

An Economic Strategic Plan for the Lake Powell Region

Local Success



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Findings

- NGS will have a dramatic impact on the region.
 - Loss of high paying jobs at NGS
 - Loss of high paying jobs at Kayenta Mine
- The broad region will suffer economically.
 - Page
 - Western Navajo Nation / Hopi Tribe
 - Southern Utah
- The economics of the region
 - Tourism
 - Scenic Beauty
 - Lake Powell
 - Grand Canyon
 - Indian Country
 - Traditional industry has been very limited



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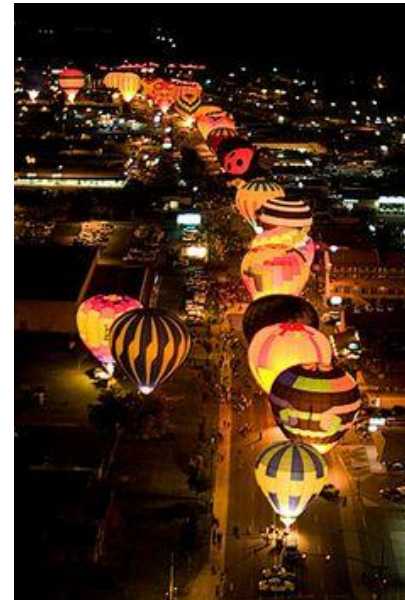
Findings

- Limited industry
 - Page Steel, Yamamoto Bait Co
 - Limited logistics
 - Limited connectivity
- Local Navajo Communities depend on Page for retail and other services.
- Kanab, UT is tied to the region by tourism.
- Many residents of Page came with the building of the dam.
- Housing stock in the region is limited.
 - Page
 - Bureau of Reclamation Neighborhood from 1960
 - Many mobile homes

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Findings

- Housing stock Continued
 - Navajo Communities
 - Limited Infrastructure
- Workforce
 - High percentage of hospitality workers
 - 15.8% vs 5.7% nationally
 - Transportation 31.6% vs 12.1% nationally
 - Admin & Sales 6.9% vs 24.4 nationally
 - Very few in Computer, Science, Education or Arts
 - Workforce is transient due seasonality
 - Multiple cultures create unique demands on the local workforce
 - Creates need for deep training of ALL involved in the Workforce
 - “Recreation” Culture
 - “Native American” Culture
 - An important role for the Community College



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Findings

- Workforce Continued
 - The need for training
 - Job Skills
 - Existing & New Industries
 - Higher Education Consortium Project
 - Coconino Community College
 - Dine' College
 - Navajo Technical University
 - Northern Arizona University

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Tourism Popular Activities

- Most popular activities
 - Grand Canyon National Park 67.8%
 - Dining Out 63.5%
 - Glen Canyon 54.6%
 - Bryce Canyon 48.3%
 - Zion 46.6%
 - Horseshoe Bend 43.5%
 - Slot Canyon Tours 41.4%
 - Lake Powell Visitor Center 41.1%
 - JW Powell Museum 38.7%
 - Shopping 27.1%



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Tourism Most Popular Events

- Interested in attending
 - Native American culture / dances 38.1%
 - Geology & history lectures 33.1%
 - Balloon regatta 29.6%
 - Native American arts / jewelry shows 28.0%
 - BBQ / Chili cook off 24.2%
 - Rodeo 24.2%
 - Major Music Festival 21.4%
 - Art shows 20.5%

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Region Strengths

- Natural environment
- Spectacular scenery
- Isolated communities
- Visitors
- Cultural history
- Land resources
- Bountiful workforce
- Friendliness of the local people
- Scenic roads
- Livestock industry
- Glen Canyon Dam
- Workforce is skilled in education, health care, trades, artistry



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Region Weaknesses

- Housing
- Hospitality/Customer Service
- Taxes
- Lack of a “town common” in Page
- Cultural integration
- Infrastructure
- Insular community
- Identity/sense of place
- K-12 education
- Bussing K-12 to Page and Tuba
- Long commutes to work
- Navajo Nation government red tape
- Dependency on outlying communities
- Tribal “income tax”
- Lack of Navajo Nation Police
- Cell grid is weak
- Saving and budgeting skills needed – Navajo

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Region Opportunities

- Education
- History and culture
- Agriculture/cattle/sheep
- Water usage by NGS
- Improve agricultural skills and practices
- Education – business entrepreneurship
- New markets for wool
- Improve wool quality
- Alternative energy
- Growth of tourism by improving guest services
- Local feed lot
- Fishing for export
- Hollywood, facilities for movies
- Ideas for new lifestyle housing
- Land to expand the community



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Region Threats

- Limited vision for growth
- Isolation
- Weak air transportation
- Workforce
- Infrastructure maintenance confusion and disagreement
- Lack of property rights
- Lack of land management
- Long commutes
- Inadequate infrastructure
- Lack of opportunities for children who pursue education to return.
- Permitting problem at Navajo Nation – nepotism, and convoluted process
- Aging population will need care
- Nation is competing in business
- In-town activities
- Racial tolerance

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Lifestyle as an attraction for new residents / industry

- The “Green Coast”
- Converting visitors to residents
 - 2200 Page hotel rooms / 435 Kanab hotel rooms
 - Page low return rate 21% vs 50% Navajo Nation / 61% Flagstaff
- Other examples of communities converting visitors
 - Flagstaff – WL Gore
 - Phoenix – Motorola



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Strategies and Recommendations for Page/Kanab

- Create a broader sense of understanding and acceptance between cultures.
- Foster stronger sense of community and inclusiveness.
- Improve visitor repeat visits from 21% to +50%
- Focus Downtown Page as an attraction
 - ID a primary location as a permanent “Town Common”
 - Embrace a walkable streetscape
 - Use design process as a unifying activity within the community
 - Center of Town attractions for both residents and visitors
- Improve identity
 - Rebrand as a destination vs “stop along the way”
 - New attractions such as Astro – tourism
 - Foster an environment that is welcoming to all
 - Cross Market the entire region

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Strategies and Recommendations for Page/Kanab

- Build the communities by attracting new lite industry
 - Identify and / or create industry sectors compatible with lifestyle
 - Improve broadband service for reliability and speed
 - Identify key area with infrastructure for industry
 - Tie visitor marketing to business attraction
 - Utilize wide area workforce
 - Design and deliver education and workforce training that fits with all sectors
- Identify areas for new residential development and redevelopment
 - Review City codes to accommodate “adaptable” housing
 - Identify infrastructure gaps
 - Identify areas for “workforce” housing
- Strategic Infrastructure
 - Expand Page airport to accommodate regional jets via FAA grants
 - Improvements to Page and Navajo utility and transportation networks

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Strategies and Recommendations for Western Navajo

- Identify methods and infrastructure to attract industry
- Identify agriculture opportunities as an “export” business
 - Greenhouse / hydroponic irrigation
 - Explore international market for sheep
 - Cattle collaborative to increase grazing
- Identify individual community needs for infrastructure and prioritize
 - Address needs with broader government entities
- Improve housing opportunities
 - Identify areas available for housing within existing communities
 - Expand affordable workforce housing options for community members
 - Plan for retirement of aging housing stock
- Identify new business needs that can serve the community
 - Activate business startup via community members
 - Tie higher education to entrepreneurial development
 - Streamline process for business ownership within Navajo Nation governance
 - Look to Native American Business Incubator Network & SBDC for support