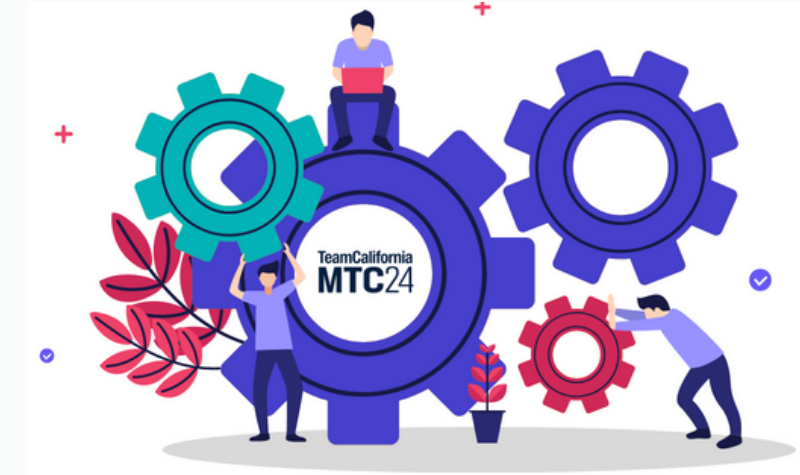


MEET THE CONSULTANTS



TEAMCALIFORNIA'S ANNUAL SITE SELECTION & ECONOMIC DEVELOPMENT FORUM



AUGUST 6-8, 2024 • VISALIA CONVENTION CENTER

Post-Event Overview and Strategic Impact

PRESENTED BY

MICHAEL WASHAM, ACE
Associate Director
County of Tulare Resource Management Agency



GROW
TULARE COUNTY

event recap



EVENT DATES

AUGUST 6
-8, 2024



ATTENDEES

APPROX.
120

SESSIONS

6 HIGH-POWER
SESSIONS



GUEST
SPEAKERS

14



teamcalifornia EDC GOALS

TeamCalifornia is a private, 501(c)3 non-profit membership-based corporation that represents every city, county, and EDC across the state in marketing their communities. TeamCA is dedicated to showcasing California as the premier destination for business expansion, retention, and attraction.



TULARE COUNTY ECONOMIC DEVELOPMENT OFFICE (EDO) GOALS

- Global Economy: Emphasize its place in the world's 5th largest economy by welcoming site selectors and economic developers from throughout the state.
- Local Prowess: Highlight Tulare County's agricultural prowess, diverse industries, and the county's business-friendly environment, which attracts investors and entrepreneurs.
- Local Marketing: Market all 8 Tulare County Cities and all 43 Unincorporated Communities to promote economic growth.
- Professional Development: Provide opportunities for business professionals throughout the state and country to strengthen their economic development toolkits.



ROBIN REIMOLD
TeamCalifornia EDC



MICHAEL WASHAM, ACE
County of Tulare RMA

dynamic sessions

PROFESSIONAL DEVELOPMENT

BUILDING CAPACITY BY LEARNING FROM OTHERS
AND COLLABORATING ACROSS REGIONS

TeamCalifornia



GROW
TULARE COUNTY



MEET THE CONSULTANTS



TEAMCALIFORNIA'S ANNUAL SITE SELECTION & ECONOMIC DEVELOPMENT FORUM



PREMIER LINEUP OF EXPERT SPEAKERS

- SITE SELECTORS
- RETAIL ANALYSTS
- BUSINESS CONSULTANTS
- ENERGY SPECIALISTS
- STORYTELLERS
- ECONOMIC DEVELOPERS
- WORKFORCE PROFESSIONALS
- COMMERCIAL REAL ESTATE EXPERTS
- CITY SERVICE SPECIALISTS



CHRIS LLOYD
MCGUIREWOODS CONSULTING LLC



KIM MOORE
NEWMARK



GARRICK BROWN
GALLELLI



COURTNEY DUNBAR
BURNS & MCDONNELL



WILLIAM HEARN
SITE DYNAMICS LLC



RICK KINGERY
COLLIERS



NIREE KODAVERDIAN
BEACON ECONOMICS LLC



NATALIE PEBBLES
JERSEY MIKE'S SUBS



DEREK KIRK
GO-BIZ



POONUM PATEL
GO-BIZ



CLARK WHITTEN
KOSMONT COMPANIES



GREG AGUIRRE
CAPITAL RIVERS
COMMERCIAL



ALBERT RODRIGUEZ
CITY WIDE PROPERTY
SERVICES



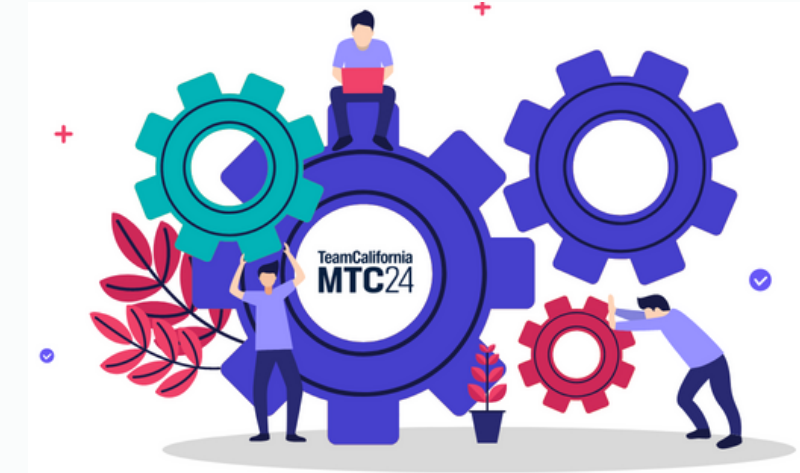
ADAM PECK
TULARE WORKFORCE
INVESTMENT BOARD (WIB)



MEET THE CONSULTANTS



TEAMCALIFORNIA'S ANNUAL SITE SELECTION & ECONOMIC DEVELOPMENT FORUM

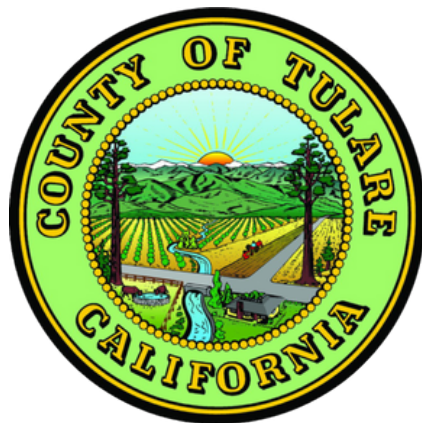


KEY ATTENDEES

- STATE LEADERSHIP
- COUNTY LEADERSHIP
- CITY OFFICIALS
- ECONOMIC DEVELOPMENT PRACTITIONERS
- SITE SELECTORS
- BUSINESS PROFESSIONALS
- COMMERCIAL REALTORS
- AND MORE



state & local partners



our story

CUSTOM STORYTELLING FOR TULARE COUNTY

THE WAY WE TELL OUR STORY MATTERS

TeamCalifornia



why it matters locally

- **Site Selection Trends:** Understanding the latest guideposts to stand apart can help regions better leverage economic growth assets.
- **Collaboration and Representation:** County of Tulare worked collaboratively with all 8 Cities to represent them as well as to represent all 43 unincorporated communities.



custom storytelling

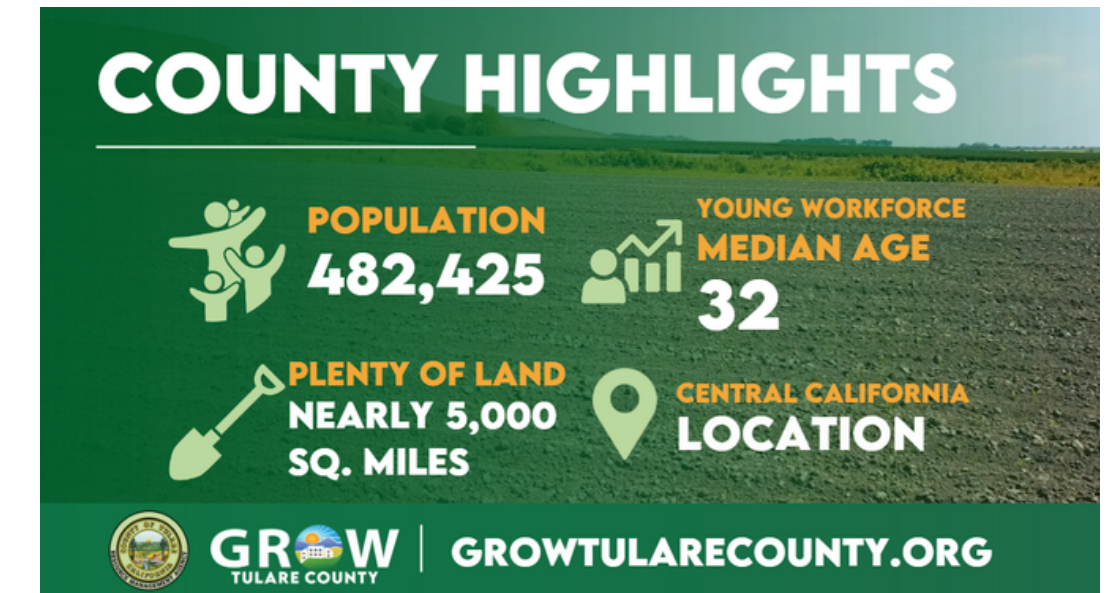
- Marketing for the Region (GROW Tulare County): The County of Tulare's Economic Development Office created custom marketing materials to highlight all 8 Cities and 43 Unincorporated Communities
- Post-Event Marketing Collateral: The EDO will continue creating content as part of the GROW Tulare County campaign for all Cities and Communities



custom videos



strategic impact



strategic collaboration

RELATIONSHIPS & DEALMAKING

AUTHENTIC RELATIONSHIP BUILDING BENEFITING
ALL OF TULARE COUNTY AND ALL OF CALIFORNIA

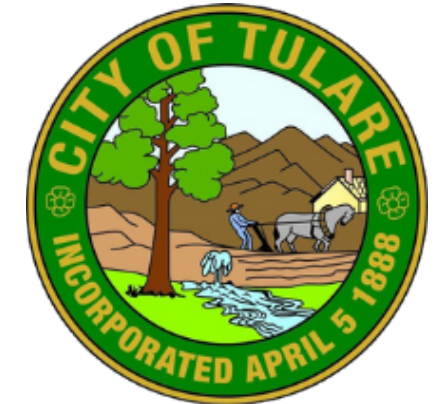
TeamCalifornia



GROW
TULARE COUNTY



local sponsors



strategic impact



SOUTH COUNTY bus tour



VIP DINNER

sponsored by



VIP breakfast

sponsored by



strategic impact





day two lunch

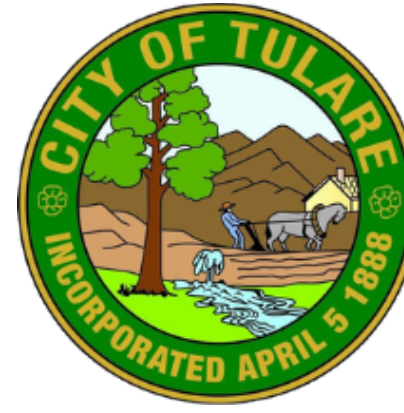
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golfing at mulligan's



gold sponsor



strategic impact



day trip to the sequoias

strategic impact



sponsored by

SINCE 1987
STAFFORD'S
CHOCOLATES

Reimer's
CANDIES AND GIFTS

OFFICIAL CHOCOLATE OF
THE MEET THE
CONSULTANTS EVENT



key takeaway

TULARE COUNTY IS POSITIONED FOR GROWTH AND
COLLABORATIVELY WE CAN SEIZE OUR MANY
OPPORTUNITIES LOCALLY, REGIONALLY AND GLOBALLY

TeamCalifornia



GROW
TULARE COUNTY

thank you for your support



GROW
TULARE COUNTY

economicdevelopment@tularecounty.ca.gov