Economic Development Educational Overview



Agenda

- Definitions
- Principles
- Development of the City of Sierra Vista's Economic Framework
- Framework Progress Update
- Business Retention Expansion Attraction
- Office of Local Defense Community Cooperation (OLDCC)
- Federal Advocacy
- Workforce
- Legal Considerations
- Asset Inventory (light/heavy industrial)
- Arizona Commerce Authority (ACA)
- Economic Indicators
- Questions



Arizona's Association for Economic Development

What is Economic Development?

- Broadly defined as a group of programs or activities that seeks to improve the economic well-being and quality of life for a community. This can be achieved by:
 - Creating and retaining well-paying jobs
 - Supporting business growth
 - Diversifying Tax Base
 - Developing key real estate
 - Providing access to open space, neighborhood amenities and cultural programs

Key Functions of Local Economic Development

- Strategic Planning
- Business Marketing and Attraction
- Entrepreneurial and small business development
- Workforce development
- Real Estate development and reuse
- Neighborhood redevelopment
- Economic Resiliency
- Tourism





Other Definitions

- A set of programs and policies that aid in the creation, retention and expansion of jobs; the development of a stable tax base; and the enhancement of wealth
 - International Economic Development Council

- The process by which a community creates, retains, and reinvests wealth and improves the quality of life
 - City of Sierra Vista Information Paper on Economic Development



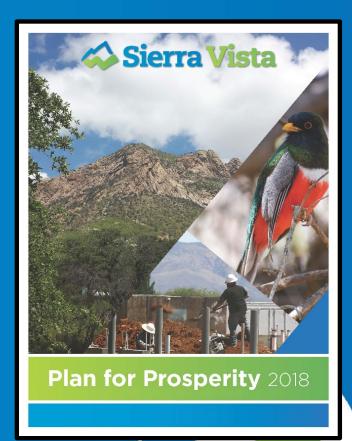
What does that mean for Us?

- The City has approached Economic Development as facilitating business retention, expansion, and attraction
- City Council approved the economic development
 Framework Objectives in the "Plan for Prosperity" in 2018
- ...staff works collaboratively ...This effort takes a <u>combined</u> <u>effect to change the environment</u> (real, virtual, and perceived)
- "Whole of Government" approach



Plan for Prosperity Update

- Update Directed by Council in the Strategic Plan
- Community based: Business owners, educators, healthcare, real estate, banking, defense contractors, Fort Huachuca, workforce, and nonprofits
- City Staff: Community Development, Tourism/Marketing, Leisure and Library, Economic Development, and Public Works



City SWOT Snapshot







Threats
Shifting Generational Preferences
Downsizing Fort Huachuca Missions

Demoralizing Perceptions/Continued Loss of Business
Water Adequacy/Rights

Negative Border/Education/Medical Perceptions

Negative

Framework Objectives

- Tourism and retail development Mexico
- Maximize economic impact of municipal airport
- Improve and sustain parks and community events
- West End Redevelopment
- Increase awareness of Sierra Vista
- Expand awareness and opportunity of military missions on Fort Huachuca

Strategic Objectives

The advisory group agreed that there is greater diversity in the overall end state or goal for the City in previous documents, to include the 2013 Plan for Prosperity and Vista 2030. The group noted that although the vision in both statements accurately describe the future of Sierra Vista, most of the terms are challenging to quantify. The group also advinoveledged that economic development is a regional challenge, which includes areas outside of the Sierra Vista city limits.

With a fresh look at Sierra Vista's SWOT and input from community leaders, six objectives were identified and presented to the advisory group. The objectives, not listed in any particular order, were not identified based on funding availability or other limitations.

1. Develop opportunities with Mexico.

Efforts within this objective include:

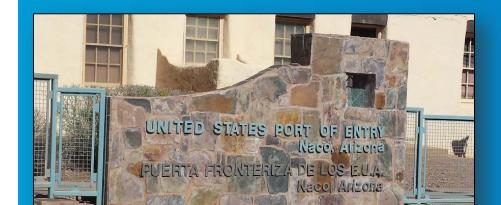
- A. Attracting Mexican tourists
- B. Developing international trade, to include assisting Mexican vendors in establishing a retail presence in Sierra Vista
- C. Strengthening relationships with government leaders in Mexic



**Objectives have not been prioritized

Tourism & Retail - Mexico

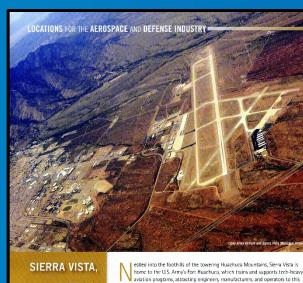
- Even more competitive environment as the 2021 appropriations bill expands the border travel zone for Mexican citizens from 75 miles to the entire state of AZ and NM.
 - The PHX metro, Sedona, and Flagstaff will now be competing to attract Sonorans so we no longer hold an advantage by being located near the international border. To these other communities' advantage, the pending completion of I-11 will carry traffic directly from the Nogales POE to Maricopa County communities, potentially reducing visitors' need to utilize the Cochise County POEs at Douglas and Naco, thus bypassing Sierra Vista altogether.
- Not supported by the current political environment/pandemic
- This initiative has not been funded





Maximize Airport

- **Working with Forest Service Helicopter Base via Long-Term Lease**
 - Secures a Key asset for the fire season
 - Permanent location with additional jobs
- Begin preparing the 13 acres for development with Fort Huachuca **Concurrence**
- Initiate advertising campaign for large aircraft aviation user
- MRO (Maintenance, Repair, and Overhaul) potential jobs 25-200



ARIZONA: PRIME TEST

LOCATION

The open skies, high altitude, and phenomenal flying weather create a super

combination for the Army's diverse missions as well as private operations. A Critical Role in National Defense. The City of Sierra Vista and the U.S. Arms

entered into an agreement to create a joint-use airport benefitting the Army and lo community. The municipal airport, adjacent to Libby Army Airfield, is managed and operated by the City, while air traffic control is conducted by Fort Huachuca, managing as many as 135,000 air missions annually. This partnership has allowed Sierra Vista to support Fort Huachuca's missions and offer a slate of general aviation services unavailable anywhere else in the United States.

The 12,001-foot runway, along with the 964 square miles of restricted airspace and high elevation, enables unique training and testing to occur in this relatively quiet community. The airfield services military aircraft, including the H.S. Army's MO-1C Gray Eagle to the Air Force's F-16 Falcon, A-10 Warthog aircraft, and ever the Missouri Air National Guard's C-130 Hercules transport aircraft.

"Fort Huachuca plays a critical role in national defense," says Tony Boone, eco nomic development manager for the City of Sierra Vista. Formerly stationed a

Parks & Events

Attract sporting events and tournaments

- Increasing the quality of life directly supports economic development
- The Sports Division realized significant gain in revenue with visitors from across Arizona,
 New Mexico, Colorado, Washington state, California, Minnesota, etc.
- Real impacts to our local hospitality businesses and demonstrating the high quality of living in Sierra Vista

Dates	Description	Sport	Estimated Revenue	Estimated Tax Revenue	Estimated Total Economic Impact
Jan 30-31	USSSA SUPERBOWL SHOWDOWN	YOUTH FASTPITCH SOFTBALL	\$115,802.56	\$8,102.83	\$274,452.07
Feb 13-14	USSSA CLASSIC	YOUTH FASTPITCH SOFTBALL	\$84,741.96	\$5,620.30	\$200,838.45
FEB 20-21	USSSA CAN'T BEAT THE FREEZE	YOUTH FASTPITCH SOFTBALL	\$84,535.34	\$5,881.91	\$200,348.76
Feb 27-28	USSSA SWING INTO SPRING	YOUTH FASTPITCH SOFTBALL	\$79,367.74	\$5,325.75	\$188,101.54
TOTALS			\$364,447.60	\$24,930.79	\$863,740.81



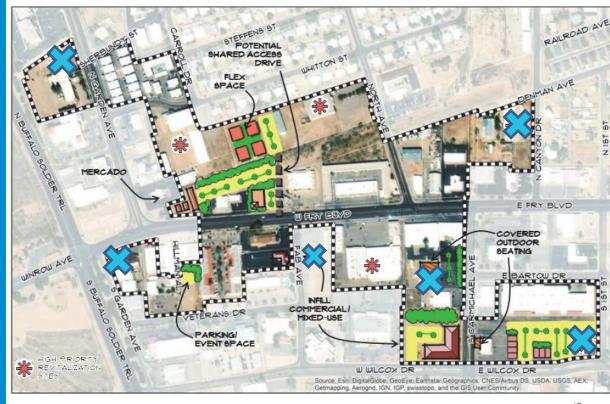
And there is more to come...



West End Redevelopment

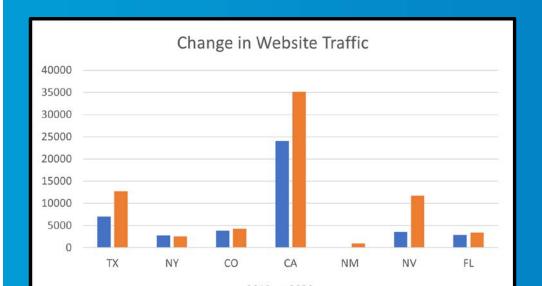
- Make W Fry
 Blvd./Garden Ave
 "more safe and
 convenient"
- Redevelopment area/grant
- Entertainment District
- Urban Infill District
- Park improvement Landwehr and Soldier Creek Park

EXHIBIT "E" - CONCEPUTAL MASTER REDEVELOPMENT FRAMEWORK PLAN



Improve Awareness

- Increase awareness of Sierra Vista as a destination for tourism and business with joint effort of tourism and economic development
 - o The 17 best cities in the Western US to live in after the pandemic <u>The best cities in the West to live in after coronavirus (businessinsider.com)</u>
 - Best Places in Every State to Live on a Fixed Income <u>Best Places in Every State To Live on a Fixed Income (yahoo.com)</u>
 - o Sierra Vista is the Hummingbird Capital of the US <u>Southern Arizona | Travel | poststar.com</u> Family travel five: Grab the binoculars and head outdoors | Associated Press | kdhnews.com



...best City to telework from



Expand Awareness of Fort Huachuca

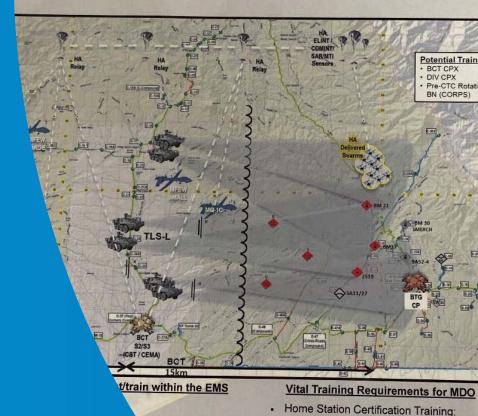
- Partner with Huachuca 50 and Cochise County
- Work with consultant/lobbyist
- Engage key legislative and DoD officials on the uniqueness and opportunity for additional missions
- Highlight partnerships between the City and the Fort
- Reinforce the message of Fort Huachuca's Military Value within Arizona and Washington, D.C.

**Economic Development is the City lead for the Association of Defense Communities

Multi-Domain Environment for Multi-Domain

MITS (MI Tiered TNG)

· CEWTS (Cyber Tiered TNG)



Business Retention

- Small Business Loans (CDBG) direct grant assistance to 11 businesses (no other federal funding) with \$86,050
 - 24 businesses reviewed plus an additional 14 that did not complete the application
 - 21 of 24 received federal assistance through the City or from SBA
- City Ombudsmen –engaging business owners on potential friction points with the city
 - Right of way concerns
 - Access to business
 - Fry and Garden streetscape project
 - Permitting process
 - This effort also involves redevelopment and engagement with Community Development and Marketing on areas such as the mobile home parks/hotels/multifamily.
- Work in Partnership with SBDC, Sierra Vista Area Chamber, Hispanic Chamber, VBOC, AZ@Work, Cochise College, ACA, and AREDF

Buy Local Campaign

 May 2020 – City Initiated video campaign to support local business at the beginning of the pandemic to encourage local shopping





 Ongoing support to the Sierra Vista Area Chamber of Commerce Grant Effort for "Shop Local Online"

Shop Local Online Training Program

"The Sierra Vista Area Chamber's Shop Local Online Training program collects the resources and tools available to help business owners bring their businesses online in one place, as well as offering discounts on relevant Cochise College Classes and 3 free months on a local marketplace upon completion of the program."

https://www.svachamber.com/shop-local-online-program



GET YOUR BUSINESS ONLINE

Currently, 64% of consumers prefer the convenience of online shopping. Those are impressive numbers if your business is online, but what if it isn't? Let the Sierra Vista Area Chamber of Commerce help you get the resources, assistance, and discounts necessary to get your business online.



Training

Access the resources that will help you create an online presence in one place.



Promotion

Participants will have their online presence promoted on the chamber's website and social media.



Access

Participants receive 3 months free on a local online marketplace upon completion of the program.

IT'S FREE TO PARTICIPATE

All you need to do is visit our website and apply, we are accepting businesses that have not yet taken advantage of e-commerce by selling their products and services online.

GET MORE INFORMATION ON WWW.SIERRAVISTAAREACHAMBER.COM OR CALL (520) 458 6940

Business Expansion and Attraction Examples

- 12 Expansion Projects
 - 143 Street Tacos
 - Bone Dry Tap House

- 19 Business Attraction Projects
 - Best Western Plus / Tombstone
 Brewery in the redevelopment
 area
 - Julian's Gymnastics and Parkour



Office of Local Defense Community Cooperation (Formerly OEA)

- Airport Study \$160,000 federal funds (leveraging this study now)
 - Diversity study
 - Set the stage to remove the excess material, prepare the remaining 13 acres for construction

14

- The potential job creation from 25 to more than 200
- Sierra Vista Technical Assistance Program \$279,000 federal funds supporting business retention and expansion efforts
- Enrolled Firms
 - Huachuca Shuttle and Taxi LLC
 - M&M Powder Coatings LLC
 - Z4 Enterprises
 - 3D Management and Consulting
 - Nemean Solutions LLC
- Program Results –

 Contracts Awarded

Contracts Awarded

Employees In Sierra Vista 30 Employees Outside the Region 13 Total Job Growth 43 Average Revenue Growth 26% Sierra Vista
ARIZONA
AEROSPACE.

Overall five year economic impact exceeds \$18M

Office of Local Defense Community Cooperation (Formerly OEA)

- Fort Huachuca Joint Resource Utilization Study (JRUS) Business Retention \$424,635 in Federal Funding
 - Collaborative process to capture the military value/update 2007 report
 - Preserves resources (land, airspace, and spectrum) for future missions
 - Enables long-term growth of DoD missions
 - Supports business retention and expansion through federal and state government investment
- Defense Community Infrastructure Pilot Program (DCIP) Business Retention and QOL \$1,437,800 / \$100,000 City
 - Reduce EMS response times on Fort Huachuca and the City
 - Supports the Military Value of Fort Huachuca
 - Reinforces the relationship of the City with Fort Huachuca
 - Increases visibility of Fort Huachuca/Sierra Vista

**Economic Development Manger serves as PM and

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Fort Huachu

Joint Resource Utilization Stu

Federal Advocacy Example

- Army's plan to relocate UAS training to Fort Rucker AL
- staff work and analysis in coordination with the City's Washington DC lobbyist setting conditions for Mayor and Council engagement
- In 2019 the Operational budget was \$51.3M annually, over 2,600 trainees each year, and total assigned personnel of 553

Congress of the United States

May 1, 2019

The Honorable Mark Esper Secretary of the Army 101 Army Pentagon, Room 3E700 Washington, DC 20310-0101

Dear Secretary Esper

We understand the Army is considering relocating all or part of his unnumed aircraft systems (USS) training mission from Fort Houchoux, Artinona, As a Delegation, we are extremely secremed that the Army is conducting this assessment without attemporary process and without a careful evaluation of all material facts, which could have a negative impact on Army (LAS training effectiveness and overall readiness).

As you know, I on Hundruss operates the largest LAS training enterprise in the world. The site includes receives 1960 sugare miles of the end) restricted acceptance in the nation that is include acceptance for UAS failed. For Hundruch as known to other restricted in the specially designated for UAS failed, to reflect the first life through and to other restricted simples. Any assessment coverning moving the UAS failed from an of the other restricted simples. Any assessment coverning moving the UAS failed produced for comparison of a subhable locality as comparison of a subhable for claim real-super, projected provide portunit for four aimpace; protections from eneroschemen; and any congestion of the trendging to issues caused by competing demands for aimpace.

As the Army develops weapon systems with longer ranges, the Army will need improved UAS reasons to identify target used access the results of stanks. Fort lineaches offers promising to the littles Solder! Electrode: Festing Ranges, white stones that 2,500 square miles and processed radio spectrum, proxising one of the few places in the military with the expalsible of operating sensors at the distances that floure systems will require. This proximity enhance the military value of conducting UAS transpor at this section.

Fort Ilmothana's weather and climate offer a wpiificantly higher number of flight days for UAS flight training than the weather at other potential becations, including the UAS Anny Aviation Center of Facedinese (UASACLE) at for fix to keep, This fort is supported by the Air Force Conshut Ulmandley, Center's estimate that there are on a reverge (PAI, a more visiant fight the days at Fort Ilmothana than a Fort Raker, Additionally, a 2005 Army study reported that there are, on average, 201 more days of for gar for Hockert had for Fort Huskert had to fort Huskerts to Studies on the Center of Studiese (PAI).

higher tisk of exposure to violent and severe weather storms, like hurricanes or tornadoes, than Fort Huachuca's consistently dry climate.

For Hanchine also offers a variety of different termin for training, including detect and mountainmus bradesques. In line with the National Security Strategy's directive to increase oppositionic to ration the vew or full." these different termin scenarios enhance UAS operators' exposure to deployment-like conditions. In fact, TORSCOM UAS units from arous the constitution of the conductive for likelihout to conduct five flight training specifically to take advantage of the unique terminal conductive flight training specifically to take advantage of the unique terminal to 100 percent when the conductive flight training specifically to take advantage of the unique terminal to the conductive flight training specifically to take advantage of the unique terminal to the conductive flight training operations, discussed as proferinal model, would not afford this kind of true-on-life training, and would depend operation's ability to develop real simulation training and training and would depend operation's ability to develop real simulations.

The Army would line a significant costs in order to replicate existing training facilities or fort flustuches a moder installation. No other installation or combination of installation that the facilities multible the execute this entition is described in extremel tracts and with nown for future growther. Given the Army's backlop of required military construction, specifing as deplicates. Given the Army's backlop of required military construction, specifing as deplicates. The proposed of the proposed of the proposed of the proposed incomposed these corts that any assessment and such that the Army share with Congress the method by which it is coloring not associated with any more.

We also want to highfulful a some-of-a-kind partnership between Fort Huschica and Couline College, which increases the value of this minding for both UAS operators and the Amy, For years now, Cochiec College and Fort Handshort have operated under an agreement which hashests undergoing. UAS training at Fort Huschica to receive transferable college credit complete with a transcript and their grades—specified to the UAS training they receive from the Army, Last year, nearly 150 soldiers obtained as the UAS training they receive from the Army, Last year, nearly 150 soldiers obtained as the UAS training they receive from the Army, Last year, nearly 150 soldiers obtained as the UAS training they receive from the Army, Last year, nearly 150 soldiers obtained as the UAS training to the UAS training to the UAS training at Fort Star Specific ways to finerese ceivilian receivateding and ocademic credit provided through Army training, particularly his to led by Sergeant Milay of the Army Daley, We strongly one you to consider this unique value added clonest to UAS training at Fort Haschica, which does not skird as open for the Comparable installation, as port of any assessment.

Itadly, we request that the Army Frief Arizona Delegation Members as seen as possible on the status of any equiping enally to release the UAS matting mission from Fort Banchese, the ordered he Army is entitled for the assessment, the travels the Army is estimated over the release the restriction had intenditive costs, and a sinceline for the decision. Please coordinate the Member develop with Katel Chaodon in the official release of the decision. Please coordinate the Member develop with Katel Chaodon in the official release of the decision.

Serasion Martin McSally at Kalle. Chandolong McSally. Serate gens: Nick Rawls in the office of Senator Krysten Siorma at Nick. Route Schiller Maker Tin the office of Congresswoman Ann Kirkpatrick at Christian. Walker@mail.house.gon: and Robert Roke in the office of Congressman Ruben Gallego at Robert Modern Schill Ross. gon.

Sincerely.

Marcha McSally
Unded States Senator

Aran Kirkpatrick
Member of Congress

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Workforce

- Economic Development Manager serves on the Board of Arizona@Work Southeastern Arizona
 - Statewide workforce development network
 - Strategy for Cochise, Graham, and Greenlee counties for all employers to recruit, develop, and retain employees
- Steering committees for Cochise College and UofA CAST
 - Business, Intelligence, and cyber programs
- Buena High School Automotive CTE committee
- Partnered with the President of Cochise College, Fort Huachuca on Virtual/Augmented Reality Program and business attraction



Looking for an innovative, tech-centric workforce? Look at Sierra Vista, where graduates from one of the nation's top cybersecurity programs, hundreds of highly trained transitioning soldiers, and job-ready VR/AR students make the 21st-century workforce a thing of the past.

Ready for tech? Email EconomicDevelopment@SierraVistaAZ.gov



www.SierraVistaAZBusiness.com (520) 439-2212

Legal Considerations

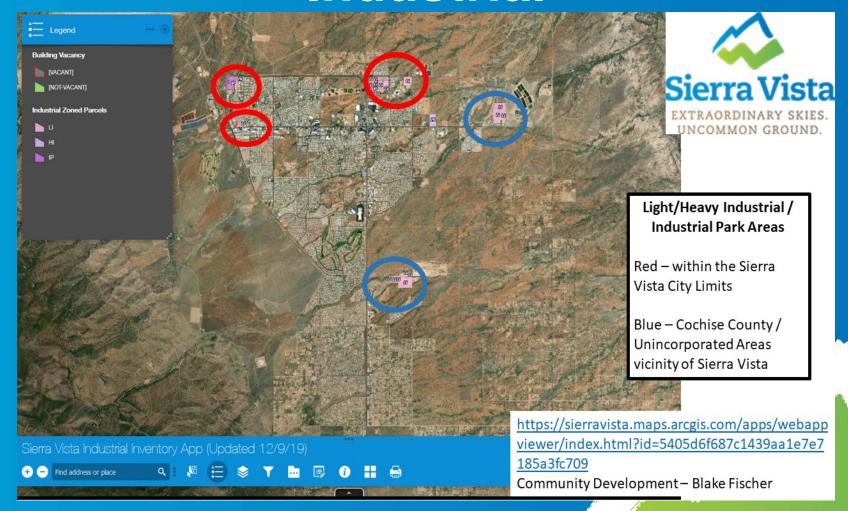
AZ Gift Clause

- AZ Constitution prohibits the expenditure or use of public monies for private purposes under Ariz. Const. art. IX, § 7
- AZ State Supreme Court ruled in favor of the Peoria taxpayers (Goldwater Institute) Feb 2021. \$2.6M to two private businesses with nothing in return to the public
- Limits Economic Development Incentives

Non-Disclosure Agreement/Letter of Interest

Will prevent Economic Development from discussing ongoing projection of opportunities

Asset Inventory – Light/Heavy Industrial



Arizona Commerce Authority Lead – Recent Example

Purchase or Lease

Project Name	Project Cascade		
Submitting Organization/Community			
Date & Time Due to ACA	Tuesday, February 16 @ 3 p.m.		
Site Search Geography	Statewide		
Responses submitted to:	Abby Wells abbyw@azcommerce.com		

Project Overview		
Identification of existing building (preferred) or greenfi	eld site alternative.	
Jobs	200+	Operat
Average Wage	\$55,000	Capital

- Site Requirement Description Required Metric Location & Ownership Site Name Please identify Address/Intersection Please Identify Please Identify ZIP Please Identify Owner (or Representative) Please Identify Contact email Please Identify Contact phone Please Identify Aerial Map with site boundries Attach aerial map(s) Foreign Trade Zone (identify zone number) Please Identify **Building Info** Year Constructed (include additions) Please Identify 300-400K SF Total Square Feet Clear Ceiling Height 32' preferred Zoning Light Industrial **Greenfield Site Alternative** Site Acreage / Additional Acreage Available 7 acres to support 300-400K SF
- Coordinating a Sierra Vista/Cochise

 County Familiarization Tour with key ACA

- 200+ Jobs
- 300-400K SF Bldg to Purchase
- 32' Preferred Ceilings
- 7 acres Land
- 250,000 Gallons of Water a Day (176-277 acre feet annually)
- 5 miles to Interstate HWY

Utility Requirements	border of the subject site or be available the Utility Availablity Date below.		
Utility Availability Date	xx/xx/xxxx or "Existing"		
Electrical Usage (kWh/year)	~ 11M kWh / year		
Natural Gas Usage (cubic ft/year)	34,000 therms/yr		
Water Usage (avg. gallons/day)	250,000 gallons/day		
Waste Water (avg. daily usage)	75,000 gallons/day		
Logistics			
Nearest Commercial Airport (Name & distance)	Please Identify distance		
Nearest Interstate Highway (Number & distance)	Within 5 miles of interstate highway requir		
Rail access to site	Spur to site or intermodal access preferred		
Local Incentives			
Are local incentives available? If yes, attach overview in separate document.	Identify in separate letter.		
Site/Building Cost			

Purchase

Economic Indicators 1 of 2

Business Climate

- 2020 New Business License down by 13% (Sector decline Food, Retail, and Health)
- 2020 Bldg. Permits up 25% over 2019 (five year high)
- Zero non-residential construction in 2020, only 1650 SF in 2019

Housing Market

- Property Full Cash Value Increase in 2020
- Significant Improvement in Home Closings (up 13% in 2020 over 2019) up 7% in value
- 2020 Permits for Single Family Homes increased 29% over FY19



Population and Labor Market

- Population steady 2019-2020, increase in 2020 Labor Workforce by 7%
- Dec 2020 City Unemployment rate (5.2%) Below AZ (7.3%) and below the national rate of (6.5%)

Economic Indicators 2 of 2

Revenue

- Annual Sales Tax – continues to increase with 4.9% growth in 2020



- Bar and Restaurant – down 3.1% in 2020 (AZ down 15.4%)



- Extended Stay – down 6.2% in 2020 (AZ down 31.9%)

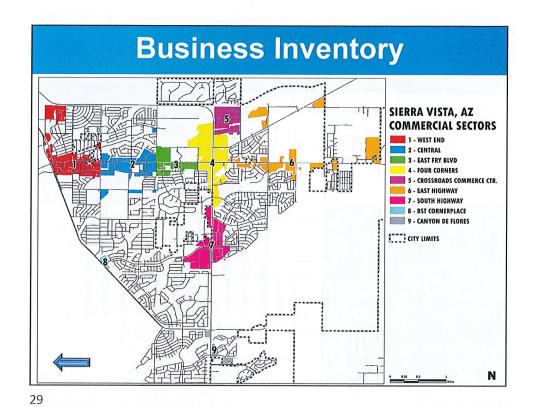
County Enrollment (K-12)

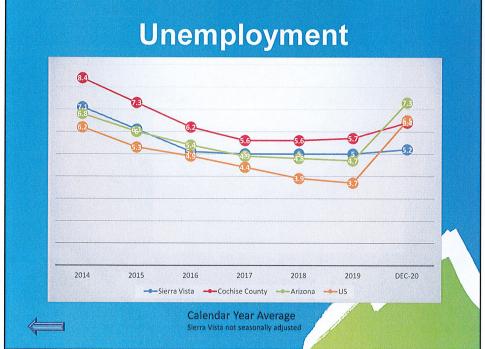
- Enrollment up in 2018, flat in 2019 and 2020, not keeping pace with population growth

Commercial Property

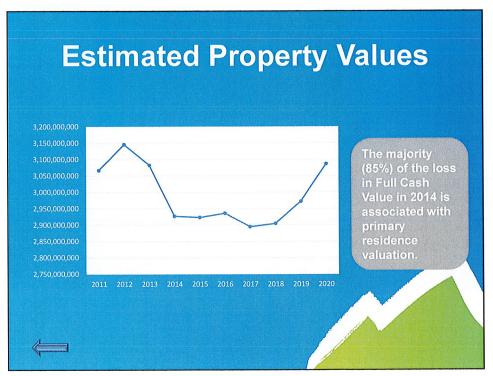
- Vacancy rate is 11.6% (The vacancy rate was impacted by a change in the data set to remove churches/non-profits/county enclaves)
- 44.7% of the total city vacant units are in the West End

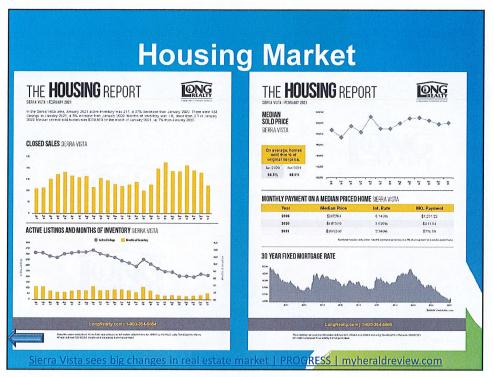
Commercial Property Map

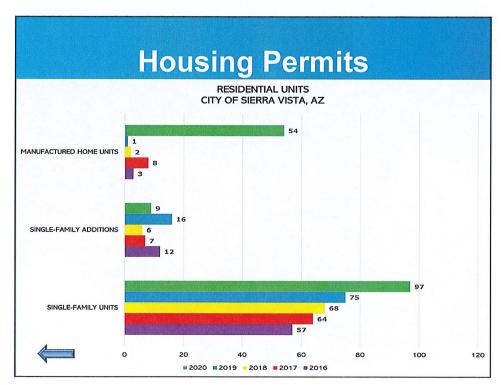


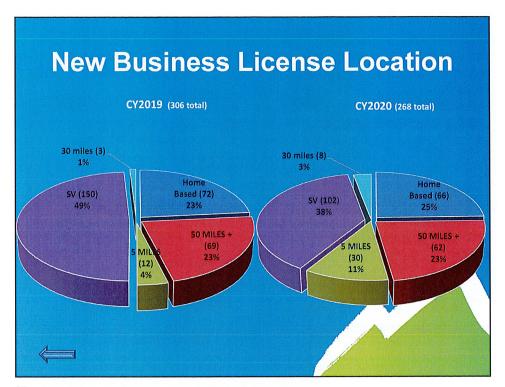


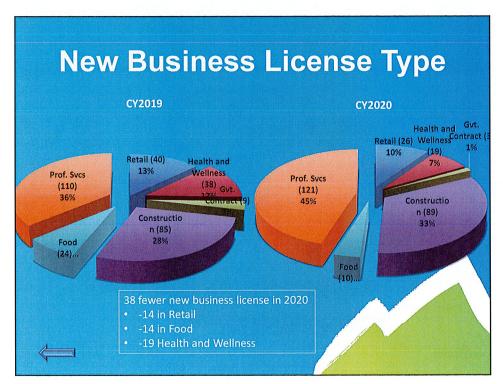


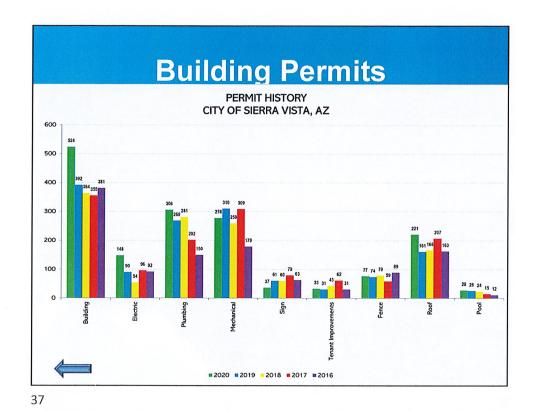












Non-Residential Construction

SQUARE FOOTAGE BUILT							
CONSTRUCTION TYPE	2016	2017	2018	2019	2020		
COMMERCIAL	0	35,664	20,000	0	0		
INDUSTRIAL	0	0	0	0	0		
INSTITUTIONAL	0	0	27,009	1,650	0		
OFFICE	0	8,825	24,395	0	0		
TOTAL	0	44,489	71,404	1,650	0		

