

# ALL IN



## 20TH ANNUAL REAL ESTATE FORECAST

FRESNO COUNTY ECONOMIC DEVELOPMENT CORPORATION





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# Working together to succeed

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# PRESIDENT & CEO



It is my honor to welcome you to the 20th Annual Real Estate Forecast Event! For two decades, this gathering has united industry leaders, decision-makers, and stakeholders to assess our economic landscape and explore what lies ahead. It has served as a valuable barometer through a wide range of challenges and milestones – from great recessions and a global pandemic to housing shortages, interest rate swings, and transformative projects like California High-Speed Rail. To all the sponsors, speakers, and attendees who have contributed over the years – thank you for your continued support.

This year's milestone is aptly themed ALL IN, underscoring the courage and calculated risks needed for future success. With an exceptional lineup of speakers, we will dive deeper than ever into the dynamics shaping our real estate market and our economy. For the first time, we also highlight new home construction, recognizing its vital role in the region's growth. 2024 brought significant progress, notably in the industrial sector, including Scannell Properties' approval of a nearly one-million-square-foot development, and policy victories at the city and county level, providing additional clarity and a pathway to realizing our growth potential that will enable job creation and economic diversification.

Entering 2025, our optimism is tempered by ongoing challenges such as inflation, rising utility costs, and

insurance concerns, among others. True to our theme, we are doubling down on discussing these challenges alongside solutions, welcoming experts like PG&E's CEO Patti Poppe, insurance specialists from the world's third largest insurance broker, AJ Gallagher, and the California Business Property Owners Association to discuss statewide legislation that rivals in concern.

What has been consistent over these past two decades is that the EDC team is ready to assist our companies and projects with unmatched expertise, identifying cost savings, incentives, and aligning resources to attract and retain talent.

We invite each of you to join us in going ALL IN on Fresno County's future. The stakes are high, and our commitment remains steadfast.

Thank you again for your dedication over these past 20 years. Here's to the next two decades!

**WILL OLIVER**  
EDC President & CEO







# CHAIRMAN OF THE BOARD



Welcome and thank you for being part of the Fresno County Economic Development Corporation's 20th Annual 2025 Real Estate Forecast 'All In'!

It is an honor to return as Board Chair of the EDC, an organization I deeply believe in and am proud to serve. I also want to give a call out to our former chair and my dear friend, Nick Audino.

With Will at the helm and an incredible staff driving our mission forward, the impact we continue to make on our community is nothing short of inspiring.

As we celebrate the 20th Annual Real Estate Forecast, I can't help but reflect on how far we've come. I've had the privilege of attending this event from the beginning, hosting a booth, sharing insights about my business, and, of course, offering a glass of wine to guests. Over the years, we've heard from remarkable speakers, visionaries who helped pave the way for the growth and innovation we see today. This year, it is a true honor to witness them come together once again, reinforcing the strength of our shared commitment to this region's success.

The theme for this year's event, All In, couldn't be more fitting. Now is the time for all of us to join in and to double down on our efforts, to invest in our future, and to commit to the continued expansion of our local economy. With a bold goal of employing 2,500 people by 2027 and driving the growth of local businesses, we must embrace the opportunities ahead with full confidence and collaboration.

To our partners, stakeholders, and community members – this is your invitation to join us. Go All In. Together, we will build the next chapter of economic success for our region.

Looking forward to another incredible year!

**ED DUNKEL**

*Chairman  
EDC Board of Directors*





# INDUSTRY SPEAKERS



## PATTI POPPE • PG&E



Patti Poppe joined PG&E in January 2021 after five years as President and CEO of CMS Energy and its principal subsidiary, Consumers Energy, where she focused on connecting the utility more closely with its customers and adapting lean operating system principles throughout the business. In her decade-long career with the Michigan company, she also served as Senior Vice President of Distribution Operations, Engineering and Transmission; Vice President of Customer Experience, Rates and Regulation; and Vice President of Customer Operations.

Previously, Patti served as a Power Plant Director at DTE Energy. Prior to joining DTE Energy, Patti held a variety of plant management positions in the automotive industry.

Patti is a member of the Board of Directors for Associated Electric & Gas Insurance Services Limited, Edison Electric Institute, Institute of Nuclear Power Operations and the Electric Power Research Institute.

Patti earned a master's degree in management from the Stanford University Graduate School of Business and received a bachelor's degree and master's degree in industrial engineering from Purdue University.



## JERRY P. DYER • City of Fresno



Jerry P. Dyer, Fresno's 26th Mayor, is now in his second term and is continuing to advance his One Fresno vision – a commitment to creating an inclusive, prosperous, and beautiful city. Since taking office in 2020, Mayor Dyer has led transformative initiatives such as Project Off-Ramp, which moved over 650 unhoused individuals off Fresno's freeways into shelter; Beautify Fresno, a community-driven effort to enhance the city's curb appeal; and investments in youth, including the revitalization of Camp Fresno and the creation of the One Fresno Youth Jobs Corps.

Mayor Dyer's second term focuses on addressing Fresno's most pressing challenges, including expanding housing opportunities; reducing homelessness; and realizing the transformation of Downtown Fresno and Chinatown, turning the city's core into a vibrant hub where people can live, work, and enjoy entertainment.

Before serving as mayor, Dyer dedicated 40 years to the Fresno Police Department, including 18 years as the City's longest-serving Police Chief. His leadership has been characterized by a strong commitment to listening, keeping promises, and fostering civic pride.

A lifelong resident of Fresno County, Mayor Dyer grew up in Fowler and graduated from Fowler High School. He holds a Bachelor of Science in Criminology from California State University, Fresno, and a master's in management from Cal Poly Pomona. He has been married to his wife, Diane, for 44 years and is the proud father of two children and grandfather to five grandchildren.



## ALISON BERRY • Gallagher



Alison Berry has been with Gallagher since 2017, specializing in the construction industry. With a keen understanding of the unique challenges and risks faced by construction businesses, Alison is committed to providing tailored insurance solutions that protect her clients' interests and support their growth. Her expertise in risk management and her strategic approach ensure that her clients receive comprehensive coverage that aligns with their specific needs.

As a past board member of the Professional Women in Building as part of the local BIA, she prides herself on building strong relationships with her clients and offering personalized advice to help them navigate the complexities of the insurance landscape. Outside of her professional role, she balances her career with her family life, finding joy in spending quality time with her loved ones and creating lasting memories. Her family is her greatest source of inspiration and motivation, driving her to excel in all aspects of her life.

Alison is continually expanding her knowledge of industry trends and innovations, ensuring she remains at the forefront of the insurance field.



## MATTHEW HARGROVE • CBPA



Matthew Hargrove has been active in California's political scene since 1992 and became President and CEO of California Business Properties Association (CBPA) in December 2021, succeeding Rex S. Hime. Prior to this role, Matthew served as CBPA's Senior Vice President of Government Affairs for over 15 years, managing legislative, political, and regulatory issues, along with communications and grassroots advocacy. Before joining CBPA, he held various public sector roles, including Director of Government Relations at UC Davis, where he was recognized nationally for his advocacy work. Matthew resides in West Sacramento with his wife and two children.



# COMMUNITY IMPACT AWARD

**THANK YOU** to the inaugural panelists who paved the way for **20 years** of insight and innovation at our Real Estate Forecast. As we celebrate this milestone, we are honored to welcome back the experts who helped shape the very first event and represent decades of contributions and leadership within the real estate industry. In recognition of their lasting contributions, these inaugural panelists will be honored with our **Community Impact Award**.



**Bobby Fena**



**John Stewart**



**Robin Kane**



**Peter Orlando**



**Jeremy Reed**



**Phil Souza**



**IN MEMORIAM**  
**Stewart Randall**



**IN MEMORIAM**  
**Dick Ellsworth**



# 20TH ANNIVERSARY



## REAL ESTATE FORECAST SPEAKERS

- **Banking and Mortgage:** Daniel J. Doyle, president and CEO, Central Valley Community Bank. Doyle joined CVCB in 1998 when it was under regulatory orders. He helped to restructure the bank and has built a strong management team over the years, which helped to grow the bank to 15 offices in 11 communities.
- **Green Construction:** Darius Asseini, vice president, Granville Homes. Asseini has worked at Granville Homes, a family business, since 1983 after graduating from California State University, Fresno with a degree in civil engineering.
- **Retail:** Douglas A. Cords, Commercial Retail Associates. Cords joined CRA in 1999 as a real estate broker and has since been involved in more than 800 transactions. He specializes in the provision of comprehensive retail real estate services with an emphasis on shopping center leasing.
- **Residential:** Joan Eaton, owner-broker, Guarantee Real Estate. Eaton became the owner-broker of Guarantee Real Estate and Home Loans in 1991. She was previously a high school counselor and commercial banker.
- **Agriculture:** Mario DeFrancesco III, Pearson Realty Farm Department. DeFrancesco specializes in farm and ranch sales, row crops and packing and cold storage facilities. He became a member of the Pearson Realty Farm Department in 2007.
- **Industrial:** Nick Audino, vice president, CB Richard Ellis. Audino joined CB Richard Ellis in 1997 after graduating from California State University, Fresno with a bachelor's degree in real estate and land use economics.
- **Office:** Scott Christensen, vice president, Grubb & Ellis/Pearson Commercial. Christensen joined Grubb & Ellis in 2003 and specializes in selling and leasing office properties.

## Real estate experts to weigh in

Fresno event will feature forecasts

Bohnia Lee • STAFF WRITER

Real estate experts will come together Thursday at the 6th Annual Real Estate Forecast in Fresno to share their expertise and forecasts for seven different sectors of the real estate industry.

The Real Estate Forecast, sponsored by the Economic Development Corporation serving Fresno County, is an event started six years ago by Bobby Fena, chief executive officer of Colliers Tingey International, and Phil Souza, senior vice president of Grubb & Ellis/Pearson Commercial.

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**6th Annual Real Estate Forecast**  
Radisson Hotel, Fresno  
Thursday • 5:30 p.m.  
\$25 EDC members  
\$40 non-members  
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www.fresnoedc.com

Real Estate | from 1

to share information about the local real estate industry with the public and local businesses.

The event has grown every year since then and now attracts about 800 attendees annually. As of March 15, the EDC had registered nearly 600 people.

"It will pique your interest," said Steve Gail, president and chief executive officer of the EDC. "Our event and publication will get everyone talking."

The speakers will discuss office, retail, industrial, residential and agricultural real estate as well as banking and green homebuilding.

Real estate experts predicted at the beginning of the year that 2009 would be a very similar year to 2008. Fresno's real estate market still remains desirable for homeowners, businesses and investors, even though it ranked high on the list in 2008 for having the highest number of home foreclosures in the country.

The residential real estate market is gaining some ground as more buyers take advantage of lower home prices and first-time homebuyers cash in on new state and federal housing grants and tax breaks.

And despite the state of the economy, some businesses from as far away as Canada have opened offices in Fresno to take advantage of its strategic location between Sacramento and Los Angeles to the west and San Francisco to the east.

At the same time, the economy has left the retail sector with empty storefronts at the start of this year as retailers such as Mervyn's, Circuit City and Linens 'n Things close up shop.

The recent Colliers Tingey 2008 year-end office report showed a total office vacancy rate for the Fresno and Clovis market of 14.41 percent, compared to 12.84 percent in 2007.

In 2008, the tightening of credit from lending institutions contributed to sluggish investment in the commercial market.

Several significant transactions did occur in 2008 despite the economy. Some of the larger deals included Ka-

hobank, 11,145 square feet; New York Life, 10,950 square feet; and Arthur J. Gallagher, 15,000 square feet. All were done in the East Herndon and Woodward Park submarket.

Although office construction has slowed, the 100,000-square-foot Park Place building in the Northwest submarket was completed. The complex offers views of the San Joaquin River, high-speed elevators and underground parking.

"While 2009 will definitely present more challenges than recent years, opportunities are there for those willing to dig past the surface," according to the fourth-quarter office market report from Grubb & Ellis.

The inventory is dropping on the residential real estate side as a result of the state moratorium on foreclosures. The law, signed by Gov. Schwarzenegger last month, allows additional time for homeowners to work out loan modifications.

In February, there were three months of inventory available compared to five months of inventory in December, according to monthly numbers compiled by the Fresno Association of Realtors.

"I think the moratorium on trustee sales is what's allowed the inventory to be absorbed," said Jared Martin, chief of sales at FARA. "I've received some calls from brokers, and they think we're going to see inventory increase over the next two to three months."

There were 3,841 homes for sale in February and 521 sold. In January, there were 4,200 homes for sale and 524 sold, according to FARA.

"We're closing over 500 homes a month, which we've done for the last eight months, so it's huge," Martin said.

Martin said it's not just investors looking for property. Most of the buyers are people looking for homes, he said.

"We have 70 percent affordability right now, so 70 percent of the population of Fresno County can afford the median price home," Martin said. "That's wonderful."

Bohnia Lee | Reporter can be reached at 476-2508 or a staff writer at blee@fresnoedc.com



## Housing market forecaster optimistic

Real estate brokerage owner says Fresno County sales starting to rebound.

## Forecast: Industrial real estate segment has been thriving

Continued from Page C1

A real estate segment the real estate slowdown hasn't affected to a great extent is industrial. Ethan Smith of Grubb & Ellis/Pearson Commercial said companies continue to seek a presence in the central San Joaquin Valley but cannot find enough suitable land. The industrial vacancy rate in the Valley is 6.34 percent compared with 7.6 percent in Sacramento and 12.6 percent in the office market.

Meanwhile, the office market, which has experienced higher vacancies because of construction and the loss of realty related businesses, will spend 2009 trying to find tenants for existing space, said Brandon Lamontia of Fortune Associates in Fresno.

Mark Doris, regional director of Wells Fargo Commercial Mortgage Origination, and Dale Arthur, a farmland specialist at Pearson Realty, rounded out the panel.

Doris said the "say yes" attitude of lenders before 2007 has changed. Together underwriting will become the norm in 2009.

Arthur said commodity prices are strong for the most part, farmers are under no pressure to sell and the market will continue to be stable.

The reporter can be reached at blee@fresnoedc.com or (559) 441-6496.

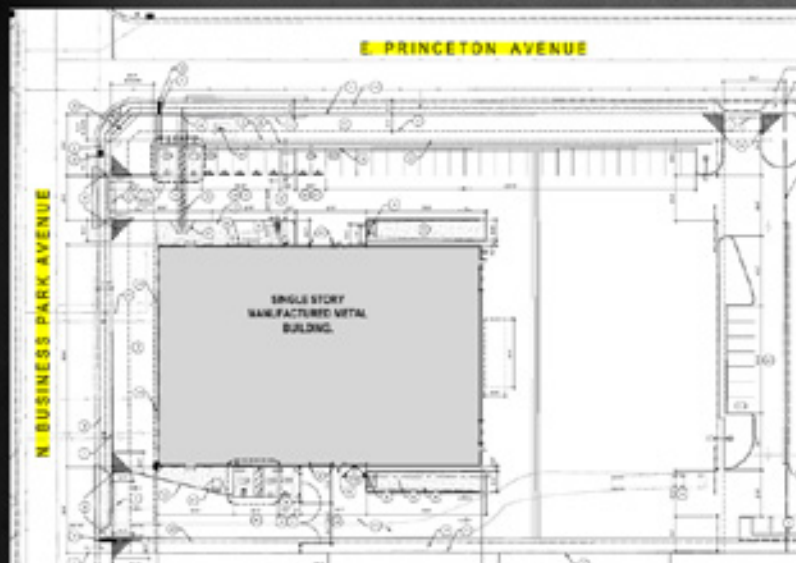




# COMING SOON

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**Exterior  
Elevation:  
West**



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Elevation:  
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# INDUSTRIAL



**KYLE A. RIDDERING**  
Newmark Pearson Commercial



Kyle A. Riddering joined Newmark Pearson Commercial in 2019, and currently serves as a Senior Vice President of the firm's industrial division. Kyle specializes in the sales, leasing, acquisition, disposition, and ground-up development of industrial properties throughout California's Central Valley. Kyle focuses on providing representation services to developers, investors, landlords and tenants.

Kyle was named Newmark Pearson Commercial's "2019 Rookie of the Year."

Prior to joining Newmark Pearson Commercial, Kyle graduated from California State University, Fresno, with a Bachelor of Science in Construction Management and Master of Business Administration.

Kyle is a board member of the Fresno County Economic Development Corporation and the Fresno State Alumni Association.

## TRENDS

- Vacancy has doubled from historic lows to about 4.6%.
- Net absorption is down due to large vacancies that have hit the market.
- The construction starts and deliveries continue to be at historic lows. Lack of development has pressured existing space as functional obsolescence becomes more common when compared to products being built today.

## INDUSTRY SPECIFIC STATS

Vacancy Rate: 4.6%

Vacancy Change: 1.8% (YoY)

Availability Rate: 5.3%

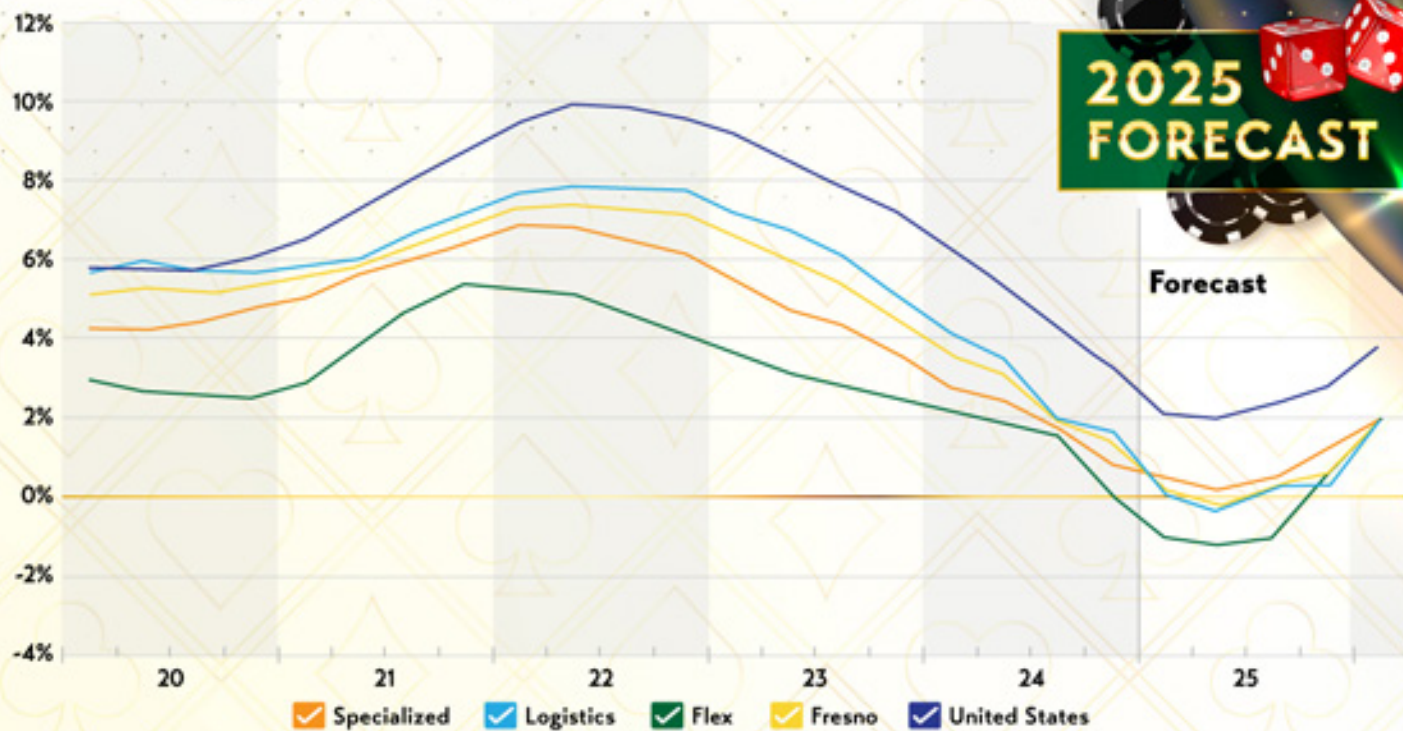
12 Month Net Absorption: -1.4M

12 month Sales Volume: \$118M

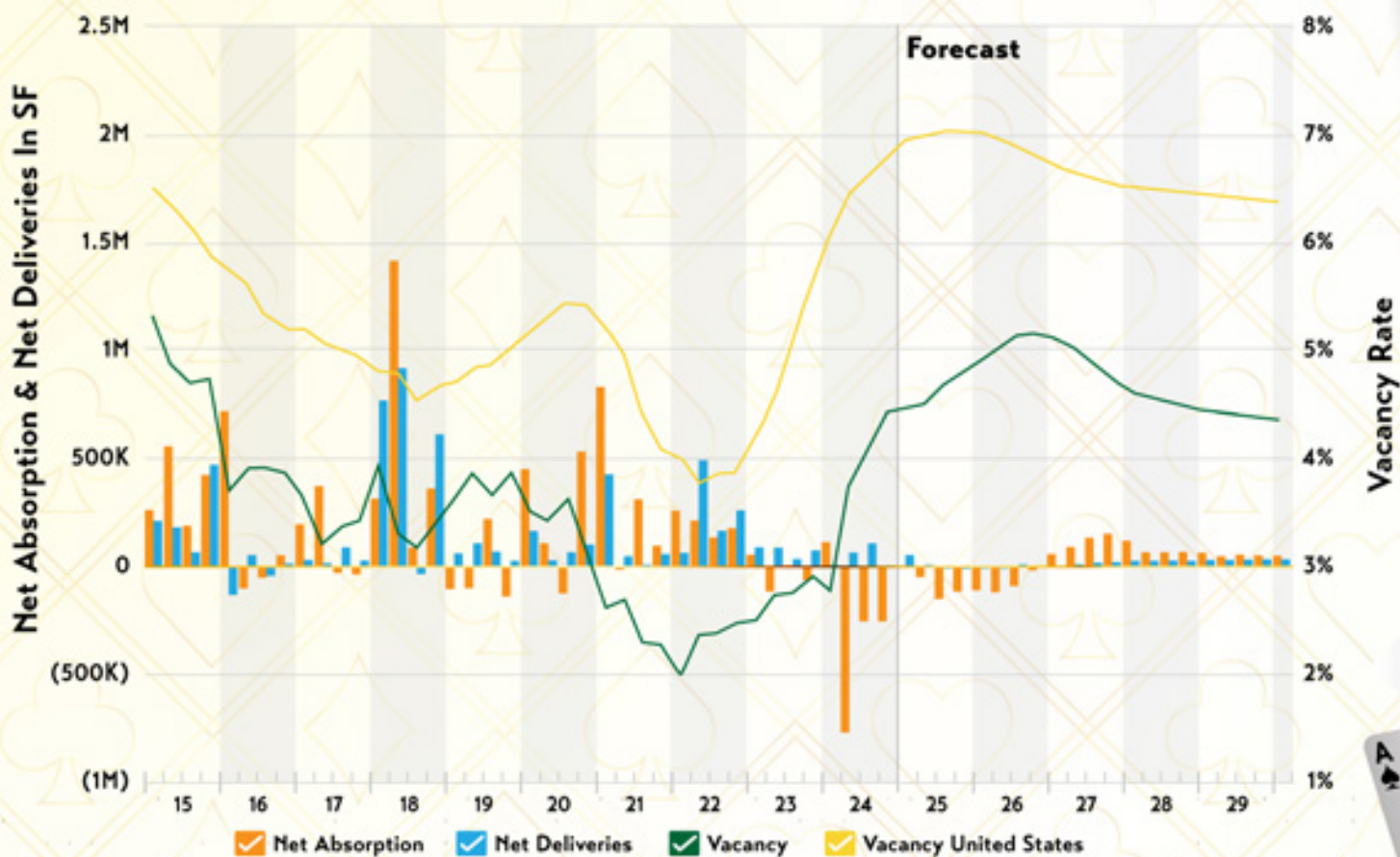




## Market Asking Rent Growth (YOY)



## Net Absorption, Net Deliveries, & Vacancy





# CENTURY STRONG, BUILT ON TRUST



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COMPANIES**



**NEWMARK**  
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**ZEEB**  
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469,000± SF  
SPECULATIVE BUILDING



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PERMIT-READY



243,000± SF PERMIT-READY



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### PLEASE CONTACT

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# AGRICULTURE



**SULLIVAN GROSZ**  
Pearson Realty



Sullivan is an FSU Bulldog fan with a forever Mustang heart. Growing up in western Fresno and a graduate of SJM, Sullivan excelled in football earning All-American while attending Cal Poly where he also obtained a Bachelor of Science degree. Following college, Sullivan briefly competed professionally with the Houston Texans before transitioning into real estate, joining Pearson Realty in 2016 as a sales specialist. His exceptional performance led to his promotion to President of the Agricultural division in January 2021.

Employing a player-coach management approach, Sullivan adaptably guides and supports a team of 21 farm specialists, fostering their professional development while still prioritizing the needs of his clients. Beyond his corporate responsibilities, Sullivan is a graduate of the Almond Board of California's esteemed leadership program. He remains deeply committed to community service actively engaging with organizations such as Madera Sunrise Rotary and Young Farms & Ranchers.

Despite his busy schedule as the steward of the Agricultural division, Sullivan prioritizes his family life. Alongside his wife Erin, who worked as a pediatric nurse practitioner, they are proud parents of two boys, five-year old Granger and three-year-old Emmett, as well as their 1.5-year-old daughter, Rory. Recognizing the significance of maintaining a healthy work-life balance, Sullivan is an avid outdoorsman and loves sharing his outdoor activities such as hunting, backpacking, and dirt bike riding with his family and friends.

## TRENDS

- Historically land values paralleled commodity prices until the implementation of SGMA. Now Low, Medium, & High Risk water regions have their own market trends following water availability, commodity price, interest rates, costs, & soil types. See chart.
- Since January 2024, land values have declined 8-12% in Low-Risk water regions and 15-20% in High-Risk water regions and this trend is expected to continue through the end of 2025.
- Continued financial distress in the agriculture market and community causes volatility and cautious buyers.
- Institutional investors are eager to deploy capital into California farmland but are very selective on water and commodity modeling.
- Agriculture lenders are still very active and willing to fund purchases or restructure debt.
- Time on the market has increased as supply outpaces demand, a trend magnified by the liquidation of agricultural investor groups and large vertically integrated farmers/packers/shippers.
- "One glass of wine a day will keep the doctor away" is being replaced by seltzer drinks and other trendy habits. The Central Valley wine grape industry suffers from low demand due to oversupply and lack of consumption. Without a wine grape contract, local growers will be forced to redevelop to another crop.
- Demand for dairy facilities is decreasing due to weak markets & continued volatility. Buyers are limited and prefer newer, more efficient operations. Older dairies are still being converted to cropland or heifer facilities, though the cost to remove a dairy puts downward pressure on the acquisition or redevelopment price.

## INDUSTRY SPECIFIC STATS

California produces 63% of the global supply of pistachios with Turkey at 15% and Iran at 14%.  
(The Packer)

Fresno County has 1.88 million acres of farmland, which accounts for 49% of the overall acreage.  
(2023 Ag Crop Report)

Researchers studying the impacts of SGMA estimate 500,000 to 1 million acres of California irrigated farmland will need to be taken out of production by 2040, which equates to 5%-10.4% of the states available acreage.

Since the recent lowest prices in 2022, almonds have averaged a 12% increase in price year over year with a potential for 20-25% increase in 2025.

The average cost to farm has increased over 40% since 2020.

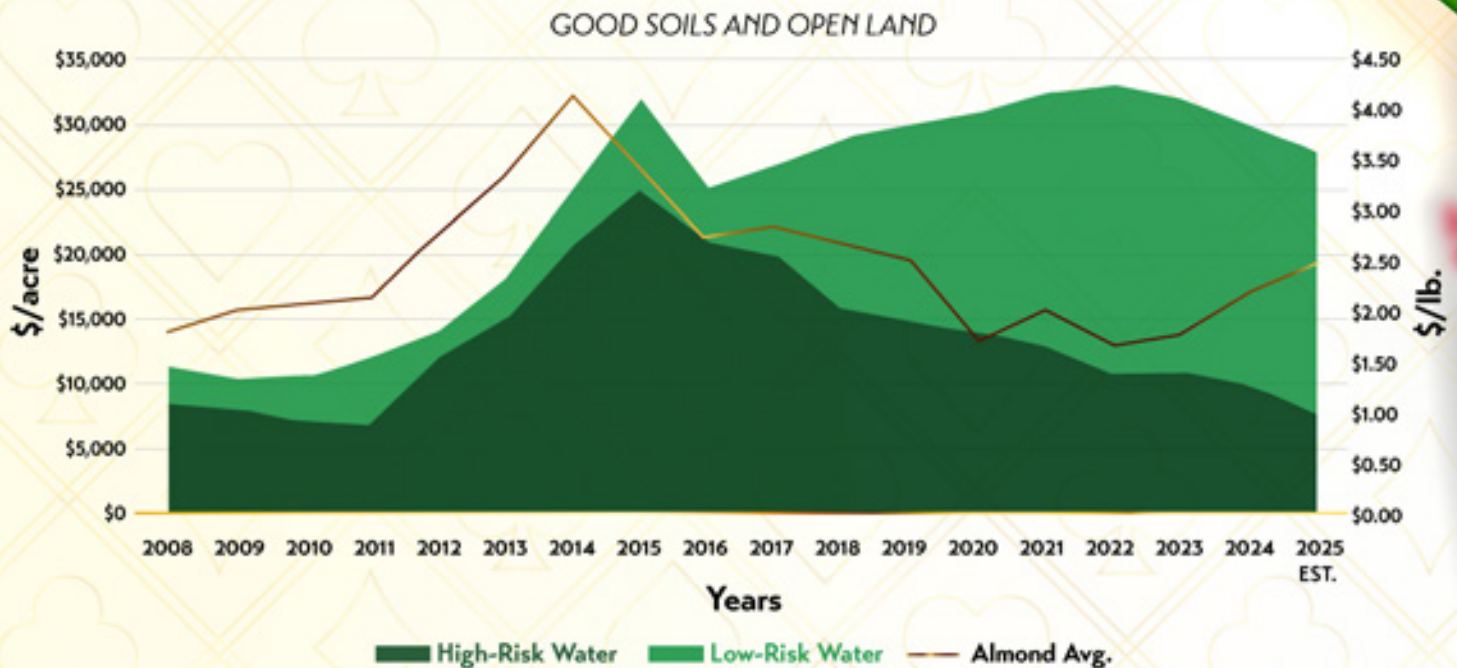


## Fresno County's Top 5 Crops

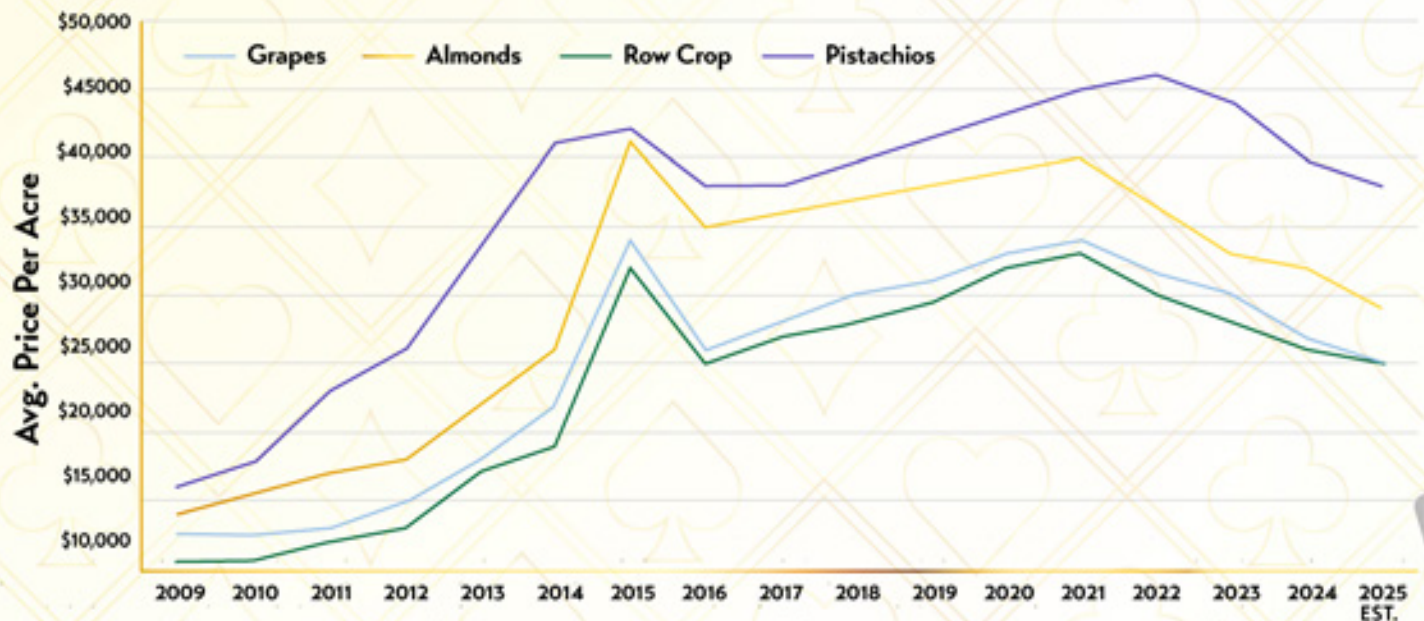
1	GRAPES		\$1.34 Billion	4	TOMATOES		\$601 Million
2	ALMONDS		\$1.02 Billion	5	CATTLE & CALVES		\$572 Million
3	PISTACHIOS		\$862.0 Million				

**2025 FORECAST**

## LOW-RISK, HIGH-RISK, AND ALMOND AVERAGE



## East Side Fresno Co. Farm Land Values (Avg. price with good soil, water and crop production history)





# FINANCE



**MATT RENNEY**  
*California Realty Capital Inc.*



Matt Renney is a seasoned commercial finance lending professional with 20 years of experience helping borrowers develop, own, and operate real estate assets across the Central Valley. With an in-depth understanding of the ever-evolving lending landscape, Matt has successfully financed over 200 real estate transactions totaling \$1.5 billion, helping clients navigate complex financial solutions for their real estate needs.

As the Principal of California Realty Capital Inc. (CRC), headquartered in Fresno, Matt leads a firm that offers a full suite of mortgage services including loan origination, underwriting, closing, and loan servicing. CRC maintains strong lending relationships with life insurance companies, CMBS lenders, multi-family agency lenders, and regional banks, to deliver the best solutions for its clients.

A graduate of the McCombs School of Business at The University of Texas at Austin, Matt holds a degree in Business Finance (2002). He is an active member of the Mortgage Bankers Association, Texas Exes, the Bulldog Foundation, and is a licensed California real estate broker.

Matt is dedicated to his family – wife, Jennifer, and their three children, Roman, Giselle, and Justus. When he's not working on loans, you'll find him cheering on his kids in their sporting endeavors or rooting for his beloved Texas Longhorns. Matt is passionate about the Central Valley and its continued growth.

## TRENDS

- Equity, equity, equity. Higher interest rates mean more equity is needed for all real estate transactions: construction, refinancing, and purchases.
- Increase lender allocations will intensify competition, driving spreads to record lows.
- Rising property expenses and interest rates, coupled with slower rent growth, will likely push capitalization rates higher.

## INDUSTRY SPECIFIC STATS

**Maturity Challenges.** There is roughly a 200 bps spread between loans maturing in 2024 and new loan originations. (\*see graph)

**Extend and pretend** was the motto in 2024 for lenders. 3% of loans maturing in 2024 (approx. \$30 billion) has been extended to 2025 and beyond. (\*see graph)

**CRE Lending** expected to rise 33% in 2025 due to pent up demand, tighter spreads, and bottoming out of real estate values.

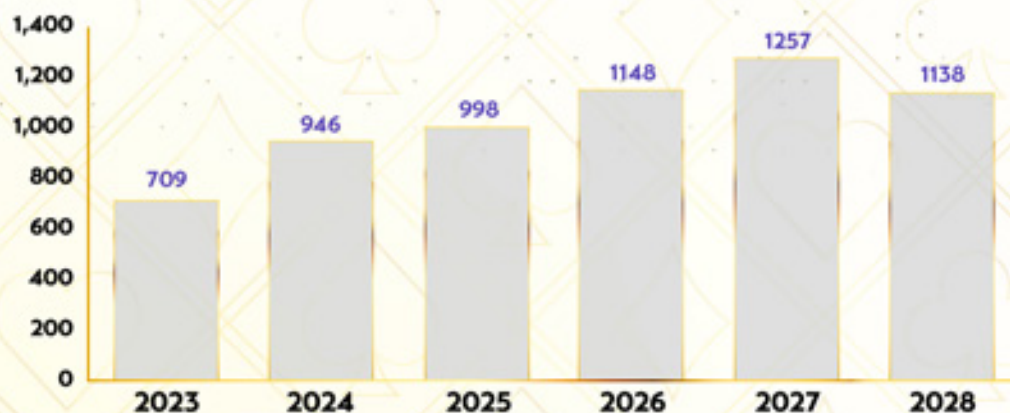
**Demand for private credit** increases.

**CRE Transaction Volume** continues to slow as the 10 yr Treasury rises. (\*see graph)



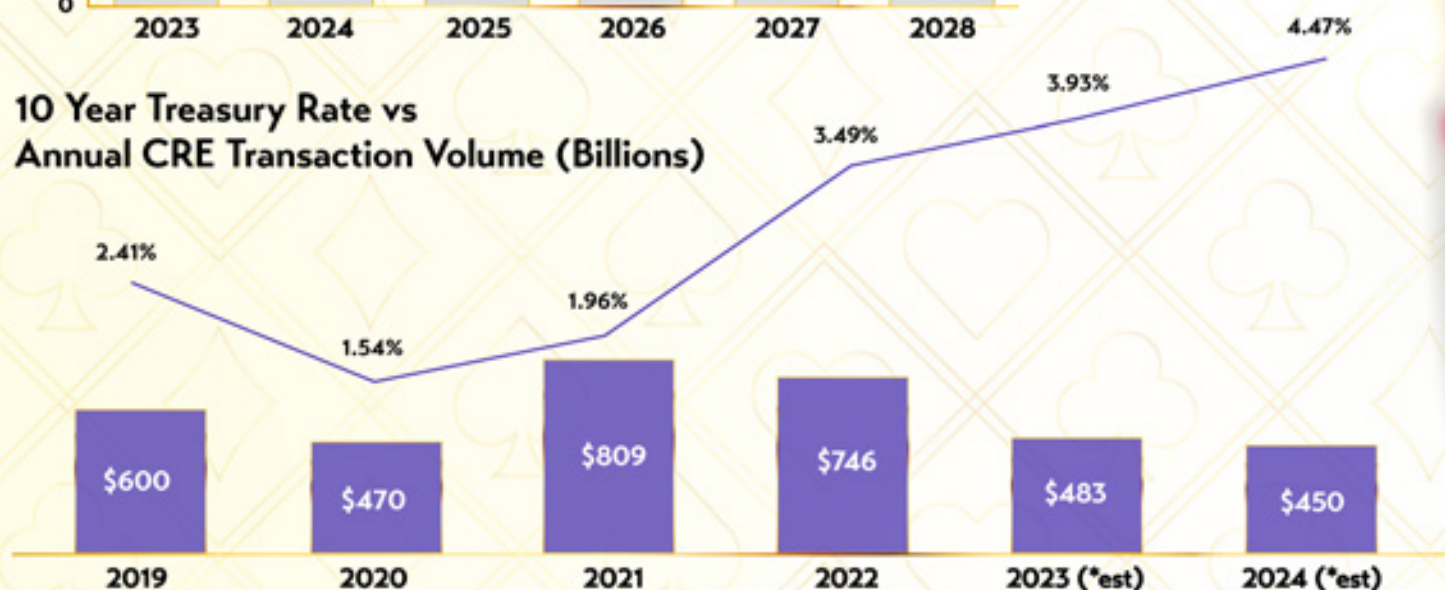


Roughly **\$950B** of US commercial real estate mortgages are estimated to mature in 2024 (\$B)

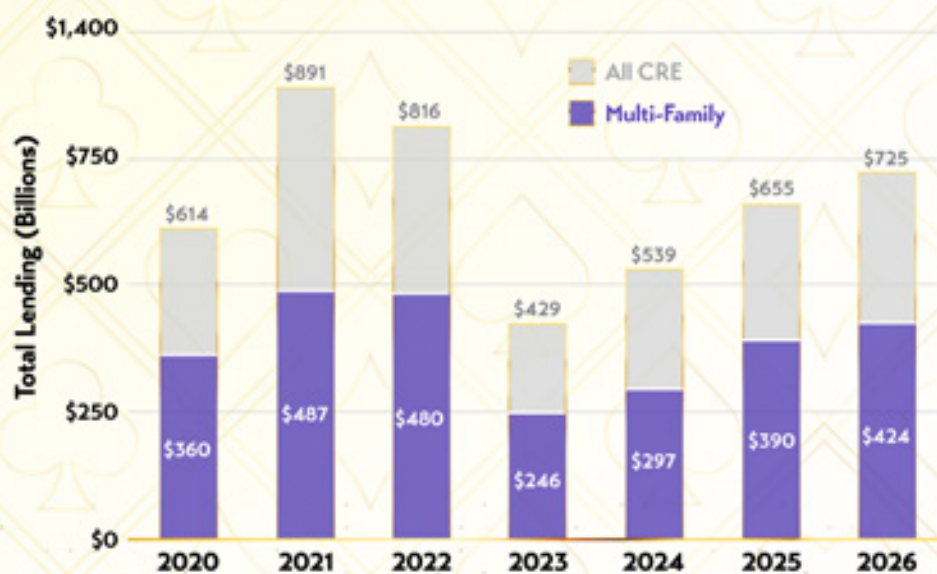


**2025  
FORECAST**

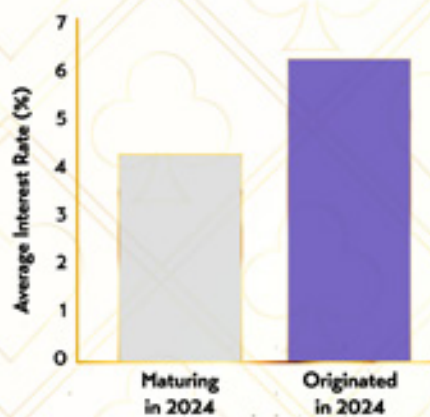
10 Year Treasury Rate vs Annual CRE Transaction Volume (Billions)



MBA PREDICTS CRE LENDING TO RISE IN 2025 AND 2026



Average interest rate on commercial real estate mortgages originated in 2024 is nearly 200 basis points higher than mortgages maturing in 2024







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# OFFICE



**JAMES BITTER**  
Fortune Associates



With nearly a decade of expertise in commercial real estate, James is a trusted professional known for his dedication to excellence. Specializing in office, industrial, and investment properties, he combines market acumen, strategic insight, and an unwavering commitment to client success. As a licensed California real estate professional, James stays at the forefront of industry trends and regulations, ensuring his clients receive expert guidance every step of the way. Recognized for his integrity and professionalism, he has successfully orchestrated numerous transactions, earning accolades for his meticulous attention to detail and client-centric approach.

James excels in lease negotiations, acquisitions, and strategic planning, always prioritizing client objectives while leveraging his deep market knowledge. Committed to innovation and continuous learning, he stays ahead of emerging technologies and industry best practices to deliver optimal results.

Beyond his professional endeavors, James is actively involved in his community. He is a dedicated member of The Well Community Church and proudly serves on The Foundation Board of Clovis Unified School District. With a steadfast commitment to professionalism and client success, James continues to be a trusted advisor and leader in the commercial real estate industry, delivering exceptional value and service to clients and stakeholders alike.

## TRENDS

- Hybrid Work Shapes Demand.
- Quality Drives Leasing Activity.
- Operating Expenses & the cost of construction.

## INDUSTRY SPECIFIC STATS

Despite overall weak demand, high-quality office spaces (Class A properties) continue to outperform lower-tier spaces. Tenants prioritize amenity-rich and well-located buildings to encourage employees back to offices.

While hybrid work is now widely adopted, the expectation that office footprints would shrink drastically hasn't fully materialized. Many organizations are choosing set office days for employees, requiring flexible office designs with collaboration spaces instead of traditional fixed desks.

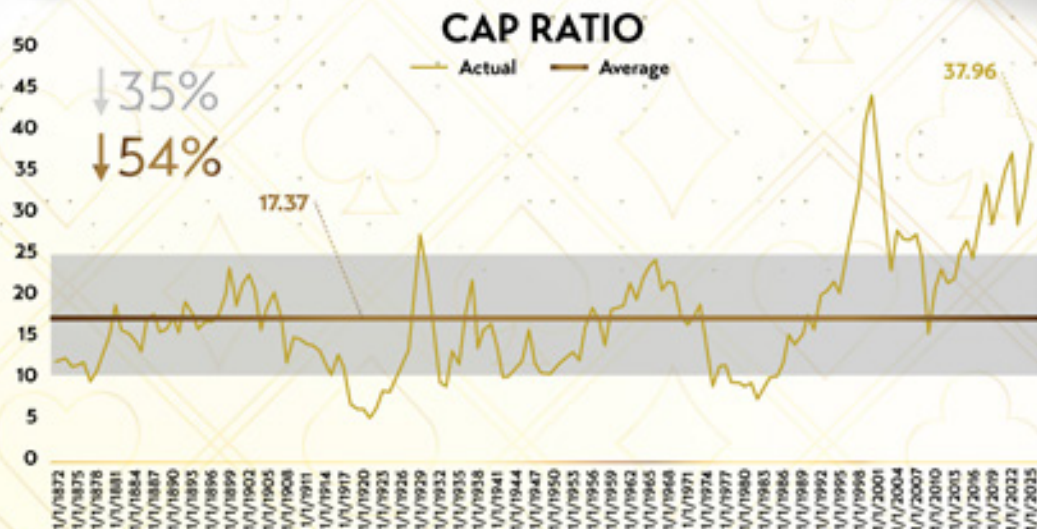
The ability for an owner/user to purchase is still an attractive option (If it can be found...).

There is still a continued need for quality medical space in North Fresno.

The Fresno/Clovis market is, has been, and will continue to be steady.

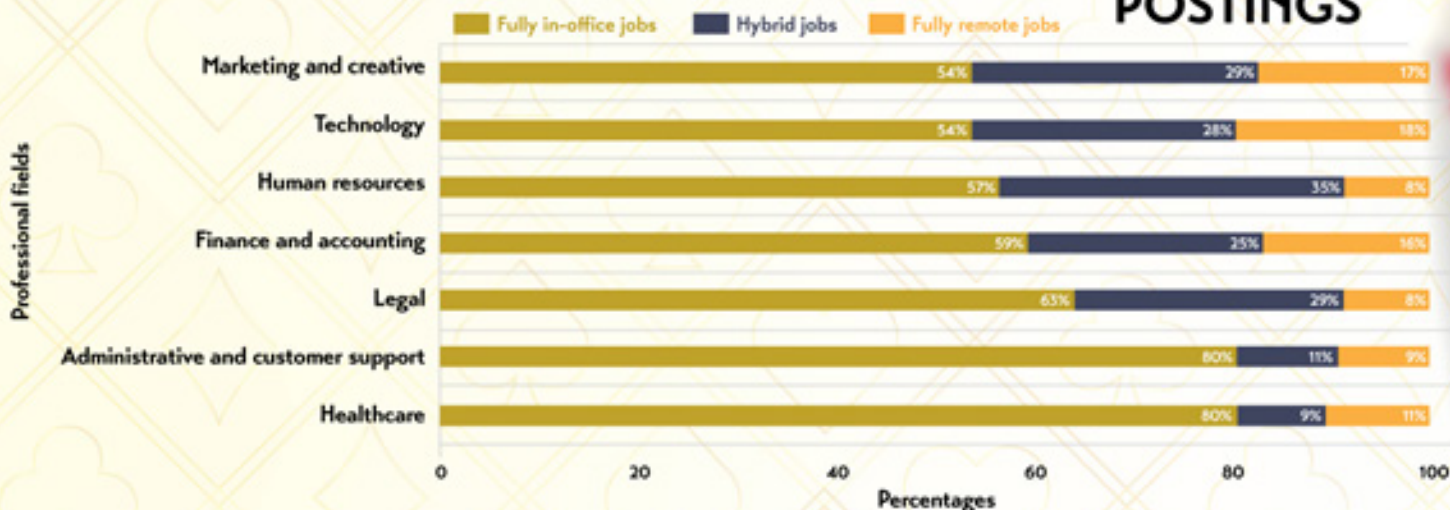






**2025  
FORECAST**

## Q4 2024 U.S. JOB POSTINGS



## Fresno County Office Asking Rents Per Square Foot



## Net effect of new federal policies hard to determine

### More money in pockets!

- ✦ Tax cuts.
- ✦ Might get some of what was lost back.
- ✦ SALT and MID are the big ones for CA.

### Inflation likely to be stickier...

- ✦ Tax cuts.
- ✦ Extending 2016 tax cuts costs ~\$3T \*\*\*.
- ✦ Both suggest slower decline in rates.

### Might(?) get some new stuff!!

- ✦ Doubling the capital gains exemption.
- ✦ First-time homebuyer credits IN ESCROW.
- ✦ Pro-supply stuff: Fed lands, conversions, etc.

### Net effect is hard to say ~\\_(ツ)\_/~

- ✦ Rates have been the major focus to now.
- ✦ Nominal income likely to improve, will real?
- ✦ If stock market rallies on optimism, net positive.



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# ECONOMIC PROFILE

## TOP 5 PROJECTED GROWTH OCCUPATION GROUPS

Fresno County (2025-2030)

#	SOC CODE	OCCUPATION GROUP TITLE	Total Employment Growth	Percentage Change in Employment	Avg. Annual Earnings
1	31	Healthcare Support Occupations	5,214	12.8%	\$38,018.37
2	53	Transportation and Material Moving Occupations	2,740	5.8%	\$45,938.25
3	29	Healthcare Practitioners and Technical Occupations	2,359	8.8%	\$123,924.05
4	25	Educational Instruction and Library Occupations	2,245	6.2%	\$72,179.48
5	35	Food Preparation and Serving Related Occupations	1,558	4.4%	\$37,427.68

## TOP 5 PROJECTED GROWTH INDUSTRY GROUPS

Fresno County (2025-2030)

#	NAICS CODE	INDUSTRY GROUP DESCRIPTION	Total Employment Growth	Percentage Change in Employment	Avg. Annual Earnings
1	6241	Individual and Family Services	4,856	16.6%	\$30,871.00
2	9036	Education and Hospitals (Local Government)	1,919	5.1%	\$90,010.00
3	6221	General Medical and Surgical Hospitals	1,633	9.7%	\$106,678.00
4	7225	Restaurants and other Eating Establishments	1,232	4.1%	\$28,887.00
5	6214	Outpatient Care Centers	1,137	17.9%	\$115,172.00



# RESIDENTIAL



**CARMEN JIMENEZ PHILLIPS**  
Fresno Association of REALTORS®



Carmen Jimenez Phillips is the President of the Fresno Association of REALTORS. With over 27 years of experience in real estate and economic development, Carmen is a dedicated REALTOR and Real Estate Investor, serving California's Central Valley. Passionate about promoting homeownership, Carmen believes in the power of real estate to build generational wealth. Helping clients to achieve this goal is not just her profession – it's her calling.

Carmen is deeply involved in the real estate community. She currently serves on several committees. Since 2019, she has been Chair of the Investors Exchangers Committee for F.A.R. In this role, she has been instrumental in fostering collaboration between community leaders, Realtors®, and industry affiliates, creating opportunities for knowledge-sharing and mutually beneficial partnerships. Carmen has worked with local universities and colleges to bring our members and community together to promote homeownership, investing and education. She also serves on F.A.R.'s Community Outreach Committee and has previously held positions as a Board Director, Strategic Planning Chair and Scholarship Committee Chair.

Beyond real estate, Carmen is committed to youth sports and leadership development. She has been a licensed soccer coach since 2009, and serves on the Board of Directors for Clovis Crossfire. She is the current Commissioner and Past Vice President of Garfield Soccer Club and is a leader within the local soccer community.

Carmen has a BS degree from California State University Fresno's Craig School of Business.

I BELIEVE IN OUR BUSINESS SO MUCH THAT I BELIEVE WE SHOULD INVEST IN IT.

## TRENDS

- There is high optimism from buyers: Buyers will have more opportunities than previous years.
- Historical rate chart: Consumers have adjusted to normalized interest rates, which remain lower than the historical average.
- Prices will remain strong or increase.

## INDUSTRY SPECIFIC STATS

Sales are predicted to increase in 2025 compared to previous years. While there may be fewer sales than in past years, we continue to have more growth in prices.

Net worth for homeowners can be seen at all income levels with equity built through home appreciation. Homeownership is the best way to build generational wealth.

Interest rates, while higher, are still historically low.

Renter-Occupied vs Owner-Occupied comparison.

Insurance is a factor.

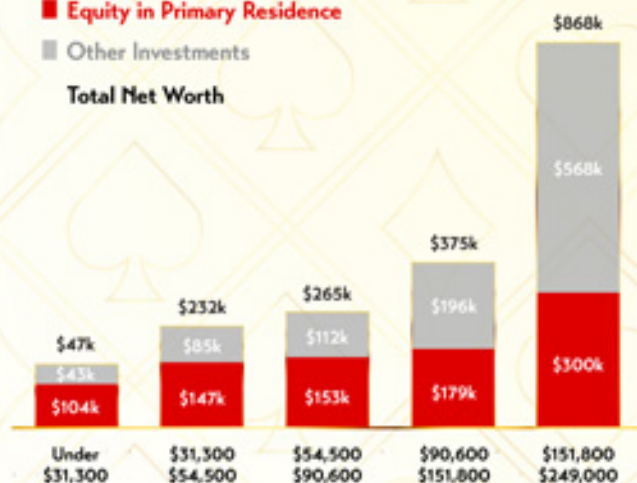
## Housing Piece of Net Worth Is Crucial

Home Value Component of Net Worth Substantial at Every Income Level

■ Equity in Primary Residence

■ Other Investments

Total Net Worth





## Trends at a Glance for: **FEBRUARY 2025**

**2025  
FORECAST**

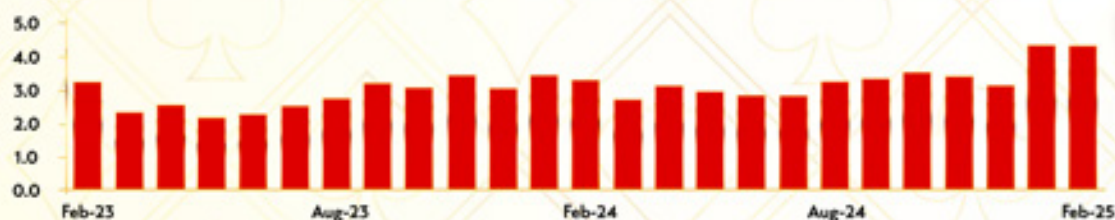
Median Price  
For SF Detached Homes  
**\$442,850**  
3.8% MTM  
5.4% YTY



Home Sales  
For SF Detached Homes  
**-8.1% YTY**  
2.3% MTM  
-5.8% YTD



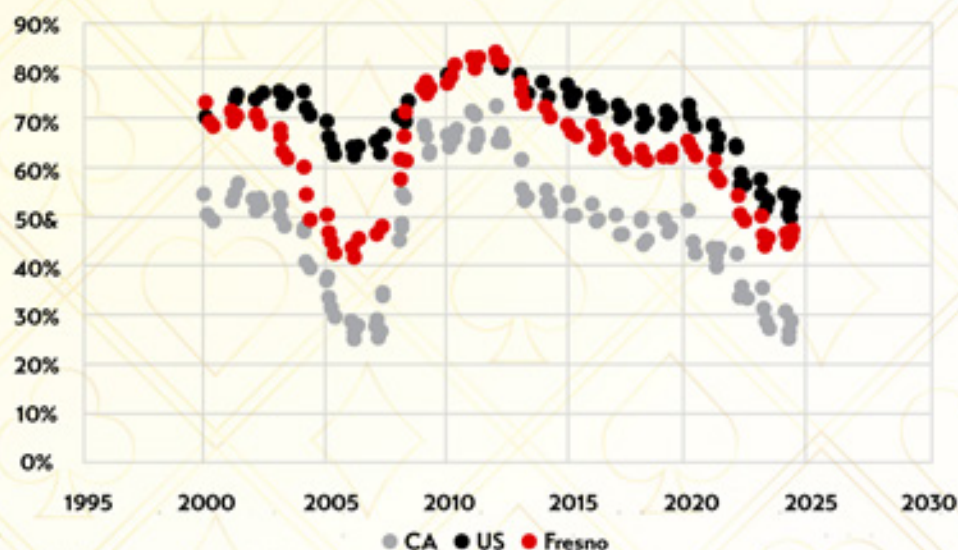
Unsold Inventory  
For SF Detached Homes  
**4.4 Months**  
0.0% MTM  
29.4% YTD



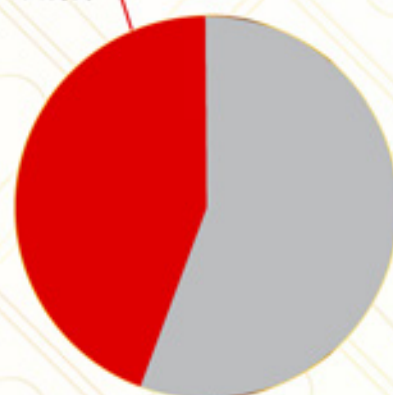
Median Time on Market  
For SF Detached Homes  
**27 Days**  
-19.7% MTM  
23.3% YTY



## Historical First Time Homebuyer Affordability Index



**Renter Occupied**  
44.6%



**Owner Occupied**  
55.4%



# NEW HOME CONSTRUCTION



**RYAN DE YOUNG**  
De Young Properties



Ryan De Young is President of De Young Properties and Vice President of De Young Realty Inc. and De Young Mortgage, Inc., continuing a 70+ year homebuilding legacy. More than just preserving tradition, Ryan is driving homebuilding into the future – pioneering green building practices, including one of California's largest Zero Energy communities, and delivering innovation, craftsmanship, and an exceptional customer experience to over 8,000 homeowners.

Ryan applies leadership skills to business and life. He has helped construct homes in a record-breaking 106 hours with Extreme Makeover: Home Edition, and led 17 St. Jude Dream Home® Giveaway campaigns, raising over \$16.4 million to fight childhood cancer – with an 18th home underway.

A Licensed California Real Estate Broker and Certified Green Building Professional, Ryan holds undergraduate and graduate degrees in Accounting and Finance from the University of San Diego. He is a dedicated husband and family man, musician, and sports enthusiast, bringing the same passion to his personal life as he does to shaping communities and advancing the industry.

Ryan doesn't just build houses – he builds dreams, fosters community, and pushes boundaries.

## TRENDS

- The Fresno County new home market continues to be defined by tight supply, affordability challenges, and macroeconomic uncertainty. While demand for new homes persists, factors such as costs, regulatory constraints, and evolving market dynamics will shape the trajectory for 2025.

## INDUSTRY SPECIFIC STATS

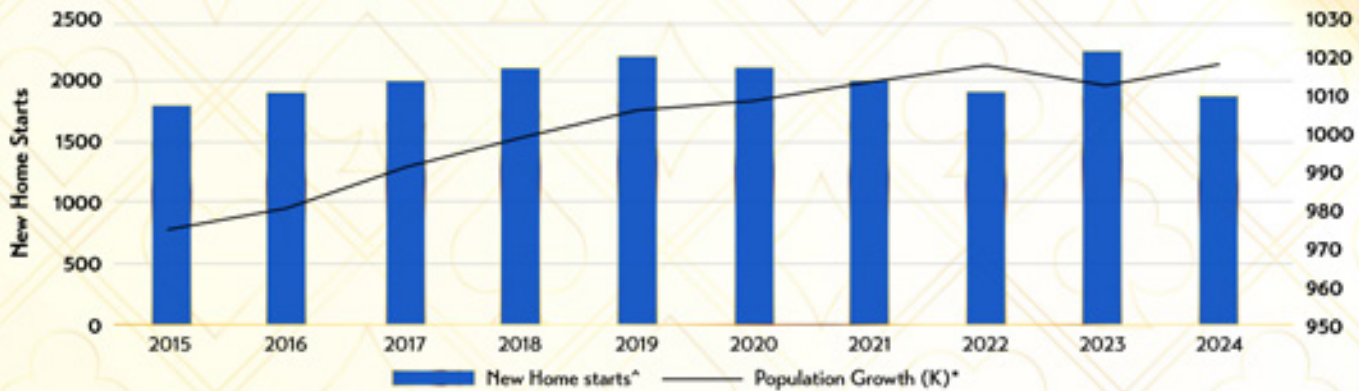
- **Interest Rates & Affordability**
  - Mortgage rates are projected to remain in the 6-8% range, though future Federal Reserve decisions remain uncertain and could lead to adjustments depending on inflation and employment rates.
  - Rate buydowns remain a key strategy for homebuilders, with many actively utilizing them alongside closing cost assistance to sustain demand.
- **Fresno County median new home price: \$510,000, highlighting affordability stress.** With a median household income of \$74,500, only 46% of households can afford this price with conventional financing with 20% down.
- **The "Lock-In Effect" & Inventory Constraints**
  - Homeowners with sub-4% mortgage rates are staying put, leading to a 32% reduction in resale inventory since 2019.
  - New home sales continue to be supported by limited resale alternatives, though affordability challenges and buyer hesitancy remain factors in overall market activity.
  - Fresno County has been underbuilt for years, with new housing construction failing to keep pace with population growth and household formation. This shortage has compounded the impact of the lock-in effect, further restricting available inventory.
- **Rising Development Costs & Government Delays**
  - Construction costs for single-family residential projects nationwide have risen 31% from January 2020 to January 2024, driven by higher material and labor costs, per the Bureau of Labor Statistics (BLS) Producer Price Index (PPI).
  - Tariffs on Canadian lumber and Chinese-manufactured materials pose a looming threat, potentially driving costs even higher in the coming years.
  - Regulatory approval timelines in the Fresno area extend project completion by 6-12 months, with delays caused by interagency tax disputes, CEQA environmental reviews, permit backlogs, and costly, multi-stage approval processes that are lengthy, complex, and bureaucratic. PG&E utility connection delays further stall development.
- **Build-to-Rent (BTR) Expansion vs. New Home Demand**
  - BTR is gaining ground, but its local impact is mixed—it absorbs land that could be used for for-sale housing.
  - Builders must balance BTR vs. for-sale strategies to maximize profitability.



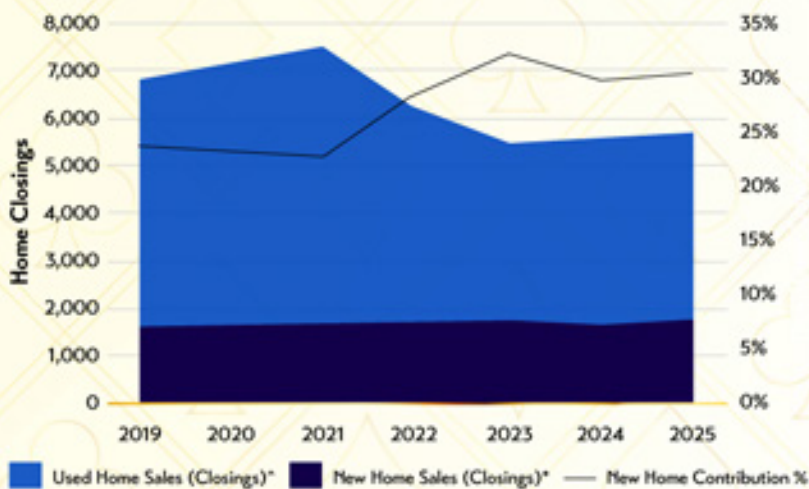


## 2025 FORECAST

### New Home Construction vs. Population Growth (Undersupplied)



### Resale vs. New Home Sales Trends: Impact of Lock-In Effect



### Affordability Stress

Year	Median New Home Price	Avg. Mortgage Rate*	Monthly Payment	Income Required (45% DTI)
2020	\$400,000	3.10%	\$1,364	\$36,373
2021	\$440,000	3.00%	\$1,483	\$39,547
2022	\$475,000	5.30%	\$2,113	\$56,347
2023	\$490,000	6.80%	\$2,878	\$76,747
2024	\$500,000	6.90%	\$2,966	\$79,093

John Burns Research & Consulting, U.S. Census Bureau & Moody's Analytics, and U.S. Department of Housing and Urban Development (HUD)

### MARKET OUTLOOK

- New home sales are projected to grow modestly (3-5%) in 2025, primarily driven by limited resale inventory and continued household formation. However, affordability pressures and higher mortgage rates may keep some buyers on the sidelines, requiring builders to adapt with creative financing solutions and closing cost assistance to maintain buyer interest.
- Builder margins will remain compressed due to rising land, development, labor, and material costs, coupled with ongoing government regulations, extended development timelines, and potential tariffs.
- If resale inventory remains constrained, more buyers will turn to new construction, particularly in entry-level and move-up segments.
- Regional shifts in demand and demographic trends—including millennial and Gen Z buyers entering the market—may influence future product types, with a potential increase in higher-density housing solutions such as townhomes and small-lot single-family homes.
- Insurance-Related Affordability Pressures: The surge in homeowners insurance premiums, coupled with the difficulty in obtaining coverage, is expected to further strain housing affordability in Fresno County.



# MULTI-FAMILY



**ROBIN C. KANE**  
Northmarq



Robin C. Kane is the Managing Director with Northmarq overseeing the Central Valley office.

Northmarq is a nationwide firm based in Minneapolis. Prior to joining Northmarq, Robin was the Senior Vice President of TMG and Senior Director with Berkadia Real Estate Advisors.

Since 2020, he has participated in closing over 100 sales totaling over \$775,000,000.

In addition, he has closed nearly \$200 Million in Office and Retail projects for several high-net-worth clients and Family Offices.

## TRENDS

- Volatility is IN, Stability is OUT. Occupancy is IN, Rent Growth is OUT.
- Capital is growing impatient having waited for 3-4 years.
- "Skate to where the puck is going to be, not where it has been." -Gretzky
- Capital investment is growing.

## INDUSTRY SPECIFIC STATS

Apartment sales improved 10% over 2023, which was the lowest in 10 years.

Private Debt Funds will grow to an ever larger market share of CRE Debt.

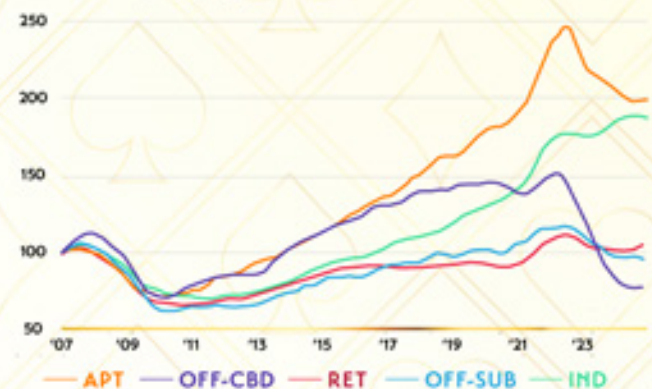
Rental demand growing, while future supply is shrinking.

Buyers are willing to accept cap rates on par with debt levels, a marked change from the past.

Lenders are more aggressive pitching tighter indexes, higher LTV, and looser underwriting.

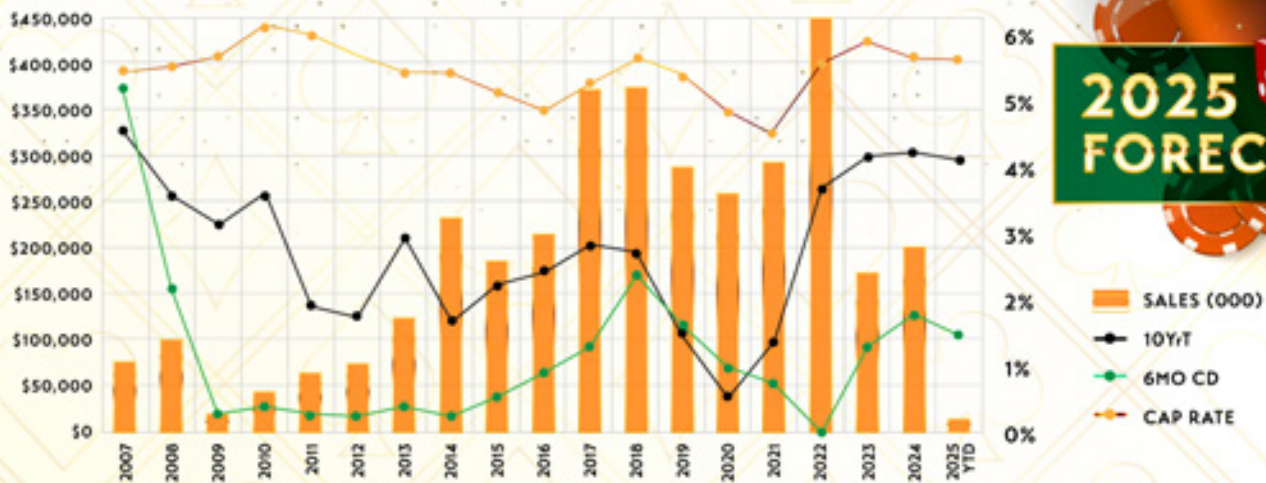
## MSCI

### National Property Types

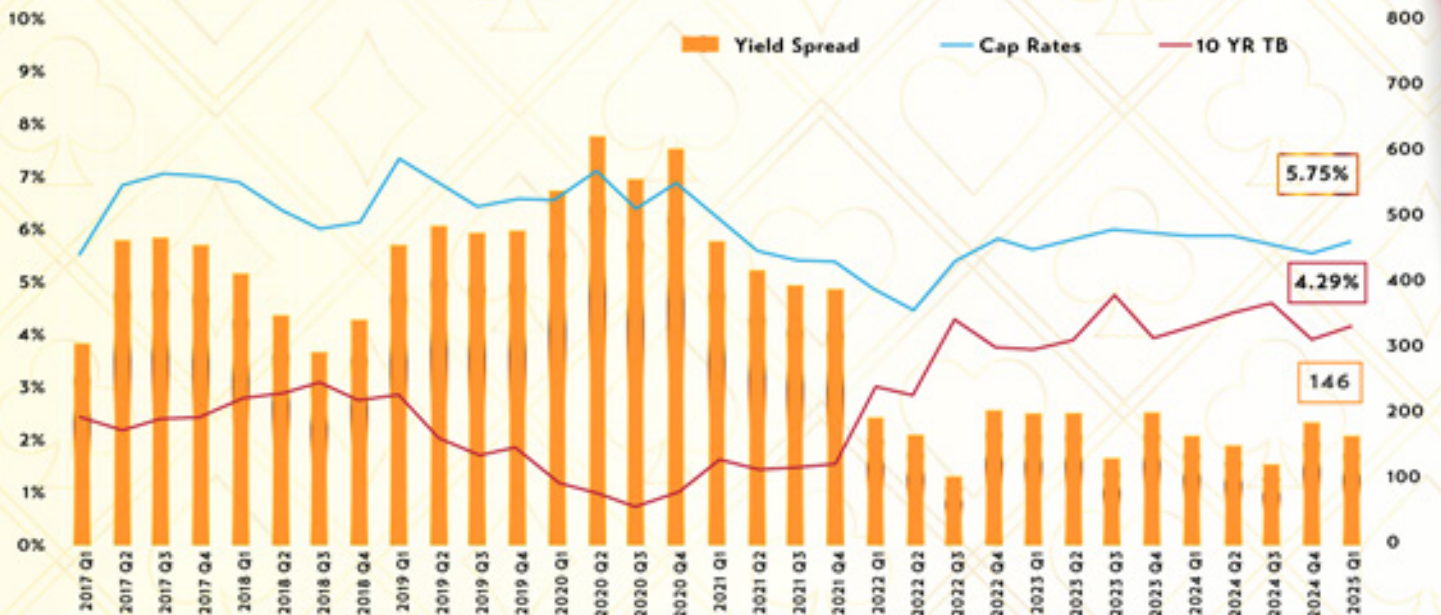




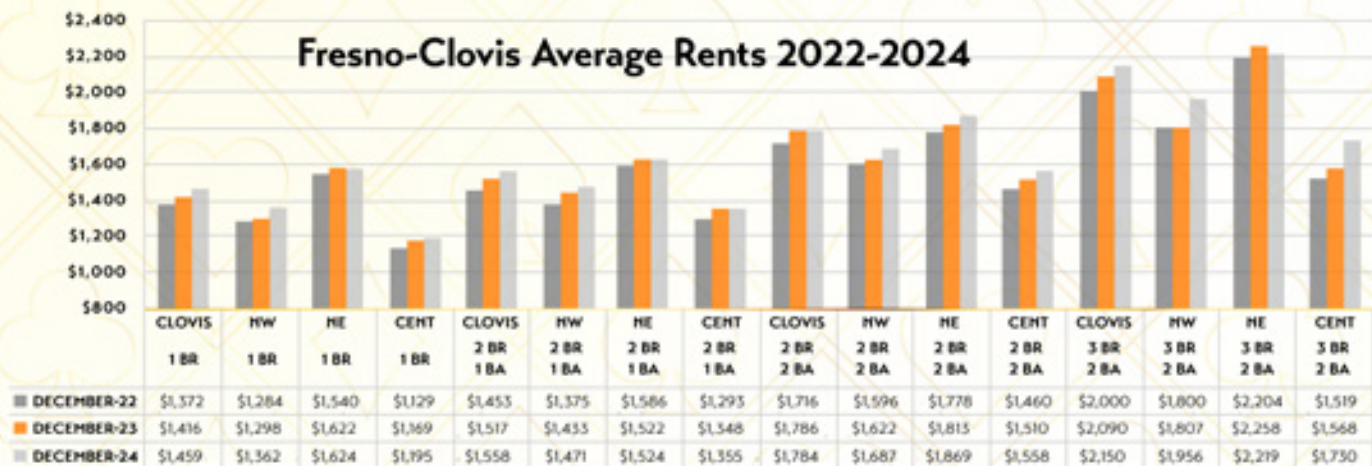
## Fresno MSA | Apartment Sales 2007-2025 YTD



## Multi-Family Cap Rates vs. 10 Year T Bill - Yield Spread



## Fresno-Clovis Average Rents 2022-2024







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### Most Recent Sales



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21 Units | Clovis, CA



**BRIO ON BROADWAY**  
54 Units | Fresno, CA



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**ASHLAN TERRACE**  
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**Brendan Kane**  
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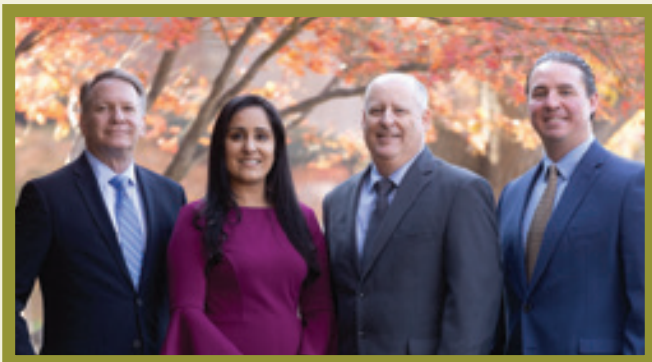


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# AFFORDABLE HOUSING



**TYRONE RODERICK WILLIAMS**  
Fresno Housing Authority



Tyrone Roderick Williams is the CEO of the Fresno Housing Authority. He is a catalyst for positive change and innovation, as well as an industry leader in affordable housing development. He has spent the past 25 years successfully leading multi-million dollar, large-scale housing developments totaling over \$2 billion.

Williams brings extensive experience in affordable housing, holistic and comprehensive urban revitalization efforts, community development, and much more. His background includes work in the for-profit, nonprofit, philanthropic, and government sectors, with development activities at the forefront of neighborhood transformation efforts in Boston, Houston, Atlanta, and Sacramento. Throughout his career, he has proven to be committed to fostering environments of innovation and continuous improvement while striving to exceed business goals.

Fresno Housing serves over 50,000 residents from 17 municipalities in Fresno County. Since 2010 the Agency has self-developed over 2,100 new multi-family units and renovated over 650 units. It also manages or owns over 80 multi-family housing developments throughout Fresno County. Fresno Housing provides a wide range of affordable housing options including public housing, workforce housing, farm labor housing, and Housing Choice Vouchers.

He has been recognized nationally, as a Presidio Institute Fellow for his work as a cross-sector leader. He currently serves on a variety of boards, including but not limited to, the following: Fresno Economic Development Council, Fresno County Education Foundation, Affordable Housing Advisory Council of the Federal Home Loan Bank of San Francisco, the State of California CASA Board, and was appointed to the California Housing Finance Agency Board by Governor Gavin Newsom. Most recently, he was appointed to the United States Consumer Financial Protection Bureau's Consumer Advisory Board.

Williams is a native Texan and is passionate about leading efforts to expand housing, education, health, and equitable economic development opportunities in under-served neighborhoods. He is a national conference speaker, media contributor, and author of the book "Igniting the Power to Succeed." He received his Bachelor of Architecture from Prairie View A&M University, a Master of City Planning Degree from the Massachusetts Institute of Technology (MIT), and a PHD from the "School of Hard Knocks".

## INDUSTRY SPECIFIC STATS

As of May 2024, the county faces a shortfall of 35,188 affordable rental homes for low-income residents. This deficit has led to significant cost burdens, with 83% of extremely low-income households spending more than half their income on housing.

Concurrently, average monthly asking rents have risen to \$1,350, requiring an hourly wage of \$25.96 to afford—1.6 times the state minimum wage.

Despite a 2.7% increase in asking rents between Q4 2022 and Q4 2023, state and federal funding for housing production and preservation in Fresno County decreased by 21% over the same period, totaling \$270 million.

Low-Income Housing Tax Credit (LIHTC) production and preservation experienced a sharp 67% decline between 2022 and 2023.

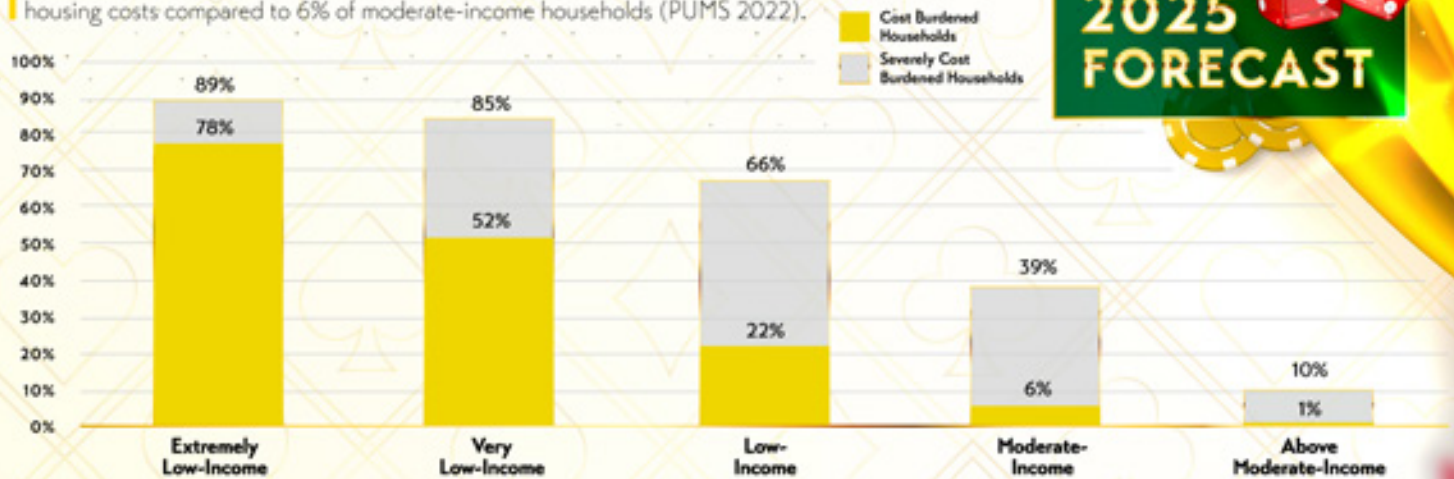
These trends indicate a challenging forecast for affordable housing in the region, highlighting the urgent need for increased investment and policy interventions to address the housing affordability crisis.





## Cost Burdened Renter Household by income: All Households

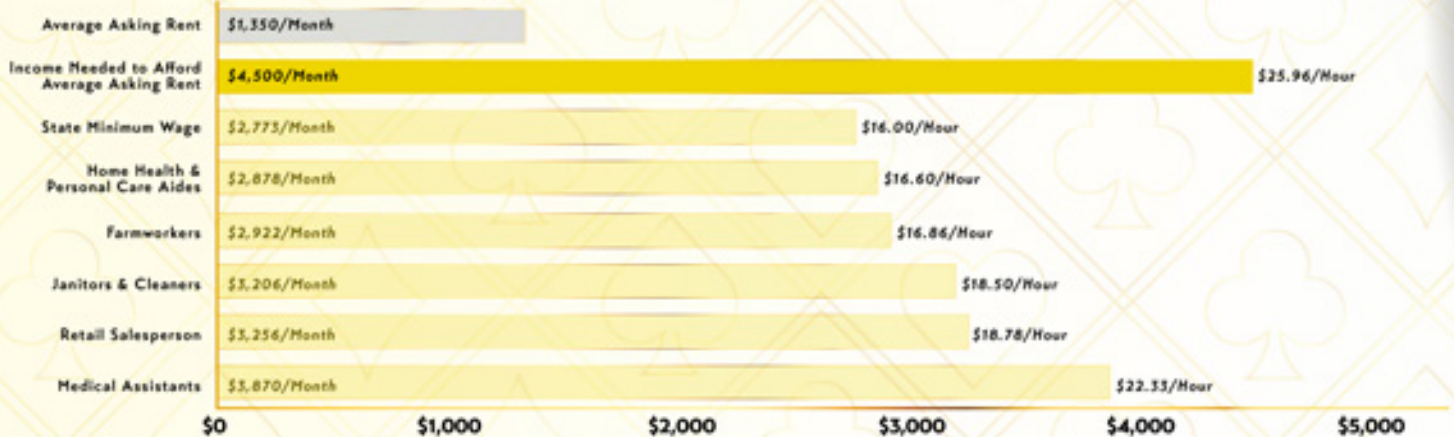
78% of Extremely Low-Income Households in California are paying more than half of their income on housing costs compared to 6% of moderate-income households (PUMS 2022).



**2025  
FORECAST**

## Who Can Afford To Rent (2024)

Renters need to earn **1.6 times** the minimum wage to afford the average asking rent in Fresno County.



- The North Fulton Development Project is in the predevelopment phase, targeting the revitalization of a former CVS site in Downtown Fresno.
- Fresno Housing remains steadfast in its mission to enhance community growth and provide affordable housing across Fresno County. In December 2024, the agency celebrated the grand opening of Avalon Commons, introducing 60 affordable one-, two-, and three-bedroom homes in northeast Fresno's Clovis Unified School District. This development offers residents amenities such as a community room, dog park, playground, and basketball court, fostering a vibrant living environment.



# INVESTMENTS



**JOHN KOURAFAS**  
Visintainer Group



John joined the Visintainer Group in 2019 and has been involved in over \$550M of investment real estate transactions spanning fourteen states. He holds a CCIM (Certified Commercial Investment Member) designation and partners with Brett Visintainer, principal, on commercial real estate transactions. Since 2015, the Visintainer Group has executed over 230 transactions across 18 states, totaling over \$900m in sales.

As part of the Visintainer Group commercial team, John specializes in acquisitions and dispositions of commercial investment properties (Industrial, Office, and Retail), both locally in the valley and nationwide. His team provides investors with property valuations, financial analysis, acquisition advice, including 1031 exchanges, pre-disposition advice, leasing strategies to maximize value, and project repositioning.

John, a Fresno native, attended Washington Union High School in Easton before earning his degree in Business Administration with a concentration in Marketing from California State University, Fresno. He recently married his wife, Maddie, and they look forward to starting a family in the future. An avid outdoor enthusiast, John enjoys golfing, hunting, and fishing.

## TRENDS

- High interest rates and debt market uncertainty may delay a market rebound for much of the year.
- Buyers will continue to target distressed sales driven by impending loan maturities and financial hardships.
- Property owners will focus on strategic positioning to maximize opportunities when the market rebounds.

## INDUSTRY SPECIFIC STATS

Interest rates continued their upward trend, staying within the 6.00%-7.00% range.

Fresno County saw only one transaction above \$10 million in 2024, compared to an annual average of over six such transactions.

Sales volume declined by 31%, marking the third consecutive year of year-over-year declines and lowest total since 2011.

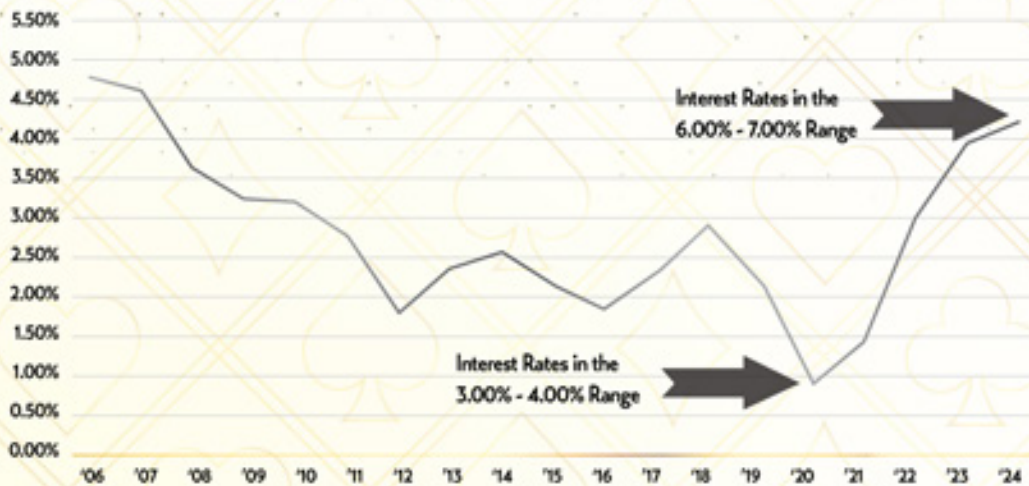
The average CAP rate rose by 68 basis points from 2023 but remains below the historical average.

Sales transactions were down 13% from 2023, slightly below the historical average and the lowest since 2018.



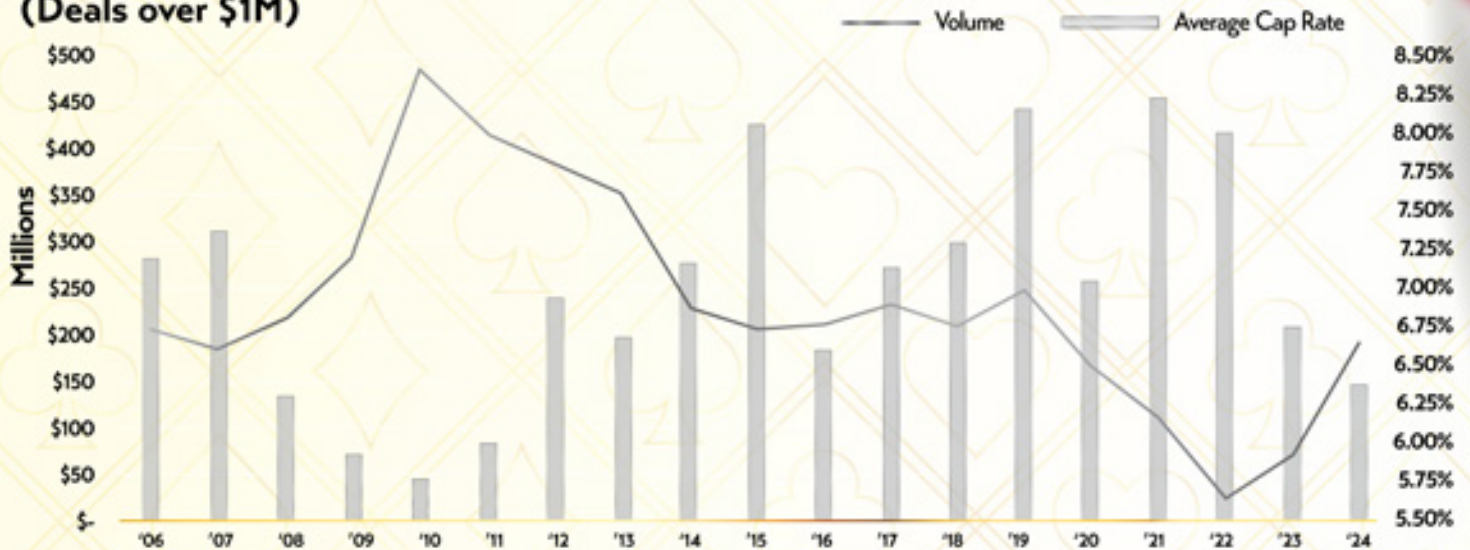


## 10 Year Treasury Rate Yearly Average Since 2006

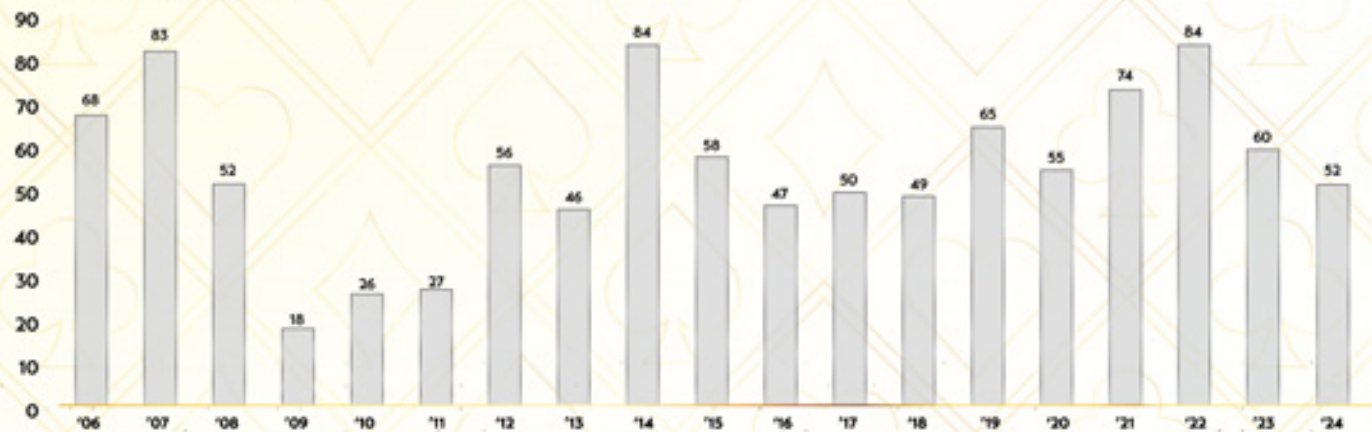


**2025  
FORECAST**

## Fresno County Investment Sales Volume and Average Cap Rates Since 2006 (Deals over \$1M)



## Fresno County Investment Sales Transactions Since 2006 (Deals over \$1M)







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## Fresno, Madera, Kings and Tulare Counties Building & Construction Trades Council



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Advancing People, Business & Community



## The forecast calls for building a healthy community

Kaiser Permanente is a proud supporter of the Fresno County Economic Development Corporation.

At Kaiser Permanente, we make it our mission to help build healthy communities, and we couldn't do it alone. We look forward to continuing this work in partnership with others committed to making Fresno a better place to live, learn, grow, and thrive. Learn more at [kp.org](http://kp.org).

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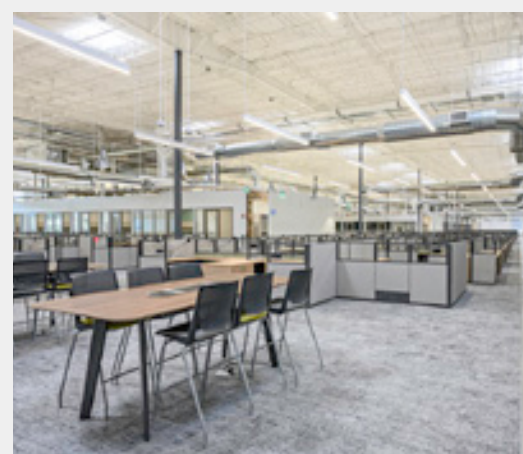
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# CITY OF SELMA



## A PRIME LOCATION FOR BUSINESS AND LIVING

Selma, **the largest city in southern Fresno County**, is centrally located at the junction of State Routes 99 and 43 to efficiently serve the tri-county region of Fresno, Tulare, and Kings Counties. Selma has residential, commercial, and industrial projects in various stages of review or currently under construction now. Approximately **154,000** people live within a 15-minute drive of goods and services in Selma.

### Business Services

The City of Selma is committed to your project and development needs. We strive to improve processes, streamline timelines, and support your project's success. Business Retention and Expansion services are available through the Economic Development Department.

### What is Selma working on in 2025?

- Enhanced Infrastructure Financing District.
- Implementation of the Downtown Strategic Plan focused on beautification, storefront restorations, and business attraction efforts.
- Realization of over \$20 million of infrastructure improvements, including sewer, stormwater, and a new fire station.
- Expanding the use of Selma's OpenGov Online Permitting System for easier permit access and streamlined services: [selmaca.portal.opengov.com](http://selmaca.portal.opengov.com)
- General Plan Update.
- Implementation of Infrastructure Master Plans for Stormwater, Sewer, Water, Parks, and Broadband.
- Starting construction and implementing traffic safety and landscape improvements on Second Street, funded by a **\$3 million** California Green Grant Award.



### Thriving Commercial/Industrial Businesses

- Quinn Company
- Alta Lift
- Basalite Concrete Products
- Fahrney Automotive
- Selma Auto Mall
- Walmart
- Home Depot
- Xtreme Manufacturing

### New Businesses under Construction or Recently Opened

- El Torro Loco Market
- New Starbucks
- Riley's Taproom
- McGrath Modular Storage
- Maiden Voyage
- Curry Cantinas

## Valley Arts and Recreation Destination

Kings Canyon, Sequoia, and Yosemite National Parks are within 70 miles of Selma, and there are also many 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. Visit the Selma Arts Center online at [www.selmaartscenter.com](http://www.selmaartscenter.com).



## A Look to the Future

The City of Selma is embracing a fresh approach, refining its communication strategies and recently unveiling a new logo designed to reflect growth, opportunity, and community pride. This updated visual identity supports economic growth and investment opportunities, while reinforcing Selma's focus on collaboration and progress. It is a city where businesses can thrive, new ideas can take root, and community continues to flourish – truly living up to its identity as the city where good things grow.

The City of Selma continues its strong collaboration with the Fresno County EDC and the California High-Speed Rail Authority on the Central Valley Training Center. As the center approaches its five-year milestone in 2025, it remains a vital resource for career education, offering pre-apprenticeship training in construction trades to meet the growing demand for skilled labor and support regional workforce development.

## Residential Growth

- Amberwood, a residential master planned community featuring 2,558 single-family homes, with 297 households in Phase One to commence construction in Q1 2025.
- Vineyard Estates (Phase 3): 40+ single-family homes currently under construction, construction will be complete before end of 2025.
- Approximately 1,000 multi-family units currently in process for entitlement approval. This includes 10+ additional single and multi-family residential projects going through the planning and permitting process.

## Residential Growth

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

\*Visit our Economic Development page on the new [www.cityofselma.com](http://www.cityofselma.com) for more opportunities.

CITY OF SELMA • 1710 Tucker Street, Selma, CA 93662

FERNANDO SANTILLAN • CITY MANAGER • 559.891.2250 • [FernandoS@cityofselma.com](mailto:FernandoS@cityofselma.com)





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Reedley  
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[sccd.edu](http://sccd.edu)



Madera  
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Clovis  
Community  
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# CITY OF SANGER

## SANGER FOCUSES ON BUSINESS AND COMMUNITY SUCCESS. EXPANDING AND LOOKING FORWARD.

Strategically located on California State Route 180, minutes east of the Fresno-Clovis metropolitan area, the City of Sanger is 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 creates opportunities for new businesses interested in locating to the area 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 a multi-year deferral of impact fees or fee credits for newly created jobs filled by Sanger residents.



## RECENT, CURRENT, AND FUTURE DEVELOPMENT

### North Academy Corridor Annexation and Master Plan:

- Master Plan – Completed 2020.
- 265+ acre Annexation for Commercial Development – Completed 2022.
- 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) Established.

### Residential Development:

- DR Horton – 143 Lot Single-Family Residential Subdivision.
  - Phase II – Under Construction.
- Newmark Village I – 72 Unit Multiple-Family Residential Development.
  - Completed.
  - AHSC – Affordable Housing and Sustainable Communities Project beginning construction.
- Newmark Village II – 42 Unit Multiple-Family Residential Development – Construction Planned 2025.
- Cherry Crossings/Self-Help Enterprises – 136 Unit Multi-Family Residential Development.
  - Completing Construction Spring 2025.
- San Joaquin Valley Homes – 490 Lot Single-Family Residential Subdivision, Including 10 Acre Park.
  - Beginning Construction Spring 2025.

### Retail Development:

- Sanger Retail Center, 11,900+ square feet Multiple-Use – Completed Winter 2024/Spring 2025.
- 7th Street Offices. 3,000+ square feet Retail Office Infill/Downtown – Completing Construction Spring 2025.
- Jensen Dental, 3,650+ square feet Medical Office Infill – Completing Construction Summer 2025.

### Industrial Development:

- Weyrick Lumber Company/California Truss Frame – 10+ Acre Expansion of Truss Construction Plant -Completed 2024.
- Liberty Power – Addition of 50MW Battery Storage Facility to 15+ Acre Power Plant – Beginning 2025.
- Surplus Land Act Sales – Approximately 46 acres Kings River Technology Park Properties.
  - 5 Acre Sale for New Plumbing Contractor.
  - 5 Acre Sale for New Trucking Yard.
- Sanger Fence – New Construction 9,920+ square feet Industrial Office Infill/Downtown. Re-Use of 1.17+ acre Downtown Site.
- Pitman Farms Hatchery – Expansion of Existing Industry Through Conversion of Vacant Processing Plant to Poultry Hatchery – Construction Began 2024.
- Lyon's Trucking – New Truck Transportation Facility. 14,200+ square feet Office Space and Maintenance Facility on 7.2+ acre site. Completed Winter 2024.

### Other City Projects:

- City Water Wells: Well 19 – Under Construction. Well 22 – Under Construction.
- City Wide Parks & Recreation Master Plan – Beginning Spring 2025.

CITY OF SANGER • 1700 7th Street, Sanger, CA 93657

DAVID BRLETIC • COMMUNITY DEVELOPMENT DIRECTOR • 559.876.6300 Ext. 1520 • [dbrletic@ci.sanger.ca.us](mailto:dbrletic@ci.sanger.ca.us)



# CITY OF SAN JOAQUIN



## CELEBRATING OUR COMMUNITY VICTORIES!

The City of San Joaquin is going places, 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 the last few years, there are opportunities for growth and progress in the City of San Joaquin abound.

***San Joaquin has over 400 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 to help fund projects that will build, repair, and renovate our facilities and infrastructure.



## Some of our 2024 community accomplishments:

- Dollar General to be completed Spring of 2025.
- An updated, more business and user-friendly Zoning Code was enacted to streamline processing, entitlements, and permitting.
- New projects, centered on bicycle and pedestrian accessibility, were being completed on Main Street.
- Improvements continue to City Wide Walking Trail. Funding for the next phase has been secured.
- The first phase of improvements to the water wells, treatment, and delivery systems have been completed. \$20 million has been secured for the next phase of water capital improvement projects. Construction of Water Treatment Plants commencing February 2025.
- We received \$2.5 million in Public Safety funding to improve services to our community, focusing on youth intervention programs.
- We increased the number of community events such as a city barbeque and mobile health clinics, generating more resident participation than ever!
- Improvements have been made to park lighting and green spaces.

## WE INVITE YOU TO JOIN 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 ADAM FLORES-CORNEJO



***Housing is projected to increase population by 40%.***

CITY OF SAN JOAQUIN • P.O. Box 758, San Joaquin, CA 93660  
ELIZABETH CABRERA • CITY MANAGER • 559.693.4311 • [elizabethc@cityofsanjoaquin.org](mailto:elizabethc@cityofsanjoaquin.org)



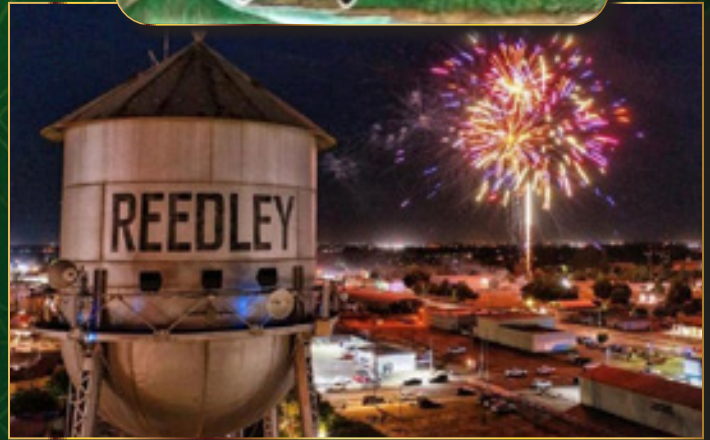




# CITY OF REEDLEY

## WHY REEDLEY?

- Over \$1 million dollars in public investment in the downtown area.
- One of the safest communities in the Central Valley, with a low crime rate and innovative policing strategies such as an award-winning juvenile restorative justice program.
- Abundant and diverse restaurants and unique shopping experiences.
- Commercial development under construction at the city's western gateway, with availability for additional commercial and residential development opportunities.
- Ability to expedite permit review and processing. Commercial and service business expanding along major corridors (Manning, Reed, Buttonwillow, and Dinuba Avenues).
- Strong housing market - since 2017, 1,192 housing units have been approved.
- Development Impact Fee reduction and deferral programs.
- Completion of a major comprehensive zoning code update to encourage and streamline residential and commercial development.
- Home to Reedley College, one of the oldest community colleges in California, a leader in the agricultural field and aviation maintenance technology.
- Quality public education provided by Kings Canyon Unified School District which is consistently recognized and awarded for student performance and achievement.
- Abundant medical services, including a state-of-the-art birthing center and full-service emergency room at by Adventist Hospital.
- 75% reduction in entitlement application fees for G Street, between 9th and 13th Streets.



The City of Reedley is primed for growth. It is one of the safest communities in which to live, work, and play in the Central Valley. With a supportive city council, Reedley is committed to innovation and smart development.



**CITY OF REEDLEY** • 1717 9TH Street, Reedley, CA 93654

**NICOLE R. ZIEBA** • CITY MANAGER • 559.637.4200 Ext. 212 • [nicole.zieba@reedley.ca.gov](mailto:nicole.zieba@reedley.ca.gov)



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# CITY OF PARLIER

## AN ECONOMY ON THE RISE

The City of Parlier is ideally located on the Manning business corridor in the Selma-Sanger-Reedley triangle in eastern Fresno County, only a 30-minute drive from the County seat in Fresno, California. 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.

The City of Parlier's main road, Manning Avenue, offers easy access to the Sierra foothill communities, eastern Fresno County, northern Tulare County, and Kings County, and connection to the state freeway network through routes CA-180 and CA-99. With traffic counts approaching 28,000 cars daily, Parlier has the foundation for continual economic and community development growth.



## FIRST-TIME HOMEBUYER

Parlier recently received a \$2 million grant award from CalHOME for the First-Time Home Buyer Program, which provides down payment assistance to qualifying residents. We are currently working with the developer of Monterey Homes to ensure that the new homes they are building qualify for the program. Using both USDA-RD and CalHOME FTHB funding, the city can help residents reach their dream of owning a beautifully designed home.

## HOUSING ACQUISITION/REHAB:

The City of Parlier has provided a grant for 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. The city recently received \$1 million from CalHOME for Accessory Dwelling Unit (ADU) funding.

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

To encourage new business and development opportunities amid the COVID-19 crisis, the City of Parlier completed the first phase of the downtown streetscape to reflect the Historic Old Town Parlier. Next, we are working on rehabilitating the storefronts. We have completed two storefronts thus far and will press forward on further storefront rehabilitation.

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, is scheduled to begin this year. The city also received a grant to rehabilitate Earl Ruth Park and to add playground structures at Earl Ruth Park and Heritage Park. In addition, the city recently added the Sequoia Walkway to the trail system on 4th Street, from Sequoia Street to Zediker Avenue.

The city received 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.

The city received a grant from CA State Parks to build our outdoor I.N. Parlier Sports Park. We received additional funding through the State Budget from a bill sponsored by Senator Caballero to build our Indoor Sports Park. Construction on this park moved forward in 2024.

## PRIORITY ON PUBLIC SAFETY

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. The city received \$2.5 million on the 2022/23 State budget and \$875,000 on the 2022/23 federal budget to rehabilitate the Parlier Police Department.

## NEW DEVELOPMENTS

Parlier is making great strides in new development, including approving the Monterey Homes tentative tract map with 315 new homes, which started construction last year. We are currently in our third phase. The city recently approved a new gas station and car wash on Manning Avenue and Academy Avenue. The town just welcomed a new industrial business, Fowler Packing, which joins other major industrial employers MAXCO and Custom Produce. Parlier's regional industrial park includes the headquarters for Greenbrier, a state-of-the-art cannabis distribution center, and the first regional cannabis dispensary, on Manning Avenue just west of Newmark Avenue.

CITY OF PARLIER • 1100 East Parlier Avenue, Parlier, CA 93648

DAVID CERDA • ACTING CITY MANAGER • 559.646.3545 Ext. 227 • [David.cerda@fcle.org](mailto:David.cerda@fcle.org)



# CITY OF ORANGE COVE



## COME GROW WITH US

The City of Orange Cove, 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 an approximately 4-hour drive to Los Angeles or the San Francisco Bay Area, making it a perfect central location for 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 prospective businesses with development plans, financing, marketing, and other economic development strategies and incentives. Currently, the city is assisting several 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 13.5 acres designated for industrial development with infrastructure in place to expedite the construction of new facilities and currently has 8 acres of designated commercial property available.



## ECONOMIC INFORMATION

- Total population = 9,619
- 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

## SUCSESSES

- The Sheridan Park Renovation project was undertaken to renovate and beautify the city's existing Sheridan Park and the community welcome signs along Park Boulevard. The project constructed new playground structures, renovated the existing restrooms, installed new drinking fountains, tables, lights, landscaping, and other park features. A mural depicting the history and culture of the city was painted on the park's existing entertainment stage. The city's two existing welcome signs along Park Boulevard were replaced by new and updated signs.
- The CMAQ Alley Paving project consisted of paving or repaving four existing alleyways north of Park Boulevard, between 3rd Street and 4th Street, 4th Street and 5th Street, 5th Street and 6th Street, and Center Street and 8th Street.
- The Park Boulevard Improvement project consisted of installation of new streetlights, a new bus stop shelter and bench, sewer, storm drain, and water infrastructure, as well as the construction of curb, gutter, sidewalk, drive approaches, new asphalt concrete pavement, signage, and striping. The renovations took place on Park Boulevard/ Sumner Avenue between Monson Avenue and South Anchor Avenue and on South Anchor Avenue between Martinez Street and the 'E' Street Alignment. Additionally, the project scope included the installation of a stormwater pressure main that will be used to empty the existing stormwater basin, located north of Park Boulevard, once it nears storage capacity.

CITY OF ORANGE COVE • 633 6<sup>th</sup> Street, Orange Cove, CA 93646

DARIO DOMINGUEZ • INTERIM CITY MANAGER • 559.626.4488 • [ddominguez@cityoforange Cove.com](mailto:ddominguez@cityoforange Cove.com)







# CITY OF MENDOTA

## CITY PROFILE

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

Agriculture is an integral part of the city's economy, and Mendota is proud of its designation as the Cantaloupe Center of the World. Other vital elements of the economy include new solar power plants, a biomass plant, produce companies, and a Federal Correctional Institution.

With county and state administered parklands, such as the Mendota Wildlife Refuge, and four city parks, Mendota has abundant recreational opportunities. The city 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 thanks to the commitment and teamwork of the city council, residents, and community partnerships. Mendota is a thriving community that continues to grow and experience success in local business and community development.

## City History

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

## City Proximity to Nearby Highways

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.



## Mendota City Council Approves Moratorium on the Imposition and Collection of Development

### Impact Fees for New Projects

Mendota, California – At its regular meeting held on December 12, 2023, the City of Mendota ("City") City Council unanimously approved to place a moratorium on the imposition and collection of Development Impact Fees (excluding the Recreation Facilities Fee) to boost development in the city.

The moratorium, which will last for three years, is aimed at attracting residential, commercial, and industrial development in the city by reducing the cost of new projects, by essentially waiving Development Impact Fees (excluding the Recreation Facilities Fee). Mendota Mayor Victor Martinez says, "The moratorium is part of the City Council's strategy to have a prosperous community. I strongly believe that this moratorium on development impact fees is a great step forward to enhance and further attract economic development to Mendota. Our community has a lot of potential, and we must be able to work with local businesses and outside developers to make all projects come to fruition."

The moratorium comes as a result of the city's continued increase in population and high demand for residential development and business options. "The city council is working as a team to address different issues that our community faces, including the need for housing and business options. I would love to see all of the empty lots in Mendota be developed," Mayor Martinez says. "We hope this action will be the catalyst Mendota needs to create more housing opportunities for residents and further boost the city's economy."

The city invites individuals who are interested in developing a residential, commercial, or industrial project in Mendota to connect with the Mendota Planning Department at (559) 655-3291.

CITY OF MENDOTA • 643 Quince Street, Mendota, CA 93640

CRISTIAN GONZALEZ • CITY MANAGER • 559.655.3291 • cristian@cityofmendota.com



# CITY OF KINGSBURG



Explore Kingsburg, where the charm of the city's deep Swedish roots, tracing back to 1873, continue to shape its architecture and community, earning it the endearing title of "**Little Sweden.**" **Welcome, or VALKOMMEN!**



Kingsburg has the proud distinction of being the lone Californian city featured in the esteemed Small Business Revolution, Season Two, securing a spot among the **top 5 finalists in the entire U.S.!**

## Exciting Incentives Await

With easy highway access, a safe environment, skilled workers, and a supportive city council, Kingsburg is an ideal city for both new and existing businesses. Here's a glimpse of the enticing incentives Kingsburg has to offer:

- A quick 21-day approval process for permits.
- A substantial 25% reduction in the city's development impact fees.
- A generous 50% rebate on the city's portion of real estate property taxes for three years.
- An attractive 50% rebate on the city's portion of sales tax for three years.
- Additional reductions in city development impact fees for specific projects in certain zones.
- The Downtown Façade and Alley Improvement Program.
- A pioneering Development Incentive Fund, easing financial barriers for starting or expanding your business.

## Thriving Highway Commerce

Businesses can benefit from the constant flow of 83,000 vehicles on Highway 99! Kingsburg invites you to explore commercial spaces for sale at the city's main entrance, with various sizes perfect for businesses like fast-food chains, hotels, and national retailers.

## Kingsburg Business Park

Embark on a journey of growth within the 40-acre Kingsburg Business Park. With easy highway access and visibility, this hub features ready-to-use spaces with varying allowed uses. It is presently home to businesses like Mennonite Disaster Service and Kat Properties LLC.,

Safe Food Alliance's research center, California Controlled Atmosphere, Anderson Striping, Sonic Drive-In, and Valley Health Team's medical facility.

**Find all the details you need at [www.kingsburgbusinesspark.com](http://www.kingsburgbusinesspark.com).**

## Celebrating Success

### In the business world:

- T-Mobile's Customer Experience Center has provided over 1,200 jobs to Kingsburg.
- We have 19 commercial projects underway throughout the city.
- We added 80 new businesses in 2024 that account for over 220 additional jobs.
- There are 36 locally owned and operated restaurants in Kingsburg offering unique dining experiences including a winery, brewery, and tasting room.
- There are three ways to enjoy learning about the history of Kingsburg; The Historic Kingsburg Depot, Kingsburg Historical Park and the self-guided Downtown Historical Walk.
- Ten murals in the downtown corridor.
- The entire commercial areas of Kingsburg are sprinkled with a variety of custom free-standing Dala Horses which are symbolic of our Swedish roots.
- All the above entices thousands of travelers to Kingsburg each year, adding to the tourism revenue the city enjoys.

### On the home front:

- There are currently four residential projects that will create 298 new homes in various parts of the city.



**Kingsburg invites you to join its unique blend of tradition and progress, where the past meets the future in a vibrant community.**

**CITY OF KINGSBURG • 1401 Draper St, Kingsburg, CA 93631**

**JOLENE POLYACK • ECONOMIC DEVELOPMENT COORDINATOR • 559.284.2421 • [jolene@polyack.com](mailto:jolene@polyack.com)**







# CITY OF KERMAN

## ROOFTOPS & RETAIL



### Dateline KERMÁN: Our Evening News...

#### HOLLY:

A breaking story is coming into our newsroom at KERM. The City of Kerman has constructed 357 single-family homes since 2022, and has an impressive 975 single and multi-family homes in the development phase. Clearly Kerman is meeting the housing demand in Fresno County and, as they say in retail, "Kerman is building the rooftops" that retailers want! Back to you Chet.

#### CHET:

Well, that's impressive Holly, and I've also heard that Kerman is seeking office, medical-dental, and industrial uses in their growing community.

#### HOLLY:

Yes, that's right, Chet, Kerman is growing like gangbusters and as we like to say, Kerman is Open for Business.

This is Holly Anderson, reporting live from Kerman, California. I think I'm going to go talk to my realtor tomorrow about a new home in Kerman.

To be part of Kerman's impressive growth story and to schedule a tour today, contact **John Jansons, City Manager** at [jjansons@cityofkerman.org](mailto:jjansons@cityofkerman.org) or call **559-550-1445**.

### New in 2025:



### Custom Incentive Packages Available, Including:

#### Local Incentives:

- Expedited Permitting.
- Low Fees and Rates.
- City Fee Deferral Program.
- Single Point of Contact Project Manager.
- PG&E Economic Development Rate.

#### State Incentives:

- California Competes Tax Credit.
- Manufacturing Equipment Sales & Use Tax Exemption.
- Sales & Use Tax Exemption (CAETFA).
- Recycling Market Development Zone (RMDZ). Research and Development (R&D) Credit.

#### Hiring Incentives:

- New Employment Opportunities (NEO) Program.
- New Employment Credit (NEC).
- Work Opportunity Tax Credit (WOTC).
- Employment Training Panel (ETP).

#### Federal Incentives:

- Opportunity Zones.
- Foreign Trade Zone (FTZ).
- HUBZone (Historically Underutilized Business Zone).
- New Market Tax Credits (NMT).

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# CITY OF HURON



## THE HEART OF THE VALLEY

The City of Huron, known as the “Heart of the Valley”, is a small city in Fresno County, with a population of approximately 6,260 residents as of 2022, situated in the rich agricultural, geographical center of the San Joaquin Valley.



## Economic Base

Agriculture is the cornerstone of Huron’s economy, employing a substantial portion of the workforce. The city’s labor pool is also capable of supporting various other industries, including manufacturing.

## Demographics

The median age in Huron is relatively young at 27.9 years and predominantly Hispanic, with 95.6% of the population identifying as such. A significant portion of residents, 51.8%, were born outside the United States, contributing to the city’s rich cultural diversity.

## Employment and Industries

In 2021, Huron’s economy employed approximately 2,210 people. The primary industries include:

- Agriculture, Forestry, Fishing & Hunting: 1,517 employees
- Accommodation & Food Services: 134 employees
- Retail Trade: 116 employees

## Housing and Property

The median property value in Huron is \$190,000, with a homeownership rate of 21.3%. The majority of residents, 59.5%, drive alone to work, and the average commute time is approximately 28.9 minutes. Households in Huron typically own two cars.

## Business Resources and Incentives

Huron offers various resources and incentives to support business development:

- Fresno County Economic Development Corporation assists with site selection and provides support for business retention and expansion.
- Fresno State Lyles Center for Innovation and Entrepreneurship Small Business Development Center offers scholarships, workshops, mentorship programs, and consulting services for startups and established businesses.
- Fresno Community Development Financial Institution (CDFI) provides mission-driven small business loans aimed at fostering growth in underserved communities.
- Fresno Regional Workforce Investment Board (WIB) Business Services Center offers services such as hiring and training assistance, business consultations, and tools for business owners.

Additionally, Huron is a designated HUBZone city, providing small businesses with preferential access to federal procurement opportunities. These resources, combined with the city’s strategic initiatives, make Huron a favorable location for business opportunities and economic growth.

## Coming Fall 2025

**Su Mercadito MARKETPLACE:** A Culinary and Economic Catalyst for Huron

The **Su Mercadito MARKETPLACE** is an ambitious pilot project led by **The LEAP Institute**, a Huron-based nonprofit dedicated to fostering economic empowerment and community revitalization. This transformative initiative aims to stimulate the local economy, create sustainable jobs, and showcase the diverse culinary talents of our community.

At the heart of this project is **the retrofitting and repurposing of a 12,000-square-foot facility**, currently an underutilized space in the center of town, into a **vibrant hub of Latin American gastronomy**. Once completed, Su Mercadito will be a first-of-its-kind food marketplace in the **San Joaquin Valley**, offering an authentic culinary experience while providing economic opportunities for local entrepreneurs, chefs, and food artisans.

CITY OF HURON • 3611 S. Lassen Ave, Huron, CA 93234

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# CITY OF FRESNO



## THE CITY OF FRESNO IS COMMITTED TO BUILDING AN INCLUSIVE, PROSPEROUS, AND BEAUTIFUL COMMUNITY WHERE RESIDENTS TAKE PRIDE IN THEIR NEIGHBORHOODS.

Fresno boasts a strong business climate supported by local entrepreneurs, a skilled and diverse workforce, robust transportation infrastructure, and competitive land and lease costs. These strengths make Fresno an ideal destination for investment and growth.



## PUBLIC SAFETY

Public safety acts as the foundation upon which economic development and quality of life are built. Fresno now has **record-high numbers of sworn police officers and firefighters**. The Fire Department has also introduced new medical squads, ensuring faster response times and better survivability. The Police Department has bolstered crime prevention efforts, reducing violent crime and forming a retail theft unit.

The City, in partnership with over 40 outreach workers, continues to improve accountability and address anti-camping violations, reinforcing Fresno's commitment to safety for residents and businesses.

## ECONOMIC DEVELOPMENT

Fresno is open for business. With a variety of incentives available, the City's **Economic Development team** is dedicated to attracting and retaining businesses, fostering development, and providing hands-on support to help local businesses thrive.

Fresno Yosemite International Airport continues to break records, serving over **2.6 million passengers** in 2024. A major terminal expansion is underway, including a **larger international arrivals area** – tripling passenger processing capacity and enhancing connectivity for businesses and travelers alike.

## WE WORK FOR YOU

The **City of Fresno's Economic Development team** is here to support your business growth. Contact us at (559) 621-8350 or [economicdev@fresno.gov](mailto:economicdev@fresno.gov) for expert guidance tailored to your needs.

Contact us now to learn more about our new energy efficiency grants for local Fresno restaurants.

## BEAUTIFY FRESNO

In just four years, **Beautify Fresno** volunteers and businesses have removed **over 7 million pounds of trash**, revitalizing streets, parks, schools, alleys, and vacant lots to enhance Fresno's visual appeal and economic potential.



## HOUSING

Fresno remains committed to expanding housing opportunities. In 2025, the City is focused on providing **certainty for builders** through key initiatives, including development code updates, concierge service, streamlined approval processes, standardized small multi-family plans, and an updated **Tax Sharing Agreement with Fresno County**, ensuring a greater share of property tax revenue to support essential services for growing neighborhoods.

## DOWNTOWN/CHINATOWN

Great cities have great downtowns, and Fresno is no exception. With funds dedicated to façade improvement grants and a historic \$293.7 million public infrastructure investment, Downtown and Chinatown are being reimaged. The enhancements are all designed to attract further investment and support the development of thousands of housing units and thriving businesses.

## BUILDING "ONE FRESNO" TOGETHER

Fresno is a city on the rise – investing in infrastructure, public safety, housing, economic development, and workforce opportunities to create a more vibrant, connected, and prosperous community. Whether you're a business leader, investor, or resident, Fresno is a place of opportunity – where vision meets action, and progress is happening now.

CITY OF FRESNO • 2600 Fresno Street, Fresno, CA 93721

CONTACT OUR ECONOMIC DEVELOPMENT TEAM AT • 559.621.8350 • [economicdev@fresno.gov](mailto:economicdev@fresno.gov)







# CITY OF FOWLER

The City of Fowler, with 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.

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.



## WHY CHOOSE FOWLER?

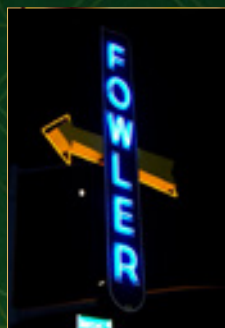
- Concierge-style development process.
- Convenient access to Highway 99 and Union Pacific Rail.
- Agriculture technology and logistics hub with firms including Maxco, Mid Valley Packaging, Packline Technologies, and Sierra Agra.
- Expanding skilled workforce population.
- Proximity to existing industrial uses in other cities.
- Local hiring incentives, and various specialty zone designations, including recycling market development zone, foreign trade zone, and Qualified Opportunity Zone.
- 2040 General Plan and EIR completed in spring 2023.
- Safe, close-knit community with low-density residential developments.

## RECENT DEVELOPMENT MILESTONES

- Bee Sweet Citrus: 200,000 square foot processing expansion.
- Residential Subdivisions: approximately 500 new dwelling units entitled, under construction, or completed since 2021, along with multiple new residential developments in pre-entitlement.
- Grants: New domestic water well and interconnection, Main Street bikeway, Merced Streetscape Project, and others.
- David T. Cardenas Senior Center and Police Headquarters is under construction.
- Golden State Boulevard reconstruction and State Route 99 rehabilitation are nearing completion.

## AVAILABLE FOR DEVELOPMENT

- Downtown Development: a 0.85-acre, mixed-use development with retail, dining, and housing.
- 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 various retail buildings available.
- Highway 99 frontages with completed entitlements.
- Downtown retail storefronts and parcels. Numerous commercial and industrial parcels ranging in size from under an acre to over thirteen acres.



CITY OF FOWLER • 128 South 5th Street, Fowler, CA 93625

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# CITY OF FIREBAUGH

## ONE OF THE OLDEST HISTORICAL TOWNS ON THE WESTSIDE OF FRESNO COUNTY



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 additional transportation, Firebaugh is an excellent Central Valley option for prospective residents and businesses.

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 what Firebaugh has to offer and be a part of its development.

## ESTABLISHED BUSINESSES:

- McDonald's opened in November 2024.
- TomaTek: One of the Valley's biggest tomato processing plants.
- Wonderful Orchards: The world's largest grower of almonds, pistachios, and pomegranates.
- Red Rooster: A ripening, cold storage, and shipping facility for agriculturally based products.
- Olam International: A global market leader in spices and vegetable ingredients processing.
- Horizon Nut: Pistachio grower and manufacturer group which accounts for up to 70% of California's pistachios.

## DEVELOPMENT OPPORTUNITIES:

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

## INFRASTRUCTURE GROWTH:

- Starbucks is projected to open in June 2025.
- New police station.
- New VFW Hall.
- 16 million dollars in grants to improve infrastructure; for example, streets, water lines, and a new sewer plant.



## RESIDENTIAL GROWTH:

- Construction on Firebaugh Center, a 41,263 square foot West Hills Community College Expansion, was completed.
- Two new housing developments, 210 new homes, were completed by Graystone Estates and Cen Cal Builders.
- New Fresno County Library.
- Potential 122 home housing development project in process.
- Habitat for Humanity will be building 7 new homes in our community.



CITY OF FIREBAUGH • 1133 P Street, Firebaugh, CA 93622  
BEN GALLEGOS • CITY MANAGER • 559.659.2043 • [bgallegos@firebaugh.org](mailto:bgallegos@firebaugh.org)



# CITY OF COALINGA



## GOOD QUALITY OF LIFE, LOW CRIME RATE, & QUALITY HOUSING

Known as the “Sunnyside of the Valley,” Coalinga is nestled in the Pleasant Valley, 10 miles west of Interstate 5 and 60 miles southwest of Fresno. Coalinga is the retail hub for surrounding towns, with a trade area population of over 40,000.

Our innovative spirit was highlighted in 2016 when the City of Coalinga was the first city in Fresno County to pass an Ordinance allowing commercial cannabis cultivation, manufacturing, and distribution. In addition, the City of Coalinga recently standardized the use of solar street lighting as a way to expedite infrastructure with a focus on feasible and sustainable approaches to enhance the city’s business-friendly environment.



We pride ourselves on being the “most business-friendly city in California.” We showcased this when, during the COVID pandemic, we were one of only two California Cities to declare all businesses as essential when the State ordered specific sectors to close. Our willingness to consider any incentive proposals to bring in new businesses, our streamlined planning and permitting processes, extended City Hall hours, superior customer service, stable and supportive Administration and city council, pro-growth mindset, same day utility service activation, low natural gas rates controlled by the city, and many city-hosted community and business events, give the City of Coalinga a real advantage in attracting new businesses to the area.

## 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 with rates significantly lower than the typical major utility gas providers.

## 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.
- Waived Business License Fee for Eligible Businesses.

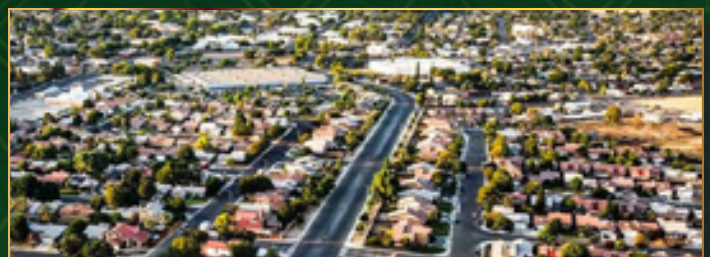
## WEST HILLS COLLEGE DISTRICT

Based in Coalinga, West Hills College serves a post-secondary student population of nearly 9,000 and is home to West Hills’ Farm of the Future, an innovative farm and facility created to expand agriculture and industrial science programs. West Hills College is among a select group of valley colleges to be awarded a California Careers Pathway Trust grant designed to blend academic and career technical education into a new program to prepare California students for college and careers in the 21st century.

**[www.coalinga.com](http://www.coalinga.com)**

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**CITY OF COALINGA • 155 W Durian, Coalinga, CA 93210**

**SEAN BREWER • INTERIM CITY MANAGER • 559.935.1533 Ext. 143 • [sbrewer@coalinga.com](mailto:sbrewer@coalinga.com)**







# CITY OF CLOVIS

The **City of Clovis** is a forward-looking community with a population over 124,000—a more than 50% increase since 2000. Thoughtful development has created a welcoming and beneficial environment for new and established businesses and a thriving community for individuals and families to call home.

## DRY CREEK INDUSTRIAL PARK

Minnewawa & Herndon Avenues, near Freeway 168  
This prime location for industrial development has a wide range of lot configurations—perfectly situated for businesses needing easy access to main thoroughfares.

## CLOVIS RESEARCH & TECHNOLOGY PARK

Temperance & 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 medical industry, advanced manufacturing businesses, and professional service providers.



## OLD TOWN CLOVIS

### A Hub of Central Valley Culture

Old Town Clovis hosts more than 75 events annually, and bustles with contemporary shops, eateries, and professional offices, nestled alongside century-old, preserved historic buildings, making Clovis a unique destination for entertainment. Old Town is designated as a growth area, and continuing efforts by business and community leaders to preserve the small-town character and authenticity of the beloved town center are paying dividends in the form of increased vehicle and foot traffic.

In 2023, **Landmark Square** opened to the public. The multimillion dollar project features the Clovis Senior Activity Center, Transit Center, as well as plans for a future library—reinforcing Old Town's position as the heart and soul of Clovis for residents, businesses, and visitors.

## INDUSTRY ADVANTAGE

### Healthcare

The healthcare industry continues to thrive in Clovis. The high demand for healthcare providers, including Clovis Community Medical Center, Central Valley Indian Health, and Kaiser Permanente makes the Sierra Gateway District the preferred location for health and medical-related businesses in Fresno County. Education through California Health Sciences University (CHSU), CSU Fresno, and Clovis Community College ensures that an appropriately trained workforce is readily accessible and available. Construction of additional medical office space is underway on Herndon Avenue, adding to the area's ability to serve doctor and patient needs for years to come.

### Research & 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.

### Retail

The Shaw Avenue Commercial Corridor continues to see an influx of new businesses, including a Vallarta Supermarket, the first of its kind in Clovis, which opened its doors in November 2024. The new Clovis Vallarta is more than 51,000 square feet and employs 218 people.

Future commercial developments are underway on the southeast corner of Shepherd and Willow, as well as the southwest corner of Herndon and Fowler. The Marketplace at Loma Vista is open for business, as construction continues to accommodate demand for additional users.



**CITY OF CLOVIS** • 1033 5th Street, Clovis, CA 93612 • [Clovis4Business.com](http://Clovis4Business.com)

**CHAD MCCOLLUM** • ECONOMIC DEVELOPMENT DIRECTOR • 559.324.2436 • [ChadM@CityOfClovis.com](mailto:ChadM@CityOfClovis.com)



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### DEVELOPMENT SERVICES AND CAPITAL PROJECTS DIVISION

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- Electronic building plan submittal - Available through the County's portal which can be found at: <http://www.co.fresno.ca.us/departments/public-workd-and-planning/citizens-portal>.
- Electronic payment option.
- Expedited land use application processing (upon request – based upon staff availability).
- Concurrent processing of land use/mapping applications and building plan review.
- Expedited grading plan review (upon request).



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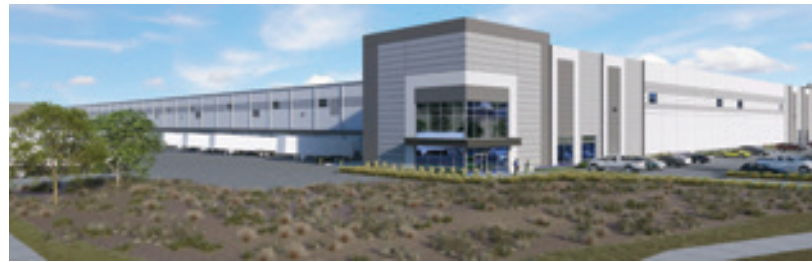
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City of Sanger  
City of Selma  
County of Fresno  
Five Cities JPA  
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Fresno County Department  
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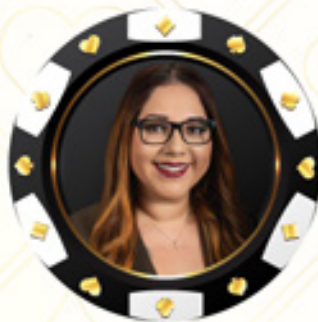
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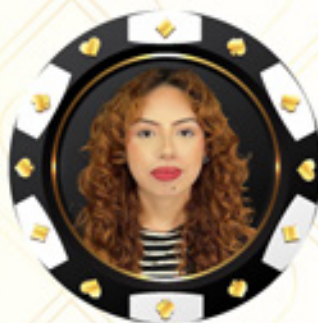
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# BUSINESS INCENTIVES

The Business Services team at Fresno County EDC is here to provide business owners and decision makers with information about **Local**, **State**, and **Federal** incentives – so you can go all-in on Fresno County.

In addition to this list, each of the **15 cities** in Fresno County have individualized local incentives. **Please refer to each city page for city-specific incentives.**

## LOCAL HIRING INCENTIVES

### New Employment Opportunities (NEO) Program:

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

- Weeks 1 – 13 of employment: 100% reimbursement.
- Weeks 14-26 of employment: 75% reimbursement.
- Extensions available for up to a full year of partial reimbursement.

Visit **Ready2Hire.org** for more information!

### Good Jobs Challenge:

The Good Jobs Central Valley initiative, supported by a \$23 million investment from the U.S. Economic Development Administration, aims to connect workers in Fresno, Madera, Kings, and Tulare counties to well-paying jobs in Business Services, Manufacturing, Transportation & Logistics, and Construction. By uniting businesses, educational institutions, and workforce training organizations, the initiative addresses skill gaps, increases job placement rates, and drives local economic growth. Good Jobs Central Valley bridges the gap between training and employment, offering programs that lead to well-paying jobs with benefits. Training programs are designed to offer a comprehensive approach to workforce development, delivering tangible benefits to employers and the community alike. Here's how the program works:

- Employer-Driven Training tailored to industry needs.
- Access to Skilled Talent ready to meet business demands.
- Cost Savings on Hiring & Training.
- Improved Retention & Job Satisfaction with wraparound support.
- Regional Economic Growth contributing to long-term prosperity.

Visit **GOODJOBSCENTRALVALLEY.COM** to learn more.

## UTILITY INCENTIVES

### PG&E's Economic Development Rate:

Qualifying businesses in Fresno County may receive up to a 20% enhanced rate reduction on their monthly electricity costs over a five-year period.

Delivered by PG&E, this program is designed for industrial, manufacturing, and processing businesses considering locating or expanding within California. If the business may have out-of-state options, is considering relocating to other states, or at risk of closing their existing operations entirely, our staff are available to provide navigation and offer technical assistance on receiving this rate reduction.

Call **559.476.2500** to learn more.

## STATE INCENTIVES

### California Competes Tax Credit:

An income tax credit 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, and amount of investment in California by business.

- Fresno County businesses have been awarded approximately \$47.3 million in state tax credits in the lifetime of this program.

### Manufacturing Equipment Sales & Use Tax Exemption:

Partial sales and use tax exemption that applies to the sale, purchase, and lease of qualified tangible personal property.

- Eliminates 3.94% of California sales tax portion; local taxes still apply.
- Immediate benefit – exemption taken at time of purchase.

Visit **business.ca.gov** for more information

## FEDERAL INCENTIVES

### Foreign Trade Zone (FTZ):

The FTZ Program is a federal program used to 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. Fresno County is part of FTZ No.226, which includes:

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

Visit **fresnoftz.com** to learn more.



## Growing the California Dream

For more information please contact:  
**Fresno County EDC • 559.476.2500**



# Local business partnerships

## Bringing energy to our community

Partners energize each other's efforts to achieve common goals. That's why PG&E actively reaches out to local business in the community. We believe it's just as important to bring energy to a community through our partnerships as it is through our power lines.

