COMMUNITY DEVELOPMENT DEPARTMENT
TOWN OF PAYSON
303 NORTH BEELINE HIGHWAY
PAYSON, ARIZONA 85541
PHONE: (928) 472-5030 FAX: (928) 472-7490

May 23, 2016

Honorable Board of Supervisors
County of Gila
1400 E. Ash St.
Globe, AZ 85501

Through: Don McDaniel, County Manager

Dear Supervisors,

Thank you for taking the time to meet with Town of Payson staff regarding our economic development progress and programming. In recognition of **Vision 2020** - "The foundation for retention and expansion of commerce in Gila County" the Town of Payson, in support of the 27 communities that make up the Greater Payson Area, requests your consideration and funding for several initiatives. With the financial support of Gila County we will be better positioned to carry out the first year initiatives of The Greater Payson Area Economic Development Strategic Plan.

As a previous co-sponsor of the Payson Regional Economic Development Committee (PREDC), which subsequently became the Northern Gila Country Economic Development Committee (NGEDC) the Town of Payson decided in 2014 to create a staff position to focus on Economic Development. Thus, Economic Development activities are now conducted under the supervision of the Town Manager and the direction of the Town Council.

The Town of Payson recently completed a comprehensive economic development strategic plan, which serves as our guide and measure for regional economic development initiatives. Each Supervisor has a copy of the plan draft that details our objectives over the next five years. The strategic plan is broken down into one to two year goals and three to five year goals. The following items identify specific recommendations within that strategic plan for which we are requesting financial assistance from Gila County:

- www.paysonmeansbusiness.com website is for the Greater Payson & Rim Country yearly cost is **$1,500.00** per year. This will support hosting the website.

- Purchase "Cloud9 Economic Development CRM software", to track and follow up with customers for economic development. Cost is **$800.00** per year.

- Training budget to help offset the cost for professional help training small business owners in the Rim Country. In the past year with the support of Gila County Industrial Development Authority, Small Business Development Center, The Rim Country Regional Chamber of Commerce and the Town of Payson Economic Development department we have served over 200 small business owners and entrepreneurs with training on subjects like; business retention, customer service, Google analytics, how to read and understand a business spreadsheet, and how to create a business plan **$2,000.00**.

- Hold business appreciation roundtables for our regional Employers. Northern Gila County has over 26 manufacturing companies in production on a daily basis. The Town of Payson issued a proclamation to honor them. This fund would go a long way in helping the manufacturing and business community know that we care and are here to help them expand and recruit new business **$5,000.00**.

- Create a deal-closing fund to provide an incentive for recruiting employers within targeted industry clusters. This could help offset start-up fees **$25,000.00**.

- Obtain engineers estimate of probable cost to complete the American Gulch project **$8,500**.

- Hold monthly luncheon meeting for key stakeholders in the Rim Country to ensure our 5-year Economic Development plan is implemented for the Greater Payson & Rim Country area **$2,500.00**.

- Create a robust marketing plan specifically tailored to recruit employers in industry clusters identified in the 5 year Economic Development Plan **$25,000.00**.

- Create a line item within Gila County's budget to be utilized as required minimum matching funds for the purpose of soliciting grant funding:

  $50,000 for projects that further the economic vitality of "Old Town" Payson, and **$150,000** in support of the Tri-county broadband initiative. The Broadband Consortium is a joint effort between communities within Gila, Apache and Navajo Counties to run internet fiber from Forest Lakes to East of Star Valley, providing a second fiber line into Payson eliminating internet outages, and giving Gila County a seat at the table to compete for better paying jobs.

Thank you in advance for your consideration.

Kenny J. Evans
Mayor

LaRon Garrett
Town Manager

Sheila DeSchaaf
Planning & Development Director

Bobby G. Davis
Economic Development Specialist