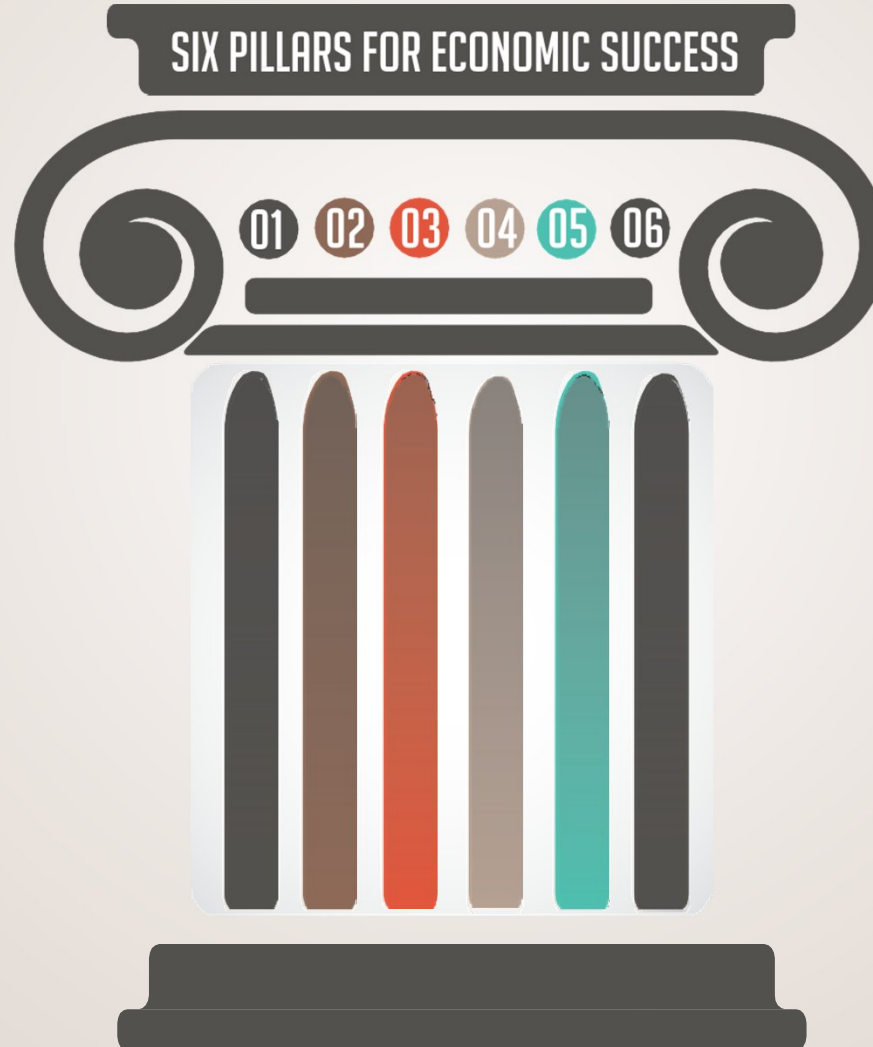


# 2015/2016 STRATEGIC PLAN UPDATE



**Greater Yuma**  
ECONOMIC DEVELOPMENT CORP

## SIX PILLARS FOR ECONOMIC SUCCESS



### 01 PROMOTE EDUCATIONAL EXCELLENCE

- Assist in the development of industry-education partnerships
- Support initiatives that support K-20 funding
- Advocate for additional post secondary programs that directly assist target industry sectors

### 02 FOCUS ON COMPETITIVENESS

- Complete benchmark study of (7) competitor regions
- Develop (3) recommendations for immediate impacts to competitiveness
- Recommend (5) long term recommendations to overall regional competitiveness

### 03 HIGH WAGE/HIGH SKILL JOB CREATION

- Identify top industries of opportunities
  - Enhance the resource development per targeted industries
  - Increase regional workforce readiness
- Strengthen partnerships between higher education and economic development

### 04 INCREASED FOCUS ON RESOURCE DEVELOPMENT

- Enhance delivery of pitch package
- Continue to enhance promotional collateral
- Utilize new software applications to contemporize materials

### 05 FURTHER ENHANCE YUMA'S SENSE OF PLACE

- Support projects that deliver a higher quality community
- Advocate for the arts, culture and other opportunities for young professionals
- Assit in the development of programs that reduce talent leakage

### 06 CULTIVATE COLLABORATION & STEWARDSHIP BETWEEN PUBLIC AND PRIVATE SECTOR

- Identify core policy advantages and disadvantages relative to the regional industrial market
  - Ensure the region maintains a business friendly reputation
- Identify new protocols to create competitive advantages (against competitor markets) in high wage projects in targeted industry sectors

## AEROSPACE/DEFENSE

- ✔ Creating Aerospace Group from local companies supporting both bases. Leaders for this project are Ron Morehead of Rolls-Royce and John Elverum of Aerovironment (S) (M)
- ✔ Yuma 50 Community Support Group – launch April 29, 2016 (S) (M) (L)
- ✔ Soliciting Contacts made by City of Yuma at AUSA Trade Show (S)
- ✔ Attend FDI Aerospace Conference in Los Angeles (S)
- ✔ Continue to attend trade shows in order to promote YIA Assets (S) (M) (L)

## FOOD PRODUCTION

- ✔ Work with and support the initiatives of the Center of Excellence (S) (M) (L)
  - Field Trials of innovative crop production and protection products
  - Application of Technology to the Agriculture Industry
  - Arid Testbed for water Efficiency Research/ Partnering with the “Water for Food” Institute/bring the testing that is conducted in foreign climates with similar attributes to Yuma County
  - Support the growth plans for UofA
- ✔ Create new programs to enhance our attractiveness (S) (M) (L)
  - Partner with the University of Lincoln for the Food Entrepreneur Program and Food Processing Center/Local small organic growers
  - Work with local developer to implement the Recipe for Change concept with the development of a modular multipurpose food processing facility.
  - Assisting with local cattlemen to determine the need for a meat packing facility in this region
  - Developing attraction strategy centered on Fresh Packaged Foods to include targeted food shows, asset inventory and shovel ready developments with sufficient infrastructure
- ✔ Work with Dr. Crow, ASU to develop Food Engineering degrees and Technician programs for Yuma County (S) (M) (L)

KEY  
S= year one  
M = year two  
L=year three

## MANUFACTURING

- ✔ Continue to locate manufacturers to the communities in our region that have space and attributes desired by the company (S) (M) (L)
  - Jordan Manufacturing – *Russell Coil*
  - S&A Industries expansion
  - The aggregation of raw plastics products that will enhance transportation for the end user and create the demand for DCI to invest more in their transload facility. (*Bose and S&A industries*)
- ✔ Yuma Manufacturers Association remains a GYEDC managed organization which has exposed multiple manufacturers to cost saving programs, best practice methods and new training modules to assist them in their plant operations. (S) (M) (L)
- ✔ Investing in Manufacturing Community Partnership (IMCP) is growing in the designation of “*Character Areas*” and the creation of the Manufacturing Industrial Zone (MIZ) that is aligning Public Capital programs with the infrastructure needs for each zone while prioritizing the capital investment to areas that will attract new users to the region creating a quick return on investment for the Public sector. (S) (M) (L)
- ✔ Continue to market to developers outside the region for speculative development (S)

## BRE SURVEYS

- ✔ Annually conducting BRE (S) (M) (L)
  - 2015/16 surveys focus on the service support sectors of our targeted industries including medical, financial services, engineering/architecture and private staffing firms, 1/3 of surveys have been completed through 1st quarter
  - 2016/17 survey focus on the manufacturing and distribution industries
  - 2017/18 will repeat with service support industries

## BI-NATIONAL PROMOTION

- ✔ Completed Bi-National branding and collateral marketing materials. Awaiting future funding commitments in order to begin year two of the marketing strategy.
- ✔ CEO appointed by Governor Ducey to serve on the Arizona Mexico Commission to help promote foreign direct investment with the state and the Bi-National Regional
- ✔ Roll out of Border Business Case became the roll out for the Bi-National strategy led by the Mayors for each community and County Supervisors

### Marketing Update

New materials created for all three industry sectors. Enhanced website capabilities with GIS Planning.

- ✔ Increase Lead Generation by 10% in 2016/17 (S) – World Forum San Diego

## 2015-2016 (YTD) Attraction

**New Full-Time Jobs Created = 180**

**New CAPEX Invested = \$13,700,000**

**New Payroll Created = \$4,305,600**

### **New Company Locates**

- DES Call Center – City of Somerton
- Jordan Manufacturing – City of Yuma

### **Expansions**

- Northwestern Industries
- S&A Industries
- Alside Windows
- Allstate
- Convey Health Solutions
- Insultech

### **Announcements**

- First Solar (White Wing Ranch)
- International Food Manufacturer \*(Confidential)\*



## Research – Attraction – Strategy Enhancement - Continuing Education 2015-2016

- 7/29/15-7/31/15 – International Economic Development Council Hosted the Federal Forum at the White House  
(Research/Advocacy) GYEDC President Attended
- 8/17/15-8/20/15 - University of Nebraska Food Processing Center, Lincoln Nebraska (Research/Attraction Strategy)  
GYEDC President, Senior Vice President, Paul Brierley UofA, Kevin Wilkins City of Yuma Attended
- 9/27/15 – 9/30/15 - Industrial Asset Management Council Conference held in Cleveland Ohio (Attraction)  
GYEDC Senior VP Attended
- 10/4/15 – 10/6/15- International Economic Development Council Annual Meeting Anchorage Alaska (Education, Research,  
Attraction) GYEDC President Attended
- 10/26/15 – 10/28/15 - Foreign Direct Investment Aerospace Conference, Los Angeles CA (Attraction)  
GYEDC Senior VP Attended Conference
- 1/12/16 - University of Arizona Desert Produce Safety Conference, Arizona Western College (Education, Attraction, Strategy)  
GYEDC President Attended
- 1/24/16-1/26/16 - International Economic Development Council, New Orleans (Strategy Enhancement, Education, Research)  
GYEDC President Attended
- 2/17/16 – 2/18/16 - California Food Processing Expo Anaheim CA, (Attraction, Research, Strategy Enhancement)  
GYEDC Senior VP Attended
- 2/24/16-2/25/16 - Southwest Agriculture Summit Arizona Western College (Research, Strategy Enhancement, Attraction)  
GYEDC President Attended
- 3/9/16 – 3/10/16 - National Food Product Expo Anaheim CA (Attraction, Research, Strategy Enhancement)  
GYEDC Senior VP Attended
- 3/13/16 – 3/15/16 - International Asset Managers Council Conference held in New Orleans (Attraction)  
GYEDC Senior VP Attended
- 4/3/16 – 4/6/16 - World Forum held in San Diego (Research, Attraction, Strategy Enhancement)  
GYEDC President Attended
- 4/4/16 – 4/5/16 - National Frozen Refrigeration Association, Tempe AZ (Research, Attraction, Strategy Enhancement)  
GYEDC Senior VP Attended

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Julie Engel  
President CEO  
Greater Yuma EDC  
Questions?