

# CITY COUNCIL AGENDA

CITY COUNCIL CHAMBERS . 11465 WEST CIVIC CENTER DRIVE . AVONDALE, AZ 85323

**WORK SESSION**  
**January 10, 2011**  
**6:00 PM**

## **CALL TO ORDER BY MAYOR ROGERS**

### **1 ROLL CALL BY THE CITY CLERK**

### **2 ECONOMIC DEVELOPMENT STRATEGIES**

Staff will provide an update to the City Council regarding the City's Economic Development Strategies. For information and discussion only.

### **3 ADJOURNMENT**

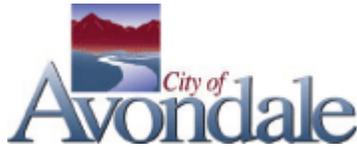
Respectfully submitted,

A handwritten signature in cursive script that reads "Carmen Martinez".

Carmen Martinez  
City Clerk

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# CITY COUNCIL REPORT

**SUBJECT:**  
Economic Development Strategies

**MEETING DATE:**  
January 10, 2011

**TO:** Mayor and Council  
**FROM:** Daniel Davis, Economic Development Director (623) 333-1411  
**THROUGH:** Charlie McClendon, City Manager

**PURPOSE:**

Staff will provide the City Council with a summary of Economic Development Strategies

**BACKGROUND:**

City Council has established a goal to strive to make Avondale an attractive investment opportunity for retail, commercial, office and light industrial development and ensure that all development in the community meets quality standards. Areas of emphasis include:

- Focus on the development of the City Center
- Maintain established standards for home construction
- Build and diversify the employment base, with an emphasis on attracting companies that are major employers

**DISCUSSION:**

In an effort to achieve the goals established by Council, staff has focused our resources in a variety of areas. During the work session, staff will present Council with a progress update and overview of our efforts in the following areas.

**Strategic Business Development Areas:** Medical Bio/Life Sciences, Renewable Energy, Amateur Sports and Tourism, Information Technology, Higher Education/Lifelong Learning, and Manufacturing.

**Retail, Office and Industrial Development:** Trends, vacancy and absorption rates, access to capital and what does the future hold.

**City Center Development:** Retail leasing progress

**Development process:** Client expectations, speed to market and minimizing cost and risk.

**Marketing and Promotion:** Video, print media, web based marketing materials, use of social media, and City Center model.

**Foreign Trade Zone:** How will we use the newly approved economic development tool?

**Incentive Programs:** State and Local Programs, Private/Public Partnerships, Job Creation and Training

**Legislative Initiatives:** Motion Picture Production Incentive Program, Enterprise Zone Modernization, Arizona Commerce Authority

**RECOMMENDATION:**

This item is presented for information and discussion only.

**ATTACHMENTS:**

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No Attachments Available