

**CITY OF PEORIA, ARIZONA
STAFF REPORT**

RPT #: _____

Date Prepared: April 16, 2010

Council Meeting Date: May 4, 2010

TO: Carl Swenson, City Manager

THROUGH: Susan J. Daluddung, Deputy City Manager



FROM: Scott Whyte, Economic Development Services Director



SUBJECT: Progress update on Economic Development Implementation Strategy

SUMMARY:

The Wadley Donovan Group will present their findings on the first four tasks of the Economic Development Implementation Strategy:

- Economic Base and Target Industry Analysis
- Business Climate Assessment (SWOT Analysis)
- Retail Potential Analysis
- Program and Plan Exploration (including financing and incentives, implementation of existing plans on the Sports Complex and Old Town, and Loop 303 market study)

This report is the first progress update from the study and will be followed by an Economic Development Strategy and an Implementation Plan.