



# VISALIA ECONOMIC DEVELOPMENT CORPORATION

## INVESTMENT APPLICATION FORM

Visalia Economic Development Corporation (VEDC) is a private, non-profit organization whose primary purpose is to foster economic development and growth in the City of Visalia.

### HOW IS THE VEDC DIFFERENT AND WHAT ROLE DO WE PLAY?

VEDC's primary purpose is to make Visalia's business climate as conducive to smart growth as possible. To achieve this, VEDC works with the Chamber of Commerce, the City of Visalia, and the Tulare County EDC to present our city and its opportunities in the most positive light possible to potential new businesses. VEDC acts as a catalyst in creating a positive business climate, facilitating a stronger link between the business community and local education/training programs, and ensuring adequate infrastructure investment. The VEDC is committed to offering support and staffing in numerous projects that continue to address high unemployment, Visalia's General Plan, education and positive growth.

### WHO SHOULD JOIN?

The VEDC serves as a steward of the industrial sector in Visalia, and continually strives to improve business conditions for manufacturers and distribution centers. Likewise, as an agent for business growth, the VEDC serves those businesses who serve businesses; as the local economy grows, so does your potential customer base. When new jobs are created, either through attraction or retention, we all benefit, and enjoy a vital and growing community, but it is up to each of us to step forward and exercise leadership to keep the city vital and growing.

### BENEFITS OF MEMBERSHIP

**INVESTMENT.** The mission of the VEDC is to expand the local economy by increasing the number of businesses and jobs in Visalia, thereby expanding your potential customer base. Greater investment in the VEDC augments our capacity to further that mission by providing greater resources to assist businesses. Firms with mostly business customers can benefit greatly from membership in the VEDC.

**CONNECTION.** VEDC's monthly meetings include updates from the City of Visalia, the Chamber of Commerce, the County and other organizations which impact the economic health and growth of our community. Also, VEDC investors are listed on the VEDC website, giving them exposure to companies exploring Visalia as a place to do business.

**IMPACT.** Investment in the VEDC gives members an opportunity to impact the direction and decisions that matter to their business. Membership in VEDC provides access to the leaders of our community and an opportunity to be heard on important business issues. Additionally, manufacturers and distribution centers can participate in the Industrial Roundtable, a monthly meeting to address issues specific to those companies.

**HOW DO WE JOIN?**

Basic membership investment in the VEDC is based on your businesses' full-time employee count. Additionally, organizations that want to increase their involvement in the VEDC are encouraged to take advantage of Business or Community Builder Membership.

**Basic Membership ... Business Supporter**

- ▽ Access to economic information & data
- ▽ Listing on VEDC website

**Business Builder**

- ▽ All of the above, plus ...
- ▽ Logo/link on VEDC website
- ▽ Listing in e-update
- ▽ Sponsorship credit for Presidents' Roundtable for one month

**Community Builder**

- ▽ All of the above, plus ...
- ▽ Logo on front page of VEDC website
- ▽ Sponsorship credit for VEDC annual meeting and other membership events

**VEDC WORK PLAN**

**Business Attraction**

- ▽ Widen Visalia's competitive advantage as regional hub for warehouse-distribution, manufacturing, and food processing

**Business Retention**

- ▽ Lead Industrial Roundtable as an issues forum for industrial leadership
- ▽ Conduct Business Satisfaction Survey to determine how to improve business climate

**Education/Workforce Training**

- ▽ Enhance Visalia Partners In Education (VPIE) to widen path between schools and employers
- ▽ Advocate for expanded access to Higher Education opportunities

**Infrastructure Capacity**

- ▽ Continually assess the capacity for growth of the local hard and soft infrastructure
- ▽ Advocate for adequate and varied land and buildings to meet industrial market demand

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**MEMBERSHIP APPLICATION FORM**

Contact Name \_\_\_\_\_

Company Name \_\_\_\_\_

Address \_\_\_\_\_

Email \_\_\_\_\_ Phone \_\_\_\_\_

**Membership Investment Level** (*choose one*):

- Business Supporter. Enter number of full-time employees: \_\_\_\_\_
  - 1-10 employees ..... \$500
  - 11 – 100 employees ..... \$1,000
  - 101+ employees ..... \$1,500
- Non-Profit Organization.....\$500
- Business Builder .....\$2,500
- Community Builder .....\$5,000

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Return completed application and membership fees to:  
**Visalia Economic Development Corporation**  
P.O. Box 2722 • Visalia, CA • 93279 • 559.733.3737 [www.visaliaedc.com](http://www.visaliaedc.com)