

# City of Prescott Focused Future II

Community Update  
September 23, 2009

# Implementation

- Focused Future II Strategic Plan
  - Began process 11/6/2006
  - Plan adopted 6/24/2008
  - Four Focus Areas Identified
    - Business Attraction/Retention/Expansion
    - Community Image and Quality of Life
    - Prescott as the Regional Hub
    - Educational Excellence
  - Implementation Team Formed 1/21/2009

# Business Attraction

## ● Strategies Completed/Ongoing

- Develop Strategy to Recruit Healthcare Professionals
- Encourage residents to train for healthcare jobs
- Recruit new air service
- Improve airport facility to expand commuter and business transportation

# Business Retention/Expansion

## ● Strategies Completed

- Continue business retention program
- Develop strategies to assist “high-risk”
- Annex land for industrial/commercial
- Provide infrastructure support via Capital Improvement Plan
- Create an Entrepreneur Center
- Improve downtown Prescott aesthetics

# Prescott as Regional Hub

## ● Strategies Completed

- Maintain viable courthouse functions in CBD
- Maintain county seat
- Develop convention/conference center
- Develop more organized activities
- Maintain and support entertainment assets
- Support PDP initiatives

# Educational Excellence

## ● Strategies Completed

- Expand alliances with NAU or other universities
- Support JTED
- PUSD continues to meet and exceed AIMS scores

# Next Steps

- FFII is a living document
  - Should be amended as conditions change
  - Strategies will be deleted or added
  - New strategies from Tourism Summit will be considered
  - Next annual report will occur in 2010