



2020 ECONOMIC DEVELOPMENT ANNUAL REPORT



MISSION STATEMENT

To improve the economy in the City of Kingman and surrounding areas, create high-paying quality jobs, increase per-capita income, and improve the quality of life for Kingman residents.

BUSINESS ASSISTANCE

The Kingman Economic Development Team works closely with businesses throughout all phases of the development process. We work closely with our partners to provide solutions and ensure the transition to starting, running, expanding, or relocating a business is a success. We have been empowered by the City Council to help build businesses and our team looks forward to doing just that.

TARGETED INDUSTRIES

Kingman is a premier location for business, targeting key industries that are looking to service a market of nearly 34 million people in less than a one-day turnaround drive. Kingman, Arizona is a competitive advantage and strategic opportunity for key industries such as Healthcare, Transportation, Manufacturing, Aviation, and Tourism.

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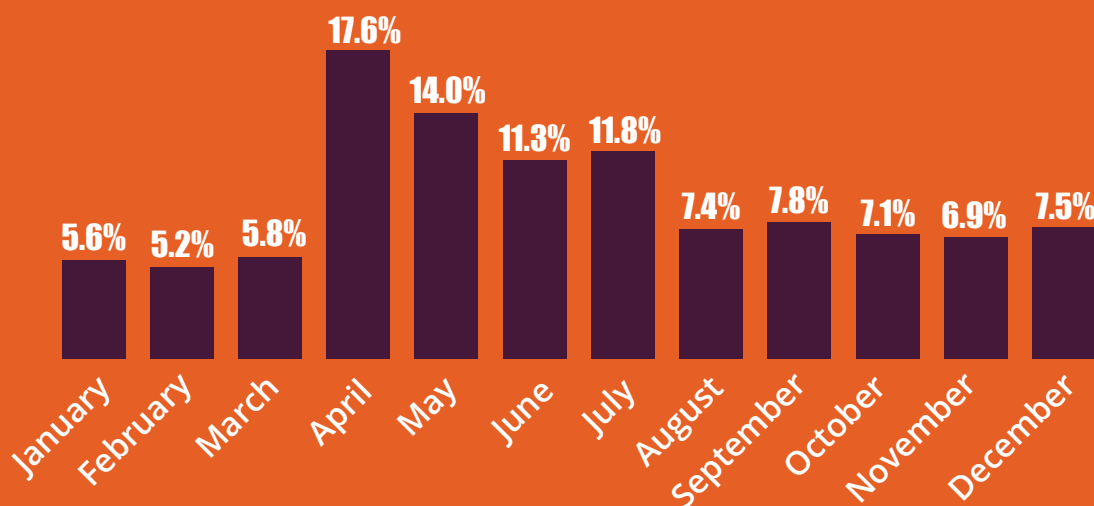
LETTER FROM KINGMAN ECONOMIC DEVELOPMENT DEPARTMENT DIRECTOR

As I look back on 2020 and how COVID-19 dominated the year, I also acknowledge and appreciate the many investments and growth opportunities that occurred within the community. Due to the mandates for businesses to close down early during the COVID-19 pandemic, small businesses suffered and the unemployment rates dramatically increased in Kingman. The Economic Development Team worked with various partners such as Mohave County Economic Development Department, Kingman Chamber, Mohave Community College Small Business Development Center, ARIZONA@WORK, and LocalFirstAZ to assist small businesses with various forms of assistance.

Throughout the year, our Economic Development Team communicated regularly with businesses to ensure they were receiving updated information related to COVID-19 restrictions, guidelines, and financial assistance. Understandably, small business owners had many questions like:

- Who was considered essential?
- Who determines if you are essential?
- How do you communicate to employees that you are essential?
- How do you operate in a safe environment; remotely, social distancing, and using Personal Protective Equipment (PPE)?
- What are the steps to file for a Paycheck Protection Program (PPP) or Economic Injury Disaster Loan (EIDL)?

Unemployment Rates for 2020





There seemed to be more questions than answers and many times the answers to those questions were moving targets.

The Economic Development Team banded with the business community and our partners to help determine the best ways to move forward with a particular focus on providing innovative solutions. The Economic Development Team successfully implemented several small business recovery programs to help Kingman businesses stay afloat during the mandated shutdown and COVID-19 restrictions outlined in the Governor’s “Slow the Spread” Executive Orders.

Many businesses worked quickly to develop solutions like touchless menus, order pick-up and delivery, expansion of outdoor eating areas, and more during the pandemic, all in an effort to keep their doors open. Manufacturing and transportation companies at the Kingman Industrial Park acted quickly to implement COVID-19 protocols in an effort to keep their employees safe. Over the course of the year, the vast majority of companies in the park remained open as essential businesses.

Despite the widespread impacts across the national and global economy, Kingman found significant economic success, both in its own right and by collaborating with various partners. Our Economic Development Team is also very optimistic as we move into 2021. We are currently working on a diverse pipeline of projects and opportunities that will be announced over the coming months. It is our pleasure to present the City of Kingman’s first Economic Development Annual Report.

We look forward to seeing everyone this year!

Gary Kellogg

Economic Development Director

UNLOCKING THE BENEFITS OF KINGMAN BUSINESSES HIT HARD BY COVID-19 RESTRICTIONS

The Façade Improvement Program

This program was established on January 1, 2020, to encourage beautification of commercial buildings in the City of Kingman. In light of the effects of COVID-19 on small businesses, the City of Kingman Economic Development Department established a Small Business Recovery Program that increased matching funds from 80/20 to 90/10.



Utility Assistance Grant for Small Businesses

The City of Kingman Economic Development Department released a utility assistance grant for small businesses that have struggled to pay City of Kingman utility fees (water/sewer/solid waste) since March 2020. The City allocated \$16,200 to this program and approved applicants were provided with a one-time credit of \$300 in utility relief assistance.



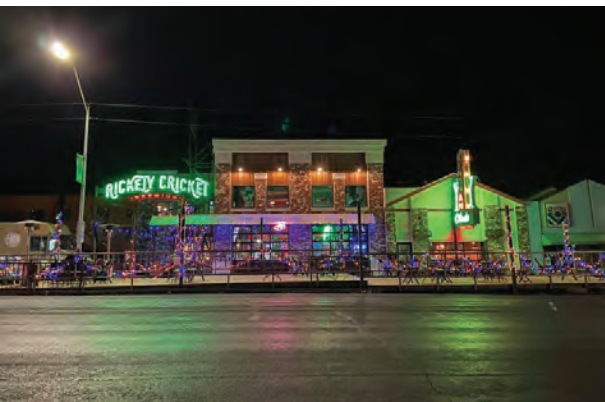
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Parklet & Pedlet

The City of Kingman implemented a Parklet/Pedlet Program as a part of the City's vision and goal to have a successful downtown that serves as a hub for the arts, entertainment, tourism, and events. The program incentivized business owners to expand their business beyond the building façade by constructing a parklet or pedlet. The intent of the program was to attract visitors and encourage patrons to stay and enjoy downtown Kingman for longer periods of time, leading to increased spending as well. The Parklet/Pedlet Program also assisted small business owners to offer more dining area since they were limited to 50% occupancy during the COVID-19 pandemic.



As a part of the COVID-19 small business recovery incentive programs, the City reviewed the Parklet/Pedlet Program and increased the matching funds from 50/50 to 90/10, as well as increased the maximum reimbursement from \$5,000 to \$9,000. The expansion of this program was approved in order to assist downtown business owners, especially restaurants and bars, in expanding their dining area to serve more customers while meeting COVID-19 social distancing guidelines.



“With the City of Kingman’s Economic Development Department’s help and guidance, we now have an outdoor dining option. This has not only created more area for our guests to enjoy their dining experience, but it will be instrumental in the profitability of our business.”

—Alton (Bubba) Floyd, Owner, Floyd & Co. Wood-Fired Pizza Real Pit BBQ



CONSTRUCTION PERMIT DEMAND REMAINS STRONG

The Planning and Zoning Division was merged into the City of Kingman Fire Department and a new Community Development Division was created, placing the Building Division as well as Planning and Zoning together. This one-stop shop will benefit business owners, architects, engineers, and contractors inquiring about zoning, processing a building permit, and more. The partnering of these divisions created an enhanced focus on the development community, resulting in the ability to provide exceptional customer service.

Even with the strong effects of COVID-19, the demand for residential and commercial construction permits remained strong. The table below details all construction permits issued during the 2020 calendar year.

Month	New Residential		New Comm/Pub		Other Residential		Other Comm		Total All Permits		Cumulative Permits	
	# Permits	Valuation TTL	# Permits	Valuation TTL	# Permits	Valuation TTL	# Permits	Valuation TTL	# Permits	Valuation TTL	# Permits	Valuation TTL
2020												
January	20	\$2,905,670.43	2	\$61,153.08	19	\$419,504.85	6	\$2,029,445.00	47	\$5,415,773.36	47	\$5,415,773.36
February	24	\$3,877,956.00	1	\$101,936.00	34	\$534,136.79	13	\$607,180.34	72	\$5,121,209.13	119	\$10,536,982.49
March	25	\$4,034,786.84	1	\$1,018,744.00	26	\$603,718.60	11	\$552,544.60	63	\$6,209,794.04	182	\$16,746,776.53
April	36	\$5,134,283.30	1	\$271,564.35	20	\$391,792.75	7	\$967,583.31	64	\$6,765,223.71	246	\$23,512,000.24
May	44	\$7,290,947.19	0	\$0.00	27	\$429,876.70	4	\$231,950.00	75	\$7,952,773.89	321	\$31,464,774.13
June	30	\$5,013,069.82	0	\$0.00	38	\$513,789.93	3	\$19,500.00	71	\$5,546,359.75	392	\$37,011,133.88
July	27	\$4,858,836.84	1	\$590,400.00	31	\$829,032.45	3	\$264,106.15	62	\$6,542,375.44	454	\$43,553,509.32
August	31	\$4,913,424.21	0	\$0.00	27	\$436,421.29	5	\$127,261.45	63	\$5,477,106.95	517	\$49,030,616.27
September	59	\$8,993,279.79	1	\$2,100,257.50	14	\$750,014.61	7	\$50,177.00	81	\$11,893,728.90	598	\$60,924,345.17
October	15	\$2,300,982.28	3	\$368,108.76	39	\$622,507.77	6	\$58,953.90	63	\$3,350,552.71	661	\$64,274,897.88
November	36	\$5,351,100.70	1	\$84,300.80	23	\$409,447.37	5	\$1,262,825.00	65	\$7,107,673.87	726	\$71,382,571.75
December	31	\$5,260,862.21	0	\$0.00	33	\$535,921.62	6	\$435,250.00	70	\$6,232,033.83	796	\$77,614,605.58
YTD Totals	378	\$59,935,199.61	11	\$4,596,464.49	331	\$6,476,164.73	76	\$6,606,776.75	796	\$77,614,605.58		
YTD TTL	796	\$77,614,605.58	All Permit Types & Subtypes Listed Above									

KINGMAN AIRPORT CONTINUES TO PROVIDE VALUABLE ECONOMIC IMPACT FOR THE CITY

The final results of the Arizona Aviation Economic Impact Study (AEIS), including the direct economic impact of the Kingman Airport, have been released. Economic impacts reflect on-airport employment, capital expenditures, and money spent off-airport by out-of-state visitors during their visit to Arizona who arrived/departed via general aviation and scheduled commercial service (as applicable). In this study, economic impacts are expressed in terms of jobs, earnings, and economic output.

The table below presents the final direct and total impacts of Kingman Airport, developed by AEIS 2019 base year, and those produced by the previous AEIS (2012). Based on quality control and review processes employed in the study, the model used to calculate economic impacts was adjusted to more accurately reflect economic activity in Arizona. In most cases, earnings increased while economic output decreased. Final numbers are now consistent with job and earnings growth in Arizona between 2012 and 2019 and are more easily verifiable by stakeholders.

Impact Cycle	2012	2019	CAGR
JOBS (NUMBER)			
Direct	126	265	11.2%
Total	261	599	12.6%
EARNINGS (\$)			
Direct	\$7,737,000	\$22,001,965	16.1%
Total	\$14,243,000	\$40,293,233	16.0%
ECONOMIC OUTPUT (\$)			
Direct	\$17,815,000	\$81,789,934	24.3%
Total	\$34,934,000	\$137,319,200	21.6%



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NOTEWORTHY ACCOMPLISHMENTS IN TOURISM AND ECONOMIC DEVELOPMENT AROUND KINGMAN

The Office of Tourism and Economic Development developed several programs specifically to assist Kingman small businesses in their recovery post COVID while still abiding by *Slow The Spread* restrictions that were in place.

- ✔ Published temporary closures, current operating hours, and alternative options such as curbside pick-up on GoKingman.com, and conducted weekly calls to area dining, shopping, and pharmacy businesses from late March into June to keep this information accurate and available to the public
- ✔ Secured 46 gallons of hand sanitizer to distribute in support packages to local businesses
- ✔ Secured mobile device tracking data to understand changing visitation trends, and then held one-on-one sessions with local organizations and businesses to help them fine-tune or identify new markets
- ✔ Launched a Facebook Marketing Grant funded with \$10,000 to provide marketing assistance to Kingman businesses serving the travel industry
- ✔ Provided \$8,000 in subsidies for membership to Local First AZ, a non-profit business-orientated organization providing marketing and outreach opportunities and consultations
- ✔ Sponsored a Chamber “Shop Local” campaign over the holiday shopping season (Sept 27 – Nov 28), resulting in over \$20,000 of economic activity for local small businesses
- ✔ Partnered with the Arizona Office of Tourism to support a MyHownd™ app transaction fee-free program to generate new business from the traveling public
- ✔ Launched a Utility Assistance Program to provide water/sanitation utility bill relief to businesses affected by COVID operating restrictions
- ✔ Hosted a Main Street Coordinator (Vista - an AmeriCorps volunteer) in the Kingman Office of Tourism to provide direction and direct assistance to the Downtown business community
- ✔ Provided conference room space for trainings and interviews to businesses that could not use their own space

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Investments Made in 2020:

In May, the Office of Tourism hosted a virtual Inaugural Lighting Event for the Kingman Visitor Center & Route 66 Monument sign, a \$40,500 investment. The event was in collaboration with the Arizona Office of Tourism, Historic Route 66 Association of Arizona, and Kingman Main Street. It included a live musical performance and was live streamed on Facebook with a reach of 11,215 and a high engagement rate of 2,572.



October through December, tour bus parking was added in three locations downtown: one (1) space on 3rd Street between Beale Street and Andy Devine, one (1) space on Spring Street near 5th Street, and five (5) spaces at the Visitor Center where new pavement was added to the south parking lot.

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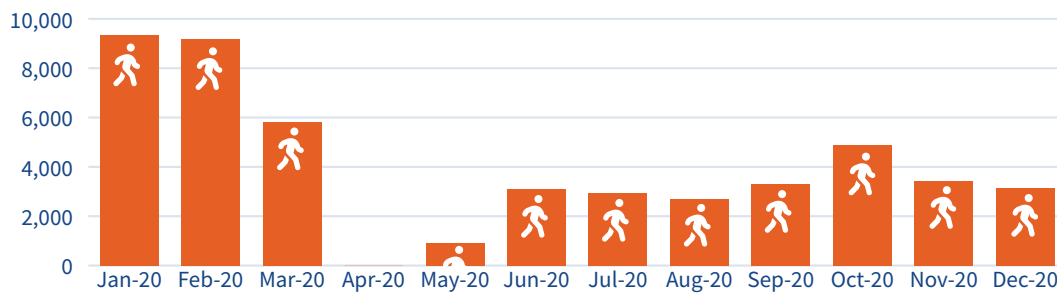
Ongoing Projects:

- ✔ Softball and Little League Tournaments that would have otherwise been hosted in nearby California and Nevada communities contributed to sustainable hotel occupancies and restaurant sales in 2020. For the months of June through December, 22 tournaments were hosted in Kingman, totaling approximately 640-690 teams.
- ✔ Downtown parking and bringing back motor coaches – the Tourism Team identified 239 tour and charter companies that had visited the Visitor Center in 2019 to early 2020, then reached out and found 171 to still be in business, though not back in operation. Also attended the National Tour Association's virtual Travel Exchange (vTREX) on November 16-17. Targeting tour companies operating in the area with special emphasis on those that had visited Kingman, we requested appointments with 15 tour operators and secured nine meeting appointments.
- ✔ The Office of Tourism conducted an audit of Kingman business profiles on Google My Business, Apple Maps, and Bing Maps. By performing the audit, the team identified missing data, profile discrepancies, and inadequate or poor-quality visual content. With these findings, the team developed an action plan to correct business profiles in Kingman and improve the overall online profile for the City.
- ✔ 750 businesses were evaluated over two phases: Phase I included the audit of 199 hospitality profiles in May and June; Phase II included auditing 549 general business profiles in July through December.
- ✔ 805 discrepancies or missing profile data points were identified within all three platforms (Google My Business, Apple Maps, and Bing Maps).
- ✔ Contributions in Phase I included 16 edits and the addition of 316 images to Google My Business profiles in Google Maps. These images were viewed by Google Maps users 581,339 times in 2020. Phase II continued into 2021.

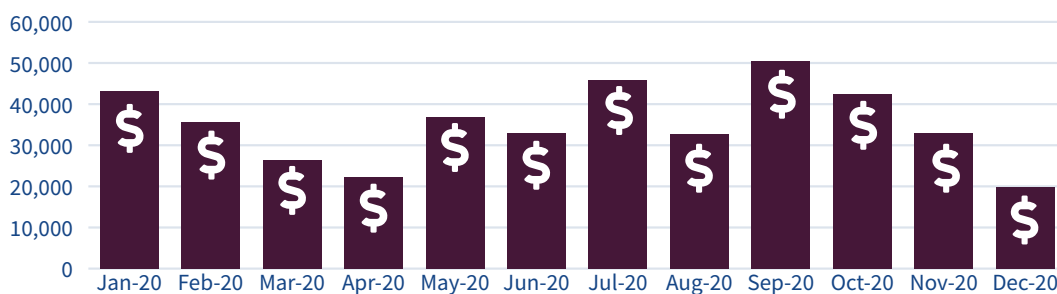
Council approved Kingman’s new branding development strategy. The Office of Tourism implemented the new branding approach to capitalize on the outdoor focus:

- ✔ Added new branding to our website www.GoKingman.com
- ✔ Secured the domains ExploreKingman.com, .org, .net, and .info. (FY2021-2022 plans include updating consumer site URL to ExploreKingman.com)
- ✔ 2020 visitor information brochure fulfillment
- ✔ Social media pages and accounts were updated to @explorekingman across all platforms (Facebook, Instagram, Twitter, Pinterest, Snapchat, TikTok)
- ✔ Billboards added in Seligman (July 2020 to present) and Needles (Dec 2020 to March 2021)
- ✔ All online display advertising
- ✔ All print advertising
- ✔ Office of Tourism utilized the visual influencer platform CrowdRiff to build a collection of visual assets around the new branding strategy. The powerful tool allows for the identification of engaging, authentic content, activated in real-time, and leveraged across all social channels.

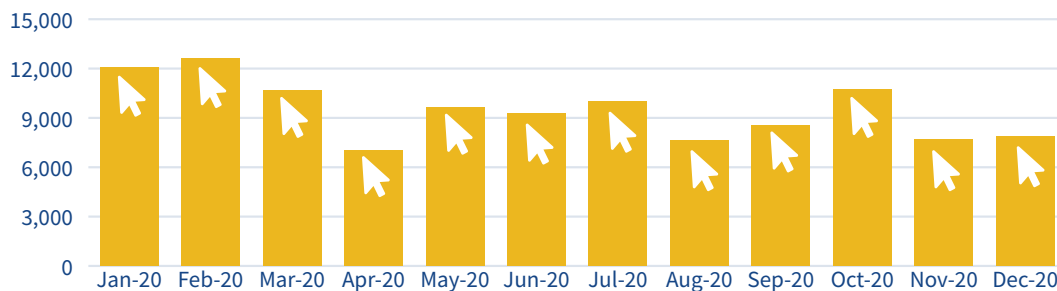
Visitor Center Traffic



Lodging TPT (Sales Tax Collections)



GoKingman.com Web Sessions



LOOKING TO THE FUTURE

It appears that we are approaching the tail end of the pandemic and for the first time in our nation’s history businesses were forced to shut down. With this reopening of America, and looking into 2021, the Economic Development Team anticipates a year of numerous growth opportunities.

On the industrial, manufacturing, and distribution side, all indicators show that vacant industrial space will see substantial infill, resulting in the existing building options for leases to go away, and bringing about a very low vacancy rate at the Industrial Park going into 2022. This will potentially lead to additional land sales for Industrial Spec development, built to suit, or businesses buying land and building and owning their own facilities.

Kingman’s tourism and hospitality sectors will continue to see domestic growth in 2021, though international visitation likely won’t return to 2019 numbers until after 2022. Travelers will be seeking outdoor experiences and wide-open spaces, something that Kingman has in abundance and fits well with our new brand – *Rugged, Adventurous, & Unafraid*. Community events will begin returning in 2021, with complete restoration of annual events anticipated by 2022.

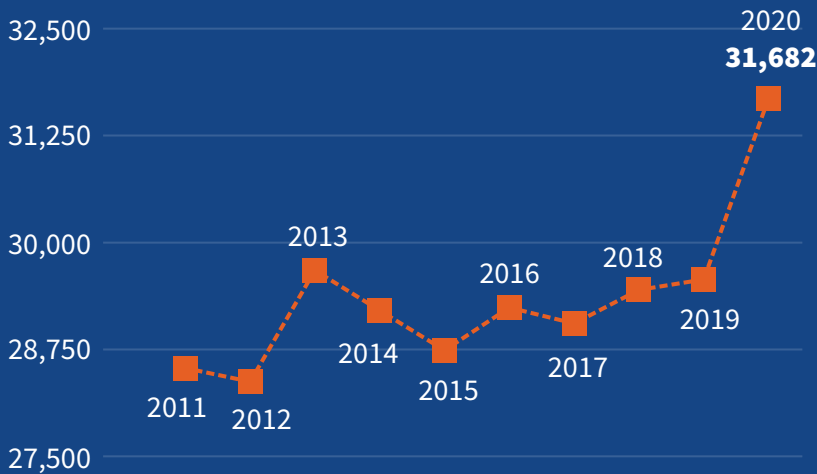
On the retail side, the City of Kingman anticipates a year of growth due to our great proximity to the highly traveled I-40 interstate and population growth due to the high influx of out-of-state homebuyers seeking to move away from metros and densely populated areas, especially since the COVID-19 pandemic. Local restaurants and businesses will see more activity than 2020 as more people are out dining and shopping and tourism returns. Kingman is a location where many travelers stop as they travel between Las Vegas, Phoenix, Flagstaff, and Los Angeles, which contributes to the fact that the Kingman Cracker Barrel restaurant is the #1 most visited Cracker Barrel nationwide. The Kingman Wal-Mart is ranked the 76th most visited Wal-Mart out of more than 4,700 Wal-Mart locations nationwide. Kingman eagerly anticipates the arrival of more dining and retail in 2021 and subsequent years.

In 2021, the Economic Development Team will be actively focusing on the following:

1. Continue to market and prepare land for sale and lease at the Kingman Airport and Industrial Park, aligned with our targeted industries. Locating new business is a vital component to growing our base industries, bringing new revenues into our community.
2. Work with the FAA and City of Kingman consultants in an effort to have the land conditions released from over 1,800 acres at the Kingman Airport. The release of this land will prepare Kingman for the next 20 years of industrial and manufacturing growth.
3. Work closely with our partners and providers to improve broadband/fiber internet connectivity throughout the Kingman region.
4. Continue to monitor the demographics of our traveling public and appropriately adjust our marketing to reflect these trends.
5. Continue our focus on bringing group travel back by attending trade shows to generate awareness of Kingman group offerings and downtown motor coach parking.
6. Continue building our content library to reflect Kingman’s new brand, including photography, video, printed materials, and written content.
7. Assist event coordinators with a successful return of events post-COVID recovery period and develop an all-new Route 66 Festival in November 2021.
8. Install a permanent Route 66 Drive-Thru Shield to give travelers 24-hour access to make their own Route 66 memories in Kingman.
9. Support Kingman small business recovery and assist with various small business incentive programs.
10. Attract new retail to infill vacant commercial plaza suites and commercial land.
11. Continue to work with various partners such as Mohave County Economic Development Department, Kingman Area Chamber of Commerce, ARIZONA@WORK, MCC SBDC, and Local AZ First to offer support and resources to Kingman businesses.
12. Work with Downtown Kingman businesses on downtown revitalization and beautification efforts by encouraging participation in the Façade Improvement Program and future streetscape public meetings.

2020 PERFORMANCE INDICATORS

POPULATION GROWTH



WEBSITE

7,900

TOTAL SESSIONS ON
www.ChooseKingman.com

91,400

TOTAL SESSIONS ON
www.GoKingman.com

5 YEAR ECONOMIC IMPACT

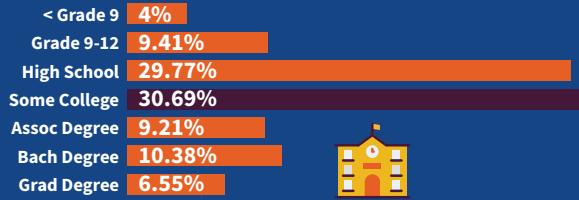
Type	Name	Location	Jobs Created / Retained	Average Wage of Jobs Created or Detained	Total Sq. Ft.
Aviation	Jet Yard	Kingman Airport	5	\$42,900.00	6,000
Manufacturing	Shelves West	Kingman Industrial Park	40	\$27,300.00	100,000
Manufacturing	Interstate Trailer Expansion	Kingman Industrial Park	50	\$48,000.00	7,000
Manufacturing	American Woodmark Corp.	Kingman Industrial Park	37	\$33,150.00	8,000
Manufacturing	Interstate Group, LLC Dump Div.	Kingman Industrial Park	10	\$48,000.00	3,000
Dining	Human Bean	Route 66 Retail	5	\$26,000.00	544
Dining	Culvers	Stockton Hill Retail	55	\$27,200.00	4,500
Specialty Dining	Diana's Cellar Door Wine Bar	Parklet Downtown	3	\$30,000.00	288
Retail	Ashley's Homestore Outlet	Route 66 Retail	13	\$27,300.00	40,000
Service	Department of Economic Security	Airway	0	*	40,000
Service	Mohave Eye Center	Airway	*	*	7,840
Dining	Rickety Cricket Parklet	Parklet Downtown	*	*	1,000
				\$309,850.00	
Direct Jobs			218	\$34,427.78	226,017

Total 5 Year Economic Impact **\$229,837,797.00**
Total 5 Year Local Tax Revenue Impact **\$5,081,898.00**
Companies Directly and Indirectly Support **Local Jobs 300**

*Data not available.

EDUCATIONAL ATTAINMENT

26.14% of the population in Kingman have an Associate's degree or higher. 56.83% have completed some college or higher.



COLLEGES

2 in the community
3 within 50 miles

UNIVERSITIES

1 in the community
1 within 50 miles

BUSINESS LICENSES ISSUED

2019: **283**

2020: **272**



HOW RESIDENTS SPEND THEIR MONEY (PER HOUSEHOLD)

Shelter

\$10,002

Transportation

\$8,612

Food and Beverage

\$7,044

Health Care

\$4,181

Utilities

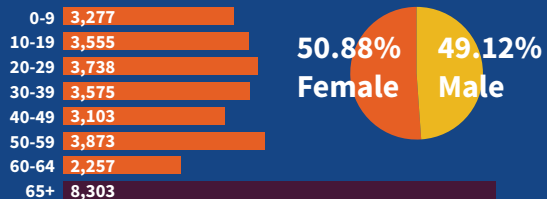
\$3,686

\$47,345 Median Household Expenditure
13,680 Households in Kingman

5 Year Economic Impact	5 Year Local Tax Revenue Impact
\$4,771,489.00	\$95,570.00
\$21,932,311.00	\$930,508.00
\$93,447,405.00	\$869,275.00
\$37,362,613.00	\$839,504.00
\$18,689,481.00	\$341,380.00
\$3,136,608.00	\$131,985.00
\$36,387,066.00	\$1,432,964.00
\$2,171,498.00	\$46,650.00
\$11,939,326.00	\$282,977.00
*	\$102,375.00
*	\$7,505.00
*	\$1,197.00
\$229,837,797.00	\$5,081,898.00

PEOPLE

The total population of Kingman is 31,682. The median age is 44.49.



HOUSING

There are 104% more households who own their homes than there are renters.

RENTERS
32.88%



OWNERS
67.12%





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The City of Kingman Economic Development Team works year-round to elevate, enhance, and ensure Kingman will be a desirable community in which to live, learn, conduct business, and explore. Through its economic development investments and programs, the City of Kingman retains, cultivates, and attracts targeted industries which improve the community's tax base and quality of life, and foster success for all citizens.

Please contact our team to learn more about our services and available assistance.

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