

A background image featuring a complex network of black lines and nodes on a light gray background, resembling a web or a data network. The lines vary in thickness and are interconnected at various points, creating a dense, geometric pattern.

STRATEGY MAP

GREATER YUMA ECONOMIC DEVELOPMENT CORPORATION 2023-24

STRATEGY MAP

Measuring performance and outcomes based upon expectations and goals established by the Staff of GYEDC with the Board of Directors

FINANCIAL PERSPECTIVE

Revenues and Expenses
Per Capita Funding Status
Private Investor Funding
Reserves and Operations.

Talent Attraction and development
Yuma Multiversity and Innovation
District
Food Incubator and Startup culture
Equitable Quality Housing
Yuma 50 USO

SOCIAL EMPOWERMENT



INVESTOR PERSPECTIVE

Value, Perceived and Actual (Reports, Interaction)
Return on Investment Public Sector
Business Retention Survey/Trends
Workforce Training
Quarterly and Annual Dinner Meetings

Value Proposition for Attraction
Number of Qualified Leads
Number of Site Visits
Site Selection Outreach and Trade
Industry Involvement and Bi-National growth

CLIENT PERSPECTIVE

STRATEGY MAP

FINANCIAL PERSPECTIVE

Based upon the 2023-24 Budget Public Sector Revenue represents 52% of total revenue. Private Sector funds represent 47% of the total revenue.

Operations represent 17% of the overall expenses, marketing represents 9% with most of the expenses reported in FTE's

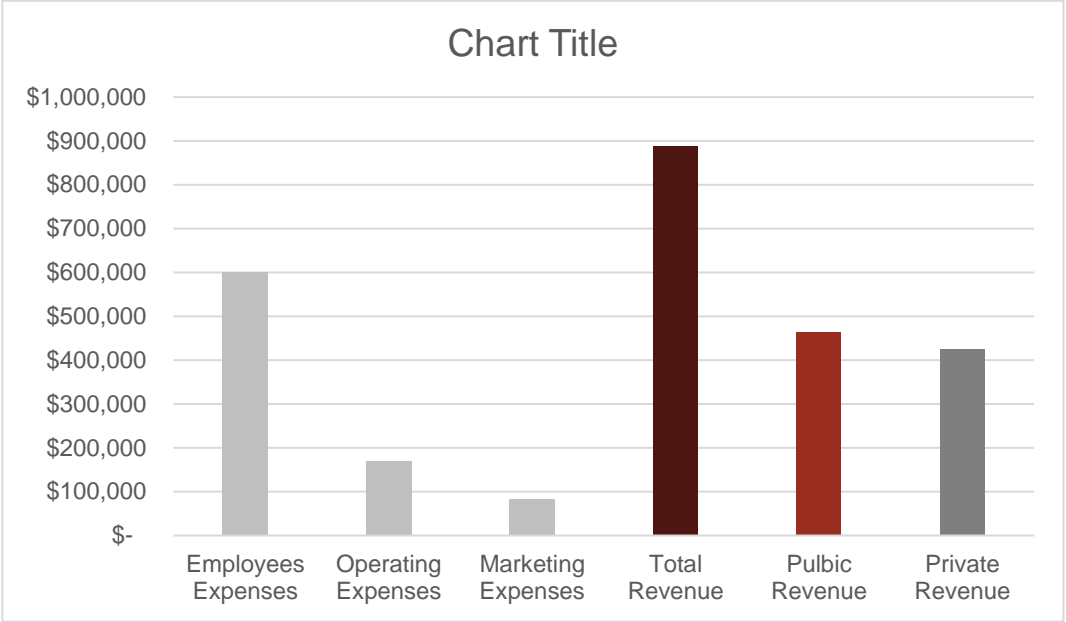
47%

52%

9%

17%

74%



STRATEGY MAP

BOARD PERSPECTIVE

Operate within adopted budget with emphasis on increasing private funding and the per capita model for public funding. Monitor/report indirect impact from strategic activities. Value add with Grant participation

Maintain our databases and data programs for delivering adequate current statistics for attraction and retention. Increase our Social Media and Targeted Industry Marketing.



Increase relationships and leads for potential relocates in the Food, Aerospace and Manufacturing sectors. Continue to add value through the BRE program by exposure to funds and workforce training.

Increase our engagement with investors through reporting and one on one meetings. Incorporate BRE services for investors, assisting with growth.

Social Empowerment

Social empowerment is **the process of gaining enough control and confidence to change how society is socially constructed**, including its institutions and the social roles that have been assigned to people (such as gender and sex social roles) within society

Monthly Goals for Social Media:

- Increase brand awareness
 - Followers
 - Reach
- Drive traffic to websites (Greater Yuma, Pain is Optional, Be Youma, GYERP, newsletters)
- Boost Engagement
 - Likes, shares, comments
- Social media ads

Annual SMART Goals for Social Media:

- Increase followers by 20%
 - Currently at 3,875 followers across platforms
- Increase website referral traffic
 - Current 1.49%

Websites Monthly Goals:

- Increase Page Views
- Decrease Bounce Rate
- Add content

Annual Smart Goals for Websites:

- Increase Page Views overall by 15%
- Bounce rate under 60%
- Increase time on page average

Grant Monthly Goals:

Stay up to date on current grant openings in line with mission that will support Greater Yuma

Investor Perspective

An investment view **describes an investor's market outlook and how they perceive the costs vs. benefits of a potential investment.** One's investment view will vary depending on macroeconomic factors, a particular investment's underlying fundamentals, and the investor's own risk profile and funds available to invest.

Monthly

Continue to recognize Investors on GYEDC's social media sites for their commitment to and continued support of Greater Yuma EDC

Continue to update investors via a monthly newsletter

Invite Investors to send information on their upcoming events. These events will be placed in the newsletter and on social media sites

Reach out to 6 Investors per month regarding their investment with Greater Yuma EDC

Send a congratulation note to those investors who have had stories written about them in the Newspaper, on the news or other publications.

Quarterly

Four Investor Luncheons will be held for all investors. Presentations will be made on current events

Increase registration for luncheons by 20 additional registrations per luncheon

Annually

Hold a minimum of 2 webinars for Investors – topics will be determined via the survey we sent to investors at the beginning of the fiscal year – Have 60 investors attend each of those webinars.

Survey investors on Greater Yuma EDC interaction with Investors and topics of interest to investors.

Send investors information on their Investment with Greater Yuma EDC and sponsorship opportunities each July

Increase Sponsorships for Quarterly luncheons from 7 to 10 for all luncheons

Increase Private Investors by 6 new investors or an increase of 5% private investor monies for fiscal year 2022-2023

Client Perspective – BRE & Bi- National

“ Social investment is about investing in people. It means **policies designed to strengthen people's skills and capacities and support them to participate fully in employment and social life.** Key policy areas include education, quality childcare, healthcare, training, job-search assistance and rehabilitation.

- Engage forty (40) companies within the fiscal year to assess their business health and present resources (training, grants, incentives and customers) to their attention
- Revive the Yuma Manufacturer’s Association (YMA) to create partnerships and industry collaboration
- Raise \$1,000,000 in workforce training savings to local industry
- Raise \$10,000,000 in grants and incentive savings for local industry
- Conduct four (4) webinars, seminars or summits to educate local industry

Binational

- Forming the Bi-National Committee
- Hiring a Consultant from Mexico to help with Site Selection and Relationship building

Client Perspective Business Attraction

The clients' perspective is **not simply a matter of individual preferences but is mediated through the social and cultural environment.** "To provide high-quality services, ED's must understand and respect their clients' needs, attitudes, and concerns".

Lead Generation

- Generate 35 Leads/Year
- 80%+ Must be within Target Industries
- Minimum of 15 In-Market Client Tours/Year
- Minimum of 10 Out-Market Consultant/Client Visits

Attraction Goals

- Minimum of \$25M in CAPEX
- Minimum of 350 New Jobs Created
- Average Wage of New Jobs Created will be \$20/HR (County Median Wage is \$14/hr)
- Absorb or Create 100,000SF of commercial/industrial development

The image features a complex network diagram of interconnected nodes and lines, rendered in shades of gray and black. A large, semi-transparent orange rectangle is centered over the diagram, serving as a background for the text. The overall aesthetic is clean and modern, typical of a professional presentation slide.

THANK YOU