

## 2023-2026 Fountain Hills Community Economic Development Strategy (CEDS) Implementation Plan

Strategy (Attraction)	Short-Term	Mid-Term	Long-Term	Ongoing
Create a new Downtown Strategy consistent with current economic trends.	X			X
Collaborate with the property owner of Four Peaks Plaza, located in the Shea Corridor, to redevelop the commercial center to a mixed-use property.	X			X
Explore opportunities for redevelopment and revitalization to attract new residents, visitors and businesses, specifically in the Downtown area, Shea Corridor, Saguaro and Fountain Hills Boulevard/Glenbrook.		X		X
Create Zoning Districts that allow for flexible zoning uses within the Downtown and Shea Corridor to attract targeted industries and new skilled talent.		X		

<b>Strategy (Attraction)</b>	<b>Short-Term</b>	<b>Mid-Term</b>	<b>Long-Term</b>	<b>Ongoing</b>
Develop and publicize a streamlined development review process for commercial projects that will have a high economic impact on the community.	X			X
Diversify housing opportunities within Fountain Hills by pursuing multi-family and workforce housing developments with amenities that are desired by younger professionals.	X			X
Develop architectural design standards to encourage cohesiveness throughout the community.			X	
Partner with Arizona State Land Department to prepare for a feasible conceptual land use and circulation plan for the State Trust land in the McDowell Mountain area of the Town.			X	
Modify the public art policy to allow for performing and temporary art.		X		
Create a placemaking strategy to enhance the vibrancy of Downtown.	X			X

<b>Strategy (Retention)</b>	<b>Short-Term</b>	<b>Mid-Term</b>	<b>Long-Term</b>	<b>Ongoing</b>
Evaluate trends from the Business Retention and Expansion Program and determine appropriate next steps.	X			X
Continue the eight-week Shop Local Summer Campaign to support businesses during the slower months and explore other opportunities to promote the importance of shopping locally.	X			X
Partner with the Fountain Hills Chamber of Commerce to create a “Welcome Package” for new businesses.	X			
Create a “2nd Thursday” concept along the Avenue of the Fountains to support the economic vitality of the downtown.	X			
Conduct a market analysis of existing businesses who have the potential to expand in Fountain Hills.		X		

<b>Strategy (Marketing)</b>	<b>Short-Term</b>	<b>Mid-Term</b>	<b>Long-Term</b>	<b>Ongoing</b>
Create a comprehensive economic development marketing plan and industry-specific infographics for targeted audiences.	X			X
Create an economic development marketing brochure that promotes Fountain Hills as an ideal destination for businesses.	X			
Collaborate with key stakeholders on consistent brand messaging for Fountain Hills.	X			X
<b>Strategy (Partnerships)</b>	<b>Short-Term</b>	<b>Mid-Term</b>	<b>Long-Term</b>	<b>Ongoing</b>
Determine the possibility of creating a co-working space to assist startups and home-based businesses.		X		
Identify opportunities to attract a university or satellite campus.			X	
Collaborate with ASU, NAU, Maricopa Community College, and local employers to build a talent pipeline through flexible certificate programs and on-the-job training initiatives.		X		

<b>Strategy (Partnerships)</b>	<b>Short-Term</b>	<b>Mid-Term</b>	<b>Long-Term</b>	<b>Ongoing</b>
Collaborate with Fort McDowell Yavapai Nation to improve aesthetics along the entryway into Fountain Hills.		X		
Partner with Fort McDowell Yavapai Nation and Salt River Pima-Maricopa Indian Community to explore economic growth opportunities along the Beeline.			X	
<b>Strategy (Tourism)</b>	<b>Short-Term</b>	<b>Mid-Term</b>	<b>Long-Term</b>	<b>Ongoing</b>
Create a comprehensive tourism marketing plan for targeted audiences.	X			
Attract new resort to support new meetings and conventions that generate bed and sales tax revenues for the Town.			X	
Attract a new signature event and/or tournament to generate overnight stays in Fountain Hills' hotels and resorts.	X			
Collaborate with hotels on existing events in an effort to generate overnight stays.	X			

<b>Strategy (Tourism)</b>	<b>Short-Term</b>	<b>Mid-Term</b>	<b>Long-Term</b>	<b>Ongoing</b>
Support the progress of the International Dark Sky Discovery Center to serve as a national and international attraction for visitors.				X
Partner with the Fountain Hills Dark Sky Association to identify a permanent location within Fountain Hills for stargazing.	X			
Cross promote events with nearby community partners to capitalize on regional experiences, such as Spring Training and WM Phoenix Open.		X		
Determine potential economic development and tourism opportunities within Fountain Park to increase visitation.		X		