

# ECONOMIC DEVELOPMENT STRATEGIC PLAN

*Prepared by Economic Development Department*

- Completed in partnership with MEDA
- Delivered in June 2011
- Completed at the end of the economic downturn

## GROWING MARICOPA an ECONOMIC DEVELOPMENT STRATEGIC PLAN



for the  
**CITY OF MARICOPA**

June 2011



## Used to develop 2011 Strategic Plan

- Maricopa Cluster Study, 2010
- Maricopa Community Overview, 2010
- Maricopa Development Update, 2010
- Maricopa Labor Survey, 2009

MARICOPA ECONOMIC DEVELOPMENT STRATEGIC PLAN

### ACKNOWLEDGEMENTS

TIP Strategies, Inc. (TIP) would like to thank the Maricopa City Council, Maricopa Economic Development Alliance (MEDA) and the City of Maricopa Economic Development Department, whose time and guidance to this strategic planning process was invaluable. We would also like to thank area business and community leaders, who greatly contributed to our understanding of the issues Maricopa is facing.

#### Maricopa Mayor & City Council:

Anthony Smith, Mayor	Edward Farrell, Vice Mayor
Marvin Brown, Councilmember	Carl Diedrich, Councilmember
Marquisha Griffin, Councilmember	Julia Gusse, Councilmember
Alan Marchione, Councilmember	

#### City Staff:

Danielle Casey, *Director of Economic Development, City of Maricopa*

#### MEDA Board:

Jim Rives, <i>President/CEO</i>	Keith Kirkman, <i>Chair</i> <i>Orbitel Communications, CEO</i>
Cecilia Estrada-Ashe, <i>Secretary</i> <i>Great Western Bank, Market President</i>	Bill Stacy, <i>Treasurer</i> <i>Electrical District 3, General Manager</i>
Marvin Brown, <i>Director</i> <i>City of Maricopa, Councilmember</i>	Ed Borromeo, <i>Director</i> <i>Global Water Resources, Vice President</i> <i>Operations</i>
Brenda Fischer, <i>Director</i> <i>City of Maricopa, City Manager</i>	Jim Kenny, <i>Director</i> <i>El Dorado Holdings, President</i>
Danielle Casey, <i>Director</i> <i>City of Maricopa, Economic Development</i>	

### About TIP Strategies

TIP Strategies, Inc. (TIP) is a privately held Austin-based business and economic development consulting firm committed to providing quality solutions for both public and private-sector clients.

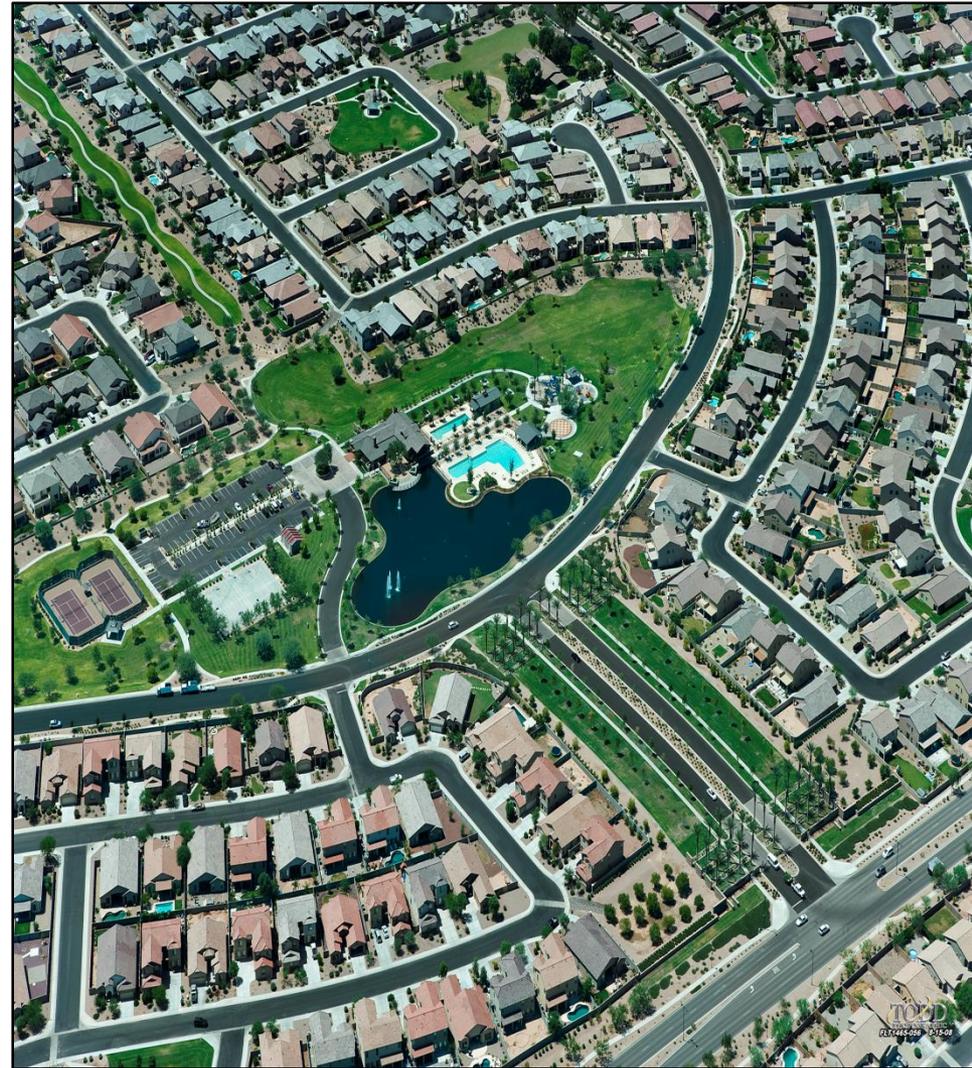
Established in 1995, the firm's areas of practice include economic development consulting, strategic planning, site selection, economic impact analysis, regional economic development, target industry analysis, cluster analysis, technology audit, transit-oriented development, workforce analysis, feasibility studies, market analysis, and redevelopment analysis and planning.

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# WHY IT IS TIME TO UPDATE

- Plans become outdated after 5 years
- Different market conditions
- Identify any new industry targets
- Assess effectiveness of local entrepreneur support



## Implementation Matrix from 2011 plan set to 60 month timeline (not including on-going actions)

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### IMPLEMENTATION MATRIX

#### GOAL 1: ACTIONS

STRATEGY / ACTION ITEMS			TIMELINE					BUDGET (Beyond current levels)
Description	LEAD <sup>(1)</sup>	0-6 mos.	6-12 mos.	12-36 mos.	36-60 mos.	On-going		
<b>Goal One: Align resources and build capacity for economic development.</b>								
<b>A</b>	<b>Build local capacity for economic development. (metrics a, m)</b>							
1	Determine organizational responsibilities for economic development in Maricopa.	JOINT						
2	Continue to build internal resources for economic development (metric: a)	CITY/MEDA						\$85,000 / \$60,000 <sup>(2)</sup>
3	Pursue financing to fund economic development programs and projects. (metric: m)	CITY/MEDA						
<b>B</b>	<b>Pursue retention and expansion efforts for existing businesses. (metrics b, c)</b>							
1	Continue to maintain an inventory of local businesses. (metric: c)	ALL						
2	Place periodic calls with existing employers. (metric: b)	ALL						
3	Continue to survey area businesses. (metric: c)	ALL						
4	Ensure that local businesses and industries remain aware of any technical and financial assistance programs.	ALL						
<b>C</b>	<b>Support local entrepreneurs in the start-up of new business. (metrics d, e, g, h, i, j, p)</b>							
1	Enhance the existing entrepreneurship support program. (metric: d, e, g)	ALL						\$5,000 (business plan award)
2	Facilitate financing for local entrepreneurs. (metric: h, i, j)	MEDA / CHAMBER						
3	Build a local climate that embraces and celebrates entrepreneurship. (metric: p)	ALL						

(1) LEGEND: MEDA (Maricopa Economic Development Alliance), CITY (City of Maricopa Economic Development)

(2) \$85,000 to City for additional City staff salary, benefits and associated costs; \$7,500 to MEDA based on attendance at IEDC one week course and attendance at IEDC conference for test & \$40,000 based on increased staff time and part-time support for research/BRE efforts.

- **May 16 – June 16, 2016**      **Publish RFP**
- **June 30, 2016**      **Initial Review by Evaluation Committee**
- **July 11 – 13, 2016**      **Vendor Presentations**
- **July 28, 2016**      **Vendor Selection**
- **August 16, 2016**      **Contract presented to City Council**

**QUESTIONS?**