



Riverstone master planned community at Highway 41 & Avenue 12

Madera County, California

"The Perfect Location"





CHAIRMAN'S MESSAGE

The national consumer confidence continues to escalate, the economy is strong and hitting "new highs" frequently.

Riverstone is filling up. Tesoro Viejo is progressing quickly with the new Highway 41 traffic light having been installed and is in operation at the intersection of Hwy 41 and Ave 15. Hillside School, the Fire Station and some yet to be occupied commercial space has been constructed. The first two residences are nearing completion. Rio Mesa is truly the newest urban growth area in California.

Community Medical Centers purchased 200 acres and planning is under way for the new medical campus to be located at the north east corner of Ave 12 and State Route 41.

Austin Quarry at the south west corner of State Route 41 and State Route 145 is proceeding toward production.

The State Center Community College District selected a new campus site in Oakhurst. The selection of the architect is under way. The design plans for the first new building are imminent with the intent of starting construction during 2019 and opening in 2020.

Chowchilla continues to build new, attractive housing and the city is working to make downtown attractive to businesses.

Commercial and professional space in Madera continues to be at a very low vacancy rate, with new building being planned.

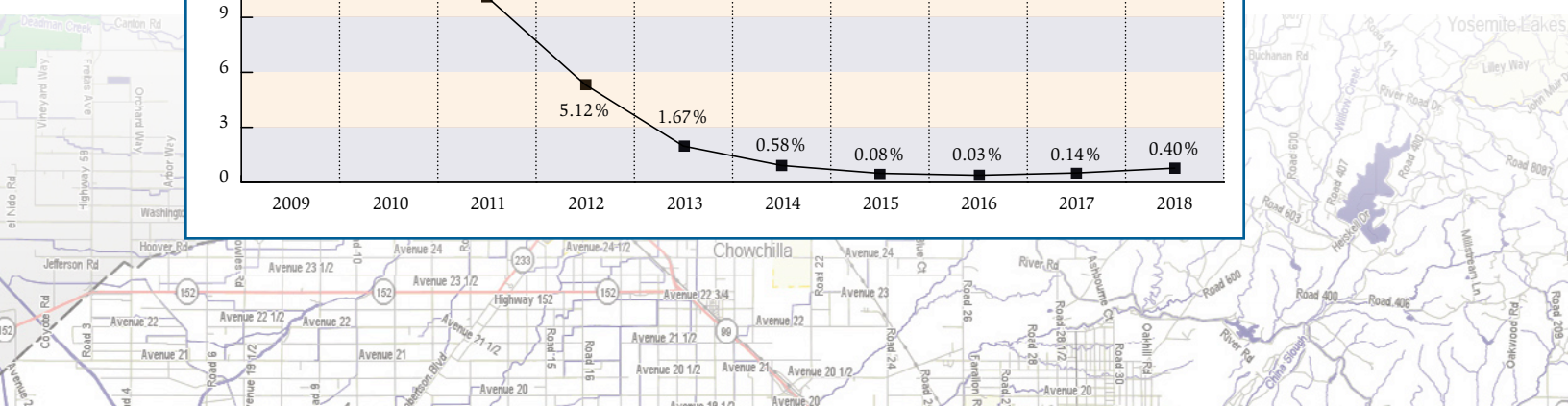
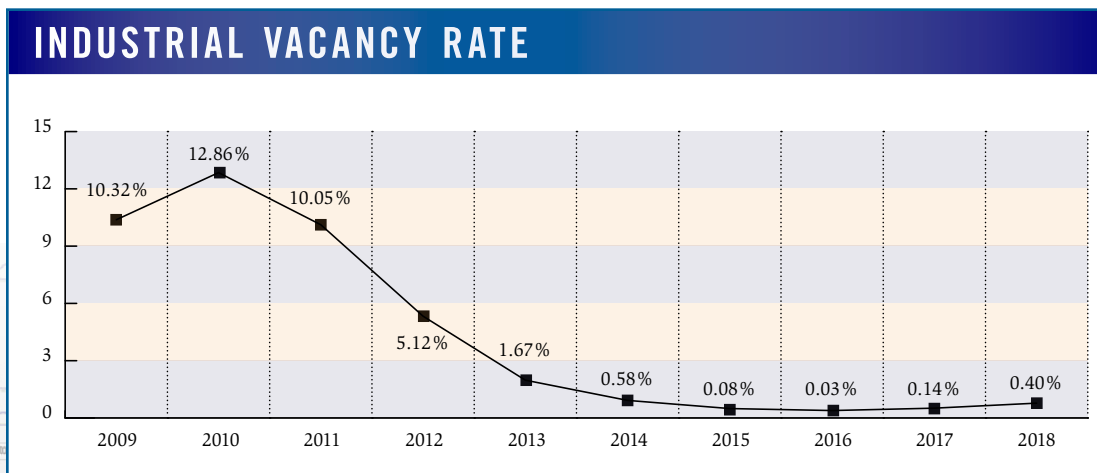
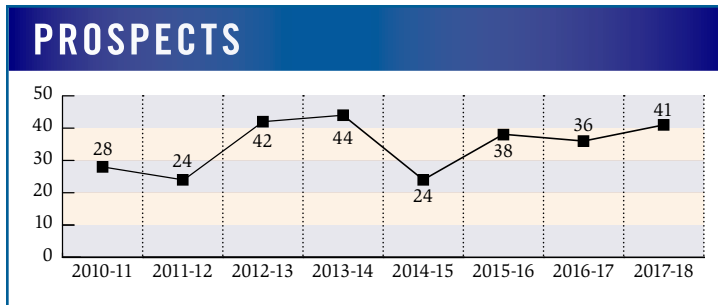
Madera County residential real estate inventory, especially in eastern Madera County foothills, is at a very low level, probably the lowest level of inventory in years. Sales of those available homes has been brisk.

There is little if any land development in eastern Madera County, thwarted primarily by development standards. Fees tied to new construction have suppressed new building permits. New increased standards for commercial water wells are a hindrance to drilling new community water wells. Caltrans requirements for development along State Routes adds to the complexity of progress.

The Mono Casino in Madera is slowly working its way through the legal maze brought on by other local tribes working to slow the Mono progress.

With cordial best wishes,

Brad Ditton, Chairman



SUMMARY OF ACTIVITIES

Small Business Assistance

- **4 businesses** were assisted under the revolving loan program, resulting in the granting of **\$70,000** in loans and creating **13 jobs** for the local economy.

Marketing

MARKETING MISSIONS

- **1,355 Brokers** were contacted through Direct Mail and Call Campaign
- **6 Marketing Missions**
- **71 Brokers** participated in one-on-one meetings

TRADE SHOWS

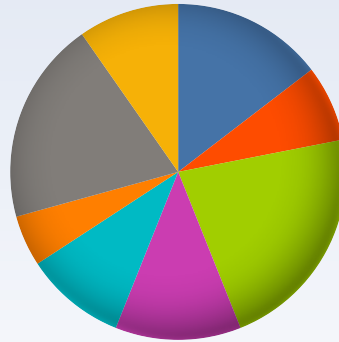
- **4 Tradeshows**
- **388 Business Contacts**

OTHER MARKETING ACTIVITIES

- Economic Summit Luncheon
- State of the County Luncheon
- Website incl. Property Database and Blog
- Real Estate Update Publication
- Marketing/Broker Missions
- Ribbon Cuttings
- E-BIZ, Monthly Email

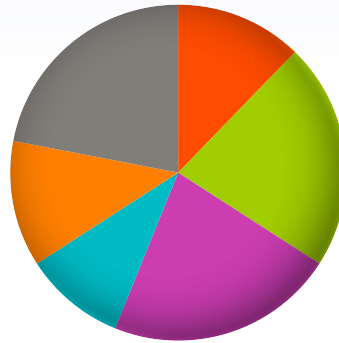
SOCIAL MEDIA

- Facebook
- Linked In
- Twitter
- Pinterest



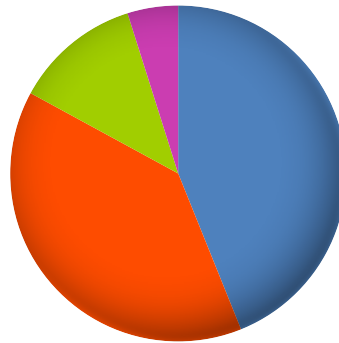
Prospects By Size

Under 10,000 SF	6
10,001-25,000 SF	3
25,001-50,000 SF	9
50,001-100,000 SF	5
100,001-200,000 SF	4
200,001 SF & up	2
Acreage	8
No Size	4
Total	41



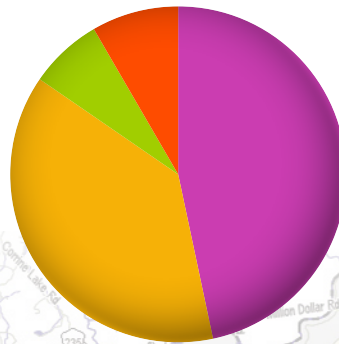
Prospects By Industry

Food Processing	5
Manufacturing	9
Warehouse/Distribution	9
Commercial	5
Renewable Energy/Recycling	9
Other	4
Total	41



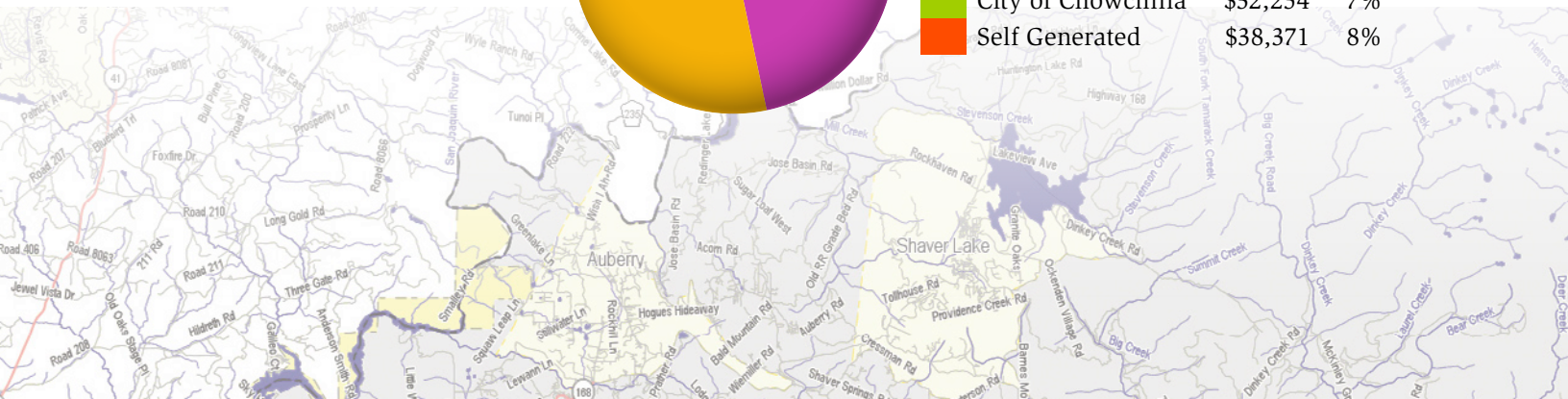
Prospects By Source

MCEDC	18
CCVEDC	16
GO-Biz	5
Other	2
Total	41



Budget Revenues

County of Madera	\$213,838	47%
City of Madera	\$173,626	38%
City of Chowchilla	\$32,254	7%
Self Generated	\$38,371	8%



HIGHLIGHTS

New Business

Harbor Freight opened a new retail store in Madera in the spring of 2018. The new business located in a vacant space at 1329 Country Club Drive. Harbor Freight is a retail chain that carries a wide range of tools, hardware and other products for the home, garden and car.



Dunkin' Donuts, a long-running chain serving signature donuts, breakfast sandwiches and



a variety of coffee drinks, opened its **second Central Valley location in Madera**. The store is located inside Walmart on Cleveland Avenue and they **employ 20 people**.

Rick and Monica Patel from Madera opened a **Cold Stone Creamery** in Madera. The chain offers ice cream, yogurt, sorbet and more. The new shop is located at 1653 N. Schnoor St. and has approximately **15 employees**.

Chukchansi Crossing Fuel Station and Travel Center opened in Coarsegold below the Chukchansi Casino off of Highway 41. The travel center has 18 gasoline pumps, three fueling islands for buses and RV's and two charging outlets for electric vehicles, a car wash and retail center. The center has **20 employees**.

Love Café opened spring of 2018 in Oakhurst, the first vegan restaurant in Madera County. The restaurant is located on Highway 41 at the intersection of Highway 49. It is recognizable by its vintage style mural of a park ranger. Owner Tricia Tracy hired a chef from Morro Bay to create signature dishes.



The Tap House a family friendly restaurant serving craft beer, local wine and artisan pizza opened in Madera. Local owner Dustin Franklin has 15 tap handles serving craft beer. The Tap House is located at 2175 North Schnoor Street, Ste. 101, in the Home Depot Shopping Center. The new restaurant has **12 employees**.

Bravo & Sons Auto Center in Chowchilla opened in the former Bob Silva Ford Dealership located at 1677 Robertson Boulevard. The used car dealership is a family owned and operated business.



HIGHLIGHTS CONT'D

Expansions

Camarena Health held a ground breaking for an expanded health clinic in Chowchilla. The new multi-family health center campus will be located on Prosperity Avenue. The center will open in early 2019, bringing a variety of health services to the community.

Camarena Health also opened a **school-based health clinic at Madera South High School**. Camarena Health partnered with Madera South High School to build the first School-Based Health Center (SBHC) in Madera County. The SBHC is open to everyone in the community. It also houses the school nurse and health services office.

Madera Valley Inn has undergone a complete interior and exterior update of the building. It was originally constructed in the early 1970's as the Madera Valley Inn then became a Best Western/Quality Inn. Once renovation is complete, the hotel will reopen its doors as a **La Quinta Inn**.

State Center Community College District Board approved the purchase of a **30-acre site** in Oakhurst for the future Oakhurst Community College Center. The property is located off of Highway 49 and Westlake Drive. The purchase price was **\$1,822,500, funded by Measure C**.

Madera County broke ground on their **new Public Health and Social Services Complex**. The project is located on Avenue 14½ and Road 28. The **\$53 million, four-building complex** will house the county's Public Health and Social Services departments.



Paulo Soares, Camarena Health ground breaking in Chowchilla



Update at La Quinta Inn



Ground breaking for Madera County's Health and Social Services Complex

HAPPENINGS

A new high school in Madera broke ground in the Spring of 2018. **Matilda Torres High School** is expected to open by the fall of 2020 and accommodate **2,200 students**. This will be the third comprehensive high school in Madera Unified. The school will have state of the art classrooms that will house high quality career technical education pathways. The school will also house a health center managed by Camarena Health.

The Madera City Council approved a **downtown incentive package** intended to provide significant savings in city permitting and processing fees. The incentives fall under three categories: the development and redevelopment of downtown properties, remodeling and renovating older buildings and buildings that have experienced long vacancies, and building projects that will be used for tax-exempt or nonprofit operations.

New Development

Riverstone (pictured on front & back covers) was awarded **2018's Best Master Planned Community of the Year** by The Nationals (the nation's largest competition for new-home communities).



Riverstone is located off of Highway 41 and Avenue 12. The development is rapidly building and selling

homes and has begun marketing their new Riverwalk retail district. The new development will offer as much as **500,000 square feet of commercial space** including retail, office and entertainment.

Tesoros Viejo, another master planned community located off of Highway 41 and Avenue 15, celebrated the Ground Breaking of their town center, which will house the **Madera County Fire Station No. 7**, a **Madera County Sheriff Substation** and a **welcome center named "The Hub."** The development has finished the construction on Hillside Elementary School

and will be offering new homes for sale by the fall of 2018. The inaugural homebuilders for Hillside Village include McCaffrey Homes, D.R. Horton, and K. Hovnanian Homes.

Chowchilla has begun the specific plan process of establishing a **2,000-acre industrial park** on the northwest corner of State Routes 99 and 152. The site is zoned industrial and commercial. Chowchilla offers economic incentives to assist with new projects.

Healthcare

In the fall of 2017, **Madera Community Hospital** earned an **"A" in patient safety** from The Leapfrog Group. Madera Community Hospital was one of 832 in the entire nation who were awarded an "A" for their commitment to keeping patients safe and meeting the highest safety standards.



U.S. News & World Report ranked **Valley Children's Hospital** as one of the best children's hospitals in the country in four pediatric specialties in the 2018-2019 Best Children's Hospitals rankings. Valley Children's ranked in Neonatology, Pediatric Orthopedics, Pediatric Diabetes & Endocrinology and Pediatric Gastroenterology & Gastrointestinal Surgery.



Representatives of Riverstone accept the community's Gold Awards at the Nationals award ceremony



MISSION STATEMENT & SERVICES

Mission

Our mission is to position Madera County as an economically viable and vibrant county through a multifaceted and diversified economic base. Madera County is business friendly, “The Perfect Location,” and the right choice for business and quality of life.

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

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

MARKETING TOOLS

- Website
- Tools for Business Success: Website resource guide
- Online property database
- Facebook
- Twitter
- Blog
- Linked In
- Pinterest

Economic Development Services

- Recruitment & Location of new business: Manage County attraction programs.
- Economic Research: Quarterly Vacancy Reports
- Public Policy Advocacy: A business advocate for infrastructure, zoning and development issues impacting businesses.
- Business Advocacy: Manage the Greater Madera County Industrial Association.
- Infrastructure Development: initiating and securing funding needed for key infrastructure projects.
- Retention & Expansion of existing business.
- Consult businesses regarding tax incentives.
- Administrator of the County’s Comprehensive Economic Development Strategy.
- Management of Incentive Programs:
 - CalRecycle’s **Recycling 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. All of Madera County is a RMDZ so businesses within the county automatically are given the opportunity to benefit from the RMDZ program.
 - The **Foreign Trade Zone (FTZ)** 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.
 - The **Madera Energy Watch Program** provides energy assessments to eligible business.

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.





Madera County, California

“The Perfect Location”

COMMISSIONERS

Brad Ditton

BASS LAKE CHAMBER OF COMMERCE
Chairperson

Robert Poythress

MADERA CHAMBER OF COMMERCE

Ron Flores

INDUSTRY-AT-LARGE

Brett Frazier

MADERA COUNTY BOARD
OF SUPERVISORS

Charles Rigby

CITY OF MADERA

Waseem Ahmed

CITY OF CHOWCHILLA

Mary Diebert

PUBLIC UTILITY

Paige Hill

CHOWCHILLA CHAMBER
OF COMMERCE

Dee Salazar

NORTH FORK CHAMBER
OF COMMERCE

Darin Soukup

OAKHURST CHAMBER OF COMMERCE

J. Carol Graham

COARSEGOLD CHAMBER

Ollia Ridge

GOLDEN VALLEY CHAMBER

Elaine Craig

WORKFORCE DEVELOPMENT OFFICE



*Riverstone master
planned community
at Highway 41
& Avenue 12*



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Executive Director

Julie Herd

*Business Development
& Marketing Manager*

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*Business Assistance
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