



ANNUAL REPORT 2022-2023



AUTO ZONE DISTRIBUTION CENTER GROUNDBREAKING

Madera County, California — “The Perfect Location”



Message from the Chairman



Hi friends! 2023 proved to be very similar to 2022 in many sectors of our economy. Challenges continued for agricultural interests with almond growers experiencing the 4th consecutive year of sub profitable prices due to the strong dollar, high interest rates and inflation, and geopolitical barriers compromising exports. High mortgage rates have caused a tremendous slowdown in home buying and selling. Despite the high rates, home prices remain high due to a lack of inventory available for sale. Mortgage rates are expected to remain relatively high through 2024.

The favorable news is that the industrial and warehouse sectors continue to show strength, although there is practically no inventory of space available for new or existing businesses to expand. Madera County industrial developers are working closely with their respective jurisdictions to remedy this situation. Affordable housing in Eastern Madera County (EMC) is also beginning to be addressed through a 120-unit development in Oakhurst called River Grove Apartment Community. The people living in this community will provide a workforce base for EMC businesses where there is a scarce workforce. The retail sector continues to grow in Madera, Chowchilla, and the SR 41 corridor due to population growth in those communities. The retail growth includes locally-owned businesses and popular national chains.

Overall, Madera County businesses, including those in the cities of Madera and Chowchilla, are strong economically as evidenced by our relatively low unemployment rate and low business turnover. Moreover, the best is yet to come for Madera with planned business expansion in industrial, retail, housing, and commercial development. Our public and private sector partners work closely together to ensure that economic vitality remains strong, providing positive returns for our citizens and employers. The Madera EDC remains committed and focused by assisting existing business expansion as well as attracting quality business to our county and cities.

Robert Poythress, Chairman of Board



Message from the Director



We've seen significant interest from the retail and industrial sectors though available space in both is limited. I think the macroeconomic environment has slowed some potential development due to uncertainty and rising interest rates. Additionally, our access to power for residential, commercial, and industrial development and business expansions have also slowed progress. However, PG&E has committed to expanding its capacity in the very near future to accommodate our needs. We will continue to work with PG&E and hold them accountable.

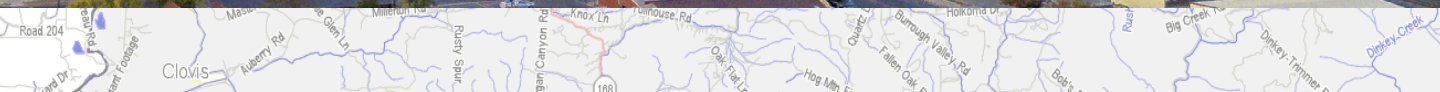
One of our initiatives is to rebrand and develop a new website to effectively market Madera, Chowchilla, and the County to the retail and industrial sectors for new shopping and employment opportunities. We will unveil our new website in January. One of our chief roles is to be a marketing platform for the county, its cities, and communities. Our collective narrative is one of

“can do,” hard work, cooperation, and support for LOCAL businesses. It is very important for us to buy local, join our local chambers of commerce, support our AG economy, eat at local restaurants, buy gas, and shop in Madera County.

Eastern Madera County has seen a rebound in tourism since COVID-19 and continues that trajectory with a strong summer tourism season in 2023. Additionally, on SR 41 and Road 200, a new shopping center is under construction which is exciting news to report. We also have two nationally recognized developments that are thriving in Tesoro Viejo and Riverstone that are attracting new residents to our county.

I have used the first year as executive director to maintain and build our network of contacts in the brokerage, finance, retail, and industrial spaces. Though traditionally economic development is one of relationships it is also one of data. Retail is driven by rooftop data. We have exciting future housing developments in Chowchilla, Madera and Eastern Madera County. Speaking of retail, we saw Madera's first Dutch Bros and its first In-N-Out will open in the City of Madera. In the industrial space AutoZone's Northern California Distribution Center has begun construction in Chowchilla and WHSE Partners and Amond World have opened in the Madera area. We will continue to help our local businesses expand and work to attract quality retail and jobs in 2024.

Darren Rose, Executive Director



Our Services

MCEDC is available to help businesses become more profitable by locating them in the geographic center of California, where all modes of distribution transportation coverage: freeways, rails, trucking, and air.

Our Mission

Our mission is to position Madera County as an economically viable and vibrant county by aggressively pursuing all avenues of growth for new and existing businesses, with the goal of maximizing employment opportunities, tax base, and quality of life.

Economic Development Services

- Recruitment and location of new business – manage county attraction programs
- Public policy advocacy – a business advocate for infrastructure, zoning, and development issues impacting business
- Business advocacy – manage the Greater Madera County Industrial Association
- Infrastructure development – initiating and securing the funding needed for crucial infrastructure projects
- Retention and expansion of existing business
- Consult businesses regarding tax incentives
- Economic research
- Administer the county Comprehensive Economic Development Strategy CEDS
- Managed Madera County incentive programs

CalRecycles Recycling Market Development Zone (RMDZ)

The RMDZ program combines recycling with economic development to fuel new businesses, expand existing ones, create jobs, and divert waste from landfills. This program provides attractive loans, technical assistance, and free product marketing to businesses that use materials from the waste stream for their manufacturing. To participate, a business must be located in an RMDZ Zone. All of Madera County is a RMDZ zone so businesses within the county automatically are given the opportunity to benefit from the RMDZ program.

Foreign Trade Zone

A U.S. Foreign Trade Zone is a designated area that is, for Customs purposes, considered to be outside of the United States. Nearly any imported merchandise can be brought into a Foreign Trade Zone duty-free.

Opportunity Zones

Are federal economic development tools aiming to improve the outcomes of distressed communities. They offer tax incentives to groups who invest and hold their capital in zone assets or property for at least five years and a permanent exclusion from a tax on capital gains from the opportunity investment held for ten years. Madera County has five designed census tracts included.

Public Services

- Project Assistance
- Small Business Assistance
- Business Incentive Information
- Small Business Gap Financing
- Industrial & Commercial Site Selection
- Site Tours
- Demographics
- Information on Workforce Programs

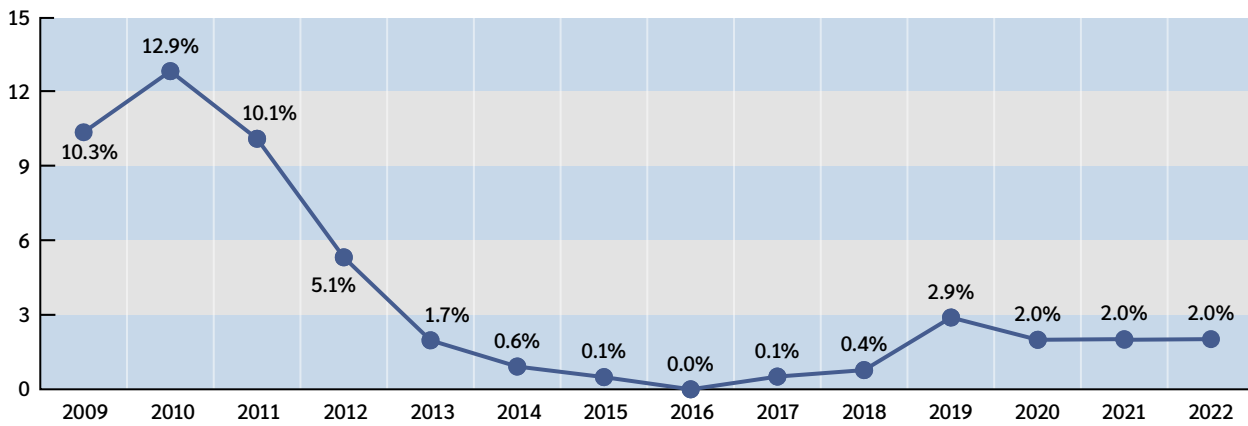
MCEDC Overview

The Madera County Economic Development Commission (MCEDC) is a Joint Powers Authority comprised of the County of Madera, the City of Madera, and the City of Chowchilla. Commission members represent the Joint Powers agencies, Chambers of Commerce within Madera County, Board of Supervisors, City Councils, Workforce Investment Board, industrial and public utility sectors.

Goals

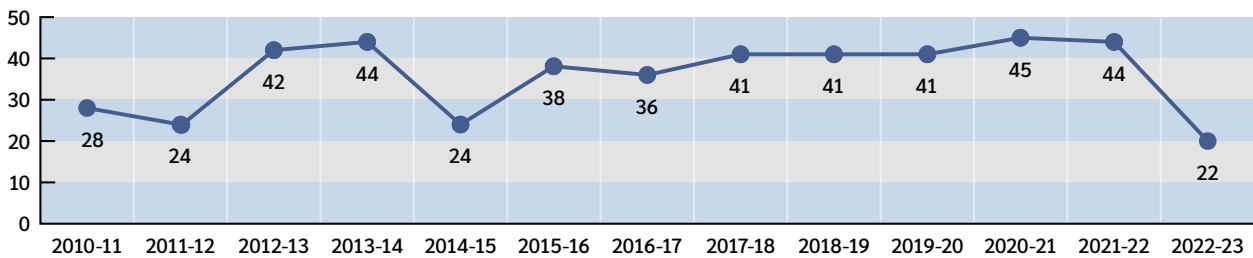
1. To improve the economic capacity of Madera County.
2. To improve the quality of life for the residents of Madera County.
3. To ensure a positive economic future to the residents of Madera County.

Industrial Vacancy Rate



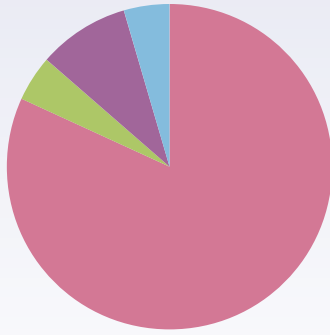
The vacancy rate is determined by the total amount of industrial units, total units occupied, and non-occupied units.

Prospects



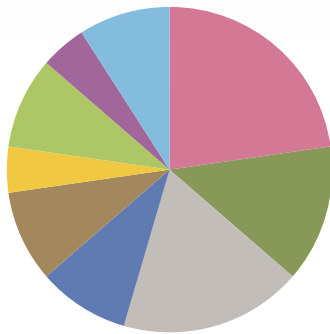
Prospects are businesses looking at Madera County for their future projects.

Summary of Prospects



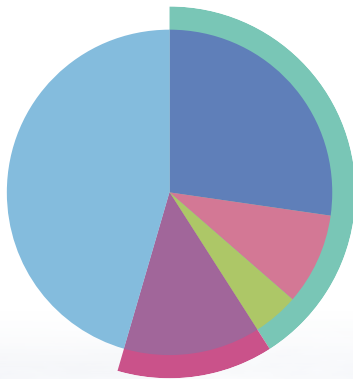
Prospects By Source

MCEDC	18
CCVEDC	1
Go Biz	2
Chowchilla	1
Total	22



Prospects By Industry

Manufacturing	5
Distribution/Warehouse	3
Retail	4
Recreational/Travel	2
Food Service	2
Other	1
Bio/Energy	2
Recycle	1
Transportation	2
Total	22



Prospects By Size

< 10,000 sq.ft.	6
10,001–20,000 sq.ft.	0
50,000–70,000 sq.ft.	2
70,001–99,000 sq.ft.	0
> 100 sq.ft.	1
< 10 acres	3
11–20 acres	0
21–40 acres	0
41–80 acres	0
> 81 acres	0
No size	10
Total	22

Activities Summary

SMALL BUSINESS ASSISTANCE

- 9 Madera County Small Businesses received grant funds under the County of Madera Micro Business Grant Program
- 108 Madera County Small Businesses received grant funds under the County of Madera ARPA Grant Program
- 14 small businesses with startup or expansion assistance

MARKETING

8 Marketing Missions

4 Trade Shows

OTHER MARKETING ACTIVITIES

- Website Property Database
- Marketing Broker Missions
- Annual Report
- Ribbon Cuttings & Ground Breakings
- E-Biz Monthly Email

SOCIAL MEDIA

-  Facebook
-  LinkedIn
-  Twitter

COMMITTEES

- Eastern Madera County Foundation
- Comprehensive Economic Development Strategy (CEDs)

MEMBERSHIPS

- Central California Valley Economic Development Corporation (CCVEDC)
- California Association for Economic Development (CALED)
- International Council of Shopping Centers (ICSC)
- Society of Industrial and Office Realtors (SIOR)
- Select USA
- Team California

CHAMBERS OF COMMERCE

Chowchilla, Madera, Oakhurst,
Bass Lake, North Fork, Coarsegold,
and Golden Valley

AFFILIATIONS

- Madera County Workforce Investment Board
- Greater Madera County Industrial Association (GMCIA)



Highlights

NEW BUSINESS

▶ *Amond World, Origio Investments, and Span Construction and Engineering* have completed Phase 1 on their state-of-the-art refrigerated cold storage facility to specifically support farmers and processors. Cold Storage will increase profitability with short and long-term storage to maintain the integrity of the product at hand.

▼ *WHSE Partners*, the newest multi-tenant industrial warehouse development, located on South Schnoor Avenue, has completed the construction of 144,000 square feet (74 units of 1,950 sq. ft.), and is ready for leasing.



Rio Acai Bowls, a healthy alternative restaurant originally from Bakersfield, has opened its first location in Downtown Madera at 1301 W Olive Ave #D.

O'Reilly's Auto Parts is now open In Chowchilla, CA, located in the Countrywood Shopping Center.



Dutch Bros. Coffee ▶ has opened their first location in the City of Madera. Located at 1447 Country Club in the Vallarta Supermarket Shopping Center.

AG Machining a southern Californian fabricator has relocated to Madera occupying 157,000 square feet of warehouse space on Almond Ave and expected to employ about 65 people.

GROUNDBREAKING

Autozone ▼ has broken ground in Chowchilla, CA on their latest distribution centers. Construction has begun and is expected for completion in early 2024.



Highlights cont'd

PUBLIC IMPROVEMENTS

California Transportation Commission (CTC) approved the [State Route 99 Highways Operation and Protection Program \(SHOPP\)](#) to fully fund the gap closure of SR 99 in Madera County from Avenue 7 to Avenue 12. Madera County will receive \$54.7 million in state funds for the project, improving traffic congestion and safety. The project will rehabilitate approximately 23 miles of pavement upgrading drainage, adding an auxiliary lane, and increasing vertical clearance at one structure. The project will also incorporate electric vehicle charging infrastructure.

[Almond Park](#), a new park, debuted in the Madera community (890 Ivy Glen Drive), one of many to build in Madera thanks to a \$2 million grant received by the City of Madera.

Groundbreaking for [State Route 99 Avenue 12 Bridge](#), a \$36.8 million project, was made possible by \$6 million in funding from the federal Infrastructure Investment and Jobs Act of 2021 and \$10 million in funding from Senate Bill 1, the Road Repair and Accountability Act of 2017.

[Highway 41 South Expressway Expansion](#) in Madera County has secured a \$21.5 million grant through the U.S. Department of Transportation to upgrade approximately four miles of the Madera 41 South Expressway from a 2-lane rural to a 4-lane highway.

EDUCATION

MADERA COMMUNITY COLLEGE WINS LUMINA MILLION DOLLAR COMMUNITY COLLEGE CHALLENGE

Madera Community College serves about 7,000 students; the 116th campus in California's community college system. The Lumina competition is intended to help community colleges improve their marketing and build stronger brands aimed to help community colleges appeal adult students in particular.

MADERA BIOMASS POWER PLANT

The plant was acquired by Clean Energy Systems in Rancho Cordova and is slated to convert into a biomass carbon removal and storage facility (BiCRS) once converted, the facility will convert farm waste from local farms into a renewable synthesis gas that will be mixed with oxygen in a combustor to generate electricity and or hydrogen.

HOUSING

RANCHO CALERA

A master-planned development in Chowchilla, California, Rancho Calera includes a nearly 13-acre park at the heart of the community, plus 7 neighborhood parks, and more than 5 miles of a "greenway network" that includes trails, pathways, and a broad central promenade to bring homes, schools, parks, and retail centers together.

COMING SOON

[The Margaux](#), a 5,000 sq ft wedding venue located on Avenue 14, is expected to be completed and open for business by January 2024.

The retail company [Big Lots](#) is headed to the Country Club Shopping Center, occupying the old Save-Mart Supermarket location.

[In-N-Out](#) fast food retailer is under construction and is expected to be fully operational at their Madera location by late 2023.



HEALTHCARE

Becker's Hospital Review Names *Valley Children's Healthcare* one of the Nation's Top Places to Work in Healthcare.

Tesoro Viejo ▶ *Camarena Health* has completed the 13,000-square-foot location, making this its 22nd location. The state-of-the-art health and wellness facility is located in the HUB, the housing town center, and is a two-story facility offering medical, dental, behavioral health, and health education.



HAPPENINGS

CHOWCHILLA CENTENNIAL CELEBRATION

The *City of Chowchilla* ▼ was incorporated on February 7, 1923, and celebrated with a kickoff parade, a special council meeting, a centennial party, park events, and a Roaring 20s Centennial Dinner.





MADERA COUNTY ECONOMIC DEVELOPMENT COMMISSION

COMMISSIONERS

Robert Poythress

MADERA CHAMBER OF COMMERCE,
CHAIRPERSON

Jordan Womhoff

MADERA COUNTY
BOARD OF SUPERVISORS

Santos Garcia

CITY OF MADERA

Brad Ditton

BASS LAKE CHAMBER OF COMMERCE

Waseem Ahmed

CITY OF CHOWCHILLA

Anthony Corales

PUBLIC UTILITY

Paige Hill

CHOWCHILLA CHAMBER OF COMMERCE

Wade Wheeler

NORTH FORK CHAMBER OF COMMERCE

Darin Soukup

OAKHURST CHAMBER OF COMMERCE

Ollia Ridge

GOLDEN VALLEY
CHAMBER OF COMMERCE

Laura Young

COARSEGOLD CHAMBER OF COMMERCE

Maiknue Vang

WORKFORCE DEVELOPMENT BOARD
OF MADERA COUNTY

STAFF

Darren Rose

Executive Director

Maritza Garcia

*Business Development
& Marketing Manager*

Lois Leonard

*Business Assistance
& Office Manager*

Madera County, California

“The Perfect Location”



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