



City of Prescott

City Council - Workshop Meeting

June 27, 2024 | 1:00 PM
200 E Sheldon Street
Springhill Suites
Prescott, AZ 86301

MINUTES

1. CALL TO ORDER

Mayor Goode called the meeting to order at 1:00 p.m.

2. ROLL CALL

Phil Goode - Mayor
Connie Cantelme - Mayor Pro Tem
Lois Fruhwirth - Councilwoman (Arrived at 1:05 p.m.)
Ted Gambogi - Councilman
Brandon Montoya - Councilman
Eric Moore - Councilman
Cathey Rusing - Councilmember

3. DISCUSSION

- A. Presentation, Discussion & Consideration of the City of Prescott Economic Development Strategic Plan.
CivicSol representatives Laura Huffman and Steve Pedigo provided a presentation to the Council regarding the kickoff of the Economic Development Strategic Plan for the city of Prescott.

What We Hope to Accomplish:

- * Re-imagine and refresh Prescott's economic development strategy to become a premier destination for business investment, skilled talent and visitors

What is Economic Development:

- * Traditionally measured in terms of jobs, income and wealth creation
- * Includes improvements in human development, education, health and well-being, infrastructure and quality of life
- * Assessments of competitiveness, belonging and resiliency matter to long-term economic growth and prosperity

New Paradigm for Economic Development:

- * Eco Development 1 - company attraction, job attraction
- * Eco Development 2 - talent attraction, some quality of place, some business expansion, limited downtown development
- * Eco Development 3 - focused attraction efforts, building a vibrant workforce, destination development, catalyzing innovation, housing

Councilman Gambogi asked who they spoke with.

Communication Outreach Director John Heiney responded that their target groups are tourism (hotels, Whiskey Row), arts & culture, employer sector, education, entrepreneurial, staff and the Council.

Councilman Moore stated that he feels it is important to speak with the healthcare community in the area.

Ms. Huffman concurred.

Early Findings:

Mr. Pedigo continued with an overview of peer communities and benchmarking pillars. Eight peer communities were selected to better understand Prescott's competitive advantages and opportunities.

- * Asheville, NC - 96,695 population
- * Bend, OR - 99,442 population
- * Casa Grande, AZ - 55,186 population
- * Durango, CO - 19,248 population
- * Kingman, AZ - 33,052 population
- * Lexington, KY - 321,276 population
- * Prescott Valley, AZ - 47,015 population
- * St. George, UT - 96,174 population
- * Look at 50+ indicators, separated into livability, talent and prosperity pillars

Population Growth 2018-2022 & General Population and Median Household Income Information:

- * St George - 17%
- * Kingman - 13%
- * Bend - 9.9%
- * Prescott - 9.5%
- * Prescott Valley - 8.8%
- * Durango - 4.5%
- * Asheville - 3.5%
- * Arizona - 3.2%
- * US - 2.5%
- * Casa Grande - 1.6%
- * Lexington - 0.8%
- * Prescott's median age of 60.5 is the oldest among peer cities and it is becoming increasingly older
- * Prescott's talent pool is less than half the Arizona and national averages (ages 25-44) at 14.1%
- * Prescott's average family size of 2.5 members ranks lowest
- * Share of families with children under 18-years old in Prescott is 57% lower than the national average
- * Median Household income is 9% less than Arizona average and growing slower too
- * Median Earnings is \$34,179 - 30% increase but its residents earnings still trail its peers
- * Median House and Rental Values - Prescott's median housing price is 29% more than the state average while its median rental price is relatively affordable compared to its peers

- * Only 11% of Prescott residents live under the poverty rates line ranking second among peer cities
- * Bachelor's degree and above - 4 in 10 residents have a BA or higher which surpasses Arizona average
- * Labor force participation rate is one of the lowest in the country - 4 in 10 Prescott residents are actively participating in the labor force

Ms. Huffman discussed how the solutions to many of these issues are part of the focus area. The Council needs to remain very strategic over the next 3-5 years to help address these issues.

Mr. Pedigo encouraged the Council that looking at these peer communities to determine how we can combine all of these factors into determining possible solutions.

Mayor Pro Tem Cantelme commented that it is difficult to unwind the fact that we are a retirement community and how do you address that from an Economic Development standpoint.

Mr. Pedigo and Ms. Huffman said that just accepting it as it is makes Prescott vulnerable. There is no guarantee that a service based worker will continue making a drive into a community when they could find the same job in their own community for example. Need to think of the resiliency of your community. How sharp of a competitive edge does Prescott want to make, of course you can't do it all at once but solutions are sitting right next to your problems. Haven't done business attraction efforts which is a great place to begin.

Your Perspective:

- * What do you hope to achieve with this economic development strategy
- * If you were going to create policy principles for economic, what would they be
- * How do we measure future economic development success
- * What are non-starters

What Do You Hope to Achieve:

- * Councilman Gambogi - need a strategy to address the issues, need segmentation for retirees and initiatives for other sector of the community too
- * Councilman Montoya - be more intentional with economic development strategy
- * Councilwoman Fruhwirth - miss the richness of more growing, successful families and bringing in businesses that allow working families to live and thrive here for long term sustainability
- * Mayor Pro Tem Cantelme - gravitate to known components, technology undercurrent here/retiree/healthcare/beauty of Prescott and outdoor
- * Mayor Goode - focus on small and medium business development
- * Councilmember Rusing - prosperity for all ages and job types for people in the city of Prescott
- * Councilman Moore - strata of all age groups and elements, retaining our youth/higher education graduates

Policy Principles Components for Economic Development:

- * Councilman Montoya - the data shown confirmed a lot of what he already knew

and would like to diversify the economic development in the city of Prescott

- * Councilwoman Fruhwirth - there are some high-paying jobs, lots of low paying jobs but Prescott is missing that middle industry
- * Mayor Pro Tem Cantelme - being proactive and remaining that way
- * Councilman Gambogi - he is hearing a lot of tactics and not a lot of strategy, need to go strategic and not tactical
- * Councilmember Rusing - lay a good foundation to attract businesses

Measuring Success:

- * Mayor - what are primary targets and did we get them here

Non-Starters:

- * Mayor Pro Tem Cantelme - big water users
- * Councilman Gambogi - copper
- * Councilmember Rusing - strip mining
- * Councilman Montoya - doesn't love the idea of non-starters because he would hate to close the door to something you don't know, have to be sensitive to water

Ms. Huffman stated that Prescott is a strong community and needs to look at how to become stronger.

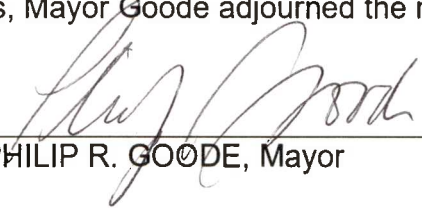
Mr. Pedigo added that it is important to be a partner.

Mr. Heiney discussed next steps for the process and added that the group will return to Council in September with a draft. If there are individual recommendations please let them know.

This item was for discussion only, no formal action was taken.

4. ADJOURNMENT

There being no further business to discuss, Mayor Goode adjourned the meeting at 2:30 p.m.



PHILIP R. GOODE, Mayor

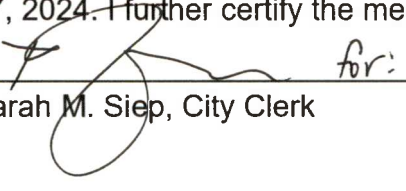
ATTEST:



for:
SARAH M. SIEP, City Clerk

CERTIFICATION

I hereby certify that the foregoing minutes are a true and correct copy of the minutes of the Voting Meeting of the City Council Voting Meeting of the City of Prescott, Arizona held on June 27, 2024. I further certify the meeting was duly called and held and that a quorum was present.



for:
Sarah M. Siep, City Clerk

