

ECONOMIC DEVELOPMENT
Annual Report



Vision & Mission

KINGMAN FORWARD

A renewed commitment to economic development, the city's traded sector, population serving, and visitor-serving businesses—essential components of the City of Kingman's economy and unique community.

Kingman is a community of opportunity for commercial, industrial, residential, and tourism development with a dynamic economy, strong labor force, and unmatched living and working environment. To ensure long-term economic vitality and to enhance the overall quality of life, the City of Kingman is developing initiatives to attract and retain businesses, increase visitor travel, create cooperative partnerships, foster employment opportunities, and expand the tax base through the redevelopment of the historic business district and vibrant Downtown.



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Letter From The Kingman Economic Development Department Director

The Economic Development Team is excited to present the 2022 Economic Development Annual Report. This year was the start and culmination of many exciting projects, with some projects starting before 2021 and being completed this year.

I want to start the 2022 Economic Development Annual Report by recognizing a pioneer in Economic Development at the City of Kingman and throughout Mohave County, Gary Kellogg. Gary led the City of Kingman’s Economic Development Team from its creation in 2018 through his retirement in 2022. At the outset, Gary was directed to lead the Economic Development Department, the Kingman Airport, Planning and Zoning, and Tourism. Before 2018, Kingman did not have an airport or economic development department. As you can imagine, there were many new challenges, but with those challenges came many successes.



L to R: Bennett Bratley, Gary Kellogg

With Gary at the helm, his teams participated in the creation and implementation of the 2019 Economic Development Plan, the 2019 City of Kingman branding strategy, the completion of an updated 1971 zoning code, the 10-Year Airport Master Plan, Route 66 Fest, Route 66 Drive-Thru Shield, Façade, Parklets & Pedlets programs, \$2.9 million in Industrial Park land sales, \$45 million broadband investment, and four comprehensive award-winning websites, to name just some of the many programs and projects completed under the economic development departments.

I am very honored to have had the opportunity to work with Gary in this field for the last 13 years. Gary was instrumental in my joining the team in 2018. He will be missed, but his knowledge and expertise will continue through the team he has mentored over the years.

Since 2018, the economic development department’s strategies have opened new doors for the growth and prosperity of its citizens. As we look back at 2022 and move into 2023, we must not forget that an effective local economic development department can generate jobs, reduce social inequality, and improve investor information flows, leading to more private investment, higher productivity, and better competitiveness. Cities with more resources will, in turn, increase tax revenues, available jobs, and opportunities for citizens.

Kingman’s future is promising and heading in a positive direction with the future interchanges progressing forward, more companies choosing to expand or relocate to the Industrial Park, new retail and small businesses opening in town, and a thriving economic development department; the team believes that this growth trend will continue.

Our team is excited to present this report on economic development for 2022 to the community. We want to thank the community for supporting this continual endeavor to grow and improve Kingman.

Sincerely,

Bennett Bratley
Economic Development Director

Kingman Represented at Economic Development Conferences

International Economic Development Council (IEDC) Annual Conference

Bennett Bratley, Kingman Economic Development Department Director, attended the IEDC Annual Conference in Oklahoma City in September 2022. The annual conference provided an opportunity to interact with economic development professionals from across the country to gain invaluable industry insight about pressing topics, including economic reinvention, community innovation, and disaster recovery and resiliency.



▲ L to R: Carrie Kelley, Executive Director, Arizona Association for Economic Development; Bennett Bratley, Kingman Economic Development Department Director; Mignon Hollis, Executive Director, Arizona Regional Economic Development Foundation.

Arizona Association for Economic Development (AAED) Fall Forum

Kingman Economic Development Department staff attended the AAED Fall Forum, held in Maricopa in October 2022, to hear from colleagues across the State of Arizona about such important topics as the impact of mega-events on tourism and economic development, benefits of public and private sector teaming, new technologies related to Arizona drought conditions, the 2022 legislative session, engaging the next generation of economic developers, global supply chain issues, value of infrastructure projects, alternative solutions to rural housing, and non-traditional approaches to activating the local workforce.



▲ L to R: Bennett Bratley, Kingman Economic Development Department Director (Current); Tami Ursenbach, Mohave County Economic Development Director; Gary Kellogg, Kingman Economic Development Department Director (Former, Retired); Sylvia Shaffer, Kingman Economic Development Department Manager; Gina Kremper, Mohave County Economic Development and Tourism Specialist; Becky Fawson, Kingman Chamber Executive Director.

Downtown Kingman Growth Remains Strong

Over the past several years, the downtown Kingman area has been transitioning into a very active and attractive town center for tourists, local residents, and downtown employees to dine, shop, and enjoy local events. The Economic Development Team has worked hard to formulate incentive programs and projects to assist and encourage small business growth in the downtown area and contribute to beautification efforts.

Incentive Programs Offered:

- Infill Incentive Program
- Façade Improvement Program

In 2022, several downtown small businesses opened their doors or were making their way through the permitting process, including:

TYPE	COMPANY NAME	LOCATION	SQ FT
Services	Route 66 Embroidery (relocation and expansion)	E. Beale Street	6,128
Dining	Calico’s Restaurant (remodeled and reopened)	Andy Devine Avenue	5,874
Retail	The Healthy Bar	E. Beale Street	4,625
Services	Ike’s House of Signs (relocation and expansion)	4th Street	4,230
Retail	The Eclectic Quail	E. Beale Street	2,433
Retail	Shady Grove Records (relocation and expansion)	E. Beale Street	2,000
Services	Innovative Health and Wellness (grand reopening)	Oak Street	1,535
Retail	Heard It Through The Grapevine	E. Beale Street	1,508
Retail	The Hen House	E. Beale Street	1,134
Retail	Mr. D’s Gourmet Creations	8th Street	768
Retail	Victoria Sugar Shack (new downtown location, expansion)	5th Street	302
Retail	Forever Fringed	4th Street	300
TOTAL			30,837

In partnership with the Kingman Chamber of Commerce and Mohave Community College Small Business Development Center (MCC SBDC), the Economic Development Team assists new and existing small businesses to hold ribbon cutting events, encourages Chamber membership and mixer opportunities, and offers resources, such as small business development guidance, through the MCC SBDC.

To find out more about these great programs, visit www.ChooseKingman.com.

Kingman Municipal Airport is a Valuable Community Asset

The Kingman Municipal Airport (IGM) has been used for airplane storage since WWII and continues to house hundreds of airplanes that generate revenue for the City of Kingman. Kingman Airport is an exciting place with large growth potential for its employees, the Airport itself, the City, and the Region. The City of Kingman has built an innovative and collaborative team that serves the Airport’s customers with professionalism, integrity, and commitment. Kingman Airport has available space for future plane storage needs, as well as aeronautical businesses looking to relocate.

Notable Airport projects focused on in 2022 were:

- ▶ Airport Stormwater Study
- ▶ Taxiway D Rehab Design Phase
- ▶ Dross Remediation Design
- ▶ Industrial Park Expansion Development Plan

Plane Storage Revenue

	2020	2021	2022
Kingman Airline Services, Inc.	\$597,519.74	\$761,191.60	\$810,445.43
Ameriflight, LLC	\$7,977.51	\$6,650.71	\$6,043.68
Jet Yard, LLC	\$1,477.74	\$10,199.76	\$51,174.70
Frontera	\$2,955.48	\$34,973.18	\$29,937.60
Total	\$609,930.47	\$813,015.25	\$897,601.41



Doug Breckenridge

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www.KingmanAirport.com

“Our main focus in 2022 was the Airport Capital Improvement Plan (ACIP) which provides for individual airports and federal and state planning agencies on anticipated capital development needs over 3-5 years. This includes preparing estimates for the new proposed project scheduled for the fifth year of the plan. This year’s meeting will consist of adding the construction phase of two projects where the scheduled design phase of these projects is already scheduled for Fiscal Year 2028. These projects are Taxiway A rehabilitation, the geometry redesign, and the creation of a dedicated large aircraft run-up area with a blast fence. The Airport Capital Improvement Plan is the primary planning tool for identifying and prioritizing critical airport development and associated capital needs over a five-year period. The plan helps the Federal Aviation Administration and Arizona Department of Transportation budget for projected projects at airports.”

— Doug Breckenridge, General Manager, Kingman Municipal Airport



New Job Creation and Business Growth

NEW JOB CREATION

TYPE	COMPANY NAME	LOCATION	JOBS CREATED / RETAINED	TOTAL SQ FT
Distribution	FedEx	Kingman Industrial Park	50	217,000
Service	Allo Communications	Kingman Industrial Park	15	18,000
Distribution	Shelves West	Kingman Industrial Park	15	125,000
Manufacturing	Interstate Group, LLC Dump Division	Kingman Industrial Park	10	22,000
Distribution	Invacare	Kingman Industrial Park	6	25,000
Manufacturing	HazCycle	Kingman Industrial Park	5	16,000
Manufacturing	ISCO Industries	Kingman Industrial Park	5	40,000
Manufacturing	Trical	Kingman Industrial Park	3	15,000
Manufacturing	Mission Power	Kingman Industrial Park	2	11,000
Manufacturing	Stage FX	Kingman Industrial Park	0	50,000
TOTAL			111	539,000

RETAIL AND COMMERCIAL (NEW/ADDITIONS)

TYPE	COMPANY NAME	LOCATION	TOTAL SQ FT
Retail	Mohave County Donation Center	Stockton Hill Road	7,680
Service	Mohave County Humane Society	Andy Devine Avenue	7,125
Service	Horizon Community Bank	Stockton Hill Road	4,450
Service	Aspen Dental Office	Stockton Hill Road	3,427
Retail	Optimum	Stockton Hill Road	2,100
Service	Take 5 Auto	Stockton Hill Road	2,000
Service	Sutton Memorial Home Addition	Sycamore Avenue	480
Retail	Roberto Hay Sales	Airway Avenue	360
TOTAL			27,622

REMODELS AND OPENING FOR BUSINESS

TYPE	COMPANY NAME	LOCATION	TOTAL SQ FT
Retail	Tractor Supply Outdoor Greenhouse	Stockton Hill Road	6,864
Dining	Shanghai Asian	Stockton Hill Road	3,876
Dining	Olympus Diner	Eastern Avenue	3,646
Entertainment	Axe Bros Axe Throwing	Eastern Avenue	3,571
Service	Bulldog Disposal New Office	Andy Devine Avenue	2,273
Dining	Red Wine Bistro	Hualapai Mountain Road	2,177
Dining	Charleys Philly Steak	Stockton Hill Road	2,022
Service	Eco Elegant	Stockton Hill Road	1,625
Retail	Off the Floor Décor	Hualapai Mountain Road	1,500
Services	Slightly High Maintenance	Hualapai Mountain Road	1,320
Service	Route 66 Plumbing	Chambers Avenue	1,032
Retail	Big Mike Certified Toy Experience	Stockton Hill Road	1,000
Retail	Annabel Candy Shop	Stockton Hill Road	200
Dining	Kusina De Manila	Stockton Hill Road	200
TOTAL			31,306

City Sells Land for Snack Company Distribution at Industrial Park

The City of Kingman’s Economic Development Department announced in April 2022 a new, local exchange center that broke ground the same month.

The Frito-Lay project was built on a site that was formally known as the Honor Farm. This facility was opened in the mid-1980s by Mohave County as a holding facility to relieve pressure at the Mohave County Jail. In later years, the Mohave County Sheriff’s Department used it as a testing facility for recruits. In 2011, the facility was showing major signs of disrepair.

The Economic Development Team realized that there were some potential sites in the Industrial Park that the city owned but would need to be redeveloped to prepare them for potential future sales. This particular site consisted of three concrete buildings, two single-wide trailers, and a lot of dead trees and weeds. After the demolishing project ended, shortly thereafter, a letter of interest was received from the Crosland Barnes Group to purchase the site. The Economic Development Team’s forethought allowed the PepsiCo Frito-Lay distribution center to be developed at the Industrial Park.

The project was completed in 2022 by constructing a 5,276 SQ FT building. The project will serve the Kingman market.



*“Thanks to the Economic Development Team, the City of Kingman, and the various departments, this project moved through the process with ease.”
— Crosland Barnes Group (CBG)*

Economic Impact Analysis Completed

In 2022, an economic and revenue impact analysis of the Kingman Municipal Airport and Industrial Park was completed to provide a framework for understanding the benefits that the airport and industrial park generate for the City of Kingman and Mohave County. The impacts include operations of the airport and the businesses within the Industrial Park. The results are based on actual airport operations data for the past three years and data on estimated employment at industrial park businesses, as provided by the Kingman airport general manager and economic development director.

What is the Economic Impact?

The Kingman Municipal Airport and Industrial Park is comprised of more than 80 businesses and directly employs nearly 2,700 people (about 2,500 full-time equivalent workers). When these businesses and employees spend their money locally, additional jobs are created. As a result, the total number of jobs supported is more than 3,600, and the total economic impact is \$751 million throughout Arizona.



82
Businesses



\$751M
Economic Impact



2,673
Employees



1.4X
Employment Magnifier*



3,604
Jobs Supported

*For every two full-time jobs added at the Kingman Municipal Airport and Industrial Park, an additional job is supported within the State of Arizona.

Rail Cars Switched for Customers in Kingman Industrial Park

2018	1,591
2019	1,775
2020	1,869
2021	1,903
2022	1,831

Rail Cars Stored in Kingman Industrial Park

2018	4,579
2019	4,499
2020	6,077
2021	3,691
2022	4,628

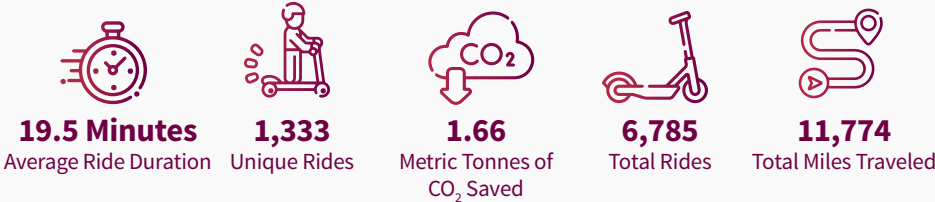
Bird Scooter Takes Flight in Kingman

On February 1, 2022, the City of Kingman entered into a temporary operating agreement with Bird Rides Inc., a leading provider of electric bikes and scooters. The operating agreement was set up as a pilot program that would enable the City to analyze how this alternative mode of transportation would be received and used by the community and those visiting.

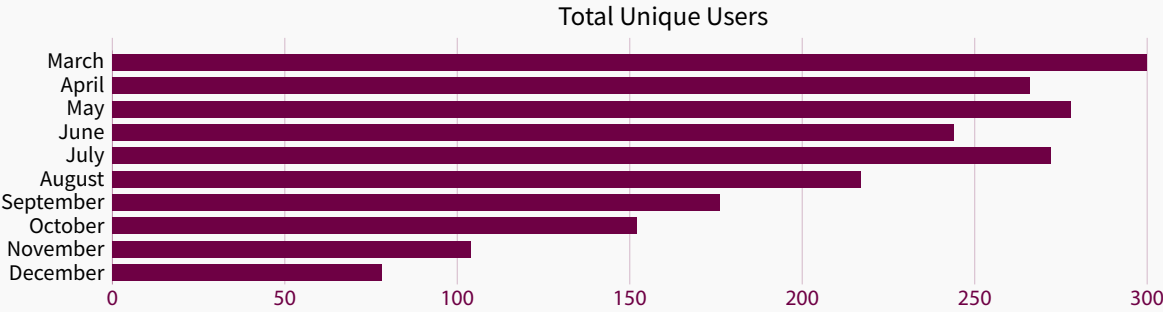


Instead of allowing the scooters to be operated throughout the whole city a phase one pilot area was established so it could be managed and monitored. Currently, the City hosts a fleet of 50 scooters; however, due to charging and repairs not all 50 scooters are typically deployed in the community all at once. Bird has helped people get all around Kingman; check out the rider map!

Here is a glance at Bird, so far:



"We applaud the City of Kingman for their commitment to offering residents and visitors convenient, environmentally friendly, and reliable transportation options. We've seen success so far with the program and will continue to work with the City's Economic Development Team to expand our services within the community. We're excited about what's to come!"
 — Bird Spokesperson



Month (2022)	Rides	Average Rides Per Day	Total Distance Traveled (Mi.)	Average Distance Traveled (Mi.)	Rides Per Scooter	Average Ride Duration (Min)	Average Available Scooters	Unique Users	Rides Per User	Total Time Ridden (Min.)
March	1,154	42	1,984.06	1.72	60.74	18.40	19	300	3.80	-
April	903	31	1,767.25	1.96	37.63	22.90	24	266	3.40	-
May	1,112	35	2,172.06	1.95	35.87	20.30	31	278	4	-
June	710	23	1,391.52	1.96	29.58	21.10	24	244	2.90	-
July	802	25	1,576.49	1.97	34.87	21.60	23	272	2.90	-
August	781	25	1,086.84	1.39	45.94	16.90	17	217	3.60	-
September	620	20	986.53	1.59	41.33	18.60	15	176	3.50	-
October	452	14	517.61	1.15	34.77	15.20	13	152	3	-
November	257	17	293.95	2.18	28.55	28.60	18	104	4.90	-
December	210	7	261.39	1.24	26.25	14.80	8	78	2.70	-
Total	7,001	23.90	12,037.70	1.71	37.55	19.84	19.20	2,087	3.47	126,228

New Business Grand Openings and Expansions Abound

The retail sector across Kingman continued to experience strong growth in 2022 with several new businesses celebrating their grand opening.

In addition to the new retail businesses opening doors in Kingman, dining and entertainment establishments and venues also celebrated a strong year.



Off the Flor Décor & More



Innovative Health and Wellness



Red Cellar & Bistro



Allo Communications



Shanghai Asian Seafood Restaurant



Liquid Bistro (Existing Business; Added Outdoor Coffee Garden)



Eco Elegant Green Cleaners



Tesla Superchargers



Olympus Diner



Forever Fringed



Eclectic Quail, The Sacred Soap Shoppe, and Harmonious Soul (Co-op)



Summer Ray Wine Bar & Local Eatery (Grand Reopening)



Charleys Cheesesteaks



Metcalfe Park Rock Climbing



Axe Bros

Small Business has a Large Impact on Kingman

The Mohave Community College Small Business Development Center (MCC SBDC) annual goals focus primarily on these factors:

- ▶ New business startups
- ▶ Jobs created
- ▶ Jobs retained
- ▶ New capital invested – includes initial capital investment for startups and increased capital investment for existing businesses
- ▶ Increased sales revenue of existing businesses

The data displayed below for the 2022 calendar year outlines the overall goal that MCC SBDC reached and the specific impact for Kingman with data provided by zip code.



Total Business Startups (Mohave County)	Total Business Startups (Kingman)	% Business Startups (Kingman)	# Business Startups (Kingman) by Zip	% Business Startups (Kingman) by Zip
60	27	45%	86401 – 13	48%
			86402 – 1	4%
			86409 – 13	48%

Total Jobs Created (Mohave County)	Total Jobs Created (Kingman)	% Jobs Created (Kingman)	# Jobs Created (Kingman) by Zip	% Jobs Created (Kingman) by Zip
104.5	50.5	48%	86401 – 24	48%
			86402 – 1	2%
			86409 – 25.5	50%

Total Jobs Retained (Mohave County)	Total Jobs Retained (Kingman)	% Jobs Retained (Kingman)	# Jobs Retained (Kingman) by Zip	% Jobs Retained (Kingman) by Zip
66	46	70%	86401 – 16	35%
			86402 – 0	0%
			86409 – 30	65%

Total New Capital Invested (Mohave County)	Total New Capital Invested (Kingman)	% New Capital Invested (Kingman)	\$ New Capital Invested (Kingman) by Zip	% New Capital Invested (Kingman) by Zip
\$5,880,182	\$4,841,719	82%	86401 – \$1,671,300	35%
			86402 – \$35,000	1%
			86409 – \$3,135,419	65%

Total Increased Sales Revenue (Mohave County)	Total Increased Sales Revenue (Kingman)	% Increased Sales Revenue (Kingman)	\$ Increased Sales Revenue (Kingman) by Zip	% Increased Sales Revenue (Kingman) by Zip
\$2,900,890	\$2,595,000	89%	86401 – \$0	0%
			86402 – \$0	0%
			86409 – \$2,595,000	100%

Strong Construction Permit Demand Continues

Soaring construction demand, inflation, pandemic-related restrictions, supply chain disruptions, labor shortages, and the war in Ukraine brought about rising costs and some uncertainty in 2022. Despite these concerns, Kingman's demand for new construction projects remained strong. Due to the considerable pent-up demand for new construction and the nationwide housing shortage, in many cases, projects were able to pass costs on. New permits for residential and commercial building continued to grow.

RESIDENTIAL & COMMERCIAL INSPECTIONS/PERMITS

PERMITS & VALUE	Jan	Feb	Mar	Apr	May	Jun
New Residential Permits Issued	19	66	94	110	117	127
New Commercial Permits Issued	0	5	7	0	0	1
New Residential Valuation	\$2,958,329	\$4,178,247	\$7,125,565	\$7,541,264	\$8,166,591	\$6,073,937
New Commercial Valuation	\$-	\$2,405,543	\$291,099	\$ -	\$ -	\$921,530
BUILDING ACTIVITY	Jan	Feb	Mar	Apr	May	Jun
New Commercial Plan Review	6	8	3	2	1	1
Other Commercial Reviews	80	0	9	0	7	8
New Residential Plan Review	111	76	194	352	71	88
Other Residential Plan Reviews	119	0	0	0	0	0
Sign Review	15	3	5	7	1	4
Special Events Permits	1	0	0	0	0	0
Other Reviews	3	0	0	0	0	0
Total	335	87	211	361	80	101

PERMITS & VALUE	Jul	Aug	Sep	Oct	Nov	Dec	CY 2022
New Residential Permits Issued	14	9	91	77	75	61	860
New Commercial Permits Issued	0	1	5	8	9	1	37
New Residential Valuation	\$2,508,486	\$1,815,992	\$4,434,418	\$2,634,220	\$2,923,326	\$2,649,799	\$53,010,174
New Commercial Valuation	\$ -	\$679,573	\$1,160,662	\$315,460	\$280,280	\$1,279,553	\$7,333,699
BUILDING ACTIVITY	Jul	Aug	Sep	Oct	Nov	Dec	CY 2022
New Commercial Plan Review	1	1	3	4	0	1	31
Other Commercial Reviews	8	5	7	10	9	11	154
New Residential Plan Review	4	9	12	9	5	6	937
Other Residential Plan Reviews	75	63	79	63	70	79	548
Sign Review	2	2	3	1	1	3	47
Special Events Permits	0	0	0	0	0	0	1
Other Reviews	0	0	0	0	0	0	3
Total	90	80	104	87	85	100	1721

Tourism Accomplishments

Marketing Campaigns:

- ▶ Kingman Marketing Campaigns included digital, print, outdoor, trade show, and distribution
- ▶ AAA e-newsletters in AZ and TX winter and spring campaigns
- ▶ Google AdWords SEM (Search Engine Marketing) campaign with 594,225 impressions and a 7.3% click-thru rate
- ▶ YouTube video distribution with 647,778 impressions and 54.8% view rate
- ▶ Connected TV streaming advertisements (i.e., Hulu, Roku, Apple TV, Fox, ABC, etc.)
- ▶ Lead Generation with GoArizona.com
- ▶ Digital Display Advertising to retargeted audiences
- ▶ Facebook, Instagram, and Google AdWords campaigns for major event promotions
- ▶ Social Media Influencer Campaign with WildJoy Experiences (Instagram and TikTok)
- ▶ Print advertising, including publications such as Arizona Drive Guide, Grand Canyon Journal, Route Magazine, Rider Magazine (motorcycle), America Journal (German Market USA travel publication), newspaper inserts in Northern Arizona Newspapers, and the Mother Road Route 66 Passport
- ▶ Billboards facing Kingman in-coming traffic (I-40 East, I-40 West, US Hwy 93 South), billboard along AZ Hwy 66 on the east side of Seligman, AZ
- ▶ Distribution of the Kingman Visitor Guide by Certified Folder Distribution to 771 attractions, restaurants, hotels, RV Parks, and visitor centers along Colorado River Cities in Mohave County, at the Grand Canyon, along I-40 from Barstow, CA to Gallup, NM, in greater Phoenix, and greater Las Vegas
- ▶ Attendance at the 2022 IPW Trade Show (America's largest annual travel trade show), the Go West Summit (trade show focusing on destinations in the western US), and the National Tour Association Travel Exchange trade show

Media Assistance:

- ▶ Interviews with several local publications about returning events and travel impact
- ▶ Dominique Chouvet, French blogger
- ▶ News outlet The Drive covering the EV Toyota RAV 4
- ▶ Miles Partnership for use in the 2023 Arizona Official State Visitors' Guide
- ▶ Group Travel Leader Magazine
- ▶ Travel writer and photographer on assignment for Le Devoir (Quebec)
- ▶ A travel writer on assignment with palentware.com

- ▶ Arizona Office of Tourism PR consultant for Route 66 story pitch
- ▶ Arizona Office of Tourism for a German film crew
- ▶ Interview and tour for journalist on assignment with EV Builder's Guide
- ▶ Jeff Thisted, social media influencer who drives a 1955 Chevy 210
- ▶ Italian journalist and producer for Italian monthly car magazine FUORISTRADA
- ▶ A network TV show on the Peacock Network
- ▶ An editor of a niche UK-based publication

Coordination Assistance for New and Returning Events:

- ▶ Tesla Supercharger Site Dedication (Jan 22)
- ▶ Route 66 Fun Run (Apr 29 – May 1)
- ▶ National Road Trip Day Block Party (May 28)
- ▶ Route 66 Ultra-Run (Nov 11-13)
- ▶ Mustang Motorcycle Club of America Rally (Sep 28 – Oct 1)
- ▶ Kingman Grand Prix (Oct 1-2)
- ▶ Kingman Route 66 Fest (Oct 14-15)
- ▶ Monarch Triathlon (Oct 22)
- ▶ Beale Street Theater Fundraiser The Clown House (Oct 21-22, 28-29)
- ▶ Downtown Cookie Crawl (Dec 17)
- ▶ Very Merry Street of Lights (Dec 3)

Other Tourism Accomplishments:

- ▶ Tourism has a strong hand in assisting with the development and opening of the Tesla Supercharger site at the Kingman Visitor Center with 16 charging stalls, which has increased traffic to nearby Downtown businesses
- ▶ 309 events were published in the Community Event Calendar at www.ExploreKingman.com
- ▶ Miles Partnership Google Maps, Yelp, and TripAdvisor Destination Audit reviewing 497 Kingman brick-n-mortar businesses
- ▶ Tourism initiated updates or corrections of Google Places profiles for 93 businesses in Kingman
- ▶ Tourism Social Media Strategy developed with consulting firm Casual Astronaut
- ▶ Tourism assisted tour operators with bookings and group amenities
- ▶ Tourism offered Film Resource Management services for several film and digital media producers
- ▶ Tourism assisted with arranging tour stops for summer cross-country rally

2022 Marked the Return of Group Travel

In 2019, Group Travel was vibrant and accounted for a significant portion of the travel economy in Kingman. The Kingman Visitor Center alone hosted more than 2,000 groups, from small shuttles to full sized motor coaches. In March 2020, group travel came to a standstill, as it did for the entire country. Trade Shows with a focus on group travel turned virtual, if they existed at all.

That slowly began to change with the first in-person trade show, IPW Las Vegas, America's largest annual travel trade show, which was timidly held in September 2021. Show attendance was approximately one third that of a normal year, but the Kingman Office of Tourism attended and forecast a strong return to Group Travel over the next year.

More regular conventions were soon on the horizon, making it a goal to make up for lost time. The Kingman Tourism attended the Go West Summit in Reno, NV in February 2022. This trade show specifically highlights the Western U.S. states. Kingman Tourism met with 23 domestic and international tour operators and one media rep from Germany.

June 5-9, 2022, Kingman Tourism attended IPW in Miami, FL as a delegate with the Arizona Office of Tourism, meeting with 30 representatives from the U.S., Canada, U.K., Germany, Austria, The Netherlands, France, and China.

Finally, in November 2022, Kingman Tourism attended the National Tour Association Travel Exchange in Reno, NV, meeting with 18 tour operator representatives from the U.S., Canada, and the U.K.

In 2021, the Kingman Visitor Center hosted 292 groups, mostly smaller shuttles or half-full motor coaches. In 2022, the center welcomed 418 groups, a 43% increase year over year. The Kingman Office of Tourism anticipates these numbers increasing again in 2023, continuing its participation in trade shows and encouraging group tourism in Kingman.



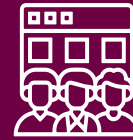
2022 Calendar Year Stats



139,217
VISITOR CENTER
TRAFFIC



\$881,740
LODGING SALES TAX
REVENUE



192,794
EXPLOREKINGMAN.COM
WEBSITE SESSIONS



22,000
CHOOSEKINGMAN.COM
WEBSITE SESSIONS



1,759
INSTAGRAM



13,615
FACEBOOK



138
TIKTOK



2,916
TWITTER



32,531
WEIBO

KINGMAN SOCIAL MEDIA FOLLOWERS

Tourist Origination Point



Top 10 States

California	13.3%
Arizona	9.9%
Nevada	4.1%
Texas	3.0%
Washington	2.5%
Florida	2.4%
Ohio	1.9%
Michigan	1.8%
Minnesota	1.7%
Illinois	1.7%

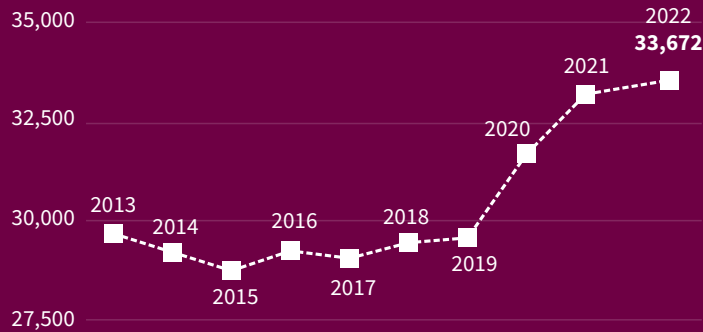


Top 10 Countries

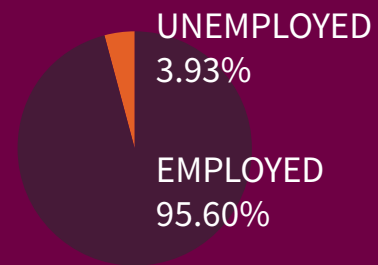
USA	69.0%
Germany	4.0%
Canada	3.9%
Italy	3.0%
United Kingdom	2.9%
France	2.8%
Spain	2.3%
Netherlands	1.4%
Brazil	1.3%
Poland	1.0%

2022 Data and Demographics

Population Growth

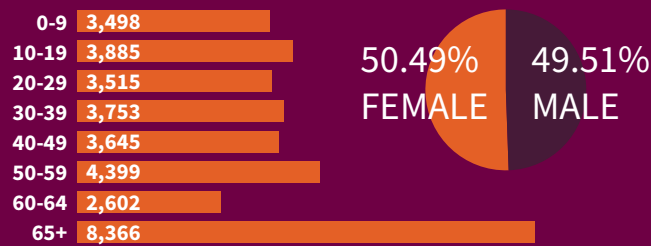


Labor Force



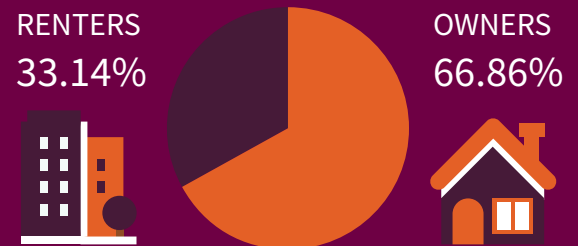
People

The total population of Kingman is 33,672. The median age is 45.

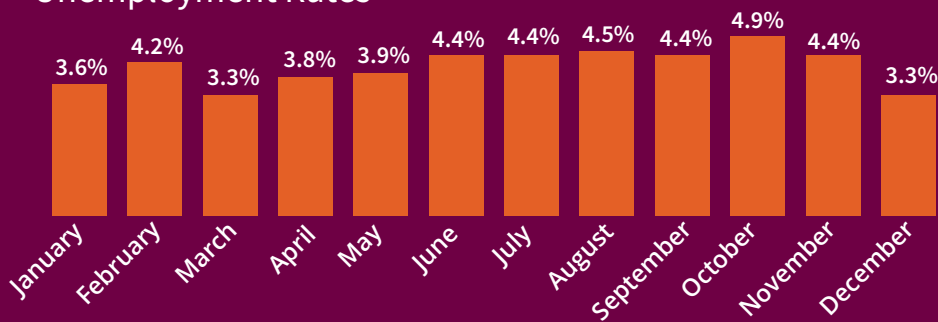


Housing

There are more than 2X as many households who own their homes than there are renters.



Unemployment Rates



\$54,346

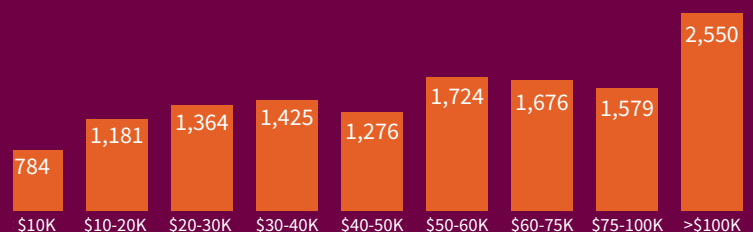
Median Household Income

5% more than the county

17% less than the state

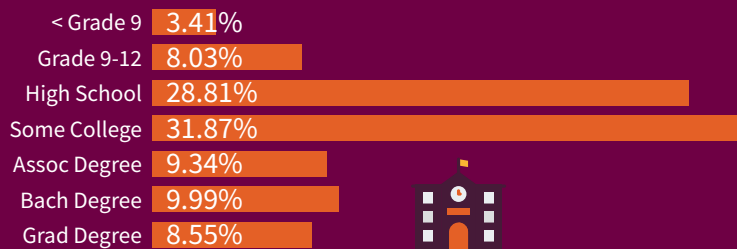
20% less than the nation

Income Distribution



Educational Attainment

27.88% of the population in Kingman have an Associate's degree or higher.
88.56% have a high school diploma or higher.



COLLEGES

2 in the community
3 within 50 miles

UNIVERSITIES

1 in the community
1 within 50 miles

How Residents Spend Their Money (per household)



Kingman Industrial Park Land Sales

YEAR	NUMBER	TOTAL NET PROCEEDS
2022	1	\$346,800.00
2021	2	\$2,093,650.00
2020	0	\$0
2019	4	\$484,800.00

Website

22,000 2022 **12,000** 2021
83.33% Increase

Total Sessions on
www.ChooseKingman.com

40K
Interstate 40
Daily Travelers

68,119
Population Within
20-Mile Radius

33,672
Kingman
Population

33,864
2026 Kingman
Projected Population

192,794 2022 **181,277** 2021
6.35% Increase

Total Sessions on
www.ExploreKingman.com



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 fosters success for all citizens.

Please contact the Economic Development Team to learn more about our services and available assistance.

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