



# Report

## TITLE: FLAGSTAFF COUNTY ECONOMIC DEVELOPMENT PLAN, EXECUTIVE SUMMARY

Meeting: Council Meeting

Meeting Date: March 12, 2025

### Background

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Flagstaff County, in collaboration with consultants, has completed the Economic Development Plan. This plan builds upon the County's existing economic development framework, refining priorities and strategies to align with community needs and regional opportunities. Council is now receiving an executive summary of the finalized plan, which reflects research, stakeholder engagement, and strategic planning efforts.

### Process

The development of the updated Economic Development Plan followed a structured process, refining and strengthening the County's approach to economic development. The work undertaken included the creation of a full operational plan, ensuring actionable strategies for implementation. This process was completed in four key phases:

1. **Project Launch** – Establishing the project framework, engaging stakeholders, and developing an engagement and communications plan.
2. **Contextual Research & Analysis** – Conducting primary and secondary research to assess economic conditions and opportunities. This included stakeholder consultations, service mapping, and a regional competitiveness evaluation. A variety of engagement tools were utilized to ensure a well-rounded understanding of the economic landscape, including:
  - Business Walks Across the Region – Conversations with business owners to assess challenges, opportunities, and trends.
  - Interviews with Non-Profits and Social Service Agencies – Gaining insight into workforce barriers, community needs, and support systems.
  - Internal Workforce Workshop – Engaging County staff to identify internal capacity, challenges, and opportunities for economic development implementation.
  - Council Presentation and Economic Development Workshop – Providing Council with a detailed review of economic development strategies and gathering feedback on priorities.
3. **Plan Refinement & Review** – Facilitating planning sessions to refine the goals of the County's economic development efforts. This phase focused on strengthening existing strategies rather than creating entirely new ones, ensuring that the plan is both practical and forward-looking.
4. **Implementation Support** – Identifying the necessary resources and support mechanisms to assist the County's Economic Development team in executing the plan effectively.

The finalized plan provides a roadmap for economic development in Flagstaff County, ensuring a strategic approach to fostering business growth, investment attraction, and workforce development. With refined

priorities and actionable strategies, the plan supports long-term economic sustainability and regional collaboration.

### **Alignment with the Strategic Plan**

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ECONOMIC PROSPERITY: Flagstaff County's commitment to Economic Prosperity means we will work collaboratively with our local businesses and regional partners in the diversified growth of our economy.

**Goal:** Approve a refined and updated Economic Development Strategic Plan.

### **Alternatives/Options**

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1. THAT Flagstaff County Council accepts the Economic Development Plan, Executive Summary as information.
2. THAT Flagstaff County Council does not accept the Economic Development Plan, Executive Summary as information.

### **Recommendation**

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THAT Flagstaff County Council accepts the Economic Development Plan, Executive Summary as information.