

THE BOARD OF SUPERVISORS OF THE COUNTY OF STANISLAUS
ACTION AGENDA SUMMARY

DEPT: Chief Executive Office

BOARD AGENDA # *B-5

Urgent

Routine

Ant

AGENDA DATE June 7, 2011

CEO Concurs with Recommendation YES NO
(Information Attached)

4/5 Vote Required YES NO

SUBJECT:

Approval of the Memorandum of Understanding for Budget Year 2011-2012 with the Stanislaus Economic Development and Workforce Alliance Regarding the Implementation of Countywide Economic Development Activities

STAFF RECOMMENDATIONS:

1. Approve the Memorandum of Understanding for Budget Year 2011-2012 with the Stanislaus Economic Development and Workforce Alliance regarding the implementation of countywide economic development activities.
2. Authorize the Chief Executive Officer, or his designee, to sign the Memorandum of Understanding with the Stanislaus Economic Development and Workforce Alliance in the amount of \$94,320 for Budget Year 2011-2012.

FISCAL IMPACT:

Funds to support the Stanislaus Economic Development and Workforce Alliance for the implementation of countywide economic development activities in the amount of \$94,320 are included as part of the Chief Executive Office - Operations and Services Recommended Proposed Budget for Budget Year 2011-2012. These funds will be dispersed to the Alliance on a quarterly basis based on the conditions set forth in the Memorandum of Understanding. Funding for this purpose is evaluated on an annual basis and adjusted accordingly based on available resources. The Budget Year 2011-2012 allocation includes a 14% reduction from the prior fiscal year.

BOARD ACTION AS FOLLOWS:

No. 2011-334

On motion of Supervisor Chiesa and approved by the following vote, Seconded by Supervisor Withrow

Ayes: Supervisors: O'Brien, Chiesa, Withrow, DeMartini, and Chairman Monteith

Noes: Supervisors: None

Excused or Absent: Supervisors: None

Abstaining: Supervisor: None

1) X Approved as recommended

2) _____ Denied

3) _____ Approved as amended

4) _____ Other:

MOTION:

Christine Ferraro

ATTEST: CHRISTINE FERRARO TALLMAN, Clerk

File No.

Approval of Memorandum of Understanding for Budget Year 2011-2012 with the Stanislaus Economic Development and Workforce Alliance Regarding the Implementation of Countywide Economic Development Activities

DISCUSSION:

Regional Economic Development

The Board of Supervisors has contracted with a regional Economic Development Corporation (EDC) for over twenty years. On June 11, 2002, this organization became known as the Stanislaus Economic Development and Workforce Alliance (Alliance). As in past years, a local consortium of nine cities and Stanislaus County contribute funding to the Alliance on an annual basis for operational purposes.

The Alliance is charged with the day-to-day task of promoting to existing and expanding businesses that Stanislaus County is an attractive business friendly place to be. The Alliance oversees both economic and workforce development activities. The Alliance is committed to marketing Stanislaus County and its nine cities as a strategic place to do business by focusing on job creation, workforce preparation, business assistance, and job retention. Through the Alliance's Business Resource Center and the Small Business Development Center, businesses can receive assistance on market trends and writing business plans.

The Alliance Worknet is positioned as an integral component of the Stanislaus Economic Development and Workforce Alliance effort charged with providing a full spectrum of economic and workforce development services to the businesses and job seekers in the community. Alliance Worknet is dedicated to developing a skilled workforce that strengthens business through the provision of a wide range of employment and training services to the community through various programs funded under the Workforce Investment Act (WIA) and other funding sources.

Memorandum of Understanding

The attached Memorandum of Understanding between Stanislaus County and the Stanislaus Economic Development and Workforce Alliance identifies the general actions and activities that will be undertaken by both parties towards the implementation of countywide economic development during Budget Year 2011-2012.

The Alliance will conduct economic development activities in mutual coordination and cooperation with the County to encourage development of new business parks, the attraction of new businesses, and the retention and expansion of existing business. This includes the active participation by the Alliance in the work of the Economic Development Action Committee and promotion of local economic development tools and incentives such as the Economic Development Bank, Workkeys and the Enterprise Zone 40 programs. The County will facilitate the ease of access and assistance to all businesses with regards to zoning and permitting in compliance with County adopted land use regulations and building codes and consistent with County adopted growth and land use policies and objectives. In addition, the County will provide current data as it relates to changes in land use policies, infrastructure upgrades, zoning, fee structure or any other jurisdictional actions relative to promoting a healthy local business climate.

Approval of the Memorandum of Understanding for Budget Year 2011-2012 with the Stanislaus Economic Development and Workforce Alliance Regarding the Implementation of Countywide Economic Development Activities

In summary, the Memorandum of Understanding serves as a guideline for the implementation of the Countywide Economic Development Plan and Marketing Strategy. Stanislaus County will make payment to the Alliance in the amount of \$94,320 for Budget Year 2011-2012. These funds will be dispersed quarterly (\$23,580) based on the conditions set forth.

POLICY ISSUES:

The Memorandum of Understanding with the Stanislaus Economic Development and Workforce Alliance is consistent with the Board priority of A Strong Local Economy by effectively facilitating the implementation of economic development activities for Stanislaus County.

STAFFING IMPACT:

The Chief Executive Office will continue to oversee countywide economic development working cooperatively with the Stanislaus Economic Development and Workforce Alliance and County Departments as needed.

CONTACT PERSON:

Monica Nino, Assistant Executive Officer, 209.525.6333

**MEMORANDUM OF UNDERSTANDING
BETWEEN THE STANISLAUS ECONOMIC DEVELOPMENT AND WORKFORCE
ALLIANCE AND STANISLAUS COUNTY REGARDING THE JOINT IMPLEMENTATION
OF THE COUNTYWIDE ECONOMIC DEVELOPMENT PLAN AND MARKETING
STRATEGY**

The Stanislaus Economic Development and Workforce Alliance (Alliance) and Stanislaus County, (County) intends to work together through the implementation of the Countywide Economic Development Plan and Marketing Strategy focused on business development activities throughout Stanislaus County. This Memorandum of Understanding (MOU) serves as a guideline to describe the actions that both parties should take in order for the Economic Development Plan and Marketing Strategy to be successful.

The following are general actions and activities to be undertaken by the Alliance and by the County in the implementation of the Countywide Economic Development Plan and Marketing Strategy first adopted on August 12, 2003 and the Alliance 2008-2013 Strategic Plan approved on November 19, 2007.

Stanislaus Economic Development and Workforce Alliance:

- Will conduct economic development activities in mutual coordination and cooperation with the County to encourage the development of new business parks, the attraction of new businesses and the retention and expansion of existing business. Includes active participation on the Economic Development Action Committee (EDAC) and promotion of local economic development tools such as the Economic Development Bank, Workkeys, and the Enterprise Zone 40 programs.
- Will coordinate all aspects of the adopted Countywide Economic Development Plan and Marketing Strategy with the regular input and comment from the County relative to content, level of activity and level of participation. This will include the development of templates for County use in marketing efforts as well as direct involvement by the County in the planning process and participation in trade show/conference attendance and promotions as they relate to issues of mutual economic development interest. Will also include development and implementation of strategic approach for outreach to the business/industrial community soliciting tenant interest on County owned development property.
- Will coordinate business attraction and outreach programs with the County to include objectives, deliverables and expected outcomes. Progress reports shall be submitted on a quarterly basis describing activities in business attraction, business assistance/expansion and business advocacy efforts provided by the Alliance Research Office, the Business Services Unit and the Small Business Development Center.
- Will provide ongoing, updated reports to the County relative to the progress of the adopted Countywide Economic Development Plan and Marketing Strategy as well as the adopted Program of Work for Fiscal Year 2011-2012. These reports will include the current focus of the campaign as well as the number and type of responses received.
- Will develop ongoing, effective lines of communication relative to existing business issues as well as those developed through the active attraction program.

- Will provide the County with advice as to the direction of the adopted Countywide Economic Development Plan and Marketing Strategy relative to stated target markets, the need to identify and amend the targets as needed and the specific focus or direction as pertains to the interests of the County.

Stanislaus County:

- Will assist in providing the required and timely staff support based on the availability of staff resources and County priorities in response to stated business needs as they pertain to existing companies or new firms interested in relocation or expansion to the area.
- Will facilitate ease of access and assistance to all businesses with regards to zoning and permitting in compliance with County adopted land use regulations and building codes and consistent with County adopted growth and land use policies and objectives.
- Will provide current data as it relates to changes in land use issues, infrastructure upgrades, zoning, fee structure or any other jurisdictional actions which assist in meeting the stated objectives of this Memorandum of Understanding and that impact the ability to respond to stated business issues and concerns.
- Will commit to interact with the Alliance Marketing Team to the level of capability based on staffing, time and monetary constraints. Participation will be at a level deemed appropriate based on any restraints as defined.
- Will encourage elected officials to engage in an active support of business park creation, job creation opportunities, job retention and new business development.

This MOU sets forth the current intentions of the Alliance and the County with respect to the Fiscal Year 2011-2012 operations of the Alliance. The further intent is to provide a general understanding of the levels of responsibility and interaction for each party to this agreement. The MOU is not a binding contract but rather a document to serve as a guideline for the implementation of the Countywide Economic Development Plan and Marketing Strategy. A critical element of this document is the ability for each party to engage in a level of flexibility in the full implementation of the referenced plans.

In compensation for providing this Fiscal Year 2011-2012 level of activity as outlined in the MOU, the County will disperse funds to the Alliance in the amount of \$94,320 for the period of Fiscal Year 2011-2012 and disburse quarterly in the amount of \$23,580.

If this MOU is consistent with the original intent of the Countywide Economic Development Plan and Marketing Strategy and if the responsibilities as outlined meet with the approval of both parties to this MOU, the undersigned hereby accept the document as presented.

Alliance

Signature: William Bassitt
William Bassitt, Chief Executive Officer

Date May 23, 2011

County

Signature: Richard Robinson
Richard Robinson, Chief Executive Officer

Date 6/7/11