



CLARKDALE FOCUSED FUTURE II

Economic Development Overview

Presentation Overview



- Defining Economic Development
- Focused Future II Process
- Roles and Responsibilities
- Next Steps

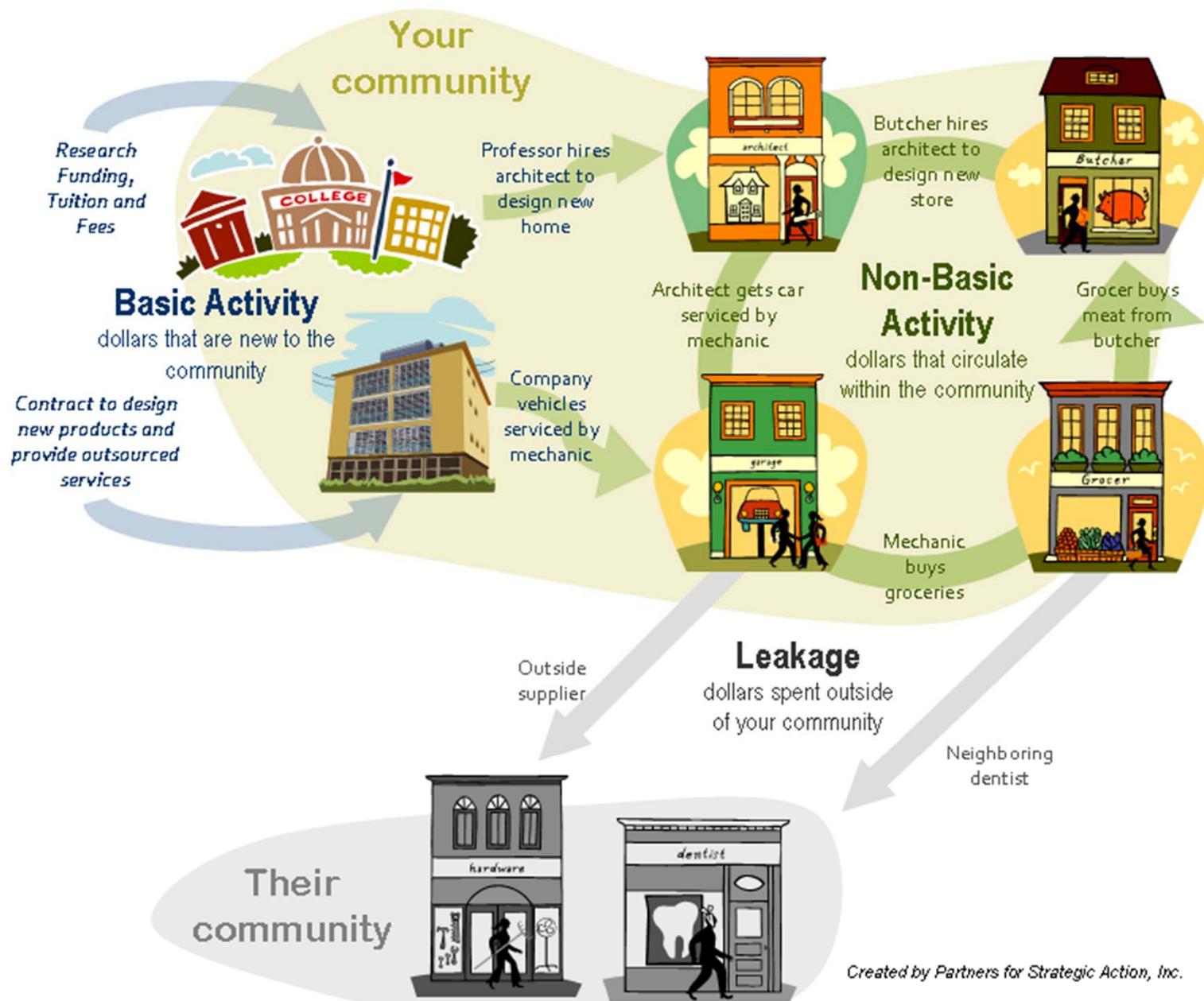
Why is a Vibrant Economy Important?

- ❑ Creates Local Jobs
- ❑ Brings in New Revenues
- ❑ Expands Tax Base
- ❑ Creation of Wealth Raises the Standard of Living

Did You Know...

- Houses cost between \$1.17 and \$1.23 on average annually to service for each dollar they bring into a local economy.
- Without new dollars coming in, service delivery is challenging and impact cost of services.

How Your Local Economy Works



Sustainable Economy

- Meeting the needs of today without compromising future generations to meet their needs.
- Focus is on the long-term.

What is Focused Future II?

- ❑ Strategic Blueprint for Community and Economic Development.
- ❑ Process that Builds Broad-Based Community Support.
- ❑ Identifies and Tracks Successes and Challenges, Issues and Trends, and Best Practices.
- ❑ Defines Roles and Responsibilities.

Focused Future II Framework

- Builds on Community Assets and Opportunities.
- Addresses Competitive Advantages and Challenges.
- Move Toward Proactive Implementation.

Strategic Plan Format

- **Regional Health Assessment** – Regional existing conditions.
- **Vision and Goals** – Fundamental economic development direction.
- **Strategic Initiatives** – “Big Picture” activities that must be addressed.
- **Action Steps** – Specific tasks that must be implemented.
- **Community Indicators** – Measurements to track success.



Clarkdale Focused Future II Timeline

	Activities	Meetings	Schedule
Task 1 Community Assessment	<ul style="list-style-type: none"> • State of the Community • Report Card • Process Overview • Project Expectations • Questionnaire • Issue Identification • Focus Group Topics 	Economic Development 201 Workshop	February 22, 2012
		Action Team Meeting #1	March 7, 2012
Task 2 Issues & Trends	<ul style="list-style-type: none"> • Existing Conditions/SWOT • Trends Analysis • Critical Issues Analysis 	Action Team Meeting #2	April 4, 2012
		Mini Summit Focus Groups	April 27, 2012
Task 3 Economic Priorities	<ul style="list-style-type: none"> • Review Community Assessment • Community Indicators Framework • Prioritization of Issues 	Action Team Meeting #3	May 9, 2012
		City Council Update (Staff) Action Team Meeting #4	June 6, 2012
Task 4 Town Hall	<ul style="list-style-type: none"> • Quality of Life Indicators • Strategy Development 	Economic Development Town Hall	June 29, 2012
		Action Team Meeting #5 City Council Update (Staff)	July 18, 2012
Task 5 Action Program	<ul style="list-style-type: none"> • Program Roles and Responsibilities • Develop Implementation Program • Draft Focused Future II Plan 	Action Team Meeting #6	August 15, 2012
		Action Team Meeting #7	September 12, 2012
		Action Team Meeting #8	October 17, 2012
Task 6 Public Outreach	<ul style="list-style-type: none"> • Revised Focused Future II Plan • Public Forum Planning 	Action Team Meeting #9	November 2012
		Public Forum	
Task 7 Final Plan	<ul style="list-style-type: none"> • Final Focused Future II Plan 	City Council Adoption	December 2012

Implementation



Last Updated January 3, 2012

Action Team Responsibilities

- Actively Participate in 6-8 Meetings
- Assist in Framing Community Issues
- Represent the Community and Regional Issues
- Identify Community Indicators
- Review and Comment on Draft/Final Reports
- Participate in Focused Future Events
- Communicate about the Process and Plan

APS Responsibilities

- ❑ Participate in All Meetings
- ❑ Organize and Facilitate the Process
- ❑ Provide Technical Assistance
- ❑ Distribute Materials and Maintain Schedule
- ❑ Problem Solver
- ❑ Print All Documents

PSA Responsibilities

- Facilitate the Focused Future II Process
- Document All Meetings
- Prepare Interim Reports
- Provide Technical Assistance and Training
- Facilitate Public Events
- Draft Final Strategic Plan

ESI, Corp.



- Frames Community Indicators
- Conducts Community Indicator Research
- Prepares Final Community Indicators Report
- Attends Two Action Team Meetings

Applied Economics



- Basic Economic Research
- Preparation of Economic Indicators Research
- Presentation of Economic Indicators

Next Steps

- Finalize Focused Future Process Start Up
- Conduct Action Team Meeting #1

PARTNERS FOR STRATEGIC ACTION

Peggy Fiandaca, President

480.816.1811; Cell 602.320.1485

Peggy@psaplanning.com; www.psaplanning.com

