



City of Maricopa

Legislation Text

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The Mayor and City Council shall hear an Economic Update for FY2017-2018 and goals set forth to advance economic development efforts for the City of Maricopa.

On January 16, 2018 City Council voted to adopt the City of Maricopa Economic Development Strategic Plan created to guide the City's short and long-term economic development efforts. The goal of the plan is to provide evidence based business and competitive intelligence to enable Maricopa to invest wisely in essential public sector infrastructure, amenities and programs that support the growth of firms in economic sectors having the greatest potential to expand, locate and grow in Maricopa. The plan identifies strategic areas of opportunity, gaps in the local economy and established seven key goals with subgoals to achieve economic success:

1. Effectively address and resolve the issues that impede Maricopa's ability to achieve economic development.
2. Invest in infrastructure, quality of life and other improvements that will assure Maricopa's ability to successfully compete for and retain, recruit and grow firms and quality jobs in the targeted economic sectors.
3. Transform Maricopa's business climate and competitiveness to ensure that the negative perceptions and experiences are converted to positives.
4. Elevate and expand Maricopa's deal generating pipeline.
5. Recruit, retain and nurture the growth of a wide range of sustainable and competitive businesses with particular emphasis on firms in the targeted economic sectors: Professional and Business Services, Healthcare, Small Business and Entrepreneurship, Higher Education and Education Technology, Agribusiness/Agrisciences, and Visitor/Hospitality.
6. Cultivate a climate of rich educational opportunities at all levels which support economic growth.
7. Create the Maricopa Economic Development Scorecard to infuse economic development accountability and measurement throughout the Maricopa City Government to objectively assess progress.

The purpose of the presentation is to detail key initiatives staff has been undertaking during the FY 17 -18 and what next steps will be taken to develop a sustainable economy for the future.

This item will be presented by Economic Development Director Denyse Airheart.

Staff recommends that the Mayor and Council receive this presentation, ask any applicable questions and provide feedback to staff.