



I-40 Corridor Study and Winslow Work Plan



Purpose;

- Connect and increase economic development across the region

Winslow – Flagstaff –Williams

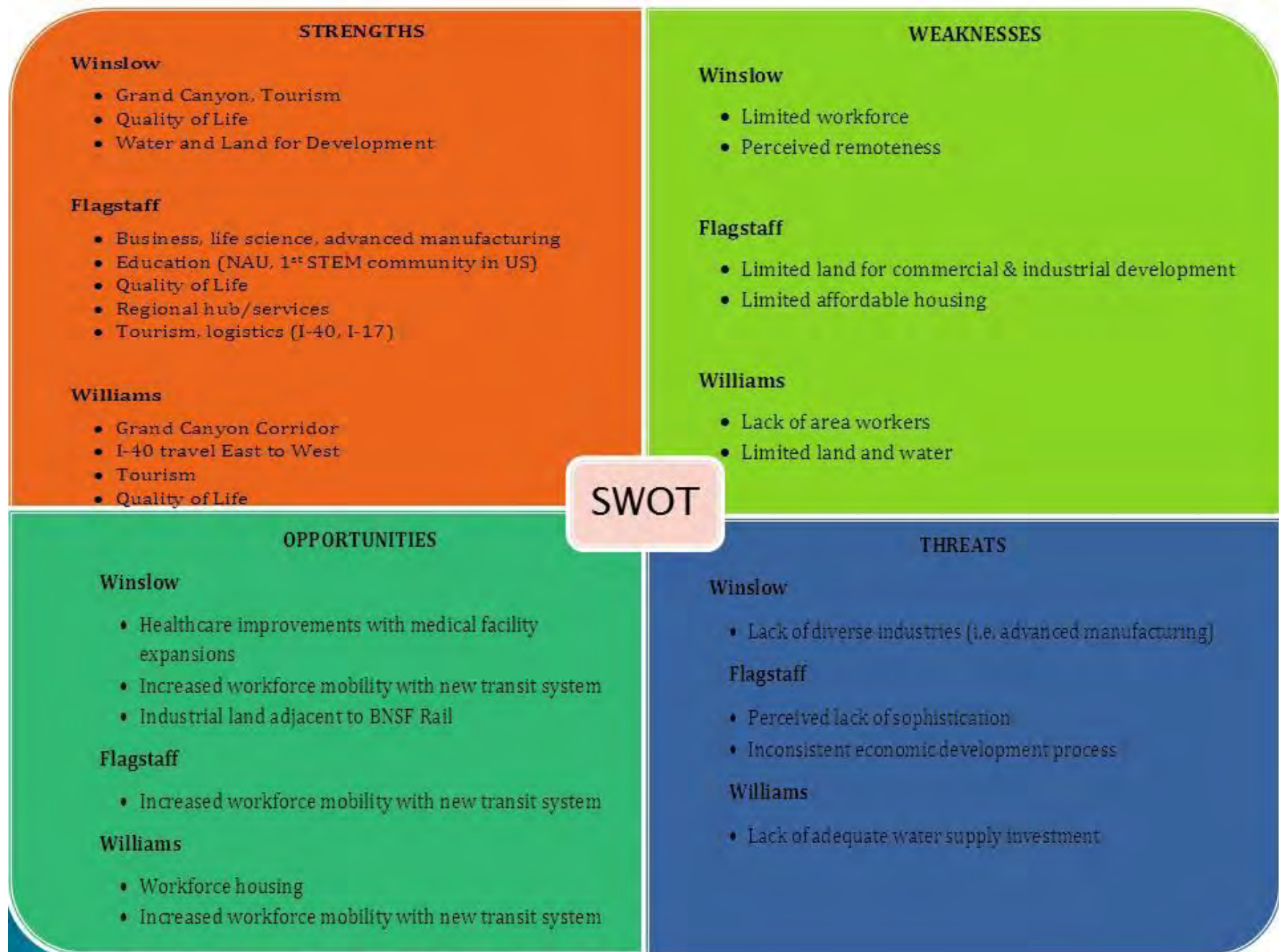
- Studies included; infrastructure, workforce demographics, retail analysis, transportation and logistics and development opportunities.



Interviews:

- Chamber's of Commerce
- City Officials
- Local Businesses
- Hopi and Navajo Tribes





Identified Opportunities:

- Winslow; Industrial Land, Workforce & Housing, Expanded Transit
- Flagstaff; Workforce Mobility & Expanded Transit
- Williams; Workforce Housing and Expanded Transit



Other Findings

- Significant economic drivers between communities
- 38% of Workforce Travels +50 Miles to Work
- Potential for Truck to Rail Facility.
- Substantial Land Holdings on I-40 by Winslow and Tribes



Other Findings

Common economic drivers
between communities. *Retail;*

Winslow: \$54M / \$84M +50%

Flagstaff: \$863M / \$1,012M +20

Williams: \$100M / \$121M +20%



Current Winslow Activity:

- OSB Plant
- Marketing of industrial Land
- Highway Retail
- State Referrals
- Active Economic Development



WORK PLAN

Sector Strategy

Sector work is an intentional, disciplined, industry and organizational driven process that allows the opportunities in a sector to be realized by insuring the requirements for sector growth come to fruition.

Sector tools incorporate businesses retention and expansion, business attraction, redevelopment, infrastructure, capital/investment, and workforce.

Industrial and Retail Sectors

- **Industrial Sector**

Continue to develop, with the community, an industrial sector plan over a five and ten year timeframe. The Industrial sector includes manufacturing, trans-load, distribution, and logistics. The process has included, a series of

meetings with local and state leadership, Arizona Commerce Authority, developers, land brokers, development associations such as Valley Partnerships, NABA, Navajo County, Navajo Nation, Hopi Tribe.

- **Expand Industrial Association Collaboration**
ECoNA is a member and active with a number of industry associations including Valley Partnership, Arizona Manufacturers Council, Arizona Technology Council.

- **Retail Sector**

Our retail sector plan outlines the action steps needed to grow this sector over a five and ten-year time frame. Retail also includes hospitality, and tourism amenities. Included will be the timelines, marketing plan, targets, and investment plan. Our work includes.....

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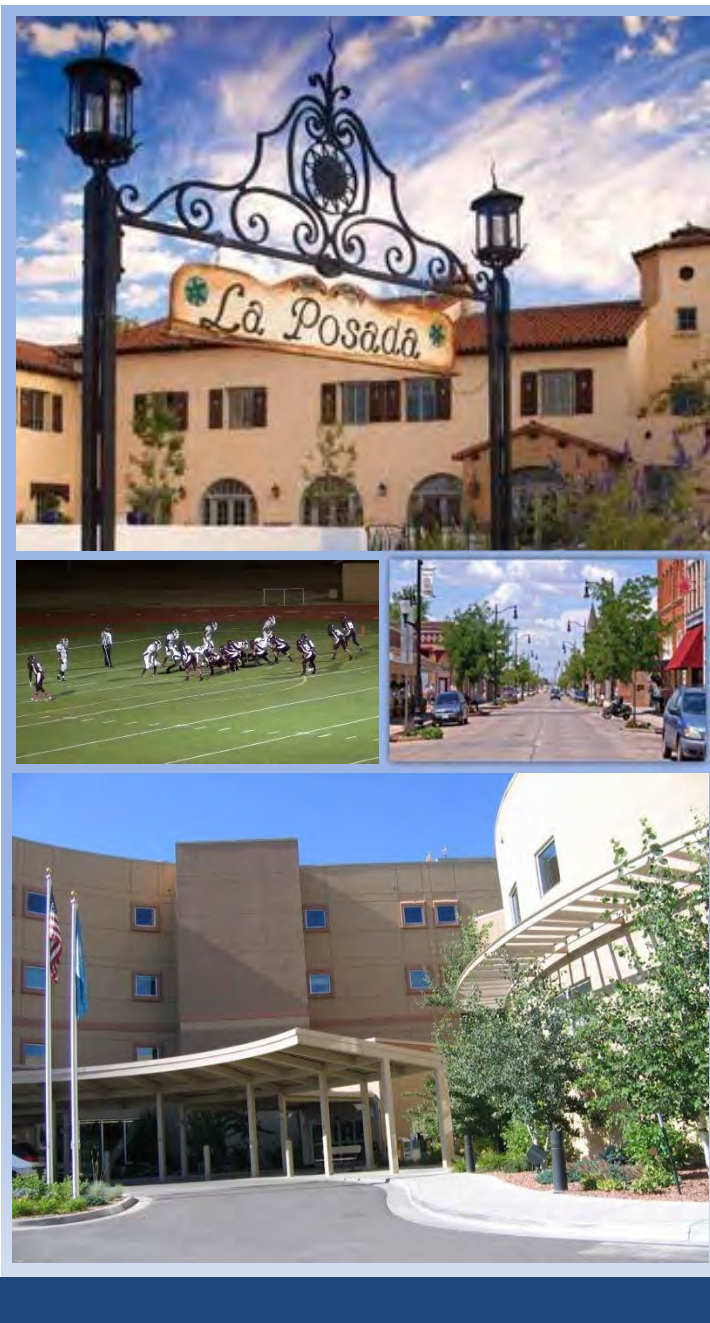
Retail Sector continued

meetings with local and state leadership, Arizona Commerce Authority, developers, land brokers, development associations such as Valley Partnerships, ICSC, NABA, Navajo County, Navajo Nation, Hopi Tribe.

Business Attraction

Winslow and Northern Arizona has much to offer companies or startups looking for a location to expand or start their business. Winslow is a unique community with a strong vision for economic development. We have a wonderful climate, skilled regional workforce, access to transcontinental rail, interstate freeways, jet airport, industrial lands, central location to major markets, manufacturing/maker culture, first class medicine and medical facilities, innovative community college with a major research university 45 minutes away, top notch K-12 education, outdoor recreation, national parks, and an amazing quality of life.

After hundreds of tours and presentations to business leaders in the State we have found for the most part that they are either ignorant or have old outdated perceptions. Since the downturn the business attraction process has become more competitive with states and cities investing more into business attraction. Without using the typical business incentives offered by other states and cities our strategy has been unique to our communities and situations. We believe once we get someone to understand our advantages and can get them to visit our community we have a much stronger chance of convincing them that Winslow is the place to be.



WORK PLAN

Branding and Marketing

- **Arizona Commerce Authority - Co-Marketing and Business Attraction**
Continue our current work with the Arizona Commerce Authority to market and recruit companies to the Winslow region.
- **Collaboration with Arizona Public Service Economic Development Department**
APS, under the leadership of David Bentler, has grown its economic development division. They generally are engaged when companies are looking at infrastructure and opportunity for expansion or growth. They

are major advocates for Northern Arizona.

- **Economic Development Presentations in Phoenix and Tucson with the Major Economic and Business Groups. Also, outreach to the Navajo Nation and Hopi Tribe.**
- **Develop a Robust Social Media and General Media Program**
- The ECoNA social media program includes over 10,000 followers on Facebook, 1,300 LinkedIn followers

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Trade Shows

- In Collaboration with the ECoNA Partners We Attend the Major Industry Trade Shows and Events:
 - BIO International
 - National Medical Device Manufacturers Show
 - International Manufacturing Expo
 - International Consumer Electronics Show
 - Hospitality Trade Shows
 - International Council of Shopping Centers (ICSC)
 - Arizona Technology Council Events

Business Attraction Partnerships

- **Arizona Commerce Authority – Business Attraction Division**
ECoNA will continue to work with the Business Attraction division of ACA and respond to the Project Information Forms (PIF)
- **Business Attraction Strike Team for Due Diligence and Data**
ECoNA will continue the Business Attraction Team strike team to serve as the welcoming unit that will assist in sophisticated high level due diligence. When a business would like to move forward in either considering the region or establishing themselves in the region ECoNA and the strike team will provide the coordinated on-going communication, assistance, and connections.



WORK PLAN

- **Collaboration with Navajo County and Coconino County**

ECoNA will continue to work in collaboration with Navajo and Coconino County economic development departments in recruitment, sales, and marketing for the region.

Business Startup/Incubation/Acceleration

A critical component to the success of our vision to start and build successful companies. This will depend on our success of building a highly entrepreneurial environment with infrastructure, support systems, and capital sources.

- **Collaboration and Engagement with NACET**

- Innovation Mesa Accelerator
- Mentor Network
- Startup Weekends
- Small Business Development Center

- **Continued Entrepreneurship Collaboration with Outside Partners**

These partners are willing collaborators bringing expertise, resources, and engagement to Northern Arizona. They are an essential part of our States entrepreneurial eco-system and have already been critical partners in helping start-ups succeed. Our ongoing goal is to find ways to better leverage and utilize partnerships and resources. We Continue to work with higher learning institutions in the Region.

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