

# Become a Stakeholder

**California Central Valley EDC (CCVEDC)** is the regional voice for job creation and investment attraction across six counties: Kern, Tulare, Kings, Fresno, Madera, and Merced. Our targeted marketing efforts promote the Central Valley as a globally competitive location for industry, ag tech, logistics, advanced manufacturing, and innovation. With a lean budget and broad mission, CCVEDC relies on public-private partnerships to elevate our reach and impact. Your investment helps amplify our message and positions your organization as a leading stakeholder in the Valley's growth story.

## Your Partnership

Private partnership funding is critical to providing sustainable economic opportunities, breaking the cycle of generational poverty, and enhancing the overall quality of life for Central Valley residents.

### Marketing Partner **\$2,500**

Gain visibility among more than 3,500 site selectors, brokers, developers, and corporate decision-makers through CCVEDC's marketing channels. Your organization will be featured on the CCVEDC website and newsletter, and you'll also receive access to regional economic data and market reports that can support business development efforts.

### Strategic Partner **\$5,000**

Strategic Sponsors receive enhanced branding opportunities through regional marketing materials, targeted social media promotion, and preferred website placement. This level increases visibility while also gaining valuable market intelligence and opportunities to align their brand with economic development initiatives that attract investment and jobs to Central California.

### Regional Partner **\$10,000**

Regional Partners enjoy significant exposure through digital and print marketing campaigns, event recognition, and expanded promotional opportunities. This level provides direct interaction with economic development executives from across the Central Valley, access to emerging industry trends, and opportunities to influence regional marketing strategies. Regional Partners are recognized as key contributors.

### Executive Partner **\$15,000**

Executive Partners receive premier recognition as leaders supporting economic growth throughout Central California. In addition to maximum brand visibility across CCVEDC programs and marketing channels, Executive Partners have opportunities to participate in board-level discussions, provide input on regional initiatives, and connect directly with economic development leaders, site selectors, and major employers.

California Central Valley Economic Development Corporation (CCVEDC) is a 501c6 non-profit, with 501c3 capability through our fiscal agent.



## The Value

### Building Healthy Economies

CCVEDC is working on several fronts to support the region's economic health: facilitating investments in infrastructure and business incentives, aligning economic development and workforce efforts in the six-county region. This is creating a climate that supports and promotes entrepreneurship, leading renewable and clean-energy efforts, and promoting the San Joaquin Valley as a business destination.

## The Results

- *Increased Tax Base*
- *Job Development, Retention and Attraction*
- *Business Retention*
- *Economic Diversification*
- *Improved Quality of Life*



CENTRAL  
CALIFORNIA

Center of Industry

[www.centralcalifornia.org](http://www.centralcalifornia.org)

# “Center of Industry” Campaign

This comprehensive, multi-channel campaign positions California’s Central Valley as the most strategic and affordable industrial growth location in the Western U.S.

## Campaign Goals

- *Generate high-value leads from manufacturers, food processors, and logistics firms*
- *Build national awareness of shovel-ready sites, talent pipelines, and cost advantages*
- *Engage current and prospective sponsors in message amplification*

## Initiatives

- **Engage National Brokers and Site Selectors**  
Build relationships with national brokers and site selectors who influence site location decisions for industry like advanced manufacturing businesses.
- **Direct Business Engagement through Trade Shows**  
Engage directly with advanced manufacturing businesses at national trade shows to promote the Central Valley’s assets and attract investment.
- **Promote a Positive Brand and Image for Central California**  
Deliver strategic messages to site selection professionals and key industries throughout the nation. Update marketing digital tools and materials to national standards for economic development.
- **Promote Regional Competitiveness and Advanced Manufacturing Clusters**  
Highlight the Central Valley’s unique advantages to businesses and brokers by focusing on its advanced manufacturing clusters and competitive business environment.
- **Ensure Central Valley is Represented in the Global Marketplace**  
Support and promote exporting and foreign direct investment as an economic development strategy for the San Joaquin Valley to establish sustained and competitive growth in existing businesses.



## Our Mission

Attract and grow jobs and investment in the Central Valley.

## Board of Directors

### EDC Serving Fresno County

Will Oliver, President/CEO

### Kern County EDC

Richard Chapman, President/CEO

Melinda Brown, Vice President

### Kings County EDC

Julieta Martinez, President/CEO

Fabio Ianni, Economic Development Manager

### Madera County EDC

Kristina Gallagher, Executive Director

### Merced County

Mark Mimms, Director of Community & Economic Development

Tamra Spade, Deputy Director

### Tulare County

Michael Washam, Economic Development and RMA Associate Director

**Sponsors** • Pacific Gas And Electric; Wonderful Real Estate; BNSF; Lee & Associates; Colliers-Central Valley; CBRE-Central Valley

**Learn more about investing in  
Central California’s growth!**

**661-366-0756**

[www.centralcalifornia.org](http://www.centralcalifornia.org)