

25 -26 MOU Q1 Report
AUG - OCT



1.
LEAD
GENERATION

1. Lead Generation

- **Leads Generated This Quarter: 1**
- **Actions Taken:**
 - 1. Climbing Gym. Received and Referred to Sydney Yeseta & Megan Taggart on 9/10/2025. Reached out to our local broker members for property information. Referred lead to several brokers as well.
- **Attachments:** See Attachment 1 for lead information received.



2.

**COMMERCIAL
& INDUSTRIAL
VACANCY LISTINGS**

2. Commercial & Industrial Vacancy Listings

- **Website Updates Completed:** The site is updated regularly every other week.
- **Partner Data Requests/Features Explored:** We held a demo meeting with Resimplifi, Lancaster staff, and Palmdale staff demonstrating current reporting features. Both cities confirmed these reports met their needs. Resimplifi is setting up backend accounts for each city.
- **Outstanding Needs or Costs Identified:** None

Attachments: Attachment 2 includes the summary reports for each city and the Antelope Valley overall.



3.

**ECONOMIC
DEVELOPMENT
FORUMS**

3. Economic Development Forums

- **Planning/Outreach Progress:** We have exceeded our sponsorship goals with \$26,000 in commitments. With one week to go at the end of the quarter, we have 202 RSVPs, exceeding our goal of 200. Speakers and logistics planning on-track. We held a walkthrough at the Palmdale Playhouse on 10-30-25, which City of Lancaster, AV EDGE and Lookup Communications participated in.
- **Upcoming Forum Date(s):** Fall Forum, November 6, 2025, Spring Business Summit, March 19, 2026.
- **Next Steps:** Hold Fall Forum on 11-6-25, begin committee discussion for Spring Business Summit.
- **Attachments:** Attachment 3 includes press releases, radio schedule and social media posts with analytics, agenda and speaker information.



4.
BROKER
SITE EVENTS

4. Broker Site Events

- **Planning Meetings Held:**
 - 10-23-2025. Meeting held with Drew Mercy, Sydney Yeseta, Megan Taggart, Michelle Royal, and Harvey Holloway. We discussed the best way to draw people in from out of the area. Both Michelle and Harvey felt the idea of doing something at Sofi Stadium in LA would be too distracting, but something in Los Angeles might work if it is centralized. Other ideas included events at AV Alta FC, Willow Springs Raceway if available, and using small group visits rather than one large bus tour.
- **Upcoming Event Status:** TBD
- **Next Steps:** Scheduling December meeting with Broker Event Committee to discuss dates and lead-up
- **Attachments:** Attachment 4 includes original notes from meeting. Also see Attachment 19 for additional notes on general MOU Implementation.

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5.

**ANNUAL ECONOMIC
ROUNDTABLE REPORT**

5. Annual Economic Roundtable Report

- **Content Drafting/Research Progress:** Issued Requests for Information to local governments and agencies. Discussed with MOU Partners the timeline and amount of time for review, and design/printing process with mutual agreement.
- **Next Steps:** Collect information through mid-January, begin design work upon receiving Information from local agencies.

Attachments: See Attachment 19 for summary of MOU Partner discussions and mutual agreements on deliverables.

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**6.
BROKER
NEWSLETTER**

6. Broker Newsletter

- **Edition Status:** Mutual agreement with cities on a January/July issuance
- **Meetings:**
 - 10/23/2025 – Meeting with City of Lancaster and City of Palmdale Staff, AV EDGE Broker advisors to discuss broker related projects. Discussed using Co-Star or Crexi to purchase lists of brokers.
- **Recipient Breakdown (by region):** TBD
- **Leads/Responses Generated:** TBD
- **Attachments:** See Attachment 19 for summary of meeting discussion setting issuance schedule. See Attachment 4 for notes from 10/23/2025 meeting.



7.
BUSINESS
ATTRACTION TASK
FORCE (BATF)

7. Business Attraction Task Force (BATF)

- **Meetings Held This Quarter:**
 - 10/20/2025 – Meeting with City of Lancaster and City of Palmdale staff to review deliverables and set timetables.
 - 10/22/2025 – Meeting with Melissa McCubbin, American Job Center of California to discuss collaboration, including the BATF, which she agreed to assist with.
 - 10/23/2025 – Meeting with City of Lancaster and City of Palmdale Staff, AV EDGE Broker advisors to discuss broker related projects.
 - 10/28/2025 – Meeting with Catherine Grooms, Small Business Development Center (SBDC) to discuss collaboration including BATF, which she agreed to assist with.
- **Outreach Plans/Sector Targets:** Preparing meeting in early December with cities, AV Chamber of Commerce, AV EDGE broker advisors, American Job Centers of California, Small Business Development Center, LookUp Communications to prepare strategy for marketing specifically targeted to business community.
- **New Strategies Identified:** BATF invited members discussed and agreed to by MOU Partners.
- **Attachments:** See Attachment 19 MOU planning meeting notes



8.

CONFERENCES

(INDUSTRIAL/REAL ESTATE)

8. Conferences (Industrial/Real Estate)

- **Conferences Attended:**
 - October 15, 2025 - LAEDC 88 Cities Summit – October 15, 2025. Attendee
 - October 27, 2025 – California Jobs First Catalyst to Impact Summit – Speaker/Panelist on Local Economic Impact.
 - October 29, 2025 – Treasurer Fiona Ma’s CA Creates Manufacturing Conference – Speaker/Panelist on Opportunities in the Antelope Valley and Economic Development Best Practices
- **Contacts Made/Follow-up Actions:**
 - 88 Cities –
 - French American Chamber of Commerce. Scheduled follow up meeting for opportunities for their members including regional tour focused on aerospace and manufacturers.
 - Sr. Global Economist for Port Planning, Port of Long Beach. Provided information regarding federal assistance to assist American companies with exporting.
 - Dept of Industrial Relations. Provides workforce development support including funding to pay interns
 - CJF Catalyst to Impact Summit
 - Sunstone Cities – Provides public financing for infrastructure projects for local government and public-private partnerships.
 - PATH Los Angeles – Veteran employment services and workforce development programs.
 - CA Creates Manufacturing Conference
 - Developing cement facility in Palmdale, requested assistance with Building and Safety and SCE. Coordinating with Megan Taggart
 - Governor’s Office, Small Business Advocate. Contact for assistance
 - Power storage company, potential lead.
 - AMPAC, Small business financing.
 - Treasurer’s Office, GoGreen Financing Programs

Materials Distributed: Business Cards



Program Schedule

10:30 - 11:00AM	Registration & Tabling	Lobby
11:10 - 11:41AM	Welcome & Framing Remarks	Room A
11:44 - 12:04PM	Fireside Chat: Catalyzing Bioscience Breakthroughs	Room A
12:06 - 12:51PM	Breakout Activity #1: Panel Discussions	<i>See Below</i>
1:01 - 1:46PM	Breakout Activity #2: Activation Planning to Execution	Room A
1:46 - 2:00PM	Networking Lunch	Lobby

Breakout Activity #1: Panel Discussions

Unlocking Public Resources: Equitable Access to Government Partnerships & Funding	Room A
Pathways to Healthcare Careers: Education, Workforce, & Skills Alignment	Room B
Catalyzing Inclusive Innovation: Partnering with Business for Community Impact	Room C
Building Resilient Futures: Infrastructure, Environment, and Community Prosperity	Room D



9.
MARKETING
&
PUBLICATIONS

9. Marketing & Publications

- **Collateral Produced/Updated:** N/A
- **MOU Partner Visibility Examples:** See Attachments 3 (for Fall Forum social media) and Attachment 9 (other social media) for examples.
- **Next Steps:** Scheduling meeting for early January to review website and collateral with city partners.



10.

**GOVERNANCE
REPRESENTATION**

10. Governance Representation

- **City of Palmdale Designee:** Megan Taggart
- **City of Lancaster Designee:** Sydney Yeseta



11.
LABOR
MARKET STUDY

11. Labor Market Study

- **Progress Toward Next Report:**

- Next Publication Date: Spring 2027
- Next Action: Seek economics firm, October 2026



**12.
CITY MEETING
PARTICIPATION**

12. City Meeting Participation

- **Meetings Attended:**
 - **Palmdale:**
 - Palmdale City Council, October 7, 2025 – MOU Renewal
 - AS Aerospace Groundbreaking, October 16, 2025
 - **Lancaster:**
 - Lancaster City Council, November 14, 2025 – MOU Renewal
- **Key Opportunities/Issues Identified:**
 - **Palmdale:** Waste Management expansion
 - **Lancaster:** Hydrogen projects
- **Follow-up Actions:** Provide public comment at first Council meeting following submission of this Q1 report.



13.
INDUSTRY
DEEP DIVES

13. Industry Deep Dives

- **Roundtable Planning/Execution:** During our October 20, 2025 meeting with Sydney Yeseta (CoL) and Megan Taggart (CoP), we mutually agreed to schedule these for February and August 2026. We decided upon Aerospace for the first Industry Roundtable and discussed Healthcare, Data Centers, Warehousing, and Energy as possible topics for August.
- **Employer Feedback Themes:** TBD
- **Attachments:** See Attachment 19 for notes from October 20, 2025 meeting.



**14.
REGIONAL FILM
INDUSTRY
ENGAGEMENT**

14. Regional Film Industry Engagement

- **Roundtable/Engagement Progress:** During our October 20, 2025 meeting with Sydney Yeseta (CoL) and Megan Taggart (CoP), we mutually agreed to schedule the Film Industry Roundtable for May 2026.
- **Key Contacts Added:**
 - Film LA
 - Palmdale Film Office
 - Lancaster Film Office
- **Follow-up Plan:** Begin holding planning meetings next quarter to prepare for May event.



15.
STARTUP &
SMALL BUSINESS
SUPPORT

15. Startup & Small Business Support

- **Updates to Flyers/Links/Programs:**
 - 10/22/2025 – Meeting with American Job Center of California (AJCC) to discuss collaborations and our desire to include AJCC startup and small business support on our website and marketing materials. She agreed to send information over.
 - 10/28/2025 – Meeting with Small Business Development Center (SBDC) to discuss collaboration and our desire to include SBDC startup and small business support on our website and marketing materials. She agreed to send information over.
- **Partner Feedback:** Pending information added to website



16.
WORKFORCE
DEVELOPMENT

16. Workforce Development

- **Meetings/Discussions Held:** Through our planning for the Fall Forum and coordinating with Education Committee Co-Chairs Teresa Howard and Van Rider, we are rebranding the committee to the Workforce Development and Education Committee to focus on our 2025-2026 goal of increasing employer participation in academic efforts to develop programs needed to train and prepare future workers. Additionally, we have been participating in the Antelope Valley Union High School District (AVUHSD) and Antelope Valley College (AVC) Artificial Intelligence Task Force which focuses on both integrating AI into curricula and training projects for what AI skills are needed for employees.
- **Employer Input Received:**
 - Skills needs
 - Customer relations
 - Nursing and medical technicians
 - Teachers
 - Employer Information
 - Northrop will be hiring up to 10,000 new employees, companywide. It's unknown how many will be in Palmdale, but the new jobs are related to projects at Palmdale.
 - At the Fall Forum we will be recruiting employer involvement for our academic partners
- **Recommendations:**
 - 1. Continue seeking input from employers on growth and skill needs.
 - 2. After kicking off the rebranded Workforce and Development Committee at the Fall Forum, schedule the first meeting of the new committee in January 2026.
 - Once Fall Forum employer survey data is collected, share with academic partners.



17.
TRANSPORATION
ADVOCACY

17. Transportation Advocacy

- **Meetings/Agencies Engaged:**

- September 25, 2025 – Transportation and Infrastructure Committee Meeting
- October 23, 2025 – Transportation and Infrastructure Committee Meeting

- **Advocacy Actions Taken:** Major projects discussed included:

- Safety Expansion on SR 14 between Palmdale and Santa Clarita
- Center for Transportation Excellence (CTTE)
- High Desert Corridor/Brightline (HDC)
- High Speed Rail (HSR)

- **Next Steps:**

- We are concerned that CTTE has been lowered in priority due to wildfire recovery. We need to continue to promote and advocate for the CTTE to ensure it is not set aside.

Attachments: Attachment 17 Meeting Agendas



**18.
COMMUNITY
CALENDAR**

18. Community Calendar

- **Status:** Contract with BeWith signed. Their price increased; however we were able to negotiate it down to \$30,000 per year from \$36,000.
- **Next Steps:** We will be having several meetings over the next few weeks to get the website up and running, selecting the sites for it to pull data and events. We are also reaching out to local businesses and organizations to solicit advertisements to offset the costs with a goal of at least \$15,000 for the first year.
- **Attachments:** Attachment 18 – BeWith Contract

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**SUMMARY/KEY
WINS THIS QUARTER**

Summary / Key Wins This Quarter

- Consensus from both Palmdale and Lancaster on timeline and preliminary plans for deliverable items
- Approval of one year MOU extensions
- Reorganization/Rebranding of Committees to align with MOU projects

Challenges / Needs from MOU Partners

- Slow quarter on legitimate lead generation, any additional guidance from our real estate professionals and cities on increasing leads with real interest.
- Broker Newsletter is coming up; we'll need content for that by January