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## Staff Report

SS ITEM # 2

**To: Lemoore City Council**  
**From: Judy Holwell, Project Manager**  
**Date: August 15, 2012**  
**Subject: Economic Development Post RDA – Part III**

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### Discussion

When we previously brought the discussion to Council regarding the future of economic development in Lemoore, Council noted that they desire a more streamlined process to make it easier for business development. One suggestion was to reestablish the Lemoore Economic Development Committee (LEDC), which could make recommendations pertaining to our business outreach efforts and could also review new business projects on a case-by-case basis as they come into the City. In considering the desire for a streamlined process versus engaging the services of another reviewing body, several questions/concerns have come up:

- ❖ The former LEDC did not have decision making authority.
  - It made recommendations to Council regarding business incentives.
  - It made recommendations on marketing/advertising.
  - It served as the advisory board for the Jobs/Housing Balance Strategy.
- ❖ Going forward, what would be the roll of the LEDC?
  - Would it continue as an advisory body?
  - Would it add another layer of bureaucracy?
  - Could it lead to new business development?
  - Would it be beneficial to businesses?
- ❖ Who would make up the membership?
  - The membership of the former LEDC was similar to those persons currently sitting on the Kings County EDC board. Representatives from Lemoore include:
    - Leprino
    - AGUSA
    - NASL
    - PG & E
    - The Gas Company
    - West Hills College
- ❖ Should the City's regulations be audited to determine if they could be less onerous?
- ❖ Could the Planning Commission serve in this capacity?
- ❖ Would there be benefits in having a LEDC in addition to the Planning Commission?
- ❖ Would business projects that are required to go before the Planning Commission also be required to meet with the LEDC?

In considering ways to streamline the process without adding additional requirements, staff from Planning, Finance, Building, Police and the City Manager's office all met to discuss their interactions with applicants who want to open a new business in Lemoore and what their specific needs are. It was found that most of the information developers request is already on our City of Lemoore website. However, finding the information is somewhat cumbersome since the forms are located within each of the various department webpages.

The outcome of the meeting led to the creation of a Business Resources webpage (see attached) where information and forms from various departments are all available in one convenient webpage for anyone considering starting a new business in Lemoore. The webpage can be accessed by typing [http://www.lemoore.com/business\\_resources.htm](http://www.lemoore.com/business_resources.htm) in the address bar or by clicking the link on the left hand side of the page on the City's homepage as shown in the picture below.

**City of Lemoore California**

City of Lemoore  
 2012 General Election  
 City Departments  
 Lemoore Municipal Code  
 City Council  
 City Council Meetings  
 Planning  
 Planning Commission Meetings  
 Redevelopment Agency  
 Successor Agency  
 Parks & Recreation  
 Commissions & Committees  
 ADA Compliance  
 Budgets  
 Business Resources  
 Business License  
 Economic Development  
 Master User Fee Schedule 6/12  
 Development Impact Fees 5/11  
 Downtown Lemoore  
 Food / Lodging & Real Estate  
 Historic Front Street  
 Housing Programs  
 Human Resources  
 Lemoore Area Schools  
 Lemoore Golf Course

**City of Lemoore, 119 Fox Street, Lemoore, CA 93245 (559) 924-6700 FAX (559) 924-9003**

Welcome to the City of Lemoore website.

The City of Lemoore, incorporated in 1900, firmly believes that community partnerships and cooperation can enhance the quality of life in our community.

Coordinating the efforts of city employees, police personnel, service organizations, schools, neighborhood groups, businesses develop effective strategies to address community needs.

This website is an evolving resource for our community. Our intention is to build a website, with our community in mind, that will be a valuable resource for Lemoore citizens and businesses.

The Business Resources webpage is a work in progress. Currently, as mentioned above, the page includes information and forms. One such form is a newly designed Business License application. Previously, applicants only had the option to fill out the form by hand. Now, they can type the information in online, print it, and take it to the Finance Department along with their payment. Eventually, additional information and forms will be added to the Business Resources site as data and materials become available, such as, an updated listing of available properties, City demographics, traffic counts, and a checklist of items necessary when building new structures. Our goal is to provide as much information electronically so that applicants will not be required to contact City staff unless they wish.

Some additional ideas that have been brought forth to improve economic development in Lemoore include applying for grants to construct public infrastructure at key locations so that sites are shovel ready; improving our web-based GIS so that it is more user friendly and businesses can obtain information on their own with regard to parcel size, zoning, etc.; and starting a Main Street program for promotion of our Downtown and the potential sustainability of the Downtown Coordinator position.

Lemoore has seen many changes since the recession bottomed out. All of our vacant commercial buildings in the Lemoore Industrial Park have been occupied. City staff has aided in most cases. For instance, Council is very familiar with the work involved in relocating Gary V. Burrows, Inc. to the site of the former Western RV. Much hand holding went into the successful relocation of McCann & Sons to the former Bob Williams Chevrolet site. And, the same holds true of Lemoore Auto Mall, which is located in the former Royer Cycle and Marine site. Staff worked closely with Mr. Lakhani on several inquiries regarding site development, sign purchase, sign timing issue, weed abatement on adjoining property, and business development in general.

Additionally, retail continues to pick up in Lemoore. Through many meetings with brokers, site selectors, and retailers, we have successfully attracted Family Dollar, In-shape, and other businesses into Gateway Plaza (formerly known as Pioneer Square). The former Hollywood Video site filled, as did the site of the old Auto Zone, both with assistance of our networking efforts.

Economic development in Lemoore is not broken. Nearly every vacant building is now occupied and we continue to assist our property owners and business community in any way possible. The new Business Resources webpage will certainly make it easier for new prospective business applicants to find information and forms. However, staff is committed to working one-on-one with them to answer any questions or remediate any concerns they may have. If Council still desires a more streamlined process, then our regulations may need to be further modified. Staff is seeking input from Council regarding the reestablishment of the LEDC and any additional suggestions for promoting economic development in Lemoore.

**Budget Impact**

None at this time.

**Recommendation**

Discussion only.