



**MOU Q2
REPORT
NOV-JAN**

1. Lead Generation

- **Deliverable:** AV EDGE will refer economic development leads with pertinent information within one week.
 - **Leads Generated This Quarter:** 1
 - **Status:** Q2: 25% of goal. YTD: 50% of goal.
 - **Actions Taken:**
 - 1. Received one hard lead inquiry into the previous NASA hangar at Plant 42. Connected them with LAWA and shared information on Palmdale's aerospace incentive program. Awaiting more information.
 - 2. Received one soft lead at ULI Inland Empire Forum but have received no response to follow up.
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2. Commercial & Industrial Vacancy Listings

- **Deliverable:** AV EDGE shall maintain a comprehensive and up-to-date listing of commercial and industrial properties available throughout the region and report regularly on the number of new listings, removed listings and active listings.
 - **Status:** Q2: 25% of goal. YTD: 50% of goal.
 - **Website Updates Completed:** The site is updated every other week.
 - **Listings Report:**
 - Palmdale
 - New Listings: 16
 - Removed Listings: 20
 - Active Listings as of 1/31/2026: 82
 - **Partner Data Requests/Features Explored:** N/A
 - **Outstanding Needs or Costs Identified:** None
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3. Economic Development Forums

- **Deliverable:** AV EDGE shall put on two economic development forums per year, with one in Palmdale.
- **Status:** Q2: 50% of Goal. YTD: 100% of goal (As of 3/19/2026)
- **Planning/Outreach Progress:** Fall Forum, November 6, 2025. We exceeded our sponsorship goals with \$26,000 in commitments. Final RSVP count was 238, with 210 attendees. The event received overwhelmingly positive feedback on the program and venue. The planning committee conducted a post-event review to provide guidance for next year's event. Our goal is to keep the same venue, and have reached out to the Palmdale Playhouse to find available dates in late October/Early January. Spring Business Summit, March 19, 2026. As of the end of Q2, we are seven weeks from SBS 2026. We have secured our speakers and program. We have made changes based on last year's critiques and input from our MOU Partners. The reception following the event will be open to all attendees and feature an entertaining quiz show in addition to photo ops with our keynote. We have redesigned the stage to provide better views from all angles including adding slide show screens on both sides of the stage.

- **Upcoming Forum Date(s):** Spring Business Summit, March 19, 2026.
 - **Marketing/Outreach Plan Status:** AV EDGE is implementing our marketing and outreach plan. In addition to our traditional marketing for this event (bus wraps, social media, sponsor outreach), we have identified and are providing complimentary tickets to many of the soft leads we've connected with throughout LA basin, Inland Empire, and Orange County target markets.
 - **Next Steps:** We're now in the implementation phase. Executing the plans made by our Board and SBS Planning Committee
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4. Broker Site Events

- **Deliverable:** AV EDGE shall host a minimum of one event per year bringing out of the area brokers and developers to visit and tour available sites.
 - **Status:** Q2: 0% of goal. YTD: 0% of goal.
 - **Planning Meetings Held:** N/A
 - **Upcoming Event Status:** TBD
 - **Deliverables (attendees, follow-up, contacts):** In progress
 - **Next Steps:** As discussed in previous report, we've discussed different ideas with our local brokers, AV EDGE staff and city staff. Through this quarter we've compiled new contacts and soft leads to invite for a later spring early summer event, date TBD, potentially tied to an existing civic/recreational event such as a sporting event or festival. We are keeping a list of those brokers and developers who've indicated an interest in attending from out of the area. We currently have six.
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5. Annual Economic Roundtable Report

- **Deliverable:** AV EDGE shall publish one Economic Roundtable Report per year providing economic and demographic data. Contents shall be developed in coordination with city staff.
 - **Status:** Q2: 0% of goal. YTD: 100% of goal (as of 3/19/2026)
 - **Content Drafting/Research Progress:** RFI's have been collected and graphic design is in process. Using the same vendors as 2025, we expect to be well under budget as we were last year. We have a timeline allowing for thorough review by City MOU Partners and are on schedule to have digital and print versions published on-time for the Spring Business Summit. Published as of 3/19/2026 at www.avedgeca.org
 - **Partner Review Deadlines:** N/A
 - **Next Steps:** Review and edit upon completion of design. Submit for printing upon approval by AV EDGE and City MOU Partners.
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6. Broker Newsletter

- **Deliverable:** AV EDGE shall publish two Broker eNewsletters per year providing information on real estate developments and opportunities in coordination with city staff. Analytics and recipients identified by region shall be shared with city staff quarterly and upon request.
- **Status:** Q2: 0% of goal. YTD: 50% of goal.
- **Edition Status:** January issue published on January 30, 2026.
- **Meetings:** Coordinated content via email.

- **Recipient Breakdown (by region):** Attached
 - **Leads/Responses Generated:** Analytics attached.
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7. Business Attraction Task Force (BATF)

- **Deliverable:** AV EDGE shall establish a Business Attraction Task Force consisting of business and industry leaders, support organizations including Chambers of Commerce, America's Job Center of California, Small Business Development Center and others as decided. The BATF shall develop targeted strategies to market the region and recruit businesses to the region.
 - **Status:** Q2: 25% of goal. YTD: 50% of goal.
 - **Meetings Held This Quarter:**
 - 12/02/2025 – First formal BATF.
 - 12/04/2025 – Follow up meeting with City MOU Partner staff (Megan Taggart and Sydney Yeseta.)
 - 1/8/2026 – Healthcare Committee Meeting discussing Skilled Nursing Facilities Outreach
 - **Outreach Plans/Sector Targets:**
 - Healthcare: Our Healthcare Committee has identified a great need for Skilled Nursing Facilities (SNF). The Committee has also developed an outreach plan and recruited several potential investors for a SNF. Currently in the Antelope Valley there are four, all of which are rated one star out of five. There is no SNF at all in the City of Palmdale.
 - Youth activity related businesses. In our follow up meeting, Palmdale and Lancaster staff both expressed a desire to build on existing and incoming youth-oriented recreational businesses.
 - **New Strategies Identified:**
 - LA/IE/OC Outreach. Our initial BATF meeting focused on identifying outreach publications and uses for our marketing budget. In our follow up meeting, we discussed additional outreach activities including increasing participation at neighboring regional economic forums and events, for which we are making reservations as these events occur.
 - **Next Steps**
 - BATF/Healthcare Committee Meeting to be held in April
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8. Conferences (Industrial/Real Estate)

- **Deliverable:** AV EDGE shall attend and represent the cities and region at a minimum of four (4) industrial/real estate conferences/forums. AV EDGE will share any materials, contacts, and information learned with city staff.
- **Status:** Q2: 50% of goal. YTD: 150% of goal (as of 3/19/2026.)
- **Conferences Attended:**
 - November 19, 2025 – Building Industry Association Installation
 - January 20, 2026 – Urban Land Institute Inland Empire Forum
- **Contacts Made/Follow-up Actions:**
 - BIA – Four housing development contacts made.

- ULI – One commercial development contact made.
 - **Materials Distributed:** Business Cards, Roundtable Reports.
 - **Future Conferences (as of end of Q2)**
 - February 5, 2026 – Inland Empire Commercial Real Estate Conference.
 - April 19-22, 2026 Industrial Asset Management Council National Forum in Little Rock, AR.
 - Fall Date TBD – TeamCal Meet the Consultants, Location TBD.
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9. Marketing & Publications

- **Deliverable:** AV EDGE will feature the Cities prominently and equally in all marketing collateral. AV EDGE shall provide quarterly documentation highlighting how and where the Cities have been promoted.
 - **Status:** Q2: 25% of goal. YTD: 50% of goal.
 - **Collateral Produced/Updated:** N/A
 - **MOU Partner Visibility Examples:** See Attachments 9 for media and analytics.
 - **Next Steps:**
 - Publication of Roundtable Report, see Item 5.
 - Review website and collateral with city partners.
 - Finalize LookUP Communications contract extension and roles.
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10. Governance Representation

- **Deliverable:** Each city shall have a designated seat on the Executive Committee and Board of Directors. Voting rights are not limited to the listed designee, any city staff member may be designated to attend and carry the city's vote at any meeting.
 - **Status:** Q2: 25% of goal. YTD: 50% of goal.
 - **City of Palmdale Designee:** Megan Taggart
 - **City of Lancaster Designee:** Sydney Yeseta
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11. Labor Market Study

- **Deliverable:** AV EDGE shall compile and publish a Labor Market Study every two years. Last LMS published in Spring 2025. Can be found online at www.avedgeca.org
 - **Status:** No activity until Fall 2026.
 - **Progress Toward Next Report:**
 - Next Publication Date: Spring 2027.
 - Next Action: Seek economics firm, October 2026.
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12. City Meeting Participation

- **Deliverable:** Deliverables shall include meeting reports with identified opportunities, recommended action items, and documentation of stakeholder interactions.
- **Status:** Q2: 25% of goal. YTD: 50% of goal.
- **Meetings Attended:**
 - **Palmdale:**
 - Palmdale City Council Meeting – November 4, 2025, AV EDGE Healthcare Committee Chair Ben Gocke spoke on AV EDGE's Committee efforts and Oasis Healthcare Village

- Palmdale City Council Meeting, December 2, 2025. AV EDGE Executive Director spoke during in support of Covington project, and during public comment to provide a brief update, and distribute Q1 report.
 - **Key Opportunities/Issues Identified:**
 - **Palmdale:** Waste Management expansion, provided letter of support.
 - **Follow-up Actions:** Plans to speak on to Palmdale Council on February 18 regarding the Spring Business Summit, Healthcare & Aerospace Deep Dive, and distribute this Q2 report.
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13. Industry Deep Dives

- **Deliverable:** AV EDGE shall host two industry specific deep dive roundtables per year to discuss industry needs, identify gaps, develop action items and report back to the cities.
 - **Status:** Q2: 0% of goal. YTD 0% of goal.
 - **Roundtable Planning/Execution:** We previously had coordinated with the City MOU Partners to hold an Aerospace industry roundtable first. Through the planning process, we mutually agreed to push Aerospace to July, and hold a Healthcare industry discussion first, focused on the need for Skilled Nursing Facilities. We have selected April 2, 2026 for the Healthcare Roundtable and the week of July 6-10th for the Aerospace Roundtable.
 - **Employer Feedback Themes:** TBD
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14. Regional Film Industry Engagement

- **Deliverable:** AV EDGE shall host one film industry roundtable per year to discuss strategies to expand filming in the region, discuss industry needs, identify gaps, develop action items and report back to the cities.
 - **Status:** Q2: 0% of goal. YTD: 0% of goal.
 - **Roundtable/Engagement Progress:** We are in the process of scheduling our first planning session in February for the Film Roundtable scheduling for May. As of March, we have held our planning session, identified key participants and agenda items.
 - **Follow-up Plan:** Scheduling for May. April run-through with key participants.
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15. Startup & Small Business Support

- **Deliverable:** AV EDGE shall coordinate efforts with MOU Partners to support and bring awareness to programs offered by organizations, including but not limited to the Small Business Development Center and America's Job Center of California. AV EDGE shall provide links on their website and develop flyers and information compiling these and similar programs for tech and small business start-ups.
 - **Status:** Ongoing. Q2: 25% of goal. YTD: 50% of goal.
 - **Updates to Flyers/Links/Programs:**
 - We are part-way through our annual update of business resources on our website, adding new information and programs from community partners. Some changes have been added, while others will be completed by the end of February.
 - **Partner Feedback:** N/A
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16. Workforce Development

- **Deliverable:** Deliverables shall include a summary of activities, employer feedback, and recommendations to align programs with local workforce needs. Deliverables shall also include summaries of key discussions, space and facility requirements based on feedback.
- **Status:** Ongoing. Q2: 25% of goal. YTD: 50% of goal.
- **Meetings/Discussions Held:**
 - 11/6/2025: Fall Forum
 - 12/5/2025: Antelope Valley Artificial Intelligence Task Force.
 - 1/22/2026 Workforce and Education Committee
- **Employer Input Received:**
 - Skills needs
 - Customer relations
 - Nursing and medical technicians
 - Teachers
 - Aerospace
 - Understanding of basic AI
 - Employer Information
 - We need more employer engagement, particularly from small businesses.
- **Recommendations:**
 - 1. The Workforce and Education Committee has set a goal to compile a needs assessment that includes existing programs and participation from various industry sectors as well as those needed to bolster training programs.
 - 2. Feedback from the Fall Forum survey was disappointing, prompting us to plan a more aggressive cold-calling survey.

17. Transportation Advocacy

- **Deliverable:** Deliverables shall include a summary of advocacy efforts, a list of meetings coordinated, and recommended next steps to keep projects moving forward.
- **Status:** Ongoing. Q2: 25% of goal. YTD: 50% of goal.
- **Meetings/Agencies Engaged:**
 - 1/22/2026 – Transportation and Infrastructure Meeting
- **Advocacy Actions Taken:** Major projects discussed included:
 - Safety Expansion on SR 14 between Palmdale and Santa Clarita
 - SR 14 Resurfacing
 - Center for Transportation Excellence (CTTE) – Connecting with new Metro contacts
 - High Desert Corridor/Brightline (HDC) – Brightline seeking \$6B loan, increase in estimated costs from \$10B to \$22B. Need for medical support along construction route for workers in case of medical emergencies.
 - High Speed Rail (HSR) – finishing last EIR for segment between Union Station and Anaheim.
 - Grade separation at Avenue P/Rancho Vista. Getting ready to bid. High priority for Aerospace Committee for safety and congestion concerns at Plant 42.
- **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. Working with Supervisor's office and Metro to advocate.

18. Community Calendar

- **Deliverable:** AV EDGE shall establish an online community calendar with AI and automatic input functionality to seamlessly incorporate local government, civic organizations and regional events to populate a comprehensive Antelope Valley community Calendar.
- **Status:** Ongoing: Q2: 25% of goal. YTD: 50% of goal. We have connected the City of Palmdale's RSS to the community calendar. Still working on City of Lancaster but have learned what the hurdles are within local government to ensure the right individuals are brought in to speed things up.
- **Next Steps:** Continue adding more connections and connect with local businesses and organizations to solicit advertisements to offset the costs with a goal of at least \$15,000 for the first year.

19. Advocacy

- **Deliverable:** AV EDGE shall provide support letters for local government and civic organization grant applications, assess and provide input on state and federal legislation. Support letters requested by the cities shall be provided within three (3) business days.
- **Status:** Ongoing. Q2: 25% of goal. YTD: 50% of goal.
- **Grants:** We continue to provide grant support letters to Antelope Valley government agencies and organizations.
- **Legislation:**
 - AB 1157 (Kalra) – Legislation to restrict housing rent increases to a maximum of 5% per year. Current law is 10%. AV EDGE opposed as this would have a devastating effect on attracting new home construction. Bill was voted down in committee. We are watching for reconsideration or a gut and amend.
- **Attachments:** See attachment 19 for copies of letters.

Summary / Key Wins This Quarter

- Roundtable Report and Spring Business Summit moving forward on schedule
- Industry Deep Dives progressing.
- Reorganization and Restructuring of Committees has increased participation and coordination on MOU designated projects.
- Broker Newsletter published.

Challenges / Needs from MOU Partners

- Another slow quarter on Item 1, Lead generation, although not unexpected around the holiday season. February and March have already started off strong.