

# TOWN OF WICKENBURG

## ECONOMIC DEVELOPMENT WEB PORTAL

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**Town of Wickenburg**

## WHY HAVE A PORTAL

- 63% of new jobs in a community come from existing businesses (U.S. Small Business Administration).
- Businesses increasingly rely on online resources; 80% of site selectors begin their search digitally (Site Selection Magazine, 2023).
- Enhances Wickenburg's ability to attract and retain businesses.



## EMPOWERING BUSINESSES AND SMART GROWTH

- Showcase Wickenburg's 25% population growth since 2010 (U.S. Census).
- Leverage a local talent pool of 137,000 commutable residents (Maricopa Association of Governments).
- Showcase Wickenburg's 7-hour average visitor stay, a key driver of economic activity (PlacerAI, 2024).



**Economic Development Main Page**

Welcome to Wickenburg's centralized hub for business resources, community highlights, and economic opportunities.

**Sidebar Quick Links (Displayed on All Pages)**

Find direct access to current programs and opportunities, such as the No Cost College Certificate Program (Workforce2You) and the Commercial Façade Improvement Grant Program, as well as strategic plans, studies, and contact information.

**Resources for Businesses Looking to Locate**

Discover Wickenburg's prime location, competitive costs, and unique combination of rural charm with easy metropolitan access.

**Support for Growing Businesses & Entrepreneurs**

Access a variety of tools, mentorship opportunities, and funding programs designed to support entrepreneurs and established businesses.

**Why Wickenburg? A Great Place to Live, Work, and Thrive**

Explore Wickenburg's vibrant community, rich cultural events, and exceptional quality of life that make it an ideal place for both living and working.

**Strategic Plans, Studies, and Community Advisory**

Explore Wickenburg's strategic development plans, housing studies, and insights from the advisory committee.



## KEY FEATURES OF THE WEB PORTAL

- Locate & Invest: Zoning maps, property locators, and demographic tools.
- Business Support: Licensing guides, grants, and workforce development resources.
- Community Showcase: Highlights of local events, cultural assets, and testimonials.
- Strategic Resources: Access to housing studies, economic strategies, and advisory committee insights.



## HOW DO WE BENEFIT?

- Businesses: 43% of businesses report difficulty finding local resources online (Clutch, 2023).
- Prospective Residents: Access to quality-of-life information.
- Lenders and Investors: Confidence through detailed economic insights and incentives.
- Town Leadership: Increased visibility and sustainable economic development.



## THE PROCESS

- Collaboration with the Economic Development Advisory Committee and focus area leadership.
- Researched best practices from 50+ successful economic portals.
- Next steps: Committee feedback, focus group guidance, design, and launch.





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