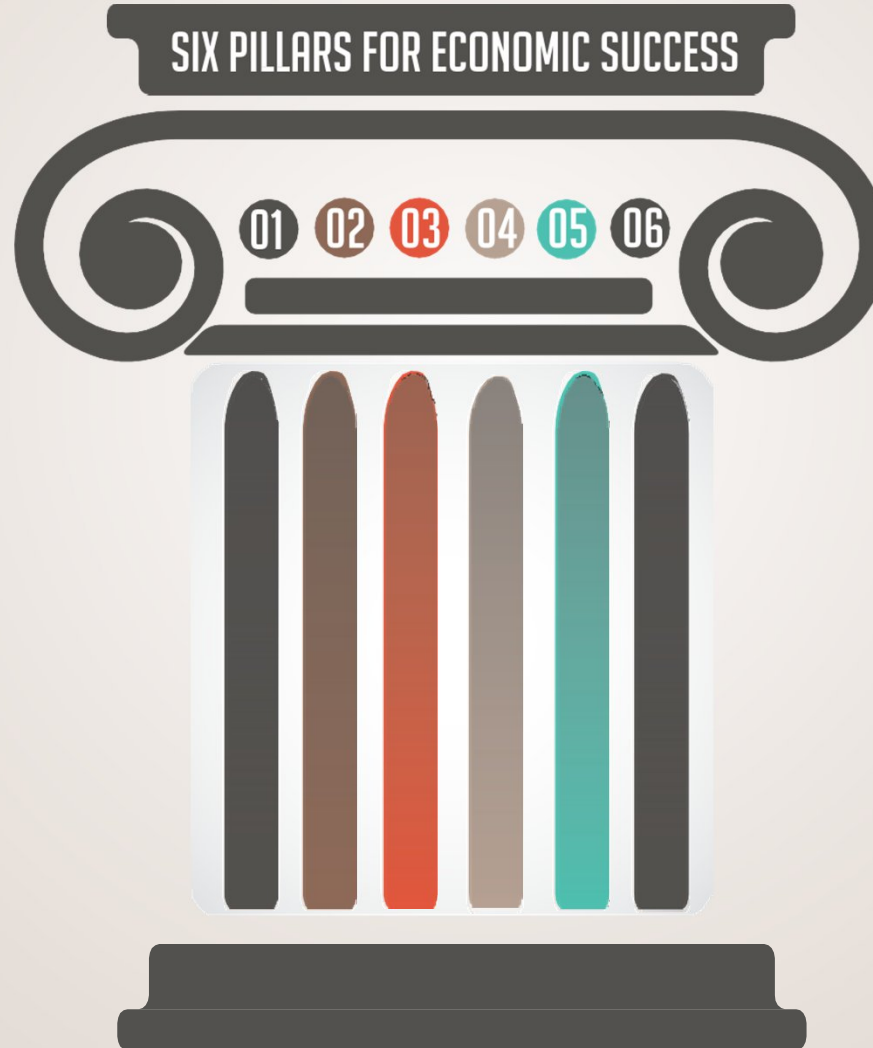


# 2016/2017 STRATEGIC PLAN UPDATE



**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

## Promote Educational Excellence

- ✓ Working in collaboration with the UofA, Heritage Area, City of Yuma and Arizona Western College for a University Campus located in Yuma County. Primary focus for a downtown Yuma Campus (S)
- ✓ Partnering with Expect More Arizona and the newly formed Yuma Education Advocacy Council. Serving as a board member. (S) (M) (L)
- ✓ Continue to support the Helios Foundation and Ready Now Yuma with statistics and demographic information along with the promotion of milestones within the program. (S) (M) (L)

## Focus on Competitiveness

- ✓ Cost comparison was conducted with our competing cities within the State of Arizona.  
Water/Sewer Rates  
Fees (Permit, Impact, Capacity)  
Graph attached with results. (S)
- ✓ Working with Developers from the Phoenix and Mexicali market for investment of Speculative Buildings – primary focus on Food Production (S)

## High Wage High Skill Job Creation

- ✓ Three Industry Sectors identified for the Yuma Region;  
Manufacturing  
Aerospace  
Food Production
- ✓ Majority of resources will be focused in the Food Production Sector. (S) (M) (L)

KEY  
S= Short Term  
M = Mid Term  
L= Long Term

## AEROSPACE/DEFENSE

- ✔ Ongoing talks with Lockheed Martin, and Rolls Royce regarding their expansion plans in Yuma, promoting the Joe Foss Hanger, YIA and the Amelia Earhart hanger on behalf of Millionaire. (S) (M) (L)
- ✔ Yuma 50 Community Support Group – launched in May of 2016. Growing membership and working on several initiatives; Army Purchasing, funding for old infrastructure at MCAS, retaining the Heritage Museum at YPG, and supporting issues as they arise. (S) (M) (L)
- ✔ Continue to support the recruitment for additional air service to Yuma International Airport. (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)
  - Work with local or outside developer to implement the Recipe for Change concept with the development of a modular multipurpose food processing facility.
  - Developed attraction strategy centered on Fresh Packaged Foods to include targeted food shows, asset inventory and shovel ready developments with sufficient infrastructure
  - Targets will be food production in the growth markets of healthy snacks, products targeted to new healthier ingredients that include Yuma’s raw products and beverage manufacturers who need Yuma’s raw products.
  - GYEDC will generate 15 qualified leads in Food Production for fiscal year 16/17

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## MANUFACTURING

- ✔ Continue to locate manufacturers to the communities in our region that have space and attributes desired by the company (S) (M) (L)
- ✔ Partner with each community and the County to implement a virtual speculative building to enhance the attraction of manufacturing. Working with developers outside the area for food processing speculative development. (S) (M)
- ✔ 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)

## BI-NATIONAL PROMOTION

Continue to support the 4FrontED campaign and serve as the lead for Economic Development within the adopted strategy.

Cultivate relationships with Mexicali industrial users and developers that have an interest in bi-national operations.

Assist existing maquiladora companies within Yuma with expansion or retention initiatives

Support the campaign to reduce over inspections at San Luis POE II through public advocacy

## BRE SURVEYS

- ✔ Annually conducting BRE (S) (M) (L)
  - 2016/17 survey focus on the manufacturing and distribution industries
  - 2017/18 will repeat with service support industries
  - 2015/16 survey completed, report distributed to Board and Participants

## Increased Focus on Resource Development

- New collateral materials were created for our three primary industry sectors in 2015/16.
- Articles ran in AZRE for both the Bi-National and GYEDC
- Sponsored the ACE Tour and the World Summit for International Recognition.

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**4FRONTED**  
The Power of 4 Regions and 2 Nations



**Johnson  
Controls**



**BOSE**



**CENTURION**  
MEDICAL PRODUCTS

**labrie**  
Labrie Enviroquip Group

**MARCH 3, 2016**

**4:00PM**

**GREATER YUMA EDC**

**899 E. PLAZA CIRCLE, SUITE 2**

**YUMA, ARIZONA 85365**

## **YUMA-MEXICALI MANUFACTURERS ALLIANCE**

**Come see why Mexicali based manufacturers such as Martech Medical, Centurion, Jordan Manufacturing and others chose Yuma for their southwest U.S. location. The 4Fronted super region is honored to host your prestigious company and introduce you to Yuma manufacturers within the industry sectors of industrial equipment insulation, battery's, tempered glass, electronics, metal stamping and machining.**



**Greater Yuma**  
ECONOMIC DEVELOPMENT CORP

## Further Enhance Yuma's Sense of Place

- ✔ Summer works for Yuma – Aligning local employers with Yuma County Teachers for summer employment (S) (M) (L)
- ✔ Working to brand Yuma County for employee recruitment and retention. Working with major employers in Yuma County to survey employees and glean the strengths and weaknesses viewed from their perspective. (S) (M) (L)
- ✔ Creating a web site, video and campaign incorporating Yuma's most active bloggers and social media guru's to help improve the image and message for Yuma County. (S) (M) (L)

## Cultivate Collaboration and Stewardship between Public and Private Sector

- ✔ Assembling community action committee to help carry information to the public and to the legislature. Emphasis will be centered on the reduction/elimination of the practice of State Fund Sweeps and Cost Shifts (S) (M) (L)
- ✔ The Investing in Manufacturing Community Partnerships collaboration will foster partnerships with the private and public organizations in order to enhance the attractiveness of Yuma County. (S) (M) (L)
- ✔ Yuma 50 Community support group for Active Military, Family members and Veterans. (S) (M) (L)

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## 2016-2017 Company Announcements

| Company      | No. of Employees | Payroll     | CAPEX        |
|--------------|------------------|-------------|--------------|
| Almark Foods | 100              | \$2,800,000 | \$27,000,000 |
| Martech      | 25               | \$702,000   | \$2,200,000  |
| TOTAL        | 125              | \$3,502,000 | \$29,200,000 |

## 2016-2017 Projects In Development

|                              |    |     |              |
|------------------------------|----|-----|--------------|
| San Luis Commercial Holdings | 72 | TBD | \$14,400,000 |
|------------------------------|----|-----|--------------|

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Julie Engel  
President CEO  
Greater Yuma EDC  
Questions?