



## INDUSTRIAL ACTIVITY - LEADS

Client Number	Status	Company Type
MOED 12.16	Request for Information	Food Processing(12-08-A)
MOED 12.17	Project put on hold	Alternative Energy
MOED 12.18	Selected East Coast Location	Micro Biology
MOED 12.19	Request for Information	Dairy
MOED 12.23	Request for Information	Dairy (II)
MOED 12.25	Request for Information	Call Center

**Expansions:** Staff is working with two local companies on expansion projects. Staff has also prepared Development Fee Estimates for companies contemplating capital investment projects.

## ADMINISTRATION

**Action Plan:** Airport Industrial Park Land Pricing – As recommended by the adopted 2012 Economic Development Action Plan, an appraisal of the remaining City-owned Airport Industrial Park lots was conducted. Results of the study will be evaluated by the Economic Development Advisory Committee including a recommendation to adjust the land pricing schedule.

**Enterprise Zone:** Merced Regional Enterprise Zone Manager David Heyer is preparing another application for an Enterprise Zone expansion. Expansions are usually requested by businesses wanting to take advantage of the California Enterprise Zone tax credit program. Each expansion requires approval of the request in the form of a Resolution from each Enterprise Zone partner. It appears that the Enterprise Zone program will be under scrutiny again as State legislators look for ways to generate revenue and lower expenditures.

**Governor's Office of Business and Economic Development (GoBIS):** The City of Merced was one of a handful of communities invited to meet Governor appointee Leslie McBride, Deputy Director – California Business Investment Services (CalBIS). CalBIS

is a division of the Governor's Office of Business and Economic Development. A new re-organization plan is underway and is anticipated to be completed by Summer 2013. Facilitating the meeting were Mary Ingersoll of TeamCalifornia and Audrey Taylor of Chabin Concepts, and was hosted by the City of Yuba City which is Leslie McBride's hometown.

## OUTREACH

Economic Development staff participated in the following outreach venues:

**IAMC:** The Industrial Asset Management Council is the leading association of industrial asset management and corporate real estate executives, their suppliers and service providers, and economic developers. The members of IAMC are a veritable Who's Who of Corporate Real Estate. Their ranks include senior real estate directors from 3M, Alcoa, Air Products and Chemicals, BASF, PepsiCo, General Mills, Honda of America Manufacturing, Johnson & Johnson Pharmaceuticals Group, The Linde Group, Pfizer, Weyerhaeuser and many other large industrial firms. Economic Development Associate Maria Mendoza participated in the conference with TeamCalifornia.

**SIOR:** The SOCIETY OF INDUSTRIAL AND OFFICE REALTORS® is the leading professional commercial and industrial real estate association. SIOR has more than 3,000 members in more than 630 cities in 32 countries. The organization represents today's most knowledgeable, experienced, and successful industrial and commercial real estate brokerage specialists. Real estate professionals who have earned the SIOR designation are recognized by corporate real estate executives, commercial real estate brokers, agents, lenders, and other real estate professionals as the most capable and experienced brokerage practitioners in any market. Economic Development Associate Maria Mendoza participated in the conference with TeamCalifornia.

**ICSC Central Valley Alliance Program:** Economic Development Director Frank Quintero served as a panelist the ICSC Central Valley Alliance Program in Visalia. The International Council of Shopping Center Community Relations Division promotes public-private partnerships and works to enhance communication between the public and private sector on emerging issues that impact the retail real estate industry and the quality of life in local communities. The primary mechanism is the ICSC Alliance Program. The formula for a mutually beneficial relationship is as follows for ICSC: Public Sector + Private Sector = Economic Success. The Alliance Program is a special ICSC initiative which provides forums for the public and private sectors to network, share ideas, discuss industry issues and explore retail development opportunities.

**Roundtable Series:** Penton Media is a leading publisher of industry specific journals ranging from agriculture, to manufacturing, to technology. The Roundtable Series provides an opportunity for corporate Real Estate Officers and site location consultants to build relationships with the economic development community. Classroom setting, with a one-on-one component, and leisure time make this one of the most successful

economic development networking events. Economic Development Director Frank Quintero attended the Roundtable in the High Desert making contact with 8 site consultants.

## COMMERCIAL

**ICSC Contact:** Economic Development Director Quintero and Development Associate Mendoza met with Fresno based Realtor representing a retailers and service providers. The Realtor was seeking information on existing building space and building permit turnaround time.

**ICSC Contact:** Quintero is working with a Stockton based leasing agent concerning multi-family development activity in Merced and preferred uses for a student serving commercial center including live work housing and themed retail.

**Childs Av and Canal St:** The subject site was recently re-zoned from Single Family Residential and Low Medium Density Residential to Shopping Center District. The San Diego based grocery store developer is working on a set of plans for preliminary review. The phasing calls first for construction of a grocery store followed by pad development. Staff is seeking funding for off-site improvements including sidewalk, curb, gutter, and street lights along Canal Street towards the apartments and traffic signal at the intersection.

**BMC West Site:** In 2010, Economic Development staff met with representatives from Halferty Development (Pasadena, CA) at the ICSC Monterey Idea Exchange. The Planning Commission and City Council approved a 7-11 convenience store with fuel sales, a Family Dollar store, and future commercial space.

**Question of the Day:** In December 2012, UC Merced posted the following Question of the Day on FaceBook: What kind of businesses would you like to see opened in Merced? Below is a sample of the responses:

Chipotle	Chilis	Outback	Yoga Studios
Red Robin	Yard House	Korean BBQ	Trader Joes
Soul Food	Pinkberry	Brew Pub	Old Navy
Macys	Ice Rink	Bowling Alley	Olive Garden

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For more information regarding the City of Merced Economic Department of Economic Development please contact Frank Quintero or Maria Mendoza at 209 385-4788 or visit [www.cityofmerced.org](http://www.cityofmerced.org) or [www.mercedfirst.com](http://www.mercedfirst.com).

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## **DOWNTOWN**

**Christmas Parade:** Merced Visitor Services served as the City's point of contact for the Annual Christmas Parade and Tree Lighting Ceremony which was held on December 1, 2012. According to the organizers, the Merced Active 20/30 Club, the 2012 Christmas Parade had the most number of floats and entries in Parade history. The Service Agreement between the 20/30 Club and City of Merced has expired. Staff will be working with the organization on a new Service Agreement.

**Community Christmas Tree:** A heartfelt "Thank You" is due to MERCO Credit Union for their on-going sponsorship of the Community Christmas Tree and Downtown Merced.

**Shaffer Building:** Through the Community Development Block Grant program, a \$20,000 Feasibility and Market Study will be being prepared concerning the Shaffer Building. The Study will assess the best tenants to target, clientele mixture, and feasibility of renovating the Shaffer Building. City staff is working with Tim Razzarri and Erin Hamm on the project. Staff anticipates the study will commence in late January 2013.

**Bell Station:** With the main level of the Bell Station near 100% occupancy, staff is working on a number of facility improvement projects including upgraded internet service, interior signage, door fixtures, security and interior lighting. New tenants who moved in the Bell Station include Merced Organizing Project and Mary Vaca Tax and Typing Service.

**Art Hop:** Development Associate Baker met with Kevin Hammon and Kimberly Zamora to discuss their plans for the future of the Art Hop and potential grants that might be available to grow the quarterly event. The City of Merced provided a \$1,000 sponsorship to the Art Hop from the Downtown Business Improvement Fund. In prior months, the Merced Civic Center served as the venue for an Art Hop fundraiser.

**Marketing:** The City of Merced has entered into a Service Agreement with The Downtown Life Magazine (TDLM) for marketing services in the amount of \$15,000. The "It Starts Here" campaign will be highlighted in print media and radio. The marketing campaign will promote Downtown Merced as a whole while leveraging exposure during holidays, seasons, and events.

## VISITOR SERVICES

**Film Commission:** Merced Visitor Services serves as the Film Commission Office for Merced County, and has seen an increase in requests for filming in Merced County.

**M2 Pictures** out of Hampton, Virginia filmed a segment of “Wicked Attraction” for the Investigation Discovery Channel. With a crew of 7, M2 Pictures filmed at the Vista Ranch & Cellars and The Merced Theatre on December 17-18, 2012. The segment, “Murdered in Merced,” is about the March 14, 2010 murder of Alberto Rodriguez Macias by his wife, stepson and daughter’s boyfriend. The motive for this act was a \$500,000 life insurance policy. It was the same case that we previously had Cosgrove-Meurer Productions film for the Biography Channel.

**Two Four Broadcast**, a TV Production Company based out of the United Kingdom, will be filming a documentary series “Born to Kill” based on Cary Stayner and the Stayner family in March 2013. They will be filming in Tuolumne, Mariposa and Merced Counties.

**California Welcome Center:** CWC staff served 124,941 visitors from all over the world in 2012 representing increase of 10,556 over 2011. Transient Occupancy Tax (TOT) for the period of 7/11/2011 through 6/12/2012 for the City of Merced totaled \$803,346.00.

**Visitor Counts:**

January 2012	9,298
February 2012	8,311
March 2012	10,814
April 2012	10,073
May 2012	8,447
June 2012	11,347
July 2012	11,226
August 2012	12,094
September 2012	10,781
October 2012	11,372
November 2012	10,662
December 2012	10,556
<b>Total</b>	<b>124,941</b>

A goal of the Merced Visitor Services Division is to collect one dollar from each guest who visits the California Welcome Center to help support the operations of the program.

**Events:** The 20<sup>th</sup> Annual **Merco Cycling Classic** is scheduled for February 28-March 3, 2013. The four day stage race will include the MID Road Race, Merced Booster, McDonald's Downtown Gran Prix, and the Hilltop Road Race. Two thousand riders are anticipated to participate in the four day stage race and individual cycling races. Merced Mall Pee Wee Classic will be the highlight of Saturday's United Way Community Fair. Visitor Services staff is assisting with hotel coordination. The City of Merced sponsored new banners that will bill displayed from the palm trees along N Street. Central and Downtown Merced continue to serve as the base for the event.

Staff prepared welcome bags for the **Wing Ding Square Dancing Convention** that will be held at the Merced Fairgrounds on March 2-3, 2013. They are anticipating 450 people to attend this year.

## LEASING

**Car Wash:** Vivath Bounlangsy and Somboun Bounlangsy were approved by Council to lease the City owned car wash at 2340 "G" Street. The Bounlangsy's operate the laundry facility next to the car was and felt that assuming the car wash lease would help support the laundry facility.

**Assembly member Adam Gray:** Economic Development staff is working with Assembly member Adam Gray's staff about leasing half of the Transpo Center office space on W. 16<sup>th</sup> Street. Staff anticipates the Lease Agreement will be completed by mid-February.

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For more information regarding the City of Merced Visitor Services, Downtown Business Improvement District, and Bell Station facility please contact Karen Baker at 209 724-8105 or bakerk@cityofmerced.org.