

Economic Development Department Strategic Business Plan FY 2012/2013

County Vision

Pinal County Government provides progressive and proactive leadership in the areas of economic development, state of the art technologies, growth management, and public services to promote healthy and safe communities.

County Mission

Pinal County Government protects and enhances its citizens' quality of life by providing public services in an ethical, efficient, and responsible manner delivered by a motivated, skilled and courteous workforce.

Department Mission

The mission of the Pinal County Economic Development Department is to create, develop and implement any and all opportunities that enhance the economic wealth of Pinal County.

Summary of Major Services Provided:

- Countywide and regional leadership in economic development issues
- Assist with business client needs countywide
- Economic data reports
- Develop demographic information for county communities and clients
- Economic development website management
- Inquiry responses from business and private citizens
- Liaison to state and local economic development organizations
- Special projects
- Consultant to County supported EDOs
- Programs, policies and procedures
- Marketing Pinal County

Issue Statements

Issue 1: Base/primary job creation

Approximately 86% of all available jobs in Pinal County are retail, service related or government jobs - jobs with no saleable product. If this issue is not addressed, the county:

- will remain dependent on residential property tax for the majority of GF revenue due to a lack of an industrial base
- residents will continue to commute great distances for work-outside the county
- residents quality of life will continue to suffer
- continue to experience “brain drain” of graduating HS seniors and college graduates

Issue 2: Workforce commuting

Approximately 54% of our county workforce commutes daily to another county to seek primary employment opportunities. If this is not addressed, it will result in:

- continued strain on transportation infrastructure
- contribute to severe retail leakage
- contribute to less disposable income per family

Issue 3: Industrial tax base

Pinal County is highly dependent on retail property taxes as major operating income. If this is not addressed by attracting or expanding targeted industry sectors, it will result in:

- continuously high retail tax bills which impede growth and investment
- possible loss of County social services as the county budget tightens
- continued loss of skilled workers to areas with primary /base jobs

2-5 year Strategic Goals

Strategic Goal 1: Marketing Strategy

Pinal County will enhance our economic presence on a global, nation and regional basis by:

- Continuing annual membership with the Sun Corridor partnership
- Continuing to update and enhance the county eco dev website to increase viewership by 10% annually
- Seek co-advertisement opportunities with the ACA, Maricopa and Pima counties
- Strive to participate in state and regional economic development activities

Strategic Goal 2: Primary Job Creation

Pinal County will focus efforts to retain and attract primary job creation businesses by:

- Continuously developing strategies that increase opportunities to attract industrial, health services, rail served, transportation & logistics, aerospace and defense sectors
- By, implementing a county-wide Strategic Economic Plan
- Working in conjunction with all local, regional and state EDOs to enhance our economic development placement in the state and western US Region
- By creating a business friendly climate within the county itself by eliminating or mitigating unnecessary internal roadblocks

Strategic Goal 3: Workforce Development (long term)

Pinal County will develop a viable, available, skilled workforce so that the county can compete at a regional, state and national level for primary job creating businesses by:

- Working with the local school districts and state colleges and universities to develop the correct curriculum to compliment the job sectors we are trying to attract.
- Working with the ACA to secure federal and state job training grants
- Developing our own County Workforce Investment Board to secure federal grants for education studies, grants, programs, etc..

Annual Performance Measures:

- 2% increase in County residents working within Pinal County by 2015
- 10% increase in Economic development website visits
- Quarterly delivery of Job Sector Report to County Manager

Revenue by Fund

Programs/Activities	Cost Center	Total Budget
General Fund	3000510	\$273,069.00

Revised 6/26/2012