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Discover Winslow-A City in Motion

CITY OF WINSLOW ECONOMIC DEVELOPMENT POLICY

Goal

The goal of the City of Winslow Economic Development Policy shall be to provide the City Council and Administration with a set of guidelines that will assist in the retention and expansion of existing businesses and the attraction of new businesses to the City of Winslow, resulting in the diversification and expansion of the existing tax base and the creation of new employment opportunities.

Policies

The City may consider offering incentives in order to attract, retain, or expand businesses. These incentives will only be used when the City is assured that the addition of the new business or retention and/or expansion of an existing business would have a proportionately significant, positive effect on the Winslow economy. Diversification and expansion of the local economy, which will maximize the development of basic industry, is vital for the continued economic health of the City. This policy emphasizes new and existing businesses that generate significant sales tax revenues. Existing market conditions and trends in Winslow result in the following major sectors presenting significant opportunities for economic growth, which shall be defined as Critical Economic Sectors: 1. Regional Retail, 2. Value-Added Industry (industries that create new products from existing resources), 3. General and Segmented Tourism, 4. Transportation, 5. Regional Workforce Housing, and 6. Downtown Redevelopment. The City shall only offer incentives within the constraints of its current adopted budget.

General Provisions

The following general provisions shall be considered prior to the City's offering incentives.

1. Incentives will only be offered if the City determines such incentives are reasonably necessary to retain and/or expand an existing business or to attract a new business to the City, including:

- A situation in which incentives are needed to induce a new business to locate its operation in the City of Winslow.
- A situation in which the City of Winslow has determined that the retention of an existing business is critical to the economic well-being of the community.

- A situation in which the City of Winslow is competing with other cities for the expansion of an existing business in the City or where the City determines that incentives are necessary to affect the expansion of an existing business.

- A situation in which incentives are needed to induce a business to relocate or expand its operation to the City of Winslow from an existing site in another city.

2. The business must have a substantial positive economic impact on the community, i.e.; the number of jobs created or the sales tax created by the project in the long-term will offset the short-term costs offered by incentives. Additionally, the project will be of such size or consequence to produce significant employment or sales in related sectors. Specific factors to be considered in determination of economic impact shall include:

- The number of jobs created and the salary level of said jobs.

- Anticipated long-term sales tax to be generated by the project.

- Secondary (spinoff) employment, investment and/or sales tax reasonably likely to occur.

3. An emphasis shall be placed on firms that provide significant diversification and/or expansion (within Critical Economic Sectors) of the City's economy.

4. The City will generally not purchase land or existing buildings or construct buildings for purely private objectives. The City's position shall be to offer incentives that have a direct and demonstrable relationship to public benefit. Improvements including streets, water lines, traffic signals, storm drainage, parking structures, parks and open space, and similar publicly assessed improvements are examples of public-private financed incentives. Acquisition of property and construction of buildings, if necessary, must be clearly and directly related to a public purpose.

5. Private funding shall be utilized for initial identified project costs to be later reimbursed by the City to avoid straining the City's operational or bonding capacity and reduce the City's front-end risks, with the exception of façade rehabilitation assistance for Downtown Redevelopment.

6. Incentives can be utilized for Downtown Redevelopment (within the Route 66 corridor), Regional Retail (City-wide), and Value-Added Industrial businesses (City-wide). Incentives shall not be used for businesses in Critical Economic Sectors in which market forces alone have been determined sufficient to attract, retain, or expand businesses, such as Regional Workforce Housing. Development fees and/or other assessments may be imposed on rapidly growing, self-supporting Critical Economic Sectors in order to partially fund incentives for businesses in competitive Critical Economic Sectors. The City may also waive such development fees and/or other assessments in part or in whole in support of this policy.

7. In certain instances, incentives may be offered in conjunction with annexation activities, which are viewed as strategically important. In the case of large-scale development areas, incentives should be combined with a community facilities district, where feasible, to offer maximum flexibility in attracting development.

8. The intangible or immeasurable benefits of a business to the City, such as the location of a headquarters facility, enhancement of attractiveness to other similar businesses or suppliers, or other similar image-related items are also significant and shall be considered along with other factors when making decisions on incentives.

9. Regional Retail projects that qualify for incentives shall generate significant sales tax revenues similar to projects normally identified at a regional shopping center level.

10. New Regional Retail projects that qualify for incentives shall have an emphasis on meeting a need not currently being filled in the community, or providing a higher level of service/goods/products than presently available.

11. The City Council shall have authority to approve or deny all requests for economic development incentives.

12. The City Council may evaluate any negative impacts on the community in making its decision, i.e., pollution, noise, odors, etc.

13. Each City Council action shall be deemed separate and independent from all other actions associated with the approval of the use of an incentive.

14. In addition to City incentives, the State of Arizona offers a wide variety of economic incentives to encourage high-wage job growth and capital investment. The Arizona Department of Commerce is the central source of information for Arizona's business incentives, which is located at <http://www.azcommerce.com/BusAsst/Incentives/>.

City of Winslow Incentives

The City Council may consider, and approve the following incentives on a case-by-case basis:

- Partial rebate of sales tax collected not to exceed fifty (50%) percent on construction materials purchased in the City.
- Partial rebate of sales tax collected not to exceed twenty-five (25%) percent of new tax generated.
- Façade rehabilitation assistance for Downtown Redevelopment.
- Building and permit fees reduction or waiver.
- Expedited permitting process and site location assistance.
- Zoning assistance (through Special Development Approval Option).