

REPORT TO THE MADERA CITY COUNCIL

Date: February 3, 2021

To: Honorable Mayor and City Councilmembers

From: Bobby Kahn, Executive Director  
Madera County Economic Development Commission

Subject: Madera County Economic Development Commission  
2021/22 Annual Basic Service Level Budget

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**SUBJECT:**

City contribution towards the Madera County Economic Development Commission (EDC) for Fiscal Year (FY) 2021/2022 in the amount of \$181,749.80

**RECOMMENDATION:**

The EDC recommends the City Council (Council) adopt a minute order approving the 2021/22 Basic Service Level Budget as submitted.

**SUMMARY:**

The City, along with the County of Madera and the City of Chowchilla, established a Joint Powers Authority (JPA) to create an agency with the expressed purpose of attracting and establishing industry in the region. The EDC is seeking funding to continue with its core mission for the upcoming fiscal year.

**DISCUSSION:**

*History & Board Composition*

The EDC was created by the County of Madera and the cities of Madera and Chowchilla through a JPA in 1968. On an annual basis, the EDC approaches each respective agency and outlines budget needs and contribution amounts. In an effort to identify needs, EDC staff works collaboratively with its Board of Commissioners, comprised of 13 members from county chambers, industry and public utility to plan the upcoming year's strategy and efforts. Budget needs are more narrowly defined by the EDC Executive Committee, which is comprised of 5 of the 13 aforementioned Board of Commissioners.

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### *Role of the EDC*

The EDC, in partnership with the City, works tirelessly on:

1. Attracting new business, particularly job creation.
2. Assisting existing business expand, including identifying and providing loans.
3. Retention of existing business that are seeking and relocating outside of the region.
4. Serving as a liaison between the City and businesses.

As part of these efforts, the EDC:

- Attends trade shows
- Communicates with corporate site selectors to identify needs
- Identifies key personnel at public utility companies (e.g. PG&E, AT&T, Comcast)
- Generates data

While not all efforts result in new businesses, it is worth noting that the EDC played an instrumental role in recently attracting:

Table 1: New Businesses in the City (1)	
Auto parts company (manufacture)	Vallarata Supermarket-Open Sept.
Agricultural Chemical Co.	North Fork Mono Resort
Plastic molding company-Open April	Love's Travel Center-Open March
<i>Projects in Ave. 17/Hwy 99 area</i>	

**\*\*Company names may not be provided due to confidentiality\*\***

### *California Central Valley EDC*

While the EDC represents the JPA agencies, it also part of an eight county wide economic consortium, the California Central Valley Economic Development Corporation (CCVEDC). The CCVEDC is nationally recognized and assists the EDC with connecting key decision makers, generating proprietary research and data, and in organizing site tours with corporate site selectors. Being a member of the EDC grants access to CCVEDC's prospects and leads.

### *Regional EDC*

Worth noting is that EDC also acts as the lead agency on a county-wide basis for several agencies, organizations and programs, including:

- A. The Eastern Madera County Chamber Alliance
- B. The Greater Madera County Industrial Association
- C. Recycling Market Development Zone (Zone administrator working with CalRecycle and Madera County businesses that use recycled materials to prevent adding to the landfill)
- D. The Madera County and City of Madera Revolving Loan Fund programs and others.

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2425 West Cleveland Ave., Suite 101 • Madera, CA 93637  
559-675-7768 • fax 559-675-3252 • [www.maderacountyedc.com](http://www.maderacountyedc.com)



The EDC is also a leader in promoting Madera with ongoing press releases, social media, daily blogs and serves as the Madera County representative on the Channel 30 ABC News community advisory committee.

## EDC REQUEST

The contribution amounts are proportionally based on population. For the upcoming year, EDC staff, along with the Board of Directors determined the following contribution amounts:

**Table 2: Contribution Amounts**

	County of Madera	City of Madera	City of Chowchilla	Total
Contribution	223,320.36	181,749.80	34,363.75	439,433.91
Population %	50.82%	41.36%	7.82%	100%

The 2021/22 Basic Service Level Budget has a .57% increase over the 2020/21 budget, due to minor anticipated operational costs. The JPA states that each jurisdiction shall pay a pro-rated share of the EDC Basic Service Level Budget based on population. EDC conducts an annual review of the State of California Department of Finance (DOF) most recent population numbers for the County of Madera, City of Madera and the City of Chowchilla. The DOF figures show that the City of Madera population represents 41.36 % of the County. This equates to \$181,749.80 for the 2021/2022 fiscal year. This is an increase of \$1,029.63 over the 2020/2021 Basic Service Level budget.

## LOOKING FORWARD

Similar to all organizations, the EDC takes its role seriously and is continuously looking at improving to better serve the City. Looking forward to FY 21/22, the EDC will:

- EDC will provide a quarterly update to the council on projects and activities.
- All council members will be emailed the agenda for the EDC's Board of Commissioners Quarterly meetings.
- EDC staff will invite council members for individual monthly briefing.

## FISCAL IMPACT

This request will have an impact to the General fund in the amount of \$181,749.80.





EDC Projected Expenses	County	City	City	
Table 2	of Madera	of Madera	of Chowchilla	TOTAL

<b>Staff Salaries/Other Compensation</b>	117,760.88	95,840.02	18,120.63	231,721.53
<b>Staff Benefits/Taxes</b>	54,183.51	44,097.40	8,337.57	106,618.48
Subtotal	171,944.39	139,937.42	26,458.20	338,340.01

<b>Operating Expenses</b>	% to be applied	50.82%	41.36%	7.82%	100%
Audit	4,000	2,032.80	1,654.40	312.80	4,000
Auto Expense/Travel	3,000	1,524.60	1,240.80	234.60	3,000
Conference/Training	2,500	1,270.50	1,034.00	195.50	2,500
Staff Expense	2,000	1,016.40	827.20	156.40	2,000
Insurance/Surety Bonds	1,000	508.20	413.60	78.20	1,000
Office Supplies	1,000	508.20	413.50	78.20	1,000
Office Rent	26,000	13,213.20	10,753.60	2,033.20	26,000
Organizational Dues	1,500	762.30	620.40	117.30	1,500
Postage	1,000	508.20	413.60	78.20	1,000
Newsletter	2,394	1,216.63	990.16	187.21	2,394
Printing	1,000	508.20	413.60	78.20	1,000
Publications/Directories	500	254.10	206.80	39.10	500
Repairs/Maintenance	3,500	1,778.70	1,447.60	273.70	3,500
Telephone	3,000	1,524.60	1,240.80	234.60	3,000
Utilities	3,500	1,778.70	1,447.60	273.70	3,500
Commission Expense	200	101.64	82.72	15.64	200
Equipment Rental	3,000	1,524.60	1,240.80	234.60	3,000
Marketing	42,000	21,344.40	17,371.20	3,284.40	42,000
	101,094.00	51,375.97	41,812.38	7,905.55	101,094

TOTAL Fiscal Year 21/22	223,320.36	181,749.80	34,363.75	439,433.91
	County of Madera	City of Madera	City of Chowchilla	