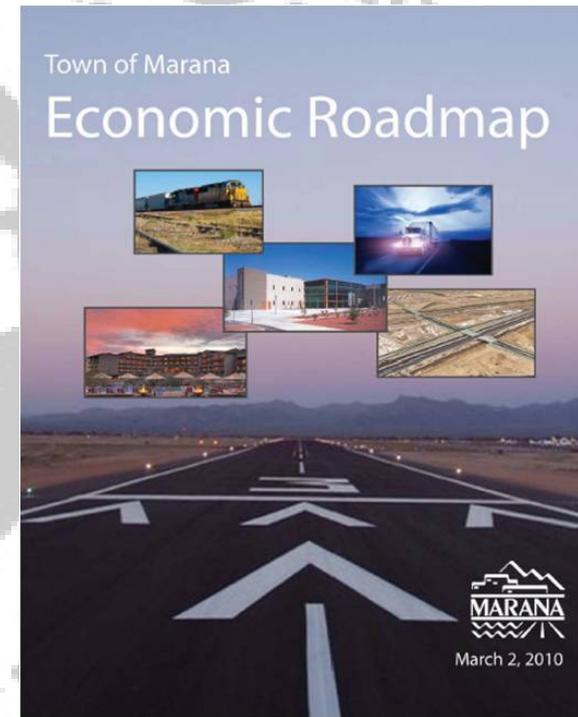


**Marana Job Creation Incentive Program (MJCIP)**  
**MAG Economic Development Committee**  
**March 6, 2012**

**Joshua H. Wright**  
**Town Manager**  
**Town of Wickenburg**

# First, Have a Plan

- Marana Economic Roadmap adopted by Council in March 2010
- Provided staff with direction and flexibility in developing innovative economic development policies
- Identified target industries and economic activity centers



# Identify the Customer's Needs

- Unique to each company you serve
- Sargent desired something “extra” to let corporate leadership know Marana was the right choice
- Marana has no property tax, commercial impact fees, or other costs applicable to Sargent's operations
- Construction sales tax identified as best option

# Tie Customer Needs to Plan

- Look for common ground between Sargent's goals and Marana's goals
- Determine any "holes" in your argument and adjust as necessary
- Conduct appropriate research to solidify your case (Elliot D. Pollack & Co. analysis)
- Evaluate approach and revise as necessary

# MJCIP Details

- Company's construction project generates construction sales tax, which is accounted separately
- Tax revenue made available to company as reimbursement for allowable expenses:
  - I-10 Corridor Beautification
  - Housing Allowance
  - Student Internships
  - Workforce Training & Development (added later)

# Why It Worked

- Program met community goals already established in Economic Roadmap
- Incentive money was given to company who generated it
- Minimum requirements, but open to anyone who meets them:
  - \$2 million capital investment
  - 25 new, permanent jobs paying \$40k
  - Non-retail enterprise
- No development/incentive/whatever agreements

# The Stuff Economic Developers Love

- Marana selected over Tucson, AZ; Franklin/Indianapolis, IN; and Torrance/Los Angeles, CA.
- \$8 million plus investment in community
- 250 jobs retained, room for at least 250 more
- 71,000 square foot, gorgeous new building
- **Most important:** rekindled partnership between Sargent and Marana community

# Questions & Discussion

