



# San Luis Focused Future II

Economic Development Strategic Plan

City Council Presentation

December 2015

# Focused Future Defined

- Strategic blueprint for City of San Luis community and economic Development.
- Process that builds broad-based community support.
- Identifies and tracks successes and challenges, issues and trends, and best practices.
- Defines roles and responsibilities for economic development.
- Coordinated with the Border Business Case.
- Sponsored by APS.

# Economic Development Vision

Quality Jobs  
Livability  
Wealth  
Community  
Collaboration  
Prosperity  
Sustainability

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.

# Business Retention and Expansion

## GOAL:

Partner with local businesses and educational institutions in the development of a San Luis Business Retention and Expansion Program to strengthen the local business climate.

1. Systematic approach to early detection and identification of business issues and opportunities.
2. Expand business capital opportunities.
3. City branding to promote shopping locally.
4. Proactive in medical expansion.
5. Establish a San Luis Ambassadors Program.
6. Proactively engage local businesses in community activities.

# Business Attraction

## GOAL:

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

1. Continue to make roadway improvements.
2. Develop project-ready sites.
3. Further develop the San Luis Port of Entry.
4. Maintain a strong regional presence and continue to promote binational economic development opportunities.
5. Establish and implement a community and economic indicators program to track success.

# Tourism Development

## GOAL:

Leverage binational tourism assets to attract visitors to the region.

1. Partner with San Luis Rio Colorado to develop medical tourism opportunities.
2. Promote international tourism events and develop a binational tourism event calendar.
3. Build upon San Luis' culture more effectively as a tourism strategy.
4. Facilitate the development of tourism support services (hotels, restaurants, etc.)
5. Establish a downtown redevelopment commission, district, and plan/strategy.
6. Explore creating a binational Main Street.

# Governance

## GOAL:

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

1. Promote San Luis is “Open for Business.”
2. Develop and communicate a strong community identity.
3. Examine and implement a sustainable and competitive tax structure.

# Community Development and Infrastructure

## GOAL:

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

1. Develop a comprehensive downtown parking plan.
2. Collaborate regionally to pursue improved rail connections.
3. Participate in the local expansion of college programs and services.
4. Encourage large lot housing.
5. Explore park development in retention basins and along canals.
6. Explore better linkage to the Yuma International Airport.
7. Develop a cemetery.
8. Implement a community-wide beautification program.
9. Develop more youth facilities.
10. Create a human capital development plan that includes a path to success for all students.

# Tracking Progress

Desired Outcomes	Performance Measures
Expanded and diversified economy.	<ul style="list-style-type: none"><li>• Taxable retail sales</li><li>• Job growth by sector</li><li>• New business startups</li></ul>
Business-friendly environment.	<ul style="list-style-type: none"><li>• Comparative taxes and fee structure</li><li>• Business/development processing times</li></ul>
Efficient border operations.	<ul style="list-style-type: none"><li>• Increased commercial port of entry usage</li><li>• Reduction of border wait times</li></ul>
Improved quality of life.	<ul style="list-style-type: none"><li>• Public safety/crime rate</li><li>• Educational attainment</li><li>• Employment rate</li><li>• Median income</li></ul>

# Immediate Next Steps

Next Steps	Timeframe
Finalize Draft Strategic Plan for Economic Development	November 2015
City Council Consideration and Adoption	November 2015
San Luis Economic Development Commission and Department develop implementation work program.	By end of year 2015

# Binational Economic Development Planning

## Border Business Case



## San Luis Economic Development Strategic Plan

