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January 26, 2018

MERCED COUNTY LAUNCHES NEW WEBSITES AIMED AT ECONOMIC DEVELOPMENT

MERCED – Merced County launched three new websites this week aimed at improving local economic development opportunities and spurring future business growth.

The websites, created and maintained by the Department of Community and Economic Development, are designed to:

- Assist site selectors with locating data on Merced County and its cities/communities:
 - www.investmerced.com
- Provide information on the Mid-California International Trade District at Castle Commerce Center and the work currently taking place with the Port of Los Angeles to bring development and manufacturing:
 - www.midcalitd.com
- Showcase the opportunities for autotech industries at the Mid-California International Trade District at Castle Commerce Center:
 - www.calautotdc.com

All three of these websites are designed to provide news and information to potential business and industries who otherwise wouldn't know about the opportunities available at the Mid-California International Trade District. The creation of these sites is meant to showcase Merced County and what it has to offer to the rest of California.

“The implementation of these websites is a way for us to directly communicate with investors, site selectors and businesses that could benefit from locating their operations at the Mid-California International Trade District,” said Chairman Jerry O’Banion of the Merced County Board of Supervisors. “We know of the great opportunities and possibilities at the Mid-California International Trade District – now we want the world to know.”

Mark Hendrickson, Merced County’s Director of Community and Economic Development, expects the new websites to be well-received by the development community.

“As we continue our efforts to highlight Merced County as a leading place from which to grow or expand a business, we are excited to launch these cutting-edge websites which both market our region effectively and contain important data useful for decision makers,” Hendrickson said.

The sites will be routinely updated with new data and information. All three sites will be linked to each other as well as to the main Merced County website (www.countyofmerced.com), which was also recently updated.