

An Emerging Market For Industry and Cross Roads To Trade

**DOUGLAS REGIONAL ECONOMIC DEVELOPMENT CORPORATION**

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# OVERVIEW

In coming years economic activity in the Douglas region will take place through the increase of trade in the border region resulting in the demand for transportation and distribution services provided at the border and retail and consumer spending by our neighbors to the south.

Furthermore if the distribution of maquiladora activity and other export oriented activities we know as trade is the major economic engine along the border, subsequently ports of entry are at the epicenter in which economic benefits will continue to spill into Douglas --retail, warehouse, transportation, logistics, real estate services, professional services and border protection programs.

***“Proximity to Mexican markets, a land port of entry and a sophisticated cross border manufacturing hub are regional traits that must be further developed and marketed for new businesses and industry in the Douglas region and Southeast Cochise County”***

## **BUSINESS DEVELOPMENT & EXPANSION**

Create quality jobs while diversifying the region's economy  
Pursue projects that meet regional traits and objectives

## **MARKETING & COMMUNICATIONS**

Brand the region as an 'Emerging Market for Industry and Cross Roads To Trade

## **STRATEGIC PLANNING & PUBLIC POLICY**

Engaging stakeholders and implementing initiatives supported by regional interests

## **WORKFORCE DEVELOPMENT**

Today's regional workforce meet the needs of tomorrow's industry

## **Regional Competitiveness**

\$52.2 million in capital improvement projects across the Cochise College district. The Douglas campus includes renovated student services facilities, new science facility with discipline specific laboratories, a new career-technical education building.

U.S. Department of Transportation and the Arizona Department of Transportation have pledged \$3 million to complete roadway infrastructure for access to the federally proposed Douglas Commercial Port of Entry.

City of Douglas approval of a 3/10 of 1% sale tax increase as an economic development tool for the expansion of Advanced Call Center Technologies (ACT), 400 jobs created to date

Agua Prieta Sonora, Mexico has over a 35 year history of foreign investment and development of the Maquiladora industry.

Agua Prieta Sonora, is one of the fastest growing communities in Mexico with an annual growth of 5-8%. (source: INEGI)

Lowest turnover and absenteeism rates 1.5%-3% in the border (Nat. Maquila Council)

Within 1-hour of U.S. Interstate 10/ Mexico Hwy #2 Connection to Hermosillo (3.5-Hours) and Cd. Chihuahua (5.5-Hours)

Agua Prieta Sonora, has remained one of the safest cities in Mexico to do business. Has yet to be included in U.S. State Dept. and/or Overseas Security Advisory Council travel alerts.

# BUSINESS DEVELOPMENT & EXPANSION

## FY 11 Action Items

### **LARGEST TEXTILE PROJECT IN THE WESTERN HEMISPHERE –NORTHERN MEXICO, AGUA PRIETA, MEXICO:**

Alstyle Apparel & Active Wear has invested \$40 million in a new manufacturing plant in Agua Prieta Sonora, Mexico that includes a 700,000 square foot facility that will have the capacity to produce in excess of 2 million pounds of fabric per week with total employment to reach 4,000 people.

Douglas and the Region must market and position the region for the clustering of suppliers and vendors e.i. cotton spinning, corrugated boxing, water softening and chemical dyeing, etc. that will need to service the 'LARGEST TEXTILE PROJECT IN THE WESTERN HEMISPHERE':

At full built out ACT will generated an additional 350 jobs and a \$47 million economic impact—becoming the largest private sector employer in Southeast Cochise County.:

In 2008 Advance Call Center Technologies (ACT) located their 5<sup>th</sup> call center operation in Douglas generating \$9 million in capital investments and the creation of 350 jobs.

Douglas and the Region must facilitate the expansion of ACT assuring adequate infrastructure – business climate and readily workforce.

The Douglas Port of Entry (POE) is a model port for executing new technologies and programs by the U.S. Department of Homeland Security.

Amongst the first port of entry to integrate ACE—Automated Commercial Environment E-Manifest System for increase efficiency in the processing of commercial truck traffic. Additionally the Douglas POE has been recognized by port users as being business-friendly and having minimal wait times amongst all other commercial ports of entry in the Southwest.

Proximity to Mexican markets and a sophisticated cross border manufacturing hub are regional traits that must be further developed for new businesses and industry .

## *BUSINESS DEVELOPMENT & EXPANSION*

Create quality jobs while diversifying the region's economy

Pursue projects that meet regional traits and objectives

### **Measures for FY11**

Qualified Prospects

Total Number of Jobs Created

Payroll Generated

Commercial Truck Traffic

Values of Goods Through the Port of Entry

Stakeholder/ Private Sector Participation and Satisfaction

# MARKETING & COMMUNICATIONS

## FY 11 Action Items

Execute a comprehensive marketing and communications plan for the promotion of industry, trade and services in Southeast Cochise County.

Participation at various domestic and international trade shows and conferences as well as the execution of Sales Mission trips, Advertising and Direct Mail.

Douglas Regional EDC will target specific industries and markets relative to the region's traits. Target industries will include; Professional Services in Logistics and Transportation, Warehouse and Distribution Centers, Border Security Technologies and Renewable Energy. In addition the Douglas Regional EDC will identify businesses that wish to keep U.S. operations but with 'On Border' presence to serve the manufacturing sector in Northern Mexico.

Douglas Regional EDC will be contracting with Trike Creative for the region's identity/branding/marketing development approach.

Production of the following tools; Logo and Business System, Website Development, Press Kit, Promotional Video, Direct Mail Promotional/Follow-up Piece, Ad Production and Trade Show Booth

Marketing pieces produce will provide the tools necessary to brand and market the region for industry.

Douglas Regional EDC will be contracting with the World Economic Development Alliance (WEDA)

WEDA will assist in the organization's targeted marketing providing lead generation, 7-8 industry trade show participation, web advertising, email blast campaigns and national advertising.

Further branding the region as an 'Emerging Market for Industry and Cross Border Trade'

## Marketing & Communications

*Brand the region as an Emerging Market for Industry and Cross Roads to Trade*

### Measures for FY11

Qualified Prospects

Total Number of Jobs Created

Payroll Generated

Commercial Truck Traffic

Values of Goods Through the Port of Entry

Event Participation

Advertising

# STRATEGIC PLANNING & PUBLIC POLICY

## FY 11 Action Items

Engage local, regional and state stakeholders/partners in identifying barriers new and local businesses face as they try to grow and survive

Monitor initiatives that impact the region's competitiveness.

### Measures for FY11

Engagement by local, state and federal stakeholder as it pertains to the needs of the region

*Strategic Planning & Public Policy*

*Engaging stakeholders and implementing initiatives supported by regional interests*

# WORKFORCE DEVELOPMENT

## FY 11 Action Items

Engage Cochise College and workforce training partners to assure the region's work force is meeting industry needs

Identify barriers and training programs to assure employment growth for ACT

### Measures for FY11

Engagement by Workforce Development Partners

Job Training Programs

Job Creation

*Workforce Development*

*Today's regional workforce meet the needs of tomorrow's industry*