



City of Merced
Office of Economic Development
January 2011

Economic Development Program Update

NOTICE: The City of Merced Economic Development Program Update is transitioning to electronic distribution only. If you would like to continue receiving the Economic Development Update, please send your request to Maria Pineda at pinedam@cityofmerced, and in the Subject Line, please specify Economic Development Update Request. The next Update will be sent out electronically. Thank you.

INDUSTRIAL

MERCED WELCOMES

Spain-based **JOSE BORRELL S.A.** proudly announces the creation of **BORRELL USA Corporation** based in Merced, CA at 260-262 Riggs Avenue in the Airport Industrial Park.

Our new warehouse, based at Merced, California, will enable us to provide parts and equipment immediately to our clients in California. It will also act as showroom and demonstration centre giving the customer the option to "try before you buy".

This centrally located facility is built on a 1.36 acre plot with room to expand and shows our commitment to the US market, giving our clients the same outstanding level of service and support that we have built our reputation on. A family-owned-and-run business, **BORRELL** has more than 75 years experience designing and manufacturing equipment for the almond industry.

Our latest innovations include new patented hulling & shelling technology for further reduction of chip & scratch, new machines for blanching and processing among other innovations in cleaning, sorting, sizing, conveying, drying, roasting, storage, vacuum packaging and automation.

For information about Borrell USA Corp or Jose Borrell S.A. please visit the following websites: www.borrell-usa.com and www.jborrell.com.

Client Number MOED 11.01

Status:	Prospect	Source:	Realtor
Company Type:	Frozen Foods	Number of Jobs:	30 to 60
Real Estate:	Existing Facility	Investment:	TBD
Submitted:	Jan. 2010	Time Frame:	In Progress

Staff is working with a Realtor who is representing a frozen foods company on locating their expansion project within the San Joaquin Valley. The company is seeking an existing facility of a 60,000 sq.ft. with expansion capacity. Rail and water service are of importance to the company. Company representatives have met with the City of Merced, utility providers, and the Department of Workforce Investment.

Client Number MOED 11.02

Status:	Prospect	Source:	Realtor
Company Type:	Dairy Related	Number of Jobs:	30 to 40
Real Estate:	Existing & New	Investment:	TBD
Submitted:	Jan. 2010	Time Frame:	In Progress

A Midwest based company is evaluating existing buildings and available greenfield sites for its expansion project. The project calls for a 30,000 square foot facility on a minimum of 10 acres with rail service. The company prefers to occupy and existing facility. Company representatives have met with the City of Merced, utility providers, and the Department of Workforce Investment.

Client Number MOED 11.03

Status:	Request for Information	Source:	GoED
Company Type:	Food Processing I	Number of Jobs:	60
Real Estate:	Existing & New	Investment:	\$31M
Submitted:	Jan. 2010	Time Frame:	2012

The State of California Governor's Office of Economic Development (GoED) is working with consultant representing a food processor client. The company is considering both existing buildings and greenfield sites for the project. Desired building size is 200,000 on 10 to 15 acres. The Request For Information was assembled by the City of Merced and packaged by the Merced County

Economic Development Corporation (Heather Hennagan). The consultant is expected to visit California in February to evaluate communities and sites.

Client Number MOED 11.04

Status:	Request for Information (RFI)	Source:	GoED
Company Type:	Food Processing 2	Number of Jobs:	476
Real Estate:	Existing & New	Investment:	\$64M
Submitted:	Jan. 2010	Time Frame:	2012

The State of California Governor's Office of Economic Development (GoED) is working with consulting representing another food processor client. The company is considering both existing buildings and greenfield sites for the project. Desired building size is 160,000 on 25 to 35 acres. The Request For Information was assembled by the City of Merced and packaged by the Merced County Economic Development Corporation (Heather Hennagan).

Client Number MOED 11.05

Status:	Inquiry	Source:	Realtor
Company Type:	Food Processing 3	Number of Jobs:	TBD
Real Estate:	Existing	Investment:	TBD
Submitted:	Jan. 2010	Time Frame:	TBD

Staff is working with a Realtor who is representing food processing company. The Realtor is asking for information on existing buildings of 100,000 square feet or larger. Details about the production process, job generation, and infrastructure needs are forthcoming.

MARKETING

MDM: In February, staff will participate as member of TeamCalifornia in the upcoming Medical Devices and Machinery trade show. The trade show is made up of seven organizations including packaging, plastics, and green technology. Besides marketing Merced to companies and consultants, staff will also promote UC Merced as a research and development center for testing new technology.

ICSC Planning Committees: The City of Merced is serving on two International Council of Shopping Centers Planning Committees: one for the Northern

California Alliance Program and the other for the Central Valley Alliance Program. The programs are designed to link commercial developers and retailers with the public sector and promote public private partnerships. The first of the Alliance Programs will be held in February and attended by Maria Mendoza.

UC Merced Stem Cell Lab: Office of Economic Development staff is serving on a UC Merced committee to the Stem Cell Research Consortium. The project is nearly completed for a 7,000 square foot lab. The Hardhats and Heroes Committee continues to work on securing funding for lab equipment. UC Merced expects the facility to be finished by late January 2011 and a Grand Opening in February 2011. When operational, the new lab will provide the foundation for linking UC Merced and the City of Merced to biotechnology companies.

SMALL BUSINESS ASSISTANCE

Alliance SBDC: The City of Merced entered into a year agreement with the Alliance Small Business Development Center in December 2010. The Alliance SBDC will provide business assistance workshops, training programs and one-on-one counseling. The counseling will be offered at no cost to the clients. Alliance SBDC Director Kurtis Clark and City staff will meet in January 2011 to work on program kick-off details.

Innovation Place Network: The City of Merced is no longer part of the MCEDCO led Innovation Place Network. If grant funding is successful through the Economic Development Administration, the IPN will be centered in Los Banos with future satellite offices throughout Merced County. A grant application which would have supported a Merced facility was not approved by the Housing and Urban Development Department.

COMMERCIAL

Childs Ave/Canal St: Staff and Caddis Properties continue to solicit grocers and other retailers for the project site. Retailers are expressing interest, but are waiting for improving economic conditions before making a commitment to expand in secondary markets.

Golden Valley Plaza: Developer Mark Calvano submitted Conditional Use Permit application for the development of the Golden Valley Plaza at the former bowling alley located on the southwest corner of Parsons Avenue and Childs Avenue. The project calls for a gas station/convenience market, full-service

and fast-food restaurants, and a hotel on the 3.4 acres site. The item is scheduled for Planning Commission consideration on February 23, 2011.

DOWNTOWN

Marketing Program: Staff continues to work with The Downtown Life Magazine to create ads that are printed in The Merced Sun-Star, The Merced County Times and The Downtown Life Magazine. The printed ads depict local people shopping, dining and being entertained in Downtown. A Downtown Direct coupon book was mailed out to 20,000 Merced households. The coupon book contained coupons from the various Downtown businesses. Radio ads promoting shopping, dining and entertainment in Downtown are aired on a regular basis on stations such as KYOS and Magic. A new banner design proof with the City's new logo is in the process of being finalized. The new banner program will replace the old Downtown banners.

FaceBook: The Downtown Merced Facebook site is gaining popularity. The site currently has a following of 246 people with 115 monthly active users. Downtown businesses are using it as a venue to advertise their shops, events and daily specials.

18th Street Improvement Project: The second half of the City's \$3.1 million in federal stimulus funds will be combined with Agency funds to complete road construction, sidewalk repairs and streetlight upgrades on 18th, N, M and Canal Streets in the Downtown and Midtown area. Project plans have been completed and the State has approved the project. Teichert Construction was awarded the contract in November and construction began mid January 2011.

VISITOR SERVICES

California Visitor's Guide: Merced has joined with the Yosemite Gateway Partnership with an insert in the new 2011 State Visitor's Guide. In addition, Merced is presented as part of the Central Valley Tourism Co-op ad and given premiere placement as a California Welcome Center. The guides are distributed throughout the United States as well as throughout the World through the California Trade & Tourism Commission and Department of Tourism.

Caltrans: California Welcome Center, Merced is included in a brochure that was created to promote both California Road Side Rests and California Welcome Centers. The brochures are distributed throughout California and are featured at each Rest Stop.

MERCO: The Merco Cycling Classic will be enjoying its 18th year of success in Merced on March 3-6, 2011. Banner ads were placed in Cycling News and Daily Peleton. Teams are planning training camps in Merced due to the addition of a four day stage race which will increase occupancy in our hotels and restaurants.

Agritourism Workshop: Merced UC Cooperative Extension and the UC Small Farm Center was the host of an agritourism workshop that included over 100 people from six counties on January 19, 2011. Karen Baker made a presentation on the Demand for Agritourism. There will be five other workshops on this topic throughout the State in the next few months.

California Welcome Center, Merced: California Welcome Center, Merced celebrated its 10th Anniversary in October. Merced's CWC has welcomed over 600,000 people over the last ten years and has maintained a high level of excellence according to the California Trade & Tourism Commission. Majority of visitors referenced Yosemite National Park and Sequoia National Park as their purpose for stopping in Merced. Staff successfully promoted attractions and restaurants in Merced, in addition to hotels, to extend their experience. Hotels have experienced an increase in occupancy in 2010/2011.

Visit the Merced Office Economic Development at www.cityofmerced.org.

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