

Strategic Plan for Economic Development



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Economic Development Overview

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This is the Way it Was...



In the late 1800's tenacious Mormon pioneers, under direction of their leaders in Salt Lake City, ventured throughout the large territory known as Deseret. Following the establishment of the community of Bunkerville in 1877, a religious conference held in St. George, Utah, in December of 1879, called families to organize a new community 40 miles south along the Virgin River.

By May of 1882, fifteen families and a total of seventy-one people were successfully farming the area, then known as Mesquite Flat. Long canals were dug to irrigate their fields of lecerne (alfalfa), wheat and cotton. The first homes were built of adobe; one was constructed of rock. Later on, lumber was transported from the Utah mountains fifty miles away and frame houses were built.



The Virgin River was the lifeblood of this high desert community situated at just under 1600 feet above sea level. The meandering, generally complacent river would suddenly turn into a raging torrent during a heavy rainstorm. It was just such a force that bombarded the community of Mesquite Flat one blistering day in 1882.

Six miles of irrigation canal were broken in fifty different places by the torrents of the afternoon thunderstorm. For the small community almost entirely dependent on this canal, it was a devastating and insurmountable loss. Even though repair work began immediately, it was not long before the raging river won the battle.

In 1887, a man by the name of Dudley Leavitt and his family launched a stubborn four-year campaign to tame the elements, but soon, they too were forced out by the power of the Virgin River.

Once again, in 1894, these hardy pioneers decided to try just a bit harder, and the third time is a charm, they say. Six families moved to Mesquite Flat, rebuilt the damaged canal and established themselves permanently along the Virgin River. About 320 acres of land were fenced and lots were divided among the families by a lottery. Just twenty-five cents was a down payment, and an acre sold for \$1.25. Mesquite Flat became a permanent community. Other communities sprouted nearby, such as Beaver Dam and Littlefield, Arizona.

During the next eighty years, modernization enhanced Mesquite Flat. The first school classes were held in a tent. At the turn of the century, the first telephone lines connected Mesquite to Bunkerville. In 1923, running water was installed in one of the new homes. Electricity from the newly completed Hoover Dam reached Mesquite in 1938. I-15 came to Mesquite in the late 1960's, but it was not until the 1970's that Interstate 15 was completed through the rugged Virgin River Gorge, and at the time was the most expensive portion of highway in the United States. The highway connected Mesquite as one of the dots to major metropolitan areas of Southern California and Salt Lake City on a major national super highway.

The 1980's brought significant change to Mesquite. The Western Village Motel expanded to become Si Redd's (Peppermill) Oasis Resort and Casino. In 1984 the town officially incorporated and the City Council began to lay a plan for growth. A new airport and high school appeared in the early 1990's. Additional hotel and casino resorts expanded the tourist industry with the introduction of the Virgin River Hotel and Casino, Players Island (now Casa Blanca) Hotel Resort and Spa, Rancho Mesquite Casino/Holiday Inn (now the Eureka), the

Virgin River Conference Facility, (formerly the Mesquite Star Hotel and Casino).

And This is the Way it is Today...

Dawn brings relentless sunshine as it peers over the Virgin Mountains shedding light on construction workers building homes for the constant demand of newcomers to Mesquite. Snowbirds flock by the thousands to escape harsh northern winters and bask in the warm sunshine while playing golf, relaxing at the spa, riding their bicycles on Mesquite's expanding trail system, or watching a softball game at Pioneer Park.

Phenomenal growth is attributed to great weather, no pollution, recreational activities, low taxes, low crime, low utility rates, and centrally located on I-15 between southern California and Salt Lake City. The first stop light was installed in 1998 at the corner near the new Post Office and Mesquite's smaller grocery store, El Rancho Market. Retail shopping strips are now full with waiting lists. Hundreds of new homes are being built. A full-service nursing home facility, Highland Manor, opened in January of 1999. Rio Virgin Telephone and Cablevision provides extended cable and modern telephone amenities and Charter Communications also provides cable service. SISNA Internet Services connected the City of Mesquite through cyberspace at www.mesquitenv.com. A 24-officer police force maintains our above average crime solve rate, which is why Mesquite enjoys a very low crime rate. A new junior high school will open in the Fall of 2003 and a new and expanded elementary school will open in January 2004 to accommodate the increasing number of young people. Southern Nevada Community College plans to expand to a permanent structure in Mesquite, benefiting from the City's acquisition of the old elementary school.

As if the resort casinos/spas and golfing aren't enough of an attraction, Mesquite has numerous annual activities. Various PRCA Rodeos and Roping's as well as Jr. Rodeos are held throughout the year at our rodeo grounds. The Mesquite Arts Council promotes international musical and dramatic artists in performances from September until April each year. The Mesquite Events Board annually sponsors community activities such as the Great Mesquite Chili and Art Festival, Mesquite Days, which includes a parade, a 10K run/5K walk, a carnival, 4th of July parade, Festival of Ethnic Traditions, Veteran's Day Parade and related activities, and Hometown Christmas events in December. The Mesquite Resort Association who sponsors the Virgin Valley Car Show and other special events throughout the year, recently created events such as Casa Vino, Casa Brewski, and the Annual Virgin River Chili Cookoff, that round out the calendar.

Close proximity to Lake Mead National Recreation Area and national parks in nearby Utah (Zion and Cedar Breaks), boating at Lake Powell, or skiing at Brian Head and Elk Meadow, makes Mesquite an outdoorsman's dream destination. A stone's throw from Mesquite is the Arizona border, where you will find a skeet and trap-shoot range, horseback riding, camping, fishing, and hayrides and golf.

Golf, golf, and more golf! Five lush green, palm lined courses; four eighteen-hole and one nine-hole, with one more eighteen hole course and another nine hole course under construction provide year-round entertainment to Mesquite residents and visitors alike. Around these beautiful courses have sprung exceptional housing developments with stunning views of the dramatic desert, majestic mountains to the South, and chiseled mesas to the North. Mesquite

is the home of Wolf Creek at Paradise Canyon. Wolf Creek has been named one of the “Top Ten Best Golf Courses in America,” and one of the “Top Ten Most Wanted to Play Courses in the World”(Golf Press Association). The City of Mesquite hosts several events that take advantage of the great golf courses in town. Mesquite has hosted the Nevada Open, the ReMax Long Drive World Championships for the last six years, and the first annual Mesquite Amateur was held in May 2003.

A new 6 million-dollar state of the art Recreation Center opened in May of 1999. It provides residents of Mesquite with a variety of creative, meaningful, year round leisure opportunities which are cost effective, accessible and in a safe wholesome environment. Facilities include two full size gymnasiums, two racquetball courts, an indoor heated pool, showers/lockers, fitness room, aerobics/dance room, meeting rooms, youth and adult gathering areas equipped with billiard tables, foosball and ping-pong tables, climbing wall and indoor/outdoor basketball courts. During the summer the outdoor pool, equipped with a water slide is open.

A new senior center, opened in May of 2001 adjacent to the Recreation Center, provides an excellent atmosphere for the seniors of our community to gather and enjoy a variety of activities. Activities include but are not limited to: a senior nutrition program, day excursions, health and wellness, card and tile games, a reading area, and a computer.

A new hospital is presently (July ‘03) under construction, to compliment the 19,000 sq. ft. medical center/clinic which presently serves Mesquite and the surrounding area. The Mesa View Regional Hospital is to be up and running in the summer of 2004. The Hospital will have twenty-five beds and employ approximately one hundred people.



In March of 2003 Mesquite annexed nineteen-plus square miles of adjacent desert area more than doubling the size of Mesquite from about twelve square miles to about thirty-two square miles. The annexation was to accommodate the acquisition of 7,700 acres of land from the BLM. This new land will facilitate continued economic growth. New development will include residential areas, a new regional park, and an eagerly anticipated business/industrial park, which once in place will tremendously increase our ability to attract industry.

A new architectural award winning, Mesquite Arts Center, owned by the City and operated by the Virgin Valley Artist Association opened July, 2003. It is located next to the Virgin Valley Museum near the new City Hall. This facility will feature local as well as nationally known artists and will host fine art events and showings year round.

PRIMEX Plastics has set the stage for industrial business. Located high on Turtleback Road, it produces thermoformed sheets from pellets. Employing about 150, PRIMEX is the first of its kind in the area and is very content with Mesquite’s proximity to western markets. The

facility sets the pace for future industrial development. The planned Mesquite Technology & Commerce Center invites light industry to build and relocate in a prime location with easy access to I-15.

Within the next 5-10 years, a commercial and industrial cargo airport facility is planned atop Mormon Mesa, about 10 miles west of City Hall. The new facility will provide more opportunities for the residents and businesses of Mesquite.

Government in Mesquite consists of a Mayor and a five person City Council who serve four-year terms. Meetings are held the second and fourth Tuesdays of each month. The Council also serves as the Redevelopment Agency.

In February 2001 a New City Hall opened in downtown Mesquite to satisfy community needs and provide a great service to the public. A design-build process was used in the construction of the new building, which saved a lot of time and money. The main building includes a development service pod, a finance and clerk functions pod, and an administrative pod on the ground floor, and a fourth pod upstairs includes Mayor and Council offices as well as Council chambers and other meeting rooms.



In September 1997, the City of Mesquite established an Economic Development Commission whose members function as ambassadors to the City for Economic Development Department. A *Strategic Plan of Action*, formulated by the Economic Development Commission includes; attracting business, retaining and expanding current business, increasing economic development via ability, developing industrial and commercial business sites, increasing technical and advanced education services, and improving quality of public and community education. Each of the components requires a specialized plan, such as goals, measures of success, critical strategies and their implementation agent and project review criteria. In progress is a business incentive package to help attract new business.

Mesquite has been named the fastest growing small city in the Nation, yet it has maintained a high standard for new growth while aspiring to redevelop older sites. This provides the City with a prominent future in growth and development. With the recent annexation of 18 square miles Mesquite undoubtedly faces exciting challenges and structured quality execution of developed plans will continue to be evident. City staff continues to plan creatively for growth of the City which maintains the superb quality of life that Mesquite residents enjoy.

STRATEGIC PLAN FOR ECONOMIC DEVELOPMENT CITY OF MESQUITE, NEVADA

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Strategic Plan For the City of Mesquite, Nevada

Introduction

Economic Development has been defined as the creation, retention and reinvestment of wealth within a community. It is a continuous process, the linchpin being the generation of new jobs. Jobs bring people, people buy homes, and these homeowners require a full spectrum of services to be provided within their community. The full circle is the heart of all economic development. Jobs = people = goods and services = jobs = people, etc.

This Strategic Plan for economic development for the City of Mesquite defines strategies to effectively stimulate the local economy, provide jobs for residents, and achieve a stable, self-sustaining, pro-business environment in Mesquite. This plan is based upon the following strategic goals:

1. Promote Mesquite as the “City of Choice” for business.
2. Develop and implement a business retention, attraction, and expansion program focused on primary job generating and wealth creating companies.
3. Develop industrial and business sites.
4. Increase and improve educational opportunities.

Implementation of the Economic Development Strategic Plan is coordinated through the partnership of the Mesquite Economic Development Commission and the Mayor and Mesquite City Council. Under the direction of the Mayor, City Manager and Economic Development Department of the City of Mesquite, the Economic Development Commission, as representatives from the business community will function as ambassadors, providing assistance designed to facilitate business retention and attraction activities in the community.

ASSESSMENT OF STRENGTHS CITY OF MESQUITE

Many factors ranging from quality of life, low crime rates, housing cost, proximity of amenities, and even prestige may be as important as the cost of doing business when considering a new or expanded business location. In order to successfully implement an Economic Development program designed to meet the needs of businesses considering locating in Mesquite, the attributes of the City, as well as the overall region, need to be analyzed. The following is a list identifying those community amenities and regional attractions that help promote the City of Mesquite.

Location

- Centrally located between Salt Lake City, Los Angeles, and Phoenix, and midpoint between Denver and San Francisco.
- Approximately 80 miles from McCarran International Airport, Las Vegas

Employment Base

- Mesquite, Bunkerville, Logandale, Glendale, Overton, Moapa, and Las Vegas, Nevada, as well as Scenic, Littlefield and Beaver Dam in Arizona, and St. George Santa Clara, Washington, and other cities and towns, in Southern Utah provide ample labor force.
- Employment opportunities for both skilled and unskilled labor are projected to increase significantly in years to come.

Location of Choice

- A city staff and council that will work with businesses
- Fastest growing Nevada city for many consecutive years—currently at about an 8% growth rate for the last 3 years
- Low utility rates
- No corporate tax
- No state income tax
- Low crime rate
- Low pollution
- Low property taxes
- Recreation opportunities
- Close proximity to Las Vegas and several National Parks and Monuments

Community Life

- Housing available for a variety of incomes
- Two elementary schools, one middle school to open in the Fall of 2003, and one high school
- Safe - very low crime rate
- Community parks and trail systems, sport fields, and rodeo/fairgrounds
- New Community Recreation Center (1999)
- New Convention Center (planned for a 2003 opening)
- New City Hall (2001)
- Easy access for regional shopping and services

Churches

- Beaver Dam Baptist Church
- Church of Jesus Christ of Latter Day Saints
- Catholic Church (Bunkerville)
- First Baptist Church
- Graceway Alliance Church
- Living Waters Fellowship Church
- Lutheran Church
- River Valley Bible Church
- Salvation Army
- Mesquite United Methodist Church

Public Services

- Alcoholics Anonymous
- Chamber of Commerce
- Cancer Help Society
- Caregiver Support Group
- Child Protective Services
- Community Action Against Violence
- Community Food Bank
- Family Resource Center
- Family to Family/WIC
- Gambler's Anonymous
- Nevada Welcome Center
- Parkinson's Support Group
- Red Cross
- R.I.P.P.L.E
- Safe Nest (Domestic Crisis)
- Salvation army/Family Services
- Senior Citizens Center
- Step family Support Group

- Virgin Valley Heritage Museum

Service Organizations

- American Legion
- Boy Scouts of America
- Desert Dames
- Elks Lodge
- Events Board
- Exchange Club
- Highrollers Motorcycle Club
- Lion's Club
- Mesquite Resort Association
- Toastmasters Club
- TOPS (Take off pounds sensibly)
- Valley Democratic Club
- Veteran's Day Parade & Celebration
- VFW Post 7385
- VFW Post 7385 – auxiliary
- Virgin Valley Artists Association
- Virgin Valley Rods & Relics
- Virgin Valley Rotary Club
- Virgin Valley Theatre Group
- We Care for Animals

Quality Health Services

- Mesa View Regional Hospital, to open in the summer of 2004
- Hillside Manor Nursing Facility
- Easy Access to Dixie Medical Center, St. George, UT, and medical facilities in Las Vegas

Educational Opportunities

- Community College of Southern Nevada
- Dixie College, St. George
- University of Nevada, Las Vegas
- JL Bowler Elementary
- Virgin Valley Elementary School
- Hughes Middle School – Junior High
- Virgin Valley Sr. High School

Close Proximity to Other Markets

- Central location between San Diego/Los Angeles and Salt Lake City

- Population over 1.2 million in Clark County and at 100,000 in Washington County Utah.

Economic Incentives

- Tax relief/abatement (State)
- Low rate financing
- Relocation assistance
- Active Chamber of Commerce
- Providing land at favorable cost

Cultural and Recreational Opportunities

- Oasis Golf Course (Arnold Palmer Design)
- Bowling alley (24 lanes)
- Casa Blanca Golf Club and Resort
- Community Annual Events- Chili & Art Festival, Mesquite Days, 4th of July Celebration, Virgin Valley Car Show, Festival of Ethnic Traditions, and Hometown Christmas festivities, etc
- Desert Valley Museum
- Four-Plex Theater
- Falcon Ridge Golf Course (under construction)
- Gunlock and Quail Creek Reservoirs and Lakes Mead and Powell nearby
- Hamilton Ranch Golf Course at Beaver Dam
- Mesquite Arts Council
- Mesquite Vistas Golf Course
- National Parks & Monuments - Valley of Fire, Zion, Cedar Breaks, Grand Canyon, Parashant etc.
- New State of the Art Fine Arts Center
- Recreation Center with Indoor/Outdoor pools and slide complex, skate park, and ball fields
- ReMax International Long Drive Championship in October (annually)
- Shakespeare Theatre -Cedar City
- The Palms Golf Club
- Tuacahn outdoor theatre – Ivins, UT
- Virgin Valley Artists Association
- Wolf Creek Golf Course

MESQUITE ECONOMIC VALUES

As a City, the expansion and development of our economy will be guided by the following set of Values:

- 1) **Expanding a Diversified Economy with Higher Wages**
The City of Mesquite encourages diverse growth management from both existing businesses as well as those pro-actively targeted, providing high quality career opportunities for our citizens that will increase wages and income, enabling them to enjoy a higher standard of living.
- 2) **Maintaining an Excellent Quality of Life**
Any growth management must maintain our traditional quality of life which consisting of; quiet and safe neighborhoods, support and cultivation of the arts, culture and recreation, a pollution-free environment, and quality affordable housing.
- 3) **Excellent Quality of Education**
The City of Mesquite values quality education for its citizens, which includes the technical and advanced skill courses necessary for our work force and employers. We seek to achieve this educational level through high quality neighborhood schools and partnerships with higher education institutions in the area.
- 4) **Providing Essential Services**
The City of Mesquite is committed to ensuring the availability of services that are essential to sustain our growth and business development. This includes, but is not limited to, our medical services, relocating and expanding airport services, enhancing traffic flow, maintaining adequate supplies of water and low cost electrical power, and increasing and expanding telecommunications capability.
- 5) **Preservation of Natural Environment**
Mesquite's objective is to attract economic business opportunities that will help preserve the quality of our natural environment and preserve the quality of our air and water.

Strategic Goal #1

Promote Mesquite as the “City of Choice” for business.

- Publish articles in travel and industry magazines for exposure.
- Emphasize our superior quality of life, low taxes, low utility rates, excellent location, available labor force, cultural and recreational opportunities, proximity to other markets, incentive packages which may include low interest rate financing.
- Initiate advertising campaigns that might include billboards, video, and ads in publications and media advertising.
- Promote successful Mesquite business retention
- Enhance cooperation and communication between business and City leaders.
- Coordinate economic development efforts with other relevant outside organizations/agencies who can assist the business community.
- Utilize the Economic Development Commission to fullest potential
- Portray an image of Mesquite that reflects its continuous growth, economic success, innovative leadership, and public/private cooperation.
- Attend annual Economic Development Conference for statewide and national exposure.
- Create a Mesquite Economic Development Conference venue.

Strategic Goal #2

Develop and implement a business retention, attraction and expansion program focused on primary job generating companies.

Identify target market.. Focus first on current assets and corresponding suppliers, i.e., golfing and resort industries, plastics industry, business and industry related to retired persons, and medical and nursing home facilities. With these targets in mind, check those industries in which production output and employment growth are expected to grow within the next five years. And also check industries which produce products that generate revenue and which provide a higher than average wage or payroll.

Screening criteria. To begin, the fastest growing industries should be reviewed in both service and manufacturing business sectors, at a national level.

Review economic and employment data. As a basis for analysis, employment data and economic analysis for the county should be reviewed. Mesquite offers similar amenities as Las Vegas within Clark County, but has lower utility rates, lower crime rate, lower pollution and of course, lower traffic congestion. Mesquite, however, depends on Las Vegas for its commercial air services and other high population related facilities.

There are strategies within strategies. For target industry business strategy, the following initiatives are included with aforementioned economic development programs:

- 1) Financing
 1. Small business loan promotion
 2. CDBG funding/Municipal Bonds and low interest loans
 3. Business cooperation/partnership programs

- 2) Business Attraction
 1. Target industry research
 2. Target out-of-area business expansion to Mesquite (i.e., Las Vegas and Southern California)
 3. Leads from Nevada Development Authority
 4. Leads from other agencies such as Nevada Commission on Economic Development
 5. Promotional/Advertisement for business attraction
 6. Advertisement of city web address through web search engines, internet advertising and mailing lists, nearby shopping malls, and on all city literature, stationery, and display advertisements.
 7. Outreach to existing retailers
 8. Communicate with real estate agencies and property management companies for input on land and construction costs

9. Communicate effectively with the Mesquite Chamber of Commerce
- 4) Community-based Business Development
 1. Direct mail promotion
 2. Annual Economic Development Conference
- 5) Encourage and provide business development and entrepreneurial opportunities through a starter/incubator business program.

We will create a quality incentive package that effectively presents the customer's benefit in selecting Mesquite as an expansion location. These tools will include an area profile/resource guide that will include; business costs in Mesquite, photos of businesses and homes, graphs, charts and testimonials. One of the first sections will answer: "Why is Mesquite a unique opportunity for business and industry?" Information gathered to answer this question would include:

Labor - quality and availability, wage rate ranges, and employment trends.

Real Estate - availability (buildings & land), costs ranges (lease and purchase), occupancy costs, construction cost ranges, and development fees.

Utilities and infrastructure - quality and reliability, characteristics and costs.

Transportation - access to major markets, access to international markets, 110-500 mile freight points, and air services.

Finances and Incentives - state and local incentives, offset one-time start-up costs, financing programs, recruitment and training programs, and workforce preparation classes and programs.

Taxes - state and local tax structure and rates, exemptions and credits, and policy on abatements and rebates.

Regulatory Environment - zoning requirements, environmental regulations, assessment and impact fees, permitting requirements, and time to permit.

Economic Data - trends in firms and employment, data on existing businesses, emerging industries, and market demands.

Demographic Data - current and forecasted population and income characteristics.

Quality of Life - housing costs, expanding education system, low crime rate, and medical facilities.

Strategic Goal #3

Industrial Park Development

There must be an increase in employment opportunities in Mesquite to absorb the rapidly expanding population and provide alternative employment opportunities for those currently employed in low-wage jobs. There is an opportunity to meet this need through the development of a Commercial Center-Business and Industrial park which may include, but is not limited up to, I-R2 zoning (heavy industrial). There is a need to identify and focus investments on a specific site to insure rapid availability in response to any prospective business/industry seeking a Mesquite location. Suggested tasks to be performed in achieving this plan are as follows:

- Task #1 Determine the current market value, and obtain appraisal on newly established industrial area.

- Task #2 Prepare the site for development.

- Task #3 Work with Utility and City officials and other public sectors leaders to facilitate the development of the selected site.

- Task #4 Tie in with State Programs, Regional Programs and possibly Community Development Block Grant to assist in funding development infrastructure.

- Task #5 Market and advertise the industrial site to potential investors/developers.

Appendix

List of Desired Businesses for the City of Mesquite:

Small Scale:

Jewelry Store

Donut Shop

Shoe Repair Shop

Another Dry Cleaners

Deli

Card/Gift Store

Graphics/Logo Store

Apparel stores

Ice Cream/Yogurt Shop

All Occasion Gift Store

Book Store

Music Store

Bath/Body Store

Entertainment Supply Store

Professional office that offers (typing, fax service, internet and e-mail use) services

Medium Scale:

Sign Store

Toy Store

Fabric/Craft Store

Eyeglasses Store

Large Scale:

Big Box store

Another Grocery Super Store

Manufacturing Facilities

Warehousing Facilities

ECONOMIC DEVELOPMENT PROJECT REVIEW CRITERIA

PROJECT: _____ DATE: _____

The primary criterion for all economic development projects is the benefit to the City of Mesquite provided by the project to be funded. The following criteria are intended to assist the Economic Development Commission in determining the benefit to the City.

I. LAND USE, PLAN AND DESIGN ELEMENTS

1. PLANNING AND ZONING

- Is the zoning appropriate, or are changes needed to conform to the City's zoning regulations?
- Does the project fit the area, i.e., Downtown Redevelopment District, Commerce Park, etc?

Criterion: Projects must conform to all adopted City plans, policies and provisions

ACCEPTABLE _____

NOT ACCEPTABLE _____

2. LAND USE

- Will the proposed project make a positive contribution to the Mesquite economy and the immediate neighborhood?
- Will it generate high levels of air, noise, odor, or waste pollution or traffic congestion?
- Does it conform to Mesquite's design review standards (if applicable)?

Criterion: Projects should improve the economy without disrupting local areas or creating unacceptable conditions.

ACCEPTABLE _____

NOT ACCEPTABLE _____

3. WATER USE

- How much water does the project intend to use?

Criterion: Projects that require large amounts of water should not be encouraged. Projects that utilize or develop innovative water conservation or reuse strategies should be encouraged.

ACCEPTABLE_____

NOT ACCEPTABLE_____

4. ENVIRONMENTAL CONSIDERATIONS:

- What is the environmental impact of the project on the local area and the region?
- What is the environmental impact of the project’s product?
- Does the project or its end product contribute to improving environmental conditions or problems?

Criterion: Projects should comply with all local, state and federal environmental regulations. Projects whose production processes pose high environmental risks should be discouraged. Projects whose product pose environmental problems should be discouraged. Projects whose production processes or products serve to improve environmental conditions should be encouraged.

ACCEPTABLE_____

NOT ACCEPTABLE_____

5. INFILL:

- Does the project location allow use of existing infrastructure, or will it demand substantial infrastructure extension, replacement or upgrading?

Criterion: Projects should not require substantial City costs for infrastructure unless developers and the City can agree on sharing the cost.

ACCEPTABLE_____

NOT ACCEPTABLE_____

6. DESIGN AND CONSERVATION:

- Are the scale and general design of the project appropriate to the area?
- Will the project renovate or expand existing facilities?
- If in the Downtown Redevelopment District, or other designated planning area, will the project follow guidelines?

Criterion: Project design should be appropriate to the area. Viable existing buildings should be conserved, and historic buildings should be appropriately preserved. Existing buildings and site amenities should be improved to meet current City or community development standards.

ACCEPTABLE_____

NOT ACCEPTABLE_____

II. ECONOMIC BENEFITS

1. COMPETITION:

- Is the project in competition with existing businesses or developments?
- Will products be sold outside the Mesquite area to avoid competition with established local business?

Criterion: The City may wish to avoid issuing bonds or providing other incentives that would give the project an advantage over existing competitors in the local market.

ACCEPTABLE_____

NOT ACCEPTABLE_____

2. JOBS:

- Will the project create new job opportunities?
- Are the job categories and possible plans for phasing clearly stated?
- Will the jobs benefit low and moderate income residents in the area?
- Will jobs equal or exceed average state or Mesquite wages?
- Will contractors and other firms in the construction industry be obtained from the local area?

Criterion: The plan of the project must list employment information as such:

- Number, category and wages of all jobs which would be created.
- All temporary and full time jobs must be identified as such.
- Identify positions that will be filled locally and those that will be filled by transfers from other facilities or out-of-area recruitment processes. The number and type of positions expected to be filled by Mesquite area residents shall be clearly indicated.
- Local recruitment, hiring and training programs shall be described in detail, including any available opportunities for advancement.

ACCEPTABLE_____

NOT ACCEPTABLE_____

III. PROJECT FEASIBILITY

1. FEASIBILITY AND FINANCING:

- Has the project applicant presented convincing evidence that the project will generate sufficient cash flow to service its project debt and any other debts?
- Does the project applicant have a firm financing commitment?

Criterion: Project must show ability to maintain a solvent business, to retire bonds (if applicable) in a timely manner, or evidence that financing is guaranteed.

ACCEPTABLE _____

NOT ACCEPTABLE _____

2. PROJECT APPLICANT'S RECORD:

- Does the project applicant have a proven record with projects of this or a similar type?
- Does the project applicant have strong financial backing and experience which would be relevant to the project?

Criterion: The project applicant should have a proven record with similar projects, or present convincing evidence that the project will be completed successfully. Reference from financial institutions and other firms may be required.

ACCEPTABLE _____

NOT ACCEPTABLE _____

3. TIMING:

- Will the project be completed in a timely manner?

Criterion: This item is for informational purposes to inform the Economic Development Department and Commission of any time considerations or deadlines attached to the project applicant's plans.