

FUTURE IN FOCUS

San Luis Economic Vision: To improve the overall quality of life and ensure community sustainability by attracting new businesses, retaining existing businesses, and improving the opportunity for people to have quality jobs.

FOCUS AREAS

BUSINESS RETENTION AND EXPANSION

Partner with local businesses and educational institutions in the development of a San Luis BRE program to strengthen the local business climate.

BUSINESS ATTRACTION

Diversify and strengthen San Luis' economic base by maximizing its strategic border location and assets to attract quality, high-value industry development.

TOURISM DEVELOPMENT

Diversify and strengthen tourism assets to attract visitors to the region.

GOVERNANCE

San Luis is recognized as a quality full-service community with a thriving business environment.

COMMUNITY DEVELOPMENT & INFRASTRUCTURE SUPPORT

Community infrastructure is well-planned and phased in anticipation of future needs.



Strategic Plan for Economic Development

Sponsored by: APS

A plan is only as good as the implementation effort and the accomplishments made over time.

The San Luis Focused Future II Economic Development Strategic Plan is intended to be a living, evolving document that should be regularly reviewed and updated to respond to the changing economy.

As with the Plan's development, implementation will require broad community participation.

For more information, contact:

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SAN LUIS FOCUSED FUTURE II

Economic Development Strategic Plan



Sponsored by



November 2015

STRATEGIC PLAN ROLES AND RESPONSIBILITIES

City of San Luis: City

San Luis Economic Development Commission: SLEDC

Chamber of Commerce: Chamber

Yuma Metropolitan Planning Organization: YMPO

Greater Yuma Economic Development Corporation: GYEDC

Investing in Manufacturing Communities Partnership Committee: IMCP

Binational Economic Group: 4FRONTED

STRATEGY	PRIMARY ROLE	SECONDARY ROLE
Establish a BRE program.	City	GYEDC
Explore the possibility of establishing a local financial institution to support new business start-ups and business expansion.	SLEDC	City
Establish a city branding and/or marketing plan that promotes a shop local program.	City	Chamber
Become proactive in medical expansion.	City	SLEDC
Establish a San Luis Ambassadors Program.	SLEDC	Chamber
Engage local businesses in community activities.	City	Chamber
Continue to make roadway improvements.	City	YMPO
Develop project ready-sites.	IMPC	City
Further develop the San Luis II port-of-entry for privately-owned vehicles.	GYEDC	City / 4FRONTED
Maintain a strong regional presence and continue to promote the regional economic development opportunities.	4FRONTED	City
Establish a community and economic indicators database and program for keeping it up-to-date.	GYEDC	City
Partner with San Luis Rio Colorado to attract medical tourism opportunities.	4FRONTED	City
Promote international tourism events and develop a binational tourism event calendar.	4FRONTED	City
Build upon San Luis' culture and promote it more effectively as a tourism attraction strategy.	City	SLEDC
Establish a downtown redevelopment commission, create a redevelopment district, and implement strategies to make downtown a tourism destination.	City	SLEDC
Explore the concept of creating a binational Main Street urban design project that unifies the streetscape amenities, signage, and building design.	City	4FRONTED
Promote the fact that San Luis is "Open for Business."	IMPC	City
Develop and communicate a strong community identity.	City	Chamber
Examine and implement a strategy to ensure the San Luis tax structure is competitive.	City	SLEDC
Develop a comprehensive downtown San Luis parking plan.	City	Chamber
Collaborate regionally in efforts to pursue the development of improved rail connections.	4FRONTED	GYEDC
San Luis needs to support and be present in the expansion of college programs and services to ensure the community's needs are met.	City	SLEDC
Encourage large lot housing to be developed to expand San Luis' range of housing choices.	City	SLEDC
Explore the possibility of building parks and pathways in retention basins and along canals.	City	SLEDC
San Luis needs to explore better linkage to the Yuma International Airport.	GYEDC	City
Develop a cemetery in San Luis.	City	SLEDC
Implement a community-wide beautification program.	City	Chamber
Develop more facilities for youth.	City	SLEDC
Create a human capital development plan that includes a path to success for all students.	City	SLEDC