

Strategic Plan for Economic & Community Development: A Focused Future

Arizona City

March 2002

27 Pages

General Comments:

- On-going debate on whether to become incorporated. If Arizona City is not incorporated, that may hinder new business development

Critical Issues:

- Lack of image
- Bedroom community
- Slightly apathetic community
- Lack of coordination between organizations
- economic development efforts within the city falls to the Chamber of Commerce and the Sunland Visitor Center

Action Plan:

Local Education System

- Initiate a plan with the School District for after school, adult classes, and recreation uses
- Encourage teachers and younger families to volunteer

Beautification Efforts

- Be proactive and involved in the County Comprehensive Plan update
- Use ordinances and regulations to maintain neat construction sites, homes, and other properties
- Create a community clean-up day
- Develop a "community slogan" to promote community

Revenues and Intergovernmental Relations

- Quantify economic impacts of projects to ensure city gets benefit from increased revenue
- Become aware and knowledgeable about the County Comprehensive Planning process underway
- Invite Casa Grande, Eloy, and Collidge planning staff to meet and discuss community activities and development
- Explore forming a Community Development Corporation
- Update and inform media about all activities

Community Activities

- Develop a marketing plan to advertise and promote community activities
- Develop a regional activity calendar so that community events are not in competition with each other
- Work to develop more youth activities
- Develop pop-up ads on Chamber, county, and library websites

Social/Other Services/Community Amenities

- Attract additional child and senior care providers
- Develop a Town Square concept, creating a central focal point in the community
- Develop a plan for new parks, including funding options

Business Development

- Work with the Greater Casa Grande Valley Economic Development Foundation to determine labor force needs of target prospects
- Use the Central Arizona College SBDC to develop to develop a survey ascertaining local labor skills, needs, and discover if there is a hidden labor force in the community
- Tie labor force discovery to future target marketing
- Explore development of local internship and training programs

Community Marketing

- Work with Arizona Department of Commerce to revise community profile
- Alert Arizona Department of Commerce Business Development Department of possibilities of marketing Arizona City

- Continue to work with Pinal Ways and the Case Grande Dispatch to publicize the community and make the region more aware of Arizona City
- Develop and maintain a website to promote the community to potential visitors, residents, and business investors

Infrastructure Development

- Community and publicize transportation options
- Hold meetings with county, utilities, and districts to discuss and coordinate infrastructure needs and development plans
- Develop and proactively submit a list of prioritized infrastructure improvements to the County
- Invite a Qwest representative to hear concerns about improving services and facilities
- Contact land owners of potential industrial/business park parcels and reestablish relationships. Share with owner planning efforts and potential benefits
- Encourage county and Casa Grande to open Treckell Road to Battaglia
- Encourage county to pursue ADOT transportation plan an open 1-10 Battaglia ramp

Image Enhancement

- Improve entry signage to the community at Battaglia and Sunland Gin Roads. Work with APS using power poles for signs
- Develop and finance a plan to distribute wildflower seeds to residents to promote Arizona City as the Community of Wildflowers

Business Recruitment/Enhancement

- Develop a business retention and expansion program that includes a business visitation program
- Develop a business recruitment webpage
- Develop a gap analysis identifying goods, infrastructure, and services not available and provide this information to the Chamber and Visitor Center
- Encourage entrepreneurial atmosphere
- Create a business response team and include members from the real estate community, public safety, utilities, local leadership organization, and other individuals