

FOR IMMEDIATE RELEASE

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Madera County EDC is Recognized with Two State Awards

The Madera County Economic Development Commission (MCEDC) was honored in two categories at the recent California Association for Economic Development Annual Conference. MCEDC was awarded the Grand Prize in the Public/Private Partnership category and the Award of Excellence in the Promotions category.



Grand prize Partnership Award
Pictured starting from the left:
Julie Herd, Madera County EDC
Justin White, City of Chowchilla
Bob Silva, Bob Silva Ford Dealership

MCEDC earned the grand prize for Public/Private Partnership for their efforts in obtaining a one million dollar grant on behalf of the City of Chowchilla in cooperation with Bob Silva and his 35 acre development along Highway 99 and Chowchilla Blvd. “The money we were able to secure on behalf of the City was used for the

construction of Prosperity Blvd,” said Bobby Kahn, Executive Director of MCEDC. “It enabled Chowchilla to retain a growing business, 35 jobs and created over 30 acres for further commercial development,” he added. “Holiday Inn Express has recently broken ground which will create additional jobs and supplement the local economy.”



Pictured starting from the left:
Robert Poythress, Justin White,
Jennifer Faughn, Julie Herd and
David Tooley

In the Promotions Category, CALED recognized MCEDC for their marketing plan which highlights Madera County as the “Perfect Location.” “Over the past two years we have completely re-invented our marketing plan,” said Kahn. “It is very focused, we spend a lot of time and effort getting face to face with large brokerage firms throughout the state and with potential businesses that may have an interest in Madera County.” In addition, MCEDC has redesigned their quarterly newsletter and has implemented a monthly electronic economic development update. “I am extremely proud of these awards as they are a reflection on how hard the staff works. I feel fortunate to have such dedicated individuals to work with every day,” said Kahn.

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