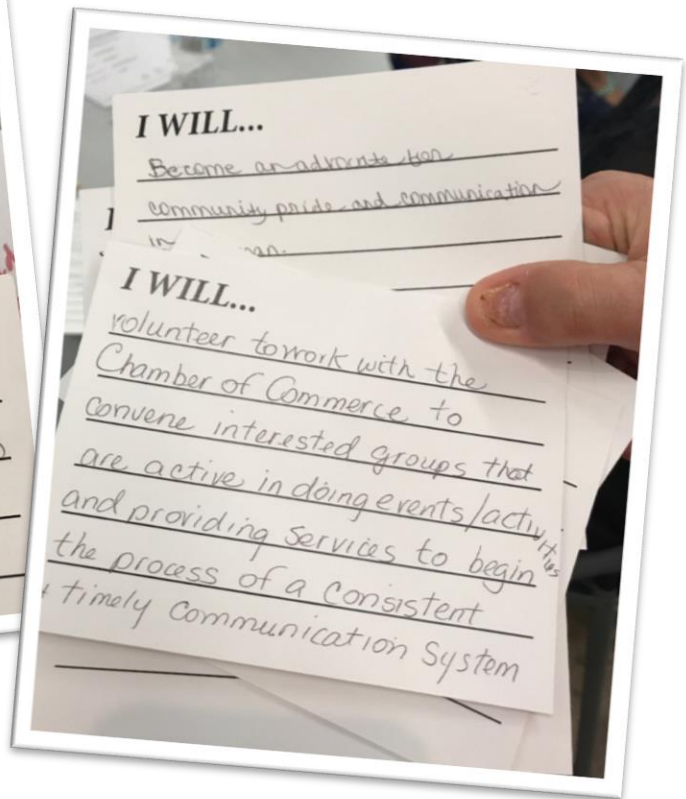
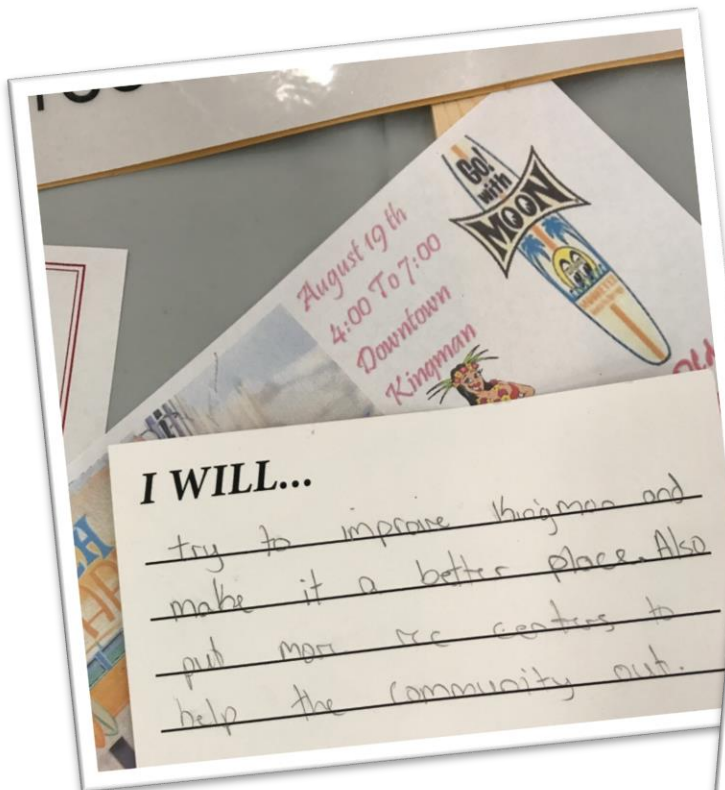




# COMMUNITY COLLABORATION SESSION



# **GenK™ Community Collaboration Session**

Saturday, August 19, 2017

9:00 a.m. - 4:30 p.m.

In collaboration with local business, civic and government groups, over 100 Kingman area residents gathered in the historic Beale Celebrations center to create a “Vision by All for All.” The collaborative gathering, titled “GenK Community Collaboration Session” was facilitated by the Arizona Town Hall using a consensus-based process that was informed by a report from the “Give the Youth a Voice Town Hall” and community surveys. The report below represents the consensus of participants.

## **KINGMAN’S UNIQUE ATTRIBUTES AND ECONOMIC STRENGTHS**

Located on historic Route 66 at the intersection of Interstate 40 and U.S. 93 and near the future I-11 corridor with a regional airport, Kingman is a regional business, service and distribution center for northwestern Arizona. Its proximity to Los Angeles, Flagstaff, Las Vegas and Phoenix has made manufacturing, distribution/logistics, and arts and entertainment leading industries. The rail-served Kingman Industrial Park, with affordable land costs, attracts manufacturers and distributors who wish to serve the Western states. Tourism is a leading sector with excellent mountain biking, hiking and parks. Kingman has great community spirit, civic minded people and outstanding year-round weather.

Over the next twenty years, Kingman residents would like to see long-term, strategic, well-planned growth supported by a long-term water management plan leading to the expansion of downtown businesses and downtown festivals, road improvements, and the development of a thriving arts community. Kingman envisions Mohave Community College increasing its connections with NAU, ASU and the University of Arizona and possibly growing into a four-year university, with expanded healthcare career education including dental hygiene, medical residency, and nursing. Kingman residents would like to see more family recreational activities. They would also like to be more than a tourist destination--possibly focusing on renewable energy, high technology, and community well-being and, building on excellent STEM and technical training programs, developing career paths that will keep our youth here in Kingman.

## **OPPORTUNITIES TO STRENGTHEN AND GROW KINGMAN’S ECONOMY**

Kingman is forward-thinking and we can demonstrate that by developing a 5 to 10-year strategic development plan.

Kingman should be more of a destination – not just a stop-over. We need to improve our hotels and attract resorts to keep tourists here in town, along with increased retail shopping and outlet malls that capture more wallet-share from our visitors. We can promote our history in ways that attract tourists such as jeep tours, historical tours, horseback riding, a zip line and more. Since sixty percent of our sales tax comes from tourism we should improve our city beautification and attractiveness to tourists and grow more small businesses so that tourists will spend their money here in Kingman. We should consider an art hub such as Palo Christi.

We need to leverage our positioning as a transportation hub including expanding our distribution capacity and building larger warehouses to attract businesses making Kingman an inland port.

Kingman should promote and improve our airport including advocating with the FAA. Kingman should also increase investment in our roads and transportation infrastructure and expand our medical center—attracting more physicians and their families. We should increase interchanges such as Kingman Crossing and Rancho Santa Fe Parkway.

We need to improve our schools, attract the best teachers, and expand our workforce development programs. We should look at expanding post-secondary educational opportunities such as nursing and technical training.

We also need to increase family entertainment activities by building a recreational center, improving our parks and soccer fields, and investing in more events and infrastructure to support them. These activities include softball, volleyball and other sporting tournaments, as well as four-wheel drive trails and motocross tracks.

We should consider ways to incentivize local businesses to develop and expand in Kingman including streamlining the business start-up process.

## **IMPROVING EDUCATION AND THE WORKFORCE**

Kingman recognizes the importance of education to create our compelling vision for the future and underscore the importance we place on our youth. We should strategically identify industries we want to attract and then create or expand educational programs targeted to support them.

We should expand technical and vocational training programs including curriculum at Mohave Community College (MCC), our JTED, and attracting trade schools such as ITT and DeVry. MCC should also expand partnership programs with the industrial park and expand dual credit programs that will provide a career path for students who choose not to attend post-secondary programs as well as programs such as life skills and a CNA program.

We should promote business/education pairing and foster coaching, shadowing, career days, career fairs at high schools, and internship programs including youth training programs that provide options other than fast food jobs. These pairings and partnerships should include government positions in addition to business to increase civic engagement among youth.

We should offer more healthcare training by leveraging the Kingman Regional Medical Center. By way of example, there is a current program that offers students the ability to shadow in all of KRMC's departments. We should also explore the expansion of advanced healthcare training—building on existing programs, such as family medicine, emergency medicine and pharmacy, and including geriatric medicine and even a graduate medical program.

Professional development programs should be offered that will attract and retain high quality teachers to the community.

Kingman Unified School District (KUSD) needs to ensure that it is equitably distributing funding including among extracurricular programs. KUSD should provide more career counseling, guidance and mentoring programs to help students understand what career options are available and to help them apply for financial aid and scholarships to pay for their post-secondary education. We should have a

central location or website for the public to know what educational opportunities and programs are available. We should work to get increased statewide funding for public education and consider a tax that is specifically directed exclusively to our schools.

We should promote the Coalition Youth Team (COYOTE) matching youth with summer employment opportunities and programs that give high school credit to students for work experience. We should also support non-profits such as the Boys and Girls Club, Rotary, and Kiwanis programs and encourage the use of the Arizona tax credit program to keep funds here in the community.

## **MANAGING KINGMAN'S WATER SUPPLY**

Even with more people living in Kingman, we are using less water. To foster our community's growth, we need to continue being conscious about our water usage including expanding education and awareness of water conservation, encourage zero-scaping landscapes that minimize the need for irrigation, and drip irrigation. We should consider adopting requirements or regulations on new wells that tap into our drinking water. We also should consider placing requirements on new developments to recharge the aquifer. Kingman residents prefer that decisions on managing water be made locally in our community instead of at the state level.

Kingman produces wastewater and we should consider using it along with storm water and runoff to water lawns, golf courses and support commercial usage at the industrial park.

We should promote city projects that use effluent and recharge injections in the aquifer. We should consider tiered water usage rates that encourage conservation.

We should conduct a specific, comprehensive local study to understand how to recharge our aquifer including passive and active approaches, financing the infrastructure needed to facilitate this use, incentives for water conservation, disincentives for water wastefulness, and the development of a long-term strategic water management plan.

## **INCREASING CONSTRUCTIVE COMMUNITY ENGAGEMENT AND IMPROVING QUALITY OF LIFE**

Encouraging constructive community engagement is critical for Kingman. This GenK program is an excellent step in the right direction.

We should consider creating an umbrella community action committee with a diverse, inclusive membership including Kingman's government, as well as local organizations and clubs to: define what activities should be held; plan them; assign responsibilities; determine how they can be financed; attract public/private partnerships; and, publicize them.

There is a real need for letting people know what is going on—such as a central hub and community calendar. Communications can also be improved through the strategic use of social networks, traditional media and other channels that meet our residents where they live. This community action committee could be the source for these communications and for coordination of activities. The committee should include social and non-profit organizations and their programs and activities. There needs to be a plan to keep this central communication hub up-to-date.

Youth and family-centered activities should be encouraged such as roller skating, laser tag, dance classes and bowling. A community rec center should be considered to serve as a platform for recreational activities, mentoring and tutoring for all ages, including youth, families and seniors.

We should hold more frequent community events including social and cause-driven activities such as clean-up programs and local neighborhood meet and greets.

Community-focused art programs should be sponsored to include performance art and murals to bring the community together.

We should also encourage local businesses to participate in career counseling days and fairs geared to young people.

## **PRIORITIES AND STRATEGIC ACTION**

Participants first determined the most important priorities and goals for ensuring the best future for the greater Kingman area. The areas identified (in no particular order) are: water, economic development, tourism, education, communication, and community pride and image. Participants then self-selected into groups to develop outlines of action plans for accomplishing the identified goals. The action plans are set forth below.

### **Water**

Create a Community Water Coalition to address the sustainability of water in the Greater Kingman area. The Coalition will:

- a. Update City Council on issues relating to water.
- b. Create short and long-term strategies to ensure sustainable supply.
- c. Use best practices from other communities to inform and empower citizens to harvest and conserve water.
- d. Communicate and collaborate with important stakeholders including the Chamber of Commerce, Mohave County, and elected officials to meet goals.
- e. Further investigate cost-efficient use of effluent.
- f. Communicate and apply political pressure to statewide decision-makers to address water concerns in the Greater Kingman area.

Responsible Parties: Dan Del Monaco and Councilmember David Wayt will take responsibility for creating the Coalition and moving forward on the Coalition's goals.

### **Economic Development**

- a. Work with Mohave Community College to research job needs in the community and, together with the City of Kingman and local businesses, develop a 5-year economic development plan leveraging existing studies and analysis.
- b. Work with Mohave Community College to provide workforce training for the jobs identified in the 5-year plan.

- c. Develop an economic gardening program and launch a revolving loan program to support that program.
- d. Develop a plan to enhance the industrial park.
- e. Develop a business attraction and retention plan – focus on distribution, medical/biotech, manufacturing, aviation, support jobs for Amazon, financial institutions, software, and wine industry.
- f. Create an advocacy group for the two planned interchanges.
- g. Create an economic development public/private partnership.
- h. The City of Kingman will hire an economic development director (EDD) and a tourism director reporting to the EDD.

Responsible Parties: Members of the group in partnership with the entities referenced above.

### **Tourism**

- a. Increase more attractions and events on Route 66 including getting associations to work together.  
(Responsible party: Josh)
- b. Encourage artists and consider the use of a hotel or empty building/warehouse.  
(Responsible parties: Elizabeth, Keith, Diana)
- c. Find an operator to run a wine and distillery tour.  
(Responsible party: Diana Ambrosie)
- d. Find a ghost tour operator.  
(Responsible party: Keith Kintner)
- e. Encourage western destination activities including horseback riding and jeep tours.  
(Responsible party: Greater Kingman Chamber of Commerce)
- f. Launch a summer camp for kids  
(Responsible Party: Boys & Girls Club and Bill Ward)
- g. Create regulations for downtown buildings to bring them out of disrepair.  
(Responsible party: Mike Quinn; City of Kingman Economic Development)
- h. Provide frontline training that fosters tourism.  
(Responsible party: Diana Ambrosie)

### **Education**

- a. Foster a culture that raises the bar for education and expectations for our youth.
- b. Create a resource library that will help students match their interest with programs and activities.
- c. Expanding mentoring programs.

- d. To foster teacher retention, launch a new teacher welcome program and encourage teachers to engage in the community so that they build ties and want to stay.
- e. Create exploration events in life skills and careers.

Responsible Parties: Members of the group will meet as a committee in the next two weeks to develop programs and people who will take responsibility for the goals outlined above.

### **Communication**

Create a central hub for dissemination of information to create consistent and timely messaging on events, activities, existing services and resources leveraging social media, the Kingman Daily Miner calendar, posters, electronic boards, newsletters, local organizations, schools, the visitor center, and mailers.

Responsible party: Kingman Area Chamber of Commerce

### **Community Pride & Image**

- a. Hold a meeting to identify 5-10 sources of community pride and develop a plan to promote them throughout the community that will defeat the “Why Kingman” question.
- b. Conduct customer-centric training to make everyone an ambassador and create strong first impressions.

Responsible party: Members of the group.

### **INDIVIDUAL ACTIONS**

Recognizing that the power to change the future begins with each individual, participants committed to take personal actions based on their experience and discussions at the Community Collaboration Session.