



IMPERIAL VALLEY FOREIGN TRADE ZONE

IMPERIAL COUNTY COMMUNITY AND ECONOMIC DEVELOPMENT • 940 W. Main St., Ste. #203, El Centro, CA

MEETING AGENDA

Tuesday, November 20, 2018 @ 2:00 PM
City of Calexico, City Hall
608 Heber Avenue, Calexico, CA 92231

I. Call meeting to order

- a. Roll call
- b. Approval of 08/24/18 Minutes

II. Discussion/action/update

- a. Approval of Amended IVFTZ #257 FY 18-19 Budget with Policy
- b. Presentation of IVFTZ Marketing Plan by David Harlow.
- c. Presentation of OMG Freight Forwarders by Eduardo Medina.
- d. Presentation of RL Jones by Hector Gracia.

III. Future agenda items and other business

IV. Next meeting date

TBD

V. Meeting adjourned



IMPERIAL VALLEY FOREIGN TRADE ZONE

IMPERIAL COUNTY COMMUNITY AND ECONOMIC DEVELOPMENT • 940 W. Main St., Ste. #203, El Centro, CA, 92243

MEETING MINUTES

Wednesday, October 24, 2018 2:00 PM
City of Brawley, City Council Chamber
383 Main Street, Brawley, CA 92227

PROCEEDINGS

A meeting of the Imperial Valley Foreign Trade Zone – Joint Powers Authority (IVFTZ-JPA) was held on October 24, 2018, at 2:00 p.m. at the City of Brawley City Council Chamber located at 383 Main Street Brawley, CA. 92227.

ATTENDEES

JPA Members

City of Brawley
City of Calexico
City of Calipatria
City of El Centro
City of Holtville
County of Imperial

Primary

Rosanna Bayon Moore
Miguel Figueroa

Nick Wells

Alternate

Andy Horne

Consultants

Coordinating Staff

I.C. County Executive Office
I.C. Community & Econ. Development
I.C. Community & Econ. Development

Esperanza Colio Warren
Jade Padilla
Jonathan Garcia

Other Invites



IMPERIAL VALLEY FOREIGN TRADE ZONE

MINUTES

I. Call meeting to order

- a. Roll call.

Meeting was called to order by Miguel Figueroa at 2:05 p.m. Roll call was performed by Jonathan Garcia with four (4) JPA members present; it was determined that quorum was met.

- b. Approval of 06/21/2018 minutes.

Nick Wells motioned to approve minutes as presented, Andy Horne 2nd. **Vote:** 4 in favor, 0 against, 0 abstain at the time of the vote. **Motion passed.**

II. Discussion/action

- a. Feedback from Officer Avila – Pimentel Deactivation.

E. COLIO WARREN provided feedback to the Board Members regarding the status of Pimentel's cancellation due to non-payment of fees. A letter was mailed to Officer Avila from U.S. Customs to confirm the cancellation of Pimentel's agreement. Additionally, Officer Avila mentioned to Mrs. Colio Warren that the Pimentel facility was empty upon arrival. The deactivation process has already begin.

E. COLIO WARREN also mentioned the attempts to contact My Distribution Center. As of today, Imperial County Community and Economic Development has not received any responses from My Distribution Center pertaining their intentions of becoming a potential IVFTZ operator.

- b. Approval of Imperial Valley Foreign Trade Zone #257 FY 18-19 Budget.

E. COLIO WARREN presented the proposed budget for FY 18-19 will be 50% of the membership fee share for existing members based on the Alternative Site Framework (ASF) Contributions model prepared by ITC. The full membership fees were noted as follows: County of Imperial - \$11,700, City of Brawley - \$9,000, City of Calipatria - \$1,260, City of El Centro - \$15,180, City of Holtville - \$2,160, and City of Calexico - \$14,100. E.C. WARREN mentioned the notation for past fees owed by the City of Calexico. After some discussion, the County and the City of Calexico will check past payments from the City of Calexico to verify if fees are owed. It was also noted that the City of Holtville is a new member; thus, will be paying the full membership fee. E.C. WARREN explained the availability of contingency funds and noted that the funds belong to the original contributing members. A discussion was held to discuss the potential use of the contingency funds as credits to the cities and the future plans to handle business with the City of Westmorland and the City of Imperial.

On a side note, E. COLIO WARREN also mentioned that a new potential member would like to start the process to become a potential IVFTZ operator. Unfortunately, the potential member,



IMPERIAL VALLEY FOREIGN TRADE ZONE

Mr. Eduardo Medina, was not able to attend this meeting. He is requesting a special meeting to present his proposal to the Board to become a new operator. E. COLIO WARREN also noted two additional potential clients interested in FTZ benefits. The Members then discussed the nature and legality of the business (industrial hemp) in relation to FTZ.

A. HORNE emphasized that during the previous IVFTZ meeting, the Board took action to reduce the contribution to the existing members by 50% from their remaining FTZ balance and should check the balance again at the end of this fiscal year. Clarification was provided regarding the "Contingency" item in the budget; resulting in a request being made to identify this item as "Year End Balance." A. HORNE motioned to approve current budget; however, the \$60,597.65 will be re-labeled with a modest contingency of \$10,000 and the balance labeled as projected year-end balance. R. MOORE second motioned for potential amendment. In addition, A. HORNE motioned for coordinating staff to return to the next meeting with a policy statement to vote for the carryover balance as to how it will be treated in regards to future credits toward membership dues. 2nd by Rosanna Moore; emphasizing the line item labeling and direction for staff to prepare a policy for future action as it relates to the remainder (balance). **Vote:** 4 in favor, 0 against, 0 abstain at the time of the vote. **Motion passed.**

- c. Review of IVFTZ Marketing Plan by David Harlow.

Item was tabled for next IVFTZ meeting.

A request was made from A. HORNE to hold a special meeting to discuss OMG Freight Forwarders item. E. COLIO WARREN noted we can hold the requested special meeting and can provide an update on findings regarding the aforementioned hemp manufacturing/distribution issue.

A short conversation was held regarding the pending review, discussion, and additional meetings to take place for the marketing plan.

III. Future agenda items and other business

E. COLIO WARREN announced the merger of the Imperial County Community and Economic Development department with the Imperial County Workforce Development Office. She explained the reorganization for the merged office, new job assignments, and its relation to the functionality of FTZ.

IV. Next meeting date

TBD

V. Meeting adjourned

- a. Meeting adjourned at 2:32 p.m.

ITEM

A

Approval of Amended IVFTZ #257 FY 18-19 Budget with
Policy.

Imperial Valley Foreign Trade Zone

Proposed Budget FY: 2018-2019

July 1, 2018 - June 30, 2019

Imperial Valley Foreign Trade Zone	
Proposed Budget FY: 2018-2019	
July 1, 2018 - June 30, 2019	
BALANCE FROM 2017-18	\$ 56,725.25
REVENUE	
Membership Dues (50% share)	
County of Imperial (100% = \$11,700)	\$ 5,850.00
City of Brawley (100% = \$ 9,000)	\$ 4,500.00
City of Calexico (100% = \$14,100)	\$ 7,050.00
City of Calipatria (100% = \$ 1,260)	\$ 630.00
City of El Centro (100% = \$15,180)	\$ 7,590.00
City of Holtville (Note #1)	\$ 2,160.00
	\$ 27,780.00
Estimated Interest	\$ 450.00 \$ 450.00
Anticipated Renewal Fee	
Pimentel Group	\$ -
Coppel, Inc	\$ 5,000.00
Imperial RailPort	\$ 5,000.00
JE Export	\$ 5,000.00
My Distribution Center	\$ -
	\$ 15,000.00
Total Balance and Revenue	\$ 99,955.25
OPERATING EXPENSES	
Dues, Memberships & Subscriptions	
NAFTZ (1)	\$ 1,250.00
SCFTZ (2)	\$ -
Sponsorship	\$ -
	\$ 1,250.00
Consultant Fee	
ITC (annual fee)	\$ 24,000.00 \$ 24,000.00
Travel Expenses	
NAFTZ Annual Seminar, Registration fee	\$ 1,000.00
NAFTZ Annual Seminar, Hotel/meal/mileage	\$ 1,800.00
	\$ 2,800.00
Office Expenses	
Postage	\$ 120.00
Newspaper Publications/ Legal	\$ -
Office Supplies	\$ 680.00
	\$ 800.00
Salaries	
Accounting	\$ 1,000.00
Clerical Assistant	\$ 1,000.00
Coordinators & Manager	\$ 11,000.00
	\$ 13,000.00
Marketing	
Flyers and other marketing materials	\$ 3,500.00
IVFTZ website share (Note #2)	\$ 205.00
Workshops, Expo and Shows	\$ 5,000.00
	\$ 8,705.00
ASF Conversion	
Consultant Fee	\$ -
County Staff	
Contingency	
Original Member Balance (Note #3) (Policy #1)	\$ 31,105.25
FY 18-19 Contingency	\$ 10,000.00
Year End Balance	\$ 8,295.00
	\$ 49,400.25
Total Expenses	\$ 99,955.25
Notes:	
(1) New member; per meeting on 06/21/18, 50% use of accumulated contingency fees will only be applied to original members (*)	
(2) Website annual fee (approximately \$205)	
(3) Remaining balance from FY 17-18 contributed by the original FTZ members (County of Imperial, City of Brawley, City of Calipatria, City of Calexico, and City of El Centro) after applying the 50% membership fee credit.	
Policy:	
(1) The remaining balance from FY 17-18 contributed by the original FTZ members, as mentioned in Note #3, shall be used as credits for membership fees of the original members. Said credits will be distributed equally among the original members by percentage. However, funding from the Original Member Balance may be used as needed so long as all the original members approve and agree upon the fund usage. These funds will be available until the balance is depleted.	
(*) Balance from previous years	
2018-2019 credit to original contributors	\$ 56,725.25
Balance	\$ 25,620.00
	\$ 31,105.25

Imperial Valley Foreign Trade Zone

Proposed Budget FY: 2017-2018

July 1, 2017 - June 30 2018

	Budgeted 2017-2018 (updated)	Actual R/E as of June 30, 2018	Pending Payments
BALANCE FROM 2016-17	\$ 44,136.53	\$ 44,136.53	
REVENUE			
Membership dues			
County of Imperial	\$ 17,466.85	\$ 17,466.85	\$ -
City of Brawley	\$ 1,784.18	\$ 1,784.18	\$ -
City of Calexico (Note #3 2016-17)	\$ 11,197.40	\$ 11,197.40	\$ -
City of Calexico	\$ 11,197.40	\$ -	\$ 11,197.40
City of Calipatria	\$ 2,416.54	\$ 2,416.54	\$ -
City of El Centro	\$ 12,304.04	\$ 12,304.04	\$ -
Estimated Interest Earned	\$ 300.00	\$ 573.51	\$ -
	\$ 56,666.41	\$ 45,742.52	\$ 11,197.40
Anticipated Renewal Fee			
Pimentel Group (Note #3 2016-17)	\$ 2,500.00	\$ 2,500.00	
Pimentel Group	\$ 5,000.00	\$ -	\$ 5,000.00
JE Exports	\$ 5,000.00	\$ 5,000.00	
Coppel, Inc	\$ 5,000.00	\$ 5,000.00	
Imperial RailPort	\$ 5,000.00	\$ -	\$ 5,000.00
My Distribution Center	\$ 5,000.00	\$ -	\$ 5,000.00
	\$ 27,500.00	\$ 12,500.00	\$ 15,000.00
Total Balance and Revenue	\$ 128,302.94	\$ 102,379.05	\$ 26,197.40
OPERATING EXPENSES			Balance x Expenses
Dues, Memberships & Subscriptions			
NAFTZ	\$ 3,900.00	\$ 2,650.00	\$ 1,250.00
SCFTZ	\$ -	\$ -	\$ -
Sponsorship	\$ -	\$ -	\$ -
	\$ 3,900.00	\$ 2,650.00	\$ 1,250.00
Consultant Fee			
ITC (annual fee)	\$ 24,000.00	\$ 24,000.00	\$ -
Fee paid previous FY 2016-17	\$ 0	\$ -	\$ -
	\$ 24,000.00	\$ 24,000.00	\$ -
Travel Expenses			
NAFTZ Annual Seminar, Registration fee (Note #	\$ 2,775.00	\$ 3,925.00	\$ (1,150.00)
NAFTZ Annual Seminar, Hotel/meal/mileage	\$ 6,496.70	\$ 5,316.70	\$ 1,180.00
	\$ 9,271.70	\$ 9,241.70	\$ 30.00
Office Expenses			
Postage	\$ 120.00	\$ 17.58	\$ 102.42
Newspaper Publications/ Legal	\$ -	\$ -	\$ -
Office Supplies	\$ 680.00	\$ -	\$ 680.00
	\$ 800.00	\$ 17.58	\$ 782.42
Salaries			
Accounting	\$ 1,000.00	\$ 1,933.13	\$ (933.13)
Clerical Assistant	\$ 1,000.00	\$ 20.11	\$ 979.89
Coordinators & Manager	\$ 11,000.00	\$ 7,538.78	\$ 3,461.22
	\$ 13,000.00	\$ 9,492.02	\$ 3,507.98
Marketing			
Flyers and other marketing materials	\$ 3,500.00	\$ -	\$ 3,500.00
IVFTZ website share (Note #2)	\$ 260.00	\$ 252.50	\$ 7.50
Workshops, Expo and Shows	\$ 5,000.00	\$ -	\$ 5,000.00
	\$ 8,760.00	\$ 252.50	\$ 8,507.50
ASF Conversion			
Consultant Fee	\$ -	\$ -	\$ -
County Staff	\$ 1,000.00	\$ -	\$ 1,000.00
Contingency	\$ 67,571.24	\$ -	\$ 67,571.24
	\$ 68,571.24	\$ 45,653.80	\$ 68,571.24
Actual Balance		\$ 56,725.25	Total \$ 82,649.14

- Notes:**
(1) Based on one person attending conference.
(2) Website annual fee \$260 approximately.
(3) Late annual contribution (FY 16-17)

IVFTZ-JPA

Alternative Site Framework (ASF) Contributions

AGENCY	*POPULATION	PERCENTAGE %	TOTAL SHARED COST	TOTAL SHARED COST AT 60K
City of Brawley	25,723	15%	\$4,487	\$9,000
City of Calexico	40,464	23.5	7,059	14,100
City of Calipatria	3,667	2.1	640	1,260
City of El Centro	43,495	25.3	7,588	15,180
City of Holtville	6,154	3.6	1,074	2,160
City of Imperial	16,677	9.7	2,909	5,820
City of Westmorland	2,301	1.3	401	780
County of Imperial	33,489	19.5	5,842	11,700
Total	171,970	100	30,000	60,000

*Distribution based on population (minus prison population) Provided by The Imperial Valley Transportation Commission

ITEM

B

Presentation of IVFTZ Marketing Plan by David Harlow.



Executive Summary

Imperial County works in partnership with other economic development agencies throughout the county to promote economic growth and improved quality of life for all residents and business owners in Imperial Valley. Each entity in Imperial Valley (Brawley, Calexico, Calipatria, El Centro, Holtville, and the County of Imperial) provides a unique platform to develop awareness and knowledge of the Foreign Trade Zone Program. Each entity is faced with a diverse community of demographics, industry, geography, and resources.

There is a variety of different geographical areas within Imperial Valley although the core mission, values and goals are shared. The common goals include the creation of local jobs, the stimulation of economic growth and the promotion of international trade.

IVFTZA Marketing Overview

The purpose of this Marketing Plan is to supplement the Grantee's responsibility to proactively promote and expand the Foreign Trade Zone Program and the Grantee's Zone Project. The FTZ #257 Marketing plan has been composed based on the 2011 and 2018 research of ITC and the IVFTZA Board of Directors. The IVFTZ JPA Board directed ITC to meet with each of the entities to determine the best practices for developing the FTZ markets. Based on the research and meetings, the following strategies were considered most effective for implementation.

- Workshops / Seminars
- One : One / On Site Visits
- Development of Literature Package
- Internet Marketing
- Out-Reach / Non-Profits
- Media Opportunities
- Creation of a White Paper

Marketing Strategy

ITC worked directly with the county, and the cities within, to determine the best practices to promote and market the FTZ Program within Imperial Valley individually and collectively. Because each entity has different communities, demographics and resources, we have concluded that every method will not work with every entity. For example, there was an overall negative reaction to workshops / seminars. There were also different business preferences in regards to the technique and approach of visiting prospective businesses. Below we outline the similarities, differences, and implementation plans of each city and county. Lastly, we list recommendations to bring the entities together under the IVFTZ JPA Board of Directors to create one united voice from the FTZ community.



Brawley

Marketing Analysis

Based on our research, one-on-one site visits are the most effective marketing method for the city of Brawley. Respecting the demographic makeup of the Brawley community, informal and impromptu meetings with Brawley business owners will spark more interest and create more marketing opportunities than traditional and/or formal meeting methods. The business owners in Brawley are receptive to 10-15 minute meetings.

A Brawley FTZ literature package would be a supplemental marketing tool for business owners seeking information about the FTZ Program. This literature package should include an introductory letter from the city of Brawley, a one page document of the benefits of the FTZ Program, a letter of support from a local business, an example of a FTZ cost benefit analysis, a comparison with bonded warehouses and FTZs, and an excerpt from FTZ Law to validate the program along with a composed "white paper".

Access to the Brawley city database would help in finding businesses who would benefit from the FTZ Program. If this is possible, potential FTZ business prospects may be contacted and invited to a FTZ workshop and/or seminar.

Internet marketing strategies are already in place on the Brawley website, however, the FTZ Program's content should be updated and developed in a manner that would be comprehensible. Blogs, Facebook and other social media outlets would be effective in marketing the FTZ Program.

Creating a collaborative Public / Private Partnership through outreach is a concept to be adapted as soon as possible. Organizations that can be effective immediately are as follows: IVEDC, SCORE, United Chambers of Commerce, and the Neighborhood Housing Authority.

Although media opportunities would also be very helpful, the financial commitments should be considered.

Implementation Plan

The evaluation, collaboration and strategy to implement the above described scope of work for marketing/promotion can be executed within 1-3 months; however, this timeframe is based on availability of Brawley to incorporate the ideas presented. **ITC commits to working with the County and proactively being available twice a month for on-site meetings and site visits.**



Calexico

Marketing Analysis

Seminars/Workshops and On-site visits are well-received by business owners in the City of Calexico. The business owners are attracted to the FTZ Program because of the financial benefits that are received from participating businesses. The seminars and workshops facilitated by the city of Calexico should be strategically arranged in a manner that caters to a large group of local businesses in similar industries. On-site visits by Calexico representatives would minimally impact the business, and attract business owners who may be interested in the FTZ Program.

A Calexico FTZ literature package should be created to supplement the on-site visits and promote the FTZ Program in writing. The literature package would contain an introduction from the city of Calexico, a one page document of the benefits, a letter of support from a local business, a comparison with bonded warehouses and FTZs, and an excerpt from FTZ Law to validate the program as well as a "White Paper".

The website can be updated to widen the scope from the designated property to the entire city. The "Foreign Trade Zone tab should be updated with information that describes the FTZ Program, and should also provide contact information for interested business owners in Calexico. Additionally, the implementation of Blogs, Facebook, and other technical concepts will be long term goals.

The city has always been very active in its public / private partnerships, but has under-utilized the FTZ Program in this partnership. This should be improved upon to present the FTZ Program from multiple directions and to establish continuity in the program supported by the city.

Implementation Plan

The evaluation, collaboration and strategy to implement the above described scope of work for marketing/promotion can be executed within 1-3 months; however, this timeframe is based on availability of Calexico to incorporate the ideas presented. **ITC commits to working with the County and proactively being available twice a month for on-site meetings and site visits.**



Calipatria

Marketing Analysis

Small business owners in Calipatria are more receptive to onsite visits over workshops and seminars. On-site visits allow better communication and promotion of the program in a setting that is comfortable to the business owner. It allows questions to be answered and scenarios to be discussed specifically to the needs of the business.

A Calipatria FTZ literature package would be a supplemental marketing tool for business owners seeking information about the FTZ Program. This literature package should include an introductory letter from the city of Calipatria, a one page document of the benefits of the FTZ Program, a letter of support from a local business, an example of a FTZ cost benefit analysis, a comparison with bonded warehouses and FTZs, and an excerpt from FTZ Law to validate the program.

Marketing the FTZ Program through the internet and social media is another way of reaching local businesses in Calipatria. The website should include updates regarding the status of the FTZ application. Information that would promote the FTZ Program and convey the message that the program is offered city-wide should also be included on the website. Utilization of the media and press has also grown its effectiveness due to the demographic of Calipatria.

Education and outreach through Public /Private Partnerships would benefit Calipatria in disseminating information to potential business owners as well. The IVEDC, Calipatria Chamber of Commerce, and the Joint Chamber of Commerce are suggested associations that should be considered for networking opportunities.

Implementation Plan

The evaluation, collaboration and strategy to implement the above described scope of work for marketing/promotion can be executed within 1-3 months; however, this timeframe is based on availability of Calipatria to incorporate the ideas presented. **ITC commits to working with the County and proactively being available twice a month for on-site meetings and site visits.**



El Centro

Marketing Analysis

On the basis of knowledge attained through the city of El Centro, we have found the promotion of the FTZ program from the public and private industry prospective is a more effective method than general workshops and seminars. A strategic workshop and site visits would be lucrative tools of promotion for El Centro. Access to the city database would help in finding businesses who would benefit from the FTZ Program.

Brief one-on-one meetings will also be fruitful for the city of El Centro. The visits would consist of providing introductory information about the FTZ Program. The introductory information would include an El Centro FTZ literature package. This literature package would be containing an introduction letter from the city, a one page document of the benefits of the FTZ Program, a letter of support from a local business, a bonded warehouse and FTZs comparison sheet, and an excerpt from FTZ Law to validate the program as well as a "white paper".

The recognition through media outlets supported by El Centro and/or other private organizations is a repetitive way to keep the international trade industry focused on the FTZ Program. Including newsletters, newspapers and radio/television support is costly and deferred to the IVFTZA for guidance and financial support. The city of El Centro should likewise consider the upgrade and re-development of the FTZ web page. To boost internet marketing of the FTZ Program within the city, FTZ articles in E-Newsletters, and E-Blasts to business and trade associations would spread knowledge and awareness.

Utilizing Non-Profit Organizations and local Trade Associations would impact the El Centro community with exposure and the development of additional networking opportunities. El Centro's list of non-profit and trade associations include: IVEDC, El Centro Chamber of Commerce, and the United Chambers of Commerce.

Implementation Plan

The evaluation, collaboration and strategy to implement the above described scope of work for marketing/promotion can be executed within 1-3 months; however, this timeframe is based on availability of the Grantee to incorporate the ideas presented. **ITC commits to working with the County and proactively being available twice a month for on-site meetings and site visits.**



Holtville

Marketing Analysis

After concluding our research, utilization of media sources and public/private collaboration is the most effective marketing method for the City of Holtville. The demographic makeup of the Holtville community effectively utilizes internet and social media outlets for awareness and education whereas workshops have been less effective. Although offering a strategic forum that is industry based in smaller groups is also advantageous. The business owners in Holtville are also receptive to 10-15-minute meetings.

A Holtville FTZ literature package would be a supplemental marketing tool for business owners seeking information about the FTZ Program. This literature package should include an introductory letter from the city of Brawley, a one-page document of the benefits of the FTZ Program, a letter of support from a local business, an example of a FTZ cost benefit analysis, a comparison with bonded warehouses and FTZs, and an excerpt from FTZ Law to validate the program along with a composed "white paper".

Access to the Holtville city database would assist in finding businesses who would benefit from the FTZ Program. If this is possible, potential FTZ business prospects may be contacted and invited to a FTZ workshop and/or seminar.

Internet marketing strategies need to be evaluated and established for the Holtville Website. Providing content and a link to the IVFTZ JPA will further support the city's participation and advantages in the international trade arena.

Creating a collaborative Public / Private Partnership through outreach is a concept to be adapted as soon as possible. Organizations that can be effective immediately are as follows: IVEDC, SCORE, United Chambers of Commerce, etc...

Implementation Plan

The evaluation, collaboration and strategy to implement the above described scope of work for marketing/promotion can be executed within 1-3 months; however, this timeframe is based on availability of Holtville to incorporate the ideas presented. **ITC commits to working with the County and proactively being available twice a month for on-site meetings and site visits.**



Imperial County

Marketing Analysis

Based on our due diligence and research with Imperial County the promotion and marketing of the FTZ Program works in collaboration with the public/private organizations through strategic workshops and seminars, internet/social media, and on-site visits or meetings. All of these techniques and vehicles are already in place so improving on their utilization and effectiveness is important along with adding other elements to compliment the established processes in place.

Brief one-on-one meetings are important for the businesses of Imperial County. The visits can also consist of providing introductory information about the FTZ Program. The introductory information would include an Imperial County FTZ literature package. This literature package would contain an introduction letter from the County, a one-page document of the benefits of the FTZ Program, a letter of support from a local business, a bonded warehouse and FTZs comparison sheet, and an excerpt from FTZ Law to validate the program as well as a "white paper".

Improved implementation of media outlets supported by Imperial County and/or other private organizations is an effective way to keep the international trade community focused on the FTZ Program. Including newsletters, newspapers and radio/television support is costly and deferred to the IVFTZA for guidance and financial support. To boost internet marketing of the FTZ Program within the County, FTZ articles in E-Newsletters, and E-Blasts to business and trade associations would spread knowledge and awareness.

Utilizing Non-Profit Organizations and local Trade Associations would impact Imperial County with exposure and the development of additional networking opportunities. Imperial County's list of non-profit and trade associations includes: IVEDC, SBDC, SBA, and the United Chambers of Commerce.

Implementation Plan

The evaluation, collaboration and strategy to implement the above described scope of work for marketing/promotion can be executed within 1-3 months; however, this timeframe is based on availability of the County to incorporate the ideas presented. **ITC commits to working with the County and proactively being available twice a month for on-site meetings and site visits.**

ITEM

C

Presentation of OMG Freight Forwarders by Eduardo
Medina.

Esperanza Colio

From: Eduardo A Medina <emedina@grupoomg.com>
Sent: Monday, September 17, 2018 11:37 PM
To: Esperanza Colio
Subject: FTZ Subzone

Good evening.

Our company, OMG Freight Forwarders is interested in establishing a FTZ subzone within Calexico's FTZ and become a private operator, with the purposes of receiving goods from Mexico and further processing consumption entries (logistics and distribution). It would be a non-manufacturing, nor a retail subzone.

Kind Regards,



Eduardo A Medina LCB

COO

emedina@grupoomg.com

T +1.520.3755270 x5271

M +1.520.9801000

F +1.520.3755280



Mogilas, AZ | Nogales, Son | San Diego, CA | Tijuana, BC | Toluca, BC | Calexico, CA | Mexicali, BC | Ensenada, BC | Agua Prieta, Son



Brinda un futuro, cuida el medio ambiente | Give a future, care the environment

Con relación a la Regla 3.1.34. de las RGCE para 2018, se recuerda a todos los Exportadores que quienes exporten mercancías en definitiva con la clave de pedimento A1, se requiere de manera obligatoria la incorporación de los datos contenidos en el Complemento de Comercio Exterior (Regla 2.7.1.22, de la RMF), a partir del 1 de Enero de 2018.

Para mayor información por favor consultar con nuestro equipo y con gusto le orientaremos.

Se recuerda a todos los Importadores que conforme al Artículo 59 fracción III de la Ley Aduanera deben entregar al Agente Aduanal (AA) que promueva el despacho de las mercancías, una manifestación por escrito y bajo protesta de decir verdad con los elementos que permitan determinar el valor en aduana de las mercancías (Formato de Manifestación de Valor).

Adicionalmente, los importadores deben¹ entregar al AA, la Manifestación de Valor (MV)^{2, 3} y los anexos siguientes:

- I. Factura Comercial
- II. Conocimiento de embarque, lista de empaque, guía aérea o demás documentos de transporte.
- III. El que compruebe el origen cuando corresponda, y de la procedencia de las mercancías.
- IV. En el que conste la garantía (sólo tratándose de mercancía por debajo de precios estimados).
- V. En el que conste el pago de las Mercancías, tales como la transferencia electrónica del pago o carta de crédito.
- VI. El relativo a los gastos de transporte, seguros y gastos conexos que correspondan a la operación de que se trate.
- VII. Contratos relacionados con la transacción de la Mercancía objeto de la operación.
- VIII. Los que soporten los conceptos incrementables a que se refiere el artículo 65 de la Ley Aduanera.
- IX. Cualquier otra información y documentación necesaria para la determinación de valor en aduana de la Mercancía de que se trate.

1. Los elementos que el importador debe proporcionar anexos a la MV, serán exigibles a partir del 2 de Enero de 2019, conforme a la Regla 1.5.4. RGCE 2018
2. Empresas IMMEX que cuenten con Certificación en Materia de IVA e IEPS no están obligadas a proporcionar la MV ni la Hoja de Cálculo (HC) para la determinación del valor en aduana de mercancía de importación, exclusivamente en operaciones de importación temporal tramitadas al amparo de su programa. Importaciones no temporales de IMMEX, sí están sujetas a proporcionar la MV, HC y Anexos a la MV.
3. Empresas de la Industria Automotriz Terminal o Manufacturera de Vehículos de Autotransporte Certificadas como Operador Económico Autorizado (OEA), no están obligadas a proporcionar la MV ni la HC para la determinación del valor en aduana de mercancía de importación.

Si usted tiene algún comentario sobre nuestro servicio, favor de enviarlo al siguiente correo. If you have any comments about our service, please send an email to: sugerencias@grupoomg.com

De conformidad con lo establecido en el segundo párrafo del Artículo 89 del Código Fiscal de la Federación, se manifiesta que la asesoría proporcionada puede ser contraria a la interpretación de las autoridades fiscales.

"La información contenida en el presente es propiedad de Grupo Aduanal OMG y sus empresas y es confidencial, privilegiada y para uso exclusivo de su(s) destinatario(s). Si recibió este correo electrónico por error, no distribuya, reenvíe, imprima o copie su contenido. Eliminar y notificar al emisor de este mensaje. El presente no constituye una oferta vinculante para la empresa, salvo que explícitamente se indique aun si el precio(s), cantidad(es) u otros conceptos similares son incluidos en el mensaje o en sus archivos adjuntos. El presente no implica un consentimiento de uso de la información de contacto de la persona que lo envía para ser utilizado con fines de mercadotecnia o para su transferencia de datos a terceros."

"The information contained in this email and in any attached file is property of Grupo Aduanal OMG and its subsidiaries, and it is confidential and provided for the exclusive use of the intended addressed(s). If you have received this email and its attachments by mistake, do not distribute, forward, print or copy it. Delete it and notify the sender. Any misuse and/or abuse may result in liability. This email does not constitute an offer, proposal, unless otherwise and explicitly indicated, even if pricing, quantities and any other similar concepts are included herein. This email does not constitute a consent to the use of sender's contact information for direct marketing purposes or for transfer of data to third parties."

ITEM

D

Presentation of RL Jones by Hector Gracia.



**CALEXICO WAREHOUSE
& TRANSFER**

SERVING THE SOUTHWEST SINCE 1938

November 16, 2018

Imperial Valley Foreign Trade Zone Joint Powers of Authority
Attn: Mr. Jesus Escobar
Chairman of the Board
Calexico, CA

Dear Mr. Escobar,

By means of this letter of intent, we wish to communicate that Calexico Warehouse and Transfer Inc. (CWT) is formally pursuing the foreign trade zone (FTZ) program. It is our understanding that there are substantial benefits that our client base may obtain by providing services within the FTZ environment.

By way of introduction, CWT provides warehouse staging, storage and distribution center-type services to the international trade community, specifically to the maquiladora industry based across the border in Mexicali, Baja California, and corresponding importers of record on the US side of the border.

CWT is part of the RL Jones group of companies that, among others, includes Richard L. Jones Calexico Inc. (RLJ). RLJ acts as a customhouse brokerage firm and as such, will partner with CWT in providing FTZ service solutions to its client base.

I look forwards to successfully completing the application process and meeting all necessary requirements. Please feel free to reach out to me if you have any questions or comments.

Regards,
Calexico Warehouse and Transfer Inc.

Earl Roberts
President



We are committed to the continuous improvement in the quality of our services

Tel. (760) 357-3177
Fax: (760) 357-7028
1778 Zinetta Road Suite A
Calexico, CA. 92231
info@rljones.com
www.rljones.com