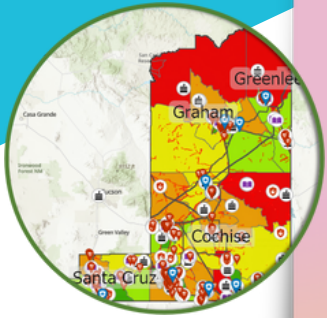


The **SEAGO** Economic Resiliency Handbook



Southeastern Arizona is a beautiful and vibrant region, with a wealth of natural and cultural resources. But it also faces an array of challenges, including extreme weather events, infrastructural concerns, and economic hardship. To ensure the future of this region, residents need to have access to the tools, resources, and relationships that will enable them to become resilient and anti-fragile. That's why the Resiliency Toolkit for Southeastern Arizona was created - to provide every citizen and organizational leader with the knowledge they need to thrive in our rapidly changing world. The goal of the Toolkit is to create an interconnected web of resilience tools and resources that empowers individuals and organizations in Southeastern Arizona to build lasting solutions to their current and future needs. This will enable them not only to survive any challenge they may face today or in the future, but also flourish as they take on their respective roles in building a better tomorrow.



Defining Economic Development

Economic development for Southeastern Arizona refers to the process of improving the economic well-being and quality of life for individuals, businesses, and communities in the region. It involves a wide range of activities and initiatives that are designed to promote economic growth, create jobs, and attract investment to the area. It includes a variety of factors such as natural resources, tourism, agriculture, mining, and manufacturing, public-private partnerships, and government policies and programs.

Economic development efforts in Southeastern Arizona include initiatives to support small businesses, attract new industries, improve infrastructure, and develop the workforce. This may include providing funding and other resources to small businesses, working to attract new businesses and industries to the region, investing in transportation and other infrastructure projects, and providing training and education opportunities to help workers acquire the skills they need to succeed in the local economy. Economic development can be driven by a number of factors such as natural resources, tourism, agriculture, mining, and manufacturing. Additionally, public-private partnership, government policies and programs can also play a big role in promoting economic development in the region.

Defining Economic Well-Being

Economic well-being refers to the financial and material resources that individuals have access to, such as income, savings, and assets. Quality of life, on the other hand, refers to the overall well-being of individuals and communities, including factors such as health, education, and access to social services.

Economic well-being for individuals in Southeastern Arizona includes factors such as access to stable employment, adequate income and benefits, affordable housing, and financial security. This can include having access to stable employment opportunities with good wages, affordable housing, access to healthcare, and being able to save for the future and plan for retirement.

Quality of life for individuals in Southeastern Arizona includes factors such as access to education, healthcare, and other social services, as well as the availability of recreational and cultural activities. This can include access to quality education, affordable and accessible healthcare, safe and healthy living conditions, and opportunities for leisure and cultural activities.

Both economic well-being and quality of life are interconnected, and improving one can have a positive impact on the other. For example, a high-quality education can lead to better job opportunities and higher income, which can in turn improve overall economic well-being. Similarly, having access to affordable healthcare can help to improve overall physical and mental health, which can improve overall quality of life.



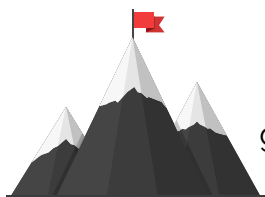
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Economic well-being and quality of life rely on foundational axioms of access, availability, reliability, affordability, and opportunity of: information, resources, infrastructure, agencies, and services that can effectively and efficiently be used to onboard individuals into a sustainable life while alleviating suffering.

Establishing economic resiliency, we gather, means evaluating the complex systems of our region to stabilize chronic deficits impeding the well-being of individuals and organizations navigating crises, and how to improve upon the effectiveness of these systems in empowering individuals, families, organizations, and by extension, communities, in being able to continuously improve their means and create progress for themselves and others.

Economic Challenges



Southeastern Arizona faces a number of economic threats that can at any given time, impact the economic well-being and quality of life for individuals and local organizations in the region. Some of these threats include:



Climate change: The region may be affected by the impacts of climate change such as rising temperatures, extreme weather, and changes in water availability, which can have negative effects on economic well-being and quality of life. The area is prone to extreme weather events such as droughts and floods, which can have devastating effects on local businesses and communities. For example, in 2020 Tucson experienced its hottest summer on record with temperatures reaching over 110 degrees Fahrenheit for several days in a row. This extreme heat caused crop losses and other economic damage throughout the region.

Limited Industry Diversity: Some rural economies are highly dependent on singular industries such as agriculture or mining which can create concentration risk.

Demographic challenges: The parts of Southeastern Arizona that have low percentage of young people leads to a lack of skilled workforce to drive economic stability in the low to moderate income jobs that are difficult to fill. The region has an aging population, with many people retiring or leaving the area due to lack of job opportunities or access to healthcare services. This has led to a decrease in the labor force and an increase in poverty levels across the region.

Lack of infrastructure: Southeastern Arizona has limited infrastructure, such as transportation and communication networks, which can make it difficult for businesses to operate and for individuals to access services and opportunities. According to the Arizona Department of Economic Security, the population in southeastern Arizona has grown by over 5% since 2020, and with that growth comes an increased demand for infrastructure and job opportunities

Job opportunities: The region may have a difficult time competing in diversified job opportunities, which can make it difficult for individuals to find stable employment and support their families locally, which causes them to move out of the area.

With intention, strategic orientation, and a focus on building economic resiliency, our SouthEastern Arizona Region can mitigate its risk factors and accelerate recovery from future economic shifts.

The Road to Recovery & Resiliency

What individuals and institutions can do to begin recovering from economic events and pre-emptively build resiliency, SEAGO's focus with putting together this Resiliency Handbook, is to address the keystone values that have proven to support a robust economy:



Support Business Entrepreneurship

This can be done by providing resources and support to early-stage companies and entrepreneurs, such as access to funding, mentorship, networking opportunities, and workspace. This can help to foster the growth of new businesses and create new sources of economic activity and employment

Add Value to Established Enterprises

Although industry sector diversification can be a great tool for communities, focusing on fortifying existing businesses and supporting them in areas of succession planning, strategic partnership formation and maintaining continuity during crises, are low-hanging fruit activities that reflect enterprise sustainability.



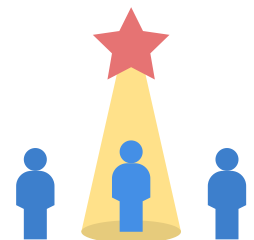
Build Capacity for Non-Profits

SouthEastern Arizona communities depend on non-profit organizations to provide services to marginalized un and underserved populations.

These same organizations are very often stretched thin and over encumbered with the demands of their target areas, without the staff or resources to sustain healthy and thriving operations. Capacity building is being presented here as providing labor, resources, or financial support to these organizations so they can continue acting as a stable function in onboarding individuals and organizations into economic well-being.

Enrich Talent Pools

Another important tool for building economic resiliency is to diversify the region's talent pool. This can be done by investing in education and workforce development programs that provide training and skills development for residents in high-demand fields such as technology, healthcare, and advanced manufacturing. This can help to ensure that the region has a skilled workforce that is well-prepared to meet the needs of employers in these industries.



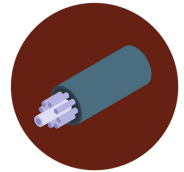


Preparing for Growth

prepare for growth in order to attract industry site selectors. This can be done by developing and implementing policies that support economic development and growth, such as investing in infrastructure, providing incentives for businesses to locate in the region, and streamlining the permitting and regulatory process.

Infrastructure Development

Infrastructure development is a critical component of economic resiliency and the ability to withstand economic shocks in Southeastern Arizona. Infrastructure includes the physical and organizational structures, facilities, and systems that are necessary for the functioning of a society or community, including transportation, communication, water, power, and other essential services.



Site Selection

Site selection is the process of choosing the best location for a new business, facility, or development project. It plays a critical role in economic growth, as the location of a business or development project can have a significant impact on its success and the economic well-being of the surrounding community.

Natural Strengths

Southeastern Arizona should promote its strengths and unique attributes, such as its natural beauty and recreational opportunities, as well as its access to major transportation corridors and a skilled workforce.



Overall, building economic resiliency in Southeastern Arizona will require a strategic and comprehensive approach that includes supporting business entrepreneurship, diversifying the talent pool, preparing for growth, focusing on its natural strengths, and attracting industry site selectors. By taking these steps, the region can position itself to be more resilient to fluctuating economic cycles and capitalize on the opportunities that arise.

The rest of this toolkit will dive deeper into what steps individuals and organizations can take to enhance their resiliency and speed up their recovery from economic shocks. The key takeaway is that because the nature of economic threats is constantly shifting, the use and implementation of timeless economic principles, mixed with practical action requires a balanced approach to the inherent constraints when trying to plan for "everything" that could happen from an economic standpoint.

Why a Toolkit?



A resiliency toolkit is designed to provide regional residents and organizational leaders with what they need to mitigate economic risk factors and enhance overall well-being. This toolkit includes a variety of different tools and resources. Here's our list:

The Tools



Communication

The three tools this kit highlights are Emergency Services, Social Media, and Coalitions

Emergency Services

There are a number of national, Arizona state, and county resources available for emergency management services and telephone hotlines in suicide prevention, domestic violence, human trafficking, kidnapping, child abuse, and other emergencies.

National Resources:

- National Suicide Prevention Lifeline: 1-800-273-TALK (8255)
- National Domestic Violence Hotline: 1-800-799-7233
- National Human Trafficking Hotline: 1-888-373-7888
- National Child Abuse Hotline: 1-800-4-A-CHILD (1-800-422-4453)
- Federal Emergency Management Agency (FEMA): 1-800-621-FEMA (3362)

Arizona State Resources:

- Arizona Department of Emergency Management: (602) 717-2400
- Arizona Coalition to End Sexual and Domestic Violence: (602) 279-2900
- Arizona Human Trafficking Council: (602) 542-1876
- Arizona Department of Child Safety: (877) 767-2385
- Arizona Department of Public Safety: (602) 223-2000



County Resources:

- Greenlee County Sheriff's Department: (928)-865-4149
- Cochise County Sheriff's Office: (520) 432-9500
- Santa Cruz County Sheriff's Office: (520) 761-7869
- Graham County Sheriff's Office: (928) 485-2211

It's important to note that emergency situations require immediate attention and it's recommended to call 911 in case of emergency. Additionally, these resources are subject to change and it's recommended to check with the specific county or agency for the most current information.

It's also important to note that these resources are not only for emergency situations, but also for individuals who need support or guidance. They provide confidential, professional support and referrals, and in some cases, crisis counseling and support groups.



Emergency Hotlines

In addition to 911, which is the standard emergency phone number for emergency services in the United States, there are several other 3-digit emergency hotlines that can be used to access different types of emergency services:

311: This number is used in some cities in the United States to access non-emergency services, such as reporting a problem or requesting information.

411: This number is used in the United States to access directory assistance, which can be used to obtain phone numbers and other information.

511: This number is used in some states in the United States to access traffic and weather information, as well as other travel-related information.

611: This number is used in the United States to access customer service for a specific phone company.



Emergency Hotlines Continued...

711: This number is used in the United States to access Telecommunications Relay Service (TRS), which allows individuals who are deaf, hard of hearing, or have a speech disability to communicate with hearing individuals using a TTY or other device.

811: This number is used in the United States to access the national "Call Before You Dig" service, which allows individuals to request information on the location of underground utilities before digging.

988: This number is being proposed as the national suicide prevention and mental health crisis hotline, for now, it's not yet implemented in many states.

It's worth noting that these numbers may not be available in all areas or may have different functions depending on the location. It's always recommended to check with local authorities for a more comprehensive list of emergency hotlines and services that may be available in your area.





Safe Social

Social media can provide a number of benefits for navigating an economic crisis locally. Some of the key benefits include:

1. **Rapid dissemination of information:** Social media platforms can allow for the rapid dissemination of information, including updates on the economic situation, resources available, and changes to local services and businesses. This can help individuals and organizations to stay informed and respond quickly to changing circumstances.
2. **Connecting with community members:** Social media can be used to connect with other community members, including those who may be affected by the economic crisis. This can help to build social networks and provide support for those who may be struggling.
3. **Identifying needs:** Social media can be used to identify the needs of individuals and organizations in the community, including information on who may be struggling and what resources may be needed. This can help to guide response efforts and target resources where they are needed most.
4. **Crowdsourcing solutions:** Social media can be used to crowdsource solutions to problems and gather ideas for addressing the economic crisis. This can help to tap into the collective knowledge and expertise of the community, and generate new and innovative solutions.



Click

Suicide Prevention

<https://www.facebook.com/AFSPnational>



DEMA

<https://www.facebook.com/DEMAArizona>



ACESDV

<https://www.facebook.com/ACESDV/>

5. Building public awareness: Social media can be used to raise public awareness about the economic crisis and the impact it is having on the community. This can help to generate support for response efforts and encourage individuals and organizations to take action.



AATN

6. Facilitating communication and coordination:

Social media can be used to facilitate communication and coordination between individuals, organizations, and government agencies, which can be critical for effective response and recovery efforts.

<https://www.facebook.com/ArizonaAntiTraffickingNetwork>



AZDCS

In summary, social media can provide a number of benefits for navigating an economic crisis locally. It can help to disseminate information quickly, connect with community members, identify needs, crowdsource solutions, raise public awareness, and facilitate communication and coordination. These can help to provide support and resources to those in need and guide response efforts to minimize the impacts of an economic crisis.

<https://www.facebook.com/arizonadcs>



Greenlee Sheriff

<https://www.facebook.com/profile.php?id=100069185680330>



AZDPS

<https://www.facebook.com/Ariz.DPS>



Graham Sheriff

<https://www.facebook.com/GrahamCountySheriffsOffice>



Cochise Sheriff

<https://www.facebook.com/CochiseSO>

Click



Santa Cruz Sheriff

<https://www.facebook.com/SantaCruzCountySheriff>





Coalitions

Economic resiliency is a complex and multifaceted challenge that requires the collaboration and coordination of multiple stakeholders, including public and private organizations. One effective way to tackle specific economic resiliency projects is through the formation of coalitions. Coalitions are groups of organizations that come together to achieve a common goal or set of goals. They can be formed to address a wide range of issues, including economic development, workforce development, and infrastructure development.

Types of Coalitions



Business coalitions: Business coalitions can bring together representatives from various businesses in the community to share information, resources, best practices, and create accountability. They can also coordinate efforts to support employees and customers before, during and after a crisis.



Faith-based coalitions: Faith-based coalitions can bring together representatives from various religious organizations in the community to provide spiritual support and guidance during a crisis, as well as to mobilize volunteers and resources.



Non-profit coalitions: Non-profit coalitions can bring together representatives from various non-profit organizations in the community to coordinate efforts to provide services and support to those in need during a crisis.



Public-private coalitions: Public-private coalitions can bring together representatives from government agencies, businesses, and community organizations to coordinate efforts to respond to a crisis and support the community.



Emergency management coalitions: Emergency management coalitions can bring together representatives from various emergency management agencies and organizations to coordinate efforts to prepare for and respond to a crisis.

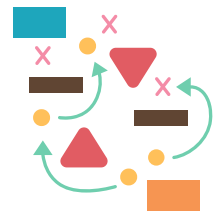


Community-based coalitions: Community-based coalitions can bring together representatives from various sectors of the community, including community leaders, educators, health care providers, and social service agencies, to develop and implement community-wide strategies to address a crisis.

Each of these coalitions can play a unique role in navigating a severe crisis and building cohesion within the community, by drawing on their specific resources, networks and expertise. In order to be effective, it's important to involve a diverse range of stakeholders and to establish clear roles, responsibilities and communication channels. Additionally, it's important to ensure that the coalition's efforts are well-coordinated with those of other coalitions, organizations, and agencies working to address the crisis.

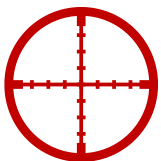
! Forming Strategic Coalitions

Coalitions among public and private organizations can be a powerful tool for tackling specific economic resiliency projects. By combining the resources, knowledge, and experience of multiple stakeholders, coalitions can provide a comprehensive approach to addressing the complex challenges that arise in economic resiliency projects.



The benefits of forming a coalition are numerous. By bringing together a group of organizations, each one can draw on the expertise and resources of the others to create a powerful and effective team. This team can then work together to create strategies that are tailored to the specific project and address the unique challenges faced by the organizations. Furthermore, the collaborative nature of coalitions allows for more ideas and perspectives to be considered, resulting in better outcomes.

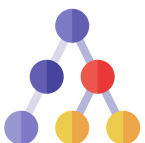
To create successful coalitions, key elements must be taken into consideration....



First, it is important to ensure that the goals and objectives of the coalition are clearly articulated and understood by all members. This will help to ensure that the coalition is working towards a common purpose.



Secondly, it is important to create a sense of trust and respect among all members. This will help to ensure that everyone is working together towards the same outcome and that all voices are heard.



Finally, it is important to create a structure for how the coalition will operate. This should include decision-making processes, accountability mechanisms, and a timeline for achieving the desired results.

By leveraging the power of coalitions, public and private organizations can work together to develop comprehensive strategies for achieving economic resiliency. Through clear goals, mutual trust, and effective structures, coalitions can create lasting solutions to difficult and complex economic problems.

Additional Benefits Coalitions Have on Public and Private Organizations

- 1. Increased access to resources and expertise:** Coalitions bring together a diverse group of organizations that can share resources, expertise, and knowledge to address complex issues. This can help to leverage the strengths of each organization and to achieve results that would be difficult to achieve on their own.
- 2. Agency Familiarity:** Coalitions remind local citizens of the value various agencies bring to their area by making connections and sharing access.
- 3. Greater impact:** Coalitions can have a greater impact on their target issue than any single organization. By working together, organizations can achieve more than they would be able to achieve on their own.
- 4. Improved communication and coordination:** Coalitions facilitate improved communication and coordination among organizations, which can help to avoid duplication of effort and to ensure that resources are used effectively.
- 5. Increased capacity to influence public policy:** Coalitions can provide a collective voice for their members and can help to influence public policy in support of their goals.
- 6. Greater legitimacy:** Coalitions can provide greater legitimacy to their cause by bringing together a diverse group of organizations that are committed to achieving common goals.
- 7. Better understanding of the situation:** Having access to data can help individuals and organizations to understand the nature and scope of a crisis, as well as its potential impact on the community. This can help to inform decision making and guide response efforts.
- 8. Identifying vulnerabilities:** Data can help to identify vulnerabilities in the community, such as populations that may be at higher risk or areas that may be particularly affected by a crisis. This information can be used to prioritize resources and target response efforts.
- 9. Improved planning:** Having access to data and local agency familiarity can help to inform planning efforts and guide the development of emergency response plans and other preparedness measures.

10. More efficient response: Having access to data and local agency familiarity can help to streamline response efforts by providing information on the location of resources, the availability of services, and the capabilities of local agencies and organizations.

11. Evaluating effectiveness: Data can be used to evaluate the effectiveness of response efforts and make adjustments as needed. This can help to improve overall response efforts and ensure that resources are being used in the most effective way. Long-term recovery: Data can also be used to inform long-term recovery efforts and guide decision making on rebuilding and recovery.

12. Building trust: Familiarity with local agencies and organizations can help to build trust between the community and response agencies, which can be critical for effective communication and coordination during a crisis.

LEADERSHIP



Leadership refers to the process of guiding, directing, and influencing the actions of a group or organization towards a common goal or purpose. Leadership can take many forms and can be exercised by individuals at all levels of an organization, from front-line managers to CEOs and elected officials. Leadership involves setting direction, motivating and inspiring others, making decisions, and solving problems. It also involves communicating effectively, building relationships, and managing change. Effective leadership is characterized by a combination of personal qualities, such as integrity, vision, and emotional intelligence, and the ability to use a variety of leadership styles and techniques to achieve goals. Ultimately, leadership is about creating a positive impact, whether it be in an organization, a community, or society as a whole.

Leadership is also very important for preparing future leaders for the ebbs and flows of a cyclic economy. It helps them to develop the warewithal, skills and knowledge needed to navigate the challenges and opportunities that arise during economic swings.

In Economic terms, leadership development is a tool specifically because of its function of which is to produce clarity of vision, motivate collective desire, and guide right actions towards economic well-being and prosperity. Organizational leaders influence anywhere from dozens, to hundreds, and even thousands of hours of labor and is a major factor when it comes to economic resilience.

Here are some examples of how leadership does this whenever it is engaged:



1 Strategic thinking: Economic cycles can be unpredictable, so it's important for leaders to have the ability to think strategically and adapt to changing circumstances. Leadership development programs can help leaders develop the ability to think critically, analyze data, and make informed decisions in order to navigate economic challenges.



2 Personal Resilience: Economic downturns can be difficult for leaders to navigate. They must be able to remain resilient and focused on the long-term goals of the organization. Leadership development programs can help leaders develop the ability to cope with stress and uncertainty, as well as the ability to lead others through difficult times.



3 Innovation: Economic downturns can also be an opportunity for leaders to think creatively and come up with new ideas for how to navigate economic challenges. Leadership development programs can help leaders develop the ability to think outside the box and come up with new solutions to problems.



4 Communication: Effective communication is essential for leaders during economic downturns. Leaders must be able to communicate effectively with employees, customers, and other stakeholders to provide guidance and direction during difficult times. Leadership development programs can help leaders develop the ability to communicate clearly and persuasively.



5 Empathy: Economic downturns can affect employees, customers and the community in different ways, so it's important for leaders to be empathetic and understand the impact of the downturn on different stakeholders. Leadership development programs can help leaders develop empathy and understanding of the different perspectives of stakeholders.



6 Networking: A strong network of relationships can be invaluable during economic downturns. Leadership development programs can help leaders develop the ability to build and maintain networks of relationships with other leaders, businesses and organizations.

Regional Leadership Groups



<https://dreambuilder.org/>



<https://gilavalleyleadership.org/>

**COCHISE
LEADERSHIP
ACADEMY**

**AMERICAN LEADERSHIP
ACADEMY**

<https://www.alaschools.org/az>

The Balancing Act



Citizen displacement is a concern of anyone who cares enough to think about the machinations of the economy and how to alleviate human suffering. Whatever the causes, SouthEastern Arizonans can unite on the reality that the goals of A) Alleviating human suffering; B) Facilitating human decency; C) Empowering engaging and productive citizens; D) Creating a better future -- all involve tradeoffs, which means optimizing limited resources, people, time, and money. That is THE balancing act.

As a growth oriented leader, here's how your incumbent citizens stand to benefit:

Increased job opportunities:

Growing a local economy can lead to an increase in job opportunities, which can benefit incumbent citizens by providing them with more opportunities to find employment, and increase their earning potential.

Increased economic stability:

When a local economy is strong, it can provide a more stable environment for incumbent citizens. This can help to reduce the impact of economic downturns and make it easier for individuals and families to plan for the future.

Increased access to goods and services:

A strong local economy can lead to an increase in the availability of goods and services, which can benefit incumbent citizens by making it easier for them to access the things they need.

Increased community development:

Growing a local economy can lead to an increase in community development, which can benefit incumbent citizens by providing them with more opportunities to participate in community activities and events, and to build a sense of community.

Increased business development:

A strong local economy can lead to an increase in business development, which can benefit incumbent citizens by providing them with more opportunities to start their own businesses or invest in existing ones.



Infrastructure Development

Infrastructure development is a critical component of economic resiliency and the ability to withstand economic shocks in Southeastern Arizona. Infrastructure includes the physical and organizational structures, facilities, and systems that are necessary for the functioning of a society or community, including transportation, communication, water, power, and other essential services.



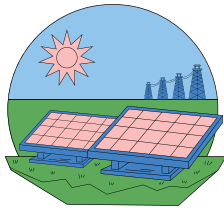
Transportation infrastructure is a key component of economic resiliency in Southeastern Arizona. This includes the development and maintenance of roads, highways, bridges, and public transportation systems. Good transportation infrastructure allows for the efficient movement of goods and people, which can help to support economic growth and development by making it easier for businesses to access markets and for workers to access employment opportunities.



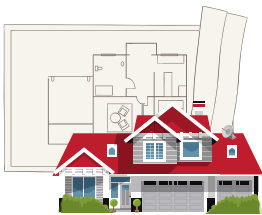
Communication infrastructure is also important for economic resiliency in Southeastern Arizona. This includes the development and maintenance of telecommunications networks, including internet, telephone, and broadband services. Good communication infrastructure allows businesses to access global markets and to take advantage of new technologies, which can help to promote economic growth and development.



Water infrastructure is also a crucial element for economic resiliency in Southeastern Arizona. The region faces challenges with water scarcity and prolonged droughts. Adequate water infrastructure, including dams, canals, and pipelines, is needed to ensure a reliable water supply for both residential and industrial use. This infrastructure is essential for supporting the growth of agriculture and other water-intensive industries, which are important sources of economic activity and employment in the region.



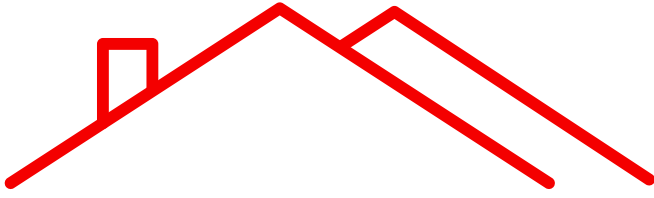
Power infrastructure is also essential for economic resiliency in Southeastern Arizona. This includes the development and maintenance of electric power generation and distribution systems. A reliable power supply is essential for supporting economic activity and for attracting new businesses and investment to the region.



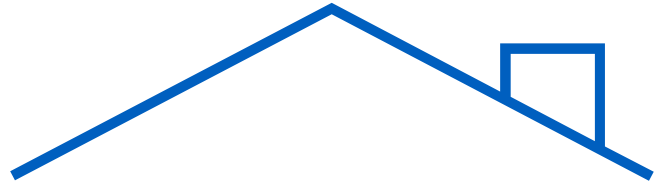
Affordable Housing: Providing affordable home options is a clear resiliency tool during economic downturns where stable rents and alternative home purchasing options can be a beacon of light during contractions and where incomes are fixed.

Affordable housing infrastructure refers to the systems and structures that are in place to provide affordable housing options to low- and moderate-income households. These can include a range of different types of housing, such as single-family homes, apartments, and townhouses, as well as the services and supports that are needed to make these homes accessible and sustainable for residents.

Arizona Affordable Housing Programs



Low-income housing tax credit: One of the key ways that affordable housing is financed is through the Low-Income Housing Tax Credit (LIHTC) program. This program provides tax credits to developers who build or rehabilitate affordable housing. Developers can then use these tax credits to raise capital for their projects and make them more financially feasible.



Community land trusts: Community land trusts (CLTs) are another important tool for creating affordable housing. CLTs are nonprofit organizations that acquire land and then develop or preserve affordable housing on that land. The CLT then sells the housing to low-income households at an affordable price and leases the land to the homeowner.



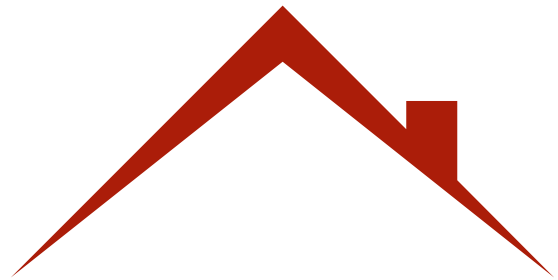
HOME Investment Partnerships Program: The HOME Investment Partnerships Program is a federal program that provides funding to states and localities for the development of affordable housing. Communities can use these funds to acquire, construct, or rehabilitate affordable housing.



Public Housing: Public housing is another important tool for providing affordable housing. Public housing is owned and operated by local housing authorities and is available to low-income households. Public housing can be in the form of apartments or single-family homes.



Community Development Block Grants: Community Development Block Grants (CDBG) is a federal program that provides funding to states and localities for a wide range of community development activities, including affordable housing.



Community Housing Development Organizations (CHDO):
A community housing development organization (CHDO) is a nonprofit organization that is dedicated to developing and preserving affordable housing in a specific community or region.

Rural communities can take several steps to bring more affordable housing to their region:

Partner with local organizations: Rural communities can partner with local organizations, such as non-profits, to develop affordable housing projects. These organizations often have the expertise and resources to develop affordable housing projects that might not otherwise be feasible.

Encourage zoning and land-use changes: Rural communities can encourage zoning and land-use changes to allow for more affordable housing options. This can include allowing for more density in certain areas, or creating zoning districts that are specifically designed for affordable housing.

Leverage federal and state funding: Rural communities can leverage federal and state funding to support the development of affordable housing. This can include programs such as the Low-Income Housing Tax Credit, Community Development Block Grants, and the HOME Investment Partnerships Program.

Promote the use of alternative building materials and construction methods: Rural communities can promote the use of alternative building materials and construction methods, such as modular or manufactured housing, to make affordable housing more cost-effective and accessible.

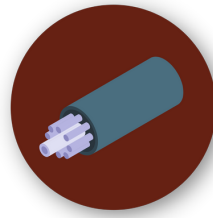
Engage the community: Rural communities can engage the community in the planning and development of affordable housing projects. This can help to build support for the projects and ensure that they meet the needs of the community.

Encourage mixed-income housing: Rural communities can encourage mixed-income housing development, which can help to integrate affordable housing into the community and reduce the potential for concentrated poverty.

Promote homeownership opportunities: Rural communities can also promote homeownership opportunities, which can help low-income families to become homeowners and to build equity in their homes.

In summary, affordable housing infrastructure is a combination of systems and structures that are in place to provide affordable housing options to low- and moderate-income households. Rural communities can bring more affordable housing to their region by partnering with local organizations, leveraging federal and state funding, encouraging zoning and land-use changes, promoting the use of alternative building materials and construction methods, engaging the community, encouraging mixed-income housing and promoting homeownership opportunities.

Broadband Infrastructure



Broadband internet is a high-speed internet connection that allows for the rapid transfer of data, and it can have a number of benefits for economic well-being and overall quality of life. Some of the main benefits include:



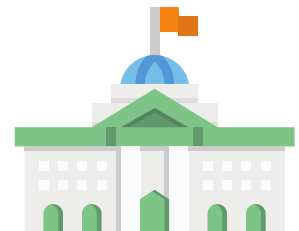
Increased economic opportunities: Broadband internet can help to increase economic opportunities by making it easier for people to access job listings and apply for jobs, as well as by making it easier for businesses to access new markets and customers. This can help to create more jobs and increase economic growth.

Improved education and training: Broadband internet can also improve education and training by making it easier for people to access online learning resources and take online classes. This can help to increase educational attainment and improve workforce development.



Improved healthcare: Broadband internet can improve healthcare by making it easier for people to access telemedicine services, such as virtual consultations with healthcare providers. This can help to improve healthcare access and outcomes, particularly in rural and remote areas.

Improved public services: Broadband internet can also improve public services by making it easier for government agencies to provide services online, such as paying taxes, accessing public records, and applying for benefits. This can help to improve the efficiency and accessibility of public services.





Improved social connectivity: Broadband internet can also improve social connectivity by making it easier for people to stay in touch with friends and family, as well as by making it easier for people to access online communities and social networks. This can help to improve social well-being and reduce feelings of isolation.

Improved emergency response: In case of emergency, broadband internet can also improve emergency response by making it easier for emergency responders to access critical information and coordinate their response. This can help to improve public safety and reduce the impact of disasters.



Energy management systems:

Energy management systems, such as smart thermostats and smart lighting, rely on a high-speed internet connection to communicate with the central hub or control system. This allows users to remotely monitor and adjust their energy usage, which can lead to increased energy efficiency and cost savings. broadband infrastructure can also support tech integration, which can optimize energy usage and reduce costs by using real-time data to balance energy supply and demand.

In rural areas, access to broadband internet can be a key factor in addressing digital divide and promoting economic development. It can enable access to education, healthcare, public services, and e-commerce, which can help to improve quality of life and create new economic opportunities. Furthermore, it can enable telecommuting and telework, which could provide more job opportunities, and reduce the need to commute.

Additionally, by enabling telecommuting and telework, broadband internet can create new job opportunities, reduce the need to commute, contribute to property appreciation, and improve the overall quality of life for rural residents.

To fully realize the benefits of broadband internet, it is important for communities to invest in the necessary infrastructure and to promote digital literacy and education. This includes working with public and private partners to bring broadband access to unserved and underserved areas, and providing education and training to help residents to use the internet safely and effectively. By leveraging the potential of broadband internet to improve economic well-being and enhance overall quality of life, communities can become more resilient and better equipped to navigate the challenges of economic boom and bust cycles.

Site Selection



Site selection is the process of choosing the best location for a new business, facility, or development project. It plays a critical role in economic growth, as the location of a business or development project can have a significant impact on its success and the economic well-being of the surrounding community. Site Selection deserves a place as a resiliency tool because of its interrelationship with other tools, especially coalitions:



One of the key tenets of economic well-being mentioned earlier in this handbook was access. Access to accurate and reliable data that can inform good decision-making. Here's how access can be represented for the local economy and enhance business friendliness:



Access to key resources: Site selection can help to ensure that businesses and development projects have access to key resources, such as labor, raw materials, and customers. This can help to make the business or development project more efficient and cost-effective, which can help to promote economic growth.



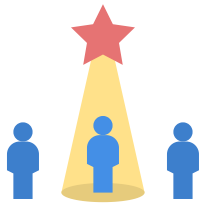
Access to transportation: Site selection can also help to ensure that businesses and development projects have access to transportation, such as roads, airports, and ports. This can help to make it easier for businesses to move goods and services, which can help to promote economic growth.



Access to infrastructure: Site selection can also help to ensure that businesses and development projects have access to infrastructure, such as power, water, and sewage. This can help to make the business or development project more sustainable and cost-effective, which can help to promote economic growth.



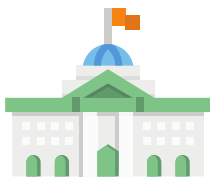
Access to services and amenities: Site selection can also help to ensure that businesses and development projects are located near services and amenities, such as schools, hospitals, and parks. This can help to make the community more livable and attractive, which can help to promote economic growth.



Access to talent: Site selection can also help to ensure that businesses and development projects are located near a talent pool, such as Universities, research centers or other organizations that can provide access to skilled workforce. This can help to attract and retain talented workers, which can help to promote economic growth.



Access to funding: Site selection can also help to ensure that businesses and development projects are located in areas that have access to funding, such as grants, tax incentives, and other forms of financing. This can help to make the business or development project more financially feasible, which can help to promote economic growth.



Access to regulatory environment: Site selection can also ensure that businesses and development projects are located in areas that have a favorable regulatory environment, such as low taxes, minimal red tape, and a supportive business culture.

In conclusion, site selection plays a crucial role in economic growth. By carefully evaluating and selecting the right location for a business or development project, communities can ensure that the project has access to key resources, transportation, infrastructure, services and amenities, talent, funding and a favorable regulatory environment. This can help to ensure that the project is successful, which can help to promote economic growth and improve the overall well-being of the community.



Preparing for growth and developing effective site selector and investor packages are critical to attracting new businesses and investment to a region. Public and private coalitions can play a crucial role in this process by bringing together the resources and expertise needed to create effective packages that highlight the strengths and opportunities of the region.



A key component of effective site selector and investor packages is detailed information on available sites and parcels of land. This information should include data on the location, size, zoning, and other relevant characteristics of the sites, as well as information on any incentives or benefits that may be available to businesses that locate there. Additionally, it should include data on the available infrastructure, including transportation, utilities, and other services that are essential for businesses to operate.



One important step that coalitions can take to prepare for growth is to gather and analyze data on the region's economic indicators, business statistics, population demographics, and other relevant information. This data can be used to identify trends and opportunities, and to develop targeted strategies for attracting businesses and investment to the region.

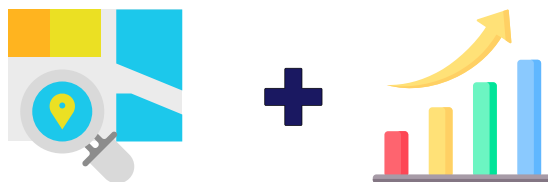


Another important component of effective site selector and investor packages is information on the region's economic indicators and business statistics. This includes data on the region's economic growth, employment, and wage rates, as well as information on the types of businesses that are already operating in the region. Additionally, it should include data on the region's workforce, including information on the skills, education levels, and other characteristics of the workforce.



In addition to economic and business data, effective site selector and investor packages should also include information on the region's population demographics and psychographics. This includes data on the region's population size and growth, as well as information on the age, gender, income levels, and other characteristics of the population. This information can be used to identify potential target markets for businesses and to develop marketing strategies that are tailored to the region's population.

Overall, public and private coalitions can play a crucial role in preparing for growth and developing effective site selector and investor packages. By gathering and analyzing data on the region's economic indicators, business statistics, population demographics, and other relevant information, coalitions can identify trends and opportunities, and develop targeted strategies for attracting businesses and investment to the region.



Site selection can help a regional economy prepare for growth in several ways:



Attracting new business: Site selection can help to attract new businesses to a region by identifying locations that have the resources and infrastructure that businesses need to be successful. This can help to create jobs and increase economic activity in the region.



Attracting investment: Site selection can help to attract investment to a region by identifying locations that have the resources and infrastructure that businesses need to be successful. This can help to create jobs and increase economic activity in the region.



Building infrastructure: Site selection can also help to build the necessary infrastructure to support a growing economy. This can include building new roads, water and sewage systems, power and telecommunications networks, and other infrastructure that businesses and residents need to thrive.



Meeting workforce needs: Site selection can also help to meet workforce needs by identifying locations that are near sources of skilled labor and educational institutions. This can help to ensure that businesses have access to the talent they need to be successful.



Building a sense of place: Site selection can also help to build a sense of place in a region. By identifying locations that have unique characteristics and potential to be a hub for a specific industry, it can help to create a sense of identity for the region and attract visitors, entrepreneurs and investors.



Long-term planning: Site selection can also help to plan for long-term growth. By identifying areas that have the potential to be developed in the future, it can help to ensure that land is available for new businesses and developments when they are needed.

In summary, site selection can help a regional economy prepare for growth by attracting new businesses, diversifying the economy, attracting investment, building infrastructure, meeting workforce needs, building a sense of place and planning for long-term growth. By carefully selecting the right locations for businesses and development projects, communities can ensure that the economy is well-positioned to grow and thrive in the future.

Local Business Support



Learning about the intricacies and mechanics of business can help citizens become more resilient by equipping them with the knowledge and skills needed to navigate the business world and make informed decisions. Understanding how businesses operate, how they make money, and how they manage risk can help individuals make better financial decisions, whether they are running their own businesses or working for someone else.

Here are several dimensions of business and reasons why taking an interest in the ways they work contributes to resiliency:



For example, learning about basic financial management and accounting principles can help individuals understand how to budget and save money, which can be critical during an economic downturn. Understanding marketing and sales strategies can also help individuals identify opportunities for income generation, whether through starting their own business or finding new job opportunities.

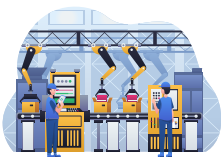
Financial and statistical tools can be used to support small businesses that are in danger of being negatively impacted by future economic shocks and bust cycles by providing them with the information and resources they need to make informed decisions and manage their finances effectively.

One key financial tool that small businesses can use to support themselves during economic downturns is financial forecasting. Financial forecasting involves projecting future financial performance based on historical financial data and other relevant information. This can help businesses to identify potential financial risks and opportunities, and to make informed decisions about their operations and investments.

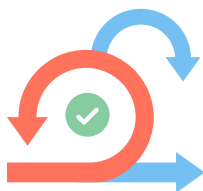
Another important financial tool for small businesses is budgeting. Budgeting involves creating a plan for how a business will allocate its resources in order to achieve its financial goals. This can help businesses to manage their cash flow and to ensure that they have sufficient resources to meet their obligations and invest in growth opportunities.

Statistical tools can also be used to support small businesses. For example, statistical analysis can be used to identify trends and patterns in sales and financial data, which can help businesses to identify potential risks and opportunities and make data-driven decisions. Additionally, statistical tools can be used to measure the performance of the business, and to make decisions on pricing, production, and inventory management, among others.

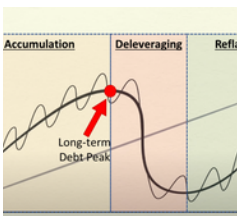
Overall, financial and statistical tools can provide small businesses with the information and resources they need to make informed decisions and manage their finances effectively, which can help them to be more resilient to economic shocks and bust cycles. These tools will help them to identify potential risks and opportunities and to take steps to mitigate those risks, and to capitalize on opportunities that arise during economic downturns.



Additionally, learning about the mechanics of business can also help individuals become more engaged in their local economies. Understanding how businesses contribute to economic growth and development can help individuals advocate for policies and initiatives that support local businesses and job creation.



Furthermore, understanding business models and how they adapt to change can also help individuals develop the skills needed to adapt to shifting economic conditions. This skill to adapt can be essential for individuals during times of economic turmoil, as it can help them identify opportunities and find new ways to generate income.



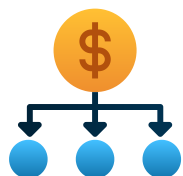
Understand the economic cycle: Business owners should understand the different phases of the economic cycle, including the expansion, peak, recession, and recovery phases. Understanding where the economy is in the cycle can help business owners anticipate changes in consumer spending, competition, and regulations.



Understanding how a business works empowers individuals to then understand the business cycle, and by extension, economic cycles. Decisions that affect trade, monetary and fiscal policy, and energy regulation are all concerns for individuals and business owners.



Monitor economic indicators: Business owners should monitor key economic indicators such as GDP, inflation, and unemployment to get a sense of the overall direction of the economy. They should also pay attention to specific indicators that are relevant to their industry, such as housing starts or consumer confidence.



Diversify revenue streams: Business owners should diversify their revenue streams to reduce their dependence on a single product or service. This can help to mitigate the impact of changes in consumer demand or shifts in the economy.



Build cash reserves: Business owners should maintain a healthy level of cash reserves to help weather economic downturns. This can help them to continue to operate during difficult times and take advantage of opportunities that arise during a recession.



Invest in technology: Business owners should invest in technology to improve efficiency, reduce costs, and adapt to changing consumer needs. This can help to improve the competitiveness of their business and prepare for future economic cycles.



Focus on customer service: Business owners should focus on providing excellent customer service to build loyalty and retain customers during an economic downturn.



Create a culture of innovation: Business owners should foster a culture of innovation within their organization to help them stay ahead of the curve and find new ways to create value for customers.



Seek out new markets: Business owners should look for new markets to expand their customer base and reduce their dependence on a single geographic area.



Build a strong team: Business owners should build a strong team of employees, who can help them navigate economic cycles and support the growth of the business.

Leverage data: Businesses can leverage data to improve decision making and identify trends in the market. This can help them to anticipate changes in the market and respond more quickly and effectively to shifting economic conditions.



In summary, businesses can become anti-fragile to weather the storms of future business cycles by diversifying revenue streams, building cash reserves, investing in technology, focusing on customer service, adapting to changes in the market, creating a culture of innovation, seeking out new markets, building a strong team, leveraging data and building resilience. By implementing these strategies, businesses can improve their ability to navigate economic downturns and position themselves for long-term success.

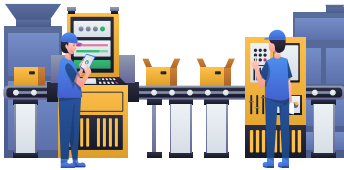
Business owners should become familiar with several public and private agencies to build capacity and work through the factors described above:



Here's other kinds of agencies to consider becoming familiar with as you gather resources and evaluate your options



Local economic development organizations: Local economic development organizations can provide assistance to businesses in the form of technical assistance, sharing resources and capacity building.



Industry-specific trade associations: Trade associations can provide businesses with information and resources specific to their industry, such as market data, networking opportunities, and regulatory compliance assistance.



The Arizona Association for Economic Development is a professional association of members in economic and workforce development professionals, elected officials, and community and business leaders across Arizona who support economic development.



Arizona Commerce Authority: They can provide similar services as the local organizations and also have access to state-level resources such as funding and tax incentives.



Cybersecurity and Infrastructure Security Agency (CISA): CISA is a government agency that provides guidance and resources to protect the nation's critical infrastructure from cyber threats.



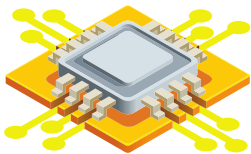
Federal Emergency Management Agency (FEMA): FEMA is a federal government agency that provides disaster relief, recovery assistance, and emergency management services.

In summary, business owners should become familiar with several public and private agencies such as the Small Business Administration, local economic development organizations, state Departments of Commerce or Economic Development, industry-specific trade associations, Cybersecurity and Infrastructure Security Agency, Federal Emergency Management Agency, National Association of Manufacturers, National Small Business Association, Supply Chain Management Association and the local chamber of commerce, to mitigate the risk factors and access resources that can help them navigate economic downturns and position themselves for long-term success.

Innovation Hubs



Innovation hubs, also known as incubators or accelerators, are organizations or facilities that provide support to early-stage companies or entrepreneurs as they develop and grow their businesses. Building innovation hubs in Southeastern Arizona can be a valuable tool for public and private coalitions looking to promote economic growth and development in the region.



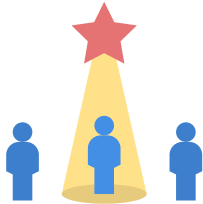
The benefits that innovation hubs can bring to the region are numerous. One key benefit is the ability to foster the growth of new and emerging businesses. Innovation hubs provide a range of resources and services to their member companies, including access to funding, mentorship, networking opportunities, and workspace. This can help to support the development of new and innovative products and services, which can create new opportunities for economic growth and development.



Another benefit of innovation hubs is their ability to promote entrepreneurship. By providing a supportive environment for entrepreneurs and early-stage companies, innovation hubs can encourage more people to start their own businesses and pursue new opportunities. This can lead to the development of new businesses and new sources of economic activity and employment.



Innovation hubs can also play a role in promoting innovation and productivity by providing access to specialized equipment, technology, and expertise. This can help businesses to improve their operations and to develop new products and services that meet the needs of consumers in new or better ways.



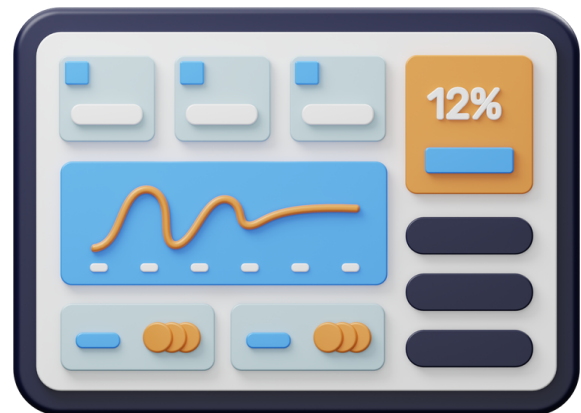
In addition, innovation hubs can be a powerful tool for promoting the development of a skilled workforce. Many innovation hubs offer educational programs or workshops to help member companies develop their skills and knowledge in areas such as marketing, sales, and financial management. This can help to ensure that the region has a skilled workforce that is well-prepared to meet the needs of employers in high-demand industries.

In conclusion, building innovation hubs in Southeastern Arizona can be a valuable tool for public and private coalitions looking to promote economic growth and development in the region. Innovation hubs can foster the growth of new and emerging businesses, promote entrepreneurship, improve innovation and productivity, develop a skilled workforce and attract new businesses and investment to the region.



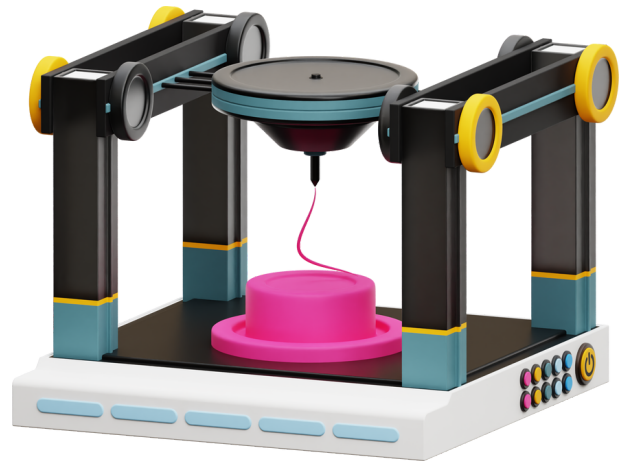
Building capacity towards economic resiliency is a critical challenge that requires a comprehensive and strategic approach. As one organization that is currently taking a proactive approach to this challenge, we're using a combination of economic data analysis, leveraging public-private coalitions, growing innovation hubs, and providing financial and statistical tools to support business sustainability, scalability, and growth.

We regularly leverage economic data analysis to identify trends and opportunities in the local economy. By gathering and analyzing data on economic indicators, business statistics, population demographics, and other relevant information, as an organization we can identify areas of strength and weakness, and develop targeted strategies for promoting economic growth and development in the form of incubators, infrastructure, or intrapreneurial development campaigns.



Second, we're leveraging public-private coalitions to bring together the resources and expertise needed to implement these strategies. By forming partnerships with other organizations, including government agencies, businesses, and community groups, we can share resources, expertise, and optimize decision making to achieve results that would be difficult to achieve on our own.

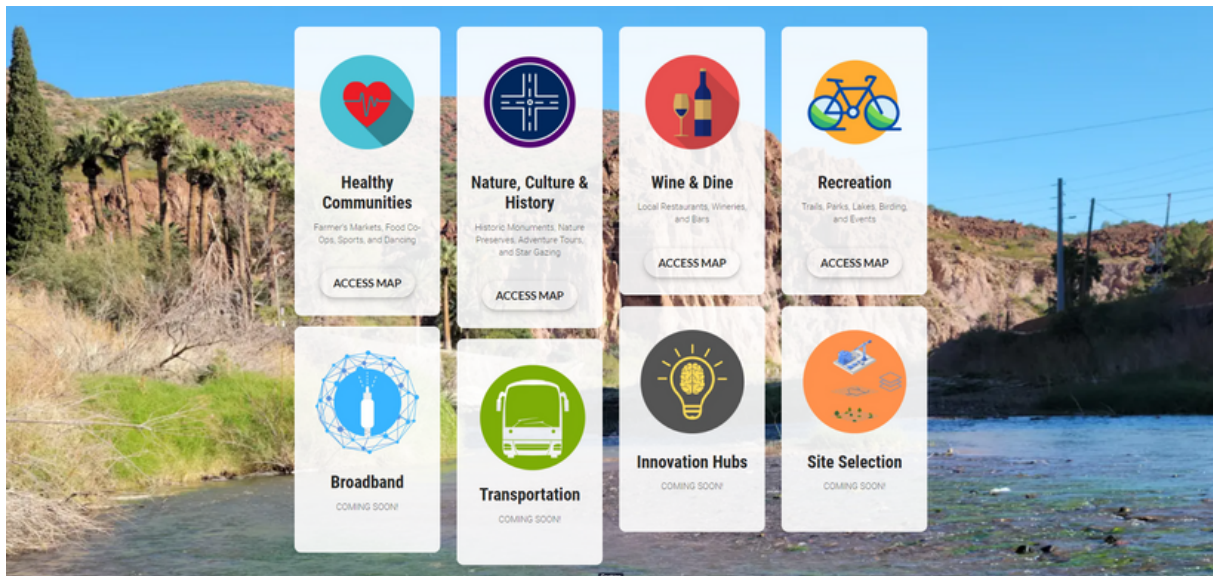
We're supporting the growing innovation hubs in our region that support the development of new and emerging businesses. These innovation hubs provide a range of resources and services to their member companies, including access to funding, mentorship, networking opportunities, and workspace. This can help to support the development of new and innovative products and services, which can create new opportunities for economic growth and development.



We're also providing financial and statistical tools to support business sustainability, scalability, and growth. For example, we're providing financial forecasting and budgeting tools to help businesses manage their cash flow, risk, and support their succession planning to preserve the longevity of business across generations.

We are currently focused on supporting the development of critical infrastructure and provide technical assistance services to organizations building capacity, planning infrastructure projects, or looking to use coalitions to accomplish strategic objectives.





Professional Development

Focusing on Intrapreneurship to build independence and personal resiliency

Choose your path of higher education and skill acquisition to cultivate your professional track record

FREE DOWNLOADABLE GUIDE

The Intrapreneur's Playbook

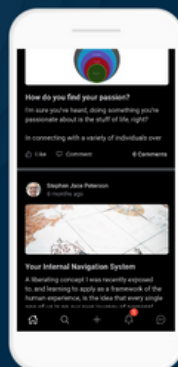
How to virtually guarantee job satisfaction and career fulfillment.

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The Intrapreneur's Playbook opened my mind to concepts I'd never heard before. Now I have a clear path to achieving better results in my life. The one thing I loved about the playbook is that it showed me strategies I can use for the rest of my life, not just for a short time.



Access Your Personal Career Counseling Application

Designed to help you navigate career decision-making and online professional training, SEAGO's Circle.so portal is an online career assessment and guidance system that can help you gain access to Entrepreneurial and Intrapreneurial tools and strategies. Specifically, SEAGO's "Ambassadors & Intrapreneurs" program leverages its recently-developed Intrapreneur's Playbook as a reference guide for its onboarding process.

Access



FREE DOWNLOADABLE GUIDE

How Your Greatest Strength Becomes a **Debilitating Weakness**

9 Strategies to go from Rainmaker to Business Architect

 [DOWNLOAD](#)



Startups

Entrepreneurship is hard enough as it is. Having a support system of small business advocates and sound strategies to deploy can make the difference between Startup success or failure.

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Established Enterprises

Improve quality of hire, and deployment of systems that support your growth and scaling initiatives. What would it take for you to finally be able to step away from your business?

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Non-Profits

In this new age of Customer-Centered Capitalism, not everything is about profit. Some entrepreneurs are driven and made to give back to their communities. Here's how we support you as a Non-Profit.

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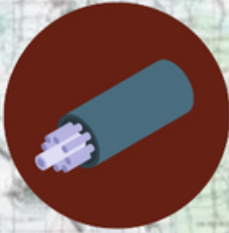
An Affordable & Easy-to-use Point of Sale System that rewards local spending. Localight is a contactless payment and rewards app that shifts spending to local businesses. As a customer, you can connect your account and earn 2%-5% back with each purchase within the Localight network. This ensures that your money recirculates in the local economy and your loyalty is duly rewarded.

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Economic Development


Strategic Planning and Technical Assistance Services. SEAGO's committed to supporting the region with planning efforts around critical infrastructure such as Broadband expansion, Digital Inclusion, and developing Affordable Workforce Housing stock.



Broadband Technical Assistance

Strategic Planning Services, Stakeholder Networks and Infrastructure Development


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Digital Equity & Inclusion

Digital Skills Training & Broadband Internet Service Adoption for all age groups


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Innovation Hubs

Entrepreneurship & Workforce Incubation Programs that help you build your skills, expand your network and build your business

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Housing Assistance

Rent and Utility Assistance
Find temporary assistance and resources during a financial emergency.

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