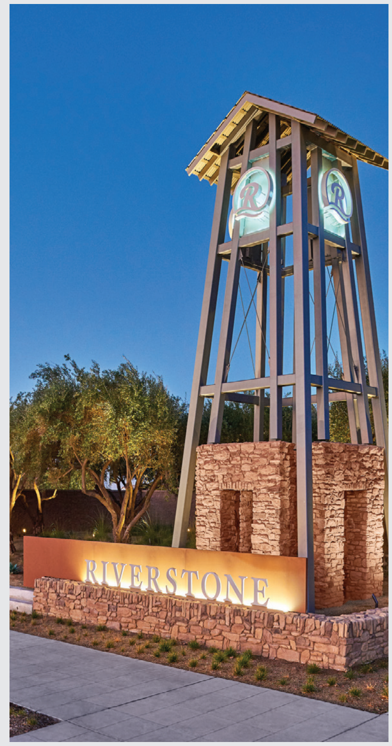
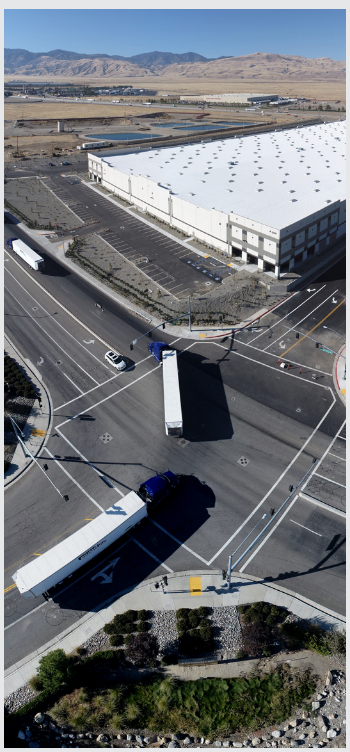
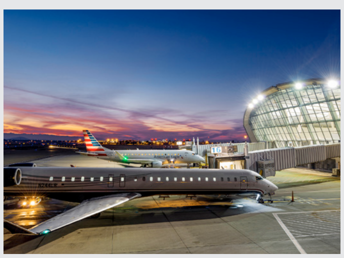
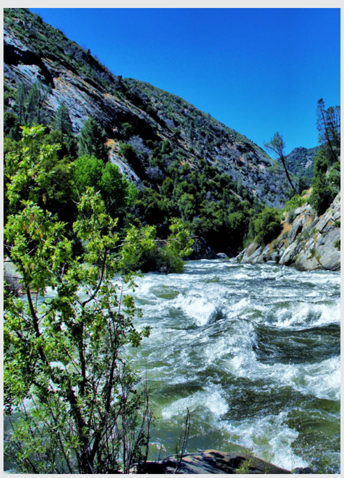
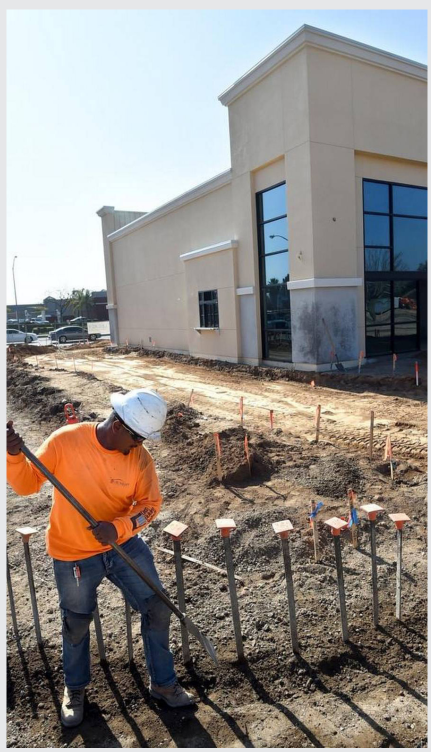
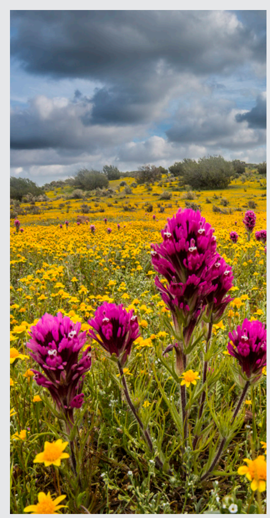






Central California • *Center for Industry*

Investor Prospectus 5-Year Plan


Central California
FROM THE BOARD

Mark Mimms
CCVEDC Chair

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

Tulare County
Michael Washam, Economic Development and RMA Associate Director

Staff
Jennifer Faughn, Executive Director
661-366-0756
jfaughn@centralcalifornia.org

Central California has always been defined by hard work, innovation, and resilience. Our region feeds the world, manufactures essential products, powers California's supply chains, and serves as one of the nation's most strategic locations for business growth.

The California Central Valley Economic Development Corporation (CCVEDC) was founded on the belief that our communities are stronger when we work together. Representing Kern, Tulare, Kings, Fresno, Madera, and Merced counties, CCVEDC provides businesses, site selectors, and investors with one coordinated regional strategy through our guiding principle, 'One Region. One Contact.'

The Center for Industry Initiative is our roadmap for the next five years. It identifies what CCVEDC can accomplish today and demonstrates how additional investment expands our capacity to attract industry, support existing employers, strengthen relationships with site selectors, and market Central California nationally.

On behalf of our Board of Directors, thank you for your partnership as we build California's Center for Industry.

Mark Mimms
CCVEDC Chair

Center for Industry Initiative

The five-year marketing plan provides a clear, phased strategy for positioning Central California as a nationally recognized Center for Industry. Each year builds upon the last, strengthening the regional brand, expanding market intelligence and broker relationships, increasing national business attraction, and growing the partnerships needed to sustain the effort. Together, these initiatives create a focused path from building awareness to generating opportunities and establishing Central California as California's premier location for industry.

5-YEAR ROADMAP

BUILDING A STRONGER CENTRAL VALLEY DRIVING INDUSTRIAL GROWTH

Why Central California?

- Center of 4th largest World Economy
- Lower operating costs: land, labor, logistics
- Proximity to markets, ports, and major highways, dual rail
- Growing labor force and industrial workforce pipeline
- Overnight delivery to 90% of the state
- Shovel-ready sites and streamlined permitting

INDUSTRIAL BASE GROWTH

300M SF in 2017 to 400M SF in 2025

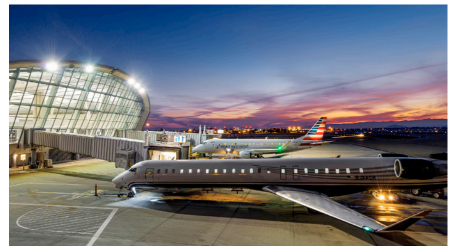
Central California is one of the fastest-growing industrial real estate markets on the West Coast!

Why This Initiative?

Competition for investment continues to intensify. The Center for Industry Initiative aligns business attraction, existing industry expansion, regional marketing, and accountability into one scalable strategy that shows partners exactly how new investment expands regional capacity.

Strengthen and diversify the regional economy

Provide business in CA with opportunities to scale



Building long-term economic resilience

Offer a young and growing workforce a career pathway

Provide resources, market intelligence, and advocacy for existing companies

Grow arts, culinary, healthcare, and entertainment amenities

Center for Industry MARKETING INITIATIVES

FIVE STRATEGIC INITIATIVES DRIVING AWARENESS, ATTRACTION, AND LONG-TERM GROWTH

Executive Summary

The Center for Industry Initiative is a five-year business development and investment strategy designed to strengthen Central California's position as a premier location for manufacturing, food processing, logistics, and industrial investment. 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

Building Regional Capacity

AT A GLANCE

Current Budget • $110,000

20–30 new qualified prospects

35–45 qualified company meetings

2-3 broker/site selector missions

Attend 1 strategic industry conference

1 virtual Central CA Market Update

Market Intelligence eNewsletters • 10 months

Annual Market Profile

3–6 executive site visits

Growth Investment Program • $220,000

50–70 new qualified prospects

75–100 qualified company meetings

4-5 broker/site selector missions

2–3 additional industry conferences

2 virtual Market Updates

Market Intelligence eNewsletters • 12 months

Annual Market Profile

Plus: Manufacturing Outlook & industry reports

8–12 executive site visits

Exhibit at 1-2 national manufacturing trade shows

Website Overhaul-Update

Virtual Site Tour

Site Selector Fam Tour

THE CENTER FOR INDUSTRY CAMPAIGN IS REGIONAL MARKETING WITH A SHARED RETURN ON INVESTMENT.

Strategic Initiative
Number 1

Build the Center for Industry Brand

Goal

Establish California's Central Valley as the recognized "Center for Industry" through a consistent regional identity.

Key Actions

- Implement the Center for Industry brand across all marketing.
- Use the messaging framework: "One Region. One Contact. Endless Opportunities."
- Refresh the website and digital assets.
- Produce the annual Market Profile and county fact sheets.
- Maintain a monthly e-newsletter and active LinkedIn presence.
- As budget allows: Expand video, photography, presentations, and trade show materials.

Performance Measures

Website traffic, social engagement, publication downloads, newsletter subscribers/opens, and brand recognition among brokers and site selectors.

Why it Matters

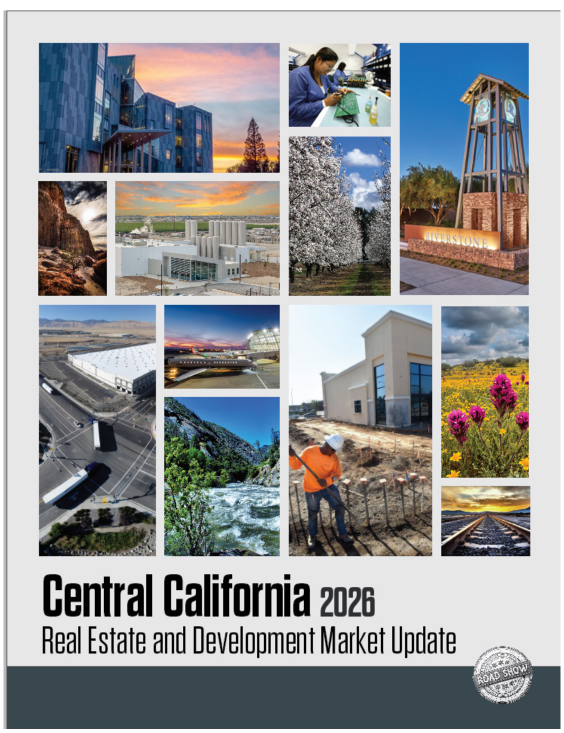
A strong, unified brand positions Central California as a competitive location for industry. Consistent messaging helps the region gain national recognition and reach decision-makers that individual counties may not reach on their own.

Central California
Center for Industry
ONE REGION. ONE CONTACT.

Strategic Initiative

Number 2

Lead with Market Intelligence



Goal

Become California's leading source for Central Valley market information.

Key Actions

- Publish the Annual Market Profile.
- Compile quarterly industrial market updates from Central Valley broker reports including major industrial transactions.
- Maintain real estate and development dashboards
  - Available sites over 50 acres
  - Available buildings over 200,000 sq. ft.
- Customized real estate lists based on client requirements.
- Track workforce trends and competitive market comparisons.

Performance Measures

Downloads, media citations, broker usage, website traffic, and research requests.

Why it Matters

Current market data gives brokers, site selectors, businesses, and regional partners credible reasons to consider Central California. Regular communication keeps the region visible and prepared to respond quickly when opportunities arise.

Strategic Initiative

Number 3

Inland California Broker Engagement Program

Goal

Position CCVEDC as the trusted regional resource for industrial development by building long-term relationships with brokers, developers, investors, and economic development partners throughout the Inland California Corridor.

Key Actions

- Conduct ongoing Inland California Broker Engagement (Bakersfield to Sacramento).
- Host an annual Central Valley Industrial Market Update for brokers, developers, and investors. (Virtual then in person)
- Publish quarterly broker market updates highlighting projects, sites, and trends.
- Offer sponsorship opportunities tied to broker engagement events and outreach.
- Use Broker Network as an ongoing advisory group.

Performance Measures

Broker meetings, project referrals, site visits, sponsorship commitments, new strategic relationships, and private-sector investment.

Why it Matters

Commercial real estate brokers are often the first to learn when a company needs to expand or relocate. Working collaboratively with brokers throughout Inland California helps connect projects with needed resources earlier and keeps growing companies from leaving the state.

Strategic Initiative

Number 4

Expand National Business Attraction

CCVEDC Board Members visiting national real estate brokers and site selectors in Dallas, Texas.

Goal

Generate qualified industrial prospects through targeted outreach.

Key Actions

- Participate in 1–2 strategic industry conferences annually.
- Conduct virtual market updates.
- Meet with national site consultants and corporate decision-makers, including California.
- Execute targeted industry recruitment campaigns.
- Coordinate follow-up site visits.

2026/27 Activities

- Ohio Site Selector Meetings
- Bay Area Broker Meetings
- ICON West
- Site Selector's Guild
- Spring Broker Zoom

Performance Measures

Qualified leads, prospect meetings, site visits, active projects, and business recruitment opportunities.

Why it Matters

National outreach places Central California directly in front of manufacturers, distributors, food processors, and corporate decision-makers. A coordinated regional presence expands the market reach of all six counties and generates qualified business-development opportunities.

Strategic Initiative

Number 5

Strategic Partnerships & Organizational Sustainability

EDCs partner with local CTE and job training programs to ensure well-qualified, job-ready employees.

Goal

Build a strong regional partnership network while creating long-term financial sustainability.

Key Actions

- Strengthen relationships with utilities, developers, universities, workforce organizations, transportation partners, Team California and GO-Biz.
- Expand corporate sponsorships and strategic partnerships.
- Pursue foundation, state, and federal grants.
- Develop annual sponsorship and investor campaigns.
- Create opportunities for private-sector engagement through events and collaborative marketing.

Performance Measures

New partners, sponsorship revenue, grants secured, investor participation, and partnership agreements.

Why it Matters

Strong partnerships provide the funding, expertise, and market connections needed to sustain a competitive regional program. Broader investment allows CCVEDC to expand its reach, pursue more opportunities, and deliver greater value to its counties and sponsors.

Our Counties

EDC LEADERSHIP

Melinda Brown
Kern County

Mike Washam
Tulare County

Julieta Martinez
Kings County

Will Oliver
Fresno County

Kristina Gallagher
Madera County

Mark Mimms
Merced County

Our Investors

Wonderful real estate™

PG&E

PEARSON COMPANIES

PEARSON REALTY

RETAIL CALIFORNIA PEARSON COMMERCIAL

NEWMARK PEARSON COMMERCIAL

ZEEB PEARSON COMMERCIAL

CBRE

BNSF RAILWAY

LEE & ASSOCIATES COMMERCIAL REAL ESTATE SERVICES

Colliers

Buk Wagner, SIOR & Charlie Schuh, CCIM
Central California Industrial Team

YOUR LOGO HERE
(click to find out more)

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.

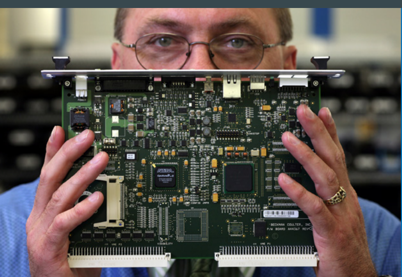
Regional Initiative Partner $20,000+

Grant-funded or one-time investment supporting a defined regional initiative, research project, marketing campaign, or business-development activity. Each partnership includes specific objectives, deliverables, measurable outcomes, customized recognition, and a final impact report.

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

One Region... One Contact

In Central California, business still happens face-to-face, where companies can work directly with local leaders and decision-makers.



SITE SELECTION

CCVEDC offers free and confidential assistance with:

- Real Estate
- Incentives
- Regional Data
- Site Tours

WHO WE ARE

Central California Counties

- Merced
- Madera
- Fresno
- Kings
- Tulare
- Kern

KEY INDUSTRIES

- Ag Business/Food Processing
- Advanced Manufacturing
- Logistics and E-Commerce
- Health and Medical
- Energy & Natural Resources
- Business & Professional Services

WORKFORCE

Workforce Partners in Central California offer:

- Recruit, pre-screen and qualify job candidates
- Labor market and wage information
- Custom training and upskilling programs
- Access to employment and training incentives

Central California Center for Industry

ONE REGION. ONE CONTACT.

Contact: Jennifer Faughn
jfaughn@centralcalifornia.org
661-366-0756

www.centralcalifornia.org