

CHAPTER 4
ECONOMIC DEVELOPMENT

VISION STATEMENT:

Camp Verde will encourage business growth and retention to give residents the ability to live, work and shop in the community. Camp Verde should continue to grow at a rate of about three percent per year, putting the Town's population close to 12,300 by the year 2010.

INTRODUCTION:

Camp Verde is not required by Arizona Statute to have an Economic Development Element in its General Plan. However, its relationship to other elements in the plan and its importance to the community outside the framework of the General Plan are significant. The economy and a community's economic development policies are critical factors that influence the quality of life for both government and local citizens.

The economy and economic development policies are an important source of jobs, personal income, and tax revenues and perform vital roles in the health of any local economy. During public workshops, citizens expressed a desire for higher paying jobs, a variety of shopping opportunities, available health and medical care and affordable housing. The Economic Development Element will be crucial for providing the quality of life residents desire.

Demographic information provided from the 2000 United States Census indicates that a greater percentage of Yavapai County residents 25 years of age and older have a high school diploma or equivalency compared to state and country averages.

The median household income in Yavapai County is less than the state and country averages. Even with a lower median household income, the percent of residents below poverty is less in Yavapai County when compared to the state and national figures. However, Camp Verde, with a poverty rate of 14%, has a slightly higher poverty rate than the county, state and nation.

The charts below compare social characteristics from Yavapai County, the State of Arizona and the nation.

1999 Poverty Comparisons

Location	% Population in Poverty*
United States	12.4%
Arizona	13.9%
Yavapai County	11.9%
Camp Verde	14%

*Figures provided by U.S. Census 2000.

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U.S. Census Bureau 2000 Demographic Comparisons

Social Characteristic	Camp Verde	Yavapai County	AZ	USA
High School Graduates/Equivalency, 25 yrs+	79.6%	84.7%	81%	80.4%
Bachelor's Degree or Higher, 25 yrs +	12%	21.1%	23.5%	24.4%
Mean Travel Time to Work, Workers 16+	28 min.	22.5 min.	24.9 min.	25.5 min
Home Ownership Rate	80%	73.4%	68%	66.2%
Persons per Household	2.5	2.33	2.64	2.59
Median Household Income -1999	\$31,868	\$34,901	\$40,558	\$41,994
Persons Below Poverty – 1999	14%	11.9%	13.9%	12.4%
Retail Sales per Capita – 1997	N/A	\$8,335	\$9,657	\$9,190
Persons Under 5 Years Old	6.1%	5.2%	7.5%	6.8%
Persons Under 18 Years Old	24%	21.1%	26.6%	25.7%
Persons 65 Years Old and Over	20.5%	22%	13%	12.4%
Grandparents As Caregivers				
Grandparents Living w/1 or More Own Grandchildren Under 18 Years	232	2,701	114,990	5,771,671
Grandparent Responsible for Grandchildren	116 (50%)	1,405 (52%)	52,210 (45.4%)	2,426,730 (42%)

In 1996, the Town Council accepted an economic development document sponsored by Arizona Public Service through the Focused Future Program. The Council never approved the document as an action plan for the Town. Citizen representatives formed the action team that researched and prepared the Focus Future Strategic Planning for Community Growth and Sustainability Study. At the time, the State of Arizona went through a planning process similar to Focused Future, which culminated in the development of an Arizona Strategic Plan for Economic Development (ASPED).

The 1998 General Plan listed the nine clusters identified in ASPED as primary business focus areas to encourage relocating to Camp Verde. Those focus areas are tourism and experience; food, fiber, and natural products; transportation/distribution; hi-tech industry; bio-industry; minerals and mining; environmental technologies; software; and optics. Since the Focused Future Strategic Plan was completed, the Town's population has increased by approximately 24 percent from 7,999 in 1997 to an estimated 9,940 in 2002.

In the seven years since the Council accepted the Focused Future development plan an enlarged medical center, two discount stores, and three convenience gas stations have located to Camp Verde. The Town has progressed to the next phase of the Focused Future plan by beginning the Focused Future 2 planning project.

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Within the Town's boundaries but on the Yavapai-Apache Nation, a Casino, outdoor pavilion, bowling alley and two restaurants have been located. While the Town does not receive sales tax revenues from these activities, they do provide gainful employment to

residents. In addition, the Yavapai-Apache Nation's businesses serve as a destination to bring tourists to the area.

A. GOAL: CREATE AN ENVIRONMENT THAT ENCOURAGES BUSINESS GROWTH, REVITALIZATION AND EMPLOYMENT OPPORTUNITIES.

Implementation Strategy:

- A. 1. Encourage businesses that require skilled and professional labor to locate within the Town limits.
- A. 2. Encourage businesses that offer a retail base to locate within the Town limits to offer residents the opportunity to purchase a wide variety of merchandise locally.
- A. 3. Utilize the Town's location at the crossroads of Interstate 17 and State Highway 260 and use both highways to encourage regional retail and distribution centers.
- A. 4. Pursue and evaluate grants, studies, and regional economic development proposals that will provide a direct benefit to the community.
- A. 5. Encourage flexibility of small businesses to adapt to changing technological conditions, through training programs, perhaps linking their businesses through telecommunications to larger companies or markets.
- A. 6. Encourage coordination with Town, Chamber of Commerce and local schools to provide a skilled workforce.

B. GOAL: MAINTAIN COMMUNITY VALUES AND PROVIDE A HIGH QUALITY OF LIFE FOR RESIDENTS.

Implementation Strategy:

- B. 1. Retain the community's character and history by the redevelopment of the Town site.
- B. 2. Commit, as a community, to quality education.
- B. 3. Encourage activities and job opportunities for all residents.
- B. 4. Develop recreational amenities within the community.
- B. 5. Acquire Federal, State and Floodplain lands to meet the community's need for public lands and open space.
- B. 6. Capitalize, as a community, on the many tourism opportunities in and around Camp Verde.
- B. 7. Actively enforce litter laws by coordinating with other agencies and private landowners to enforce illegal-dumping laws.
- B. 8. Encourage townspeople to actively participate in town government, town commissions and committees, Chamber of Commerce committees, service clubs, school boards, parent-teacher organizations, and other groups to ensure that programs being implemented keep with community values.
- B. 9. Celebrate the Town's history and rural character.

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- B. 10. Promote cooperation between the Town, Chamber of Commerce, local businesses and residents to work together on projects, which create a better understanding of the community such as a local trails system, community brochure, and active recreation programs and facilities that promote regional and statewide tournaments and other activities.