

ECONOMIC DEVELOPMENT 2021 YEAR IN REVIEW

City of Flagstaff

11/30/2021





Introduction

Economic Development – City of Flagstaff

- The Economic Development Program
 - Focuses on primary sector jobs (What is the primary sector?).
 - Works with retail and other businesses to help maintain a vibrant economy and reduce leakage (What is leakage?).
 - Seeks to grow diverse and stable economic base and jobs consistent with the Regional Plan and community values.



Introduction

Our Small But Mighty Team

- 2.5 Full Time Equivalents
- John Saltonstall – Business Retention and Expansion Manager
- Jack Fitchett – Business Attraction Manager
- Creag Znetko (.25) – Brownfields and part of NACET
- Dave McIntire (.25) - Oversight and support across programs
- Partnerships – Moonshot, ECoNA, Coconino County other City Divisions and many more





Awards



A Chance to Celebrate

- Best Deal of the Year – UAJC Whitehall
 - Co-winners – City Business Attraction and ECoNA
- Entrepreneurial Brochure – ECoNA Business Retention and Expansion Team
- Certifications – Jack Fitchett graduated AAED-Pro
 - Heidi, John and Dave previously certified and Creag working towards it





Business Attraction Incentives



Constant Improvement – Updated Incentives (May 2021)

Job Creation Incentive

- Katalyst Space Technologies (Awarded \$15K)

Sustainable Automotive Sales Tax Rebate

- 15 Applications
- 24 Additional Electric Vehicle Applications Expected
- Approx. \$13K left in funding

POWER UP FLAGSTAFF

Fuel-Efficient Vehicle Rebates

REBATES	LOCAL	NON-LOCAL
All Electric Vehicles	2.0%	1.8%
Hybrid / Plug-in Electric Hybrid Vehicles <small>(Minimum MPG Requirement: 40 MPG City Rating)</small>	1.6%	1.4%
Fuel-Efficient Vehicles <small>(Minimum MPG Requirement: 30 MPG City Rating)</small>	0.7%	0.5%
Income-Based	For those individuals that earn less than \$50,000 per year, there is an additional \$250 incentive available	



Business Attraction – Successes

- Year in Review
 - Over 400+ new business licenses were issued this year
 - Largest new business in the last 50 years

The logo for UACJ, consisting of the letters "UACJ" in a bold, blue, sans-serif font with a horizontal line underneath.

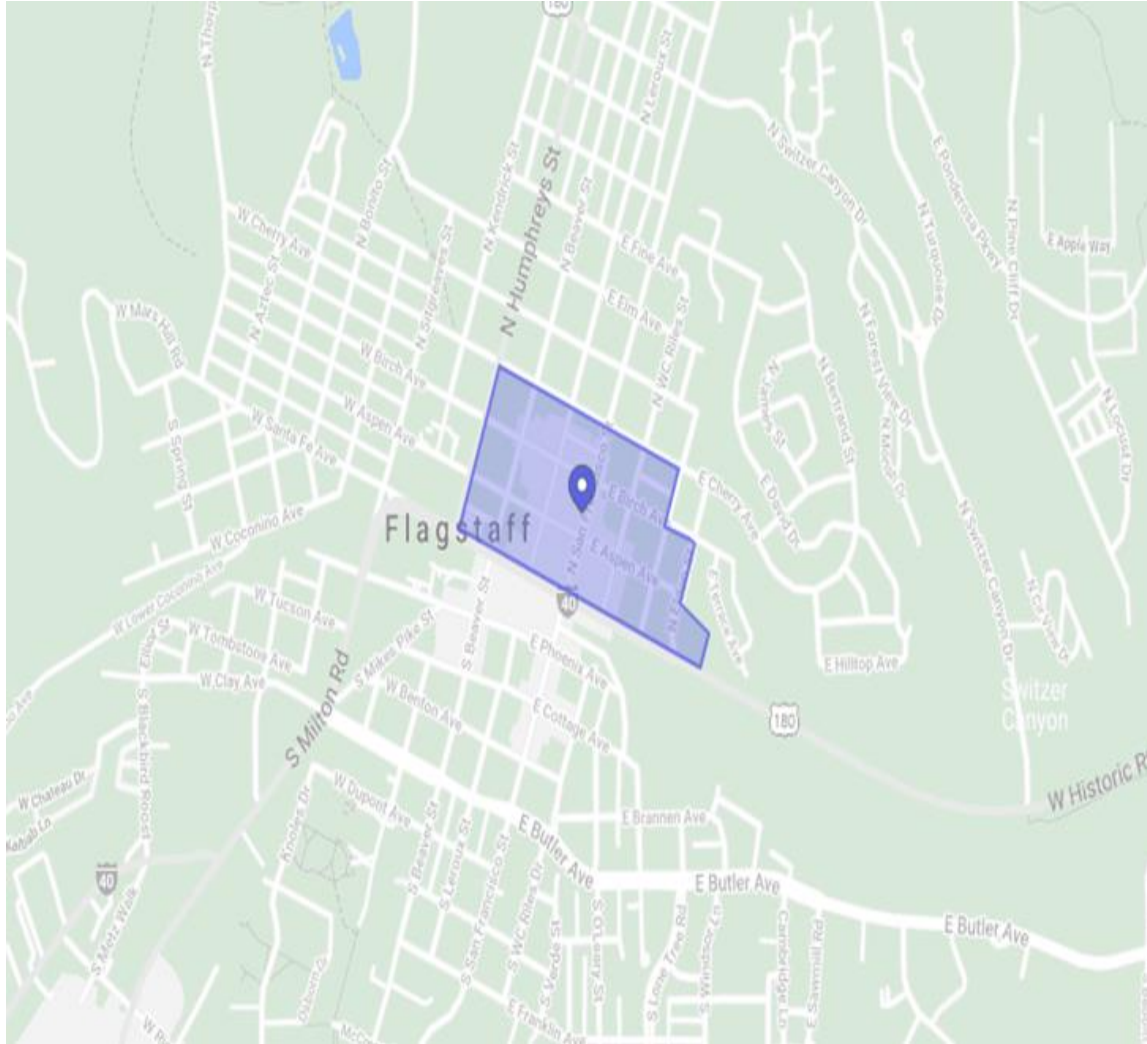
UACJ AUTOMOTIVE WHITEHALL INDUSTRIES INC.

The logo for Firehouse Subs, featuring the words "FIREHOUSE" and "SUBS" in a stylized, bold font. "FIREHOUSE" is in white with a red outline, and "SUBS" is in yellow with a red outline, all set against a red background.





Placer A.I - New Analytics



Downtown Flagstaff

Flagstaff, AZ

Map controls including a zoom in (+) button, a calendar icon, and a dropdown menu set to 'Last 12 Months'.

Property:

Downtown Flagstaff / , Flagstaff, AZ



Visits	2.91M	Visit frequency	2.67
Visits / sq ft	N/A	Avg. Dwell Time	141 min
Visitors	1.09M	Panel Visits	54.5K



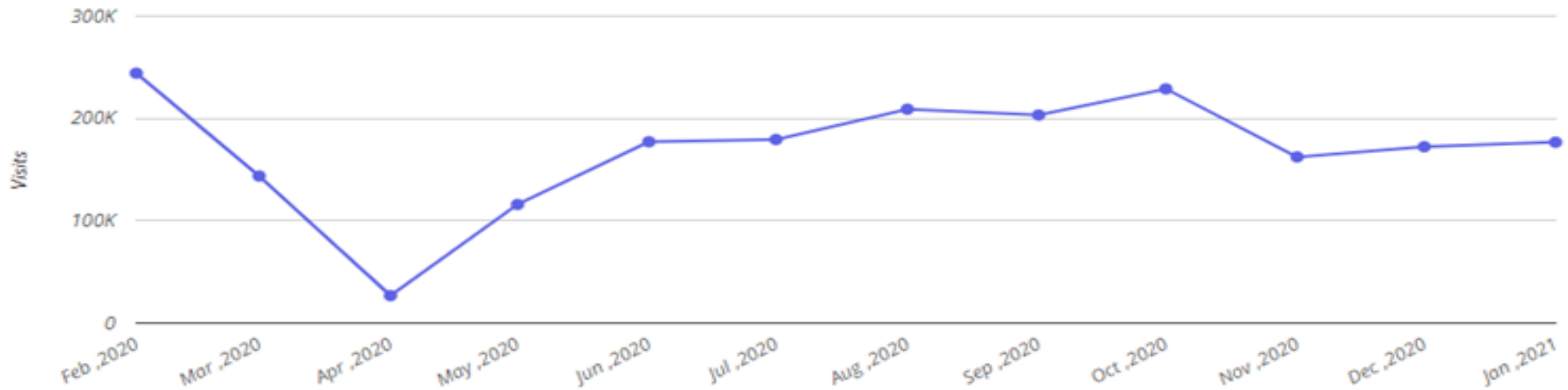
Placer A.I - New Analytics

Downtown Flagstaff

Flagstaff, AZ

⋮ + Custom Dates ▾

Visits ▾ Monthly ▾ ▾ Download ▾





Placer A.I - New Analytics

Downtown Flagstaff

Flagstaff, AZ

⋮ + 📅 Last 12 Months ⌵ ⌵

Visits ⌵ Monthly ⌵ 📈 ⌵ Download ⌵





Brownfields

Northern Arizona Property & Business Revitalization Program

- Funding Still Available
 - Most Recent Public Meeting/Open House Sept 29, 2021
 - Average 18:1 Return on Investment
- Environmental Site Assessment for the Downtown Connection Center
- Sunshine Rescue Mission and Dorsey Manor pending applications

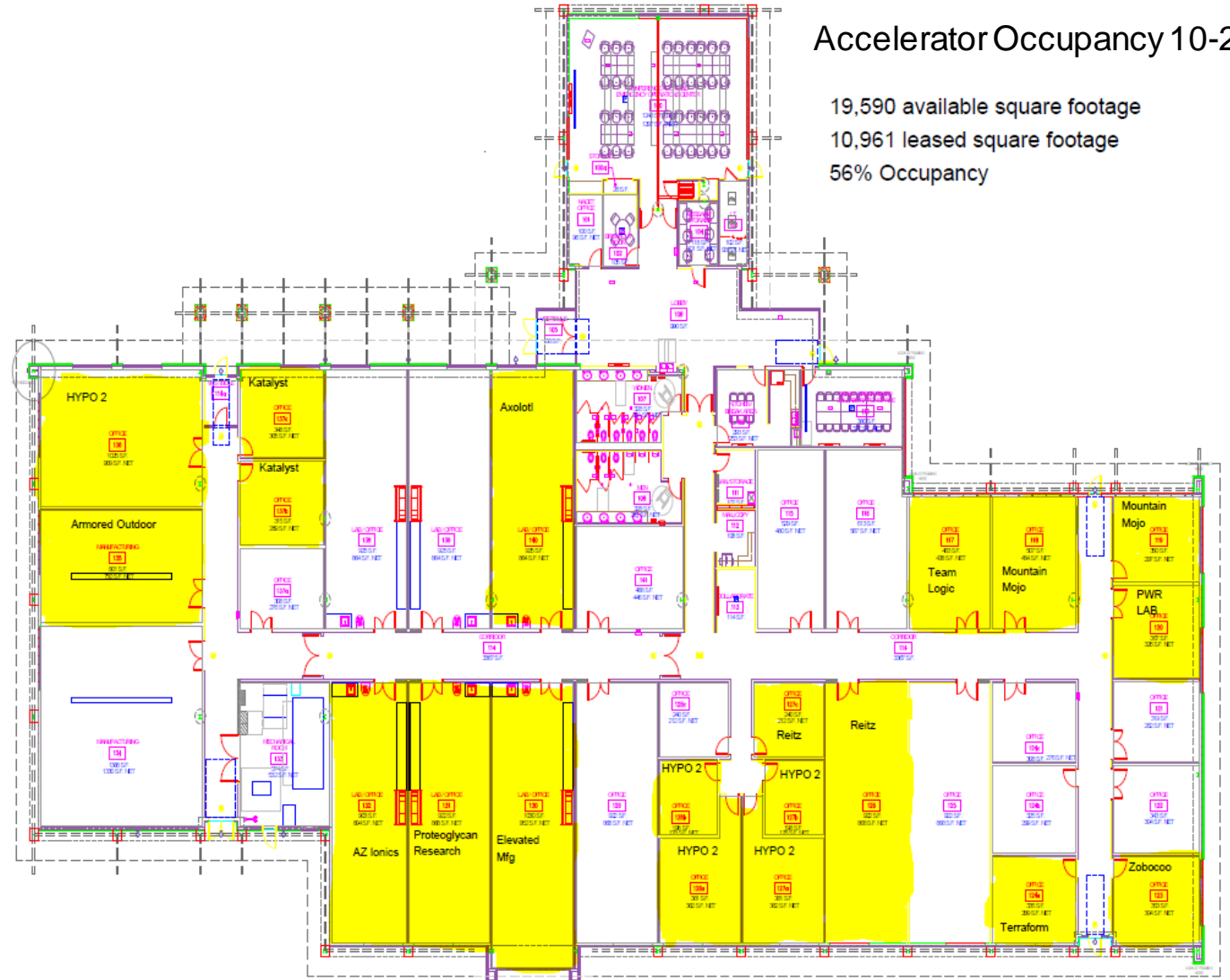


Moonshot at NACET



2020 vs 2021

- 2020
 - Accelerator 37%
 - Incubator 84%
 - 46% Overall
- 2021
 - Accelerator 56%
 - Incubator 100%
 - 64% Overall



Accelerator Occupancy 10-2021

19,590 available square footage
 10,961 leased square footage
 56% Occupancy



Marketing



Great First Impressions

- Economic Development negotiated a 60% discount for their annual marketing campaign
- Resulted in over 660,000 Digital Impressions and 1,495,000 print impressions
- Outlets include Innovation and Technology Today, Business View Magazine, and Business Facilities Magazine



Business Retention & Expansion

BR&E Incentive 2021

- Eight applicants represented various sectors
- Total amount requested: \$220,000.00
- Total proposed match amount: \$761,482.00
- Total number of jobs retained and/or created: 41 to 54
- Average annual wages of those jobs: \$45,228.57



Business Retention & Expansion

BR&E Incentive 2021 - Awardees

- Katalyst Space Technologies anticipates hiring 21 people over the next couple of years with an annual wage of \$55,000.00. Katalyst will use the awarded funds to assist with hiring, relocations, and training.
- Dark Sky Brewing anticipates hiring between 10 and 20 people with an annual wage of \$30,000.00
- Dark Sky Brewing will use the awarded funds to expand and enhance an outdoor patio



Business Retention & Expansion

Innovate Waste/Carbon Dioxide Removal Challenge

- A collaboration between Economic Development and Sustainability to build a sustainable economy one business at a time.
- Entrepreneurial challenge to divert and convert material from the landfill into a product or service, or to remove carbon dioxide from the environment.
- \$30,000



Business Retention & Expansion

Expansions and the Adaptive Reuse Program

- Joy Cone Company
- Translational Genomics Institute
- Laura Chamberlin Professional Chef, Liminal, and Dark Sky Brewing have been approved for the Adaptive Reuse Program.



Business Retention & Expansion

Workforce Development

- Elevate Pre-K has one pilot classroom in place at Kinsey Elementary.
- Virtual Reality Career Exploration and Job Training.
- Pipe Trades Apprenticeship Program
- New Executive Director for the local area known as ARIZONA@WORK Coconino County.



Community Investment



Questions?

THANK YOU!