

2023-2026 Fountain Hills Community Economic Development Strategy (CEDS)  
 Implementation Plan  
 Status as of March 2024

Strategy (Attraction)	Short-Term	Mid-Term	Long-Term	Ongoing	Status
Create a new Downtown Strategy consistent with current economic trends.	X			X	In Progress.  Conducting focus groups to gather feedback.
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	In Progress.  Council approved rezoning in January 2024.
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	In Progress.  Focusing on Downtown and Shea Corridor, specifically Four Peaks Plaza.
Create Zoning Districts that allow for flexible zoning uses within the Downtown and Shea Corridor to attract targeted industries and new skilled talent.		X			Not started.

<b>Strategy (Attraction)</b>	<b>Short-Term</b>	<b>Mid-Term</b>	<b>Long-Term</b>	<b>Ongoing</b>	<b>Status</b>
Develop and publicize a streamlined development review process for commercial projects that will have a high economic impact on the community.	X			X	In Progress.  Staff is reviewing the current turnaround timelines on commercial submittals.
Diversify housing opportunities within Fountain Hills by pursuing multi-family and workforce housing developments with amenities that are desired by younger professionals.	X			X	In Progress.  Six apartment projects in various plan review.
Develop architectural design standards to encourage cohesiveness throughout the community.			X		Not started.
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		Not started.
Modify the public art policy to allow for performing and temporary art.		X			Not started.

Create a placemaking strategy to enhance the vibrancy of Downtown.	X			X	In Progress. Six murals were installed in Downtown.
<b>Strategy (Retention)</b>	<b>Short-Term</b>	<b>Mid-Term</b>	<b>Long-Term</b>	<b>Ongoing</b>	<b>Status</b>
Evaluate trends from the Business Retention and Expansion Program and determine appropriate next steps.	X			X	In Progress. Trends include communication, signage, workforce housing.
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	In Progress. Completed Shop Local Holiday Campaign in 2023 and working on 2024 Summer Campaign.
Partner with the Fountain Hills Chamber of Commerce to create a “Welcome Package” for new businesses.	X				In Progress. Distributing “Welcome Package” when new businesses complete business license application.
Create a “2nd Thursday” concept along the Avenue of the Fountains to support	X				In Progress.

the economic vitality of the downtown.					Waiting on FY24/25 Budget Process.
Conduct a market analysis of existing businesses who have the potential to expand in Fountain Hills.		X			In Progress.  Staff has list of businesses who have expressed interest in expanding.
<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	In Progress.  Creating economic development marketing plan based on existing data and targeted industries.
Create an economic development marketing brochure that promotes Fountain Hills as an ideal destination for businesses.	X				In Progress.  Creating content for robust marketing brochure.
Collaborate with key stakeholders on consistent brand messaging for Fountain Hills.	X			X	In Progress.  Collecting data on existing messaging from key stakeholders.

<b>Strategy (Partnerships)</b>	<b>Short-Term</b>	<b>Mid-Term</b>	<b>Long-Term</b>	<b>Ongoing</b>	<b>Status</b>
Determine the possibility of creating a co-working space to assist startups and home-based businesses.		X			Not started.
Identify opportunities to attract a university or satellite campus.			X		In Progress. Conducted meeting with UArizona.
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			In Progress. Conducted meeting with UArizona.
<b>Strategy (Partnerships)</b>	<b>Short-Term</b>	<b>Mid-Term</b>	<b>Long-Term</b>	<b>Ongoing</b>	<b>Status</b>
Collaborate with Fort McDowell Yavapai Nation to improve aesthetics along the entryway into Fountain Hills.		X			Not started.
Partner with Fort McDowell Yavapai Nation and Salt River Pima-Maricopa Indian Community to explore economic growth opportunities along the Beeline.			X		Not started.

<b>Strategy (Tourism)</b>	<b>Short-Term</b>	<b>Mid-Term</b>	<b>Long-Term</b>	<b>Ongoing</b>	<b>Status</b>
Create a comprehensive tourism marketing plan for targeted audiences.	X				In Progress.  Creating a comprehensive marketing plan based on existing data.
Attract new resort to support new meetings and conventions that generate bed and sales tax revenues for the Town.			X		Not started.
Attract a new signature event and/or tournament to generate overnight stays in Fountain Hills' hotels and resorts.	X				In Progress.  Staff met with national event organizer and waiting for next steps.
Collaborate with hotels on existing events in an effort to generate overnight stays.	X				Not started.
<b>Strategy (Tourism)</b>	<b>Short-Term</b>	<b>Mid-Term</b>	<b>Long-Term</b>	<b>Ongoing</b>	<b>Status</b>
Support the progress of the International Dark Sky Discovery Center to serve as a national and international attraction for visitors.				X	In Progress.  Staff is working on plan review process and assisting with PR through our PR Company.

Partner with the Fountain Hills Dark Sky Association to identify a permanent location within Fountain Hills for stargazing.	X				In Progress.  Identified location and waiting on FY24/25 budget process.
Cross promote events with nearby community partners to capitalize on regional experiences, such as Spring Training and WM Phoenix Open.		X			Not started.
Determine potential economic development and tourism opportunities within Fountain Park to increase visitation.		X			Not started.