

# **CITY OF YUMA: TARGETED INDUSTRY STUDY**

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THOUGHTFUL  
SOLUTIONS.  
EMPOWERED  
COMMUNITIES.



# THOUGHTFUL SOLUTIONS EMPOWERED COMMUNITIES



Education &  
Workforce Development



Nonprofit &  
Community Impact



Economic Development &  
Community Resiliency



Diversity, Equity, &  
Inclusion

Tailored Services:

- Research
- Planning
- Implementation
- Evaluation
- Resources
- Marketing

# **GUIDING PRINCIPLES/METHODOLOGY**

1. Do the Identified industries fit with Yuma's Assets or Competitive Advantages?
2. Do the identified industries coincide with established development goals?
3. Do the recommended industries have growth potential and/or a base to diversify?
4. Do the recommended industries address an unmet need/demand from the population?
5. What is the potential impact of the recommended industries on the economy of the region?

# INFORMATION INCLUDED IN REPORT

- Industry Diversification Recommendations: focused on 5 inter-related clusters
- Included are economic models of potential impact on region of new industries
- Marketing Overview and Sample Outreach strategies for target industries
- Exhaustive Labor Market Information profile for Yuma
- Top competitors overview; side-by-side comparisons with competitor regions
- Focus group notes and takeaways

# ADVANCED MANUFACTURING

## **Aerospace and Defense**

- *336411* Aircraft Manufacturing
- *336413* Other Aircraft Parts and Auxiliary Equipment Manufacturing
- *336414* Guided Missile and Space Vehicle Manufacturing
- *336415* Guided Missile and Space Vehicle Propulsion Unit and Propulsion Unit Parts Manufacturing
- *336419* Other Guided Missile and Space Vehicle Parts and Auxiliary Equipment Manufacturing

## **Technology**

- *334418* Printed Circuitry Assembly Manufacturing (Electronic Assembly)
- *335911* Storage Battery Manufacturing

## **Key Differentiators**

1. Established foothold in Aerospace/Defense
2. Potential Spaceport
3. Region's Supply of Water
4. Cross-Border Collaboration, Workforce Development
5. Light Industrial Zoning/available real estate

# LOGISTICS AND PROCESSING

## **Agriculture Development**

- *325311* Nitrogenous Fertilizer Manufacturing
- *325312* Phosphatic Fertilizer Manufacturing
- *325314* Fertilizer (Mixing Only) Manufacturing

## **Manufacturing and Transportation Progression**

- *332710* Machine Shops
- *333618* Other Engine Equipment Manufacturing
- *541330* Engineering Services
- *448510* Freight Transportation Arrangement

## **Key Differentiators**

1. Emphasis on Logistics/Distribution Industry
2. Cross-Border Pool of Talent
3. Strong Agricultural Base in Region
4. Established Manufacturing Foothold, unmet Logistics needs for industry

# SCIENCE, ENERGY, & TECHNOLOGY

## Device Manufacturing

- *334413* Semiconductor and Related Device Manufacturing

## Tech Services

- *518210* Data Processing, Hosting, and Related Services
- *541511* Customer Computer Programming Services
- *541512* Computer Systems Design Services
- *541690* Other Scientific and Technical Consulting Services

## Key Differentiators

1. Strong Workforce/Education/Employer Partnerships in the Region
2. The Yuma Multiversity
3. Cross-Border Talent Access Initiatives
4. Collaborative Economic Development Team, committed to expanding existing industries

# ENTERTAINMENT

## Recreation

- *312120* Breweries
- *312140* Distilleries

## Entertainment

- *711310* Promoters of Performing Arts, Sports, and Similar Events with Facilities
- *713110* Amusement and Theme Parks

## Key Differentiators

1. Careful Stewardship of Region's Water Supply
2. Population interested in expanded options, especially Snowbirds and military families
3. Ease of Access to Extensive Transportation Network



# LIFE SCIENCES

## Medical Manufacturing

- *339112* Surgical and Medical Instrument Manufacturing

## Research and Development

- *541714* Research and Development in Biotechnology (except Nano/biotechnology)
- *541715* Research and Development in the Physical, Engineering, and Life Sciences (except Nanotechnology and Biotechnology)
- *621511* Medical Laboratories

## Key Differentiators

1. Cross-Border Collaboration, access to International Pool of Talent
2. Supply of Light Manufacturing Sites
3. Strong Workforce/Education/Employer Partnerships
4. Interest in “Diversifying Up” the Tech/Manufacturing Ladder
5. Commitment to meeting needs of existing industries

# FEEDBACK AND QUESTIONS



Additional Questions?

Reach out any time to:

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