

# **Economic Development Department Strategic Business Plan FY 2013/2014**

## **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

<b>Revenue by Fund Programs/Activities</b>	<b>Cost Center</b>	<b>Total Budget</b>
General Fund	3000510	\$273,069.00

*Revised 6/30/13*