



MONTHLY **UPDATE**

# ECONOMIC DEVELOPMENT + TOURISM

APRIL, 2026



## Citizen's Academy

The ECDEV team prepared and updated presentations for the Economic Development's session of the Citizen's Academy. The presentation included information on the shared co-work space, infill incentives, and the ASU MUEP 1-11 Corridor study. On April 1st the ECDEV team welcomed approximately 16 people to the Academy session at the Powerhouse Conference room. The team gave presentations on the Industrial Park, Retail, and Tourism. The event went well, there was an engaged group that asked questions, retained information that they were quizzed on. They left the meeting advocating for the City and out local industries.

## ASU MUEP I-40 / I-11 Corridor Study

A completed a thorough review was done of the over 160-page draft Kingman I11-I40 Gateway Vision ASU report and staff worked to consolidate and share all comments back to the ASU MUEP team. A meeting will be attended for the final presentation next week.



## Main Street USA Conference - Tulsa, OK

Staff attended the Main Street USA Conference which provided valuable insights into downtown revitalization, small business development, and public-private collaboration. Educational sessions that focused on public art, business retention and expansion, AI tools, opportunities to expand business support programs, improve communication strategies, leverage technology to better serve downtown stakeholders, and strategies for activating historic downtowns were attended.

The conference concluded with an offsite tour of a successful public art collaboration initiative in Tulsa's Greenwood District, demonstrating how multi-agency partnerships can transform infrastructure into community assets. Materials, contacts, and resources gathered will be shared with the team to support implementation of these ideas.

## ICSC Booth Design and Marketing Strategy

Ongoing collaboration is occurring with the graphic designer and internal team to refine the ICSC booth design and overall marketing approach. This week focused on aligning visual elements with key messaging, including “Live Here. Build Here. Grow Here.” and “Crossroads of Opportunity,” while working to incorporate stronger imagery and layout concepts that will resonate with developers and retailers. Additional direction and feedback are being consolidated to guide the next round of design revisions within project timelines.

## WAVE Partnership Shared Co-Work Space

Continued advancement is ongoing for the Shared Co-Work Space initiative, with primary focus on development of the business plan to support upcoming grant applications. Efforts this week included refining program structure, membership framework, and operational components to ensure alignment with partner expectations and long-term sustainability. Coordination with WAVE and Small Business Development Center partners remains ongoing as the plan is finalized for funding opportunities.

## Industrial Park Roads

The Industrial Park Road Improvement project is nearing completion. The roads are now paved, and we are awaiting the final touches, e.g. man-hole covers, utility access, etc. Staff will be reaching out to Mohave County to begin the application process to have these roads accepted into the County Road Maintenance Program.

## Infill Incentive District

Staff completed the economic development section of the Infill Incentive presentation which went before City Council in April. This presentation included an overview of the program, history of Council’s support for the program, benefits of an infill program, and a map of proposed districts.

The presentation was sent to Planning and Zoning for input and to complete the presentation with data about the financial impacts of development fee waivers.

## Tourism Updates

Kingman Tourism collaborated on hosting the Corvette Club of Bakersfield’s, Gambler’s Classic group, for a passport experience and Route 66 Shield scavenger hunt in Kingman.

## Fun Run May 1-3

For the 37th Annual Route 66 Fun Run, there have been 900 registrations and Kingman Main Street is planning a Beale Hotel Neon Lighting Block Party.

## Marketing Updates

2026 Q1 quarterly report for the Kingman Tourism Weibo account:

- Follower Trend: 58,032 (vs 57,059 January 1 2026)
- Highest posts topped a reach of 8,000

Kingman Tourism is participating in the 2026 national Mother Road Passport and Centennial booklet.

## Media Assist

Hosted journalists on assignment with Travel & Food Mexico for a Route 66 story; 10 members of Go2Travel and Edelweiss Airlines for a Route 66 familiarization tour; and AZ Family (KTVK 3TV & KPHO CBS 5): Route 66 series kicked-off in Kingman, including interviews of several citizens and members of the Tourism team. Staff will be hosting a Route 66 Influencer group with nine international influencers and the Arizona Office of Tourism Director of Social Media.

Staff will be hosting a Travel Editor for Verantwortlicher Redaktor Reisen (German speaking market) for several Route 66 themed articles, and a travel writer for Elite Traveler from the UK market.

## Social Media Following:

Instagram

3,216

Facebook

25,310

Facebook EcDev

5,218

TikTok

1,254