

## CITY COUNCIL REPORT

**DATE:** September 11, 2019  
**TO:** Mayor and Councilmembers  
**FROM:** Jerene Watson, City Manager  
**CC:** Department Directors & Managers  
**SUBJECT:** ECONOMIC DEVELOPMENT – UPDATED MASTERPLAN Sep. 2019

The report is provided to capture where our economic development efforts are focused for FY 2019/20.

### **DISCUSSION:**

Since the departure of our Economic & Community Development Director the end of August, I have worked to pull together a working document that captures a SWOT analysis folded into a masterplan blueprint to guide our efforts at strengthening our trade, commerce and infrastructure. Once our Deputy City Manager Dawn Prince comes on board in October, we will be working further on this. Later this fiscal year I hope to convene a group of economic developers with rural development experience from around the state in partnership with AZ Economic Development Council and the Urban Land Institute so we can fully take this forward into a more formal Economic Development Plan that we then can publish and post to the website.

In my effort to provide this information I have been able to review our own documentation and plans, speak with Arizona Commerce Authority (ACA) VP Keith Watkins, AAED (Arizona Economic Development Council) Director Joyce Grossman and former city of Douglas economic development director Victor Gonzalez, now with Sahuarita, who has graciously given his assistance and will continue to make introductions to individuals and entities that can help us achieve our vision and goals. The City Manager of Sahuarita has given his blessing to be able to tap Victor as a sort of “Executive on Loan” during our time of transition.

You will note that we are tying in the Focus Areas of our City’s Strategic Plan into this departmental plan for transparency that will help not only us and city employees, but the public to be aware of how we are achieving what we have set out to do.

### **RECOMMENDATION / CONCLUSION:**

This is a work in progress and provided for information only.