



ANNUAL REPORT 2021-2022



AMOND WORLD GROUNDBREAKING

Madera County, California — “The Perfect Location”



Message from the Chairman



Hi friends! 2022 proved to be another challenging year for certain sectors of the Madera County business community and provided growth opportunities for others. The rise in interest rates, increased by the Fed to curb inflation, significantly slowed

down residential construction and sales as fewer people were able to qualify for mortgages. Builders and developers took this opportunity to increase the number of lots available for future construction, and home prices have retreated only marginally due to the continued shortage of stock available. Unfortunately, production agriculture continues to experience economic pressures due to drought conditions and almond prices to the grower that in most cases don't cover the cost of production. Adding insult to injury are increases in costs caused by inflation and rising interest rates. The good news is that the industrial sector is still showing strength within our existing businesses as well as new businesses that opened this year as well as opening in the near future, adding new job

opportunities for Madera County residents. The retail sector has been very dynamic with the introduction of well known and popular eating establishments, as well as the conversion of existing retail establishments to other uses showing strong demand. Madera County clearly has the diversified economic base to maintain a strong economy in spite of challenges out of our control.

I would like to thank Bobby Kahn, the Executive Director of the Madera EDC, for his great service to the Commission over the last 20 years. Bobby has been relentless since the day he stepped into this role by advocating for the growth of the economy by aiding the expansion of existing industry as well as introducing new businesses to Madera. Best wishes to Bobby as he transitions to other projects he has lined up. I also welcome Darren Rose as he assumes the role as the new EDC director. Darren has an extensive background in government related ventures and private industry that makes him uniquely qualified to tackle this opportunity. And finally, I would like to thank Madera County business owners, investors, and employees for your commitment to make our county a great place to live, work, and recreate. God Bless!

Robert Poythress
Chairman of Board



Messages from the Directors



I am honored and excited to serve the people of Madera County in this new role. I've spent the better part of 24 years working on economic development, agriculture, water, and infrastructure as a congressional staffer and

consultant. I look forward to working closely with our local jurisdictions assisting businesses with their expansions and retention needs and attract new businesses that create jobs to move to Madera County. I believe that Madera County is the perfect location.

Darren Rose
Executive Director



Over 20 years I have witnessed Madera grow into what it has become today, a perfect location not only for businesses to flourish and grow, but for the community as well. During my tenure with MCEDC, I stayed committed to do all we could to position Madera County as a viable vibrant county

and diverse economic base.

I found it a privilege to work each and every day as a representative of the communities located in our wonderful county. I look forward to the start of a new phase of my career as I retire and seeing what is in store for Madera County.

Bobby Kahn
Director Emeritus



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, with the goal of maximizing 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 crucial 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

CalRecycle's Recycling Market Development Zone (RMDZ)

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 a RMDZ Zone. All of Madera County is a 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 toll 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 a 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

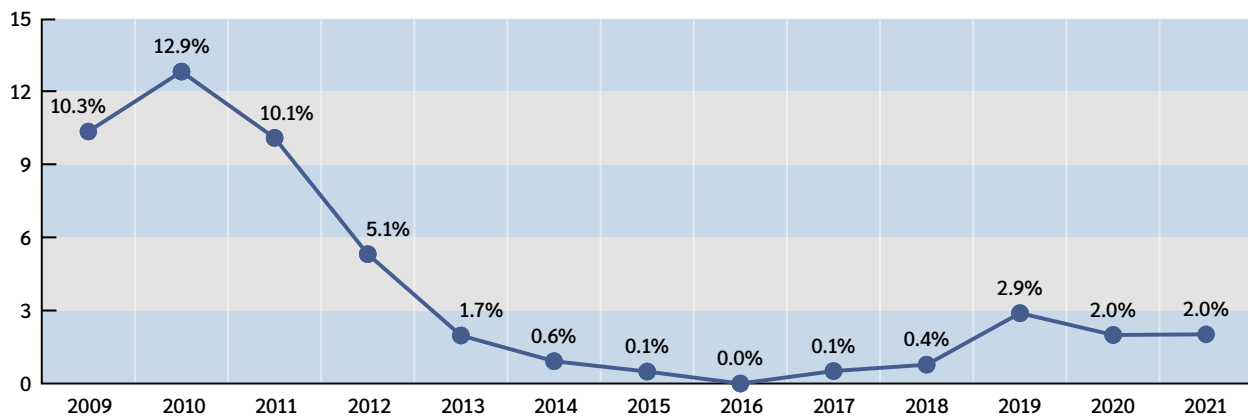
MCEDC Overview

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

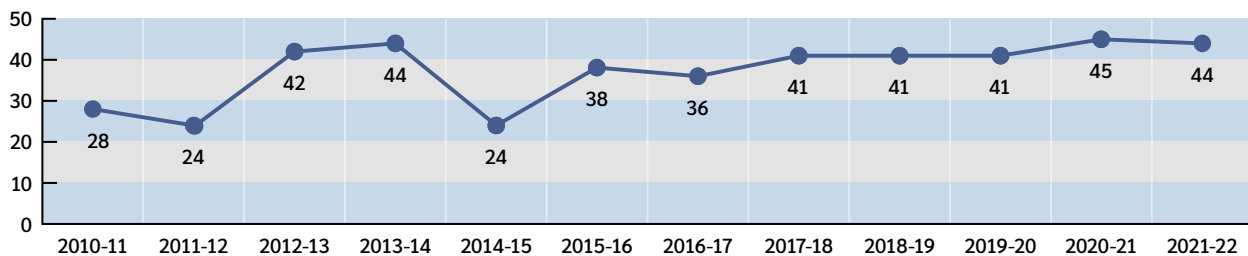
1. To improve the economic capacity of Madera County.
2. To improve the quality of life for the residents of Madera County.
3. To ensure a positive economic future to the residents of Madera County.

Industrial Vacancy Rate



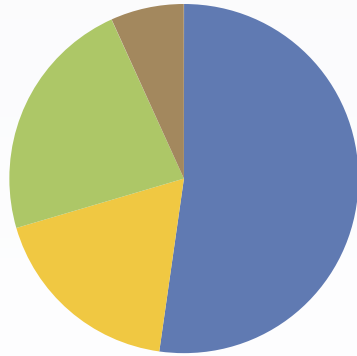
The vacancy rate is determined by the total amount of industrial units, total units occupied, and non-occupied units.

Prospects



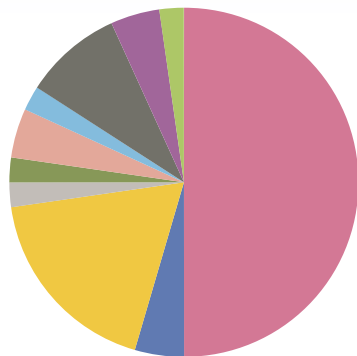
Prospects are businesses looking at Madera County for their future projects.

Summary of Prospects



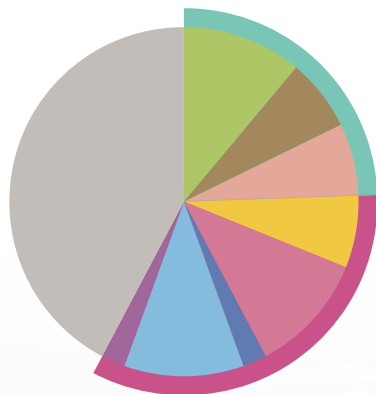
Prospects By Source

MCEDC	23
CCVEDC	8
Go Biz	10
Chowchilla	3
Total	44



Prospects By Industry

Manufacturing	22
Distribution/Warehouse	2
Retail	8
Food Processing	1
Housing/Office	1
Entertainment	2
Other	1
Renewable Energy	4
Recycle	2
Agriculture	1
Total	44



Prospects By Size

< 10k sq.ft.	5
10k-20k sq.ft.	3
20k-50k sq.ft.	0
50k-70k sq.ft.	3
70k-99k sq.ft.	0
> 100k sq.ft.	3
< 10 acres	5
11-40 acres	1
41-80 acres	5
> 81 acres	1
No size	18
Total	44

Activities Summary

COMMITTEES

- Eastern Madera County Foundation
- Comprehensive Economic Development Strategy (CEDS)

MEMBERSHIPS

- California Central Valley Economic Development Corporation (CCVEDC)
- California Association for Economic Development (CALED)
- Chamber Members: Madera, Chowchilla, Oakhurst, Bass Lake, North Fork, Coarsegold, and Golden Valley
- International Council of Shopping Centers (ICSC)
- Select USA
- Society of Industrial and Office Realtors (SIOR)

AFFILIATIONS

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

MARKETING

MISSIONS

- 32 Brokers
- 14 Marketing Missions
- 7 Trade Shows

OTHER MARKETING ACTIVITIES

- Website property database/blog
- Tools for business success
- Annual report
- Ribbon cuttings & ground breakings
- E-biz monthly email

SOCIAL MEDIA

- Facebook
- LinkedIn
- Twitter
- YouTube

Small Business Assistance:

- 9 City of Madera Small Businesses received grants under the City of Madera Grant Program
- 8 Madera County Small Businesses received grants funds under the County of Madera Micro Business Grant Program
- 21 small businesses with startup or expansion assistance

Highlights

NEW BUSINESS



▲ **Joe's Premium Car Wash** This project is built from the ground up on a 1.5-acre site. The car wash is a 5,736-square-foot building. The site is located near the Save Mart Shopping Center on E. Robertson Boulevard in Chowchilla.



▲ **Boot Barn** The western retailer has added one of their larger locations to the City of Madera with a 20,000 sq.ft. store.



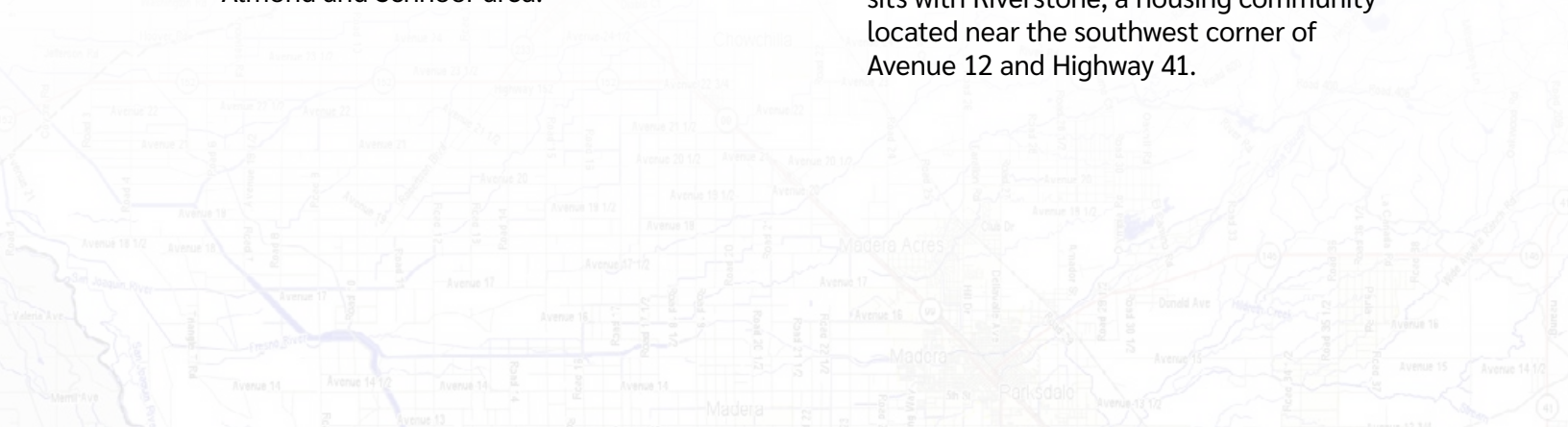
▲ **Corsaro's Pizza** Family-owned and operated for more than 20 years Corsaro's Family Pizza has moved and updated its Chowchilla site now open in the heart of the City's downtown.

ZND ZND is a world leader in the manufacturing of high-quality temporary fencing and barriers providing a safe, effective, and dependable crowd control solution. Madera becomes their first West Coast location, located in the Almond and Schnoor area.

Marlon Products A recreational outdoor product brand has chosen Madera as one of its 4 warehouse locations. Located on West Almond, you can find Marlon-made trailers and boats plus a range of reputable brands.



▲ **Dutch Bros. Coffee** has opened its first location in Madera County. This new location sits with Riverstone, a housing community located near the southwest corner of Avenue 12 and Highway 41.



GROUNDBREAKINGS



▲ **WHSE Partners** The newest multi-tenant industrial warehouse development located on South Schnoor Avenue is under construction. Upon completion, it is expected to deliver 144,000 square feet, (74 units of 1,950 sq. ft.).



▲ **Cold Storage Facility** Amond World, Origio Investments, and Span Construction and Engineering broke ground on their state-of-the-art refrigerated cold storage facility to specifically support farmers and processors.

COMING SOON



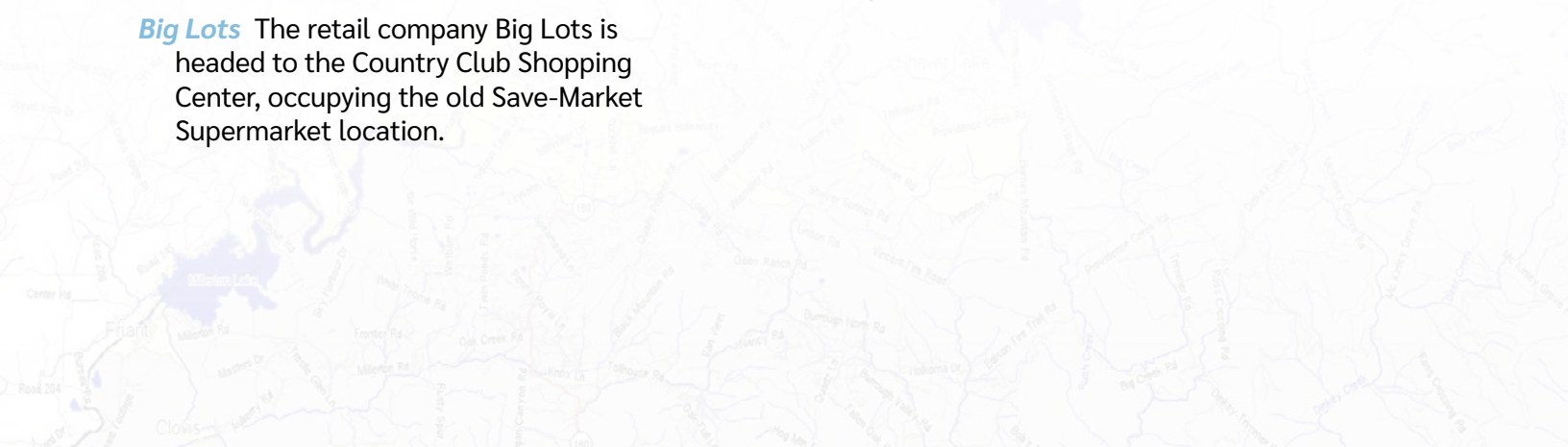
▲ **The Margaux** The 5,000 sq ft wedding venue located on Avenue 14 has begun construction and is expected to be completed by the Summer of 2023.

Big Lots The retail company Big Lots is headed to the Country Club Shopping Center, occupying the old Save-Market Supermarket location.

In N Out The fast food retailer proposes a Madera location. This will be the first Madera location and is to be located in the Marketplace Shopping Center.

AutoZone has announced Chowchilla, CA as the location for their newest distribution centers. Construction is expected to begin in 2023 and to be completed and ready for business in early 2024.

O'Reilly's Auto Parts In Chowchilla, CA, construction has begun on the auto parts newest site, located in the Dollar General Shopping Center, and is expected to open to the public in mid-2023.



Highlights cont'd

HOUSING



▲ **Esperanza Village** The multi-million-dollar project was a collaboration between the City of Madera, The Pacific Companies, and MORES, funded by a grant from the California Strategic Growth Council.

Rancho Calera is a master-planned development in Chowchilla, California. Rancho Calera includes a nearly 13-acre park at the heart of the community, plus 7 neighborhood parks, and more than 5 miles of a “greenway network” that includes trails, pathways, and a broad central promenade to bring homes, schools, parks, and retail centers together.

HEALTHCARE



▲ **Valley Children’s Hospital** Becker’s Hospital Review Names Valley Children’s One of Nation’s Top Places to Work in Healthcare.



▲ **Tesoro Viejo Camarena Health** Tesoro Viejo is under construction and expected to be ready to serve the community in early 2023.

EXPANSIONS

CertainTeed Saint-Gobain, a French company through its building products subsidiary CertainTeed, is investing \$32 million to upgrade equipment at its insulation plant. With its new equipment and repair the plant is expected to consume less natural gas and electricity, reducing the plant’s carbon footprint by more than 4,000 metric tons per year.



▲ **Camarena Health Center** has debuted its latest Almond Campus expansion. The Almond Avenue location provides a full range of services that include family practice, women’s health, behavioral health, health education services, general dentistry cosmetic dentistry, and pediatric dentistry.

PUBLIC IMPROVEMENTS



▲ **FWY 99 Expansion** The \$89.1 million project revitalized approximately 23.4 lane miles through the City. Additional improvements included the construction of 11.7 new lane miles, an upgraded Almond Avenue on-ramp, the installation of 3,500 feet of drainage systems, five maintenance vehicle pullouts, a changeable message sign, and 25,000 feet of new concrete barrier. About \$66 million of funding for the project came from Senate Bill 1, the Road Repair and Accountability Act of 2017.

Sustainable Transportation Planning Grant
Madera County has been awarded \$450,000 from the California Department of Transportation (Caltrans). The award will be used to develop a Transit Area Specific Plan that will establish a vision for the phased implementation effort to relocate the San Joaquin's Madera Station and construct the adjacent future High-Speed Rail (HSR) station



▲ **Fire Station 3** The latest addition to Madera County broke ground. The station will be designed with spaces to separate firefighter living and sleeping areas from the equipment and apparatus to protect firefighters from harmful contaminants. The station is expected to be completed by March 2023.

▼ **Fire Station 58**, located adjacent to the municipal airport, unveiled its unit to the public with a ribbon cutting, celebrating the "Peoples Station."





MADERA COUNTY ECONOMIC DEVELOPMENT COMMISSION

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MADERA CHAMBER OF COMMERCE,
CHAIRPERSON

Ron Flores

INDUSTRY-AT-LARGE

Brett Frazier

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CITY OF MADERA

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GOLDEN VALLEY CHAMBER
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Tracie Scott-Contreras

WORKFORCE DEVELOPMENT BOARD OF
MADERA COUNTY

STAFF

Darren Rose

Executive Director

Maritza Garcia

*Business Development
& Marketing Manager*

Lois Leonard

*Business Assistance
& Office Manager*

Madera County, California

“The Perfect Location”



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