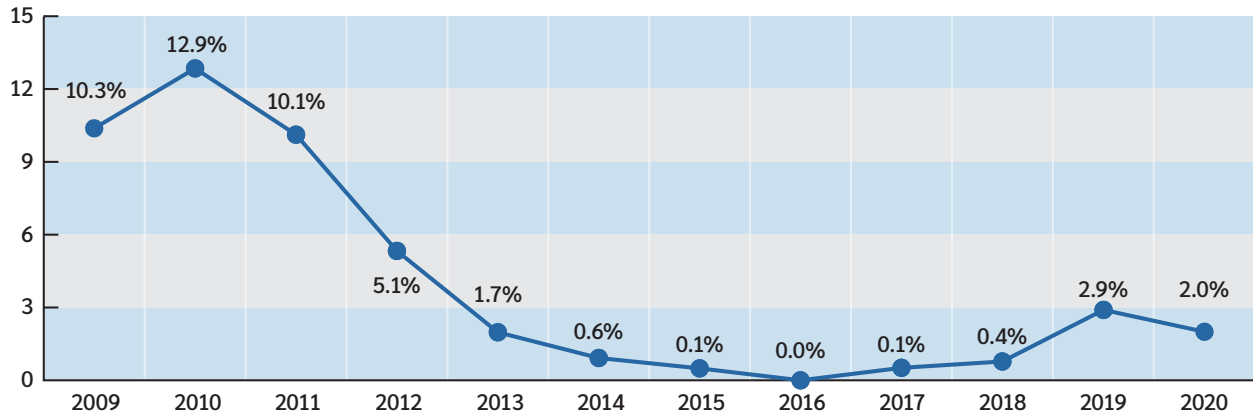
## Prospects By Source



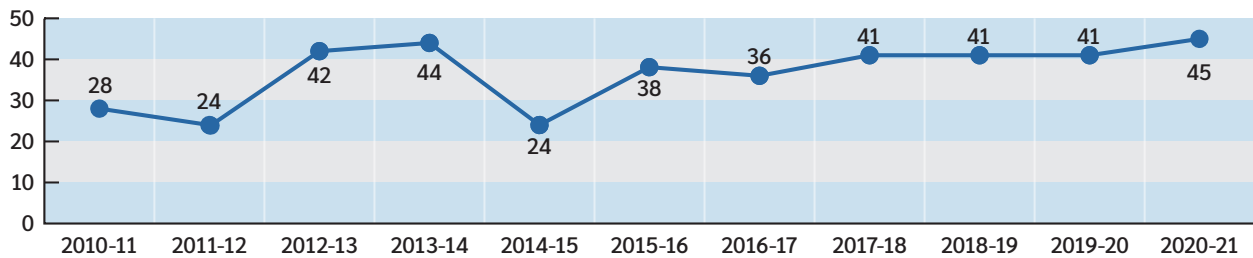
MCEDC	30
CCVEDC	9
Go Biz	5
Chowchilla	1
<b>Total</b>	<b>45</b>



## INDUSTRIAL VACANCY RATE



## PROSPECTS



## MCEDC OVERVIEW

The Madera County Economic Development Commission (MCEDC) is a Joint Powers Authority comprised of the County of Madera, the City of Madera, and the City of Chowchilla. Commission members represent the Joint Powers agencies, Chambers of Commerce within Madera County, Board of Supervisors, City Councils, Workforce Investment Board, industrial and public utility sectors.

## GOALS

1. To improve the economic capacity of Madera County.
2. To improve the quality of life for the residents of Madera County.
3. To ensure a positive economic future to the residents of Madera County.



# ACTIVITIES SUMMARY

## Committees

- Madera County Mountain Communities Chamber Alliance
- Wye Madera County, an advocacy group working to bring the California High-Speed Rail Authority's job-creating heavy maintenance facility to Madera County.
- Comprehensive Economic Development Strategy (CEDs)

## Memberships

- California Central Valley Economic Development Corporation (CCVEDC)
- California Association for Economic Development (CALED)
- Madera, Chowchilla, Oakhurst, Bass Lake, North Fork, Coarsegold, and Golden Valley Chamber Members
- International Council of Shopping Centers (ICSC)
- Select USA
- Society of Industrial and Office Realtors – Nor Cal and So Cal Chapters (SIOR)

## Affiliations

- Madera County Workforce Investment Board
- Greater Madera County Industrial Association (GMCIA)

## BUSINESS ASSISTANCE

- 15 City of Madera small businesses received grants under the City of Madera Micro Grant Program
- 353 Madera County businesses received grants under the County of Madera/MCEDC Pandemic Small Business Assistance Grant Program

## Marketing

### MISSIONS

- 46 Brokers & Site Selectors
- 12 Marketing missions
- 2 Trade Shows

### OTHER MARKETING ACTIVITIES

- Website property database/blog
- Tools for business success
- Annual report
- Ribbon Cutting & Ground Breakings
- E-Biz Monthly Email

### SOCIAL MEDIA

- Facebook
- LinkedIn
- Twitter
- Pinterest
- YouTube



## HIGHLIGHTS

**Fire Station No. 58** is the newest fire station to be built in the City of Madera. The project was funded by Measure K. The station is located southwest of Aviation Drive and Condor Avenue. The station will host three full-time personnel who will staff the station 24 hours a day, 365 days a year.

**Matilda Torres High School** ↓ opened its doors in Fall 2020, hosting approximately 2,000 students, providing much relief to the other two high schools in town. The project sits on 57 acres. The new facility includes an integrated School-Based Health Center in partnership with Camarena Health.



*Matilda Torres High School*



## New Business

**Tractor Supply** opened a new retail store in Oakhurst in the Fall of 2020. The new business is located in a vacant lot on Highway 49, providing approximately 15 employment opportunities. Tractor Supply is a retail chain that carries home improvement, agriculture, lawn and garden maintenance, livestock, and pet care.

**EZ Trip Travel Plaza** → opened in Madera off of Highway 99 and Avenue 12. The location offers eateries such as Cinnabon and Subway, dozens of fuel stations, and charging stations for electric vehicles. The center created around 70 employment opportunities.

**47 Twelve Macarons** a family-friendly business opened in Summer 2021 in Chowchilla. The dessert shop offers macarons, tea, coffee, Salvadoran treats, and a nook for reading or performing.

In Chowchilla, Stacey and Kendra Gardner are sisters and the owners of **Lady G's Soul Spot**. → The restaurant serves southern American comfort food and is located off Robertson Boulevard in the Town & Country shopping center.

**Sugar Ray's BBQ** opened in the spring of 2021 in Chowchilla, serving mouthwatering barbecue dishes. The restaurant is located at 720 Roberston Boulevard.



*EZ Trip*



*Lady G Ribbon Cutting*



## New Business CONT'D



*Vallarta Supermarket*

**Vallarta Supermarkets** ▲ opened in the Fall of 2020 in Madera. The largest Latino-owned supermarket chain in California has renovated the former Mervyn's location and hired over 200 employees.

**Flightcraft Boats USA** opened in Chowchilla in Fall 2020, sharing a location with Bravo Sons Auto Center located at 1677 Roberston Boulevard. The dealership provides financing for both new and used boat crafts.

**Fairfield and Hampton Inn,** Oakhurst, CA: two hotels recently opened their doors in Spring of 2021, located in a prime opportunity zone for travel along Highway 49.

**O'Reilly's Auto Parts** opened a new retail location in Madera Ranchos in Spring 2021. The new business is located on Avenue 12 and provides residents with auto parts and a variety of services such as free battery testing, check engine light testing, and more.

## Expansions & Ground Breaking

**Sealed Air** currently is working on a 12-acre solar array to power their existing facility and allow for more expansion. They have added approximately 40 employees in the past year.

**California High Speed Rail** grade separation at Avenue 12 was completed in Fall 2020.

**Madera Community College** breaks ground on the Academic Village II. The \$35 million project is funded by Measure C bonds. The new academic village will add general education classrooms and lab space, and is expected to be completed by Summer 2022 and open to students the following Fall.

**Joe's Premium Car Wash** broke ground in Spring 2021 in Chowchilla on the corner of Robertson Blvd and Ave 26. This project will be family-owned-and-operated, bringing to Chowchilla its very first automated car wash.



*Camarena At Tesoro Viejo*

**Camarena Health** ▲ broke ground on its newest location in the Tesoro Viejo community. The project is expected to be completed in 2022 and equipped to provide a wide range of medical services for the community.





## Updates

After a long wait, the **North Fork Rancheria Resort & Casino** continues to make progress in its development. It is expected to be completed in 2024.



*North Fork Madera Casino*

**Full Throttle Suspension** continues to move forward. At completion, the facility will be approximately 101,120 sq ft.

In early 2021, Pacific Ethanol changed its name to **Alto Ingredients** and was sold for \$28.3 million to Seaboard Energy California, LLC. Seaboard operates plants to produce biodiesel, renewable natural gas, and compressed natural gas.

## Healthcare

In Spring 2021, **Madera Community Hospital** received an “A” in patient safety from The Leapfrog Group.

Madera Community Hospital was number 93 in the entire nation, among all who were awarded an “A” for their commitment to keeping patients safe and meeting the highest safety standards

US News and World Report ranked **Valley Children’s Hospital** as one of the Best Children’s Hospitals in the country in seven pediatric specialties

in 2021–2022: Neonatology, Pediatric Diabetes & Endocrinology, Pediatric Gastroenterology & Gastrointestinal (GI) Surgery, Pediatric Neurology & Neurosurgery, Pediatric Orthopedics, Pediatric Pulmonology & Lung Surgery, and Pediatric Urology.



# MESSAGE FROM THE DIRECTOR



Despite the economic changes that Covid-19 has brought, Madera County has thrived this last fiscal year. Madera County is seeing a robust and active economic growth in industry sectors that were once not very common for the Valley. It is with great enthusiasm that we are seeing a

slight shift in the industries that are coming into the Central Valley let alone our own Madera County.

It was a pleasure to be part of several groundbreaking events and experience MCEDC staff efforts come to fruition. From new companies relocating into Madera County to

existing companies growing and expanding we are thrilled to continue to assist businesses in their projects that will make our communities a better place to live and work.

It is a blessing to come to work every day as a representative of the communities for our County. We will persist in our marketing efforts and continue to make Madera County a great place to do business with a quality of life that simply makes Madera County “The Perfect Location.”

Bobby Kahn  
Executive Director



## OUR SERVICES

MCEDC is available to help businesses become more profitable by locating them in the geographic center of California, where all modes of distribution transportation coverage: freeways, rails, trucking, and air.

### Our Mission

**Our mission is to position Madera County as an economically viable and vibrant county by aggressively pursuing all avenues of growth for new and existing businesses, to maximize employment opportunities, tax base, and quality of life.**

### Economic Development Services

- Recruitment and location of new business—manage county attraction programs
- Public policy advocacy—a business advocate for infrastructure, zoning, and development issues impacting business
- Business advocacy—manage the greater Madera county industrial association
- Infrastructure development—initiating and securing funding needed for key infrastructure projects
- Retention and expansion of existing business
- Consult business regarding tax incentives
- Economic research
- Administer of the county comprehensive economic development strategy (CEDS)
- Management of Madera County incentive programs

### Cal Recycle's Recycling Market Development Zone

CalRecycle's Market Development Zone (RMDZ) program combines recycling with economic development to fuel new businesses, expand existing ones, create jobs, and divert waste from landfills. This program provides attractive loans, technical assistance, and free product marketing to businesses that use materials from the waste stream for their manufacturing. To participate, a business must be located in an RMDZ Zone. All of Madera County is an RMDZ zone so businesses within the county automatically are given the opportunity to benefit from the RMDZ program.

### Foreign Trade Zone

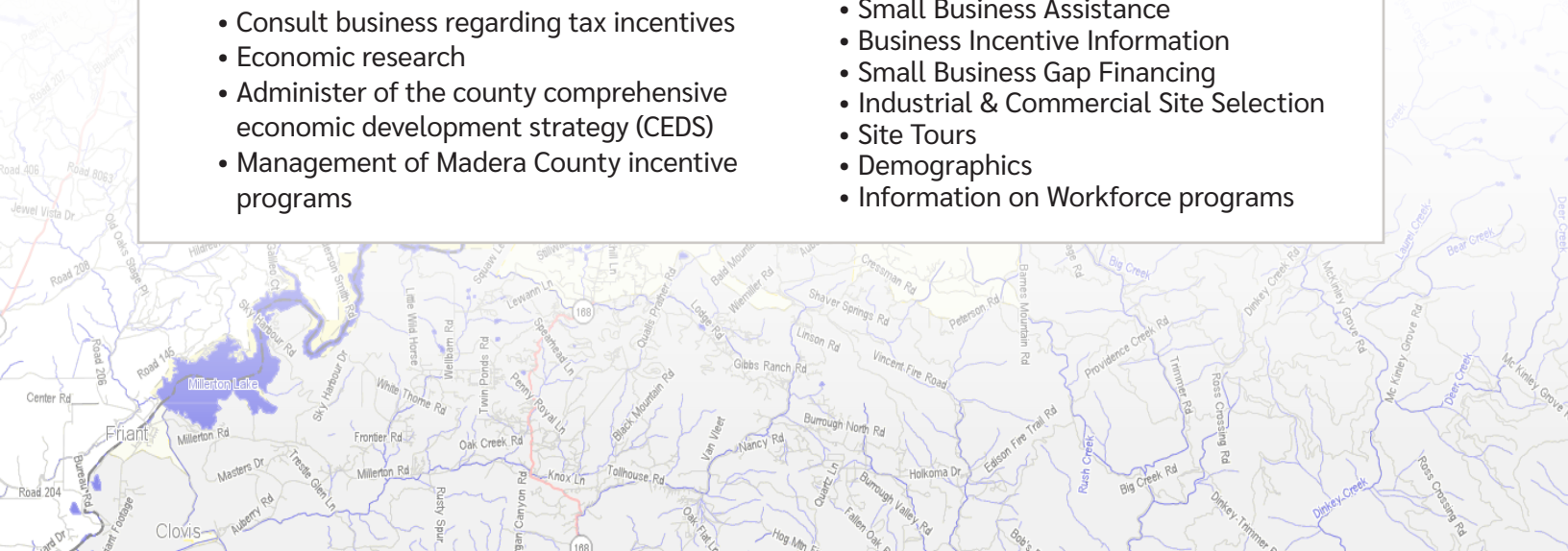
A U.S. Foreign Trade Zone is a designated area that is, for Customs purposes, considered to be outside of the United States. Nearly any imported merchandise can be brought into a Foreign Trade Zone duty-free

### Opportunity Zones

Are federal economic development tools aiming to improve the outcomes of distressed communities. They offer tax incentives to groups who invest and hold their capital in zone assets or property for at least five years and permanent exclusion from a tax on capital gains from the opportunity investment held for ten years. Madera county has five designed census tracts included.

### Public Services

- Project Assistance
- Small Business Assistance
- Business Incentive Information
- Small Business Gap Financing
- Industrial & Commercial Site Selection
- Site Tours
- Demographics
- Information on Workforce programs





# MADERA COUNTY ECONOMIC DEVELOPMENT COMMISSION

## COMMISSIONERS

**Robert Poythress**

MADERA CHAMBER OF COMMERCE  
*Chairperson*

**Ron Flores**

INDUSTRY-AT-LARGE

**Brett Frazier**

MADERA COUNTY BOARD OF  
SUPERVISORS

**Santos Garcia**

CITY OF MADERA

**Brad Ditton**

BASS LAKE CHAMBER OF COMMERCE

**Waseem Ahmed**

CITY OF CHOWCHILLA

**Anthony Corales**

PUBLIC UTILITY

**Paige Hill**

CHOWCHILLA CHAMBER OF COMMERCE

**Wade Wheeler**

NORTH FORK CHAMBER OF COMMERCE

**Darin Soukup**

OAKHURST CHAMBER OF COMMERCE

**Aran Johal**

COARSEGOLD CHAMBER OF COMMERCE

**Ollia Ridge**

GOLDEN VALLEY CHAMBER  
OF COMMERCE

**Tracie Scott-Contreras**

WORKFORCE DEVELOPMENT BOARD OF  
MADERA COUNTY

## STAFF

**Bobby Kahn**

*Executive Director*

**Maritza Garcia**

*Business Development  
& Marketing Manager*

**Lois Leonard**

*Business Assistance  
& Office Manager*

Madera County, California

“The Perfect Location”



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