

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

DEPT: Chief Executive Office

BOARD AGENDA # *B-2

Urgent Routine

AGENDA DATE August 19, 2014

CEO Concurs with Recommendation YES NO
(Information Attached)

4/5 Vote Required YES NO

SUBJECT:

Approval of a Memorandum of Understanding with the Stanislaus Economic Development and Workforce Alliance Regarding the Joint Implementation of the Countywide Economic Development Plan and Marketing Strategy for Fiscal Year 2014-2015

STAFF RECOMMENDATIONS:

1. Approve the Memorandum of Understanding (MOU) with the Stanislaus Economic Development and Workforce Alliance regarding the joint implementation of the countywide economic development plan and marketing strategy for Fiscal Year 2014-2015.
2. Authorize the Chief Executive Officer, or designee, to sign the MOU with the Stanislaus Economic Development and Workforce Alliance in the amount of \$94,320.

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 2014-2015 budget. These funds will be dispersed to the Alliance on a quarterly basis based on the conditions set forth in the MOU. Funding for this purpose is evaluated on an annual basis and adjusted accordingly based on available resources.

BOARD ACTION AS FOLLOWS:

No. 2014-429

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

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

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: Christine Ferraro
CHRISTINE FERRARO TALLMAN, Clerk

File No.

Approval of a Memorandum of Understanding with the Stanislaus Economic Development and Workforce Alliance Regarding the Joint Implementation of the Countywide Economic Development Plan and Marketing Strategy for Fiscal Year 2014-2015

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 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, the County Department, is 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 our 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 competitive grant funding sources.

Memorandum of Understanding (MOU)

The attached MOU 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 2014-2015. The Chief Executive Office has worked closely with the Stanislaus Economic Development and Workforce Alliance to better define the expected outcomes and deliverables for the current fiscal year.

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 (EDAC) and promotion of local economic development tools and incentives. The Alliance will also coordinate business attraction and marketing outreach programs as well as provide the County with market and economic research as needed.

Approval of a Memorandum of Understanding with the Stanislaus Economic Development and Workforce Alliance Regarding the Joint Implementation of the Countywide Economic Development Plan and Marketing Strategy for Fiscal Year 2014-2015

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

In summary, the MOU serves as a guideline for the joint 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 Fiscal Year 2014-2015. 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 the Alliance activities in business attraction, assistance, expansion and advocacy as described in detail in the MOU.

POLICY ISSUES:

The MOU with the Stanislaus Economic Development and Workforce Alliance is consistent with the stated 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 the appropriate County Departments as needed.

CONTACT PERSON:

Keith Boggs, Assistant Executive Officer, 209.652.1514

MOU Attachment

**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) 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 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. The Alliance in conjunction with Stanislaus County will begin work on developing a 2016-2020 Strategic Plan that includes updating the Countywide Economic Development Plan and Marketing Strategy, which is anticipated to be completed within the current budget cycle.

Stanislaus Economic Development and Workforce 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, San Joaquin Valley Economic Development District, 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 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 at County owned 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 as part of the stated quarterly reporting process as identified in this scope of work;

- 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 Alliance Research Office, the Business Services Unit 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: September 30, 2014;
 - Quarter #2: January 5, 2015;
 - Quarter #3: March 30, 2015; and
 - Quarter #4: June 30, 2015.

These reports will provide ongoing, updated information to the County relative to the progress of the aforementioned Marketing Strategy as well as the adopted Alliance Program of Work for Fiscal Year 2014-2015. These reports will include the current focus of the campaign as well as the number and type of responses received.

- Will provide the County with on-going market and economic analysis through the 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.).

Stanislaus County:

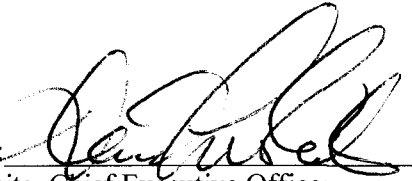
- Will assist in providing the required and timely staff support based on the availability of staff resources and County priorities in response to stated business needs as they pertain to existing companies or new firms interested in relocation or expansion to the area.
- Will facilitate ease of access 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 2014-2015 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 2014-2015 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 2014-2015 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 the approval of both parties to this MOU, the undersigned hereby accept the document as presented.

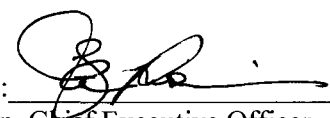
Alliance

Signature: 

David White, Chief Executive Officer

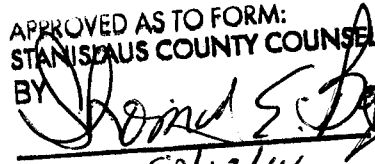
Date 8.6.14

County

Signature: 

Stan Risen, Chief Executive Officer

Date 8/19/14

APPROVED AS TO FORM:
STANISLAUS COUNTY COUNSEL
BY 
DATE: 8/12/14