

ANNUAL REPORT 2023-2024



MADERA COUNTY EDC
ECONOMIC DEVELOPMENT COMMISSION



MADERA COUNTY, CALIFORNIA

THE PERFECT LOCATION

Message From The Chairman

THE MADERA COUNTY ECONOMY FOR the fiscal year 2023–2024 experienced impressive growth, despite high inflation and high interest rates. We continue to attract residents and businesses due to our central location, recreational amenities, affordable housing relative to the coastal regions of the State of California, and employment opportunities. The City of Madera saw the opening of In N Out, Smart and Final, and the expansion of EVAPCO. The construction of the AutoZone Distribution Center in Chowchilla continues with an opening scheduled for 2024–2025. Projects are planned for Tesoro Viejo and Freedom Industrial Parks. New home building and sales continue despite the interest rate increase as available SFR inventory remains low. Our agriculture-based economy is struggling due to low commodity prices and high input costs. Camarena Health continues its impressive expansion of health services in the County. Madera Community Hospital is anticipated to open during the 4th quarter of 2024, providing acute care hospital services for Maderans that have been missing for close to 2 years. Other projects are in process that we anticipate opening during the next fiscal year as well.

I believe that these success stories are a tribute to the great determination and resilience of our business community and investors. They represent people who fight to succeed despite oppressive regulatory obstacles and hurdles that would stop the faint of heart in their tracks. Our businesses are truly those who “create jobs.” not the politicians who love to take credit for something they took no part in developing. Due to the undying spirit of those who put their capital at risk, I have great confidence in our economic future despite the obstacles. God Bless!

—Rob Poythress



Message From The Director

MADERA COUNTY IS A PLACE with immense potential for economic development. With our strategic location in the heart of California, we are perfectly positioned to attract businesses from a variety of industries. Our county boasts a diverse economy, with strengths in agriculture, manufacturing, and tourism. We have a skilled workforce, excellent transportation infrastructure, and a supportive business climate that makes Madera County an ideal place to start, locate or expand a business.

In the last 12 months, we’ve redesigned our website and updated our logo to enhance our marketing brand. We facilitated the relaunch of the Greater Madera County Industrial Association (GMCIA) to assist local manufacturers. We have worked closely with PG&E to expand their local capacity to serve local businesses and the community. Additionally, we have assisted over a dozen local businesses with their expansions. Madera’s first In-N-Out opened earlier this year after years of work by the EDC and the City of Madera. At some point over the summer of 2024, the AutoZone Northern California Distribution Center will open in Chowchilla which means good-paying jobs. I have also worked hard to improve communication, transparency, and trust with our JPA members, the County and cities of Chowchilla and Madera. Finally, the North Fork Mono Casino & Resort is slated to break ground in the next year after years of litigation came to an end.

In addition to supporting existing businesses, we are also focused on attracting new businesses to Madera County. We are actively working to promote our county as a prime location for companies looking to relocate or expand. With our affordable land, low business costs, and skilled workforce, Madera County offers a competitive advantage to businesses looking to establish a presence in California. We’ve also worked to foster partnerships with local organizations, and government agencies, and to create a thriving business ecosystem in Madera County. By working together, we can leverage our collective resources and expertise to drive economic growth and create opportunities for all residents.

Furthermore, we are committed to promoting workforce development initiatives that will help our residents gain the skills and training they need to succeed in today’s economy. By partnering with local schools, Madera Community College and the Madera County Workforce Development Board, we can ensure that our workforce is prepared for the jobs of the future and that businesses have access to a talented pool of workers.

Madera is the future, its resources, strategic location, and hard-working people are poised for future success and prosperity. It’s been my honor and privilege to service you as your Executive Director.

—Darren Rose



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, rail, trucking, and air.

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—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)
- Manage Madera County Incentive Programs
- 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

CalRecycle's Market Development Zone (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.

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.



MADERA COUNTY EDC ECONOMIC DEVELOPMENT COMMISSION

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 to maximize employment opportunities, tax base, and quality of life.

Our 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.



GROUNDBREAKINGS

The **Madera County Food Bank** recently broke ground on their new 21,800-square-foot facility at the intersection of Knox and Road 28. Span Construction and Engineering will oversee the project, and completion is projected for 2025.

HOUSING

A new master-planned community, **The Villages at Almond Grove**, is set to be built in West Madera, covering over 1,800 acres. It will feature residential, commercial, and open space areas, with plans for 10,800 housing units, 2.1 million square feet of office/commercial space, 164 acres of parks, and 55 acres for schools and public amenities.

EXPANSIONS

EVAPCO has expanded its plant by 36,000 sq.ft., now totaling 96,000 sq.ft.

Amound World, **Origio Investments**, and **Span Construction and Engineering** completed their state-of-the-art refrigerated cold storage facility to specifically support farmers and processors and have plans for Phase 2 of their development adding 250,000 sq.ft. of cold storage in 2025.

California Custom Processing—The current 65,000 square-foot CCP almond processing facility is expanding with a new 52,500 square-foot building funded by X-Caliber Rural Capital and Castle Green Finance through the USDA's loan program and C-PACE financing for a renewable energy system.

Miles Chemical is planning an expansion of 100,000 square feet.

BUSINESS/RETAIL

New businesses will surface on the **Valley Children's Hospital Campus** in the next two years. Approximately 40 acres are designated for mixed-use development, situated amidst the existing buildings, Children's Boulevard, and Highway 41.

HEALTHCARE

Becker's Hospital Review has named **Valley Children Hospital** one of nation's top places to work in healthcare. Valley Children's receives grant funds from The United States Department of Energy (DOE) to support adopting renewable energy resources and developing essential clean air technologies through their solar microgrid project.

PUBLIC IMPROVEMENTS

Madera Police Department and **Lions Town & Country Park** received over \$2.5 million in state funding for technology upgrades for the Police Department's communication system and the Lions Town and Country Park trail.

City of Madera's Sewer Trunk project will receive \$1 million for the rehabilitation and replacement of up to 1.7 miles of sewer trunk main pipelines along Pecan Avenue from Granada Drive to State Route 99.

The **Justice Center** has moved to its new facility, a much-needed upgrade since its previous building was over 100 years old and unfit for habitation.▼



HAPPENINGS

EvapCo celebrated 45 years of business in Madera, CA.

Tesoro Viejo Business Park—Tesoro Viejo has partnered with Yosemite Travel Center for a new market and gas station which will be located on the Southeast Corner of HWY 41 and Tesoro Viejo Blvd. The development is slated to open end of 2025.

Nemat Solar—Lean Solar's (Nemat, Inc.) latest project, is showcased at their clients Lyons Transportation Sanger location, the project is exclusively powered by a 200KW DC-Coupled Islanded Micro-Grid, utilizing photovoltaic systems produced by Lean Solar in Madera, CA.▼



NEW BUSINESS

In-N-Out opened in Q1 of 2024, with 80 employees at its first Madera location. ⬇️



The Margaux wedding venue spanning 5,000 sq.ft. on Avenue 14 is now fully operational and accepting event bookings.

Smart & Final opened its first Madera location in Q4 of 2023, taking over the former Pak N Save location in Madera Marketplace Shopping Center and employing 40 people.

Equipment Share, a nationwide equipment rental company, is located on Avenue 18½ with a team of 16 employees. The company is expanding adding a 9,000 sq.ft. on-site truck facility.

Valley Stealz, a streetwear brand, transitioned from a pop-up store to a physical location in Madera Marketplace Shopping Center.

Camarena Healthcare held a ribbon-cutting ceremony in February 2024 for their newest urgent care facility in Chowchilla.

Sapore D'Italia Ristorante—Madera welcomes a new Italian dining option located in the former Gabriela's Ristorante space. ⬇️



COMING SOON

AutoZone—The distribution center is close to finishing construction and is projected to be fully operational by the third quarter of 2024, employing 300 individuals.

The **North Fork Rancheria Casino** plans to commence construction in the third quarter of 2024. The project will feature a 100,000-square-foot facility; estimated to create 1,000 jobs.

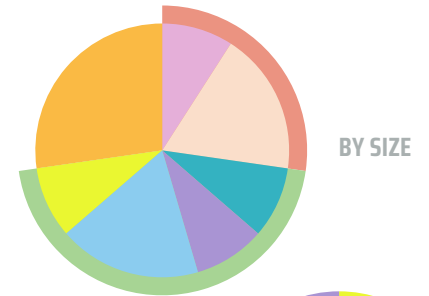
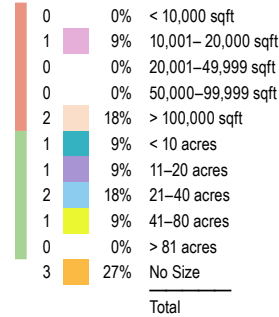
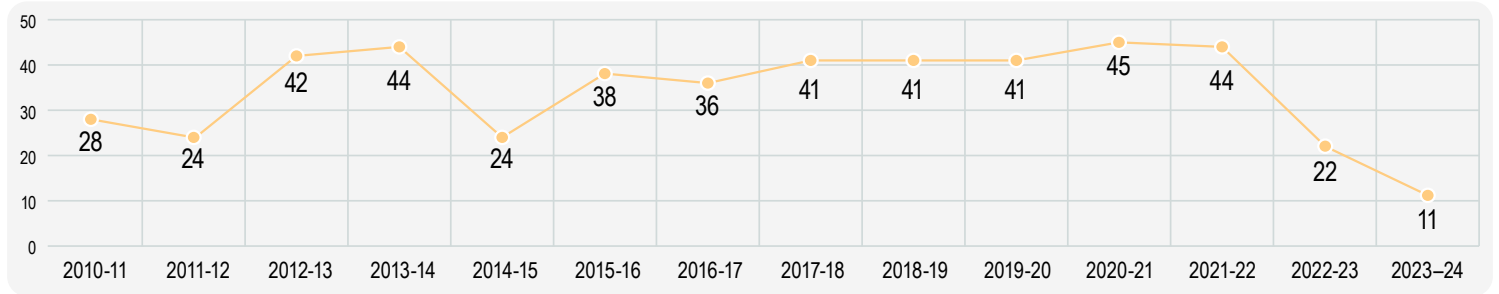
Oakhurst has received \$19.8 million funding for the construction of the **Outbound Yosemite Resort**. The project at 42071 Highway 41 began in Q3 of 2023, involving the enhancement and refurbishment of a 13-room hotel along with eight adjoining parcels when completed it will have 140 rooms.

Two new gas stations are expected to surface in Madera. An **ARCO** is planned off Highway 99 and Avenue 18½ and an independent gas station on the corner of Almond Avenue and Gateway. At Minarets Crossing, a **Chevron** gas station is under construction and has a 6,000 sq.ft. "Urban Market." Additionally, a 4,000 sq.ft. Red Barn is under construction, that will include a Mexican restaurant, coffee shop, Century 21 Real Estate office, and dog groomer.

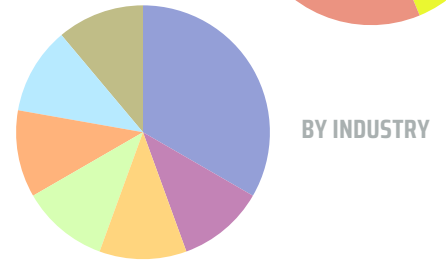
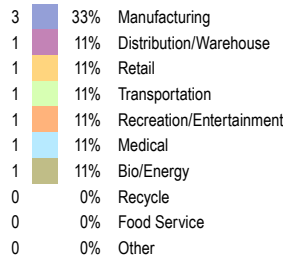
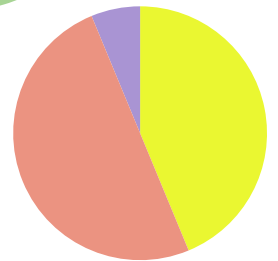
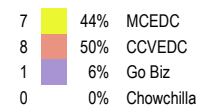
Ross Dress for Less will soon unveil a new store at Madera Marketplace Shopping Center, set to open in mid-2024. ⬇️



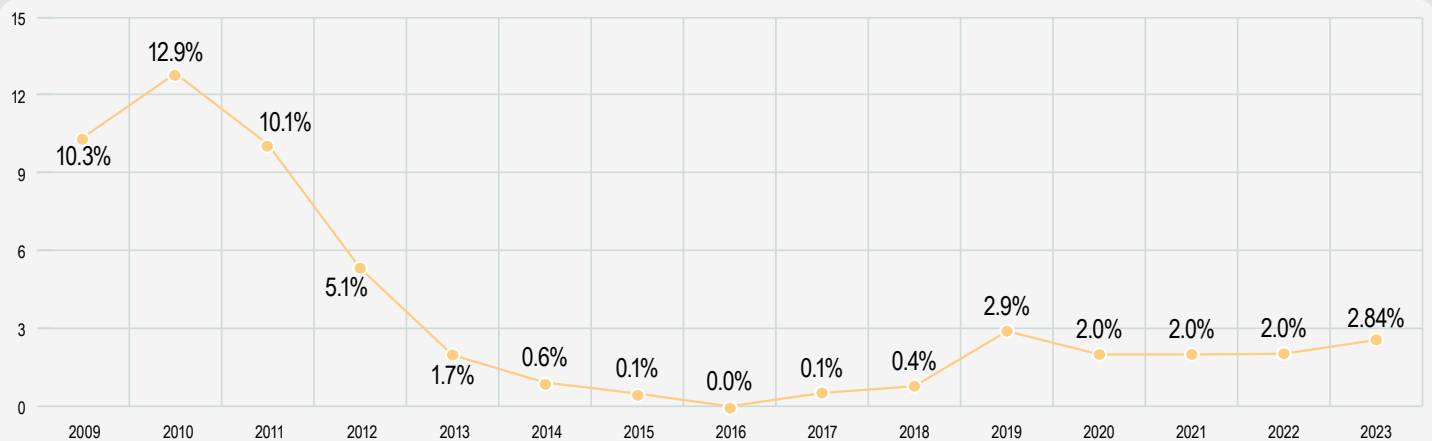
Prospects



BY SOURCE



Industrial Vacancy Rate





Network

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 Chambers of Commerce within Madera County, Board of Supervisors, City Councils, Workforce Investment Board, Industrial and Public Utility sectors.

Activities Summary

- o Small Business Assistance
 - 1 City of Madera small business received grants under the City of Madera grant program
 - Job Assistance: 31 small businesses with startup or expansion assistance
- o Marketing
 - 49 Brokers
 - 6 Marketing Missions
- o Trade Shows: 5
- o Other Marketing Efforts:
 - Website property database/blog
 - Marketing broker missions
 - Annual Report
 - Ribbon Cutting & Ground Breakings
 - E-Biz Monthly Email Distribution
 - Social Media: Facebook, LinkedIn, Twitter

Committees

- o Eastern Madera County Foundation
- o Comprehensive Economic Development Strategy (CEDS)

Memberships

- o Central California Valley Economic Development Corporation (CCVEDC)
- o California Association for Economic Development (CALED)
- o Chamber Members; Chowchilla, Madera, Oakhurst, Bass Lake, North Fork, Coarsegold, and Golden Valley
- o International Council of Shopping Centers (ICSC)
- o Society of Industrial and Office Realtors (SIOR)
- o Select USA
- o Team California

Affiliations

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

Our Values

Economic Vibrancy—We are committed to transforming Madera County into a hub of economic vitality by exploring every growth avenue for both new and existing businesses, ensuring a prosperous future for our community.

Continuous Improvement—We are always on the lookout for ways to enhance our business climate, embracing creativity and forward-thinking to develop new approaches, solutions, and programs that drive economic growth.

Strategic Partnerships—Collaboration is key. We foster strategic partnerships across public and private entities, educational institutions, and community organizations to work together to achieve our shared vision for Madera County.

Resilient Growth—Our vision encompasses a Madera County that is not just growing but growing resiliently, remaining flexible and responsive to changing economic trends, technological advancements, and market demands.

Quality Of Life Enhancement—We aim to elevate the quality of life in Madera County by prioritizing initiatives that not only boost economic growth but also enrich the overall appeal of the region, highlighting it as a desirable place to live, work, and play.

COMMISSIONERS

Robert Poythress

MADERA CHAMBER OF
COMMERCE, CHAIRPERSON

Jordan Wamhoff

MADERA COUNTY BOARD OF
SUPERVISORS

Santos Garcia

CITY OF MADERA

Brad Ditton

BASS LAKE CHAMBER
OF COMMERCE

Waseem Ahmed

CITY OF CHOWCHILLA

Robert Barnes

PUBLIC UTILITY

Paige Hill

CHOWCHILLA CHAMBER
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Wade Wheeler

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OAKHURST CHAMBER
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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
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MADERA COUNTY EDC

ECONOMIC DEVELOPMENT COMMISSION

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