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# SEGA Workshop presentation held at BEAR Breakfast today (June 5)

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by [adrianr](#) | [author feed](#)

06/05/08 3:52PM

A presentation on the Southeast Growth Area was given today at Fresno County's Economic Development Corporation monthly BEAR Breakfast meeting, which was held at the newly re-opened Holiday Inn today.



The Bear Breakfast was held at the newly re-opened Holiday Inn in downtown Fresno. /Adrian Rodriguez

The Southeast Growth Area, or SEGA, is an area of Fresno expected to be annexed by Fresno soon and will see a lot of new development in the coming years. The presentation is embedded in this article as an iPaper Powerpoint Presentation.

At the same event, the Fresno EDC announced the launch of its new Web site with some interactive features for companies considering Fresno County as a location for their next business.

The Southeast Growth Area "provides a rare opportunity to create and implement a model for smart, sustainable growth in the San Joaquin Valley -- starting in Fresno," according to literature about the development. It is a 9,000-acre area at the eastern edge of Fresno city limits, generally located east of Temperance Avenue and south of the City of Clovis.

A workshop is scheduled for Tuesday, June 10 from 6 p.m. to 9 p.m. at the Fresno Convention Center, where more information will be shared with the public about the plans. It will be held in the New Exhibit Hall on M and Kern streets in downtown Fresno, and free parking will be available in the lot on the southwest corner of N and Inyo streets.

## See the presentation from today's BEAR Breakfast

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## Fresno SEGA Specific Plan Draft Design Alternatives

City of Fresno and Calthorpe Associates  
May 13, 2008

SEGA Alternatives- Master - Upload a doc

For more information about the SEGA workshop, contact Trai Her at [traิ.her@fresno.gov](mailto:traি.her@fresno.gov) or call 559.621.8003.

The BEAR Breakfast, held in January and in June by the EDC, is a chance to update investors and business

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leaders of the latest efforts by the EDC to bring economic health to the community. "The BEAR Program" is the Business Expansion, Attraction and Retention Program.

Steve Geil, who leads the EDC as its president and CEO, also took time to present the EDC's new Web site, which features an online interactive flash map of the county with detailed information about each city and sites within them. Spline Motion, a Fresno-based design firm, was tapped to create the map in coordination with Catherine Curry, the marketing director of the EDC.

"The new Web site gives someone in a state like New Jersey the ability to fly in and over Fresno County," Curry said, "and get a better perspective of the possibility of growing their business here."

The new features of the site are so detailed that a business from another state will have their most common questions answered immediately.

"Instead of us talking them into considering Fresno, they are talking themselves into considering Fresno," Geil said.



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