



RURAL DEVELOPMENT

June 20, 2019 Kimber Lanning



Local First Arizona Rural Development Council

Creates innovative programs to build a more diverse and resilient Arizona economy by:

- Leveraging Local Businesses to Build Economic Resilience
- Business Retention & Expansion
- Placemaking & Destination Marketing
- Youth Engagement
- Elevation of Food Systems
- Economic Assessment and Analysis



ROAD MAP TO THE



BUSINESS
DEVELOPMENT



COMMUNITY
FORUMS &
WORKSHOPS



TOURISM &
MARKETING



YOUTH
ENGAGEMENT



FOOD
SYSTEMS



WASTE &
SUSTAINABILITY



Community Activation Programs

Business Development

- Localism Community Workshops
 - Customer Service
 - Social Media Training
 - Collaborative Marketing
- Buy Local Shopping Passport Events
- Event & Resource Planning
- Succession Planning



Community Activation Programs

Forums & Workshops

- Economic Assessments and Analysis
- Strategic Planning
- Community Development



Community Activation Programs

Tourism & Marketing

- Branding & Media Planning
- Small Wonders Maps
- Community Profile Development
- WeekendZona



Community Activation Programs



DISCOVER SMALL TOWN AZ | AJO

Ajo is a community rich in resources, culture and creativity. In a climate where you would expect only cactus to thrive, indigenous crops have sprouted a flourishing sustainable agriculture movement. Old buildings of the past now dance under the vivid colors of stunning murals that encompass the convergence of Ajo's ethnic diversity.

Ajo is a place where transformation happens. From dilapidated buildings to art, from desert dust to thriving crops, and from segregation to collaboration, Ajo continues to evolve. Only in Ajo will you find a community that embodies new life, growth, strength and peace with a humility and authenticity that honors the origins from which it arose.



See Full Profile at:

<https://www.localfirstazfoundation.org/ajo-az>

Community Activation Programs

Youth Engagement

- Science Happens Here
 - Connecting schools with locally owned businesses
- Civic Engagement Workshops
- Community Visioning Forums





13TH ANNUAL RURAL POLICY FORUM

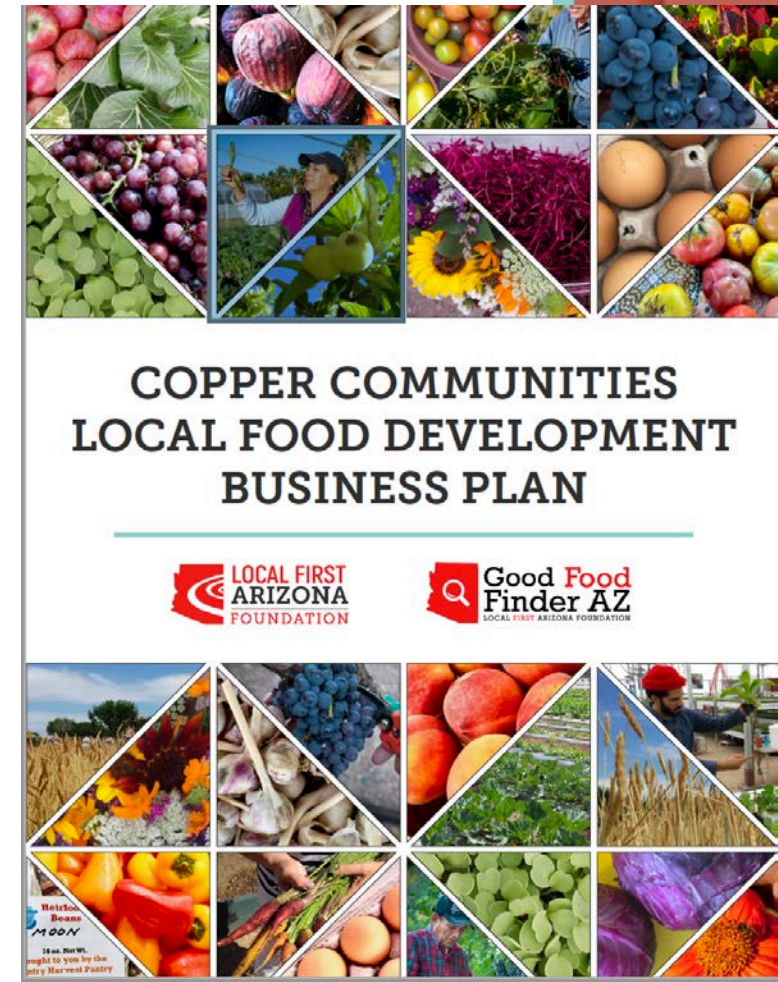
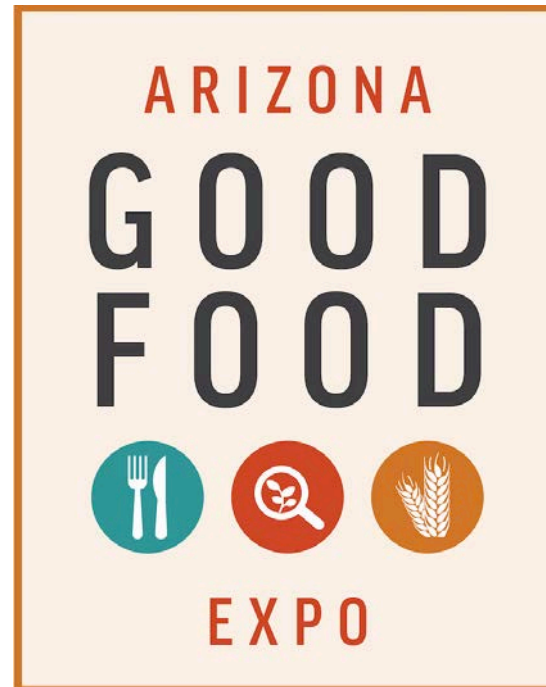
Empowering Arizona's Communities

Rural Community Activation

- 300+ Rural AZ Stakeholders
- Workshops, Breakout Sessions, Tours and Networking Opportunities
- Address Rural Challenges
- Provide Proven Solutions
- Highlight Rural Partners



Local First Arizona Foundation | Food



Ajo, AZ

Tourism & Marketing

- Branding
- Marketing Plan
- Community Profile
- Locals FAM Tour
- WeekendZona
- Blogs & Press Releases

Business Development/Workshops

- Social Media
- Website Builder Weekend
- Succession Planning
- Grant Support

Food Systems

- Events
- Co-Op
- Food Studies



Copper Corridor

Tourism & Marketing

- Branding
- Community Profile
- Blogs & Press Releases

Workshops

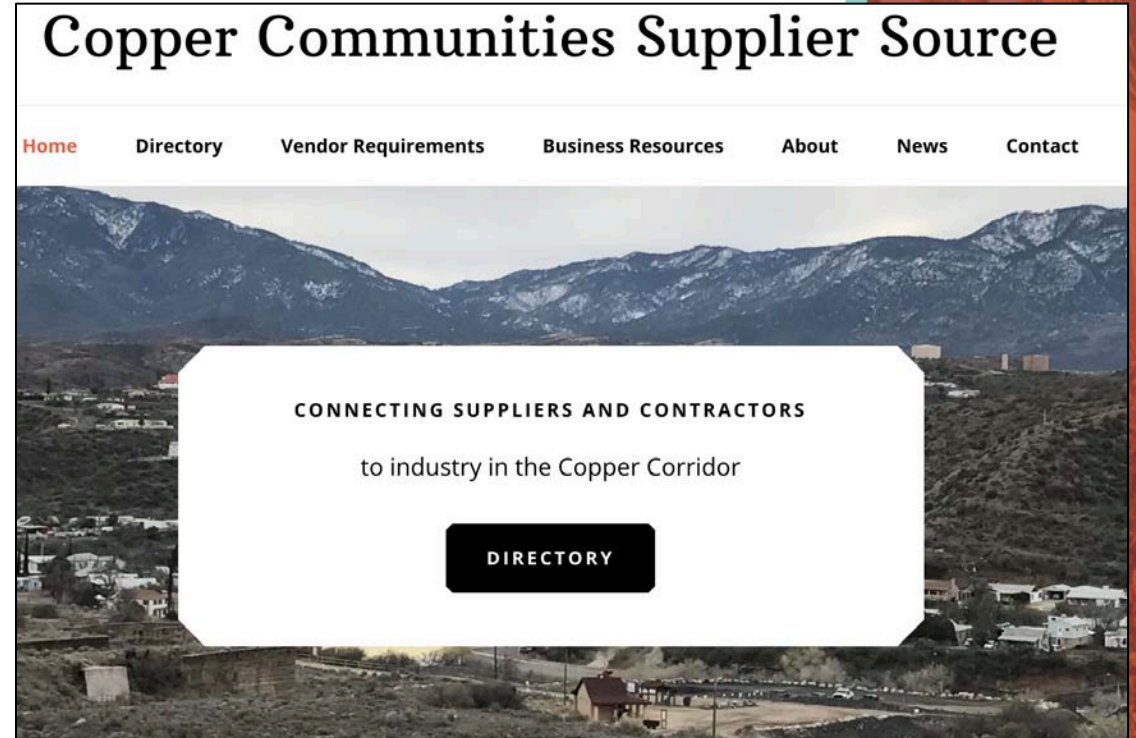
- Copper Corridor Supplier Source
- San Manuel Activation Project
- Event Planning

Food Systems

- Food Studies



DISCOVER BY CHANCE RETURN BY CHOICE



Graham & Greenlee Counties

Tourism & Marketing

- Community Profiles
- Blogs & Press Releases

Business Development

- Micro-Loan Program
- Graham Chamber Action Plan

Youth Engagement

- Science Happens Here

