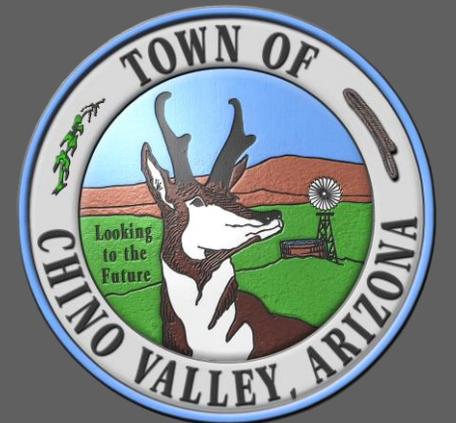


ECONOMIC DEVELOPMENT



WHAT IS ECONOMIC DEVELOPMENT?



- “Economic Development is in the intentional practice of improving a community’s economic well-being and **quality of life**. It includes a broad-range of activities to attract, create and retain jobs, and to foster a resilient, and an inclusive economy.” - International Economic Development Council (IEDC)
- In practice: Economic development is an ongoing process to ensure we have a long-term economic sustainability and that basic local government needs are met. Further, it’s an aspirational process to improve the **quality of life** for the community.
- Why?
 - It’s about improving and sustaining a quality of life for the Town’s residents
 - Need for infrastructure to support business expansion and workforce development
 - Need for quality jobs
 - Ensuring town policies and regulations are promoting economic development
 - Navigating the roles at the regional, state and national level (funding, issues, legislation)
 - Liaison to support regional and statewide collaboration to promote policies that support economic development and the Town’s mission and vision

WHAT IS THE POPULATION OF CHINO VALLEY?

Town Limits and Zip Code 86323

13,429 / 19,272

WHAT IS THE MEDIAN AGE?

51.4

CHINO VALLEY WAS THE FIRST
TERRITORIAL CAPITAL?

TRUE!

ECONOMIC OVERVIEW – ZIP CODE 86323

19,272

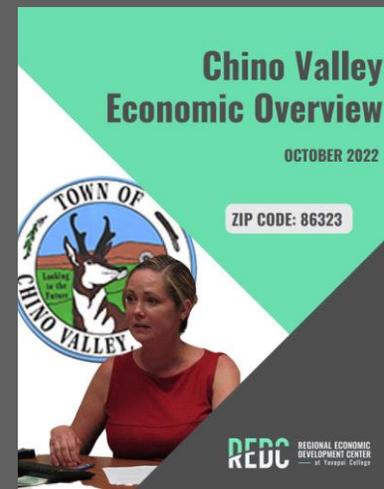
- Population (2021)
- Population grew by 2,555 over the last 5 years and is projected to grow by 1,375 over the next 5 years

4,047

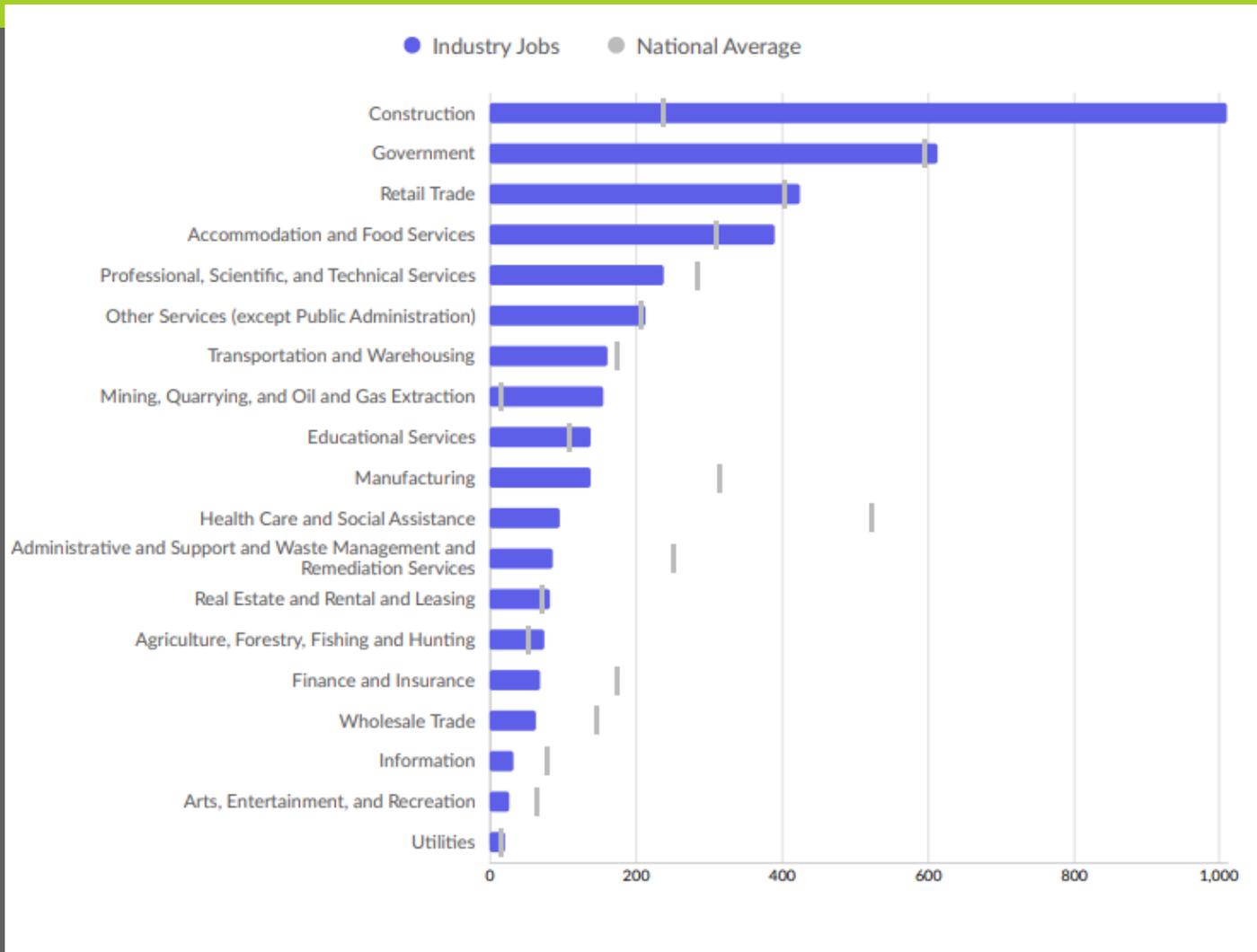
- Total Regional Employment
- Jobs grew by 271 over the last 5 years and are projected to grow by 476 over the next 5 years

\$53.8K

- Average Earnings Per Job
- Regional average earnings per job are \$24K below the national average of \$77.8k



LARGEST INDUSTRIES



FUN FACT!

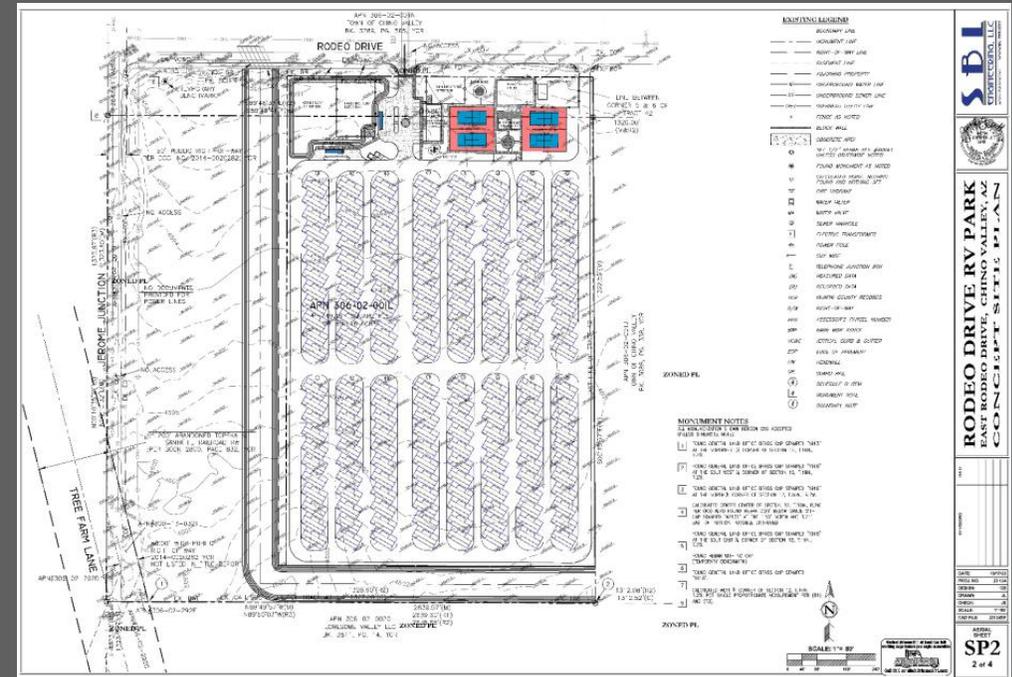
- Construction jobs are 150% over the national average.



Economic Development goal is to grow our retail, accommodation and food service industries.

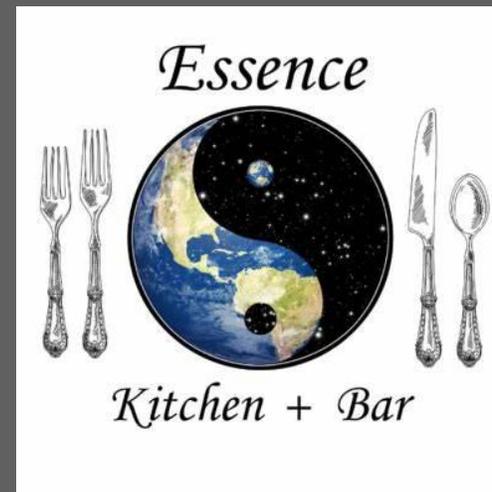
PROJECTS – INTERDEPARTMENTAL COLLABORATION

- Wayfinding
- Old Home Manor – RV Park
- APS Solar Communities
- Mayoral Youth Council
- Greater Chino Valley Collaboration (GCVC)



ECONOMIC DEVELOPMENT – RURAL STANDARD PRACTICES

- Business Attraction / Site Selection
- Business Retention and Expansion
- Marketing
- Networking / Collaboration
- Grant writing – Infrastructure!
- Intergovernmental Affairs – Bill tracking
- Analytics (impact analysis, tracking)



Keeping Yavapai small business dreams alive!

AMERICAN SBDC YAVAPAI COLLEGE

Small Business Makeover

4 Businesses Will Receive A Makeover Of A Lifetime!
And 60 businesses will receive a Mini-Makeover

SMALL BUSINESS MAKEOVER

Small businesses are the heartbeat of our economy and our community. To keep the small business dream alive, the Yavapai College SBDC is launching the "Small Business Makeover" program, to bring expertise and resources to support entrepreneurs in Yavapai County.



MEMBERSHIP / NETWORKING

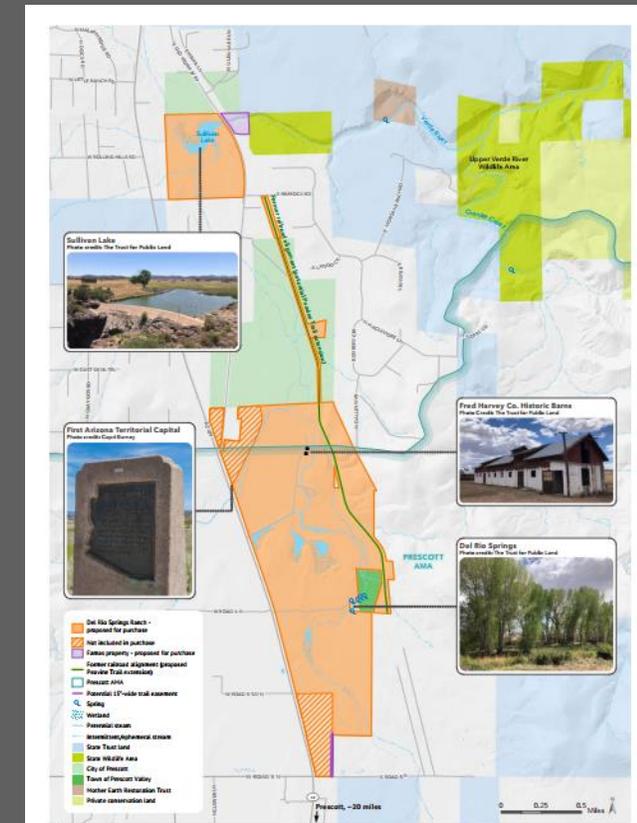
- Arizona Association for Economic Development
 - Committee Chair – 2020-2022
 - Board Director – 2022 – Present
- Northern Arizona Council of Governments (NACOG)
 - Economic Development Council
- Memberships: International Economic Development Council (IEDC), Arizona Commerce Authority (ACA), Yavapai Regional Economic Resource Alliance (YCERA), International Council Shopping Centers (ICSC), DMO (Destination Marketing Organization) for the Arizona Office of Tourism (AOT)



GREATER CHINO VALLEY COLLABORATIVE (GCVC)

- As a cross-jurisdictional collaborative, the Greater Chino Valley Collaborative (GCVC) supports diverse outdoor recreation while sustaining the integrity of natural systems, maintaining community heritage and rural character, and promoting compatible economic opportunities in the greater Chino Valley area.
- <https://sites.google.com/swdresources.com/gcvc/home>

FUTURE STATE PARK – TRUST FOR PUBLIC LAND (TPL)



Del Rio Springs Ranch

TOWN OF CHINO VALLEY, ARIZONA

December 13, 2023. Copyright © Trust for Public Land, Trust for Public Land and Trust for Public Land



MARKETING / ADVERTISING

- Prescott Living Magazine
- Arizona Office of Tourism
- Rural Co-op Program

YOU Health & Happiness

Perkinsville Road Offers Adventure, Beauty

Outdoor adventure reigns in Chino Valley!

by Maggie Tidaback, Economic Development Project Manager, Town of Chino Valley



Perkinsville Road is a local favorite, and with our tourism campaign launching soon it will be popular with many Arizonans. This road is named after the Perkins family, who owns the ranch land that the wildly scenic road meanders through.

This well-maintained dirt road will take you all the way to Jerome and Williams. Many take their off-road vehicles and spend the day observing breathtaking vistas of red rock and Chino Valley's natural beauty.

The first stretch wanders through junipers, oak, mesquite trees and grama grass, which Chino lends its name to. Along the way, you will pass the Garchen Buddhist Institute and not much farther land upon one of the most beautiful vistas I have ever seen.

About 20 miles in, you'll reach a T – Jerome to the right, Perkinsville to the left. Go left, fist and you will cross the Perkinsville Bridge, the most reliable crossing over the Verde River. There is a picnicking area with a rope swing into the river.

A sign directs you to Jerome along much the same route as the one the Perkins used to transport their beef to feed miners in the early 1900s.

To get to Jerome, head back over the bridge and go straight. The last few miles are not for acrophobic (which I am) or the heavy-footed driver. There are no guard rails, and the drop seems steep, but the views make up for any irrational fears you may have.

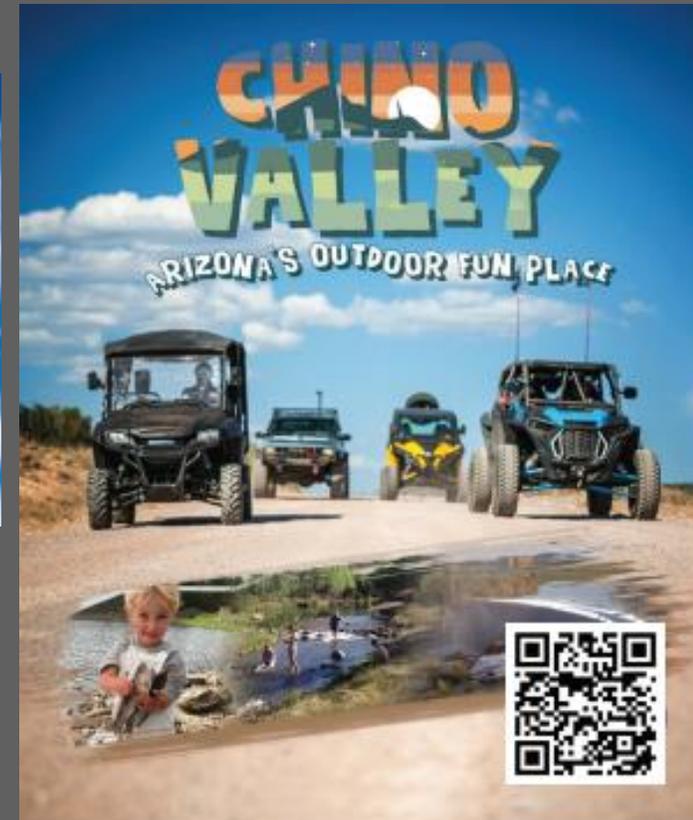
The entire Verde Valley spreads out below, with panoramic vistas of Sedona's magical red rocks, and Humphreys Peak perpetually white with snow on the horizon. Now you're in historic Jerome!

Beyond day trips, there are dry camping and shooting areas off Perkinsville Road. During the spring, summer and early fall the weather is perfect to camp and spend the day hiking the beautiful hills and washes of Perkinsville.

Panning along the Verde River offers the excitement of extracting gold and natural beauty that you only see in Chino Valley.

So, if you're looking for a fun off-roading outdoor adventure day, Perkinsville Road will provide fun, relaxation, great weather and unforgettable memories!

Vehicle requirements: None in good weather, but a 4-wheel-drive vehicle is recommended during winter when snow may be on the road, and in July or August, when afternoon thunderstorms are common.



TOURISM CAMPAIGN LAUNCHED

WWW.CHINOVALLEY.ORG

WHY TOURISM MATTERS

2018 North Central Region Tourism Industry Performance

6.1 million
Domestic Overnight
Visitors



\$1.25 billion
Direct Travel Spending

Source: Dean Runyan Associates, Longwoods International

ARIZONA
OFFICE OF TOURISM

Regional Impacts, 2018 North Central Region



\$1.25 Billion
Up 9.0%
Direct Travel Spending



12,790
Up 3.1%
Jobs



\$112 Million
Up 10.9%
State and Local Taxes



\$351 Million
Up 9.7%
Earnings

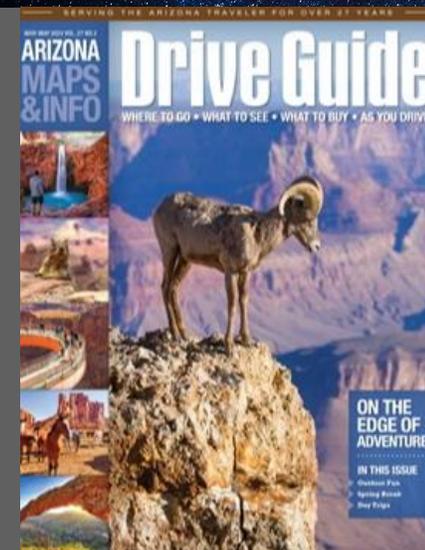
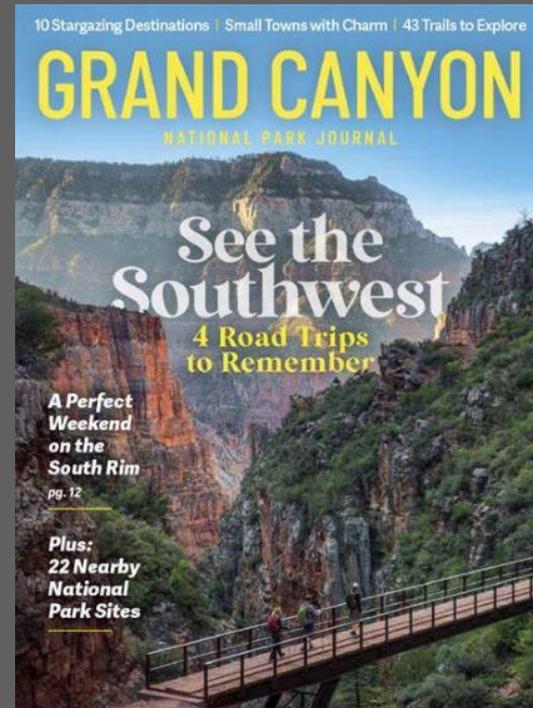
Source: Dean Runyan Associates

ARIZONA
OFFICE OF TOURISM

ARIZONA OFFICE OF TOURISM RURAL CO-OP PROGRAM AWARD



- 2020-Present
 - 50/50 Match dollars spent
 - Marketing Plan
1. AZ Drive Guide
 2. Lamar Billboards
 3. Madden Media – digital
 - VisitArizona.com
 4. Grand Canyon Journal
 5. Wander AZ



“DISCOVER CHINO VALLEY” “ARIZONA’S OUTDOOR FUN PLACE”

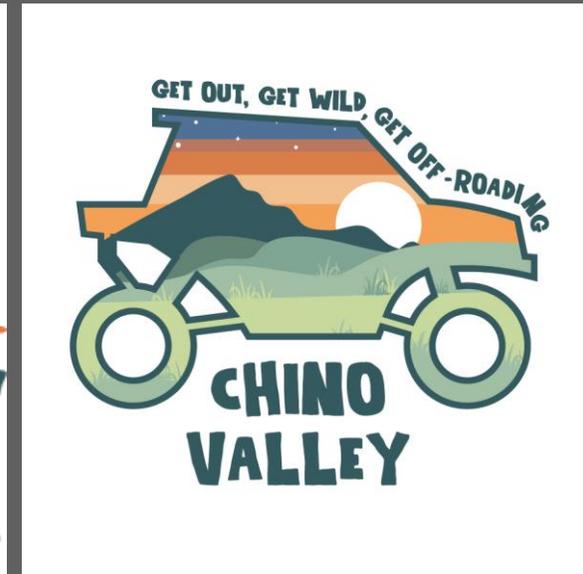
Phase 1 – Outbound Tourism Campaign Launched

- “Discover Chino Valley” Campaign put Chino Valley on the map!



Phase 2 – Micro Outdoor Recreation Tourism Campaign Launched

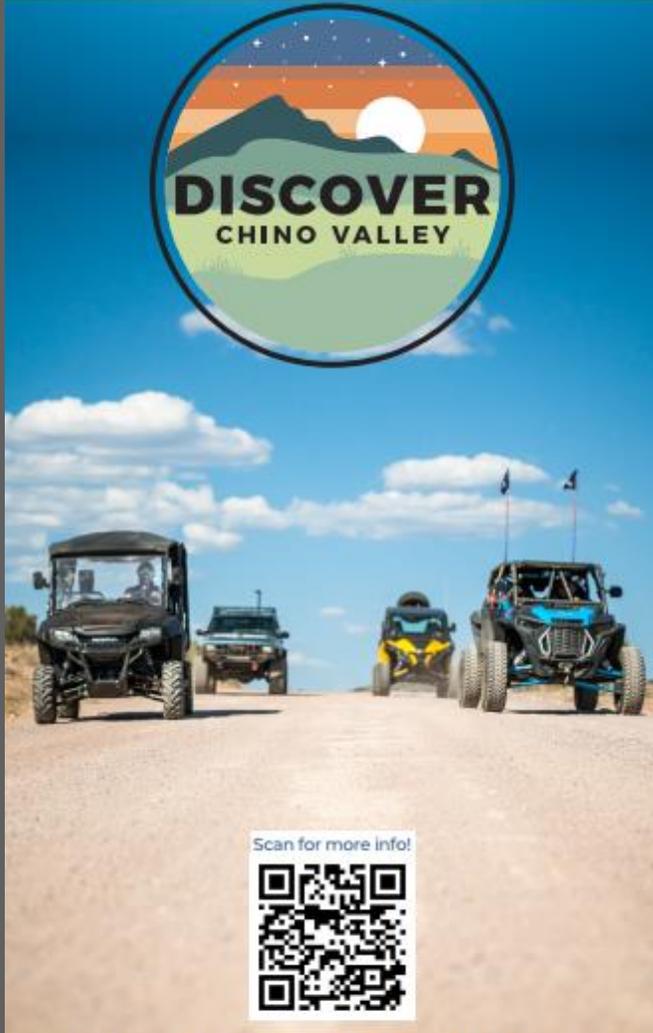
- “Arizona’s Outdoor Fun Place”



RACK CARDS

OUTDOOR RECREATION

Escape to Wide Open Spaces



www.DiscoverChinoValley.org

DIGITAL MARKETING CAMPAIGN



Escape to
wide open
spaces.

PLAN YOUR TRIP

QUESTIONS

