

# **ECONOMIC DEVELOPMENT**

**FUND NO. 001**

**ACCOUNT NO. 2002**

---

## ***DESCRIPTION***

The Office of Economic Development stimulates and enhances the community's economic well-being. Business development and job creation programs include recruitment of new businesses, expansion of existing businesses, and retention of existing businesses by maintaining a mutually beneficial relationship between the client company and local government. In conjunction with the Economic Development Advisory Committee (EDAC), the Office of Economic Development oversees short and long-term economic development related activities to ensure investment opportunities are always abounding in the City.

The Office of Economic Development is the lead agency and point of contact for the Merced/Atwater Enterprise Zone. The department coordinates economic development, business development, and marketing activities with local, regional, and state economic development organizations. By participating in trade shows, conducting missions, attending conferences, and hosting promotional events, the office fosters relationships with site location consultants, brokers, and corporation real estate officers.

## ***MISSION***

Make Merced a place of economic opportunity, offering abundant employment, with a broad base of services and shopping to meet the needs of region.

## ***GOALS***

- ◇ Diversify and balance Merced's economy.
- ◇ Create new full-time year-around jobs paying at least the national average wage.
- ◇ Achieve economic performance at least equal to the national average, as evidenced by employment and income data.
- ◇ Locate and secure developers to build commercial centers in South and Southeast Merced.
- ◇ Identify and facilitate annexation of future commercial and industrial sites.

## **ECONOMIC DEVELOPMENT**

### **OBJECTIVES**

### **PERFORMANCE MEASUREMENTS/INDICATORS**

- |   |   |
|---|---|
| 1. Recruit industrial/commercial businesses through promotion, personal calls, and participating in regional organization.                    | Contact 50-100 new prospects through advertising, mailing, trade shows, Internet website, and other means.  |
| 2. Use high technology as a marketing tool.   | Update the website bi-annually and use more GIS based functions as part of responding to site location proposals.   |
| 3. Capitalize on UC Merced as a major economic development catalyst.  | Develop marketing brochure and promotional items highlighting the potential benefits of doing business in a university community.   |
| 4. Locate and secure a commercial developer to construct a project in South and/or East Merced.   | Aggressively contact prospects through advertising, mailing, trade shows, Internet website, and other means.  |
| 5. Serve as the lead agency to secure legislation and support to extend the life of the Merced-Atwater Enterprise Zone.                       | Secure legislative endorsement from local district state representatives and California Association of Enterprise Zones.  |
| 6. Retain and help expand local businesses.   | Meet with at least 20 of the City's major industries and commercial establishments for the purpose of improving relationships between the business community and the City. Sponsor the Merced Success Breakfast in February 2004. |
| 7. Identify sites for immediate neighborhood commercial projects and future regional commercial projects.                                     | With the assistance of the Planning Department and EDAC, identify 2 neighborhood commercial project sites of 5-10 acres and 2 regional commercial project sites of 20-30 acres.   |
| 8. Initiate steps to annex the area on the north side of Childs Avenue bordered by Highway 99 and Brantley Avenue for commercial development. | Work with the property owners of the subject area to determine interest of annexation and subsequent commercial development.  |

## **ECONOMIC DEVELOPMENT**

9. Develop a land use or users list for the Business Park (BP) and identify sites for a future Technology Park. Visit 2-3 well-established business parks to gather data and develop conceptual model design guidelines, CC&R's, and permitted land uses.

### ***2003-2004 BUDGET HIGHLIGHTS***

A vacant Development Associate position (split with Redevelopment) is not recommended for continuation. Otherwise, the budget is fairly similar to 2002-2003.