

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

DEPT: Chief Executive Office

BOARD AGENDA # \*B-9

Urgent

Routine

AGENDA DATE October 19, 2010

CEO Concurs with Recommendation YES  NO

(Information Attached)

4/5 Vote Required YES  NO

SUBJECT:

Approval of Memorandum of Understanding for Fiscal Year 2010-2011 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 Fiscal Year 2010-2011 between Stanislaus County and 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 \$109,674 for Fiscal Year 2010-2011

FISCAL IMPACT:

Funds to support the Stanislaus Economic Development and Workforce Alliance for the implementation of countywide economic development activities in the amount of \$109,674 were approved as part of the County's Adopted Proposed Budget for Budget Year 2010-2011 and are contained within the Chief Executive Office - Operations and Services budget. 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.

BOARD ACTION AS FOLLOWS:

No. 2010-652

On motion of Supervisor Chiesa, Seconded by Supervisor O'Brien

and approved by the following vote,

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

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:

ATTEST:

  
ELIZABETH A. KING, Assistant Clerk

File No.

Approval of Memorandum of Understanding for Fiscal Year 2010-2011 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 the past twenty-two 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 the 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 retention. Through the Alliance's Business Resource Center and Small Business Development Center, businesses can receive assistance on market trends and writing business plans.

On April 4, 2006, the Board of Supervisors approved changing the name of the Department of Employment and Training (DET) to the Alliance Worknet. This change was made consistent with the County's goal of merging economic and workforce development activities into a combined comprehensive program with a unified vision and singular direction. The Alliance Worknet (formerly DET) is now positioned as an integral component of the Stanislaus Economic Development and Workforce Alliance effort to provide a full spectrum of economic and workforce development services to the businesses and job seekers in the community.

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 Fiscal Year 2010-2011.

Stanislaus County will make payment to the Alliance in the amount of \$109,674 for Fiscal Year 2010-2011. These funds will be dispersed quarterly (\$27,418.50) on the conditions set forth in the Memorandum of Understanding.

**POLICY ISSUES:**

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

Approval of Memorandum of Understanding for Fiscal Year 2010-2011 with the Stanislaus Economic Development and Workforce Alliance Regarding the Implementation of Countywide Economic Development Activities

**STAFFING ISSUES:**

The Chief Executive Office will continue to oversee countywide economic development working cooperatively with the Stanislaus Economic Development and Workforce Alliance and County Departments (Alliance Worknet, County Counsel, Environmental Resources, Planning and Community Development, and Public Works) as needed.

**CONTACT PERSON:**

Raul Mendez, Senior Management Consultant/Chief Executive Office, 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 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 Marketing Plan 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 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 2010-2011.** 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 2010-2011 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. A critical element of this document is the ability to 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 2010-11 level of activity as outlined in the MOU, the County will disperse funds to the Alliance in the amount of \$109,674.00 for the period of Fiscal Year 2010-2011 and disburse quarterly in the amount of \$27,418.50**

If this MOU is consistent with the original intent of the Countywide Economic Development Plan 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: Bill Bassitt  
Bill Bassitt, Chief Executive Officer

Date 10-14-10

County

Signature: Richard Robinson  
Richard Robinson, Chief Executive Officer

Date 10/25/10