

FRESNO COUNTY ECONOMIC DEVELOPMENT CORPORATION

RALLY FOR THE VALLEY



2026
REAL ESTATE FORECAST

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TABLE OF CONTENTS

5	Message from the President Will Oliver	City of Fresno	40
6	Message from the Chairman Ed Dunkel	City of Huron	42
7	Industry Speakers	City of Kerman	43
8	Community Impact	City of Kingsburg	44
10	Agriculture Sullivan Grosz	City of Mendota	45
12	Industrial Charlie Schuh	City of Orange Cove	47
16	Investments John Kourafas	City of Parlier	48
18	Multi-Family Kim Jeff	City of Reedley	49
22	New Home Construction Corine Demetres	City of San Joaquin	51
25	Economic Profile	City of Sanger	52
26	Office Tony Cortopassi	City of Selma	53
28	Residential Jason Farris	County of Fresno	55
30	Retail Rachael Orlando	Board of Directors	57
34	City of Clovis	Investor Listing	58
35	City of Coalinga	Staff	60
36	City of Firebaugh	AD Index	62
37	City of Fowler	Key Business Incentives	63

PUBLICATION COORDINATED BY:

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AGRICULTURE



RETAIL



INDUSTRIAL



OFFICE





PRESIDENT AND CEO

It is my honor to welcome you to our 2026 Real Estate Forecast!

This year's theme, **Rally for the Valley**, captures something many of us know well as Fresno State students, alumni, and fans: the energy of a Bulldog game day, the sound of the marching band, tailgate camaraderie, and the way our community comes together behind something bigger than itself. That feeling of pride, optimism, and shared purpose is palpable, and it is something we should model as we think about our future.

As you move through this publication, I encourage you to spend time with the city profiles. What stands out is not just the progress in one community or another, but the broader efforts taking shape across Fresno County, with many of our smaller communities punching above their weight. You see it in infrastructure planning, new housing activity, land being prepared for future investment, downtown and corridor improvements, and ongoing efforts to diversify local economies. Those are the nuts and bolts that matter in real estate, and they are the kinds of things that create confidence for developers, employers, investors, and families alike.

That is an important story for us to tell, especially because too often we can fall into the habit of underselling ourselves. We all know there are challenges, but this event is a reminder that there is also real progress, real opportunity, and real work happening across the county to shape a stronger future.

We appreciate Fresno State Coach Matthew Entz and Athletics Director Garrett Klassy for reinforcing something many of us should probably say more often: this is a special place. Bulldog athletics has long served as a front porch for the Central Valley, showing others the pride, grit, and resilience that define this region. We should carry that same confidence ourselves and continue to be our own best advocates.

That is what it means to **Rally for the Valley**.

WILL OLIVER
EDC PRESIDENT & CEO





CHAIRMAN OF THE BOARD

Welcome, and thank you for being part of the Fresno County Economic Development Corporation's 21st Annual Real Estate Forecast.

It continues to be an honor to serve as Board Chair of the EDC, an organization I deeply believe in and am proud to support. The work being done by our board, staff, and partners across Fresno County is making a real difference in our community by helping expand opportunity, strengthen local businesses, and attract new investment to the Valley.

As we gather for one of the most anticipated conversations about the future of real estate in Fresno County, I can't help but reflect on how much this event has grown over the years. I've had the privilege of attending since the beginning, connecting with colleagues and enjoying the chance to catch up with friends and partners from across the region.

This year's theme, Rally for the Valley, feels especially fitting. Much like a great game day, there's something powerful about a community coming together with shared energy and purpose. When we rally together with business leaders, developers, public partners, and community advocates, we create the momentum that drives our region forward.

Real estate continues to be one of the strongest indicators of economic growth in Fresno County. The projects discussed today, along with the data and insights included in this publication, highlight not

only where our market stands today but also the opportunities ahead. From new developments and expanding industries to emerging investment across the region, the future of the Valley remains full of promise.

Having the privilege of being around many of the coaches at Fresno State, I am struck at how much, and this is universal, they believe this is a special place and have an appreciation for our community. Many times, we are our own worst critics. Let's open our eyes, understanding we have work to do, but acknowledging there is no place like ours and if we rally together as a team, there is no limit to our future success!

To our sponsors, speakers, partners, and guests, thank you for being part of this event and for your continued commitment to the growth of Fresno County.

After all, every great team needs a strong community behind it. Let's keep the momentum going and continue rallying together for the Valley.

ED DUNKEL

**CHAIRMAN
EDC BOARD OF DIRECTORS**



INDUSTRY SPEAKERS



BONIQUE EMERSON ★ **VICE PRESIDENT OF PLANNING**
PRECISION CIVIL ENGINEERING

Bonique Emerson, AICP brings more than 22 years of experience in California land use planning, with a career spanning both public agencies and private development consulting. She serves as Vice President of Planning at Precision Civil Engineering, where she founded and grew the firm's Planning Division from a single planner to a 9-person multidisciplinary team serving communities throughout the Central Valley and beyond. Bonique specializes in complex entitlement strategy, CEQA compliance, zoning code updates, housing element implementation, and large-scale master planning efforts. She has led approvals for residential, industrial, commercial, and infrastructure projects across multiple jurisdictions, working closely with city and county planning departments to align private investment with long-term community goals. Her expertise lies in bridging private development needs with public agency requirements.



MATTHEW HARGROVE ★ **PRESIDENT AND CEO**
CALIFORNIA BUSINESS PROPERTIES ASSOCIATION (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, Hargrove 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. Hargrove resides in West Sacramento with his wife and two children.



NICK AUDINO ★ **SENIOR VICE PRESIDENT**
NEWMARK PEARSON COMMERCIAL

Mr. Audino has been a Senior Vice President at Newmark Pearson Commercial since 2013 where he specializes in sales, leasing, acquisition, disposition and ground-up development of industrial property throughout the Central San Joaquin Valley.

Mr. Audino began his career at CBRE in 1997 after graduating from California State University Fresno with a Bachelor of Science Degree in Real Estate and Land Use Economics. During Mr. Audino's tenure at CBRE, he maintained the status of being one of the top producers from 2003 to 2013, and he was honored as the "Top Producer" for six consecutive years.

Mr. Audino has continued his top performance status at Newmark Pearson Commercial ranking in the "Top Three Producers" overall in 2014, 2015, and 2016. Mr. Audino was named "Sales Person of the Year" in 2017, 2018, 2019, 2020, 2021, and 2022.

He was also honored by his peers in 2014 receiving the "Peer Award" in recognition of maintaining the highest standards of personal integrity, superior work ethic and individual professionalism. In 2017, he was again honored by his peers with the "The Gus Bonner Peer Award" in recognition of his personal integrity, strong work ethic, and a willingness to share and cooperate with fellow associates.

COMMUNITY IMPACT

140 YEARS OF COMMUNITY IMPACT

Some franchises come and go. Others become institutions.

The Business Journal, through its parent company Pacific Publishing Group, has been reporting, rallying and rooting for the Fresno economy since 1886, covering every boom, drought and comeback this Valley has seen. What started as a daily scorecard of deeds, mortgages and court filings has grown into the Central Valley's essential source for business news, economic intelligence and community connection. We've always seen ourselves as participants in this Valley's story, not just recorders of it.

For 140 years, we've served as the platform that connects Fresno's business community to itself—amplifying local advertisers, celebrating local leaders and shining a light on the entrepreneurs who bet on this Valley when no one else would. Our coverage has earned recognition regionally and nationally, but the award we're most proud of is the trust of this community.

We are deeply honored and grateful to the Fresno County Economic Development Corporation for this recognition. It means the world to our team—and it inspires us to keep showing up for this Valley every single week.

Fresno has always found a way to rally. The Business Journal has been here for every chapter—not as a spectator, but as a teammate.

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AGRICULTURE








SULLIVAN GROSZ

Pearson Realty

Sullivan Grosz is President of the Ag Division at Pearson Realty, where he leads the firm's agricultural land, farm and agribusiness practice. Since joining Pearson in 2016 and being promoted to President in 2021, Sullivan has closed more than 30,000 acres of agricultural transactions totaling approximately \$589 million, including large-scale tree fruit, pistachio, almond and open/row-crop portfolios. With multiple ranches exceeding 52,000 acres and \$520 million in the pipeline, his formula for success started from a strong foundation. A 2013 Cal Poly graduate with a BS in Business & Industrial Technology, he played football for the Mustangs, earning All-American and Scholar-Athlete honors, and spent time with the Houston Texans in 2014. As an active farmer in Fresno and Merced counties, Sullivan combines hands-on farming experience with deep regional market knowledge to advise institutional investors, growers and family landowners. Active in industry organizations and local ag committees, he's known for building long-term relationships through thoughtful market insight and a relentless work ethic. Away from work he enjoys aviation, hunting, backpacking, dirt biking and family time with his wife and four children.

FRESNO COUNTY'S TOP 5 CROPS

1	ALMONDS		\$1.458 Billion
2	GRAPES		\$1.042 Billion
3	PISTACHIOS		\$859.151 Million
4	MILK		\$554.709 Million
5	CATTLE & CALVES		\$729.957 Million

*Based on most recent data (2024)

TRENDS

- 1** Stabilization & Divergence: Central Valley land values in 2026 are entering a "divergence" phase; high-quality, water-secure ground remains resilient while regulatory enforcement (SGMA) continues to depress values for water-limited regions.
- 2** Tier 1 Districts (The Gold Standard): Prime properties in districts like Fresno (FID), Alta, and Consolidated ID command significant premiums, with almond orchards trading between \$28,000-\$42,000 per acre (depending on tree, condition, age, and production) due to "dual-source" water security against SGMA restrictions.
- 3** "White Land" Valuation Gap: Water-insecure acreage outside district boundaries—relying solely on groundwater—is seeing values plummet, often bottoming out between \$2,000 and \$8,000 per acre (open land or redevelopment crop).
- 4** Capital & Credit Outlook: While stabilizing interest rates (estimated at 5.5%-6.0%) are improving buyer access, lenders remain highly selective, prioritizing parcels with senior water rights and proven production history.
- 5** Rising Liquidity Pressure: Despite broader market stability, a growing segment of "need-to-sell" distressed assets is emerging, often moving through quiet, off-market channels to satisfy lenders before reaching public auction.

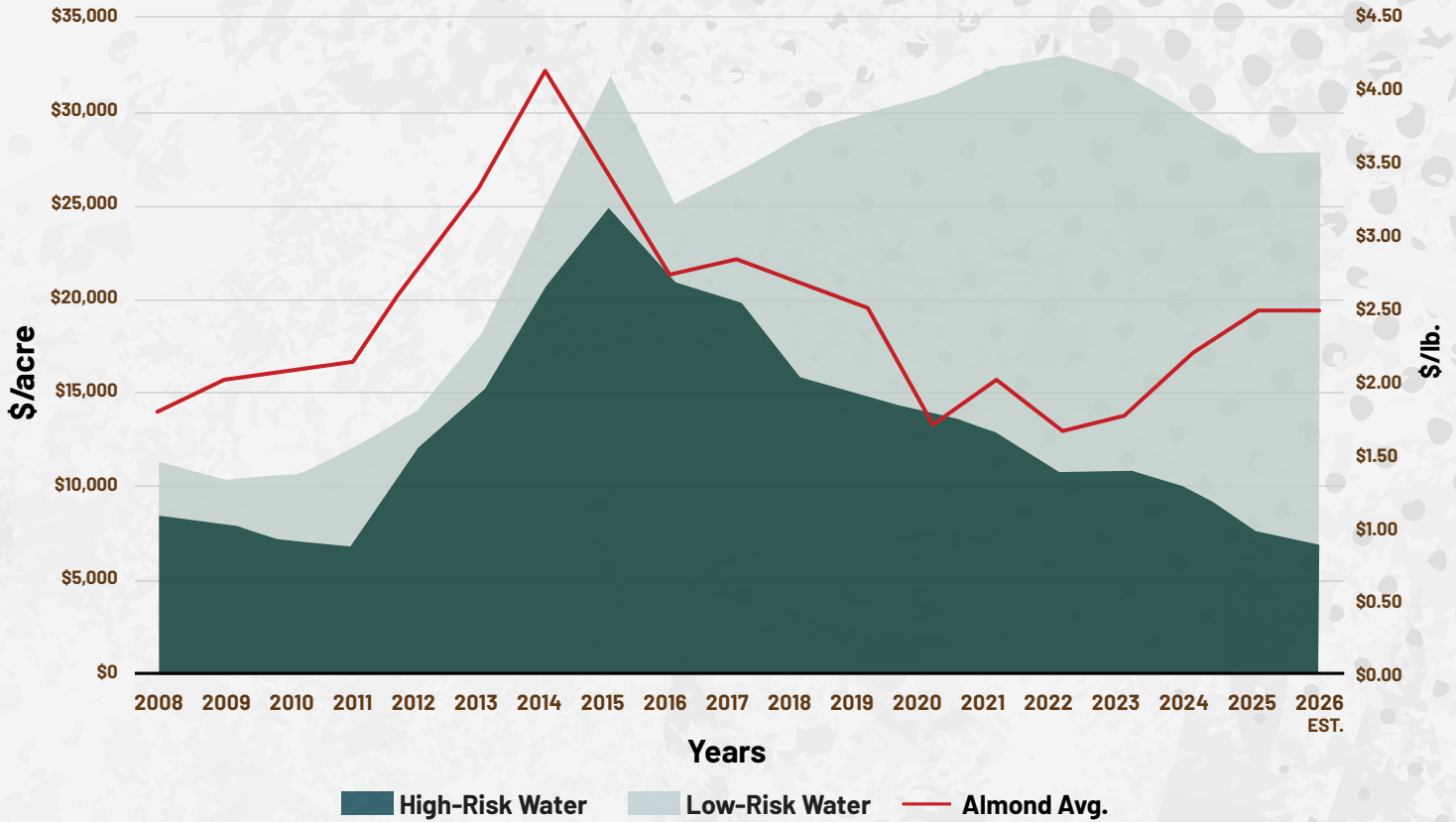
INDUSTRY SPECIFIC STATISTICS

- 1** **National Production Powerhouse**
The "One Percent" Miracle: Using less than 1% of U.S. farmland, the Central Valley produces 25% of the nation's food, including 40% of all fruits and nuts. If the Valley were its own state, its output would surpass agricultural giants like Iowa and Texas to rank #1 in the nation.
- 2** **Global Commodity Dominance**
The Dairy Giant: Tulare County remains the nation's top milk producer with a \$2.27 billion gross value (up 11%). This fuels California's 40.9 billion lb output, maintaining a commanding 8-billion-pound lead over second-place Wisconsin and anchoring South Valley land stability.
- 3** **Resilience & Innovation**
Family-Owned Integrity: Despite multi-billion-dollar valuations, 90.2% of California farms remain family-owned. This highlights a real estate market anchored by generational longevity and local stewardship rather than purely corporate turnover.



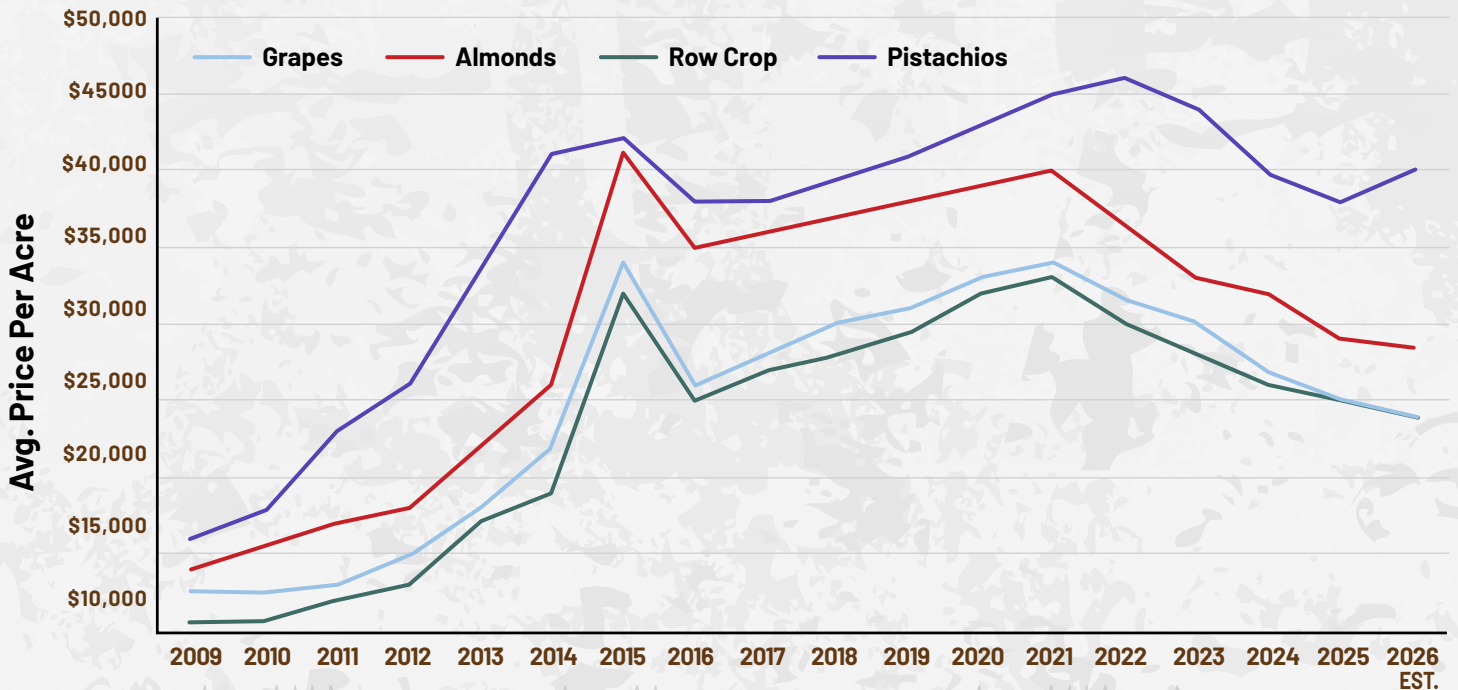
Low-Risk Vs. High-Risk Water Land Values w/ Almond Price

Good Soils and Open Land



East Side Fresno Co. Farm Land Values

(Avg. price with good soil, water and crop production history)





CHARLIE SCHUH

Colliers



Charlie Schuh joined Colliers in 2016 after spending the previous 8 years working in sales, forming a promising partnership with mentor Buk Wagner helping clients acquire, sell, and lease industrial properties throughout California's San Joaquin Valley. In April of 2019 he passed the exam to become a Certified Commercial Investment Member (CCIM). He has sold/leased over 6.5 million square feet since he started with Colliers and earned top performer status every year since 2017.

A proud graduate of San Joaquin Memorial High School and UCLA, Charlie is still passionate about rooting on the Panthers and Bruins. Away from the office he loves being outdoors and spending time with his friends and family, especially his two young sons. He is also fortunate to be involved in Big Brothers Big Sisters and a volunteer in Every Neighborhood Partnership's literacy mentoring program.

Price Range for a Class B Vacant Office Warehouse Building

SQUARE FOOTAGE	SALE PSF	LEASE PSF/MONTH
+/- 5,000 SF	\$155.00	\$0.85
+/- 25,000 SF	\$115.00	\$0.80
+/- 50,000 SF	\$95.00	\$0.70
+/-75,000 SF	\$95.00	\$0.70
+/-100,000 SF	\$95.00	\$0.70

★ TRENDS

1

Transactions were less frequent in 2025, providing less concrete data to inform pricing, but there has been a noticeable uptick in market activity beginning in late 2025.

2

The Central Valley has historically benefited when vacancy in the Bay Area and Southern California becomes constrained, as occupiers unable to secure space or justify pricing in those primary markets often look to the Valley as a strategic alternative. As availability in those first-tier markets is absorbed and conditions tighten, businesses are likely to once again turn to the center of the state to meet their industrial real estate needs.

3

Despite a challenging business environment and uncertainty around broader trade policies, the ports, population, and innovation of California will continue to entrench its importance in the logistical network of the United States.

★ INDUSTRY SPECIFIC STATISTICS

1

Vacancy has plateaued in Fresno at around 3.5%.

2

Pricing has flattened but largely not dropped as it has in the gateway markets that experienced spikes in rent and speculative construction.

3

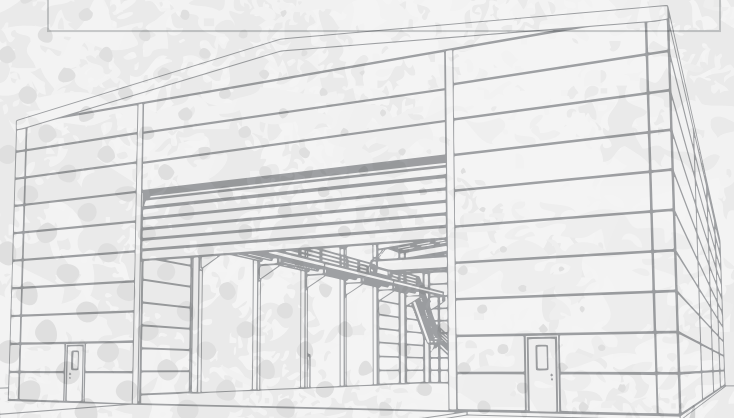
Occupiers are increasingly seeking amenities like improved clear height, additional docks and more truck parking found in modern buildings. Because of a lack of new construction, however, tenants wishing to locate to Fresno are often forced to compromise or look in other markets. Older properties have few tools to attract interest other than reduced pricing.

4

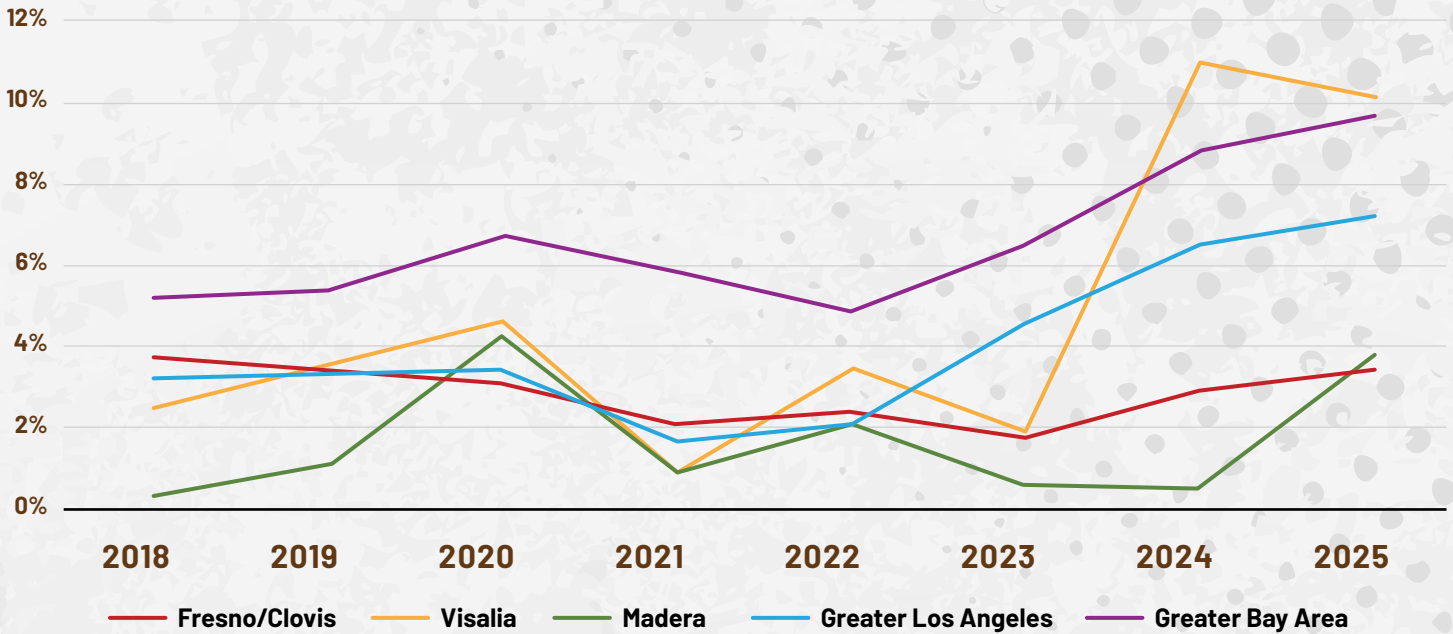
Uncertainty surrounding American trade policy was definitely a drag on industrial transactions in 2025 but not overwhelmingly so.

5

There are active buyers and tenants in the market but they are more selective and disciplined than during the Covid frenzy, and deals take longer to be completed.

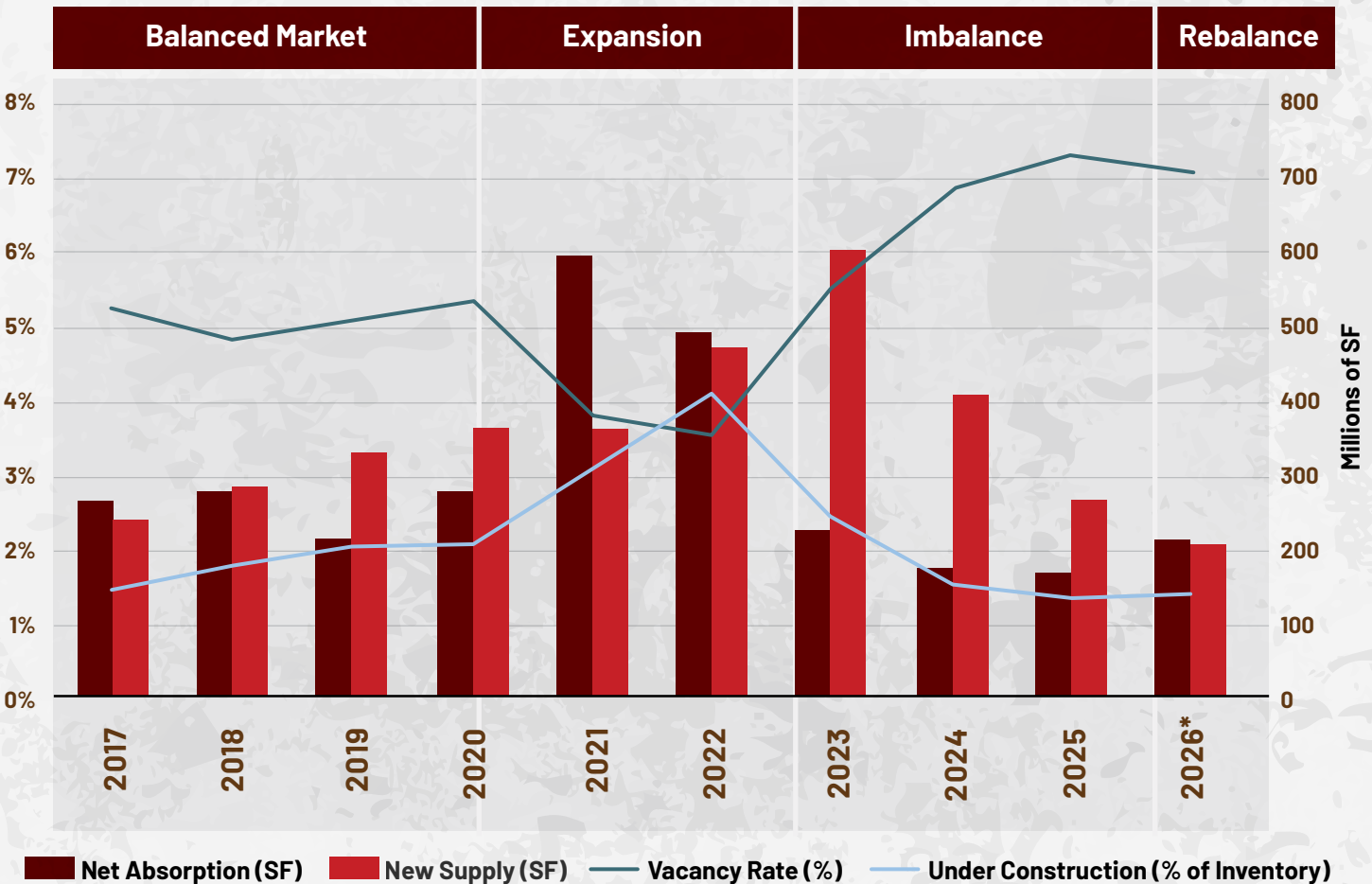


Market Vacancy



U.S. Industrial Real Estate Cycle

-from Colliers Director of US Industrial Research, Craig Hurvitz



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INVESTMENTS



JOHN KOURAFAS

Visintainer Group

John joined the Visintainer Group in 2019 and has since been involved in over \$600M of investment real estate transactions across fourteen states. He holds a CCIM (Certified Commercial Investment Member) designation and collaborates closely with Principal Brett Visintainer on commercial investment transactions. Since 2015, the Visintainer Group has transacted in 18 states, over \$990M in sales volume, and 250+ sales transactions.

As part of the commercial team, John specializes in the acquisition and disposition of retail, industrial, and office investment properties both throughout the Central Valley and nationwide. He advises investors on property valuation, financial analysis, acquisition advisory- including 1031 exchanges- pre-disposition planning, leasing strategies to enhance value, and project repositioning.

John, born and raised in Fresno, went to Washington Union High School in Easton and then graduated from California State University Fresno's Business Administration program with an Option in Marketing. John is married to wife Maddie, and they just welcomed their first child, Tucker. An outdoor enthusiast, John is an avid golfer, hunter, and fisherman.

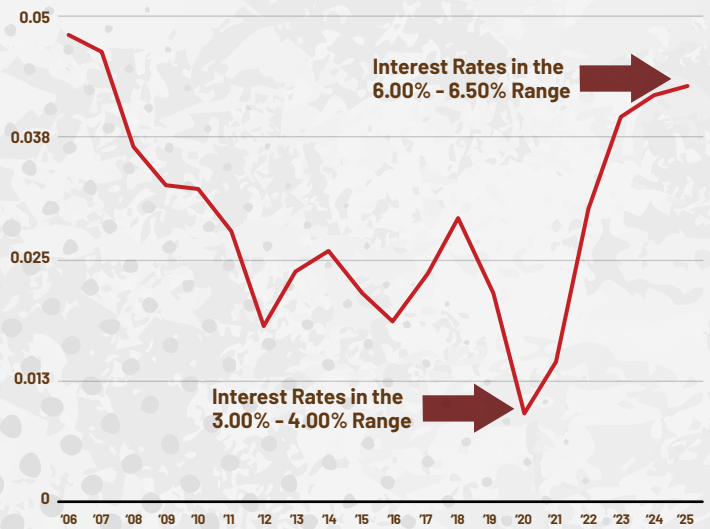
★ TRENDS

- 1 Improving lending conditions could support a continued recovery in market activity as financing becomes more accessible and predictable for investors.
- 2 CAP rates are expected to remain relatively stable, with modest upward or downward movement depending on asset quality.
- 3 Continued increase in investor activity as capital that was sidelined during peak rate volatility re-enters the market.

★ INDUSTRY SPECIFIC STATISTICS

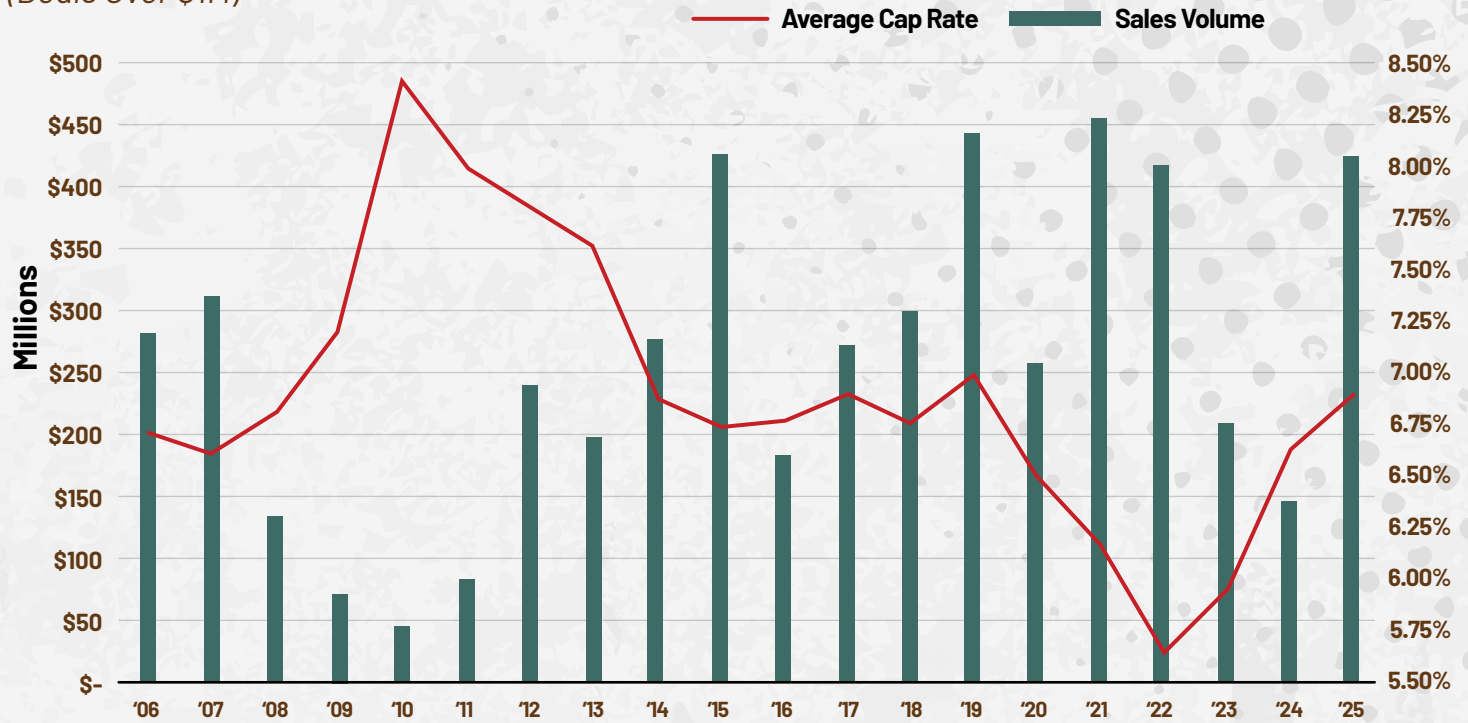
- 1 Interest rates have stabilized, showing signs of improvement and closing out the year in the low- to mid-6% range.
- 2 Sales volume reached its highest level since 2021; however, three large transactions accounted for 42% of the total volume.
- 3 The average CAP rate increased by 27 basis points over 2024 but remains below the historical average.
- 4 Sales transactions rose to 79, the highest total since 2022, rebounding from the prior year and up 52%.
- 5 60% of buyers were based in the Central Valley.

10 Year Treasury Rate Yearly Average Since 2006



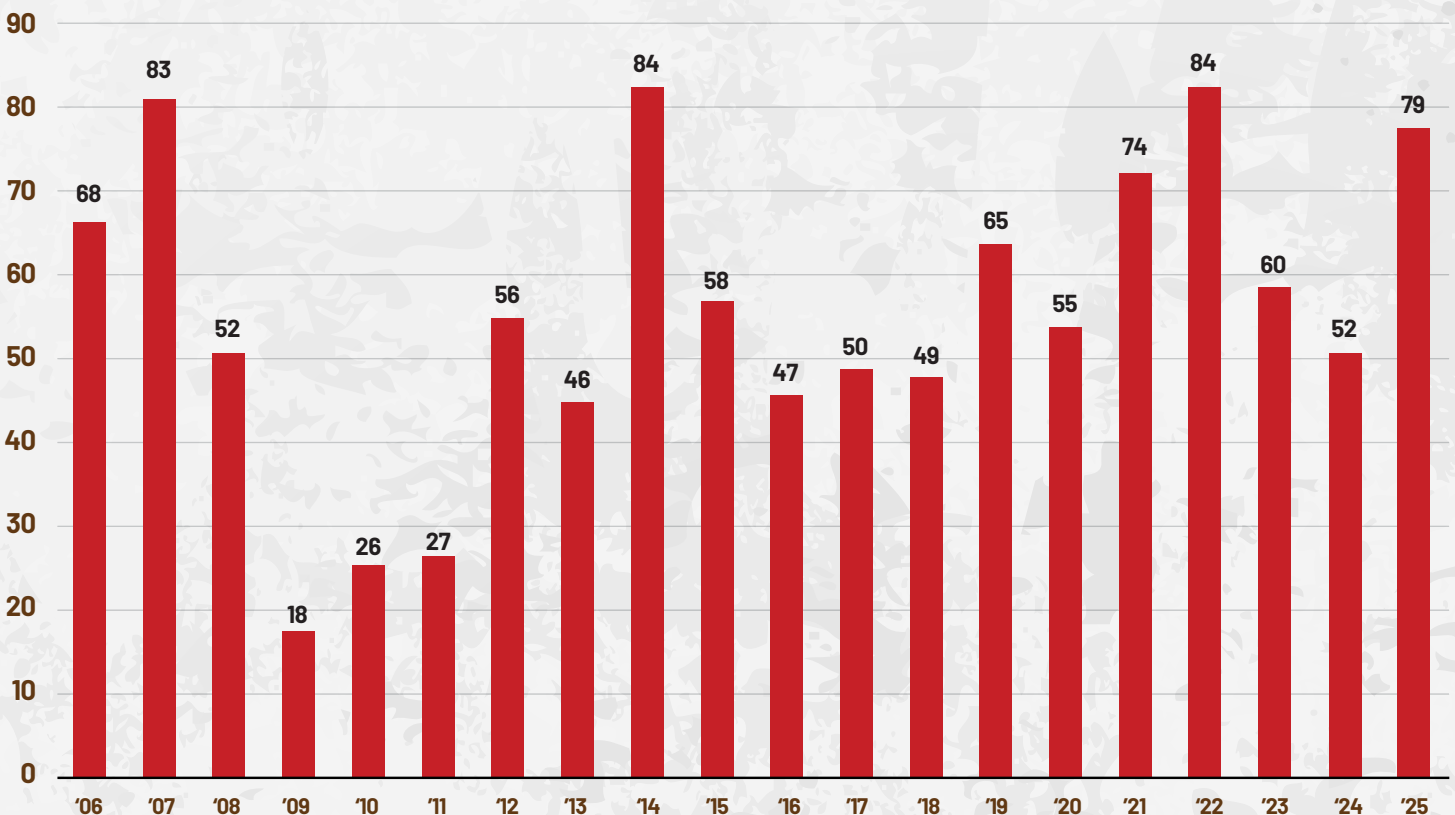
Fresno County Investment Sales Volume and Average Cap Rates Since 2006

(Deals Over \$1M)



Fresno County Investment Sales Transactions Since 2006

(Deals Over \$1M)



*Data is for all Office, Retail, and Industrial Investment Sales Transactions in Fresno County (Excludes Multifamily)

MULTI-FAMILY



JEFF KIM

Colliers



Jeff Kim joined the Colliers Fresno office in 2024 as a Broker Associate, where he advises multifamily property owners throughout California's Central Valley. Since relocating to Fresno from Southern California in 2018, Jeff founded the JKRE Investment Group, building it into one of the region's leading investment sales teams and helping clients grow and preserve their wealth through strategic real estate investments.

Jeff has established himself as a recognized authority in the multifamily sector. He has been named a Power Broker by CoStar Group, interviewed and featured in The Business Journal and The Fresno Bee, and ranked as the #1 listing agent for multifamily properties in the Fresno MLS for 2025. Prior to joining Colliers, Jeff built a strong local presence with London Properties, where he was recognized as a top producer in 2021, 2022, and 2023. He has since been recognized by Colliers as a top producer for 2024 and 2025.

Originally licensed in 2004, Jeff has built a career centered around customer service and strategic deal structuring. Earlier in his career, he served as a top-producing agent for a major international franchise, ranking as the #2 sales agent in the Southern California region.

Today, Jeff leverages more than 20 years of experience to guide clients through multifamily dispositions, 1031 exchanges, and tax-efficient portfolio growth strategies. By combining deep local market expertise with the global reach of the Colliers platform, he ensures each transaction is structured to maximize value and support long-term wealth preservation.

A devoted husband and father of three, Jeff approaches his work with the same integrity and long-term mindset that define his personal life, building relationships that extend well beyond a single transaction.

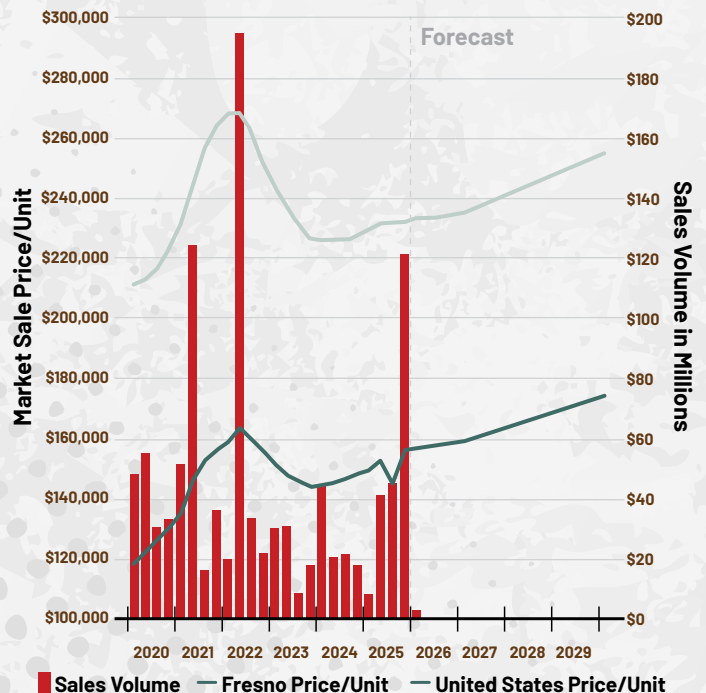
TRENDS

- 1 Stalemate between buyers and sellers ending?
- 2 Acceptance of interest rates as the "new normal". Massive amount of loan maturities coming.
- 3 Stability is in, operations and expense mitigation is the new Alpha.
- 4 Supply shortage keeps demand high.

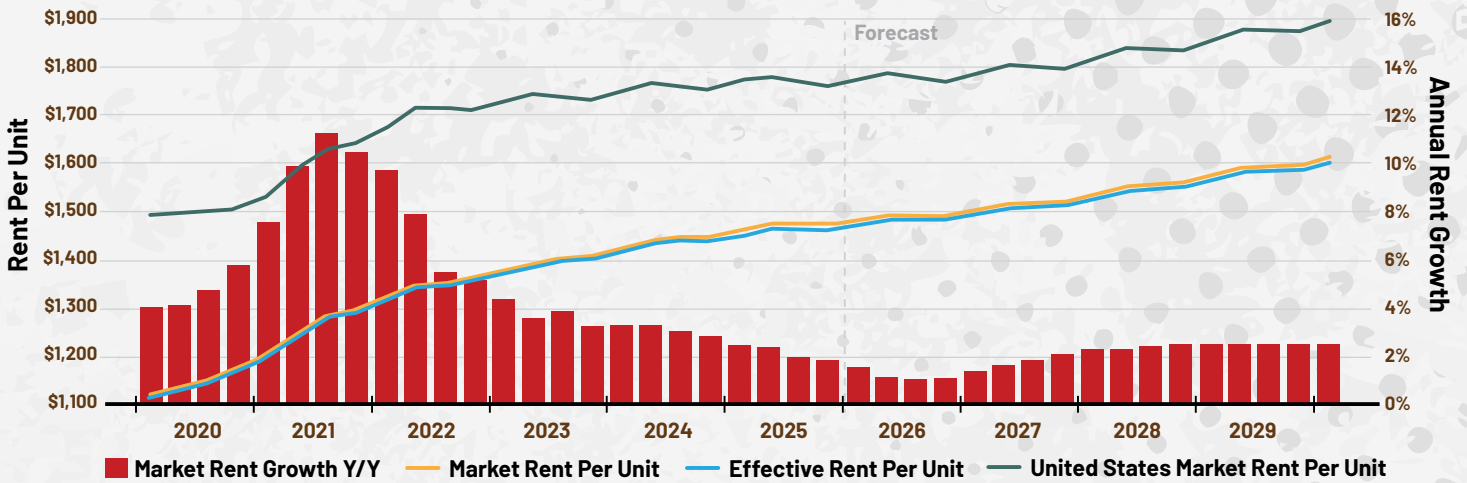
INDUSTRY SPECIFIC STATISTICS

- 1 For AB 1482, max rent increases effective August 1, 2025 through July 31, 2026 is 7.7%, 5% plus CPI of 2.7%.
- 2 Rent growth slowed for 4 consecutive years, 1.5% year over year in 2025.
- 3 Vacancy rate 4.6% up 0.3% YOY.
- 4 Apartment sales volume doubled in 2025 compared to 2024, of which almost 40% was a single local investor.
- 5 Buyers are willing to accept cap rates on par or below interest rates.

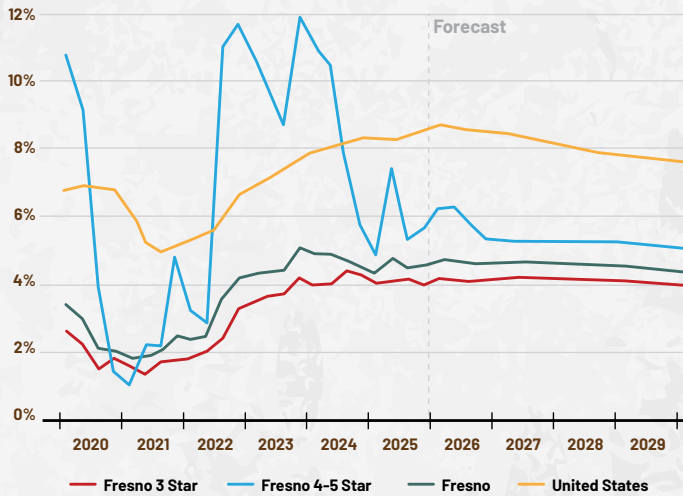
Sales Volume & Market Sale Price Per Unit



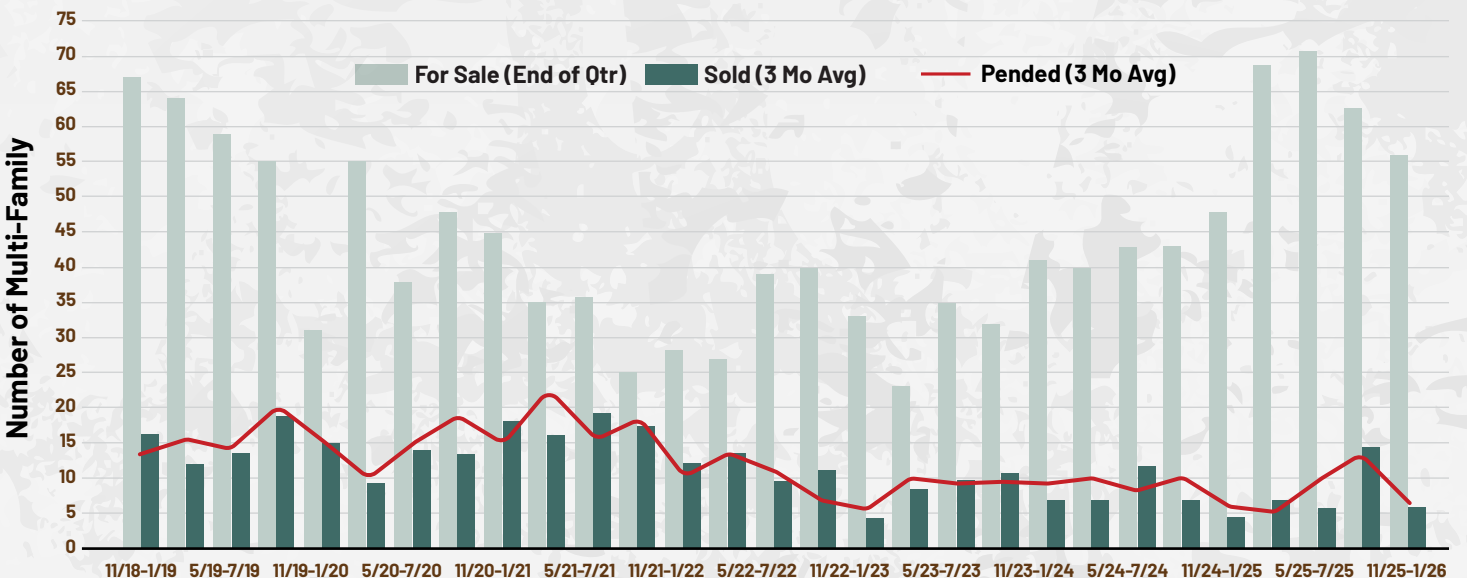
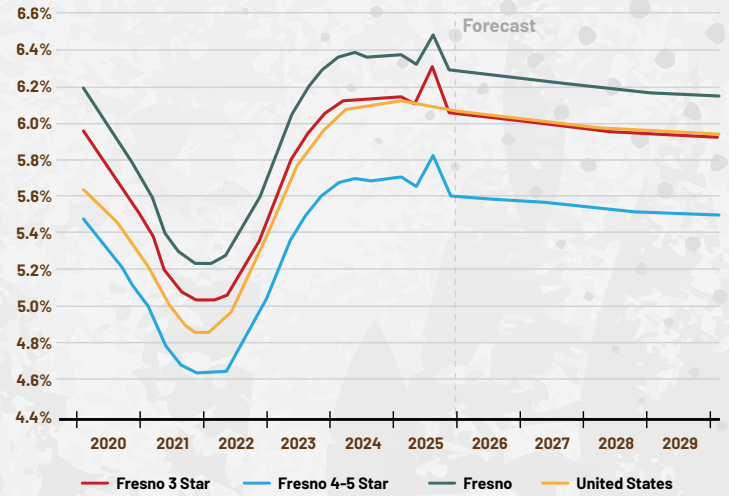
Market Rent Per Unit & Rent Growth



Vacancy Rate



Market Cap Rate





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CORINE DEMETRES

Vice President

*Forward Planning & Land Development
D.R. Horton - Central Valley Division*



Corine is the Vice President of Forward Planning & Land Development at D.R. Horton's Central Valley Division, joining the company in 2021. In this role, she leads strategic land acquisition, entitlement, and development activities for one of the nation's largest homebuilders. She also serves as a Board Member and current Chair of the Fresno Madera Building Industry Association (BIA), where she is an active voice for responsible growth and housing development across the region.

A proud Fresno native, Corine brings more than 25 years of real estate development experience spanning both the public and private sectors. Her career has been defined by its breadth and depth – from working at Fresno City Hall and Fresno Unified School District, to roles in environmental and land use planning consulting, to her entry into the homebuilding industry in 2005. This diverse background has given her a uniquely comprehensive perspective on the planning, regulatory, and development processes that shape communities.

In 2009, Corine made a remarkable pivot when she stepped away from her professional career to found a non-profit organization and relocate overseas. For nine years, she served vulnerable communities in the Kingdom of Swaziland (now Eswatini), dedicating herself to humanitarian work before returning to Fresno to re-engage her passion for real estate and community development. This chapter of her life speaks to a deep commitment to service – values she continues to bring to her work in the building industry today.

Corine holds a bachelor's degree from UC Santa Cruz and a Master of Business Administration (M.B.A.) from the Sid Craig School of Business at California State University, Fresno. Her academic foundation, combined with decades of hands-on experience, positions her as a trusted leader and advocate for thoughtful, community-centered development throughout the Central Valley.

TRENDS

Top Three Concerns for Homebuilders in 2026*

- 1 Availability of developed lots.
- 2 Buyers waiting for rates and/or prices to come down.
- 3 High mortgage rates.

*NAHB nationwide survey

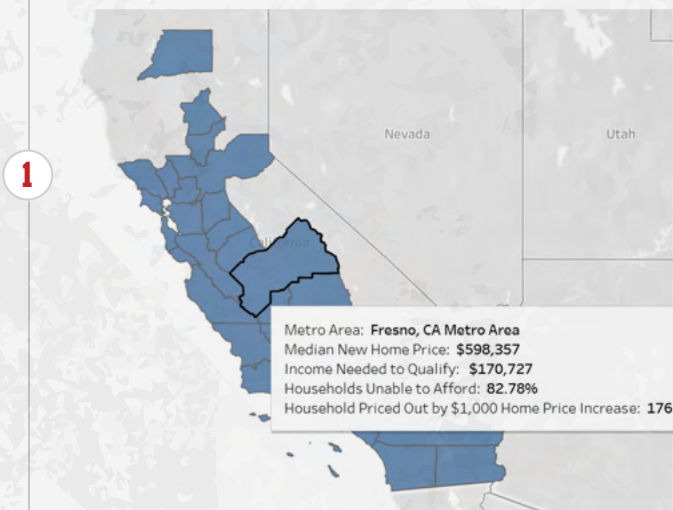
INDUSTRY SPECIFIC STATISTICS

Fresno Metro Area - Priced Out Estimates

State of California Priced Out Estimate

A \$1,000 increase in the price of the median-priced new home will further price **11,302** households out of the market.

Metro Area Estimates in State of California

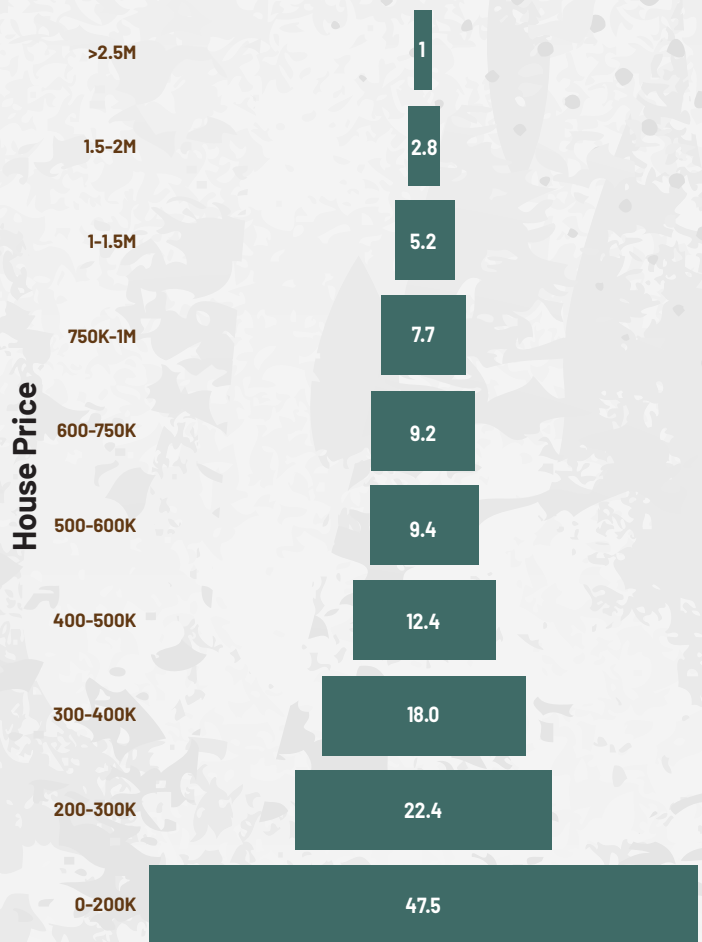
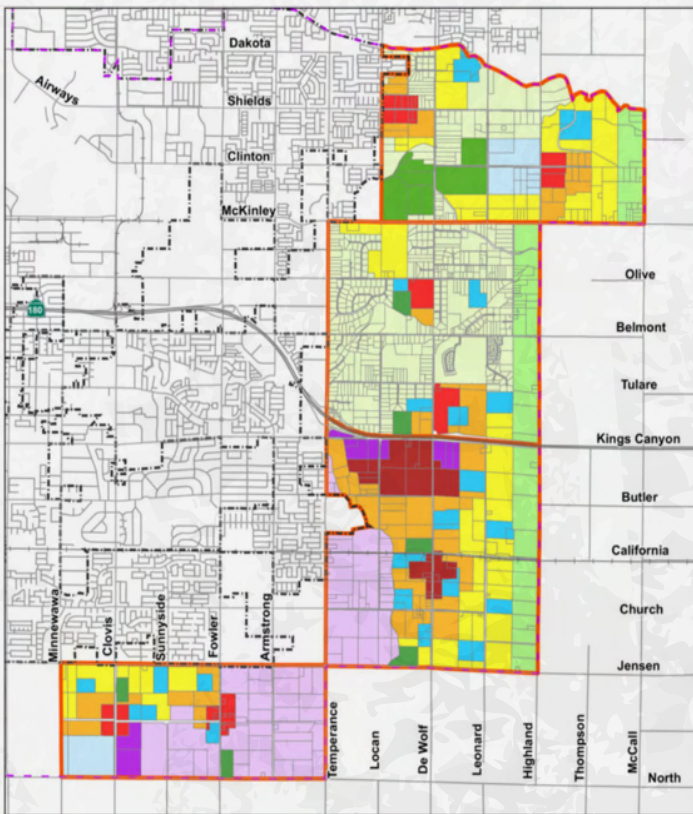
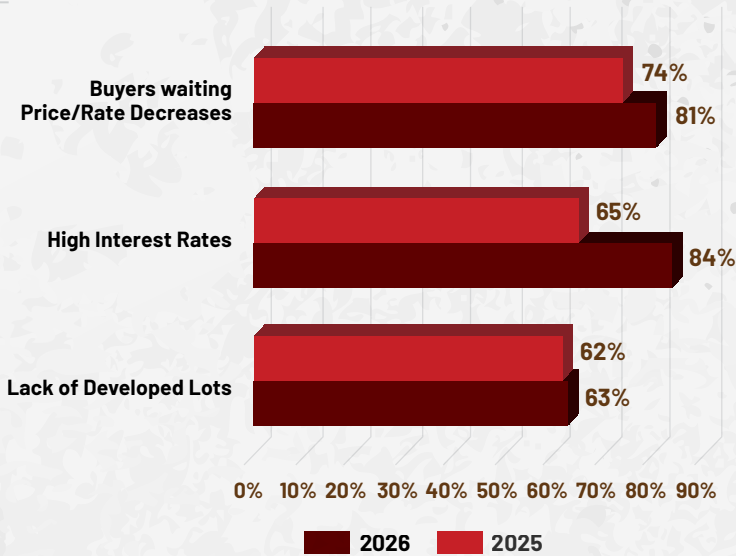


The NAHB 2026 priced-out estimates show that the housing affordability challenge is widespread across the country. In 39 states and the District of Columbia, over 65% of households are priced out of the median-priced new home market. This indicates a significant disconnect between higher new home prices, elevated mortgage rates, and household incomes.

The affordability of new homes, together with the population size of a metro area, significantly influences the priced-out impact of a \$1,000 increase in new home prices. In metro areas where new homes are already unaffordable to most households, the effect of such an increase tends to be small. For instance, in the Fresno metro area, an additional \$1,000 increase to the home price affects only 176 households, as only 17% of all households could afford such expensive new homes in the first place. Here, the additional price increase only affects a narrow share of high-income households at the upper end of the income distribution, where affordability is already stretched.

Top concerns for homebuilders 2025-2026*

*NAHB nationwide survey



Source: Calculations by the National Association of Home Builders Housing Policy Department, based on income data from the 2024 American Community Survey Public Use Microdata Sample File U.S. Census Bureau





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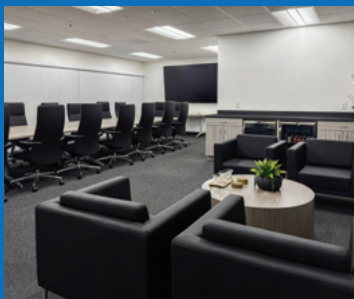
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HOUSING

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ECONOMIC PROFILE

TOP 5 PROJECTED GROWTH OCCUPATION GROUPS Fresno County (5-Year Forecast)

#	SOC CODE	OCCUPATION GROUP TITLE	Total Employment Growth	Percentage Change in Employment	Avg. Annual Earnings
1	31	Healthcare Support Occupations	3,339	9.1%	\$39,100
2	53	Transportation and Material Moving Occupations	1,441	3.4%	\$48,100
3	29	Healthcare Practitioners and Technical Occupations	1,287	4.7%	\$127,100
4	11	Management Occupations	1,238	4.0%	\$130,500
5	35	Food Preparation and Serving Related Occupations	933	2.7%	\$41,100

TOP 5 PROJECTED GROWTH INDUSTRY GROUPS Fresno County (5-Year Forecast)

#	NAICS CODE	INDUSTRY GROUP DESCRIPTION	Total Employment Growth	Percentage Change in Employment	Avg. Annual Earnings
1	6241	Individual and Family Services	3,203	10.9%	\$26,488
2	7225	Restaurants and Other Eating Places	813	2.8%	\$28,596
3	6214	Outpatient Care Centers	738	10.2%	\$106,052
4	6221	General Medical and Surgical Hospitals	556	3.1%	\$89,952
5	1151	Support Activities for Crop Production	466	1.7%	\$39,978





TONY CORTOPASSI

Cushman & Wakefield



Tony Cortopassi is a Managing Director with Cushman & Wakefield. Cushman & Wakefield is considered one of the premier real estate firms internationally and currently has 400 offices in over 60+ countries. Tony has helped grow the company's presence with the opening of its Fresno location in 2013, focusing his expertise on office sales, leasing and land development.

Previously, Tony worked for CBRE, Inc., in Fresno CA, a Fortune 500 real estate company. During his time with CBRE Inc., Tony was one of the lead office and land specialist handling many international, national and regional clients.

Tony initially began his career at Mohr Partners Walnut Creek, CA as a Real Estate Consultant, where he focused primarily on tenant representation and large transactions. While at Mohr Partners, Tony actively assisted in securing headquarter transactions of all sizes and managed portfolio accounts throughout the nation.

During Tony's 20+ year career in commercial real estate, he has consistently ranked as a Top Producer and has completed thousands of transactions which equate to millions of square feet. In 2025 alone Tony completed over 50 deals that equated to \$50 million dollars' worth of transactions and has been the #1 producer in the Fresno Cushman & Wakefield office since 2015.

Tony is a graduate from Saint Mary's College of California with a degree in Business Administration and Economics. He remains actively involved in the college's Academic Admission Program and also plays a supportive role in local programs within the Fresno Community. Being a native to the Central Valley, Tony's strong ties to the community and knowledge help him service his client's and allow him to be a constant top producer.

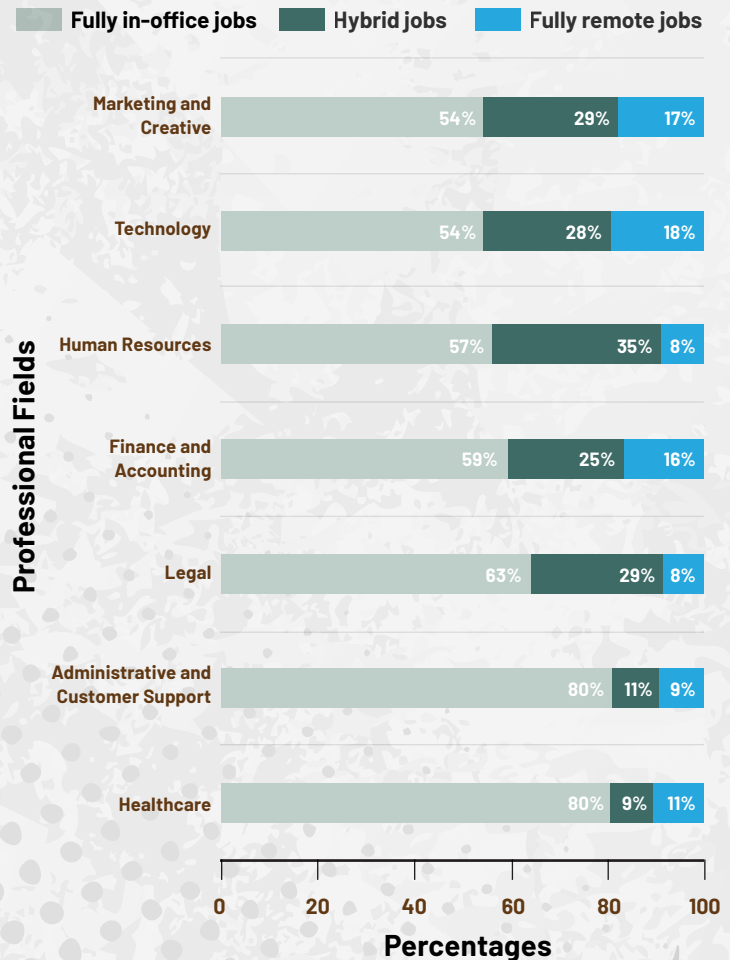
★ TRENDS

- 1 Flight to quality.
- 2 Cost from maintaining building to improvements are rising.
- 3 Medical office expansion.

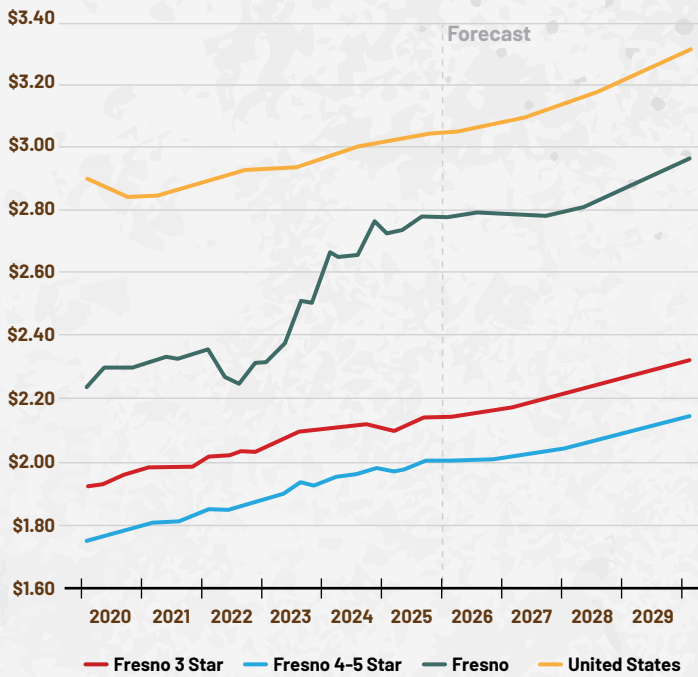
★ INDUSTRY SPECIFIC STATISTICS

- 1 Vacancy Rate - **7.8%**
- 2 Asking Rent Growth - **1.5%**
- 3 Average Cap Rate - **8.2%**
- 4 New Construction - **219,326 SF**
- 5 Unemployment - **8.2%**

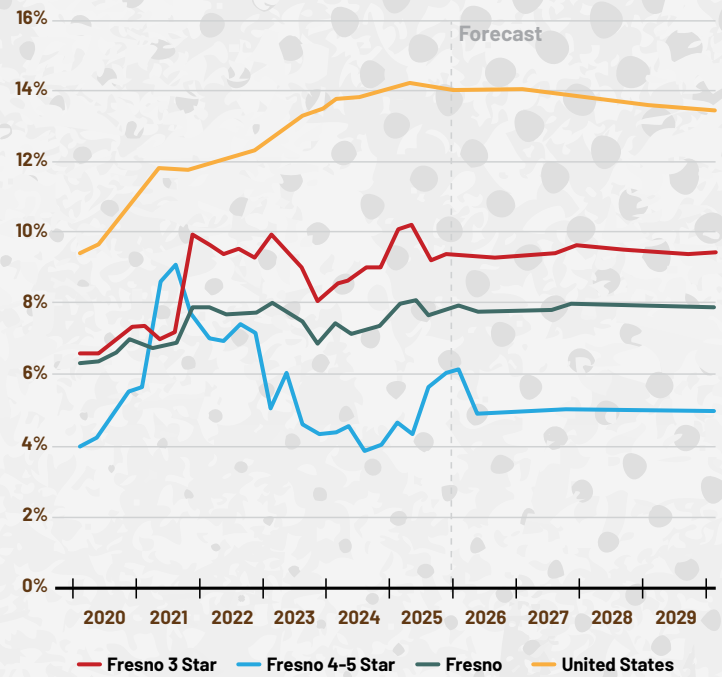
Q4 2024 U.S. Job Postings



Market Asking Rent Per Square Feet



Vacancy Rate



Key Indicators

Current Quarter	RBA	Vacancy Rate	Market Asking Rent	Availability Rate	Net Absorption SF	Deliveries SF	Under Construction
4 & 5 Star	2,206,464	5.8%	\$2.78	7.9%	3,805	0	45,000
3 Star	15,853,932	9.2%	\$2.14	6.6%	21,386	0	174,326
1 & 2 Star	12,924,946	6.4%	\$1.69	6.4%	(4,795)	0	0
Market	30,985,342	7.8%	\$2	6.6%	20,396	0	219,326

Annual Trends	12 Month	Historical Average	Forecast Average	Peak	When	Trough	When
Vacancy	0% (YOY)	9.3%	7.9%	13.0%	2012 Q1	6.1%	2019 Q3
Net Absorption SF	19.9K	207,641	29,047	931,905	2018 Q1	(225,965)	2010 Q2
Deliveries SF	34.3K	217,871	46,747	906,985	2009 Q3	27,427	2013 Q1
Market Asking Rent Growth	1.5%	0.9%	1.8%	4.1%	2019 Q3	-5.8%	2009 Q4
Sales Volume	\$90M	\$88.8M	N/A	\$254.6M	2022 Q2	\$16.8M	2010 Q2



JASON FARRIS

Fresno Association of
REALTORS®

Jason Farris is the 2026 President of the Fresno Association of REALTORS® and a top-producing real estate professional with more than 20 years of experience in the industry. He is the founder of FresYes Realty Group and a broker associate with REAL Brokerage, where he is known for building high-performing teams, delivering exceptional client experiences, and consistently producing results at the highest level.

A nationally recognized speaker, coach, and mentor, Jason has sold thousands of homes and coached agents across the country on building profitable, sustainable businesses rooted in clarity, discipline, and high standards. He is widely respected for his forward-thinking approach to marketing and technology, having been named a top video influencer for multiple consecutive years for his innovative use of video, blogging, and social media to strengthen client relationships.

Jason is also the founder of FresYes.com, a community-driven media platform dedicated to showcasing the people, places, and lifestyle of Fresno and the Central Valley. Deeply committed to community involvement, he regularly supports and organizes charitable initiatives, community events, and local outreach efforts. Under his leadership, FresYes Realty Group has earned statewide and national recognition, including being named the #1 small team in California for home sales by RealTrends.

Beyond real estate, Jason is passionate about leadership, fitness, and personal development. He leads the Daily Wake Up Call, a motivational community that inspires entrepreneurs and professionals nationwide, and remains actively involved in coaching and mentoring agents at all stages of their careers.

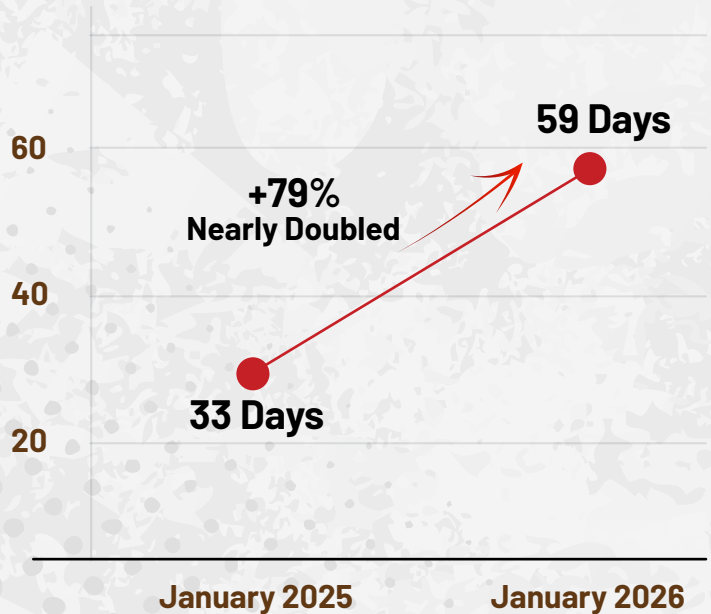
★ TRENDS

- 1 Why Inventory Feels So Low.
- 2 The Seller Reality Check.
- 3 Where the Real Opportunities Are in 2026.

★ INDUSTRY SPECIFIC STATISTICS

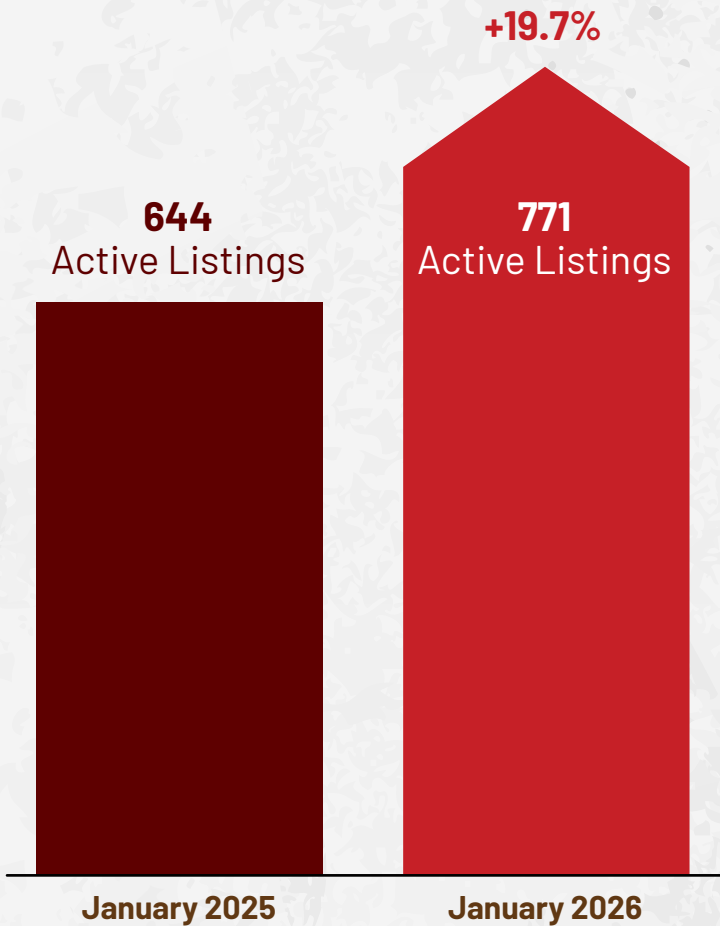
- 1 Fresno County's median sale price is about \$405,000, down roughly 1.3% from a year ago.
- 2 Homes in Fresno County are taking almost twice as long to sell: about 60 days now versus 31 days a year ago.
- 3 There are roughly 3,200 active listings in Fresno County.
- 4 "Heat check" on leverage: Sale-to-list ratio 98.3%.
- 5 Condo prices are roughly 40-45% cheaper than single-family homes.

DAYS ON MARKET The New Normal

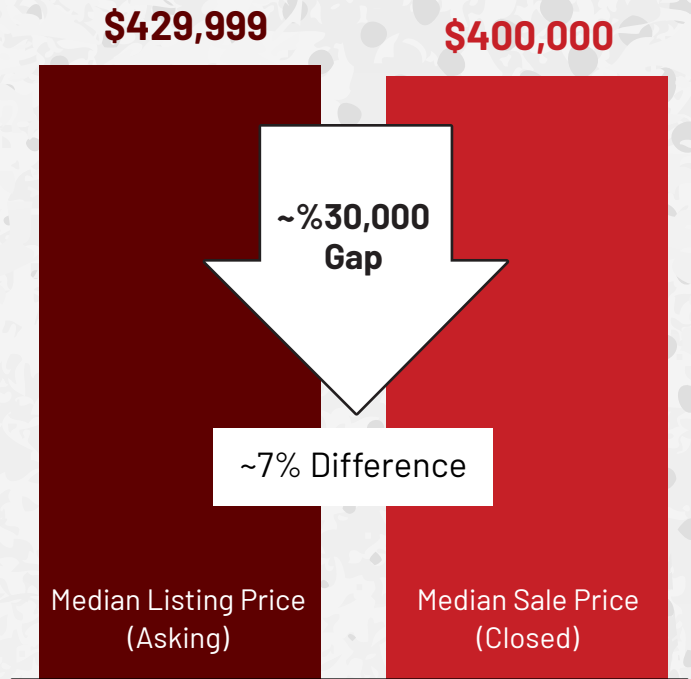


**Buyers are taking their time,
sellers need to adjust.**

FRESNO'S INVENTORY CLIMB: More Choice, More Opportunity



THE REALITY CHECK: List Price vs Sale Price in Fresno



The Seller Expectation Gap January 2026

More Inventory = more negotiating power for buyers.





RACHAEL ORLANDO

Retail California

Rachael Orlando is a Senior Vice President with Retail California and a seasoned commercial real estate broker with more than a decade of experience representing both landlords and tenants throughout the Central Valley. Since beginning her career in 2011, Rachael is focused primarily on retail, helping guide strategic site selection, lease negotiations, land sales, and strategic planning for both local owners and national brands entering or expanding in the region.

Rachael is well known for her work attracting retail and service-oriented tenants to the Central Valley, with experience representing nationally recognized brands including Ross Dress for Less, Chase Bank, Five Below, Domino's, and Xfinity to name a few. Her expertise extends to mixed-use projects, ground-up development, and retail pad site transactions, where she works closely with developers, national real estate managers, and municipal planning departments to bring projects from concept to completion.

In addition to transaction execution, Rachael provides advisory services to property owners, offering strategic insight on positioning assets for sustained performance and growth. Her work is grounded in a practical understanding of market fundamentals, enabling her to advise clients on deals that align with private investment objectives, trending markets and the long-term growth of Central Valley communities. Rachael is an active member of CREW Network and the International Council of Shopping Centers (ICSC). Outside of work, she and her husband own local CycleBar fitness studios, reflecting their shared commitment to health, wellness, and community. Rachael enjoys traveling with her family and remains deeply invested in the continued growth and vitality of the Central Valley.

TRENDS

What's Hot and What's Not

- 1** **Hot**
Athleisure, medtail, grocery, fast casual QSR, Off Price Retailers.
- 2** **Not**
Unanchored centers, oversaturated categories, Big Footprints Without Purpose 8,000-15,000 SF without being an anchor, Aging Strip Centers with no cap-ex, legacy specialty retail.

INDUSTRY SPECIFIC STATISTICS

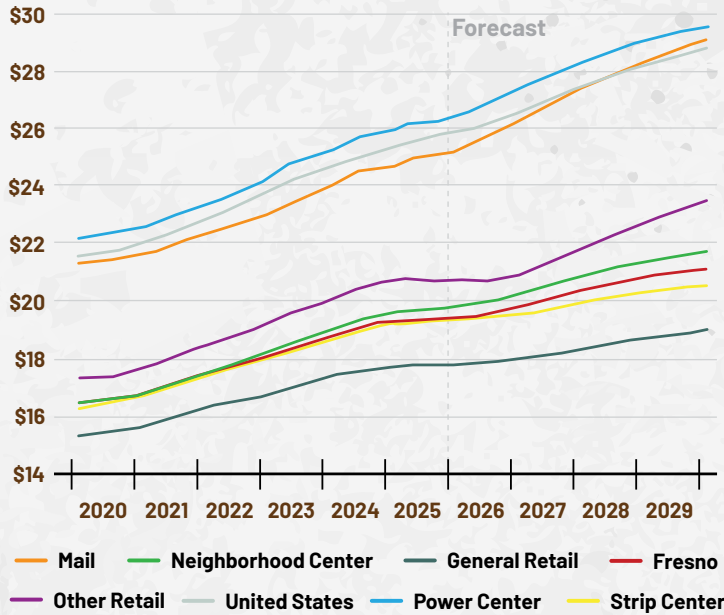
- 1** 12 MO Deliveries in SF - **343K**
- 2** 12 Mo Net absorption in SF - **20.6k**
- 3** Vacancy Rate - **5.7%**
- 4** Asking Rent - **\$19.4**
- 5** Market Asking Rent Growth Fresno - **0.9% ↓**
2.0% nationally
- 6** AVG CAP RATE - **6.7%**
- 7** AVG /SF - **\$219**
- 8** **Artificial intelligence...** is rapidly becoming an integral part of how work gets done in commercial real estate.

General Workforce 60-70%	CRE Professionals 45-55%
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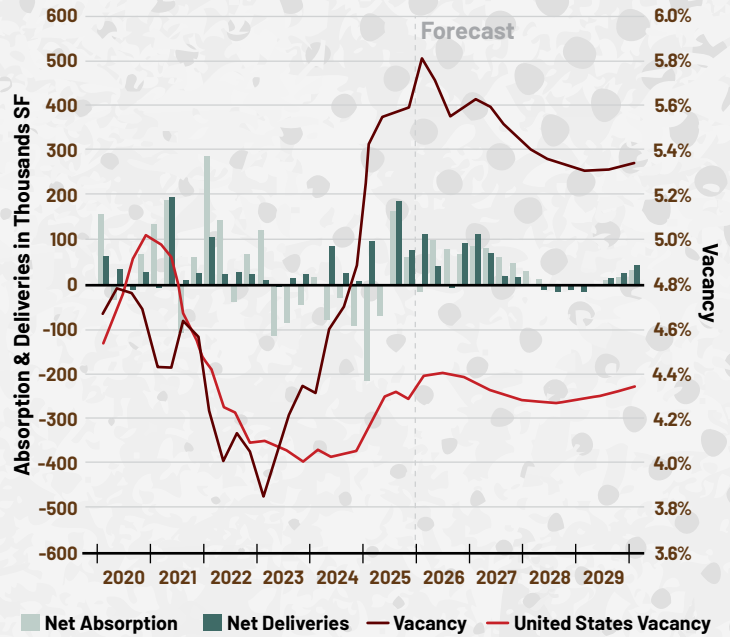
How CRE Brokers Are Using AI Daily



Market Asking Rent Per Square Feet



Net Absorption, Net Deliveries, & Vacancy



Submarkets

SUBMARKET RENT

No.	Submarket	Market Asking Rent		12 Month Market Asking Rent		QTD Annualized Market Asking Rent	
		Per SF	Rank	Growth	Rank	Growth	Rank
1	Chowchilla	\$15.89	20	-0.2%	20	-1.5%	18
2	Clovis	\$22.52	3	1.2%	5	1.4%	5
3	Coalinga	\$16.13	19	-0.2%	21	-3.1%	22
4	Downtown Fresno	\$14.37	22	0%	19	-2.4%	21
5	Downtown/E St District	\$14.62	21	0.4%	17	0.1%	9
6	E Outlying Fresno Cnty	\$17.21	13	0.8%	12	0.1%	8
7	East Shaw	\$20.93	5	1.3%	3	-0.6%	14
8	Fowler/Selma	\$16.47	17	0.9%	9	-0.9%	16
9	Midtown East	\$16.74	14	0.7%	16	-1.2%	17
10	Midtown West	\$16.19	18	-0.3%	22	-1.9%	20
11	N Shaw/E Blackstone	\$19.55	7	1.3%	4	2.2%	1
12	N Shaw/W Blackstone	\$22.43	4	1.4%	2	1.9%	4
13	North Blackstone	\$26.58	1	1.6%	1	2.1%	2
14	Outlying Madera County	\$18.59	10	1.1%	6	-0.8%	15
15	Reedley	\$13.77	23	0.9%	10	-0.1%	11
16	Sanger	\$16.59	16	0.8%	13	0.9%	7
17	South Blackstone	\$16.61	15	-0.6%	23	-3.2%	23
18	Southeast Fresno	\$20.04	6	0.4%	18	-1.5%	19
19	Suburban Madera	\$19.34	8	1.1%	7	1.0%	6
20	W Outlying Fresno Cnty	\$18.18	11	1.1%	8	-0.4%	12
21	West Fresno	\$18.77	9	0.7%	14	-0.5%	13
22	West Shaw	\$17.73	12	0.7%	15	2.1%	3
23	Woodward	\$26.12	2	0.8%	11	0%	10

CURRENTLY UNDERWAY



Proposed East Elevation



Proposed one-story
Pre-Engineered Metal Building

CLINTON & FOWLER

Lot Size - 25,200 sf
Buildable SQF - 4,986
Zoned - Industrial Light

Proposed South Elevation



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4:00 - 7:00PM

THE GRAND 1401

Celebrate 2025 & look forward to
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KEYNOTE
SPEAKER

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CITY OF CLOVIS

The City of Clovis, with a current population of nearly 130,000, has long been recognized as a safe, clean, and forward-looking community. Through thoughtful development, Clovis offers a welcoming and supportive environment for businesses at every stage, along with a vibrant community for individuals and families to live, work, and play.

DEVELOPMENT OPPORTUNITIES

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) postgraduate medical school campus. It is uniquely positioned to serve the medical industry, advanced manufacturing businesses, and professional service providers. Opportunities range from existing office space to ready-to-build parcels spanning 1 to 13 acres.

Heritage Grove

The Avenue, a mixed-use development located at the Southeast corner of Willow and Shepherd Avenues, provides a glimpse into what is to come in Heritage Grove. Construction of the retail and office space is newly completed, with tenants Willow Osteria and Enzo's Table already drawing crowds. Multifamily housing units will soon follow.



Sierra Vista Mall

116,000 square feet of space is available in the former Sears location inside Sierra Vista Mall. The space is ideally located near Shaw and Clovis Avenues, has ample parking, and is surrounded by a wide range of amenities. If a smaller space is required, units are available in the interior of the shopping center, ranging from 1,250 square feet to 6,444 square feet, and everything in between.

Shaw Avenue

Shaw Avenue is experiencing a renaissance, in part due to increased vehicle traffic from Loma Vista residents. Shaw Avenue will soon be home to Clovis' first Chick-fil-A, Class A office space near Shaw and Fowler Avenues, as well as a new hotel. Already open and serving customers are a new Panda Express, Randy's Donuts, Take 5 Oil Change, among many others. The Marketplace at Loma Vista, located at Shaw and Leonard Avenues, is also open for business, as construction continues to accommodate demand for additional users.

Medical Office

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. Construction of additional medical office space is underway on 11.5 acres at the Northwest corner of Herndon and Peach Avenues, where the Heart Group is developing their new campus.

Class A Office Space



45,000 square feet of office space is now available at the Herndon Pinnacle Office Complex, located at 700 W. Herndon Avenue, Clovis, CA 93612. This impressive two-story structure is strategically located near surrounding medical office and retail locations. A second 45,000 square foot building is planned which will complete the campus.

OLD TOWN CLOVIS



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.

In 2023, Landmark Square opened to the public. The multi-million-dollar project features the Clovis Senior Activity Center & Transit Center, with plans for a future library that reinforces Old Town's position as the heart and soul of Clovis for residents, businesses, and visitors.

Just to the north of Landmark Square sits one of the last undeveloped parcels in Old Town, a 4.31 acre parcel with Multi-Use zoning. This parcel is just steps from the Old Town Trail and the heart of the Old Town commercial district.

Clovis4Business.com

The City of Clovis Economic Development Team is here to support and champion businesses interested in relocating or expanding in Clovis. We will assist with site selection, guidance through the entitlement process, and provide navigation through any challenges which may arise. **From first phone call to ribbon-cutting ceremony, we are your partner in business!**

CITY OF CLOVIS - 1033 5th Street, Clovis, CA 93612 - Clovis4Business.com - 559.324.2436

CHAD MCCOLLUM - ECONOMIC DEVELOPMENT, HOUSING, AND COMMUNICATIONS DIRECTOR - ChadM@CityOfClovis.com



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.

Safety is a priority for the City of Coalinga through the Complete Streets initiative, which is designed to make roadways safer and more accessible for everyone. By improving sidewalks, enhancing crosswalk visibility, and developing new walking and bike trails, the city is creating safer routes for families, students, and commuters. In addition, the City of Coalinga recently standardized the use of solar street lighting to expedite infrastructure with a focus on feasible and sustainable approaches to enhance the city’s business-friendly environment.

Coalinga is the “most business-friendly city in California”, which was showcased during the COVID pandemic when it was one of only two California cities to declare all businesses as essential when the State ordered specific sectors to close. With the willingness to consider any incentive proposals to bring in new businesses, 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, gives the City of Coalinga a real advantage in attracting new businesses to the area.

Coalinga’s Municipal Airport hosts our annual Wings over the Westside Airshow. The airshow provides an opportunity for local businesses, vendors, and organizations to participate, connect with attendees, and showcase their services. In addition to dynamic aerial demonstrations and entertainment, the event supports economic development by attracting visitors and fostering new business and investment opportunities. Wings Over the Westside reflects Coalinga’s commitment to community engagement and continued growth.

Established Businesses:

- ★ 12-million-gallon-per-day surface water treatment plant.
- ★ 16-million-gallon 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 major utility providers.

Business Tax Incentive Programs:

- ★ Rural City Revolving Loan Fund.
- ★ Fresno Area Hispanic Foundation.
- ★ New Employment Credit.
- ★ California Competes Credit.
- ★ Manufacturing Equipment Sales/Use Tax Exemption.
- ★ Research & Development Tax Credit.
- ★ New Market Tax Credit.
- ★ CalSavers.
- ★ Recycling Market Development Zone.
- ★ Coalinga Revolving Loan Fund.
- ★ Waived Business License fees for first-time businesses.

WEST HILLS

COMMUNITY COLLEGE DISTRICT

The district covers nearly 3,500 square miles with colleges in Lemoore and Coalinga, the Firebaugh Center, and eight child development centers throughout neighboring rural communities.

Coalinga College serves a postsecondary student population of nearly 9,000 and is home to the Farm of the Future, an innovative farm and facility created to expand agriculture and industrial science programs. Coalinga 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

#themostbusinessfriendlycityincalifornia
#thesunnysideofthevalley



CITY OF COALINGA - 155 W Durian, Coalinga, CA 93210

SEAN BREWER - CITY MANAGER - 559.935.1533 Ext. 143 - sbrewer@coalinga.com

CITY OF FOWLER

GROWTH AND PROGRESS ARE HAPPENING NOW!

Be a part of the growth or be left behind!



The City of Fowler is a charming small city committed to traditional values like working hard and caring for its neighbors.

The word has gotten out about how desirable Fowler is, which has recently created explosive population growth, adding hundreds of houses each year to the city's beautiful community. Fowler offers a winning combination of population growth, a bustling industrial sector, a business-friendly atmosphere, and key commercial and transportation corridors such as Highway 99, Manning, and Clovis Avenues, making it an ideal partner for business success.

What has spurred this growth? Everything from the wisdom of Fowler's founding settlers to the current operation of the local government has created a place everyone wants and needs to be.

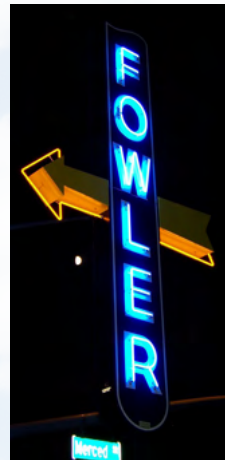
The city council is very pro-business and housing-focused, and they have directed the staff to offer a concierge-style permitting and entitlement process. This streamlines project management, as a capable and highly technical staff guides prospective businesses through every step of the process. The city council is also currently designing incentives that will foster development within the most commercially viable areas of the community.

The Public Works Department has been at work to accommodate this growth, creating master plans to ensure the community's needs, including water, sewer, and storm drains, are developed to handle growth—all of the things that make our lives easier but we don't want to think about..

Through it all, one thing is certain: **Fowler will maintain the small-town charm that makes it the most desirable community in the Central Valley!**

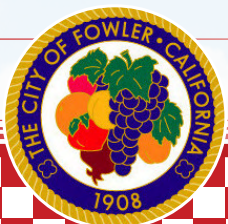
Why you should choose Fowler:

- ★ Concierge-style development process with direct contact with key decision-makers.
- ★ Convenient access to Highway 99 and Union Pacific Railroad.
- ★ Expanding skilled workforce population.
- ★ Proximity to other cities with agricultural and other industrial production ties.
- ★ Local incentives, various specialty zone designations, and other regional incentives.
- ★ 2040 General Plan requires economic incentives and continued growth.
- ★ Safe, close-knit community with low-density residential developments.



Recent Development Milestones:

- ★ O'Reilly Auto Parts to open in the Spring.
- ★ Multiple high-traffic businesses in proximity to Highway 99.
- ★ Residential subdivisions: 7-year plan will see approximately 2,000 new rooftops.
- ★ Significant infrastructure projects recently completed or planned: new domestic water well and interconnection,
- ★ Merced Street infrastructure evaluations and future "Downtown Streetscapes Plan".
- ★ New joint police department and senior center to finish construction in Spring of 2026.
- ★ Many commercial and industrial parcels available for development, ranging from 1 to 13 acres.



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

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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.

As California's **fifth-largest city** and the economic hub of the San Joaquin Valley, 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.

Economic Development

Fresno is open for business. 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. Outreach efforts actively showcase Fresno's advantages to companies considering expansion, while Planning and Development liaisons streamline permitting and review processes to ensure efficiency and speed.

Recognized as one of the Top 10 Best Small Airports in the United States by USA Today, Fresno Yosemite International Airport continues to break records, serving over 2.7 million passengers in 2025. A new major terminal expansion project, FAT Forward, was completed in December 2025 and new dining options, such as Mad Duck and Los Amigos Mexican Restaurant, are making their debut in 2026. These upgrades are part of a multi-year expansion to accommodate future growth which will triple passenger processing capacity and enhance connectivity for businesses and travelers alike.

INCENTIVES

- ★ Historic Preservation Mitigation Program and CA Mills Act
- ★ Code Lien Waiver Program
- ★ Density Bonus
- ★ Economic Expansion Act Programs: iDIFER, Economically Disadvantaged Neighborhoods, Commercial BUILD Act
- ★ Enhanced Economic Development Rates
- ★ Façade Improvement Programs
- ★ Energy Efficiency Grants
- ★ Employment Training Panel
- ★ California Competes
- ★ Sales Tax Exclusions
- ★ Foreign Trade Zone
- ★ HUBZone
- ★ Inner-City Application Fee Discounts (50%)
- ★ Opportunity Zone
- ★ Residential Infill Incentive Program
- ★ Surplus Land Act
- ★ Transfer Fee Credit (relocations/condemnations)



Beautify Fresno

In just five years, Beautify Fresno crews, volunteers and businesses have removed **over 9 million pounds of trash**, revitalizing streets, parks, schools, alleys, and vacant lots. These efforts are paying off with cleaner neighborhoods, reduced graffiti, and long-term beautification projects—including **streetscape improvements, new murals, and more**—that enhance Fresno's visual appeal and economic potential.

Looking ahead, Fresno is committed to infrastructure improvements with the Pave More Now initiative, ensuring neighborhood streets receive much-needed upgrades. As the Measure C regional transportation tax nears renewal, leaders are prioritizing a plan that supports both residential neighborhoods and major commute corridors.

By Fiscal Year 2026, Fresno's total investment in parks and public amenities will exceed \$84 million—enhancing quality of life, fostering community engagement, and creating new opportunities for economic growth. These investments are shaping Fresno's future, making it a more vibrant and attractive place to live, work, and invest.





Downtown/Chinatown

Great cities have great downtowns, and Fresno is no exception. With \$400,000 dedicated to façade improvement grants and a historic \$293.7 million public infrastructure investment, Downtown and Chinatown are being reimaged. The enhancements include upgraded streets, sewers, water systems, greenspace, and parking facilities—all designed to attract further investment and support the development of thousands of housing units and prospering businesses. The result? Walkable neighborhoods with seamless access to jobs, transit, healthcare, retail, and an increasingly vibrant urban core with new restaurants and businesses and an active nightlife scene.

Housing

As California faces a housing crisis, Fresno remains a pro-housing city, committed to expanding housing options across all types—affordable, market-rate, manufactured, modular, single-family, and multi-family. Growth in the Southeast Development Area (SEDA) is more critical than ever, and in 2026, the City will focus on providing certainty for builders through key initiatives, including:

- ★ Development Code updates to align with state law and unlock new housing opportunities.
- ★ Concierge service to facilitate timely project approvals.
- ★ Streamlined approval processes to expedite construction.
- ★ Standardized small multi-family plans to encourage efficient development.

Additionally, the City has reached a Tax Sharing Agreement with Fresno County, ensuring a greater share of property tax revenue to support essential services for growing neighborhoods. By prioritizing smart policies and infrastructure, Fresno is laying the foundation for a sustainable and thriving housing market.

Public Safety

Public safety remains the City's top priority. Fresno now has record-high numbers of sworn police officers and firefighters. The Fire Department has expanded on-duty staffing and introduced four medical squads, ensuring faster response times and increased cardiac arrest survivability. The Police Department has bolstered crime prevention efforts, reducing violent crime, forming an organized retail theft unit, and deploying dedicated rangers to patrol city parks.

The City's Homeless Assistance and Response Team (HART), in partnership with over 40 outreach workers, continues to improve accountability and address anti-camping violations, reinforcing Fresno's commitment to safety and quality of life for all residents.

Youth

Fresno is committed to empowering the next generation. Through the Youth Jobs Corps Program, nearly 570 young adults have gained valuable work experience, internships, and career services in partnership with Career Nexus, paving the way for full-time employment.

To learn more, visit www.fresno.gov/youth.

We Work For You

The City of Fresno's Economic Development team is here to support your business growth—offering assistance with entitlements, permitting, incentives, financing, site selection, and workforce development. Contact us at **(559) 621-8350** or economicdev@fresno.gov for expert guidance tailored to your needs.

For city services, Fresno's proactive pothole team keeps roads in top shape, while the FresGO app and 3-1-1 call center provide easy ways to report potholes, graffiti, illegal dumping, and more—ensuring a cleaner, more vibrant city for all.



Building a Flourishing 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. With strategic investments, business-friendly policies, and a commitment to revitalization, the City is laying the foundation for sustained growth and innovation. 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 TEAM AT - 559.621.8350 - economicdev@fresno.gov

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.

Community Profile

The City of Huron is advancing a focused, Central Valley-driven economic development strategy focused on business attraction, reinvestment, and job creation. Located in one of the nation’s most productive agricultural regions, Huron offers opportunities for businesses seeking affordability, access, and a collaborative local government committed to long-term economic vitality.

Strategic Location

Located in the heart of California’s Central Valley, Huron provides access to key transportation corridors serving regional, statewide, and national markets. Proximity to State Routes 269, State Route 145, State Route 198, and Highway I-5 supports efficient movement of goods for agribusiness, food processing, light manufacturing, and logistics operations.

Demographic & Economic Snapshot

- ★ Population: ~6,737 (2024 estimate)
- ★ Median Age: ~27 years
- ★ Median Household Income: ~\$44,784
- ★ Primary Employment Sectors: agriculture, manufacturing, logistics, retail, and services

Target Industries

- ★ Agribusiness and food processing
- ★ Light manufacturing and industrial services
- ★ Logistics and distribution
- ★ Renewable energy and clean technologies
- ★ Small business and neighborhood-serving retail

Notable Investment & Development Activity

Huron is experiencing steady commercial momentum reflecting growing regional confidence in the local market. AutoZone is expected to begin construction March 2026 on a new retail auto parts location in the city, with completion anticipated within approximately eight (8) months.



AutoZone retail store example, similar to the new location expected in Huron later this year.

WHY HURON?

Affordable, accessible, and ready for growth, Huron offers Central Valley businesses a place to invest, expand, and succeed.



CITY OF HURON - 17053 12th Street, Huron, CA 93234 - Huronca.gov
VIRGINIA PENALOZA - **CITY MANAGER** - 559.945.2241 - virginia@huronca.gov



CITY OF KERMAN

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Kerman continues to build upon its reputation as a safe, family-friendly and upwardly mobile, bedroom community just 18 miles west of Fresno. With its population now surpassing 18,000, the demand for new homes and businesses only continues to grow. Highway frontage sites along CA 180 and CA 145 that boast high visibility and high traffic count locations await your developer partners. Restaurants, soft goods, and medical/dental clients can enjoy immediate success in Kerman due to great demand. Manufacturers, suppliers, and the trades are also welcome to join our growing industrial park and employment centers. With nearly 1,000 single-family and multi-family units approved or in the pipeline, Kerman is delivering the customers, employees, and homes you need for success in Fresno County.

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

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State Incentives:

- ★ California Competes Tax Credit.
- ★ Manufacturing Equipment Sales & Use Tax Exemption.
- ★ Sales & Use Tax Exemption (CAEATFA).
- ★ 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).
- ★ Historically Underutilized Business Zone (HUBZONE).
- ★ New Market Tax Credits (NMTC).

Contact us today at 559-550-1445 to learn more about our vision for the future, available land, competitive fees, expedited processing, and personalized service.

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5. Quick & Efficient Project Approval Process.
6. Availability of Custom Incentive Packages.
7. Motivated Local and Regional Workforce.
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10. Business-friendly City Council and Staff.



CITY OF KERMAN - 850 S. Madera Ave, Kerman, CA 93630
JOHN JANSONS - CITY MANAGER - 559.550.1445 - jjansons@cityofkerman.org

CITY OF KINGSBURG

Kingsburg, California, offers an appealing combination of strategic location, business-friendly policies, and a vibrant community, making it an ideal destination for business establishment, expansion, or relocation.



Kingsburg Business Park - Ready for Growth

The 40-acre Kingsburg Business Park offers shovel-ready sites with direct highway access and excellent visibility. Zoning accommodates a range of uses, from light industrial to highway commercial. The park currently hosts successful tenants such as Mennonite Disaster Service, Safe Food Alliance's research center, California Controlled Atmosphere, Anderson Striping, Sonic Drive-In, and Valley Health Team's medical facility. For full details, visit www.kingsburgbusinesspark.com.

Development has begun on our newest 10+ acre business park adjacent to the Kingsburg Business Park at 12329 E. Stroud Avenue. Included in this development will be a potential civic center.

Proven Economic Momentum

Kingsburg continues to demonstrate strong economic vitality. T-Mobile's Customer Experience Center employs over 1,200 individuals, underscoring the City's capacity to support large-scale operations.



Prime Location and Accessibility

Advantageously positioned along Highway 99, a major north-south corridor in California's Central Valley, Kingsburg benefits from high visibility and traffic volumes averaging approximately 88,000 vehicles per day provide exceptional exposure for retail, hospitality, fast food, hotel, and other highway-oriented businesses.

Commercial properties at the city's primary entrance are available in various sizes, tailored to national chains and regional operators.

Streamlined and Cost-Effective Incentives

The City of Kingsburg is committed to supporting business growth through a robust package of incentives designed to reduce upfront and ongoing costs:

- ★ Expedited 21-day permit approval process for efficient project timelines.
- ★ 25% reduction in the city's Capital Facilities Fees (development impact fees).
- ★ 50% rebate on the city's portion of real estate property taxes for 36 months.
- ★ 50% rebate on the city's portion of sales taxes for 36 months.
- ★ Additional reductions or elimination of city fees for qualifying projects in targeted zones.
- ★ Downtown Façade and Alley Improvement Program to enhance property aesthetics and functionality.

These incentives are outlined on the official city website, reflecting a proactive, business-oriented approach.

Currently, there are 36 commercial projects actively underway, contributing to ongoing development.

The community features 49 locally-owned restaurants, including a winery, brewery, and tasting rooms, enriching the local economy and quality of life.

Ongoing residential development includes four projects, which will add 328 new homes, supporting workforce availability and community stability.

Safe, Skilled, and Supportive Environment

Kingsburg provides a low-crime, low-unemployment setting with a skilled labor pool and a highly supportive city council. The city's unique Swedish heritage—dating to the 1870s and celebrated through distinctive architecture, Dala horses, murals, and cultural landmarks—creates a distinctive, welcoming identity that attracts tourism and enhances community appeal for residents and visitors alike. Kingsburg combines tradition with forward-thinking progress, offering businesses a secure, accessible, and incentivized platform for long-term success.

For personalized information or next steps, contact the City's Economic Development Coordinator Jolene Polyack at 559-284-2421 or jolene@polyack.com

CITY OF KINGSBURG - 1401 Draper St, Kingsburg, CA 93631

JOLENE POLYACK - **ECONOMIC DEVELOPMENT COORDINATOR** - 559.284.2421 - jolene@polyack.com



CITY OF MENDOTA

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 Farmers Market, which runs from June through December, drawing many vendors and shoppers from across the valley.



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.**

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 essential elements of the city's 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 that 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 the result of the commitment and teamwork of the city council, residents, and community partnerships. Mendota is a thriving community that continues to experience success in local business and community development.

Mendota City Council Extends Moratorium on Development Impact Fees for New Projects

The Mendota City Council has extended its moratorium on the imposition and collection of Development Impact Fees (excluding the Recreation Facilities Fee) for an additional year as part of its continued effort to stimulate residential, commercial, and industrial development throughout the city.

Originally approved in December 2023, the moratorium was designed to reduce upfront development costs and encourage investment in Mendota. With continued interest in new housing and business opportunities, the city council has taken action to maintain this incentive and further position Mendota as a development-friendly community.

Mayor Victor Martinez emphasized the city's commitment to growth and opportunity. "Extending the moratorium reflects our dedication to building a prosperous future for Mendota," said Mayor Martinez. "We want to make it easier for developers and businesses to invest here. Our community has tremendous potential, and we are committed to working collaboratively to bring new projects to fruition."

The extension supports the city's broader goals of increasing housing availability, expanding local business options, and activating underutilized properties. City leadership views the continued waiver of Development Impact Fees as a catalyst for economic growth and long-term community benefits.

Infrastructure & Development Activity

The recent completion of the Derrick & Oller Roundabout at the intersection of State Route 33 and Oller Street marks a significant infrastructure investment for the city. Celebrated with a ribbon-cutting ceremony in October 2025, the roundabout improves traffic flow and enhances safety at one of Mendota's busiest intersections.

The project also creates new commercial development opportunities, including the George Pappas site, which features direct access from the roundabout. Mr. Pappas is actively pursuing development plans for this highly visible property.

In addition, two residential developments are currently being proposed: one adjacent to Bass Avenue, north of the airport, and another west of Amador Street—further reflecting strong demand for housing and continued growth in the community.

City Proximity to Nearby Highways

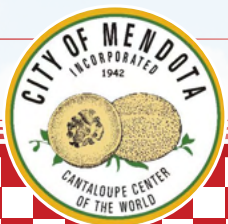
Highway 33 runs through town.

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.



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

CRISTIAN GONZALEZ - **CITY MANAGER** - 559.655.3291 - cristian@cityofmendota.com



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▶ Our employees live in the Fresno Area and are provided Health Care and Pension Benefits. We have Self-Funded Health Care and Retirement benefit programs which do not burden public benefit systems.

▶ We have supported School Board Measures in Fresno, Clovis, Sanger, Parlier, Madera, Kings Canyon and the State Center Community College District.

▶ We have invested millions of dollars training Apprentices. These dedicated workers, over a 5 year period, learn a skilled craft and are provided a job. They graduate without a student loan debt.

▶ We promote and actively participate in the increased efforts in Career Technical Education. Through the Helmet to Hardhats Program, veterans are given the utmost priority for career opportunities.

▶ We actively support Fresno organizations such as the Fresno Mission, Big Brothers/Big Sisters, Holy Cross Women's Center, CASA, Central California Food Bank, Marjorie Mason Center, Poverello House and Focus Forward.



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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. The area is also ripe with possibilities for other business development. Located east of Highway 99, Orange Cove lies 33 miles southeast of Fresno and is an approximately four-hour drive to Los Angeles or the San Francisco Bay Area, making it a perfect central location for prospective businesses.

Residential and Business Growth

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

Approximately 249 single-family homes are proposed for development over the next two years, with portions of them potentially beginning as early as the second quarter of 2026. This estimate includes various developers, with varying numbers of homes throughout the city. The city is excited to welcome new families into its growing community!



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.

KEY ECONOMIC HIGHLIGHTS

- ★ Total population = 9,708
- ★ Total households = 2,659
- ★ New commercial construction spaces available from 1,000 to 30,000 square feet
- ★ HUBZone Area
- ★ Ground lease or build to suit
- ★ Freestanding pads available for ground lease or build to suit

Why you should choose Orange Cove:

- ★ The City of Orange Cove continues to grow through meaningful improvements such as the launch of the new Parks and Recreation program, and the city is excited to keep the momentum going as we look ahead to the upcoming baseball, softball, and soccer seasons.
- ★ We are proud to share that Sheridan Park's renovation project is nearing completion. The project constructed new playground structures, renovated the existing restrooms, and 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.
- ★ Orange Cove is working to create more spaces for families, athletes, and neighbors to connect, play, and thrive together. The city is excited to announce that a new park, Sequoia View, is underway. This project will include new playground structures, a volleyball area, a soccer field, a softball field, and an area with exercise equipment.
- ★ The Park Boulevard Improvement project, which consists of the installation of new streetlights, a new bus stop shelter and bench, water infrastructure such as sewer and storm drain, as well as the construction of curb, gutter, sidewalk, driveway approaches, new asphalt concrete pavement, signage, and striping continues. 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.



CITY OF ORANGE COVE - 633 6th Street, Orange Cove, CA 93646

SAMUEL A. ESCOBAR - CITY MANAGER - 559.626.4488 - s.escobar@cityoforangecove.com

CITY OF PARLIER

Parlier is a small city of approximately 14,500 people (2020 Census) in Fresno County, located in the San Joaquin Valley of Central California, about 200 miles from both Los Angeles and Sacramento. It was incorporated in 1921 and has a total area of about 2.4 square miles. The city has a strong agricultural heritage, which has diversified into other sectors, and serves as a hub for surrounding communities. Parlier is known for its close proximity to major transportation corridors (such as Highway 99 and rail access) and relatively affordable land, which support residential and business growth.

KEY FEATURES

- ★ Designated as a Federal Rural Renewal Community, enabling special federal tax incentives for revitalization and development.
- ★ Central location for serving a large regional market of over 30 million people in California.

Residential and Business Growth

Population Trends:

- ★ Parlier's population grew by about 7% between 2010 and 2018, with projections for further increases through the 2020s.
- ★ Recent estimates put the population near 14,700 residents with continuing steady growth tied to housing development.

Housing & Development:

- ★ The city is pursuing several new housing projects, including owner-occupied and multifamily developments aimed at increasing local housing stock.
- ★ A 55-unit family apartment complex and other affordable housing projects have been approved, providing housing options for lower-income residents.
- ★ Partnerships like a \$3-million CalHomes grant with Self-Help Enterprises support homebuyer assistance programs and ADUs to boost homeownership opportunities locally.

Business & Industrial Development:

- ★ Public and private financing is being directed toward new business parks and industrial sites as part of economic expansion.
- ★ The city's location, low land costs, and access to highways and railways remain key competitive advantages for business attraction.

Business & Economic Incentive Programs:

Parlier participates in several programs or benefits from external resources that can support business growth:

- ★ Federal HUBZone designation: Preferential access to federal procurement opportunities to qualifying businesses.
- ★ New Market Tax Credit (NMTC): Federal tax credits for investments in low-income communities (Parlier qualifies through regional designations).
- ★ Work Opportunity Tax Credit (WOTC): Federal hiring tax credit for certain target groups.
- ★ New Employment Credit (NEC): California tax credit for hiring qualified employees in designated areas.
- ★ Fresno County Economic Development Corporation (EDC): Support and assistance with site selection, business retention, expansion, and incentive navigation.
- ★ Industrial Development Bonds: Financing tools and utility programs can help reduce operating costs for qualifying manufacturers and employers.

These programs are often used in conjunction with local economic development efforts to attract and retain businesses.



Community Improvements

Downtown Revitalization & Beautification:

- ★ The city has adopted a Downtown Revitalization Plan focusing on façade improvements, streetscape enhancements, new signage, landscaping, and pedestrian-friendly elements to improve commercial areas.
- ★ A façade grant program helps property owners upgrade storefronts and boost economic vitality.
- ★ In late 2025, city actions included using American Rescue Plan Act (ARPA) funds for ongoing downtown enhancements.

Infrastructure & Planning Initiatives:

- ★ The city council approved plans for Vision Zero street safety improvements, hazard mitigation, water-rate studies, and additional housing aid.

These efforts seek to enhance quality of life, safety, and attractiveness for residents and businesses alike.

Employment & Industry Profile:

- ★ Agriculture remains a major underlying industry for Parlier residents, with many also working in the health care and manufacturing sectors in the region.
- ★ Major local employers include:
 - Parlier Unified School District.
 - Sunwest Fruit Company.
 - University of California Davis Kearney Agricultural Center.
 - Maxco Supply.

Business Activity:

- ★ Commercial businesses are concentrated along major roads like Manning Avenue and South Mendocino Avenue.
- ★ Industrial and logistics development projects are underway and are expected to generate additional jobs and business activity.

Growth & Projects:

- ★ New housing projects approved (220+ units).
- ★ Affordable housing and homeownership grants (\$3M+).
- ★ Downtown streetscape & facade enhancements underway.

CITY OF PARLIER - 1100 East Parlier Avenue, CA 93648

AARON PALMER - CITY MANAGER - 559.646.3545 Ext. 227 - apalmer@parlier.ca.us



CITY OF REEDLEY

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.

WHY REEDLEY?

- ★ Over \$1 million in public investment in the downtown area.
- ★ A safe community, 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.
- ★ Expanding commercial and service businesses along major corridors (Manning, Reed, Buttonwillow, and Dinuba Avenues).
- ★ Strong housing market: since 2017, 1,350 residential units have been approved.
- ★ Development Impact Fee reduction and deferral programs.
- ★ Ability to get applicants to "YES" faster. Reedley recently completed a major comprehensive zoning code update that streamlined the approval process.
- ★ Reedley College, one of the oldest community colleges in California, is a leader in the agricultural field, advanced manufacturing, and aviation maintenance technology.
- ★ Quality public education is 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 Adventist Hospital.
- ★ 75% reduction in entitlement application fees for G Street, between 9th and 13th Streets.



CITY OF REEDLEY - 1717 9th Street, Reedley, CA 93654

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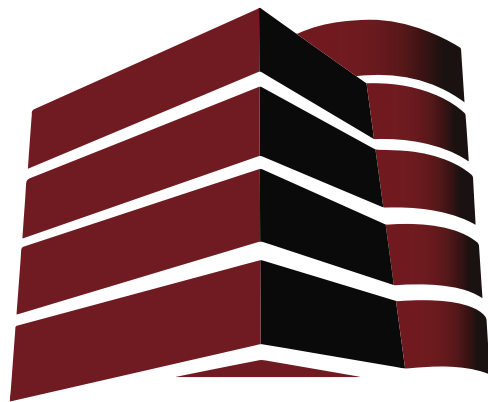
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CITY OF SAN JOAQUIN

CELEBRATING OUR COMMUNITY VICTORIES!

The City of San Joaquin, also known as the "Sweetheart City," 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, the City of San Joaquin has abundant opportunities for growth and progress.

San Joaquin has over 400 new housing units in the planning, permitting, or building stages to accommodate the current growth! The city has applied for and received millions of dollars to fund projects that build, repair, and renovate facilities and infrastructure.

Housing is projected to increase population by 40%.

Some of our 2025 Community Accomplishments:

- ★ Construction of water treatment plants and the replacement of the main water lines began in February of 2025. Construction is expected to be completed by the end of 2026, with the treatment plants to be fully operational in 2027.
- ★ The state awarded the city \$500,000 for clean drinking water and the community center rehabilitation. Through use of these funds in August 2025, residents began receiving Watermill tokens providing them free access to clean drinking water. Residents will receive the water tokens for a two-year period. The Leo Cantu Community Center underwent renovations that included replacement of gym floor, restroom rehabilitation, and full interior paint.
- ★ **With \$2 million in state public safety funding received in 2021 to improve services to the community, focusing on youth intervention programs,** the city accepted applications for the second round of youth recreational funding in November 2025, with the selected organizations set to receive grants in early 2026.
- ★ Events such as Earth Day, annually in April, bring the community together to beautify the city. This past year, the community helped plant trees and flowers at the San Joaquin Sports Park.
- ★ Improvements have been made to park lighting and green spaces.
- ★ Residents and businesses can now pay their utility bills online through our City Website (www.cityofsanjoaquin.org).



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



CITY OF SAN JOAQUIN - P.O. Box 758, San Joaquin, CA 93660

ELIZABETH CABRERA - CITY MANAGER - 559.693.4311 - elizabethc@cityofsanjoaquin.org

CITY OF SANGER

The City of Sanger is a growing community in eastern Fresno County, advantageously positioned within California's Central Valley. Located approximately 13 miles east-southeast of the City of Fresno along State Route 180, Sanger offers direct access to regional transportation corridors while maintaining a small-town identity rooted in agriculture, family-oriented neighborhoods, and local pride.

Sanger's population of approximately 26,649 residents has a median age of about 31, reflecting a young, working-age community that supports both workforce availability and long-term residential stability. The city benefits from its proximity to the larger Fresno-Clovis metropolitan area while offering a more affordable and close-knit living environment.

KEY FEATURES

- ★ Strategic location along State Route 180, connecting Sanger to Fresno, Kings Canyon National Park, and regional freight routes.
- ★ Access to rail service within the city, nearby interstate connections approximately six miles away, and multiple airports within a 50-mile radius.
- ★ A strong balance between residential neighborhoods, agricultural heritage, and expanding commercial and industrial opportunities.
- ★ Ongoing investments in water, infrastructure, and community amenities to support future growth.

Residential Growth

Sanger continues to experience steady residential development that supports housing affordability and community expansion:

- ★ Cherry Crossing Affordable Housing Development: A major \$50 million investment that delivered 72 affordable housing units serving families and farm workers, with additional phases planned.
- ★ New Home Construction: Active residential projects along Bethel Avenue and North Avenue are adding new housing inventory to meet growing demand. Additionally, single-family subdivisions exceeding 1,000 homes highlight the city's ongoing residential growth and strong market confidence.
- ★ Homeownership rate: With a homeownership rate of approximately 57%, Sanger maintains a stable residential base while continuing to accommodate renters and new residents.

Business Growth & Development Trends

- ★ Substantial Revenue Generation: Sanger's business community is highly productive, with an estimated 572 businesses generating \$783.5 million in annual revenue.
- ★ The city has annexed more than 250 acres of land near SR-180 to expand opportunities for commercial, industrial, and mixed-use development.
- ★ Business Ecosystem Diversity: While home to major industrial players, Sanger fosters a vibrant entrepreneurial spirit, with 64.9% of local businesses being small-scale (1-4 employees). Sanger currently supports over 500 established businesses and more than 5,000 local jobs, with continued interest in retail, manufacturing, food processing, and service-oriented industries.

Business Incentives & Economic Support

Sanger takes a flexible, business-friendly approach to economic development by offering customized incentive packages rather than rigid, one-size-fits-all programs. Available tools and resources may include:

- ★ Negotiated impact fee deferrals or reductions for qualifying projects.
- ★ Job creation-based incentives designed to encourage local hiring and long-term employment growth.
- ★ Direct coordination with city staff and city council to streamline approvals and support investment.

Infrastructure & Utilities

Sanger has made strategic infrastructure investments to support both current residents and future growth:

- ★ Water System Upgrades: Recent water system upgrades within the City of Sanger have increased overall capacity and strengthened reliability. These improvements support ongoing residential and commercial development.
- ★ Enhanced Infrastructure Financing District (EIFD): Established to fund future infrastructure, public facilities, and community improvements without increasing local taxes.
- ★ Strong Purchasing Power: Sanger households have significant local spending capacity, with median annual incomes of \$76,352 and average household expenditures of \$105,298.

Local Businesses, Workforce & Industry Strengths

- ★ Robust Small Business Environment: Approximately 65% of Sanger local businesses employ fewer than five employees, reflecting a strong small-business environment, while larger employers provide regional job stability.
- ★ Leading Employment Sectors: Top employment sectors include Education (896 jobs), Manufacturing (647 jobs), and Accommodation and Food Services (411 jobs).
- ★ Sector Growth: The city's industrial clusters also include food processing and agricultural services, which remain fundamental to the regional economy and labor market.

Major Employers & Key Sectors

Sanger's economy is supported by a diverse mix of public and private employers, including:

- ★ Sanger Unified School District.
- ★ Walmart.
- ★ Pitman Farms.
- ★ ADCO Manufacturing.
- ★ International Paper.



Workforce Characteristics

- ★ The local labor force of approximately 12,501 people features a professional work distribution of 57% white-collar and 43% blue-collar employment.
- ★ The workforce is well-prepared, with 72.65% of the population holding a high school degree or higher and 21.53% having attained an associate's degree or higher. It is represented across education, manufacturing, sales, office support, food service, construction, and production occupations.

Sanger is a city positioned for long-term, sustainable growth. With a young and diverse population, expanding housing supply, strong infrastructure investments, and a proactive economic development strategy, Sanger offers a compelling environment to live, work, and do business. Its strategic Central Valley location, business-friendly approach, and commitment to quality of life make Sanger an increasingly attractive destination for residents, entrepreneurs, and employers alike.

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

JOSHUA GOGGINS - COMMUNITY DEVELOPMENT DIRECTOR - 559.876.6300 Ext. 1520 - Joshua.goggins@ci.sanger.ca.us



CITY OF SELMA

Selma, the largest city in southern Fresno County, is centrally located along State Routes 99 and 43, providing direct access to the tri-county region of Fresno, Tulare, and Kings Counties. While Selma's residential population is approximately 24,000, the city attracts more than 10.4 million non-resident visits annually, underscoring its role as a regional commercial and employment center. Placer.ai market data further indicates that 1.3 million out-of-market visitors travel to Selma each year from surrounding communities, reflecting the city's reach beyond its immediate population base.

This level of market activity supports a strong mix of retail, food service, housing, and workforce-serving businesses, while reinforcing Selma's role as a regional hub for employment, commerce, and services.

Residential and Business Growth

Selma is experiencing steady residential growth supported by proactive planning, infrastructure investment, and strong market demand.

The Amberwood master-planned community represents one of the city's largest active residential developments, with approvals in place for up to 2,558 single-family homes. Phase 1 infrastructure is underway, with home construction advancing and additional phases planned over the coming years. Amberwood will significantly expand Selma's housing supply, strengthen neighborhood-serving retail demand, and support long-term population growth.

Additional residential activity includes Vineyard Estates Phase 3, with more than 40 homes currently under construction, and approximately 1,000 multifamily units in various stages of planning and entitlement citywide, reflecting continued interest across a range of housing types.

The city is also advancing the Casitas Selma mixed-use project, which proposes a combination of residential, retail, hospitality, and public space uses. The project has completed an environmental review and remains a longer-term opportunity to expand housing options and commercial activity near the Highway 99 corridor.



WHERE GOOD THINGS GROW

Incentives and Business Resources

The City of Selma is committed to supporting business attraction, retention, and expansion. The city provides guidance and incentives for these services and utilizes the OpenGov online permitting system to improve transparency and efficiency for development projects.

Selma also leverages planning and financing tools, such as its Enhanced Infrastructure Financing District (EIFD), along with ongoing General Plan and Infrastructure Master Plan updates, to align future development with long-term economic and infrastructure goals.

Community Improvements

Selma continues to make significant investments in infrastructure and quality-of-life improvements to support long-term growth. Recent and ongoing projects total more than \$18 million and include:

- ★ An \$8.2 million sewer trunk main project along Dinuba Avenue between Golden State Boulevard and the Mill Ditch, expanding system capacity for future residential and commercial development.
- ★ A \$7.24 million multi-phase sewer and roadway improvement project across East Saginaw Avenue, Pacific Avenue, Nebraska Avenue, Amber Avenue, and Floral Avenue, including utility upgrades and roadway reconstruction, with construction continuing through 2027.
- ★ A \$2.63 million upgrade to the Clarkson Lift Station, increasing wastewater system capacity to accommodate additional development, with completion anticipated in 2026.

In addition to local infrastructure investment, Placer.ai visitation data shows consistent activity throughout 2025, with an average of approximately 122,000 daily visits, a median dwell time of about 54 minutes, and an average of 7.4 visits per visitor. These patterns reflect repeat visitation and stable economic activity that support retail, dining, service, and entertainment uses citywide.

Downtown Selma is also emerging as a cultural and community destination. The Selma Arts Center serves as a year-round anchor, drawing thousands of visitors annually through live theater productions, rehearsals, classes, and community events. New entertainment and retail concepts, including Atrie's Gaming Center and a growing number of thrift and resale shops, are contributing to increased activity and diversity within the downtown area.

Local Businesses

Selma continues to attract and retain a diverse mix of employers across retail, healthcare, manufacturing, logistics, and services. Recent and new business activity includes:

- ★ **Mobile Modular.**
- ★ **Crestwood Behavioral Health.**
- ★ **It's Boba Time.**
- ★ **A second Starbucks location on Second Street.**

Major commercial anchors such as Walmart, Home Depot, and regional shopping centers continue to drive visitation, while industrial and manufacturing employers contribute to job creation and economic stability. Placer.ai data indicates an average daytime population of more than 24,000, supported by a workforce in which over half of employees commute into Selma, highlighting the city's role as a regional employment destination. With more than 700 businesses and a workforce supported by regional inbound commuters, Selma remains well positioned for continued business growth and investment.



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

JASON ROGERS - CITY MANAGER - 559.891.2250 - jasonr@cityofselma.com

READY TO HIRE JOB-READY EMPLOYEES?

Become an Employer Partner today for the...

NEW EMPLOYMENT OPPORTUNITIES (NEO) PROGRAM

OFFSET TRAINING COSTS!

Employers can receive up to one year of wage reimbursements for every employee hired through the NEO Program.

The following services are available to employers participating in the program:

- Employee recruitment
- Employee screening
- Specialized employee training
- Employee retention services, including support and engagement of clients, equipment, transportation and child care
- Employ part time/full time positions
- Wage subsidies for up to a year



INITIAL 26 WEEKS

Placement	Wage Reimbursement
• Weeks 1-13	100%
• Weeks 14-26	75%

POTENTIAL FOR TWO 13 WEEK EXTENSIONS

Placement	Wage Reimbursement
• Weeks 27-39	50%
• Weeks 40-52	25%

Ready2Hire, we have people Ready to Work!
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FOR MORE INFORMATION CONTACT

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OPEN FOR BUSINESS

COUNTY OF FRESNO



DEPARTMENT OF PUBLIC WORKS AND PLANNING



DEVELOPMENT SERVICES AND CAPITAL PROJECTS DIVISION

Services Offered:

- ★ Expedited building plan review (upon request)
- ★ Electronic building plan submittal available through the County's portal which can be found at: <https://www.fresnocountyca.gov/Departments/Public-Works-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, based upon staff availability)



The 2025 Fresno County Board of Supervisors pictured from left to right:

Nathan Magsig, District 5 - **Buddy Mendes**, District 4

Garry Bredefeld (Chairman), District 2 - **Luis Chavez (Vice Chairman)**, District 3

Brian Pacheco, District 1

COUNTY OF FRESNO - 2220 Tulare St, Fresno, CA 93721

CHRIS MOTTA - MANAGER - Development Services and Capital Division - 559.600.4227

For over 45 years, Fresno County EDC has served as a cornerstone in business attraction, expansion, and retention. Backed by a dedicated team, influential board, and a diverse network of investors, we partner with local, state, and global stakeholders to drive growth and position Fresno County as a hub for innovation and opportunity.



What We Offer



Site Selection

We collaborate with real estate professionals and match businesses with optimal properties.



Economic Incentives

We guide businesses through local, state, and federal incentive programs to maximize savings.



Workforce Resources

We create tailored training programs and provide incentives to help businesses meet their hiring needs.



Marketing & Visibility

We market Fresno County to prospective businesses and site selectors while highlighting client successes locally.



Regulatory & Permitting

We assist businesses in navigating complex permitting and regulatory processes.



Utility Cost Analysis

We work with utility providers to conduct rate analyses and identify cost-saving opportunities.



Research

We deliver customized research critical for business attraction and expansion, including workforce data and industry insights.



Targeted Attraction

We use proprietary data to design campaigns that attract businesses positioned to thrive in Fresno County.

Connect with Us

Visit fresnoedc.com or call us at 559.476.2500.

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AD INDEX

**INSIDE
FRONT
COVER**

CORE Business Interiors

Red Triangle Oil Co.,
Downtown Fresno Partnership,
Cen Cal Business Finance

33

4

Pearson Realty

One Putt Broadcasting,
Manco Abbott,
California Bank and Trust

38

9

Tri Counties Bank

State Center Community College Distrct,
UMB Bank, Visit Fresno County,
Kaiser Permanente

39

14

Colliers International,
Chuckchansi Gold Resort & Casino

Fresno Area Construction Team,
Fresno State University,
Fidelity National Title,
Media Solutions, Inc.

46

15

Wiebe Hinton Hambalek, LLP,
Next Era Energy Resources,
FMKT Building Trades Council

Fresno County EDC,
SPAN Construction & Engineering, Inc.

50

20

Fresno Association of Realtors

New Employment Opportunities
(NEO) Program

54

21

Buzz Oates
G3 Development Company

Fresno County EDC Services

56

24

Community West Bank ,
Quiring, Fresno Housing

Precision Civil Engineering, Inc.

**BACK
COVER**

32

Cook Land Company,
Pacific Southwest Building

KEY 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 to help your business grow.

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 one year of partial reimbursement.

ESTIMATED NEO COST SAVINGS Fresno Manufacturer Example

Employees	Hourly Wage	# of Full-Time Hires	Total Employee Income
1. Production, Shipping & Distribution, Groundskeeping	\$19.00	33	\$1,304,160
2. Office & Admin Support	\$20.00	2	\$83,200
TOTAL	-	35	1,387,360

Reimbursement Schedule	Group 1	Group 2	TOTAL
Months 1-3 (100%)	\$326,040	\$20,800	\$346,840
Months 4-6 (75%)	\$244,530	\$15,600	\$260,130
Months 7-9 (50%)	\$163,020	\$10,400	\$173,420
Months 10-12 (25%)	\$81,510	5,200	\$86,710
Total Cost Savings (62.5%)	\$815,100	\$52,000	\$867,100

- ★ No minimum or maximum wage requirement
- ★ Mutually beneficial for both employers and job seekers

Visit Ready2Hire.org for more information!

UTILITY INCENTIVES:

PG&E's Economic Development Rate:

Industrial, processing, and manufacturing businesses in Fresno County may receive a **20% rate reduction on their monthly electricity costs** over a five-year period. If the business is considering expanding, 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.

The EDC has assisted Fresno County businesses with EDR applications resulting in over **\$2.9 million** in electricity costs saved through the program since 2023.

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 from the business.

- ★ Fresno County businesses have been awarded approximately \$49.3 million in state tax credits in the lifetime of this program.

CAL COMPETES TAX CREDIT: Manufacturing Project Example

Employment Base	121
# of Full-Time Hires	88
Average Wage	\$55,000
Capital Investments	\$11,920,000
Investment Per New Employment	\$135,455
Award Amount	\$1,800,000

The above table illustrates a successful Cal Competes application awarded to a Fresno-based manufacturer. With an expected job creation of 88 new full-time staff and over \$11.9 million in capital investments, this company received a tax credit award of **\$1.8 million**

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. investment in California from the business.

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

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 or deferral.
- ★ Logistical benefits.
- ★ Ad valorem tax exemption.

Visit fresnoftz.com to learn more.



GROWING THE CALIFORNIA DREAM

For more information please contact

Charles Rigby, Business Development Specialist at (559) 476-2519

PRECISION

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Surveying



Landscape
Architecture



Construction
Management



Our History

Founder, Ed Dunkel, Jr., and the Dunkel family have provided consulting services to the region for more than 57 years. PCE has the proven ability to produce outstanding and innovative work for various projects in both the public and private sectors.

Specialized Expertise

Our staff has vast experience working with both private and public sectors. We bring a unique perspective of understanding municipal, state, and federal requirements while providing the efficiency, timeliness, and cost-effectiveness of the private sector.



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