

Madera County Economic Development Commission

Chowchilla Community Forum

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Executive Director

Highlights

- MCEDC
- The County
- Chowchilla
- Resources
- Questions

Madera County Economic Development Commission

Madera County Economic Development Commission (MCEDC)

- Business recruitment, expansion and retention
- Focus on new job creation
- MCEDC provides free and confidential expansion and relocation assistance

Organization formed through a Joint Powers Authority Agreement with:

- City of Chowchilla
- City of Madera
- County of Madera



County Wide Forecast

Robust growth:

- Industrial Sector
- Commercial Sector

Local:

- Food Manufacturing
- Light Industrial Construction Fabrication
- Industrial Component Manufacture and Solutions Provider

Chowchilla Forecast

Potential Growth Sectors:

- Retail
- Hospitality
- Industrial i.e AutoZone

Benefits:

- Increase in Skilled Workforce
- Tax Base

Market Outlook:

- Overall Demand of \$164.2M
- Overall Supply of \$134.99M

Fig Tree Plaza

Visits :

- Weekly-18.2K to 25.1K
- Monthly- 86K to 90K

Consumer Base:

- Local (Chowchilla) - 27%
- Madera- 8.7%
- Merced Area- 14.8%

Spending Patterns:

- Housing- \$96.69
- Transportation- \$83.56
- Food- \$69.22
- Entertainment- \$20.14

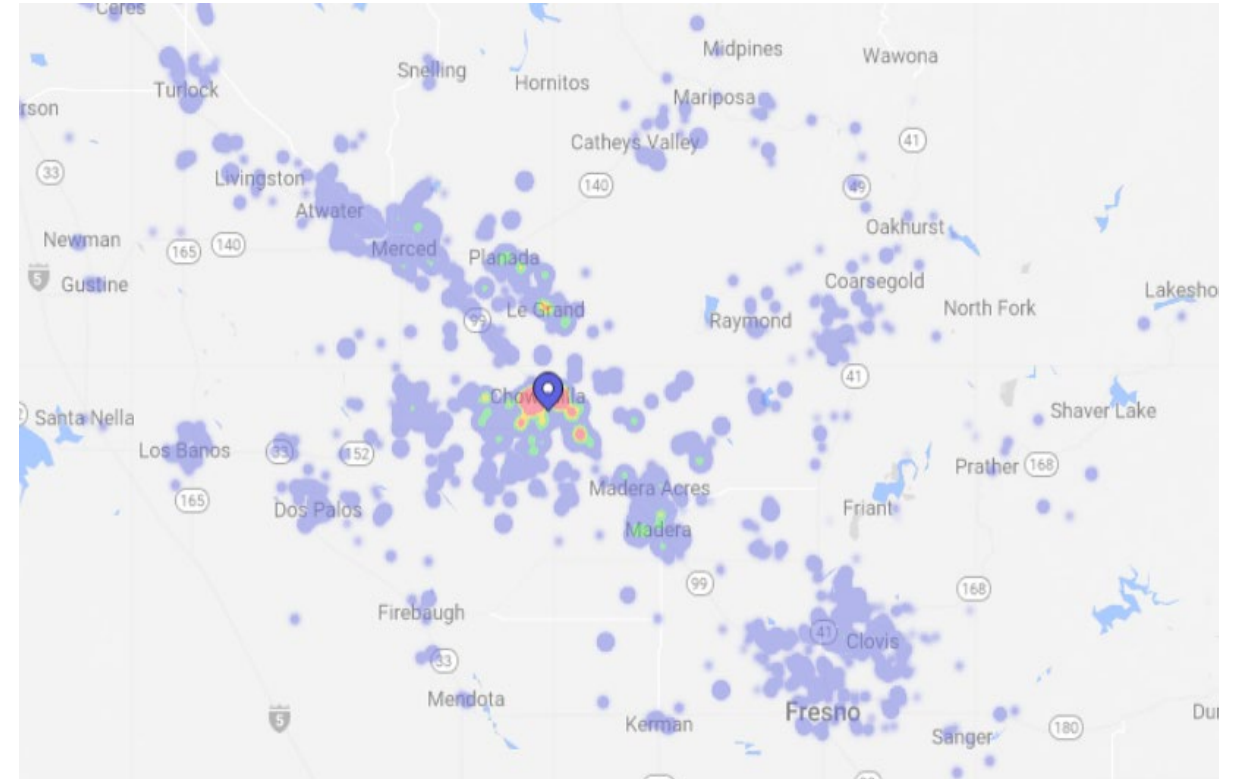


Fig Tree Plaza

Favorite Places

Fig Tree Plaza / East Robertson Blvd, Chowchilla, CA			
Rank	Name	Distance	Visitors
1	River Park Shopping Center / 71 E Via la Plata, Fresno, CA 93720	31.8 mi	46.9K (42.8%)
2	Merced Mall / 851 W Olive Ave, Merced, CA 95348	18.7 mi	40.9K (37.3%)
3	The Commons At The Madera Fair / 1950 W Cleveland Ave, Madera, CA 93637	13.9 mi	38K (34.7%)
4	Costco Wholesale / 1445 R St, Merced, CA 95340	18.5 mi	36K (32.9%)
5	Walmart / 1977 W Cleveland Ave, Madera, CA 93637	13.8 mi	33.7K (30.7%)
6	Marketplace At El Paseo / 6587 N Riverside Dr, Fresno, CA 93722	27.4 mi	33.4K (30.5%)
7	Applegate Ranch Shopping Center / 1000 Commerce Ave, Atwater, CA 95301	25 mi	30.8K (28.1%)
8	McDonald's / 250 E Robertson Blvd, Chowchilla, CA 93610-9304	0.5 mi	30.1K (27.4%)
9	Monte Vista Crossing / 2801-3027 Countryside Dr, Turlock, CA 95380	44.3 mi	29.8K (27.2%)
10	Merced Marketplace / 1724 W Olive Ave, Merced, CA 95348	19.2 mi	29K (26.5%)

Starbucks

Visits :

- Weekly-1.3K to 9.2K
- Monthly- 13.9K to 34.5K

Consumer Base:

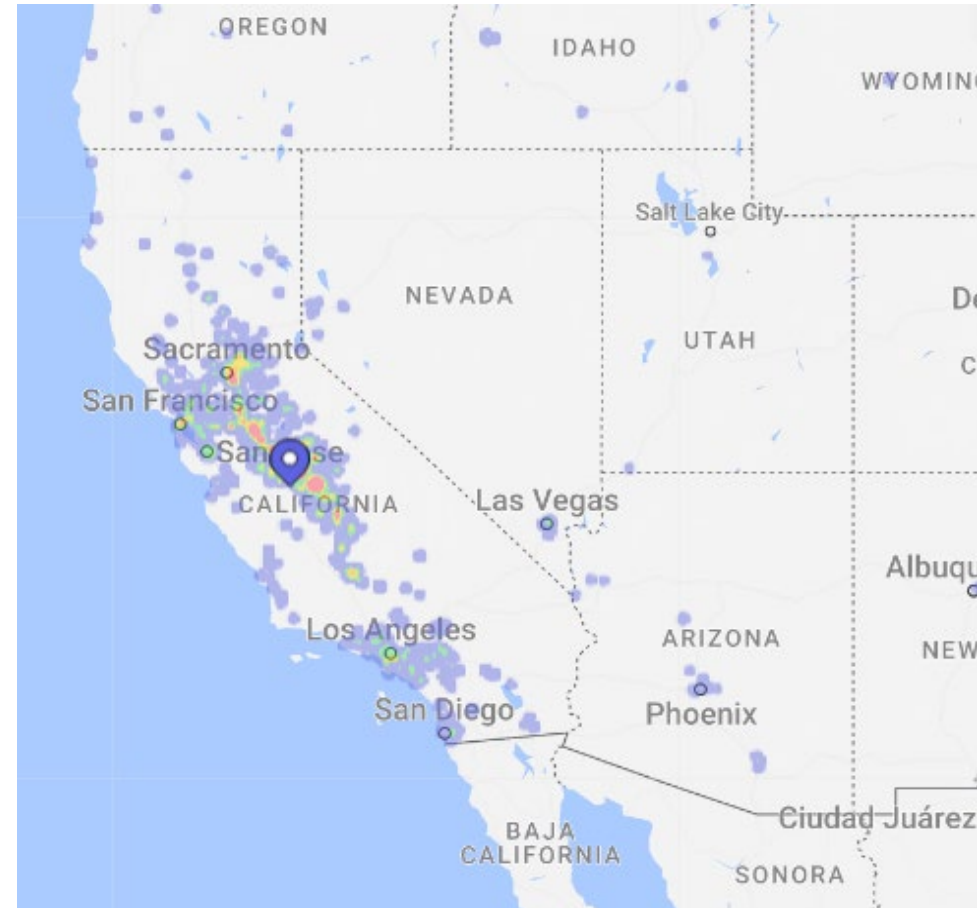
- Local (Chowchilla) – 21%
- Merced- 9.2.%
- Fresno -3%
- Nationwide- 67%

Spending Patterns:

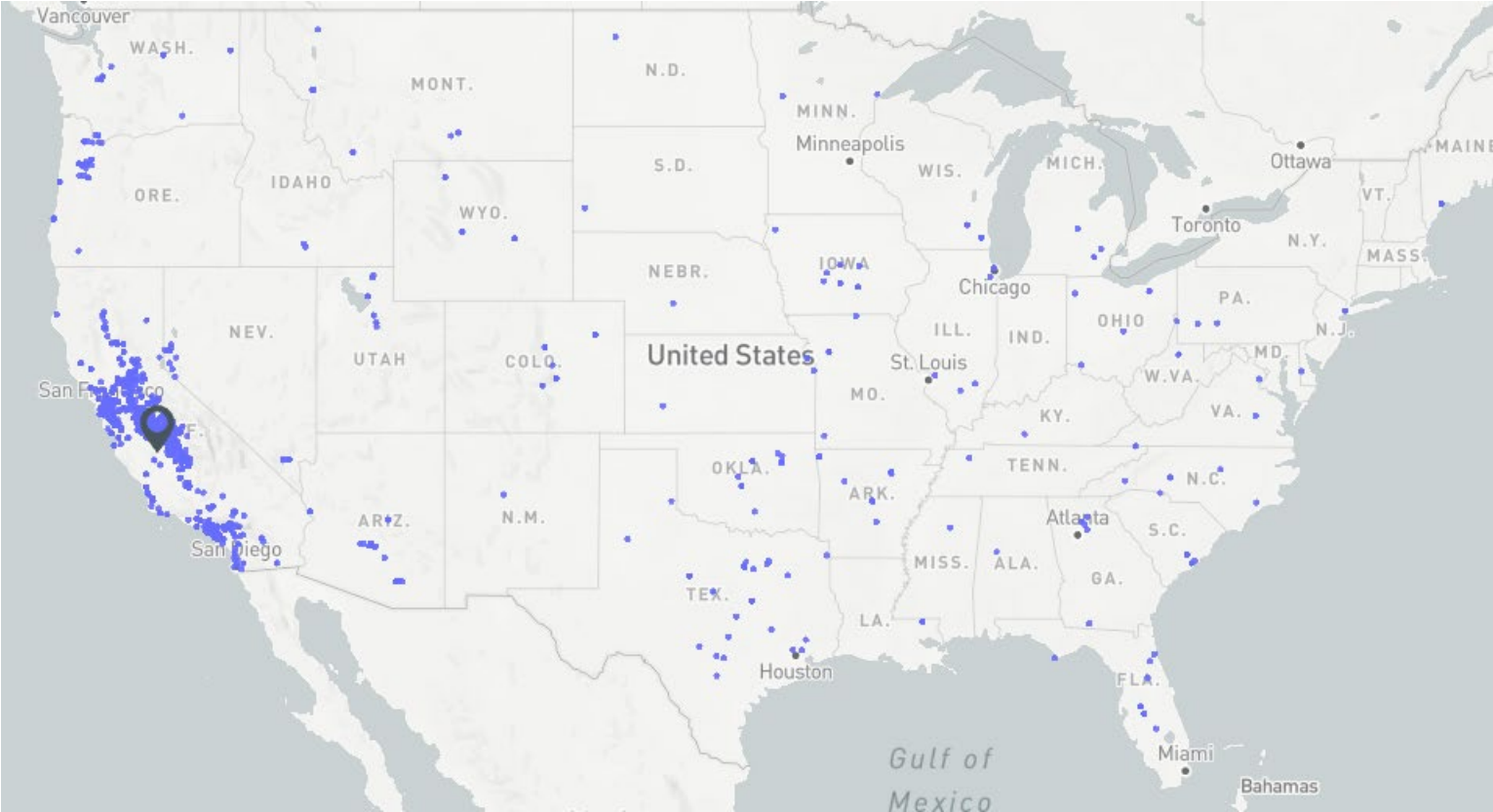
- Housing- \$96.69
- Transportation- \$83.56
- Food- \$69.22
- Entertainment- \$20.14

Ranking:

- 15 mile radius: #1 out of 8
- Statewide: #223 out of 4,197
- Nationwide: #740 out of 32,399



Starbucks



Resources

- Business/Project Assistance
- Business Advice
- Business Incentive Information
- Small Business Gap Financing
- Small Business Grant Opportunities
- Industrial & Commercial Site Selection
- Site Tours
- Demographics
- Quarterly Industrial Vacancy Reports
- Information on Workforce Programs
- General Information or Questions about Madera County



Current Opportunities

Micro Business COVID-19 Relief Grant Program

NEW — just for
micro businesses
— like YOURS!

Micro Business Assistance Grant

Grants in the amount of \$2,500 are available for micro businesses located in the County of Madera who have been impacted by the COVID-19 pandemic.

\$2,500
exclusively for micro businesses

? What is a micro business?

- Up to five (5) full-time equivalent employees.
- Up to \$50,000 revenue for the 2019 tax year.

What documents do I need?

- Completed application
- Current Business License
- Completed W9
- 2019 & 2020 Business Tax Returns
- Government issued ID

Applications accepted
March 14, 2022
thru April 14, 2022



APPLY IN PERSON at
Madera County Economic Development Commission
2425 W. Cleveland Ave., Suite 101, Madera, CA 93637
OR ONLINE at
maderacountyedc.com/county-of-madera-micro-arpa.html

Questions? — Please contact (559) 675-7768
Madera County Economic Development Commission



in partnership with



ARPA Small Business Assistance Grant • Madera County

Small Business Assistance Grant

The County of Madera is offering small business grants to businesses located in Madera County, including the Cities of Chowchilla and Madera. Businesses with 50 employees or less (including the business owner) are eligible. Businesses negatively affected by COVID-19 may be eligible to receive a working capital grant between \$5,000 and \$10,000 based on the number of employees and the businesses 2019 tax return.

Applicants who have been approved for, or have received disaster relief grant funding such as EIDL, Paycheck Protection Program, State Relief funds or any other CARES act funded business assistance program will be considered.

\$5,000
for up to 24 full time employees

\$10,000
for 25 to 50 full time employees

• Grant funds MAY be used for Working Capital (Operating Expenses).

Applications accepted
November 1, 2022

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QUESTIONS