



COUNTY OF FRESNO CEDS

COMMUNITY ROUNDTABLES

NOVEMBER 2024



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VICTORIA WILSON, CONSULTANT

AGENDA

- ▶ Introduction
- ▶ Project Overview
- ▶ Discussion



INTRODUCTION

THEORY INTO PRACTICE

Committed to **holistic thinking** and **sustainable development**.

We design strategies that will support your community's
vision for the future.



1995

YEAR FOUNDED

550+

ENGAGEMENTS

400+

CLIENTS

44

STATES

5

COUNTRIES



Project Team



Jeff Marcell
Senior Partner

PRINCIPAL-IN-CHARGE



Elizabeth Scott
Senior Consultant

PROJECT MANAGER



Victoria Wilson
Consultant

PROJECT CONSULTANT

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PROJECT OVERVIEW

PROJECT GOAL

To create a fully digitally integrated Comprehensive Economic Development Strategy (CEDS) for Fresno County and its 14 incorporated cities to guide economic prosperity, resilience, and federal grant eligibility.

CEDS STRATEGY COMMITTEE

Nick Audino
Newmark Pearson Commercial

Karen Foster
Selma Chamber of Commerce

Mike Kissinger
Kerman Chamber of Commerce

Will Oliver
Fresno County EDC

Deep Singh
City of Selma

Sean Brewer
City of Coalinga

Thomas Gaffery
City of Fowler

Ray Leon
City of Huron

Lisa Olivera
Fresno Clovis Visitors Bureau

Lisa Swartz
Kingsburg Chamber of Commerce

Chris Brown
Fennemore Dowling Aaron

Cristian Gonzalez
City of Mendota

Cassandra Little
Fresno Metro Black Chamber of
Commerce

Nathan Olson
City of Sanger

Erik Valencia
Reedley Chamber of Commerce

Elizabeth Cabrera
City of San Joaquin

Alex Henderson
City of Kingsburg

Jesus Martinez
CVIIC

Karen Pearson
Sanger Chamber of Commerce

Pao Yang
The Fresno Center

Gino Cayanan
Noble Credit Union

Esmeralda Hurtado
City of Sanger

Chad McCollum
City of Clovis

Jolene Polyack
City of Kingsburg

Nicole Zieba
City of Reedley

Marcia Dansby
Fresno County EDC

John Jansons
City of Kerman

Jonathan Meza
Mendota Chamber of Commerce

Julian Ramos
Fresno County EDC

Ed Dunkel
Precision Civil Engineering, Inc.

Simran Jhutti
Fresno Council of Governments

Vong Mouanoutoua
Community Health System

Bernadette Rojas
U.S. Department of Commerce,
International Trade Administration

Bryn Forhan
The Forhan Company

Bernard Jiminez
County of Fresno

Scott Netherton
Coalinga Chamber of Commerce

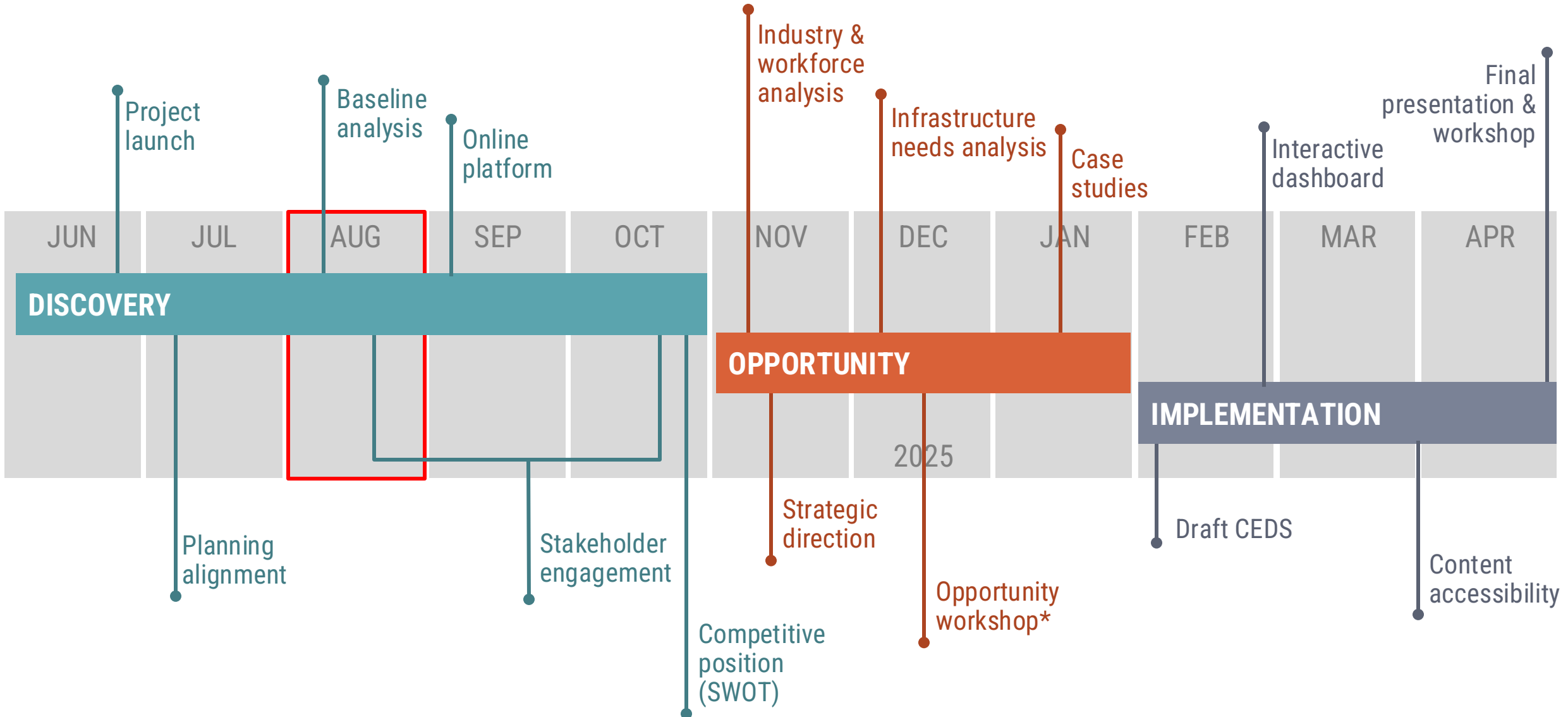
Fernando Santallian
City of Selma

Additional representatives from the cities of Firebaugh, Orange Cove, and Parlier TBD

CEDS OVERVIEW

- ▶ A **data-informed** plan for regional economic development
- ▶ The result of a **regionally-owned planning process** designed to **build capacity** and guide the economic **prosperity** and **resiliency** of an area or region
- ▶ Considers, integrates, and **leverages other regional planning efforts**
- ▶ Required elements include a **SWOT analysis**, compiled from regional demographic and socioeconomic data, target sector analysis, and infrastructure assets
- ▶ Regions must update their CEDS at least **every 5 years** to qualify for EDA assistance
- ▶ A CEDS is a prerequisite for **EDD designation** by the EDA

PROJECT SCHEDULE



*The OW could take place in mid-Dec or early January with no impact on the timeline

WHAT INFORMS THE STRATEGIC PLAN?



WHAT YOU TELL US

- ▶ Meetings with community leadership & staff
- ▶ Focused roundtables
- ▶ Stakeholder interviews, townhalls, & workshops



WHAT THE DATA TELL US

- ▶ Economic assessment
- ▶ Target industry analysis
- ▶ Workforce analysis



WHAT OUR EXPERIENCE TELLS US

- ▶ Strategies & initiatives
- ▶ Best practices & use cases
- ▶ Trends in economic development



DISCUSSION

QUESTIONS FOR DISCUSSION

- 1 What are the County of Fresno's strengths related to economic growth? The weaknesses?
- 2 What are the biggest economic growth opportunities for the County? The challenges?
- 3 Are there any significant recent investments or initiatives we should be aware of?
- 4 Which current/past business policies have been effective? What new policies or programs (not currently available) would make the County more competitive?
- 5 Does the community have any infrastructure challenges that could impede economic growth?
- 6 Is there adequate coordination among economic development partners across the County of Fresno?
- 7 Are there any governmental barriers that impede development? Are there examples of good coordination?



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