

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

DEPT: Chief Executive Office

BOARD AGENDA #: \*B-2

AGENDA DATE: August 29, 2017

**SUBJECT:**

Approval of a Memorandum of Understanding with the Stanislaus Business Alliance Regarding the Joint Implementation of the Countywide Economic Development Plan and Marketing Strategies for Fiscal Year 2017-2018

**BOARD ACTION AS FOLLOWS:**

No. 2017-469

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

Ayes: Supervisors: Olsen, Withrow, Monteith, DeMartini, and Chairman Chiesa

Noes: Supervisors: None

Excused or Absent: Supervisors: None

Abstaining: Supervisor: None


1)  Approved as recommended

2)  Denied

3)  Approved as amended

4)  Other:

MOTION:

ATTEST:   
ELIZABETH A. KING, Clerk of the Board of Supervisors

File No.

**THE BOARD OF SUPERVISORS OF THE COUNTY OF STANISLAUS  
AGENDA ITEM**

DEPT: Chief Executive Office  
Urgent  Routine

BOARD AGENDA #: \*B-2

AGENDA DATE: August 29, 2017

CEO CONCURRENCE: *phc*

4/5 Vote Required: Yes  No

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**SUBJECT:**

Approval of a Memorandum of Understanding with the Stanislaus Business Alliance Regarding the Joint Implementation of the Countywide Economic Development Plan and Marketing Strategies for Fiscal Year 2017-2018

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**STAFF RECOMMENDATIONS:**

1. Approve the Memorandum of Understanding (MOU) with the Stanislaus Business Alliance regarding the joint implementation of the countywide economic development plan and marketing strategies for Fiscal Year 2017-2018.
2. Authorize the Chief Executive Officer to sign the MOU with the Stanislaus Business Alliance in the amount of \$94,320.

**DISCUSSION:**

Regional Economic Development

The Board of Supervisors has contracted with a regional Economic Development Corporation (EDC) for over twenty years. This organization is currently known as Opportunity Stanislaus, and registered with the California Secretary of State as Stanislaus Business Alliance. As in past years, it is anticipated a local consortium of nine cities and Stanislaus County will contribute funding to Opportunity Stanislaus on an annual basis for operational purposes.

Opportunity Stanislaus 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, and oversees both economic and workforce development activities. Opportunity Stanislaus is committed to marketing Stanislaus County and its nine cities as a strategic place to do business by focusing on job creation, business assistance and retention. Through its Business Resource Center and the Small Business Development Center, businesses can receive assistance on market trends and writing business plans.

Memorandum of Understanding (MOU)

The attached MOU between Stanislaus County and Opportunity Stanislaus identifies the general actions and activities that will be undertaken by both parties towards the implementation of countywide economic development during Fiscal Year 2017-2018. The Chief Executive Office has worked closely with the Stanislaus Business Alliance to better define the expected outcomes and deliverables for the current fiscal year.

Opportunity Stanislaus will conduct economic development activities in mutual coordination and cooperation with the County to encourage development of new business parks, the

Approval of a Memorandum of Understanding with the Stanislaus Business Alliance Regarding the Joint Implementation of the Countywide Economic Development Plan and Marketing Strategies for Fiscal Year 2017-2018

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attraction of new businesses, and the retention and expansion of existing business. This includes the active participation by Opportunity Stanislaus in the work of the Economic Development Action Committee (EDAC) and promotion of local economic development tools and incentives. Opportunity Stanislaus will also coordinate business attraction and marketing outreach programs as well as provide the County with market and economic research as needed.

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 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, zoning, fee structure or any other jurisdictional actions relative to promoting a healthy local business climate.

Stanislaus County will make payment to Opportunity Stanislaus in the amount of \$94,320 for Fiscal Year 2017-2018. These funds will be dispersed quarterly (\$23,580) on the conditions set forth in the agreement. Also provided on a quarterly basis, will be a work product progress report that describes Opportunity Stanislaus’s activities in business attraction, assistance, expansion and advocacy as described in the MOU.

**POLICY ISSUE:**

Stanislaus County has had a long-standing relationship with the Stanislaus Business Alliance to support regional economic development. Therefore, it is prudent for staff to periodically confirm with the Board of Supervisors that such relationships should continue into the future.

**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 in the Chief Executive Office – Operations and Services Fiscal Year 2017-2018 budget. These funds will be dispersed to the Alliance on a semi-annual 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.

<b>Cost of recommended action:</b>	\$ 94,320
<b>Source(s) of Funding:</b>	
None (included in Fiscal Year 2017-2018 Budget)	-
<b>Funding Total:</b>	\$ -
<b>Net Cost to County General Fund</b>	<u>\$ 94,320</u>

<b>Fiscal Year:</b>	2017-2018
<b>Budget Adjustment/Appropriations needed:</b>	No

**Fund Balance as of** N/A

Approval of a Memorandum of Understanding with the Stanislaus Business Alliance Regarding the Joint Implementation of the Countywide Economic Development Plan and Marketing Strategies for Fiscal Year 2017-2018

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**BOARD OF SUPERVISORS' PRIORITY:**

The Memorandum of Understanding (MOU) with Opportunity Stanislaus is consistent with the stated Board priority of a Strong Local Economy by effectively facilitating the implementation of economic development activities in Stanislaus County.

**STAFFING IMPACT:**

The Chief Executive Office will continue to oversee countywide economic development working cooperatively with the Opportunity Stanislaus and the appropriate County departments as needed.

**CONTACT PERSON:**

Keith Boggs, Assistant Executive Officer

Telephone - 209-525-6333

**ATTACHMENT(S):**

Memorandum of Understanding

# **Memorandum of Understanding**

**MEMORANDUM OF UNDERSTANDING  
BETWEEN THE STANISLAUS BUSINESS ALLIANCE  
AND STANISLAUS COUNTY REGARDING THE JOINT IMPLEMENTATION  
OF COUNTYWIDE ECONOMIC DEVELOPMENT AND MARKETING STRATEGIES**

The Stanislaus Business Alliance (also known as Opportunity Stanislaus) and Stanislaus County, (County) intend 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 (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 Stanislaus Business Alliance and by the County in the implementation of the Countywide Economic Development Plan and Marketing Strategy first adopted on August 12, 2003, the Alliance 2008-2013 Strategic Plan approved on November 19, 2007, and the 2017-2020 Strategic Plan.

Stanislaus Business Alliance

- Will conduct economic development activities to encourage the development of new business parks, the attraction of new businesses and the retention and expansion of existing business within the unincorporated county area;
- Will actively participate on the Economic Development Action Committee (EDAC) and assigned responsibilities and coordination (Comprehensive Economic Development Strategy, California Partnership for the San Joaquin Valley, Economic Development Administration, etc.);
- Will develop a Marketing/Recruitment Strategy for the former Crows Landing air facility development with regular input and comment from the County relative to content, level of activity and level of participation. This will include aggressive participation in trade show/conference attendance and promotions as they relate to promoting the unincorporated Crows Landing Industrial Business Park (CLIBP) development area;
- Will coordinate business attraction and marketing outreach programs identified in the Marketing Strategy with the County to include objectives, deliverables and expected outcomes. This will include:
  - Scheduled strategy meetings (up to 3 sessions) to develop key/core objectives for the development of attraction and marketing efforts in unincorporated County business park development locations;
  - Develop quantifiable deliverables to be addressed and measured through a County-centric marketing and outreach strategy;
  - Monitor identified outcomes and report progress, focused on the activities contained in this MOU, as part of the stated quarterly reporting process.
- Stanislaus Business Alliance work-product progress reports shall be submitted on a quarterly basis describing activities in business attraction, business assistance/expansion and business advocacy efforts provided by the Stanislaus Business Alliance Research Office, the Business Development Team and the Small Business Development Center. These Quarterly Reports will be submitted on or before the following due dates during this performance cycle:
  - Quarter #1: October 2, 2017;
  - Quarter #2: January 2, 2018;
  - Quarter #3: April 2, 2018;

- Quarter #4: July 2, 2018.
- These reports will provide ongoing, updated information to the County relative to the progress of the aforementioned Marketing Strategy, the adopted Stanislaus Business Alliance Program of Work for Fiscal Year 2017-2018, and the 2017-2020 Strategic Plan.
- Will provide the County with on-going market and economic analysis through the Stanislaus Business Alliance Resource Center on a variety of important business sector topics on a priority basis. Information will be used at the County's discretion (annual budget document, Comprehensive Economic Development Strategy, other reports.) Stated analysis must be conducted by in-house research manager or by a person of equal skill and ability.
- Conduct analysis on the feasibility of workforce related General Aviation flights between the Crows Landing Industrial Business Park and the San Jose Airport (SJC).
- Will provide the County with weekly activity/status updates regarding actions taken to achieve the yearly goals and organizational objects of Stanislaus Business Alliance (Opportunity Stanislaus).

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 Stanislaus Business Alliance Marketing and Communication 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 Stanislaus Business Alliance and the County with respect to the Fiscal Year 2017-2018 operation of the Stanislaus Business 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, Marketing Strategy, and 2017-2020 Strategic Plan. 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.

The term of this MOU shall be one year commencing on July 1, 2017 and ending on June 30, 2018. As compensation for providing services as required under this MOU, the County will pay to the Alliance a total amount of \$94,320, disbursed in four equal installments of \$23,580. The first installment shall be paid on or before September 30, 2017, the second installment shall be paid on or before December 31, 2017, the third installment shall be paid on or before March 31, 2018, and the fourth installment shall be paid on or before June 30, 2018.

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

Stanislaus Business Alliance

Stanislaus County

Signature: 

David White, Chief Executive Officer

Date: 8.23.17

Signature: 

Jody Hayes, Chief Executive Officer

Date: 8-28-17

Approved as to Form:

Stanislaus County Counsel

By *Amanda Dettert, Deputy*

Signature: 

Date: 8-23-17