

STANISLAUS COUNTY  
Board of Supervisors

# REPORT

May . 2001

5-8-01  
Presentation "B"

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## SCEDCO

the regional resource for  
business and industry

"we do more than create jobs"





## FROM THE TOP

Since 1984, SCEDCO's efforts have focused on small business start-ups and expansions, financing business growth retaining, existing businesses, and business attraction. Through our business attraction efforts SCEDCO has facilitated the relocation of numerous companies to the County.



**JEFF GROVER**  
Chairman of the Board

While we have enjoyed many of these triumphs, Stanislaus County continues to face challenges in successfully addressing unemployment, a jobs housing imbalance, an intolerable rate of poverty, and the availability of high paying job opportunities. Dealing with these challenges will require a strong public-private collaboration.

In the next few months, SCEDCO's Board of Directors and the newly established Workforce Investment Board (WIB) will contemplate a bold and innovative method of approaching these challenges in Stanislaus County. They will consider merging to create one new board to oversee an aggressive regional development effort. This effort will harness the expertise from the private sector and encourage partnering with the public sector while accessing state and federal resources.

The newly formed board will oversee the development and execution of a countywide economic development strategy. An economic development strategy will determine the competitive opportunities the Stanislaus County region possesses and what key issues need to be addressed to improve our ability to compete.

A countywide strategy will establish priorities and define measurable goals. It will result in a common set of principals and a coordinated, focused endeavor. It will clarify and define roles and responsibilities and result in a more efficient use of up to \$100 million in local, state and federal funds. The board will measure progress and hold the stakeholders accountable for the role they play in implementing the strategy.

A merger between the SCEDCO Board and the Workforce Investment Board (WIB) and an aggressive regional effort could result in a better educated workforce, resulting in more and better jobs.



**CHARLINE SPECK**  
President/CEO

### BOARD OF DIRECTORS

#### PUBLIC DIRECTORS

SUPERVISOR PAUL CARUSO  
County of Stanislaus  
HEIDI MCNALLY-DIAL  
City of Ceres  
COUNCILMEMBER BART CONNER  
City of Hughson  
COUNCILMEMBER KATHY WRIGHT  
City of Patterson  
COUNCILMEMBER ARMOUR SMITH  
City of Modesto  
MAYOR DAVE REED  
City of Newman  
COUNCILMEMBER FARRELL JACKSON  
City of Oakdale  
COUNCILMEMBER MIKE BURNS  
City of Waterford  
RICH HOLMER  
City of Riverbank  
CHARLIE WOODS  
City of Turlock

#### PRIVATE DIRECTORS

BRAD BATES  
CAPAX Insurance  
RALPH CURTIS  
Curtis & Arata  
JOHN EVANS  
Evans Communications  
JEFF GROVER  
Solecon Industrial Contractors, Inc  
LAUREN HAMLIN  
Modesto Irrigation District  
JAMES BRENDA  
JBK Homes Corporation  
CHRIS REARDON  
Manufacturer's Council  
PAT RINGER  
Wells Fargo Bank  
PAUL VAN KONYNENBURG  
Britton-Konynenburg  
BOB JORGENSEN  
Kozy Shack

#### AT-LARGE DIRECTORS

LYNN DICKERSON  
Modesto Bee  
Dr. KENNETH ENTIN  
CSU, Stanislaus  
Dr. MARIA SHEEHAN  
Modesto Junior College  
JAN ENNENGA  
Stanislaus County Farm Bureau



## H I S T O R Y

SCEDCO was established in 1984 through the cooperative efforts of the nine cities and chamber of commerce, County Board of Supervisors, Private Industry Council, and the State Office of Economic Opportunity. SCEDCO represents a comprehensive, regional approach to economic development in Stanislaus County.

## M I S S I O N

SCEDCO is a public-private partnership whose mission is to facilitate regional economic development by focusing on the attraction, creation, and retention of jobs in Stanislaus County.

# SERVICES

## BUSINESS DEVELOPMENT

SCEDCO provides professional and confidential site location and evaluation assistance through its Office of Business Development. As a partner in a network of regional, statewide and national economic development organizations, SCEDCO provides assistance to both industry and small businesses with expansion and development needs. An inventory of available land and buildings is maintained by the office. Other services include:

- Key Contacts
- Location Incentives
- Demographic Information
- Marketing

## BUSINESS RETENTION

Businesses face significant challenges from a shortage of qualified employees to grow their business to restrictions and consolidations.

SCEDCO's Business Retention Program partners with county-wide public partners and State agencies to identify and initiate change for those issues facing local business and industry. The retention specialist also evaluates expansion potential and provides resources to support future growth.

## BUSINESS FINANCE

SCEDCO's Certified Development Corporation (CDC) provides financing to a variety of business and industry. The Small Business Administration 504 loan program is SCEDCO's most requested financing option. The 504 provides for acquisition and construction of commercial and industrial property and the purchase of equipment. Some of the programs highlights include:

- Outstanding Leverage
- Below Market Fixed Rates
- 20 Year Terms
- Assumable Loan

The CDC provides service to both Stanislaus and Merced Counties.

## VALLEY SIERRA SMALL BUSINESS DEVELOPMENT CENTER

Founded in 1990, Valley Sierra SBDC provides services to meet the needs of both start-up and existing businesses. While the center's goal is to help prevent problems before they occur, they are also dedicated to developing solutions for businesses experiencing difficulties. Counseling is provided by SBDC staff and consultants. All counseling is confidential and free.



# ABOUT NUMBERS

## SCEDCO INCOME SOURCES FOR FISCAL YEAR 00-01

### PRIVATE INVESTORS

#### PRESIDENTIAL \$20,000 +

Modesto Irrigation District  
Modesto Bee  
Great Valley Center

#### EXECUTIVE \$10,000 +

Solecon Industrial Contractors  
Nexus Engineering  
Mid-Valley Engineering  
Coit Services  
Beard Land Improvement Co.  
Wells Fargo Bank  
Evans Communications

#### PARTNERSHIP \$5,000 +

Pacific Gas & Electric

#### LEADERSHIP \$1,000 +

Huff Construction  
Landmark Business Center  
CVOOC  
Turlock Irrigation District  
Pacific Bell  
AT&T Wireless  
Prudential California Realty  
Coldwell Banker Endsley Assoc.  
PMZ Real Estate  
Modern Steel Structures  
Costa Limited Partners  
Harold Haan Real Estate  
St. Michael's Investment  
NI Industries  
Kashlam Group LTD

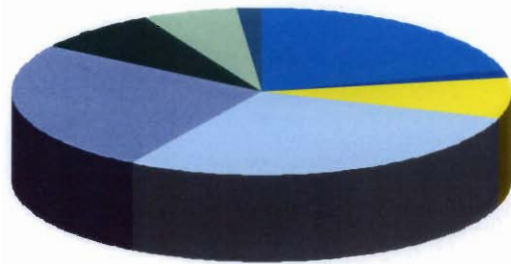
#### INVESTOR \$500

Prime Shine Express

### PUBLIC INVESTORS

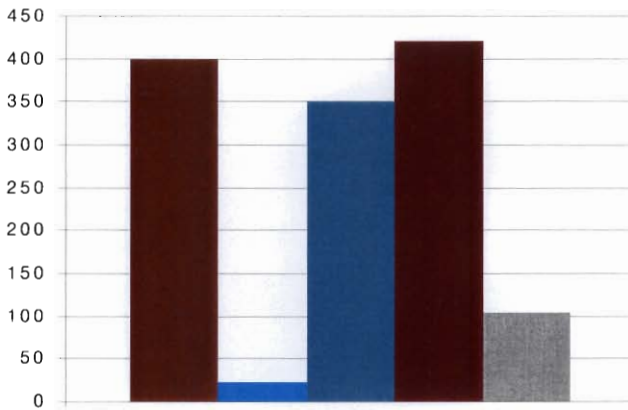
#### INVESTORS

County of Stanislaus  
Dept of Employment & Training  
Community Services Agency  
City of Modesto  
City of Turlock  
City of Ceres  
City of Oakdale  
City of Riverbank  
City of Newman  
City of Patterson  
City of Waterford  
City of Hughson  
Modesto Junior College



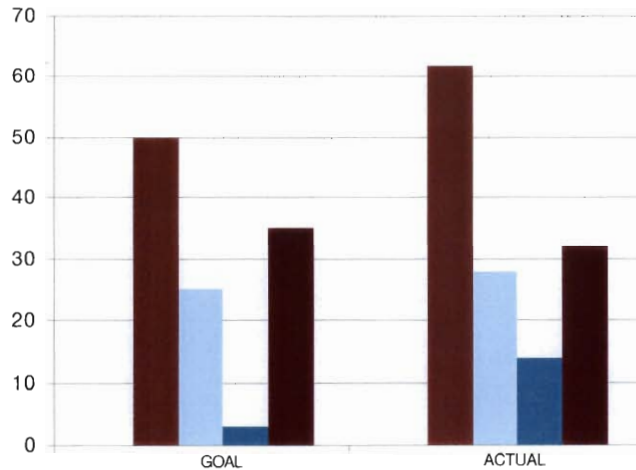
- Cities/County
- State/Federal SBDC
- Other Public
- Employment Training Panel
- Private
- One-Stop Partners
- Certified Development Corporation
- Miscellaneous

## BUSINESS RETENTION



- Business/Industry Visitations
- Business Assisted with Regulatory/Business Climate Issues
- Referrals to Local Public Institutions
- Jobs Created
- Employees Retained

## BUSINESS DEVELOPMENT



- Proposals responding to Specific Land/Building Requirements
- Community Site Tours
- Businesses locating to Stanislaus County
- Existing Businesses Expanding in Stanislaus County



# CHALLENGES OF TOMORROW

## BUSINESS DEVELOPMENT

ATTRACT SIX NEW COMPANIES TO STANISLAUS COUNTY, WHICH WILL RESULT IN **300** JOBS IN FISCAL YEAR 2001

- Vice President of Business Development will call upon 300 targeted prospects
- President will follow-up with 60 prospects that have been pre-qualified by the Vice President of Business Development
- Establish a business recruitment team made up of business, community and political leaders

ADVOCATE STRATEGIES TO FACILITATE THE RAPID DEVELOPMENT OF **100** ACRES OF NEW FINISHED LOTS IN STANISLAUS COUNTY BY THE END OF 2001

- Develop local community support for developing strategies for the improvement of transportation, telecommunications and business infrastructure
- Participate in city, county, and chamber economic development committees and commissions
- Identify resources for financing infrastructure for industrial/commercial/business parkland



Bunge Foods Cake Processing Plant

# BUSINESS FINANCE

INCREASE JOB CREATION AND EXPAND THE LOCAL TAX BASE



Sylvan Eye

- Stimulate small businesses and encourage them to start up, expand and prosper in the local business community
- Promote and continue packaging the SBA's Pre-Qualification Loans for Women, Minority, Veteran, and rural based businesses
- Strive to assist local contractors and service businesses to gain greater access to local, state, and federal procurement opportunities
- Increase awareness and counseling to Agricultural and Ag related businesses
- Host and coordinate with the Service Corp. of Retired Executives (SCORE) to meet with the needs of start-up businesses
- Continue to expand the existing SBA-504 portfolio
- Strengthen the lender-developer businesses network to increase knowledge of SCEDCO programs and develop lendable deals
- Promote SCEDCO's loan programs through solicitations, direct mail, advertising and hosted presentations
- Continue to expand lending in Tuolumne, Merced and Mariposa counties





## SMALL BUSINESS RESOURCE

CREATE NEW EMPLOYMENT OPPORTUNITIES AND EXPAND THE LOCAL TAX BASE BY TRAINING AND CONSULTING 1,000 POTENTIAL AND EXISTING SMALL BUSINESS OWNERS

- Hold workshops, seminars and entrepreneurial training classes
- Strive to assist local contractors and service businesses to gain greater access to local, state, and federal procurement opportunities
- Increase awareness and counseling to agricultural and ag related businesses
- Host and coordinate with the Service Corp. of Retired Executives (SCORE) to meet the needs of start-up businesses



1505 Restuarant

# RETENTION

ENCOURAGE THE RETENTION AND EXPANSION OF STANISLAUS COUNTY BUSINESSES BY CALLING ON CEO OR MANAGERS OF 500 EXISTING COMPANIES IN FISCAL YEAR 2001

- Expand the existing retention visitation program
- Advocate for a business friendly environment
- Review existing business incentive programs, building fees and permit processing and recommend improvements
- Facilitate implementation of expansion opportunities
- Partner with local/state and federal agencies on business climate issues
- Report business employment & training needs
- Encourage and promote business-to-business communications and networking among Stanislaus County business and industry



Galaxy Theatre

# MARKETING

CREATE AWARENESS OF STANISLAUS COUNTY AS A DESIRABLE BUSINESS LOCATION BY PUTTING MARKETING MATERIAL IN THE HANDS OF 4,000 TARGETED PROSPECTS, REALTORS AND SITE SELECTION CONSULTANTS IN FISCAL YEAR 2001

- Focus efforts on developing a significant presence in the Silicon Valley identifying companies who might relocate to Stanislaus County
- Enhance and expand our presence on the world wide web
- Continue other marketing efforts, some of which include trade shows, direct mail, missions, CEO visitations and print advertising
- Enhance national association networking
- Establish a Business Recruitment Team
- Facilitate the site selection process for new business
- Prepare proposals in response to inquiries
- Conduct community / real estate site tours



California Central Valley Economic Development Council Tradeshow



# SUCCESS... 1999



JS West Grain Mill

## MARKETING

Placed 215 advertisements

Attended 13 industry specific trade shows

participated in 4 networking association meetings

Conducted 7 visitation missions

Responded to 1,200 leads

8,000 mailings

14 bay area visits

## BUSINESS RETENTION

Called on 491 existing Stanislaus County businesses

Assisted 35 businesses with regulatory/business climate issues

Made 200 referrals to local public institutions and other service providers

Assisted with 28 local expansions

Identified 37 potential expansions resulting in 470 new jobs over the next 18 months

# 2000...RESULTS

## SMALL BUSINESS DEVELOPMENT CENTER

861 inquiries to the SBDC

Provided technical assistance to 450 small business owners

2,661 consulting hours

Conducted 48 workshops and seminars with 938 participants

Obtained financing for 31 businesses

## BUSINESS FINANCE

Obtained approval for 23 loans

Debt amount totaling \$11,684,000

Total Capital Investment \$31,762,105 in land, buildings and equipment

238 direct jobs

Total portfolio is \$30 million

Total capital investment is \$80 million

## BUSINESS DEVELOPMENT

Prepared 72 site specific proposals

Hosted 40 prospects

Identified 130 suspects

Marketing to 1,120 interested companies and 1,445 site selection consultants

Located 5 new companies and 220 new jobs

# California



**Stanislaus County**