

FRESNO COUNTY EDC

2022 REAL ESTATE FORECAST

ADMIT

1

# THE THRILL OF IT ALL



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# Building Stronger Communities

At JPMorgan Chase, we believe that everyone should share in the rewards of a growing economy.

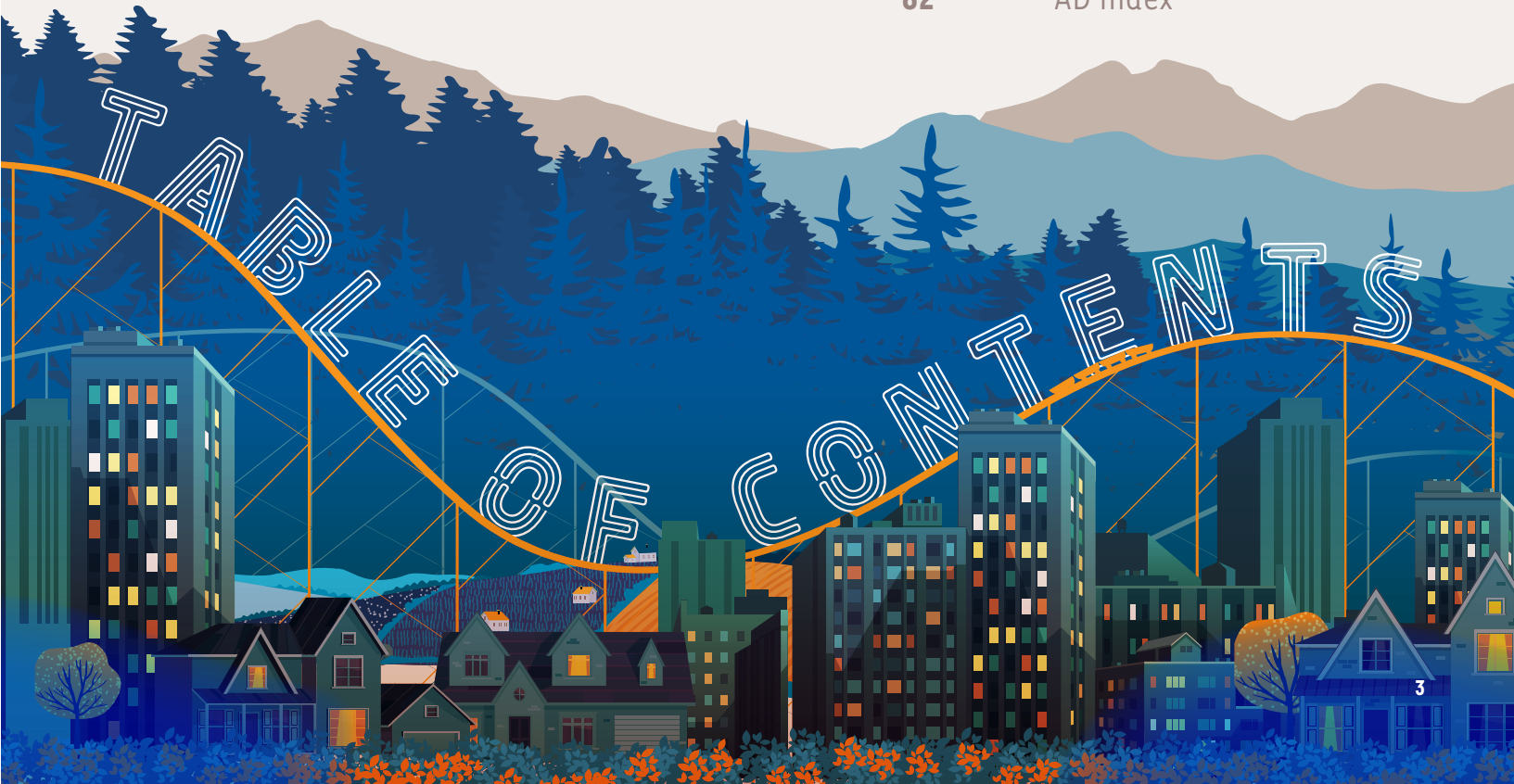
We seek to improve neighborhoods and advance promising solutions that connect families and business owners to economic opportunity. Reducing inequality and creating widely-shared prosperity requires collaboration of business, government, nonprofit and other civic organizations.

We are proud to participate in these efforts and support the Fresno County EDC.

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[jpmorganchase.com/impact](https://jpmorganchase.com/impact)

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## PRESIDENT & CEO



Oh, what a ride it's been!! The past two years have definitely tested our endurance and perseverance – but we have come through stronger than ever. Thinking back to March of 2020 when we all went home to 'shelter in place' and expected to come out in two weeks to a virus-free world... well, here we are two years later. During these two years, we have all had to readjust, readapt, and realign our goals, and expectations. And we did.

Here at the EDC we call it **PIVOT**. Our staff has constantly been looking at how to better serve the Fresno County business community in ways we had never envisioned. We have assisted with administering grants, loans, and new incentives. We spent hundreds of hours updating Fresno County businesses on COVID-related rules and regulations so they had all the information necessary to keep their doors open. We have continued to work to attract new businesses to Fresno County through Zoom meetings instead of in-person meetings and tours, forcing us to come up with new and inventive ways to showcase our assets.

The real estate market in the Central Valley, and specifically in Fresno County, has certainly been on a roller coaster ride. I don't know that anyone could have predicted two years ago the astonishing increases in the sales market and the rental market. The supply shortage of new homes and the lack of available rental homes has definitely effected price increases. New home projects are coming to the county in the future and we will be keeping a close eye on how we can support the industry.

It's no secret that our industrial market in Fresno County is **HOT** – to say the least. We have had more inquiries for industrial properties and land these past two years than in any time in history. In other parts of the State, growing prices and lack of workers have forced companies to look elsewhere to expand or relocate and Fresno County has increasingly become their area of choice. The challenge is lack of industrial space. However, Fresno County EDC and the Fresno County Board of Supervisors are working on a plan to develop a 3,000-acre industrial park to address the ever-growing need for industrial land.

**Our goal** – this year more than ever – is to help Fresno's economy grow and prosper. The EDC will continue to assist businesses in retention and expansion and we have new and exciting plans to attract businesses from around California, the nation, and the world. We are ready to help the people of Fresno County get back to work through many innovative workforce training programs.

**We have survived the ups and downs of these crazy times and we never gave up nor gave in. We are ready for whatever comes next – we are ready for the ride!**

*Lee Ann Eager*

**Lee Ann Eager**

EDC President & CEO





**FRESNO VIBRANT**  
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Fresno Housing works to create vibrant communities, build quality affordable housing, and support the success of approximately 50,000 residents throughout Fresno County.



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**WELCOME BACK** and thank you for being a part of the Fresno County Economic Development Corporation's 2022 Real Estate Forecast. I am very excited about this year's event. After taking a couple of years off due to COVID-19 public assembly restrictions, there is plenty of new information to report. The pandemic has had, and continues to have, significant impacts on all sectors of the real estate market—some negative, some positive, and some simply transformative. It is remarkable to me, as a resident of Fresno and a real estate professional, to see the resiliency of the market and determination of our community in the face of crisis.

To break down past and future trends, the EDC has assembled the "A" team of local real estate professionals. Each member of this year's panel is top of the market in their respective fields. Our audience won't find more insightful and useful information on real estate in Fresno County anywhere else.

This year's experts will cover a wide spectrum of real estate sectors including single-family residential, multi-family residential, capital markets, retail, office, industrial, and agricultural. We look forward to an informative and entertaining conversation about the trends and future of Fresno County.

As one of California's fastest growing regions, Fresno County offers more opportunities for business and employment growth today than ever before. In the logistics and e-commerce sectors alone, 10 large-scale distribution centers are either under

construction or in the planning stages in the Central Valley, adding more than **7,000 new jobs** to the area. A combination of tailwinds and continued trends has positioned Fresno County to take advantage of its growing impact and relevance in the greater California, national, and international economies.

**It is up to us to position ourselves to capture and capitalize on the opportunities that continue to come to our Valley.**

*Nick Audino*

**Nick Audino**

Chairman  
EDC Board of Directors





# IN MEMORIAM

## ROBERT L. WIEBE

1953

—  
2021



A third-generation resident of Fresno County, Robert was the founding partner of Wiebe Hinton Hambalek, LLP, originally formed in 2003 as Wiebe and Associates. Robert's career in accounting began decades earlier with a three-year stint at the Internal Revenue Service before he moved on to a prominent Fresno firm. There he was a tax specialist and was named partner in 1978.

Over the course of his career he developed indispensable industry experience in real estate and agriculture, and was a highly respected consultant on many key real estate developments throughout the valley and California. Robert was known throughout the country as an expert in Opportunity Zones and was a respected speaker on that subject. In addition to his technical expertise, he was proud to have built a cutting-edge accounting firm that will honor his legacy for years to come.

Robert was active in many community organizations, including the Fresno County Economic Development Corporation (EDC).

For many years, Robert was a dedicated EDC Board Member serving in the capacity of Treasurer. He thought very highly of the work the EDC does, especially the Central Valley Training Center (CVTC) training program.

Robert also managed the harvest and day-to-day operations at the family farmstead in Reedley, first owned by his grandfather. Robert loved spending time with his grandsons on the family ranch, driving them through persimmon groves on his father's 1940s-era Ford tractor.

Robert earned a bachelor's degree in accounting from California State University, Fresno and graduated from Reedley High School, where he was a basketball player and competitive debater. His debate partner, Therese Givens, later became his wife.



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*In memory of our partner*

**ROBERT L. WIEBE**

*July 17, 1953 - October 7, 2021*

**Opportunity Zones**

**Agriculture**

**Manufacturing**

**Buy/Sell Decisions**

**Asset Allocation Analysis**

**Tax Deferred Exchanges**

**Entity Selection**

**Property Tax Consulting**

**Common Area Accounting**

**Acquisition and Disposition of Real Estate**



# 2022 FORECAST

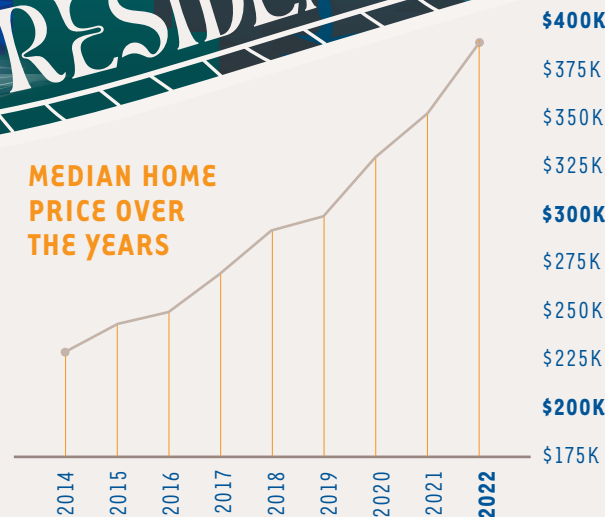
SUPPLY SHORTAGES AND INFLATION WILL CONTINUE TO BE OBSTACLES, IN ADDITION TO ALREADY-LOW INVENTORY.



STRUCTURAL AND PUBLIC POLICY ISSUES IMPACTING HOUSING AND INVENTORY PERSIST.

## RESIDENTIAL

### MEDIAN HOME PRICE OVER THE YEARS



The median sold price of a residential home in Fresno County is \$389,000, up 14.4% in February 2022.

MARKET WILL SLOW AS RATES CLIMB DUE TO INFLATION, BUT SALES AND DEMAND WILL REMAIN SOLID.



35% of sellers in CA in 2021 reported moving out of state.

15% of sellers in CA in 2021 reported moving within the same county.

- CA Median price growth decelerating - 9.4% YTY% change in price for single-family homes in Jan 2022
- The CA housing market is the most competitive since 2013 (71% with multiple offers in 2021) due to tight supply
- The number of active listings in Fresno County in February 2022 was 565, up 3.3%

## FEBRUARY FRESNO COUNTY MARKET STATS

**565** ACTIVE LISTINGS  
UP 3.3%  
MONTH/MONTH

**\$389k** MEDIAN SALES PRICE  
UP 14.4%  
YEAR/YEAR

**101%** SALES-TO-LIST  
UP 1%  
MONTH/MONTH



**Steve Flach**  
2022 President  
Fresno Association of REALTORS®

Steve Flach is the Sales Manager for the Fig Garden office of Guarantee Real Estate in Fresno, CA. A lifelong Californian, Steve has lived in the area for the past 30+ years, currently residing in Clovis with his wife and two children. Steve attended Clovis West High School and both CSU Fresno (Go Dogs!) and Fresno Pacific University, graduating from Fresno State with degrees in Liberal Studies and Sociology. His search for knowledge has continued into his Real Estate career as he has obtained multiple designations & certifications, including the Council of Residential Specialists, ePRO, Graduate REALTOR® Institute, Military Relocation Professional and Real Estate Negotiation Expert. His previous experience in the restaurant industry has led to a service-based mentality in his real estate career. Steve has been involved with leadership for the Fresno Association of REALTORS® for 10 years and is currently the President of the Association. He is a strong believer in the American Dream of homeownership and advocates for homeownership and private property rights at the local, state and national levels while representing the Fresno Association of REALTORS® and as a Director for the California Association of REALTORS®.

[in](#) STEVE-FLACH-A2326611



# 2022 FORECAST

INTEREST RATE INCREASES ARE PUTTING CAP RATES UNDER PRESSURE BUT STILL TOO MUCH \$\$\$ CHASING DEALS

THE BIGGEST HEADWIND IS POLITICAL AND THE THREAT OF INFLATION AND RECESSION



SINGLE-FAMILY RESIDENCES ARE THE FASTEST GROWING SEGMENT OF THE RENTAL MARKET FOR INVESTORS

2022 HAD THE HIGHEST NUMBER OF NEW APARTMENTS, PROPOSED, UNDER CONSTRUCTION, OR OPEN FOR LEASING

## MULTI-FAMILY

### MULTI-FAMILY SALES PEAKED

IN 2017-2018, DIPPED 23% OVER LAST 3 YEARS (LACK OF INVENTORY)

### SALES PRICE PER UNIT ROSE

53% FROM 2019 TO 2021

### NY TIMES: FRESNO RANKED #1

NATIONWIDE IN Y/Y RENT INCREASE IN JANUARY, BUT RUNNING OUT OF STEAM

FRESNO IS NOW ON **EVERY** INSTITUTIONAL BUYER'S LIST

SO-CAL INVESTORS CONTINUE TO LEAD AS LARGEST SEGMENT OF MULTI-FAMILY BUYERS (65%)

ROBIN KANE

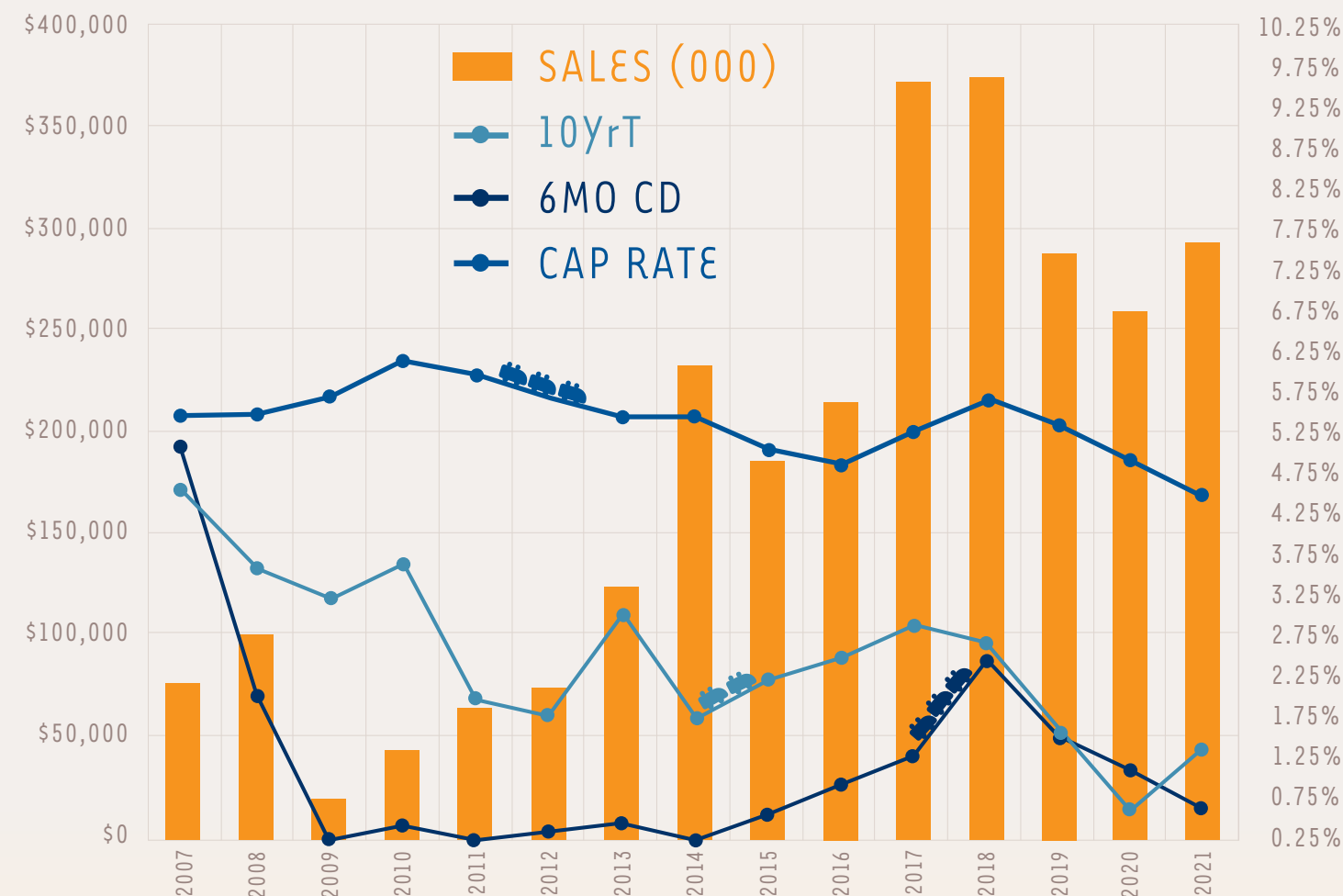


**Robin Kane**  
Senior Vice President  
The Mogharebi Group

**R**obin C. Kane is **Senior Vice President** with The Mogharebi Group (TMG), a firm headquartered in Orange County, dedicated to the multi-family sector. Prior to joining TMG, Robin was Senior Director with Berkadia Real Estate Advisors, a national sales and lending firm. His sales total more than \$2.3 Billion representing over 12,000 Units. In addition, he has closed nearly \$200 Million in Office and Retail for several HNW clients and Family Offices. During the pandemic, he has closed over 20 sales, totaling more than \$225,000,000.

## FRESNO MSA APARTMENT SALES 2007-2021

WITH 10YR, 6MO CD & CAP RATES

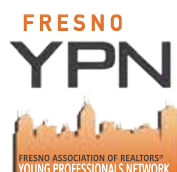






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Members of the Fresno Association of REALTORS® are more than real estate agents.

## REALTORS®:

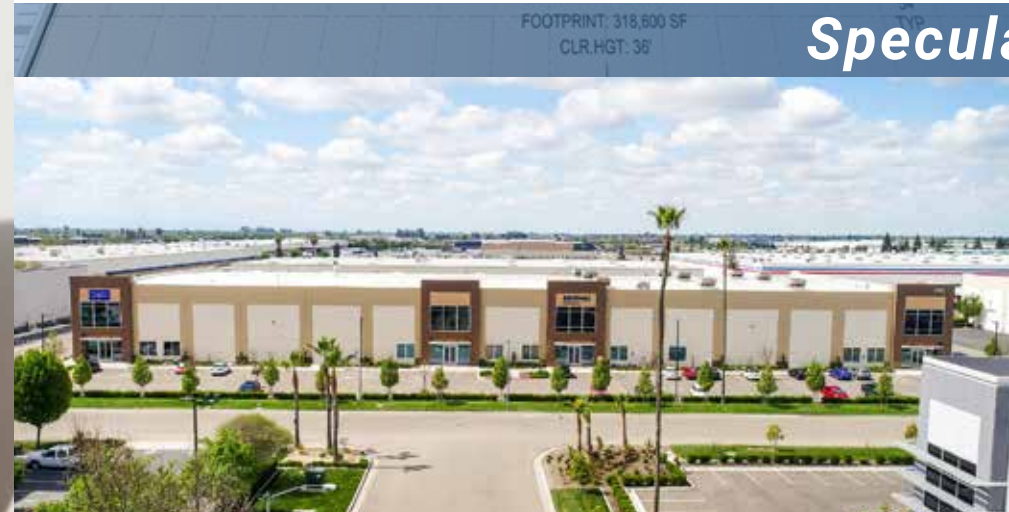
- Are your expert guide
- Offer objective information
- Give you expanded search power
- Ensure an up-to-date experience
- Stand in your corner during negotiations
- Are your rock during emotional moments
- Provide fair and ethical treatment

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# 2022 FORECAST

SUPPLY CHAIN CHALLENGES AND UNPRECEDENTED DEMAND WILL CONTINUE TO CAUSE DEVELOPMENT TIMELINES TO EXTEND

SALES PRICES AND LEASE RATES WILL CONTINUE TO INCREASE FOR MODERN, FUNCTIONAL BUILDINGS



THE CENTRAL VALLEY WILL CONTINUE TO BE A PREFERRED LOCATION FOR LARGE LOGISTICS AND MANUFACTURING PROJECTS

## AREA - FRESNO METRO

AREA - FRESNO METRO	TOTAL (SF)	VACANT (SF)	VACANCY RATE
NORTHWEST	11,085,000	311,580	2.81%
NORTHEAST	14,356,000	193,310	1.35%
DOWNTOWN	3,155,000	101,235	3.21%
SOUTHWEST	4,906,000	378,434	7.71%
SOUTHEAST	29,994,000	898,930	3.00%
S. FRESNO-HWY 99 CORRIDOR	7,788,000	200,294	2.57%
	71,284,000	2,083,783	2.92%

DATA – COSTAR

# INDUSTRIAL

The Fresno industrial market is essentially fully occupied even though lease rates and sales prices are **up over 20% in the last 12 months**

Sales prices for small buildings **exceeded \$150/SF**

Zoned, developable industrial land prices have **topped \$10/SF**

New logistics-oriented buildings are now at least **36' clear**

**Over 5,000,000 SF** is in the development pipeline in surrounding communities

## COMPETING MARKETS

2021 NEW CONSTRUCTION/  
UNDER CONSTRUCTION  
AS OF Q4, 2021

FRESNO	1,122,000
VISALIA	3,300,000
MADERA/CHOWCHILLA	447,500
NORTHERN CENTRAL VALLEY	13,500,000
RENO	7,000,000
PHOENIX	22,000,000
LAS VEGAS	15,600,000
INLAND EMPIRE	36,000,000
DALLAS	85,300,000

DATA – NEWMARK, COSTAR, CBRE



**Ethan H. Smith,**  
SIOR, CCIM  
Senior Vice President  
Newmark Pearson  
Commercial

Ethan H. Smith, SIOR, CCIM began his commercial real estate career in Fresno in 2003. He is a Senior Vice President at Newmark Pearson Commercial, specializing in industrial properties.

In 1995, Ethan graduated from the University of Texas at Austin, and began his career in sales with E & J Gallo Winery where he sold multiple product lines and introduced numerous new products to a variety of retail channels. In 1996, Ethan transitioned to advertising at DDB Worldwide (the largest global marketing communications firm) where he was accountable for and managed the Agency’s multi-million dollar relationships with clients, including American Airlines, Interstate Batteries, Pepsi, and Frito-Lay. While at DDB, Ethan focused on integrated sales promotions as well as relationship marketing. Leaving Dallas in 1999, he joined PeoplePC, a venture-backed start-up in San Francisco where he was responsible for customer marketing programs in addition to being part of the initial management team. During Ethan’s tenure, the marketing department grew from two to forty people and the company expanded into Europe and Asia. In 2001, Ethan moved to iPrint Technologies where he was responsible for consumer and business-to-business acquisition and retention marketing programs.

Ethan is currently on the Board of the Fresno Chaffee Zoo Corporation, the Northern California chapter of SIOR and Pearson Realty. Ethan has an amazing wife, two great kids, and two four-legged kids.



ETHAN-SMITH-87BA745

## WHAT DO INDUSTRIAL JOBS IN SOUTH FRESNO PAY?

The average industrial wage is **\$24.68/hr.** compared to **\$19.53/hr.** for retail businesses.

## HOW MANY PEOPLE ARE EMPLOYED IN INDUSTRIAL JOBS IN SOUTH FRESNO?

**20,012** people in South Fresno are employed in the industrial sector vs. **9,796** people employed in the retail sector.

## HOW MUCH DOES THE INDUSTRIAL SECTOR CONTRIBUTE TO THE LOCAL ECONOMY?

Over **\$1,000,000,000** in wages can be attributed to industrial businesses in South Fresno.

## ARE INDUSTRIAL JOBS GOOD JOBS?

Across all household sizes, a higher percentage of industrial workers have a living wage when compared to retail jobs.

## HOW DO LOGISTICS AND E-COMMERCE OPERATIONS AFFECT THE ENVIRONMENT?

**According to a recent MIT study:** Carbon emissions are **36% LOWER** for online shopping versus in-store shopping. A fully-loaded delivery van is the equivalent of **100+ car trips.**





# AGRICULTURE

## 2022 FORECAST

LAND VALUES IN HIGH-RISK WATER REGIONS WILL CONTINUE TO SOFTEN



INSTITUTIONAL INVESTOR ACTIVITY WILL REMAIN STRONG

DUE TO THE FOLLOWING FACTORS, WE EXPECT PROPERTY SUPPLY TO INCREASE IN 2022:

- A. COMMODITY PRICES
- B. LACK OF RAINFALL & WATER SUPPLY
- C. RISE IN INTEREST RATES
- D. INFLATION
- E. INCREASED OPERATING COSTS/ EXPENSES (EX. LABOR, FERTILIZER, CHEMICALS, FUEL, ETC.)

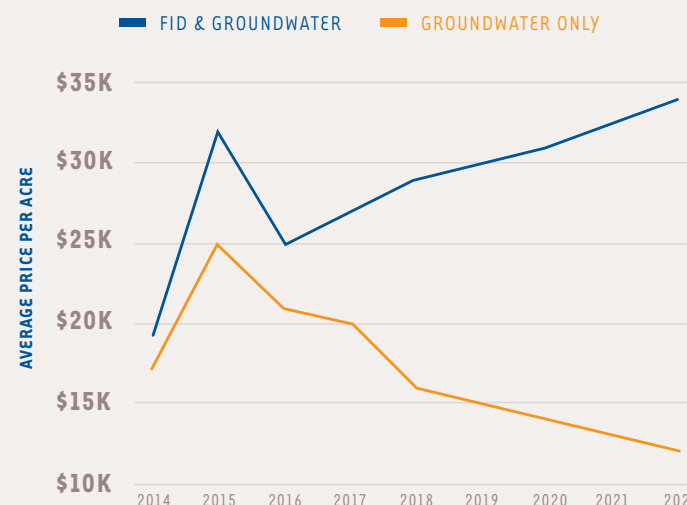


### AG COMMODITIES

2021 RANK	TOP 4 CROPS & VALUE OF 2021	2020 RANK
1	<b>MILK</b> \$3.34 BILLION	2
2	<b>ALMONDS</b> \$2.44 BILLION	1
3	<b>PISTACHIOS</b> \$1.65 BILLION	3
4	<b>CITRUS</b> \$1.38 BILLION	NR

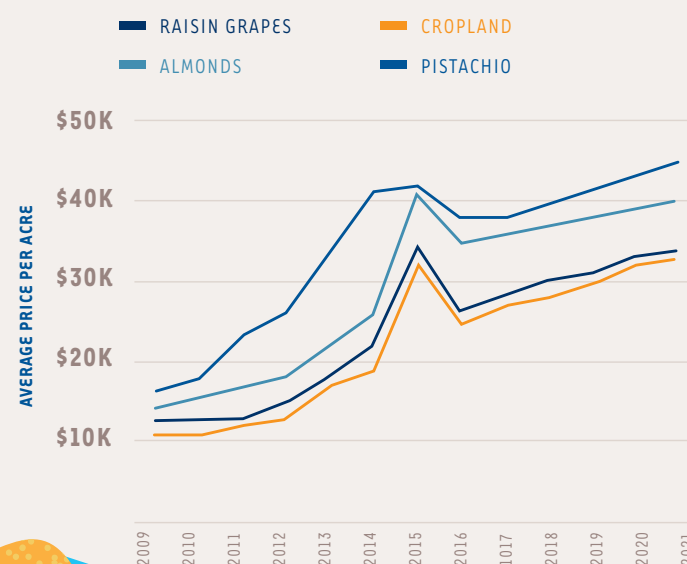
## FRESNO IRRIGATION DISTRICT VS. GROUNDWATER ONLY

GOOD SOILS AND OPEN LAND



## FARM LAND VALUES

(AVG. PRICE WITH GOOD SOIL, WATER AND CROP)



**Sullivan Grosz**  
*Pearson Realty*  
President, Ag Division

Sullivan Grosz is a Bulldog fan with a Mustang heart. He grew up near Kerman, graduated from San Joaquin Memorial, earned All-American honors for football at Cal Poly, and had a split-second career in the NFL. After limping home, he jumped back into agriculture, eventually making his way to Pearson Realty in 2016, pursuing farm real estate. Since then, he has contracted over 10,000 acres of farmland and \$190 million in sales. Sullivan was promoted to President of Pearson Realty Ag Division in January 2021, where his player-coach style of management allows him to mentor, train, and manage the 23 farm specialists while continuing to help clients buy and sell new ag land. He is a graduate of the Almond Board of California's Leadership Program and involved in many other community groups like Rotary and Young Farmers & Ranchers.

His newest challenge involves helping his wife, Erin, parent their two boys, Granger (2 years old) and Emmett (7 months old). If it were up to Sullivan, the boys, including himself, would live outside, hunt for their dinner, and race dirt bikes around their farm every day. It is a good thing Erin is a Health Care Provider.

559.824.7665



SULLIVAN-GROSZ-0645896



# 2022 FORECAST

CAPITAL WILL CONTINUE TO POUR INTO COMMERCIAL REAL ESTATE

CAP RATES SHOULD HOLD STEADY AFTER DOWNWARD PRESSURE COMPRESSED THEM IN 2021

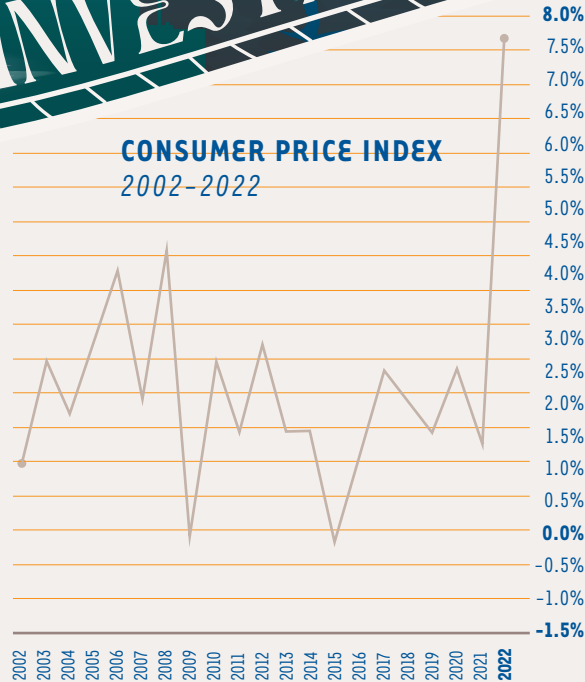


SALES VOLUME AND TRANSACTIONS SHOULD CONTINUE AT RECORD PACE



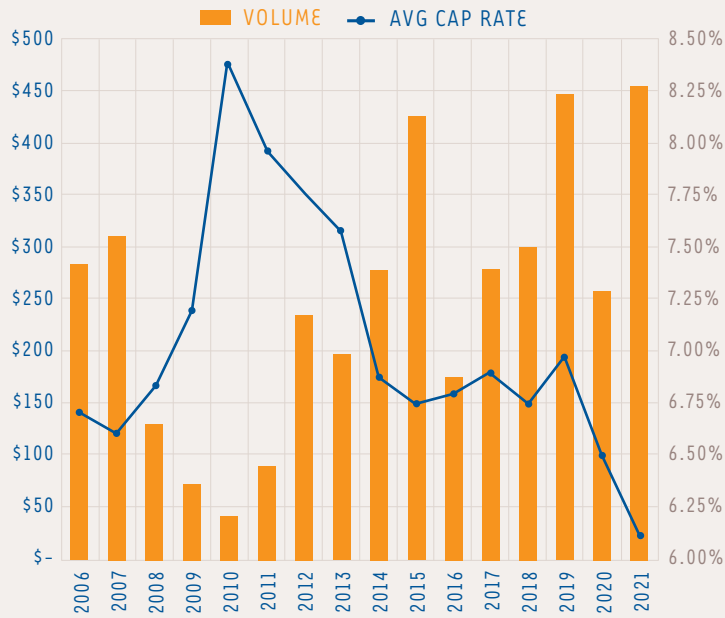
## INVESTMENTS

CONSUMER PRICE INDEX  
2002-2022

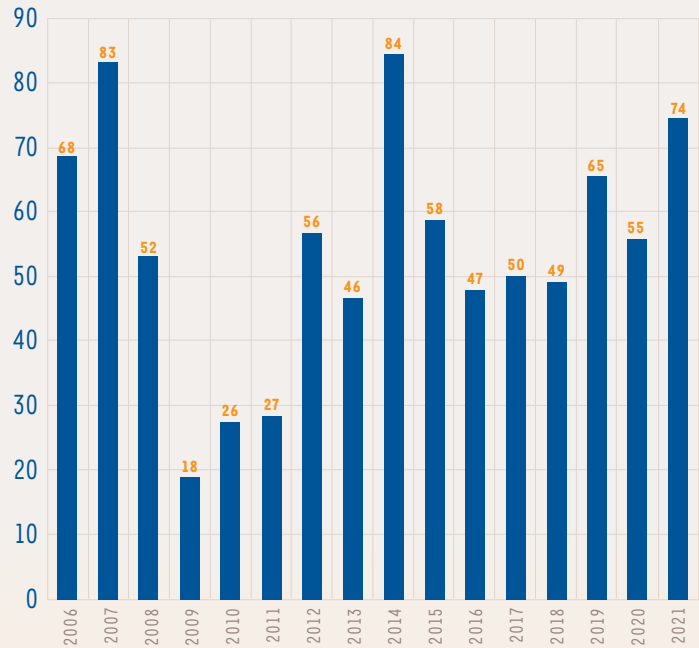


- 2021 SALES VOLUME **HIGHEST EVER**
- 2021 AVERAGE CAP RATE WAS **LOWEST EVER**
- INTEREST RATES HAVE REMAINED AT **HISTORICAL LOWS**
- **3RD HIGHEST** TRANSACTIONS WITH 74
- **59%** OF BUYERS WERE FROM THE CENTRAL VALLEY

FRESNO COUNTY INVESTMENT SALES VOLUME & AVERAGE CAP RATES SINCE 2006  
(DEALS OVER \$1M)



FRESNO COUNTY INVESTMENT SALES TRANSACTIONS SINCE 2006  
(DEALS OVER \$1M)



**Brett Visintainer**  
Owner/Broker  
Visintainer Group

Brett Visintainer is the Owner/Broker of the Visintainer Group, an investment firm specializing in commercial, multi-family, and agricultural real estate solutions. Since 2015, the Visintainer Group has transacted in 14 states, over \$500m in sales volume, and over 150 sales transactions.

Brett's vision of creating a top tier investment company has come together by obtaining his CCIM designation, which less than 5% of agents in the US have, and attracting agents to expand into commercial, multi-family, and ag investments. His team provides investors with property valuations, financial analysis, acquisition advisory, pre-disposition advisory, leasing strategies to maximize value, and project repositioning.

Brett grew up in San Ramon, CA before moving to Fresno in 2000 to attend California State University, Fresno. He was the kicker for the Bulldogs from 2000 – 2004 and then with the Dallas Cowboys in 2005 – 2006 where he had an injury which resulted in career-ending back surgery. Brett is married to wife Andrea and has a son, Beau, and daughter, Avery.



*Diverse, Agile, Connected . . .*

**NEWMARK**  
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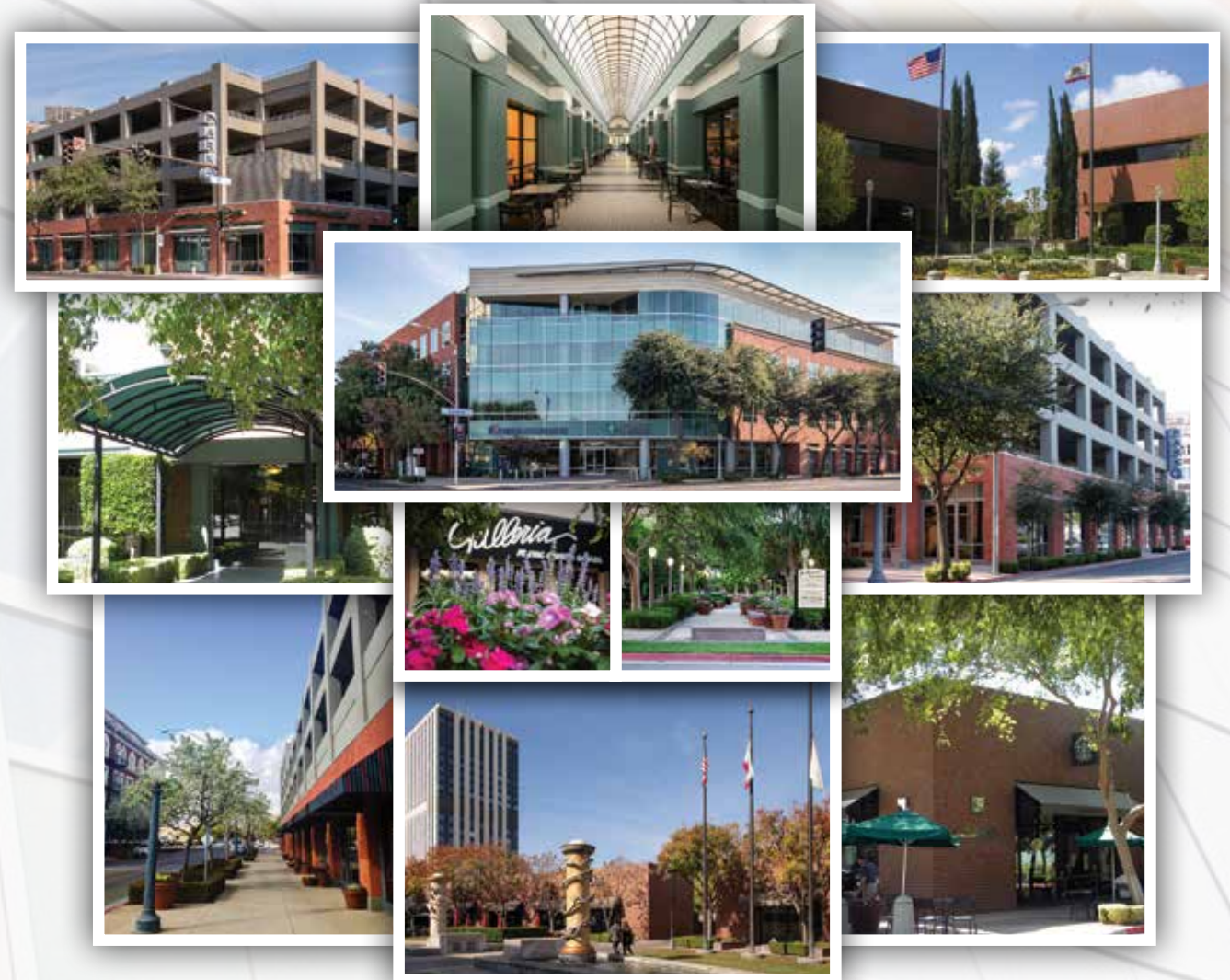
**FRESNO OFFICE**  
7480 N Palm Ave Suite 101  
Fresno CA 93711  
NPC/Pearson: 559.432.6200  
Retail California: 559.256.1700

**VISALIA OFFICE**  
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# 2022 FORECAST

RETAIL SECTOR LOOKS RESILIENT IN 2022

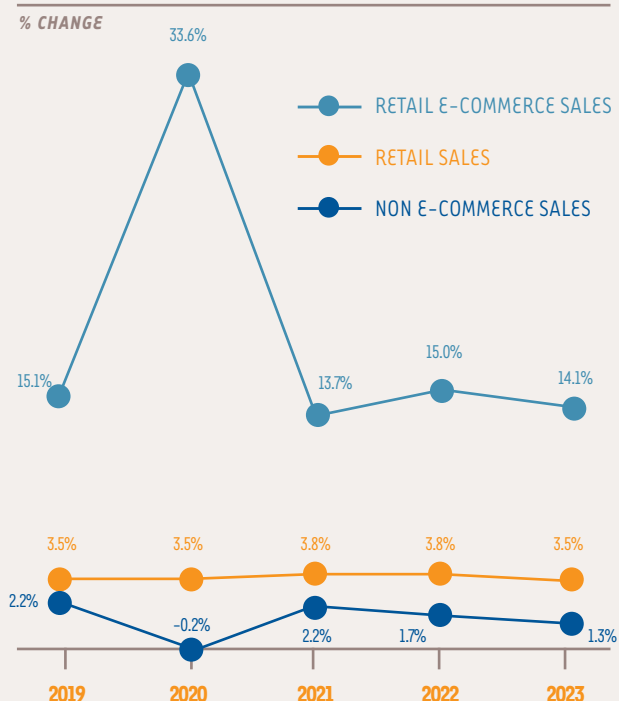
SHOPPING IN THE STREAM WILL BRING LIVE RETAIL THERAPY

UNDERSTANDING "BUYING" VS "SHOPPING" BECOMES MORE IMPORTANT

## RETAIL



### U.S. RETAIL SALES GROWTH BY SEGMENT 2019 - 2023



### WHAT'S HOT



### WHAT'S NOT



## RETAIL RECEIPT

- NOI ARE FORECAST TO **INCREASE 2%** IN THE RETAIL SECTOR
- FROM 2010 TO 2020, RETAIL SALES **GREW 42%**, WHILE RETAIL SUPPLY **GREW JUST 4%**
- GROCERY BASED E-COMMERCE EXPECTED TO **GROW MORE THAN 20%** IN 2022
- RETAILERS ARE USING SPACE **MORE EFFICIENTLY** THAN EVER
- IN-STORE BLACK FRIDAY SALES **ROSE 42.0%** IN 2021 AS COMPARED TO 2020

2022



**Peter J. Orlando**  
Senior Vice President  
Retail California

Peter Orlando is a commercial real estate veteran with over 36 years of retail leasing, tenant representation, and investment opportunity experience.

Peter's career started in 1985 with Grubb & Ellis Company. Peter later founded Commercial Retail Associates (a commercial real estate brokerage firm specializing in retail properties) in 1990 and was a shareholder for 10 years. Currently, Peter is a partner of Retail California, which recently merged with Pearson Realty/Grubb & Ellis to form the largest independent commercial real estate company in Central California.

Peter lists over 2 million square feet of retail space consisting of ground-up neighborhood and power-promotional centers in the seven Central Valley counties. Peter represents such well-known retailers as JPMorgan Chase Bank, US Foods, Ross Stores, dd's Discounts, Grocery Outlet, Café Rio, and Xfinity.

Peter is an active participant with the International Council of Shopping Centers (ICSC) and has served as the past Program Chair of the Monterey, CA convention. Peter is a lifetime resident of Fresno and graduated from California State University, Fresno with a Bachelor of Science Degree in Business Administration and a minor in Marketing in 1985. Peter serves on the Board of Directors for the St. Patrick's Day Golf Foundation and is also a Board Member with the Presidents Club for Community Hospitals of California.

PETER-ORLANDO-AA523410



# 2022 FORECAST

MEDICAL SECTOR WILL REMAIN VERY ACTIVE AND THE DRIVER OF MOST OF THE NEW OFFICE DEVELOPMENT

OFFICE DEVELOPMENT WILL REMAIN SLOW DUE TO CONTINUED HIGH COST OF CONSTRUCTION

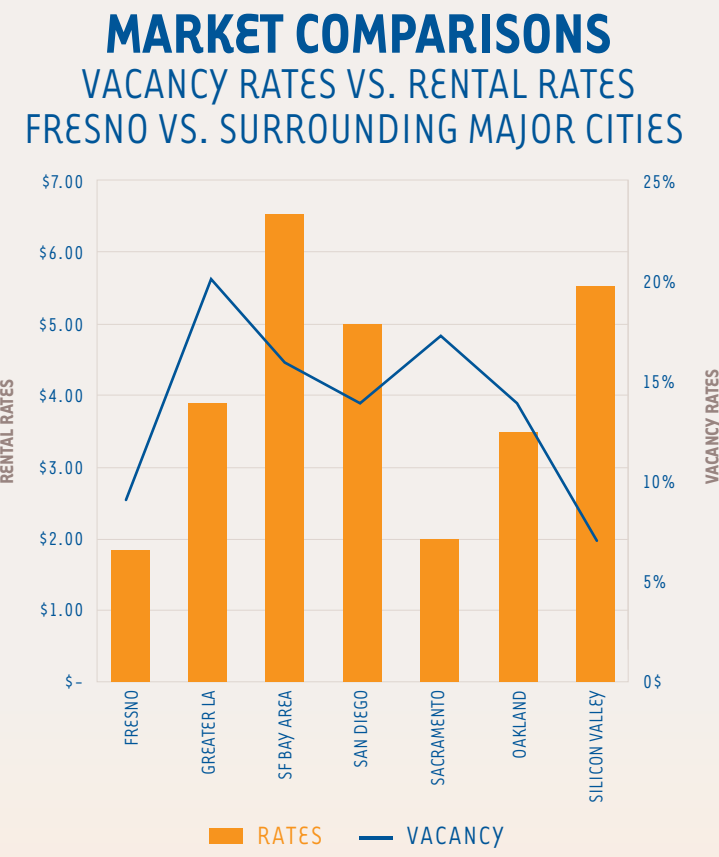
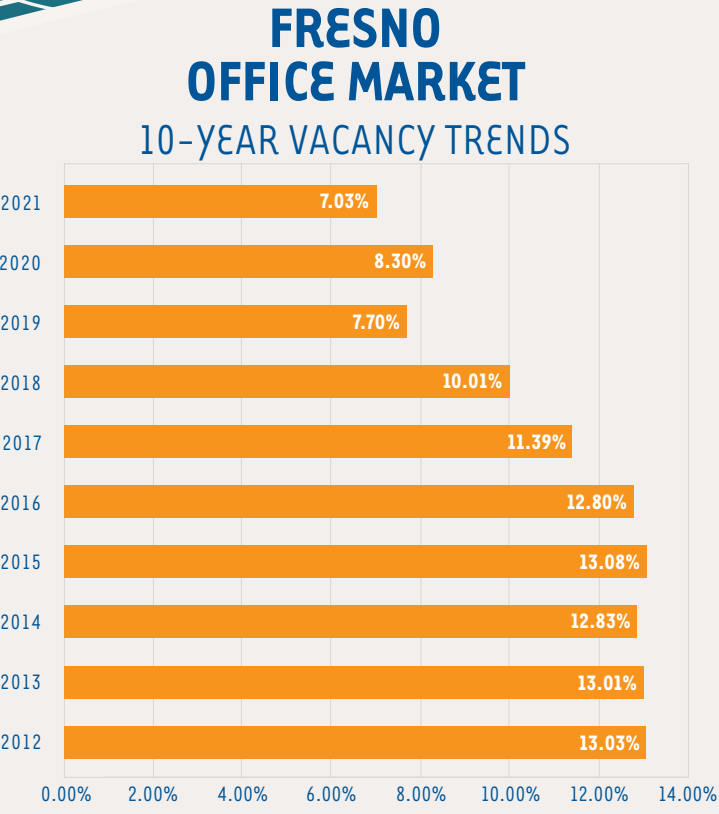


OFFICE PROPERTY SALES AND PRICES WILL CONTINUE TO INCREASE DUE TO LACK OF PRODUCT AND LOW INTEREST RATES



## FRESNO/CLOVIS SUBMARKET COMPARISON

AREA	TOTAL INVENTORY (SF)	UNDER CONSTRUCTION (SF)	TOTAL UNDER CONSTRUCTION (SF)
AIRPORT/SOUTHEAST	1,789,225	146,163	19,650
CENTRAL FRESNO	2,177,317	84,046	0
DOWNTOWN	3,440,013	208,876	0
NORTHEAST/CLOVIS	1,498,466	68,612	150,521
NORTH FRESNO	9,061,843	702,602	0
SHAW	4,360,559	435,575	13,625
TOTALS	22,327,423	1,645,874	183,796



**Beau Plumlee**  
*Senior Vice President  
Principal*  
**Colliers International**

Beau Plumlee has been with Colliers International since 2000 and has more than 23 years of Commercial Real Estate experience with areas of expertise in tenant representation, landlord representation, investment properties and sales, and leasing of office properties.

Beau has successfully leased and sold in excess of 4,000,000 square feet of office/commercial space and is a member of one of the most successful office property teams in Central California. As a Fresno native, he has extensive knowledge of the Fresno/Clovis market and surrounding areas. As a graduate of California State University, Fresno with a Bachelor of Science Degree in Business Administration/Marketing, Beau brings a strong business management background to his career in commercial real estate. Dedicated to community involvement, Beau has served on the Executive Board of the Saint Agnes Men’s Club and currently serves on the Board of River Park Little League, Clovis West High School Foundation and is a commissioner with the Clovis Junior Soccer League.



# BUSINESS PROFILE

## Vision View • Fresno CA

Vision View is much more than just an incubator for Fresno startups; it is a champion for minority and low-income business owners seeking comprehensive entrepreneurship support. Vision View, “Where One’s Vision is Without Limits,” offers services that are uniquely targeted to boost the upward economic mobility of the working poor. Formed in 2012 as H.O.P.E., Helping Others Pursue Excellence, CEO Lynisha Senegal had a vision to make business ownership achievable for families struggling with poverty. What began with her own drive to start a business and support her family has blossomed into one of the largest entrepreneurship centers in the Central Valley.

With an array of services available, Vision View offers business coaching, technical assistance, a collaborative workspace, and an ecosystem of financial and social resources that promote ownership and prosperity. These resources include affordable office space, training and placement services for city, county, state, and federally-funded agencies and contractors, and comprehensive education and training services for aspiring business owners.

The EDC is extremely proud of the work accomplished to help make Lynisha’s dream a reality. EDC staff helped market available units in their three-building complex and were excited to attend the ribbon cutting for Vision View’s Business Formation Center. When the business complex required an ADA upgrade and elevator installation, the EDC supported Vision View’s successful application for Community Development Block Grant funds from the City of Fresno

to make it happen. As Vision View continues to grow their community footprint, the EDC will be there to assist them with their business needs.

Vision View is uniquely poised to impact the local economy in inclusive, meaningful ways. Their targeted investment in the low-income and minority communities has already created major and lasting impacts on the individual level that will continue to grow and be a positive influence throughout our community. Vision View’s programs have resulted in:

- **30 Food entrepreneurs in a shared growth hub**
- **34 Community-based organizations providing direct services to the community**
- **100 Low-income residents owning real estate**
- **117 New jobs created for hard-to-employ workers**
- **160 Minority businesses en route to recovery**
- **400 Impacted families earning a living wage**
- **500 Youth in guided interventions**
- **\$1,000,000 in economic investment for working families**
- **\$2,000,000 in investment to anchor Vision View’s first minority neighborhood business incubator**

“EDC is a Titan for us at Vision View. When very few would take a chance to help us grow, Lee Ann and the EDC team extended their services and platform to help our business succeed.

We all need that one support system to lift us up. I had no idea that launching Vision View would require so many nuances from improving in energy efficiency, ADA accessibility and even financing, but EDC guided me every step of the way.”

- Lynisha Senegal  
Managing Member  
Vision View

# ECONOMIC PROFILE

## TOP 5 PROJECTED GROWTH OCCUPATION GROUPS FRESNO COUNTY (2022-2027)

#	SOC CODE	OCCUPATION GROUP TITLE	Total Employment Growth	Percentage Change in Employment	Avg. Annual Earnings
1	31	Healthcare Support Occupations	5,775	19.3%	\$31,871
2	53	Transportation and Material Moving Occupations	3,443	8.2%	\$40,068
3	35	Food Preparation and Serving Related Occupations	2,537	9.0%	\$30,871
4	29	Healthcare Practitioners and Technical Occupations	2,348	9.9%	\$107,034
5	25	Educational Instruction and Library Occupations	1,303	4.1%	\$67,109

## TOP 5 PROJECTED GROWTH INDUSTRY GROUPS FRESNO COUNTY (2022-2027)

#	NAICS CODE	INDUSTRY GROUP DESCRIPTION	Total Employment Growth	Percentage Change in Employment	Avg. Annual Earnings
1	6241	Individual and Family Services	6,032	24.2%	\$27,258
2	7225	Restaurants and Other Eating Places	2,229	9.1%	\$26,008
3	6214	Outpatient Care Centers	1,110	21.5%	\$113,965
4	6221	General Medical and Surgical Hospitals	1,038	7.4%	\$94,824
5	4523	General Merchandise Stores, including Clubs and Supercenters	943	13.8%	\$38,227

SOURCE: EMSI MODELING OF GOVERNMENT DATA PROJECTIONS, MARCH 2022)



# BUSINESS INCENTIVES



## HIRING INCENTIVES

### New Employment Opportunities (NEO) Program:

Wage reimbursement available to qualified employers hiring qualifying Fresno County residents.

Weeks 1 – 13  
100% Reimbursement

Weeks 14 – 26  
75% Reimbursement

\*Extensions available for up to a full year of partial reimbursement.

### New Employment Credit (NEC):

California hiring credit available to qualified employers hiring qualifying employees.

Employees must be located within a Designated Geographic Area.

Credit is 35% of wages paid between 150%-350% of minimum wage.

### Work Opportunity Tax Credit (WOTC):

Federal tax credit available for hiring qualifying individuals from certain target groups.

Maximum tax credit ranges from \$1,200 to \$9,600 per qualifying hire.

### Employment Training Panel (ETP):

State reimbursement program for costs of customized training of new or existing employees.

Upgrade employee skills by creating customized training program through approved training agencies.

## LOCAL INCENTIVES

### PG&E Economic Development Rate:

Available throughout Fresno County, the program is designed for businesses that are considering locating within California and have out-of-state options; local businesses that are considering relocating to other states; or businesses at risk of closing their existing operations entirely.

- ◆ Qualifying businesses in Fresno County may receive up to a 25% reduction for 5 years on their monthly electricity costs

### Fresno County Fee Deferral Program:

County of Fresno incentive available to qualifying job producing projects. Projects may defer 75% of the County's Plan Review/Building fees, with a maximum of \$50,000 deferment per project.

- ◆ Fees repaid 25% annually for three years
- ◆ Project must create at least 20 jobs either directly or indirectly

## STATE INCENTIVES

### California Competes Tax Credit:

State income tax negotiated between the state and businesses that want to grow or relocate in California. Credit amount depends on several factors, including, but not limited to: job creation, economic impact, amount of investment in California by business.

- ◆ Fresno County businesses have been awarded over \$16.5 million in state tax credits from 2018 through 2021

### Manufacturing Equipment Sales & Use Tax Exemption:

California sales and use tax exemption on manufacturing and related equipment also applies to leased equipment and for materials needed to construct a new manufacturing facility.

- ◆ Eliminates 3.9375% of California sales tax portion
- ◆ Immediate benefit – no state tax paid at time of purchase

### CAEATFA Sales & Use Tax Exemption:

A FULL California sales and use exemption program administered by the California Alternative Energy & Advanced Transportation Financing Authority (CAEATFA) available to projects in qualifying manufacturing industries. Qualifying projects include:

- ◆ Advanced Manufacturing
- ◆ Manufacturers of alternative source products
- ◆ Manufacturers of advanced transportation products

### Recycling Market Development Zone (RMDZ):

Incentive available to businesses throughout Fresno County that use recycled or recovered materials as raw materials in their manufacturing processes or reduce the creation of solid waste. Benefits include:

- ◆ Low interest micro-loan program (up to \$2 million)
- ◆ Development and permitting assistance
- ◆ Waiver or reduction of development/permit fees

### Research and Development (R&D) Credit:

Available at the State and Federal levels, the R&D Credit provides a tax credit on a portion of expenses incurred by businesses for qualified research.

## FEDERAL INCENTIVES

### Opportunity Zones:

Originating from the Tax Cuts and Jobs Act of 2017, Opportunity Zones are designed to incentivize capital investments in low-income communities nationwide.

- ◆ A temporary deferral; of inclusion in taxable income for capital gains reinvested into an Opportunity Fund
- ◆ Long-term investment; the basis is increased by 10% if the investment in the Opportunity Fund is held by the taxpayer for at least 5 years and by additional 5% if held for at least 7 years, thereby excluding up to 15% of the original gain from taxation
- ◆ Permanent Exclusion; of taxable income from sale or exchange of an investment inside an Opportunity Zone for investments held up to at least 10 years

### Foreign Trade Zone (FTZ):

Fresno County is part of FTZ No.226. The FTZ Program is a federal program used to help encourage value-added activity at U.S. facilities in competition with foreign alternatives by allowing delayed or reduced duty payments on foreign merchandise, as well as other savings.

- ◆ Duty exemption
- ◆ Duty deferral
- ◆ Logistical benefits
- ◆ Ad valorem tax exemption

### HUBZone (Historically Underutilized Business Zone):

Federal program that helps small businesses in designated cities gain preferential access to federal procurement opportunities.

### New Market Tax Credits (NMTC):

The New Market Tax Credit is a federal financing program created to spur new or increased commercial or industrial investments in economically distressed areas. Business can receive capital to fund projects, business expansion, or debt refinancing.

- ◆ Project must have a community benefit (i.e. job creations of skilled workforce or employ those from under-served communities)
- ◆ NMTC can fund 20% -23% of a proposed project.
- ◆ Ideal for projects seeking between \$1 million to \$9 million of additional capital







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## NEW EMPLOYMENT OPPORTUNITIES (NEO-ESE) EXPANDED SUBSIDIZED EMPLOYMENT PROGRAM

### Real Life Business Solutions

The NEO-ESE program was created to respond to the needs of enrolled job seekers while providing an incentive to employers that create and retain full time jobs in Fresno County.

For every NEO-ESE hire, the employer shall be reimbursed only for actual wages paid in accordance to the table shown below:

Initial Placement	Wage Reimbursement
-------------------	--------------------

Weeks 1 - 13	100%
--------------	------

Weeks 14 - 26	75%
---------------	-----

*\*Two possible 13 week extensions upon approval*



For employer requirements or to begin to take advantage of this Fresno County Hiring Incentive, all employers need to register:

[www.ready2hire.org](http://www.ready2hire.org) or call the Fresno County Economic Development Corporation at 559.464.5550, email [bear@fresnoedc.com](mailto:bear@fresnoedc.com)

Funded by the County of Fresno



# OPEN FOR BUSINESS

## DEPARTMENT OF PUBLIC WORKS AND PLANNING: DEVELOPMENT SERVICES AND CAPITAL PROJECTS DIVISION

FRESNO COUNTY'S RAPID RESPONSE AND BUILDING PLAN CHECK/PERMIT FEE DEFERRAL PROGRAMS

### DO I QUALIFY?

TO PARTICIPATE IN EITHER OR BOTH OF THESE PROGRAMS, PARTICIPATION MUST BE PRE-APPROVED, SPECIFICALLY:

- ◆ CONSTRUCTION OF A NEW BUSINESS OR EXPANSION OF AN EXISTING BUSINESS MUST RESULT IN THE CREATION OF AT LEAST 20 NEW FULL-TIME JOBS
- ◆ THE JOB CREATION IDENTIFIED MUST BE REALIZED WITHIN TWO YEARS AFTER BUILDING OCCUPANCY IS GRANTED

### ARE THERE OTHER REQUIREMENTS I SHOULD BE AWARE OF?

YES, IN ORDER TO PARTICIPATE IN THE BUILDING PLAN CHECK/PERMIT FEE DEFERRAL PROGRAM, PLEASE SEE THE PROGRAM PROVISIONS/REQUIREMENTS THAT ARE LISTED BELOW:

- ◆ THE MAXIMUM AMOUNT OF THE DEFERRAL IS \$50,000 PER PROJECT;
- ◆ A FEE DEFERRAL PAYMENT AGREEMENT MUST BE EXECUTED BETWEEN THE APPLICANT/PROPERTY OWNER AND THE COUNTY; AND
- ◆ THE TERMS OF THE APPLICANT/PROPERTY OWNER FEE DEFERRAL PAYMENT AGREEMENT MUST INCLUDE THE DEFERRAL PROVISION THAT, IN THE EVENT FEES ARE UNPAID, A LIEN AGAINST THE PROPERTY WILL BE RECORDED FOR THE DELINQUENT AMOUNT UNTIL THE FEES ARE PAID.

County of Fresno • 2220 Tulare St • Fresno, CA 93721

William M Kettler • Manager

Development Services and Capital Projects Division  
559-600-4233







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**NICK AUDINO, SIOR**  
Senior Vice President

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📞 559-447-6246  
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## FUTURE DEVELOPMENT IN THE SIERRA GATEWAY DISTRICT

Two business parks have won awards for the completed key infrastructure, due to the dedicated efforts from the City of Clovis.

### DRY CREEK INDUSTRIAL PARK

(Minnewawa and Herndon Avenues near Freeway 168) This prime location for industrial developments has a range of footprints, perfect for businesses needing easy access to main thoroughfares.

### CLOVIS RESEARCH AND TECHNOLOGY PARK

(Temperance and Alluvial Avenues near Freeway 168) This park is home to the California Health Sciences University's (CHSU) post-graduate medical school campus. It is uniquely positioned to serve the medical industry, professional services, and advanced manufacturing businesses.



## INDUSTRY ADVANTAGE

**HEALTHCARE:** The healthcare industry cluster is an area of strength in Clovis. The high demand for healthcare and opportunity for accessible healthcare services in the Sierra Gateway District make it a prime location to expand operations and industry. Education through CHSU, CSU Fresno, and Clovis Community College ensures that an appropriately-trained workforce is readily available.

**RESEARCH AND TECHNOLOGY:** Developing a site for compatible businesses to foster growth and facilitate the transfer of knowledge is the primary motivation behind the Clovis Research & Technology Park (Clovis R&T Park). This area is already home to several technology-based companies such as Precision Plastics, Cisco, APPL Labs, a micro-business incubator and the new medical school, California Health Sciences University. The Clovis R&T Park will continue to attract additional technology-based companies.

**RETAIL:** New retail opportunities, adjacent to freeway access and main transportation channels, will support the growth of community and industry in the northeast metro area. Businesses locating here will be able to take advantage of the new residential developments in both Fresno and Clovis.

## OLD TOWN CLOVIS

### A HUB OF CENTRAL VALLEY CULTURE

Old Town Clovis at Centennial Plaza has received a dramatic facelift with two new three-story commercial buildings flanking outdoor community space. Included in this development are new contemporary shops, eateries, and professional offices. Along with being in a growth area, Old Town hosts more than 75 free events annually, which makes Clovis a unique destination for entertainment. The recently-adopted plan to preserve the small-town character and authenticity of our beloved Old Town has been facilitated by many planned projects. The new Fresno County Library, Clovis Senior Center, and Transit Hub reinforce Old Town's position as the heart and soul of Clovis for residents, businesses, and visitors.

The City of Clovis is a forward-looking community with a population over 120,000, a 50% increase since 2000. It is the third fastest growing city with a population over 100,000 in California. Its thoughtful development has created a welcoming and beneficial environment for new and established businesses.



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# CITY OF COALINGA



# CITY OF FIREBAUGH

## QUALITY OF LIFE. LOW CRIME RATES & QUALITY HOUSING

Nestled in Pleasant Valley at the eastern edge of California's Coastal Mountain Range, surrounded by hills and ranches, Coalinga is ten miles west of Interstate 5 and 65 miles southwest of Fresno, California's fifth largest city. Coalinga is a full-service city with a high quality of life, low crime rates and quality housing, while providing a wide range of services to approximately 18,000 citizens. Coalinga is extremely proud to be the home of West Hills Community College District, an award-winning and innovative school system, a regional medical center, and a parks and recreation district.



### Commercial Cannabis Operations:

- ◆ Home to two (2) of the only legal operational recreational/medicinal dispensaries in Fresno County including an onsite consumption lounge
- ◆ Permits licensed activities for indoor/outdoor cultivation and wholesale nurseries, manufacturing (volatile/non-volatile), packaging, testing and distribution
- ◆ Tax related to Cultivation is \$7 per square foot canopy
- ◆ Tax related to Nurseries is \$2 per square foot canopy

### City Infrastructure:

- ◆ 12 million gallons per day surface water treatment plant
- ◆ 16 million gallons of water storage capacity
- ◆ Class 3 ISO Rating
- ◆ 2 million gallon per day wastewater capacity and poised for future growth
- ◆ City-owned and operated natural gas utility

### Business Tax Incentive Programs:

- ◆ Rural City Revolving Loan Fund
- ◆ New Employment Credit
- ◆ California Competes Credit
- ◆ Manufacturing Equipment Sales/Use Tax Exemption
- ◆ Research & Development Tax Credit
- ◆ New Market Tax Credit
- ◆ Recycling Market Development Zone
- ◆ Coalinga Revolving Loan Fund

## ONE OF THE OLDEST HISTORICAL TOWNS ON THE WESTSIDE

Firebaugh, located approximately 43 miles west of the City of Fresno and 17 miles east of Interstate 5, is the main north-south link between San Francisco and Los Angeles. With a city-owned and operated airport providing an additional mode of transport, Firebaugh is a great central valley option for prospective residents and businesses. Additionally, prospective businesses can take advantage of numerous hiring and development incentives when establishing their facilities within the city. Affordable housing, excellent schools, a mild climate, varied recreational activities, and a strong sense of community make Firebaugh a great place to live. Come see and be a part of Firebaugh's transformation.

### Established Businesses:

- ◆ TomaTek: One of the Valley's biggest tomato processing plants
- ◆ Red Rooster: A ripening, cold storage, and shipping facility for agriculturally-based products
- ◆ Wonderful Orchards: The world's largest grower of almonds, pistachios, and pomegranates
- ◆ Horizon Nut: Pistachio grower and manufacturer group which makes up 70% of California's pistachios
- ◆ Olam International: A global market leader in spices and vegetable ingredients processing

### Development Opportunities:

- ◆ 800 acres of available industrial land
- ◆ 50 acres of available commercial land
- ◆ New development projects; possible qualification for a reduction in city development impact fees
- ◆ HUBZone (Historically Underutilized Business Zone)

### Infrastructure Growth:

- ◆ 5 million dollars in grants to improve infrastructure; for example, streets, water lines and a new sewer plant
- ◆ New police station
- ◆ New fire station
- ◆ New VFW Hall

### Residential Growth:

- ◆ West Hills Community College Planned Expansion – Construction on a 48,000 square-foot, \$44.1 million building
- ◆ New Fresno County Library



City of Coalinga • 155 W Durian • Coalinga, CA 93210

MARISSA TREJO • CITY MANAGER

559-935-1533 • mtrejo@coalinga.com

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**Christopher A. Brown**

Fennemore Dowling Aaron Director and EDC Board Member  
[cbrown@fennemorelaw.com](mailto:cbrown@fennemorelaw.com)

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## PRIME LOCATION

The City of Fowler is committed to attracting new businesses and retaining and growing existing businesses, while maintaining its small-town charm through smart growth. Fowler has abundant commercial and industrial land, as well as reliable utilities and water supply infrastructure. It also has multiple highway and rail access points, is centrally located on the Golden State Avenue Corridor, and is the gateway via Manning Avenue to many east county communities.



## WHY CHOOSE FOWLER?

- ◆ Concierge-style development process
- ◆ Convenient access to Highway 99 and Union Pacific Rail
- ◆ Expanding skilled workforce population
- ◆ Proximity to existing industrial uses in other cities
- ◆ Local hiring incentives and various specialty zone designations, including recycling market development zone, foreign trade zone, and Qualified Federal Opportunity Zone
- ◆ General Plan update and EIR underway
- ◆ Safe, close-knit community with low-density residential developments

## RECENT DEVELOPMENT MILESTONES

- ◆ Adventist/Valley Children's Fowler Medical Plaza: 46,000 square feet located between Golden State Blvd and Highway 99, opened in 2019
- ◆ Maxco Packaging Expansion: 300,000 square feet near Manning Ave and Golden State Blvd, opened in 2020
- ◆ Residential Subdivisions: 323 new single-family dwelling units entitled or under construction

## KEY DEVELOPMENTS UNDERWAY

- ◆ Buford Oil Company Travel Center: 19-acre parcel near Highway 99 and Manning Ave with a fueling station, convenience store, truck services, 120-room hotel, and one sit-down and two drive-thru quick service dining facilities
- ◆ Agribusiness: Bee Sweet Citrus and National Raisin processing expansions
- ◆ Downtown Development: Historic firehouse conversion into a taproom and housing; United Health Centers expansion; and a 0.85-acre, mixed-use development with a commercial bakery, retail dining, and housing

## AVAILABLE FOR DEVELOPMENT

- ◆ Highway 99 frontages
- ◆ Commercial/Medical Plaza
- ◆ Downtown retail storefronts and parcels
- ◆ Numerous commercial and industrial parcels ranging in size from under an acre to over thirteen acres



## IT'S AN EXCITING TIME TO DO BUSINESS IN THE CITY OF FRESNO



As the **fifth-largest city** in California, and the **34th largest city** in the United States, Fresno serves as the financial, industrial, trade and commercial capital of the central San Joaquin Valley.

Under the leadership of Mayor Jerry Dyer, who took office as the 26th Mayor on January 5, 2021, the City is driven by a vision of an inclusive, prosperous, and beautiful Fresno where people take pride in their neighborhoods and community. The Mayor is cultivating a culture of service where government listens, keeps its promises and is owned by its residents. "We Work for You!" – The City of Fresno's Economic Development team can help with your business growth needs including entitlement assistance, permitting, site selection and workforce. **We're rolling out the red carpet, not the red tape!**

Businesses in our city continue to bounce back from the pandemic created recession. Since Q2 2020, the City of Fresno has seen more than 4,100 businesses put down roots in Fresno. Many of these businesses represent individuals who may have lost jobs during the pandemic induced shutdown or decided for other reasons that the time was right for them to follow their dreams as business owners. Additionally, several businesses have moved to Fresno from more expensive areas of California.

## Job Fairs

In an effort to further sustain the growth of our businesses, the City of Fresno works hand in hand with the businesses to help fill jobs.

## Downtown and Corridor Growth

Great cities have vibrant downtowns and Downtown Fresno is making great strides toward a vital downtown! Approximately 3,000 people live downtown, with a near zero vacancy rate and a goal of 10,000 downtown residents. There are several projects currently under construction downtown representing 166 new units...and more in the pipeline.

## Airport Upgrades

Fresno Yosemite International Airport launched a multi-year expansion program designed to improve the customer experience and position the airport and Fresno for future growth. The program includes a completed four-level parking garage, as well as additional boarding gates, new shops and restaurants and a larger international arrivals area. We are also excited to announce new airline service, including the recent additions of Southwest Airlines and Aha!

## Want to live near Bus Rapid Transit?

Visit the vibrant new mixed-use affordable housing development at Blackstone and McKinley Avenues. This project serves as a shining example of what smart growth and collaboration between public entities and the private development community can accomplish.



City of Fowler • 128 S 5th Street • Fowler, CA 93625

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City of Fresno • 2600 Fresno Street • Fresno, CA 93721

CONTACT OUR ECONOMIC DEVELOPMENT TEAM AT  
559-621-8350 or economicdev@fresno.gov





## LOCATION POPULATION & COOPERATION!

Located just 16 miles west of Fresno in the heart of California's San Joaquin Valley, Kerman, a growing city of more than 16,000 people, celebrates 75 years as the Diamond of the West that strives to maintain its small-town character. With a great emphasis on quality of life and a focus on Service, Safety, and Community (a recent survey listed Kerman as one of the cities with the lowest crime rates in Fresno County), the City of Kerman is a place where Community Comes First. It is a shining example of a city where you can Grow your California Dream. Kerman continues to plan for disciplined growth, sustainable development, and economic success. With the recently-adopted 2040 General Plan and over 637.09 acres targeted for annexation within its

sphere of influence, Kerman continues to plan for the future, and to work toward further economic vitality and prosperity. In 2021, Kerman issued 470 permits with 107 receiving final occupancy. The City of Kerman continues to experience positive growth, investment, and new development. With the support of a business-friendly staff and City leaders, in Kerman you can capture a growing market that serves west Fresno County, build your business, and raise a family. Kerman has adopted a new economic development strategy to communicate that we are ready and able to receive new business and development, and that We Mean Business! To enjoy concierge service for your commercial or residential project, contact us today.

## COMMERCIAL DEVELOPMENT

**Growth continues this year with the grand opening of several exciting projects, including:**

- ◆ Walmart Super Center: build-out of CA 180 frontage sites, including Dutch Bros, Car Wash, and Denny's
- ◆ First Walmart Fuel in California completed and Valero coming soon
- ◆ New Grocery Outlet, Valley Foods, and Tony's Grocery
- ◆ New Jack in the Box and remodeled McDonald's Restaurant
- ◆ New downtown hotel opening 2022 and future hotel pads ready
- ◆ Helen Chemical, MEC Equipment, and Panoche Creek Packing expansions completed
- ◆ JS West Propane and Button Willow Ag



## RESIDENTIAL

Growth booms again this year with an emphasis on "missing middle" and move-up home production. Century Homes sold out their Bella Palma executive homes project and is starting on Phase II of their highly successful project The Crossings, with another 104 new homes near Goldenrod and Stanislaus. Crown Homes' 30-acre Villa Sorano, under construction at Whitesbridge and Siskiyow Avenue, is set to deliver 144 single-family homes, new retail space, and market-rate apartments.



To learn more about our vision of the future, available land, competitive fees, expedited processing, and personalized service, contact us today.

City of Kerman • 850 S. Madera Ave • Kerman, CA 93630

JOHN JANSONS • CITY MANAGER

559-846-9450 • jjansons@cityofkerman.org • www.cityofkerman.net

## VALKOMMEN

Kingsburg's rich Swedish heritage, which dates back to 1873, continues to influence the design of much of its architecture, leading to its nickname "Little Sweden."

Kingsburg was the **ONLY** city in California included in the Small Business Revolution, Season Two.

**IT WAS ONE OF THE TOP 5 U.S. FINALISTS!**



## SUCSESSES:

### Commercial:

- ◆ Selected for T-Mobile's Customer Experience Center, creating 1,000 new jobs (opening April 2022)
- ◆ Opening of 29 new businesses in last 12 months
- ◆ Creation of 350 additional jobs over 24-month period with an additional 1,000 jobs being added in Q1 2022.

### Residential:

- ◆ Residential growth continues as six projects, creating approximately 547 single-family homes, are in various stages of development within the city limits.



## ENTICING INCENTIVES

HIGHWAY ACCESS, LOW CRIME RATE, SKILLED WORKFORCE, AND A BUSINESS-FRIENDLY CITY COUNCIL MAKE KINGSBURG A DESIRABLE CITY FOR NEW AND EXISTING BUSINESSES.

**Kingsburg offers several incentive packages to entice developers:**

- ◆ Streamlined 21-day administrative approval process for permitting
- ◆ 25% reduction in the city's development impact fees
- ◆ 50% rebate of the city's portion of real estate property taxes for three years
- ◆ 50% rebate of the city's portion of sales tax for three years
- ◆ Additional reduction of city development impact fees for qualifying developments in designated zones
- ◆ Downtown Façade and Alley Improvement Program
- ◆ Development Incentive Fund to reduce financial barriers to opening or expanding your business

### Highway Commercial Opportunities:

Highway 99 averages 70,000 vehicles per day, and prime highway commercial space is available for sale at the main entrance to the city, with various size parcels perfect for fast food chains, hotels, and national retailers.

### Kingsburg Business Park:

Easy highway access and visibility make the 40-acre Kingsburg Business Park, with available shovel-ready parcels and varied zoning, an ideal place to expand or relocate businesses. Kingsburg Business Park is currently home to several businesses, including Safe Food Alliance's 20,000-square-foot laboratory and research center, California Controlled Atmosphere, Anderson Striping, Sonic Drive-In, and Valley Health Team's new medical facility. The website [www.kingsburgbusinesspark.com](http://www.kingsburgbusinesspark.com) is a one-stop reference, showing available parcels, infrastructure, zoning, and who to contact.

City of Kingsburg • 1401 Draper St • Kingsburg, CA 93631

JOLENE POLYACK • ECONOMIC DEVELOPMENT COORDINATOR

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# CITY OF MENDOTA



# CITY OF ORANGE COVE

## CITY PROFILE

The City of Mendota, with a population of 12,595, located in Fresno County and nestled in the heart of California's Central Valley, has much to offer its residents and visitors. Community pride is evident in recent downtown projects and community sponsored events. Mendota's acclaimed Farmer's Market, which runs from June through December, draws numerous vendors and shoppers from across the valley.

The City of Mendota is proud of its designation as the Cantaloupe Center of the World because agriculture is an important part of the City's economy. Other important components of the economy include new solar power plants, a biomass plant, produce companies, and a Federal Correctional Institution.

Recreational opportunities are abundant, with County and State administered parklands, such as the Mendota Wildlife Refuge and four city parks. Mendota also boasts an active youth sports program, which has won prestigious awards such as the Tri-County Championship in youth football and has produced State Champions in boxing.

The City of Mendota's prosperity is possible, thanks in great part, to the commitment and teamwork of the City Council, residents, and community partnerships. Mendota is an energetic community that continues to grow and experience success in local businesses and community development.

## COMMERCIAL DEVELOPMENT

**In 2021, the City added 44 new businesses located within the city limits, including transportation and food businesses. Other recently opened businesses include:**

- ♦ AMOR Wellness Center – An extended hour facility that offers specialty and preventative health care as well as a center for various social services
- ♦ Ranchers Processing Inc. – Meat processing plant
- ♦ Mendota Pharmacy Inc.
- ♦ Little Caesars
- ♦ Oasis Car Wash
- ♦ Car Dealership – (Upcoming)
- ♦ Plug Power – (Upcoming) The project includes construction of a new tertiary wastewater treatment plant in the City of Mendota that will provide recycled water for the people of Mendota and supply the full needs of the plant. Pending environmental and construction permitting approvals, the plant will break ground in early 2023 and complete commissioning in early 2024



## CITY HISTORY

The City of Mendota has its origins in the railroad industry. In 1891, Mendota thrived as a Southern Pacific Railroad storage and switching facility site. The first post office opened in 1892, and the City incorporated in 1942. The city has grown continuously, with agriculture always at the heart of the City.

## CITY PROXIMITY TO THE HIGHWAY

- Highway 33 runs through town
- Highway 180 runs through town
- Interstate 5 is approximately 15 miles west
- Highway 99 is approximately 30 miles east
- Highway 41 is approximately 33 miles east

## ECONOMIC INCENTIVE ZONE

### More Flexible Development Standards

Development standard exemptions for minor expansion (less than 35% of the current gross floor area), interior and exterior remodeling, and CEQA-exempt projects.

### Expedited Permit Processing

Reductions in mandated time frames for City staff to respond to applicants in order to expedite qualifying projects.

### Reduction of Fees

Depending on the project, a reduction of:

- ♦ Development Impact Fees (anywhere from 50% to 100% reduction)
- ♦ Planning application fees (50%)
- ♦ Building Permit fees (25%–100%)



### Incentives for Projects with Significant Positive Impact

Reductions in mandated time frames for City staff to respond to applicants in order to expedite qualifying projects.

## COME GROW WITH US

The City of Orange Cove is an agricultural community located along the eastern foothills of the Sierra Nevada Mountains, proudly produces hundreds of acres of year-round citrus fruits, including many varieties of oranges and lemons, with major packing operations surrounding the community. It is also an area ripe with possibilities for other business development. Located east of Highway 99, Orange Cove lies 33 miles southeast of Fresno and is approximately a 4-hour drive to Los Angeles or the San Francisco Bay Area making it a perfect, central location for many prospective businesses.



## ORANGE COVE CARES ABOUT YOUR SUCCESS

With its exceptional customer service and the help of local partners, Orange Cove is well-positioned to attract new business by assisting with business development plans, financing, marketing, and other economic development strategies and incentives. Currently the city is assisting many developers in identifying specific properties suitable for development. The city also offers a large labor force to meet the needs of any commercial or industrial business interested in relocating to Orange Cove.

## INCENTIVES

The City of Orange Cove is committed to supporting and promoting local businesses with possible permit fee reductions, deferrals of impact fees, and incentives for local hires on a per-project basis.

## AVAILABLE LAND

The City of Orange Cove has a total of 44 acres designated for industrial development, 14.4 acres of infrastructure in place to expedite the construction of new facilities, and 25 acres of available commercial property.

## ECONOMIC INFORMATION

- ♦ Total population = 11,359
- ♦ Total households = 2,659
- ♦ New construction spaces available from 1,000 to 30,000 square feet
- ♦ HUBZone Area
- ♦ Ground lease or build to suit
- ♦ Freestanding pads available
- ♦ Below market rents

## SUCCESSSES

- ♦ Dollar Tree construction is complete and is now open for business, creating new jobs for the community.
- ♦ 81 multi-unit housing project has now been completed and is fully occupied, assisting with subsidized rent.
- ♦ Booth Ranch has commenced construction on a 17,000 square foot cold storage expansion and a new 1,500 square foot shipping office.
- ♦ The owner of OC Pizza is constructing a new 2,180 square foot building which will add new jobs.

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# CITY OF PARLIER



## AN ECONOMY ON THE RISE

The City of Parlier is ideally located on the Manning business corridor at the Selma-Sanger-Reedley triangle in Eastern Fresno County, only 30 minutes from the County seat in Fresno, California. Additionally, situated halfway between the San Francisco Bay Area (199 miles) and Los Angeles (210 miles), the City of Parlier is perfectly positioned to offer excellent business infrastructure and services for projects of every size, serving a wide range of markets.

Manning Avenue, the City of Parlier's main road, offers easy access to the Sierra foothill communities, Eastern Fresno County, Northern Tulare County, Kings County, and connection to the state freeway network through routes CA-180 and CA-99. With traffic counts approaching 26,000 cars per day, Parlier has the foundation and vision for continual economic and community development growth.



## NEW DEVELOPMENTS

Parlier is making great strides with new development including the approval of the Monterey Homes tentative tract map with 315 new homes. On the business front, the city recently welcomed Starbucks, Fox Drugs, and Taco Bell. The city's major industrial employers are MAXCO, Custom Produce, and Sun-West. Parlier's regional industrial park includes the headquarters for the state-of-the-art cannabis distribution center, Greenbrier and the first regional cannabis dispensary located on Manning Avenue just west of Newmark Avenue.

## HOUSING OPPORTUNITIES

With the assistance of the First Time Home Buyer Program, which provided down payment assistance to qualifying residents, the City of Parlier was able to help several residents reach their dream of owning a home. Working with developer Mike Shafer of Monterey Homes to provide new, beautifully designed homes, this was a dream come true for the community as well.

## HOUSING ACQUISITION/REHAB

The City of Parlier has provided Owner-Occupied Rehabilitation (OOR) and Acquisition with Rehabilitation to Parlier homeowners. OOR gives residents or future residents of Parlier who want to purchase a home, "rehabilitation funds" for a down payment and the cost of needed repairs.

## OLD TOWN PARLIER / FIGTREE PARK / PARK UPGRADES / NEW TRAIL / STORMWATER IMPROVEMENTS

In an effort to encourage new business and development opportunities amid the COVID-19 crisis, the City of Parlier will soon begin the first phase of a project to create a downtown streetscape to reflect the Historic Old Town Parlier. The first phase of Historic Old Town is located on Fresno Street between Newmark Avenue and J Street.

The city received a grant from the CA Natural Resources Agency for a new park. Construction on Fig Tree Park, located directly behind the city's newly completed City Administration offices will begin this year. The city also received a grant to rehabilitate Earl Ruth Park and add playground structures at both Earl Ruth Park and Heritage Park. In addition, the city recently added to the trail system with Sequoia Walkway, on 4th Street from Sequoia Street to Zediker Avenue.

Another grant received by the city is an Urban Flood Protection grant to address flooding on Merced Street between K Street and J Street. In addition to the stormwater improvements, this grant will add recreational and educational opportunities at Richard Flores Basin.

## HOUSING ACQUISITION/REHAB

Parlier has always prioritized public safety, and in 2022, the city opened its first 24/7 Fire Department contracted by Fresno County Fire Protection District.

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## BUILDING THE FUTURE

The City of Reedley meets the unique challenges of building a city by promoting development entitlement timelines and processes, resulting in consistent standards for doing business.

The city has a supportive governing body driven by a desire to create an educated, well-structured, and successful business environment in a safe community.

Reedley is looking to the future by making environmentally conscious decisions, expediting regulatory processes, and preparing for emerging trends in business and housing.

### DEVELOPMENT & ENVIRONMENTAL STEWARDSHIP

**Reedley is committed to bringing strategic growth and sustainable infrastructure projects to the area. As the home of the first in the nation, SSTe All Electric A School Bus system, and the placement of the first in the western hemisphere, all- electric aircraft at Reedley Municipal Airport, Reedley is at the forefront of development with environmental stewardship in mind.**

- ◆ Central Valley Transportation Center provides energy-conscious fueling stations
- ◆ Efficiency lighting systems in all city facilities generate renewable energy
- ◆ Expedited Solar Energy permitting
- ◆ Sports Park Master Plan includes passive service draining strategies through vegetative bioswales
- ◆ Air Quality Improvement Program includes bike trails, biking community, and conservation landscape options Expanded outdoor dining options to support public health and encourage additional activity
- ◆ Commercial and service growth actively expanding along major corridors (Manning, Reed, Buttonwillow and Dinuba Avenues)
- ◆ Growing industrial development includes Sun Pacific expansion, Turbo Spas relocation to Reedley, multiple mini storage sites approved
- ◆ Nearly 1,000 housing units approved since 2018, with over 300 built/under construction during that time



### GOVERNING BODY AND STAFF

- ◆ Committed to sustaining economic policies conducive to innovation and growth
- ◆ Multi-year recipient of the Government Finance Officers Association's Distinguished Budget Presentation Award, meeting the highest principles of government budgeting
- ◆ Rail spur lines in industrial areas
- ◆ Mixed-Use Development Ordinance creating opportunities through policy
- ◆ Permit efficiency makes Reedley a Community Building Leader
- ◆ Downtown improvement programs and projects support enhancement and sustainability of the community's historic core

### DEVELOPMENT IMPACT FEE INCENTIVE PROGRAM

- ◆ 50% reduction on development impact fees for qualified projects located within Reedley's Civic Center boundary; 25% reduction for development throughout the rest of the city
- ◆ Development impact fee deferral program in place for qualifying projects

### FOCUS ON SAFETY

- ◆ One of the lowest crime rates in the Central Valley
- ◆ Community Policing Program

### EDUCATED WORKFORCE

- ◆ Access to an excellent, work-ready workforce from Reedley College
- ◆ Reedley College now offering an electric aviation program

## CELEBRATING OUR COMMUNITY VICTORIES!

The City of San Joaquin is moving forward at an encouraging pace, taking full advantage of the small-town, rural charm that makes it a wonderful place to live and work!

After celebrating a century of incorporation as a community, and despite the challenges faced over the last couple of years, opportunities for growth and progress abound.

**San Joaquin has over 200 new housing units in planning, permitting, or building stages to accommodate the growth we are experiencing!** We have applied for and received millions of dollars for projects that will build, repair, and renovate our facilities and infrastructure.



## WE INVITE YOU TO JOIN US IN THE GROWTH WE ARE EXPERIENCING IN OUR COMMUNITY!

**“WE ARE PROUD OF OUR BUSINESS-FRIENDLY COMMUNITY AND THE PROGRESS WE HAVE MADE IN MAKING SAN JOAQUIN THE BEST PLACE TO LIVE, WORK AND ENJOY LIFE!”**

*—MAYOR JULIA HERNANDEZ*



### SOME OF OUR COMMUNITY ACCOMPLISHMENTS IN 2021 ARE:

- ◆ Despite the challenges of the pandemic, San Joaquin continues to have new businesses come to town!
- ◆ The Zoning Code was updated to streamline processing, entitlements, and permitting. The new code is more business and user friendly.
- ◆ New projects, centered on bicycle and pedestrian accessibility, are being completed on Main Street.
- ◆ The first phase of improvements to the water wells, treatment, and delivery systems have been completed.
- ◆ We acquired \$2 million in Public Safety funding to improve services to our community, specifically for investing in our youth.
- ◆ We increased the number of community events, creating more resident participation than ever!





## SANGER FOCUSES ON BUSINESS AND COMMUNITY SUCCESS

### EXPANDING AND LOOKING FORWARD

The City of Sanger is strategically located on California State Route 180, minutes east of the Fresno-Clovis metropolitan area, making it an ideal location for businesses looking to relocate or expand. In 2015, the city was presented with the statewide Award of Excellence in city/business relations by the League of California Cities.



## BUSINESS INCENTIVES

The City of Sanger continues to work with new businesses interested in locating to the area, creating opportunities for the businesses to work with the city staff and city council to develop customized incentive programs. While standardized incentive programs are not available, the city's staff works one-on-one with each business to develop a program best suited to each business's needs. Incentives may include multi-year deferral of impact fees or fee credits for newly created jobs filled by Sanger residents.

## NORTH ACADEMY CORRIDOR ANNEXATION AND MASTER PLAN:

- ◆ 265+ acre Annexation for Commercial Development – Completed 2020
- ◆ Pre-Zoned for Highway Commercial, General Commercial, and Mixed-Use Commercial
  - ◆ Hotels
  - ◆ Retail
- ◆ City Coordinating Infrastructure Improvements
  - ◆ EDA Grant Application
  - ◆ EIFD (Enhanced Infrastructure Financing District)

## RESIDENTIAL DEVELOPMENT:

- ◆ DR Horton – 143 Lot Single-Family Residential Subdivision – Beginning Construction 2022
- ◆ Sanger Crossing II – 36 Unit Multi-Family Residential Development – Under Construction

## RETAIL DEVELOPMENT:

- ◆ Dutch Bros Coffee – Completed 2021
- ◆ Round Table Pizza – Coming 2022

## INDUSTRIAL DEVELOPMENT:

- ◆ Weyrick Lumber Company/California Truss Frame – 10+ Acre Expansion Truss Construction Plant – Beginning 2022
- ◆ Liberty Power – Addition of 50MW Battery Storage Facility to 15+ Acre Power Plant – Beginning 2022



## A PRIME LOCATION FOR BUSINESS AND LIVING

Selma, the largest city in southern Fresno County, which is centrally located to serve the tri-county regions of Fresno, Tulare, and Kings Counties has residential, commercial, and industrial projects which are underway right now. Approximately 154,000 people are able to access goods and services in Selma within a 15-minute drive.



## BUSINESS SERVICES

The City of Selma is committed to your project and focused on your development needs. We are dedicated to improving processes, shortening timelines, and doing whatever we can to help your project or development succeed. Business Retention and Expansion services are available through the Economic Development Department.

## WHAT SELMA IS WORKING ON IN 2022

- ◆ Rockwell Pond Park
- ◆ Downtown Business Improvement District
- ◆ Zoning Code Update
- ◆ NEW Online Permitting and Planning Desk Services
- ◆ Downtown Strategic Plan



## THRIVING COMMERCIAL/INDUSTRIAL BUSINESSES

- |                              |                        |
|------------------------------|------------------------|
| ◆ Harris Ranch Beef          | ◆ Fahrney Automotive   |
| ◆ Poindexter Nut Company     | ◆ Selma Auto Mall      |
| ◆ Quinn Company              | ◆ Walmart              |
| ◆ Alta Lift                  | ◆ Home Depot           |
| ◆ Basalite Concrete Products | ◆ Xtreme Manufacturing |

## VALLEY ARTS AND RECREATION DESTINATION

Kings Canyon, Sequoia, and Yosemite National Parks are only 70 miles away, and there are also plenty of opportunities to cultivate health, community and creativity in Selma. The Selma Arts Center plays a vital role in bringing performing arts to the region, with eight productions each season in addition to offering other events and classes.



## A LOOK TO THE FUTURE

Selma recently completed construction on a new police department building near downtown, improving service to residents and businesses. The City has also collaborated with the Fresno County EDC and the High Speed Rail Authority on the Central Valley Training Center. This career education center provides pre-apprenticeship training in the construction trades to meet the strong industry demand for skilled labor.

## RESIDENTIAL GROWTH

Amberwood Project, residential single-family homes: 270 households in phase one underway, with a total build out of 2,558 households  
Vineyard Estates, residential: 61 households in phase two under construction

## DEVELOPMENT OPPORTUNITIES

- ◆ Selma Grove, retail/commercial: 60 acres available
- ◆ Selma Crossing, retail/commercial: 288 acres available
- ◆ Golden State Industrial Park: 33 acres available





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<b>Carole Goldsmith</b> <i>State Center Community College District</i>	<b>Ross Parnagian</b> <i>Fowler Packing</i>	<b>Tom Zimmerman</b> <i>CORE Business Interiors</i>
<b>Derek Hayashi</b> <i>Valley Health Team, Inc.</i>	<b>Ken Ramos</b> <i>Central Valley Community Bank</i>	
<b>Debbie Hunsaker</b> <i>Alert-O-Lite, Inc.</i>	<b>Emilia Reyes</b> <i>Fresno Economic Opportunities Commission</i>	





# INVESTOR COMMUNITY



## PLATINUM \$10,000 +

California State University, Fresno	Cook Land Company	Pacific Gas and Electric
Civic Center Square	Fresno Grizzlies	The Business Journal
Community Medical Centers	JPMorgan Chase & Co.	T-Mobile

## SILVER \$2,500 +

AERA Energy	First Solar, Inc.	SKW Tulare, LLC
AT&T	Jeffrey Scott Agency	Span Construction & Engineering, Inc.
BBVA	Media Solutions, Inc.	Sweet Flower
BNSF Railway	One-Putt Broadcasting	Union Bank
California Resources Corporation	Saint Agnes Medical Center	United States Cold Storage
Chevron U.S.A. Inc.	SKW Kings Canyon, LLC	Valley Wide Beverage Company

## GOLD \$5,000 +

A-C Electric Company	Fresno Area Construction Team	Manco Abbott, Inc.
Alert-O-Lite, Inc.	Fresno Chamber of Commerce	Newmark Pearson Commercial
Baker, Manock & Jensen	Fresno City College/SCCCD	Noble Credit Union
Business Street Media Group	Fresno Economic Opportunities Commission	Precision Civil Engineering, Inc.
Caglia Environmental	Fresno Housing	Quiring General, LLC
California Health Sciences University	Fresno Metropolitan Flood Control District	Shryne Group, Inc.
Career Nexus	Fresno Regional Workforce Development Board	Sol Development Associates, LLC
Central Valley Community Bank	Fresno Unified School District	Tangram Interiors
Colliers International, Inc.	John R. Lawson Rock & Oil, Inc.	The Fresno Bee
CORE Business Interiors	Kaiser Permanente	Valley Health Team, Inc.
Diversified Development Group		Van-G Trucking, Inc.
Fennemore Dowling Aaron		Wells Fargo Bank
Fowler Packing		Wiebe Hinton Hambalek, LLP

## BRONZE \$1,500 +

Buk Wagner, SIOR & Charlie Schuh, CCIM	Fresno Pacific University	Stantec
Comcast	MedMen	Suncrust Bank
Cookies Retail, LLC	Mid-Valley Disposal	Valley Children's Healthcare
Don Pickett & Associates	Premier Valley Bank	Wawona Frozen Foods

## PUBLIC INVESTORS

City of Clovis	City of Kingsburg	City of Sanger
City of Coalinga	City of Mendota	City of Selma
City of Firebaugh	City of Orange Cove	County of Fresno
City of Fowler	City of Parlier	Five Cities JPA
City of Fresno	City of Reedley	Fresno County Department of Social Services
City of Kerman	City of San Joaquin	

## COPPER \$750 +

AmeriGuard Security Services, Inc.	DiBudio & DeFendis Insurance Group	MBS Accountancy Corporation
Authentic 559, LLC	Fresno Association of REALTORS	Old Republic Title Co.
Buzz Oates	Guarantee Real Estate	Proteus, Inc.
California Bank & Trust	Johanson Transportation Service	Seneca Resources Corporation
California Realty Capital, Inc.	Kingsbarn Real Estate Capital	TETER
Capitalize	Lance-Kashian & Company	Weintraub Tobin
Cen Cal Business Finance Group	Linda Hogan Insurance	West Coast Cannabis Club



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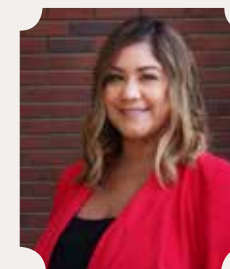
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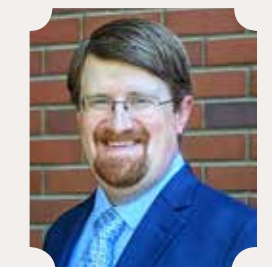
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Fresno County EDC

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