

E-LETTER

Greater Yuma EDC Awarded Marketing Grant



As the Greater Yuma region continues to grow, so do the economic markets we are competing against. The challenges that our organization faces against larger metro areas are expansive and the resource disparity can be immense. However, we strive to level the playing field. Recently, our organization was awarded a marketing grant from the Arizona Department of Commerce Rural Economic Development Initiatives (REDI) department.

The grant will assist our corporate location strategy to boost business attraction opportunities in Yuma County. The grant project will be carried out in three phases. The first phase will consist of developing consistent, uniform collateral materials to display information for all regional industrial parks, available buildings and Greenfield sites in the Greater Yuma region. These materials will reflect a more professional presentation to attract more interest and activity. The second phase will integrate the design materials into our website for display on the building and land sites pages. Traditionally, our website has been the first point of contact for site selectors, consultants and other corporate real estate executives who are searching for sites and buildings for their clients. The intent is to leave a resounding impression by offering the most comprehensive information in the most professional format. The final phase will be to create more dynamic marketing sheets for our print materials that will be distributed at trade shows, conferences and other media outlets. The sheets will detail essential economic trends and recreational facets of the communities we represent and will serve as a comprehensive introduction to the Greater Yuma region.

We are confident that through the REDI partnership we will be able to produce print and on-line materials that will allow us to sell all the assets our region has to offer. The new materials will also be made available to all of our investors for personal and business usage. We anticipate that the complete scope of the project will be finished by June and subsequently we will introduce the new format to our investors for your own private endeavors.

Yuma Manufacturers' Association

As we move into the new year, a lot of exciting initiatives are taking place with the YMA and its sub-committees. The supervisory skills sub-committee is making great head way by developing a course curriculum that will be geared towards managerial training and principles application. The course will be offered by Arizona Western College and has been tailored by the school to include four modules: Modern Supervision Challenges, Functions of the Supervisor, Skills of the Supervisor and Supervision and Human Resources into one, three credit course. The Supervisory sub-committee anticipates classes to begin in February. Arizona has been a huge industry partner in this program and is working closely with regional plant managers to apply the appropriate coursework necessary to meet the manufacturing workforce demands.

The PLC Knowledge and Industrial Electrical sub-committee has also been working diligently to get their program started in February of 2008. The course curriculum has been designed in a collaboration between Sam Colton of AWC and members of the YMA and will be held at the AWC Construction Trades building. All skills assessment training will be held at the Yuma Private Industry Council which will determine if an applicant will move directly into PLC knowledge training or basic industrial electrical coursework.

Participants for the first series of training courses include: Johnson Controls, Shaw Industries, Carrier UTC, Alside Windows, Northwestern Industries, Dole Fresh Vegetables, and Gowan Milling.

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S.L. Commercial Port I Receives \$7 Million for Redesign

Arizona's House of Representatives passed the Fiscal Year 2008 appropriations bill this month. The bill will provide modest increases to education, health as well as funding to infrastructural plans statewide. Of note was the funding appropriated for the redesign of the San Luis I Commercial Port of Entry which has been the main port of entry for millions of migrant workers and shoppers from San Luis Rio Colorado, Mexico for many years.



Truck Entrance at San Luis I Port

The port will receive much needed updates to its facilities and technology, which have caused delays in processing vehicles. As construction begins on San Luis II Commercial Port "The Super Port", the old port will be redesigned to process personal vehicles and pedestrians exclusively.

The construction and redesign of the two ports of entry will mark yet another milestone for the Greater Yuma region and most certainly will facilitate economic development and growth on both sides of the border.

Greater Yuma Recognized in Twin Plant Magazine

For the December 2007 issue, the Greater Yuma region will be highlighted in Twin Plant Magazine. The magazine covers all of the latest news in the maquiladora industry and focuses on the bi-national commerce between the U.S. and Mexico. At Greater Yuma Economic Development Corporation, we foresee a resurgence in the maquila industry occurring and have the sector pegged a potential high growth of the future. Due to our advantageous location along the Mexican border and proximity to Mexicali, Yuma County is an ideal destination for border commerce and logistics.



Delta is Ready for Takeoff in Yuma



In an effort to continue to bolster its flight destinations for the residents of Yuma County, the Yuma International Airport unveiled the launch of Delta Airlines on Monday, December 17th. The inaugural flight marked the second route added to the airport's commercial flight schedule in less than a year. The 50-seat jet plane will fly passengers to Salt Lake City, Utah where they can access 114 non-stop flights to the country's largest markets, domestic and international. The Salt Lake City hub is Delta's second largest hub in the west.

In addition to providing another option for travelers, the new airline will also be a great economic driver for our community. A top ten precursor to corporation site location decisions is the availability and access to commercial air service. With the inception of Delta's operations, Yuma currently has daily flights to four major metro markets: Los Angeles, Phoenix, Las Vegas and Salt Lake



Photo Courtesy: Chuck Nordquist, City of Yuma
New 50 Seat Bombardier Regional Jet

**Greater Yuma EDC Staff wishes
a Merry Christmas and Happy New Year to all
of our investors and civic leaders!**

Border Relations

As a border region, Yuma is dependent on our relations with our neighbors to the south for a multitude of jobs. Here are some quick facts about the impact of San Luis, Sonoran residents on Yuma County's economy.

- Approximately 50,000 people cross the border each day to harvest the winter crop in Yuma County
- Last year millions of dollars worth of crops could not be harvested due to workers not being able to cross the border because of delays
- The San Luis Port of Entry is one of the busiest ports in the U.S.
- The Area Service Highway will connect all commercial traffic from the San Luis border to Interstate 8
- The "Super Port" will be the first new port constructed in the U.S. in over two years
- US 95 has been designated the "Western Passage" of the CANAMEX Corridor
- 7.8 MIL people crossed the border in 2006 either by vehicle or foot
- The migrant population contributes a significant portion to the sales tax dollars the county