

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

DEPT: Chief Executive Office

BOARD AGENDA: 5.B.2
AGENDA DATE: August 28, 2018

SUBJECT:

Approval of a Memorandum of Understanding with the Stanislaus Business Alliance/
Opportunity Stanislaus Regarding the Joint Implementation of the Countywide
Economic Development Plan and Marketing Strategies for Fiscal Year 2018-2019

BOARD ACTION AS FOLLOWS:

RESOLUTION NO. 2018-0430

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

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

Noes: Supervisors: None

Excused or Absent: Supervisors: None

Abstaining: Supervisor: None

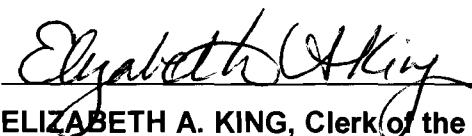
1) Approved as recommended

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

BOARD AGENDA:5.B.2
AGENDA DATE: August 28, 2018

CONSENT:

CEO CONCURRENCE: YES

4/5 Vote Required: No

SUBJECT:

Approval of a Memorandum of Understanding with the Stanislaus Business Alliance/
Opportunity Stanislaus Regarding the Joint Implementation of the Countywide
Economic Development Plan and Marketing Strategies for Fiscal Year 2018-2019

STAFF RECOMMENDATION:

1. Approve the Memorandum of Understanding (MOU) with Stanislaus Business Alliance doing business as Opportunity Stanislaus regarding the joint implementation of the countywide economic development plan and marketing strategies for Fiscal Year 2018-2019.
2. Authorize the Chief Executive Officer to sign the MOU with Opportunity Stanislaus 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 2018-2019. The Chief Executive Office has worked closely with Opportunity Stanislaus to better define the expected outcomes and deliverables for Fiscal Year 2018-2019.

Opportunity Stanislaus 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 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.

Stanislaus County will make payment to Opportunity Stanislaus in the amount of \$94,320 for Fiscal Year 2018-2019. 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 written 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 Opportunity Stanislaus 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 implementation of countywide economic development activities in the amount of \$94,320 are included in the Chief Executive Office - Operations and Services Fiscal Year 2018-2019 budget. These funds will be dispersed to Opportunity Stanislaus on a quarterly basis based on the conditions set forth in the Memorandum of Understanding. Funding for this MOU is evaluated on an annual basis and adjusted accordingly based on available resources.

BOARD OF SUPERVISORS' PRIORITY:

The Memorandum of Understanding (MOU) with Opportunity Stanislaus is consistent with the stated Board priority of *Developing a Healthy 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 D. Boggs, Assistant Executive Officer

Telephone - 209-525-6333

ATTACHMENT(S):

1. 2018-2019 MOU with Opportunity Stanislaus

**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 dba as Opportunity Stanislaus (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 Opportunity Stanislaus and by the County in the implementation of the Countywide Economic Development Plan and Marketing Strategy first adopted on August 12, 2003, the Opportunity Stanislaus 2008-2013 Strategic Plan approved on November 19, 2007, and the 2017-2020 Stanislaus County Economic Development Strategic Plan.

Opportunity Stanislaus

- 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 initiate the development of a Marketing/Recruitment Strategy for the former Crows Landing air facility development for review and approval by the County. County will provide regular input relative to content, level of activity and level of participation.
- 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:
 - Organize and schedule strategy meetings to develop key/core objectives for the development of attraction and marketing efforts in unincorporated County business park development locations in Quarter #1;
 - Develop quantifiable deliverables that measure the success of a County-centric marketing and outreach strategy;
 - Monitor identified deliverables and report progress, focused on the activities contained in this MOU.
- Opportunity Stanislaus work-product progress reports shall be submitted in writing on a quarterly basis with the MOU invoice describing activities contained in this MOU, business attraction activities, business assistance/expansion and business advocacy efforts provided by the Opportunity Stanislaus Research Office, the Business Development Team and the Small Business Development Center. The invoice and written progress reports will be submitted on or before the following due dates during this performance cycle:
 - Quarter #1: September 14, 2018;
 - Quarter #2: December 14, 2018;
 - Quarter #3: March 15, 2019;

- Quarter #4: June 14, 2019.
- Written quarterly reports will provide ongoing, updated information to the County relative to the progress of the aforementioned Marketing Strategy, the adopted Opportunity Stanislaus Program of Work for Fiscal Year 2018-2019, and the 2017-2020 Strategic Plan.
- Opportunity Stanislaus will provide the County with on-going market and economic analysis through the Opportunity Stanislaus Resource Center on a variety of important business sector topics and on a priority basis. Information will be used at the County's discretion (annual budget document, Comprehensive Economic Development Strategy, other reports etc).
- Data provided to the County should be properly cited and sourced.
- Conduct analysis on the feasibility of workforce related General Aviation flights between the Crows Landing Industrial Business Park and urban regional airports.

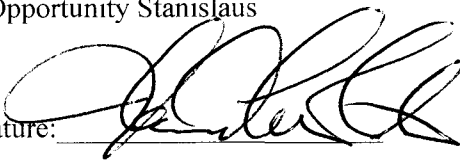
This MOU sets forth the current intentions of Opportunity Stanislaus and the County with respect to the Fiscal Year 2018-2019 operation of Opportunity Stanislaus. The further intent is to provide a general understanding of the levels of responsibility and interaction for each party to this agreement. 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, 2018 and ending on June 30, 2019. 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, 2018, the second installment shall be paid on or before December 31, 2018, the third installment shall be paid on or before March 31, 2019, and the fourth installment shall be paid on or before June 30, 2019 provided that the written quarterly report meeting the County's expectations accompanies the invoice

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
dba Opportunity Stanislaus

Stanislaus County

Signature: 

Signature: 

David White, Chief Executive Officer

Jody Hayes, Chief Executive Officer

Date: 7.23.18

Date: 8/28/18

Approved as to Form:

Stanislaus County Counsel

By *Amanda Dettert*

Signature:  _____

Date: *8-6-18* _____