

2023

ECONOMIC
DEVELOPMENT
ANNUAL REPORT



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AZ Commerce Authority – 2023 in Review



Arizona Commerce Authority visit to Kingman (L-R): Bennett Bratley, City of Kingman ED Director; Allison Grigg, ACA; Karyn MacVean, ACA; Jamie Kerr, ACA Vice President; Ryan Ruiz, ACA; Terri Curtis, City of Kingman; Jack Bustamante, ACA; and Carter Wright, ACA.

In 2023, with the notable support of the Arizona Commerce Authority, Arizona's economy thrived, with more than 95 projects securing \$10.3 billion in investments, creating 24,600 jobs. High-tech industries, such as manufacturing and technology, expanded statewide. Arizona gained national recognition for business and innovation, particularly in the semiconductor sector. The state invested in workforce development and supported small businesses. It also received a record federal broadband grant to enhance internet access. These efforts underscored Arizona's position as a leading economic force poised for continued growth.

Letter From The Kingman Economic Development Department Director

The Economic Development and Tourism team is excited to present the 2023 Economic Development Annual Report. Throughout 2023, our team participated in some very favorable projects in Kingman, and some projects that have been many years in the making finally came to fruition in 2023.



We started working with the national retail consultant, The Retail Coach, to market Kingman nationally and regionally to retailers looking to grow their companies. This 2023 Annual Report is dedicated to outlining some of those successes.

As you drove around town this year, you would have noticed a new business by the name of ALLO working in various right of ways and streets. ALLO Fiber jumped into the Kingman market with a splash, investing more than \$55 million into the Kingman market and expanding fiber connectivity throughout the Kingman Industrial Park, City of Kingman, and New Kingman Butler communities. This investment and access to fiber for our community has put Kingman on the map. We can now promote Kingman as having one of the fastest fiber optic services in Arizona.

In addition, 2023 brought a significant win for the City of Kingman, culminating in a 12-year-plus battle with the Federal Government. The City was awarded \$56 million to remediate an environmental issue at the Kingman Airport known as dross. Dross, created from melting down World War II aircraft, was buried in a portion of the Kingman Airport ramp. Over time, reactions to the material and water caused some areas to expand and push the pavement upwards. This made it very difficult for businesses in the area to operate and for the City to market and develop the area for future aviation businesses.

We were also very excited to see the 2023 Downtown Streetscape project begin. This development will be a central catalyst for downtown revitalization and development.

Our team would like to thank the many other city departments and coworkers who are dedicated and care about Kingman's growth and have worked with us to help with the many economic development projects over the years.

We hope that you enjoy reading about all the wonderful projects from 2023, which, in turn, will lead to prosperity for all of us in the future.

Sincerely,

Bennett Bratley

Economic Development Director

Growth and Development Continues in Downtown Kingman

Over the past year, Kingman has experienced continued growth throughout downtown.

Additionally, this growth covers a diverse range of industries, including retail, dining, healthcare, and home improvement.

The following businesses have recently opened in downtown:

- **Broh's Fuel Station**
- Carnival Cravings and Bakery
- **Creative Cottage**
- Custom Upholstery by Robin
- Delilah Rose & Co. Boutique
- **Devine Healthcare**
- **Grand Canyon Brewing & Distillery**
- Immersion VR & Arcade
- **Route 66 Desert Outfitters**
- Scoops on 66
- The Healthy Bar (reopening)
- The Sacred Soap Shoppe



















Downtown Infrastructure Project

The City of Kingman has a vision to revitalize the downtown area by improving the walkability and aesthetics for residents, merchants, and visitors while maintaining the historic character of Kingman. This will translate into a safe, attractive, comfortable complete street that connects bicyclists, pedestrians, and vehicular users to several destinations along Beale Street between First Street and Sixth Street with connections to Historic Route 66.



The proposed project improvements will address infrastructure gaps and deficiencies by upgrading the pedestrian environment with compliant sidewalk, ramps, and driveways per Americans with Disabilities Act (ADA) requirements. The improvements will also include landscaping, wayfinding, street furniture, and other site amenities within the existing rightof-way. All these features contribute to the project placemaking resulting in development of a downtown theme and identity.

The project design phase was initiated in May 2020 and was completed in June 2023. The construction phase is now starting and is estimated to be completed in June 2024. Learn more at https://downtowndesignkingman.com/.

City Murals Project

The Murals Program is a Small Business Incentive Program established by the City of Kingman Economic Development Department to encourage the beautification of Kingman's commercial buildings in the downtown project boundary area. This is the first year that this program has been launched and the project boundaries may expand in the future.

Application forms may be submitted at any time for review monthly, with funds awarded



until they are expended. Contact Monica Murphy, Grants Administrator, at 928-753-8159 with any questions. Learn more at https://www.choosekingman.com/doing-business/businesssupport.

I-40 Trade Port Designation

In 2023, Kingman was awarded a designation as part of the I-40 TradePort Corridor (TPC) from the United States Department of Transportation through the Regional Infrastructure Accelerator Program and Grant. The partners involved with this project are the Port of Los Angeles, Global Logistics Development Partners, the City of Kingman Municipal Airport and Industrial Park, Atlas Global Development, City of Winslow, Bernalillo and Sandoval County, New Mexico, and the Village of Los Lunas, New Mexico.

The I-40 TPC seeks to develop three transportation hubs in Kingman, Winslow, and the greater Albuquerque area, and can include rail transloading, truck mobility clean energy fueling stations, cargo storage, truck transloading areas, and industrial manufacturing businesses. Serving as a model for a national cargo and investment network with both public and private interests in mind, the I-40 TPC seeks to establish a logistics system that will enhance efficiency, cost savings, and reliability for shippers and logistics companies. It is anticipated to improve the National Supply Chains System's efficiency, boost economic competitiveness (particularly in rural areas), decrease traffic and road congestion, and maintain the I-40 while enhancing public safety.

Storage Revenue Summary





On a recent trip to the Port of Los Angeles, the City of Kingman Economic Development Director Bennett Bratley, Vice Mayor Cherish Sammeli, and Mohave County District 1 Supervisor Travis Lingenfelter (all pictured on the right) participated in high-level discussions with public and private partners from New Mexico and Arizona. The I-40 TradePort coalition spent a day with Port Executive staff to discuss the corridor's progress and development plans.

Dross Remediation Project

In June 2023, the Kingman City Council granted approval for the commencement of the Kingman Airport Dross Remediation Project, selecting an environmental engineering firm to undertake the crucial task of removing contaminated soil. The allocated budget for this significant endeavor was also sanctioned during this pivotal council session.

The remediation project, initiated in July 2023, unfolded in five distinct phases. As of the end of 2023, the project had progressed approximately two-thirds of the way, with only two smaller phases remaining. The anticipated completion date for the entire project is set for the summer of 2024, marking a crucial milestone in the environmental restoration efforts at Kingman Airport.





Master Plan for Future FAA Land Release

The Kingman Airport and Industrial Park master plan for the future release of land under the authority of the Federal Aviation Administration (FAA) has been in the works for several years. The FAA requires an Environmental Assessment (EA) to be completed as part of the process. The EA included for the Kingman Airport to identify the action that we are seeking, explain the purpose and need, identify and analyze alternatives, provide a baseline affected environmental, an impact assessment that provided environmental consequences, and preliminary design to identify disturbance limits.

The FAA reviewed the submission and requested a more detailed description of what would occur after the land release and provide a detailed plan to develop and improve the land including a marketing plan, grading, drainage, utilities, parcel layout, streets, and proposed building layouts.

The Airport has been working with Coffman & Associates, C & S Companies, AECOM, JE Fuller, and Sunrise Engineering for the plans throughout 2023 to accomplish these tasks. The concept is coming along and an updated design was presented to the City Council in October 2023.



Kingman Industrial Park Transloading **Facility Now Complete**

Patriot Rail recently announced its intent to expand its rail capacity at Kingman Industrial Park with an investment of \$2.25 million to facilitate the supply chain needed to support the surrounding communities. The new rail-to-truck transload facility will sit on nearly 10 acres and will consist of two tracks totaling 1,400 feet, with the ability to handle 1,000 annual carloads. The facility will allow trucks to transfer shipments to/from the rail easily and is ideal for liquid energy, aggregates, and industrial products. This prime location will serve multiple industry sectors throughout northwestern Arizona, Las Vegas, and southern California.





Q: What does a transloading facility do?

A: Patriot Rail offers complete transloading services when highway transportation is a part of the logistics plan. There are two types of transloading services—Rail to Truck and Truck to Rail—and the commodities may be liquid or dry products. With dry freight, the product is often offloaded using a cross-dock or warehouse and reloaded onto the truck or railcar. Liquid transloading takes place trackside within the facility where trucks can pull side by side with a railcar and safely secure required transload hose equipment for loading/offloading.

Q: What will it mean to the Rail opportunities in Kingman? How much more will it add in capacity?

A: Patriot Rail's transloading site has gained interest from several parties offering expanded rail services for the region. Depending on customer demand, the transload site could generate up to 1,000 or more carloads of new business.

Q: How did it help with the Dross cleanup?

A: The Patriot Rail site played a critical role in the remediation of the Dross cleanup. Utilizing rail to ship the dirt from Arizona to Oklahoma, Patriot Rail removed more than 2,000 trucks from the road.

Q: When did we break ground? When was it completed?

A: Last Fall, Patriot Rail began moving railcars to the site. The project is scheduled to be completed in early May.

Q: Do you have an estimated dollar amount of savings versus trucking to the nearest hazardous waste site?

A: We are not privy to BNSF's actual rail rate or the current truck rate for dump trucks from Berry, Arizona

to Avada, Oklahoma; but we do have BNSF's public rail rate and general truck rates for that lane. We would estimate an \$800 savings per railcar versus truck.

Economic Impact of Local Rail

-	
Quarter Ending	Economic Impact
June 30, 2023	\$19,640.31
March 31, 2023	\$20,136.18
December 31, 2022	\$19,449.55
September 30, 2022	\$25,178.47
Fiscal Year 2023 Total	\$84,404.51
June 30, 2022	\$16,686.89
March 31, 2022	\$13,902.23
December 31, 2021	\$13,393.24
September 30, 2021	\$15,777.16
Fiscal Year 2022 Total	\$59,759.52

Rail Switch Info

	2021	2022	2023
Revenue	\$128,077.53	\$59,759.52	\$84,404.51
Car Loads	1,903	4,628	2,218
Cars Stored	3,691	2,110	3,356
Switch Moves	1,903	1,831	2,218
Capital Maintenance Expenses	\$46,098.00	\$36,181.00	\$68,181.00
Operating Maintenance Expenses	\$6,279.00	\$10,219.00	\$8,355.00

Training Center to Open in Kingman Industrial Park



The Kingman Airport and Industrial Park will be the site of an Advanced Manufacturing Training Center (AMTC). Mohave County College will work with CORE Construction, Inc. to build the AMTC, which will be a hub of workforce training that serves all of Mohave County.

The City of Kingman assessed the value of the land at \$300,000, and the City recently agreed to sell the property to Mohave County College for that amount. The college is working with business and industry leaders to ensure courses at the future AMTC teach students skills that are in demand in the regional workforce.

Once complete, this new 36,000 square foot state-of-the-art facility will house manufacturing and trades programs, including:

- Welding
- Commercial HVAC
- Fabrication
- Manufacturing
- Computer Aided Design
- Automation

The AMTC will also include a dedicated makerspace.

The college has committed to the following Facilities Master Plan Goals for the AMTC:

- Welcome Community Partnerships
- Invest in Durable Facilities
- Provide Amenities and Services That Serve all Students
- Flexible Spaces
- ▶ Elevate Sustainability, Lead Landscape Stewardship, and Create Outdoor Learning Spaces
- Modernize Teaching Facilities



New Job Creation and Business Growth

Company	Location	New Bldg Area Sq. Ft.	Approx. Remodeled Area Sq. Ft.	Valuation	Fees
Dollar General - New Store	Stockton Hill Road	10,640	·	\$921,530.40	\$27,865.91
Garibaldis Restaurant - Expansion	Andy Devine Avenue		4,253	\$70,000.00	Infill Incentive District
Allo Communications - New Office	Stockton Hill Road		7,500	\$249,791.70	\$3,025.69
Safeway - Interior Remodel	Stockton Hill Road		37,322	\$1,198,314.00	\$11,928.79
Ashley's Homestore Outlet Sleep Center - Addition	Andy Devine Avenue		24,711	\$223,000.00	\$2,776.21
Walmart - Interior Remodel	Stockton Hill Road		207,091	\$2,797,847.00	\$19,842.44
Prestige Laser and Cataract Institute	Eastern Street		3,039	\$1,084,178.00	\$12,608.23
Route 66 Desert Outfitters	Andy Devine Avenue		1,856		
Broh's Fuel Station	Beale Street		300		
Devine Healthcare	Beale Street		2,900		
The Healthy Bar - Reopening	Beale Street		3,445		
Immersion VR & Arcade	Beale Street		3,440		
Grand Canyon Brewing & Distillery	Beale Street		2,635		
Delilah Rose & Co. Boutique	Beale Street		1,500		
Creative Cottage	Beale Street		1,000		
Carnival Cravings and Bakery	Beale Street		500		
The Sacred Soap Shop	1st Street		900		
Scoops on 66	Andy Devine Avenue		819		
Custom Upholstery by Robin	Beale Street		1,500		
Asian Star	Stockton Hill Road		3,876		
Brothers Indian Restaurant	Andy Devine Avenue		1,000		
Old School Cool	Stockton Hill Road		500		
			400		
	Totals	10,640	310,087	\$6,544,661.10	\$78,047.27

Small Business Makes a Big Impact

The City of Kingman really shined in 2023. The Mohave Community College Small Business Development Center (MCC SBDC) contributed to Kingman's economic prosperity over the past year.

	Kingman	Mohave County
Total Business Startups	18	35
Jobs Created	30	72
Jobs Retained	30	44
New Capital Invested	\$3,575,669	\$5,108,169
Total Sales Revenue	\$2,078,524*	\$2,313,524



^{*} Resulting in approximately \$165,000 being contributed to sales tax.

Tourism Accomplishments

- 56 Google Places in Kingman edited with corrections and images
- Revised website www.ExploreKingman.com launched with updated Google Places API integration, cleaner images, more straightforward CMS interface, integrated points of interest map, embedded content translation, and more user-friendly navigation features. More updates include Google Events API integration and a custom Trip-Planner.

Visitor Center Enhancements:

- Angel of Route 66 Story File Exhibit interactive installation completed
- Little Library added to the front exterior of the Powerhouse
- Parking lot resurfaces with three Route 66 shield photo opportunities graphics
- Better signage added for RV and Bus wayfinding and parking
- Added a new Local Authors section in the gift shop to showcase local authors, including Louis Vega, Jim Hinkley, and Adam White
- Dog Waste Station amenity added for the convenience of guests traveling with pets

Event Coordination, Sponsorship, Support:

- 223 Events published on the community calendar at ExploreKingman.com
- Sponsored Kingsmen PRCA Rodeo
- Co-hosted Route 66 Fun Run Show 'N Shine car show with 839 registrants
- Sponsored, supported, and helped promote the Kingman Route 66 Street Drags
- Sponsored and helped support the Kingman Grand Prix (ATV / UTV event)
- Sponsored Hualapai Mountain UTV Fest
- Co-hosted (with Econ Dev) an informational booth at the Kingman City Expo
- Hosted a car show fundraiser coordinated by American Woodmark
- Co-hosted the dedication event for the Guardian Angle of Route 66 Exhibit
- Provided information at the Mohave County Fair
- Sponsored Andy Devine Grand Canyon Pro Rodeo
- Hosted the 3rd annual Kingman Route 66 Fest hosted with 47 vendors and 9K spectators
- Sponsored and hosted race-point location for the 2nd Route 66 Ultra Run
- Co-coordinated and Supported Very Merry Street of Lights

Marketing Campaigns:

- Printed and distributed 30,000 new dining guides featuring 91 dining establishments
- Arizona Day Trips Magazine, Northern Arizona newspaper insert
- ▶ Chamber 2023 Kingman Map
- Kingman Billboard snipes highlighting seasonal events
- Ongoing META campaign and targeted META campaign during Las Vegas Formula 1 races
- America Journal (German market travel magazine) summer issue half-page advertisement
- Route 66 Drive Thru Shield stickers, sun sticks, and stress balls for promotional giveaways at trade shows
- META marketing campaign for the Kingman Route 66
 Festival with 204K reach and 23.4K clicks
- Collaborative Main Street Kingman Tours Walkabout with Jim Hinckley social media campaign
- Kingman Marketing Video and META campaign with the Arizona Small Business Association
- Arizona Office of Tourism Marketing Cooperative Campaigns, including:
 - Connected TV with Huddled Masses (streaming)
 - On-line Pre-Roll Video with Sojourn (multiple relevant websites)
 - Digital Display with Spearfish (multiple websites)
 - Google AdWords Search Engine Marketing (SEM) with Madden Media
 - Print advertising: AZ Travel Guide, Play Ball Spring Training Guide, AZ Hwy Map, True West Magazine April travel issue, Rider Magazine annual travel issue, Wander AZ Magazine, Rova Magazine (van life), Grand Canyon Journal, America Journal, Grand Circle Travel Planner, Summerscapes insert in the Arizona Republic



The City of Kingman's Tourism Department attended the 2023 Governor's Conference on Tourism in Tucson, AZ. (L-R) City of Kingman's Bennett Bratley, Katie Barthlow, Joyce Wiley, and Josh Noble.

- Participation at IPW (America's most significant international travel trade show)
- Visit USA Parks Video Campaign with 354K impressions and 57% engagement rate
- Designed and procured Explore Kingman branded street pole banners
- Launched Kingman Visitor Center Yelp campaign

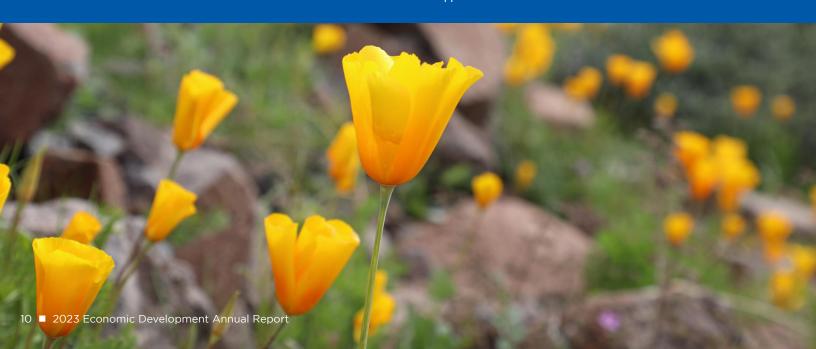
Media and Tour Assistance:

- Hosted an Australian travel writer working on stories covering the region and Route 66
- Hosted a UK journalist and photographer on assignment with Octane Magazine for a story about the EV Museum
- Provided images and information for The Group Travel
 Leader Magazine for an article covering Route 66 cities
- Assisted with an American Trust project researching the influences of AAPI (American Asian & Pacific Islander) peoples and cultures on Route 66 communities
- Developed an itinerary for a travel agent from Leclerc Voyages Brives-Charensac, based in France
- Tourism Services Manager featured in the Arizona Office of Tourism's The Grand Connection section of the Tourism Tuesday e-newsletter
- Assisted YouTuber with a documentary to cover the Fun Run
- Provided Kingman content for the White Sheet Summer Visitor Guide
- Provided images for Go Lake Havasu e-newsletter "Cool Attractions for Hot Summer Days"
- Provided industry observations to a Maryland-based writer on a national trade magazine assignment
- Rutgers University study titled Route 66 Revisited released with case studies on 6 Route 66 communities, including Kingman, with contributions from Kingman Tourism

- Coordinated press trip for travel writers on assignment with German magazine America Journal
- Assisted a tour operator on a tour of European funeral directors traveling through a convention
- Arranged the itinerary for a travel writer on assignment for Route 66 and Grand Canyon stories
- Hosted the editor of the Portuguese travel magazine
 Travel & Safaris and provided images resulting in stories
 published in print and online
- Hosted Mr. Katiravan Subarayan from Malaysia, who traveled 54,081 miles planting trees in 28 countries, with the 9th US tree planted in Locomotive Park with the help of Kingman Parks
- Submitted Kingman mural images for updates at Route66RoadTrip.com
- Supplying Editor of The Miner 2023 data for an upcoming article on the impact of Kingman Tourism

Film and Video:

- Kingman Office of Tourism received designation as an Arizona Film Ready Community with the Arizona Office of Film & Digital Media (Division of the Arizona Commerce Authority)
- Assisted Magnolia Network's Motel Rescue with film shoot locations, resources, and contacts
- Assisted UK producer for a series on Discovery with access to historic images
- Assisted Japanese film producers with location site and contacts for a Route 66-related documentary
- Hosted Japanese film crew for the Chindon'ya Group, Bentenya, and Jim Hinckley
- ▶ Featured on This is Route 66 YouTube channel
- ► Hosted film shoot for 2024 Best Route 66 Visitor Center in Arizona vignette
- Assisted a reality docuseries with submitting and approval of a Film Permit



2023 Calendar Year Tourism Stats



173,137 VISITOR CENTER **TRAFFIC**



\$853,387 LODGING SALES TAX **REVENUE**



210,811 **EXPLOREKIŃGMAN.COM WEBSITE SESSIONS**

KINGMAN SOCIAL MEDIA FOLLOWERS

2,129 **INSTAGRAM**

f 14,983 **FACEBOOK**

210 TIKTOK ් 41,557 **WEIBO**

Tourist Origination Point



Top 10 States California 11.9% Arizona 8.7% Nevada 3.9% Texas 2.4% Washington 2.2% Florida 2.0% Wisconsin 1.6% Minnesota 1.6% Illinois 1.6% Pennsylvania 1.6%

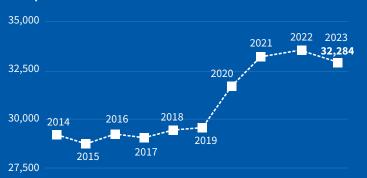


Top 10 Countri	es
U.S.A.	62.2%
Germany	4.6%
Canada	4.5%
Italy	3.5%
France	3.3%
U.K.	3.0%
Spain	2.1%
Netherlands	1.7%
Australia	1.5%
Brazil	1.3%



2023 Data and Demographics

Population Growth

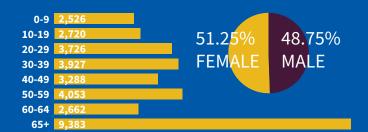


Retail Trade Area Population

Year	Population
2020	76,073
2023	78,770
2028	81,571

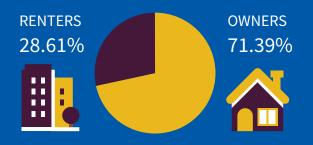
People

The total population of Kingman is 32,284. The median age is 49.

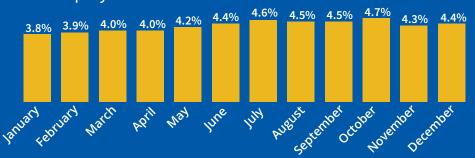


Housing

There are nearly 2.5X as many households who own their homes than there are renters.



Unemployment Rates



Labor Force



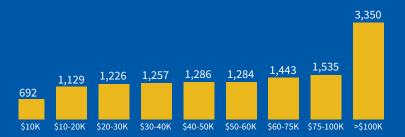
\$57,876

Median Household Income

6% more than the county 2% more than the state

less than the nation

Income Distribution



Educational Attainment

32.68% of the population in Kingman have an Associate's degree or higher. 90.59% have a high school diploma or higher.



How Residents Spend Their Money (per household)

Shelter \$14,359 **Transportation**

Food and Beverage \$10,082

Health Care

Utilities

40K Interstate 40 People Within Daily Travelers

34M

A Day's Drive

Industrial Park in Northern Arizona

#1 Largest #1 Location

Along Route 66 for **Global Tourists**

ChooseKingman.com Website Stats

The following data compares the ChooseKingman. com website to that of similarly sized communities.

	Kingman, AZ	Gallup, NM	Roswell, NM
Population	33,822	21,495	48,081
Total Users	3,728	3,344	2,307
New Users	3,655	3,300	2,278
Sessions	4,417	3,890	2,808
Sessions Per User	1.19	1.17	1.22
Engagement Rate	55.92%	51.70%	51.71%
Views	16,168	13,474	11,666
Engaged Sessions	2,470	2,011	1,452

Kingman Industrial Park Land Sales

Year	Sales (\$)	Qty
2023	\$300,000	1 Sale
2022	\$346,800	1 Sale
2021	\$2,093,650	2 Sales
2020	\$0	
2019	\$444,800	1 Sale



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.

Bennett Bratley *Director* 928-565-1416

Josh Noble Tourism Services Manager 928-718-2581

Sylvia Shaffer Project Manager 928-753-8131

Terri Curtis Project Manager 928-565-1259

Lisa Lewis Administrative Coordinator 928-565-1415

www.ChooseKingman.com www.ExploreKingman.com

