



West Phoenix Revitalization Area

Economic Development Plan Presentation

WPRA Board Meeting
June 19, 2008



Project Review

- EDA Grant
- WPRA Economic Development Plan will dovetail:
 - City's economic development plan
 - WPRA Advisory Committee plan
- Stakeholder Forum
- Draft Plan for review
- Finalize and submit to EDA



Stakeholder Forum

Overarching Themes:

- Appearance/Image of West Phoenix
- Entertainment/Corridors
- Jobs and training
- Area youth
- Collaboration
- Crime



Comparing WPRA Board Priorities and Stakeholder Input

WPRA Priorities (9-20-07)	Stakeholder Input (4-18-08)	Focus Area
<ul style="list-style-type: none"> ▪Expand, improve, and support existing education and training resources 	<ul style="list-style-type: none"> ▪Need school and business partnerships ▪Area lacks a qualified workforce ▪Mentoring programs for youth 	<p>→</p> <p>Education & Workforce Development</p>
<ul style="list-style-type: none"> ▪Encourage Investment ▪Attract new business ▪Improve entranceways ▪Target sites for improvement 	<ul style="list-style-type: none"> ▪Need an entertainment district ▪Enhance key corridors ▪Create gateways ▪Capitalize on key opportunities 	<p>→</p> <p>Community & Economic Development</p>
<ul style="list-style-type: none"> ▪Graffiti removal ▪Community safety ▪Promote programs, facilities and activities for youth 	<ul style="list-style-type: none"> ▪Crime is holding the area back ▪Negative image of the area ▪Embrace cultural diversity ▪Increased focus on area youth 	<p>→</p> <p>Quality of Life</p>



Portfolio Approach That.....

- Identifies and capitalizes on economic development opportunities within key corridors.
- Promotes the creation of entertainment district(s), which in turn drives a critical mass of economic activity within the WPRA.
- Prepares the workforce for career jobs.
- Provides quality public infrastructure and streetscapes within major corridors to spur on private sector investment.
- Enhances the safety and image of the area by eliminating crime and blight.

.....this approach may yield the highest returns to the region



WPRA Goals

- **Education and Workforce Development** – WPRA will have a “job ready” workforce to meet the needs of existing and future business.
- **Community and Economic Development** – WPRA is the economic engine of the West Valley with a diverse mix of employment, retail and entertainment options.
- **Quality of Life** – The ease of living within the WPRA is crime free and characterized by community pride, cultural and artistic identity, capable leadership, and a quality-built environment.



Education and Workforce Development Goal –

WPRA will have a “job ready” workforce to meet the needs of existing and future business.

- **Objective 1:** Increase the collaboration between schools and business.
- **Objective 2:** Align workforce development programs to support existing business and facilitate the attraction of new business.
- **Objective 3:** Help minorities and women attain self-sufficiency by preparing them for employment in the construction industry and expanding into higher paying jobs in other economic sectors.
- **Objective 4:** Provide a clear career path for those students who are not college bound.

An Illustration:
Green-collar jobs, are well paid, career track jobs that contribute directly to preserving or enhancing environmental quality. Like traditional blue-collar jobs, green-collar jobs range from low-skill, entry-level positions to high-skill, higher-paid jobs, and include opportunities for advancement in both skills and wages.
--The Apollo Group



Economic and Community Development Goal – WPRA

is the economic engine of the West Valley with a diverse mix of employment, retail and entertainment options.

- **Objective 1:** Identify key development opportunities along major corridors/intersections that will stimulate job creation and the economic improvement of the WPRA.
- **Objective 2:** Consider the creation of a retail-entertainment-cultural district that encompasses the Cricket Pavilion and Desert Sky Mall area.
- **Objective 3:** Foster the development of professional and medical offices in WPRA.
- **Objective 4:** Encourage the growth of micro-enterprises and small business in WPRA.
- **Objective 5:** Ensure that the permitting and review processes are not a detriment to fostering business development in WPRA.
- **Objective 6:** Identify key development opportunities within the Grand Avenue Corridor that will stimulate job creation and the economic improvement of the WPRA.
- **Objective 7:** Continued support for and redevelopment of Metro Center and surrounding neighborhoods and commercial district.



Quality of Life Goal – The ease of living within the WPRRA is crime free and characterized by community pride, cultural and artistic identity, capable leadership, and a quality built environment.

- **Objective 1:** Enhance the image of key economic corridors in the WPRRA.
- **Objective 2:** Utilize spring training facilities during the off season.
- **Objective 3:** Build media relations to help overcome the negative stigma of West Phoenix.
- **Objective 4:** Improve the safety of residents and businesses, and work to prevent crime throughout the WPRRA.
- **Objective 5:** Create community development initiatives that are aimed at engaging the area youth and deterring juvenile crime.

"The condition of our public spaces (e.g. sidewalks, plazas parks, streets) often serves as a barometer of our communities' vitality, social cohesion, public health, sense of place, image, and identity"

- American Planning Association



Collaboration and Partnerships

- WPRA Community Advisory Board
- Non-profit organizations
- Faith based groups
- Workforce development
- Other city departments including law enforcement
- Area schools, colleges and universities
- Village Planning Committees
- Private sector



Moving Forward and Measuring Success

- Coordination of various plans and initiatives underway such as “Making Strides in Maryvale.”
- Assuring readiness for soliciting additional resources to fill in gaps by tapping sources.
- Identifying key indicators to track progress.



Next Steps

- Review draft plan – June/July
- Submit to EDA –July

