



City of Maricopa

Legislation Text

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The Mayor and City Council shall adopt the ten-year City of Maricopa Economic Development Strategic Plan for adoption. Discussion and Action.

The Economic Development Strategic Plan is a growth strategy with a road map and recommendations for the organization. The action items included:

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 business with particular emphasis on firms in the targeted economic sectors.
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.

Implementaion of the plan will be broken out into annual work-plans per each department, please note there are challenges to execute on all items with current resource allocations. The Economic Development Department will outline the action items in future workplans.

Staff recommends that the Mayor and City Council adopt the ten-year City of Maricopa Economic Development Strategic Plan.