



# 2011 GENERAL PLAN COMMITTEE

## Community Development Department

### Agenda

**2011 General Plan Committee  
Regular Meeting  
Wednesday, October 10, 2012  
4:00 PM to 6:00 PM**

**Downstairs Conference Room, City Hall  
201 S. Cortez Street  
Prescott, Arizona  
928-777-1207**

The following agenda will be considered by the Prescott General Plan Committee at its regular meeting on Wednesday, October 10, 2012 in the downstairs conference room, City Hall, 201 S. Cortez Street, Prescott, AZ. Notice of this meeting is given pursuant to *Arizona Revised Statutes, Section 38-431.02.*

#### I. Call to Order

#### II. Attendance

##### MEMBERS

Miriam Haubrich, Co-Chair	Elisabeth Ruffner
Terry Marshall, Co-Chair	George Sheats
Brad Devries	Gary Worob
Dave Fisher	
Glenn Gooding	<i>EX OFFICIO</i>
Zena Mitchell	Len Scamardo, Councilman
Roxane Nielsen	Chris Kuknyo, Councilman
David Quinn	

#### III. Announcements

#### IV. Regular Items

1. Consider approval of the minutes of the September 12, 2012 meeting.
2. Finish discussion of the Economic Development Element.
3. Discussion of the Community Quality Element.
4. Call to the public.

#### V. Adjournment

THE CITY OF PRESCOTT ENDEAVORS TO MAKE ALL PUBLIC MEETINGS ACCESSIBLE TO PERSONS WITH DISABILITIES. WITH 48 HOURS ADVANCE NOTICE, SPECIAL ASSISTANCE CAN BE PROVIDED FOR SIGHT AND/OR HEARING IMPAIRED PERSONS AT PUBLIC MEETINGS. PLEASE CALL 777-1272 OR 777-1100 (TDD) TO REQUEST AN ACCOMMODATION TO PARTICIPATE IN THIS MEETING.

##### CERTIFICATION OF POSTING OF NOTICE

The undersigned hereby certifies that a copy of the foregoing notice was duly posted at Prescott City Hall and on the City's website on October 5, 2012 at 1:00 PM in accordance with the statement filed with the City Clerk's Office.

  
Suzanne Derryberry  
Administrative Specialist



**2011 GENERAL PLAN COMMITTEE  
REGULAR MEETING  
SEPTEMBER 12, 2012  
PRESCOTT, ARIZONA**

**MINUTES OF THE REGULAR MEETING OF THE 2011 GENERAL PLAN COMMITTEE HELD ON September 12, 2012 AT 4:00 PM IN THE DOWNSTAIRS CONFERENCE ROOM, CITY HALL, 201 S. CORTEZ STREET, PRESCOTT ARIZONA. *Notice of this meeting was given pursuant to Arizona Revised Statutes, Section 38-431.02.***

**I. Call to Order**

Co-chairman Haubrich called the meeting to order at 4:00 p.m.

**II. Attendance**

<b>MEMBERS PRESENT</b>	<b>EX OFFICIO MEMBERS</b>
Terry Marshall, Co-Chair	Chris Kuknyo, Councilman (Absent)
Miriam Haubrich, Co-Chair	Len Scamardo, Councilman
Elisabeth Ruffner	
Roxane Nielsen	<b>STAFF MEMBERS PRESENT</b>
Gary Worob	Ryan Smith, Community Planner & Committee Liaison
David Quinn	Suzanne Derryberry, Administrative Specialist
George Sheats	Don Prince, Tourism Director
Zena Mitchell	George Worley, Planning Manager
Glenn Gooding	Joe Baynes, Parks & Recreation Director
<b>MEMBERS ABSENT</b>	
Dave Fisher	
Brad Devries	

**III. Announcements**

Ms. Ruffner discussed Prescott's and Northern Arizona's tourism and workforce housing. Ms. Haubrich stated that there had been a national study which had been release the month prior which discussed workforce housing.

Mr. Smith introduced Councilman Scamardo as replacing Councilman Blair on the General Plan Committee.

**IV. Regular Items**

1. Consider approval of the minutes of the August 22, 2012 meeting.

Ms. Haubrich noted an incorrect gender had been specified on page two.

Mr. Sheats, MOTION to approve the minutes. Mr. Worob, 2<sup>nd</sup>. VOTE 9-0

2. Discussion and presentation facilitated by George Sheats regarding the Expo booth.

Mr. Baynes handed out copies related to the expo and discussed the upcoming event, which is to promote Prescott as an outdoor recreation destination. He expressed a concern about gathering public information.

Mr. Sheats provided an overview about the various not-for-profit open space groups that will be at the expo and the information they will present.

Ms. Ruffner stated that the General Plan is a Citizen document.

Mr. Worley noted that the expo would provide an opportunity to get feedback from the public and the committee should advocate the plan, but that we will not have a General Plan booth.

Mr. Sheats expressed that the committee should look at appropriate open ended questions for the expo and discussed what other items staff could provide for the not-for-profit table. A handout was presented with items listed that staff agreed to provide for the expo not-for-profit table, which included the 2003 General Plan, maps, questionnaires and website information. Staff displayed several questions from the 2003 plan that could be modified to gather information for the Open Space, Economic Development and other elements. The Committee was encouraged to provide questions.

Ms. Mitchell discussed the need for a fieldtrip to view Prescott's open space. It was the general consensus of the committee to go on a fieldtrip to visit open space during the next meeting on September 26, 2012 at approximately 3:30pm; the committee would meet at city hall and be taken to the sites via city transportation. If the committee needed to catch up from missing a meeting due to the time spent at the field trip, they would hold an additional meeting at another time.

3. Continued discussion of the Economic Development Element.

The committee spoke about various issues and topics pertaining to the Economic Development Element including several changes to grammar and the addition and deletion of parts of the element. Mr. Smith made note of all suggestions provided by the committee members which included:

Ms. Nielson requested the addition to goal 3 strategies to discuss downtown businesses as well as verbiage pertaining to the safety in downtown Prescott. Mr. Smith requested Ms. Nielson to e-mail him the wording she would like him to use to address her concerns.

Ms. Ruffner suggested the addition of "support and expand" to the activities in Prescott.

Continued discussion included the addition of verbiage related to community improvement and recreational tourism.

The committee discussed the statistics related to employment sectors and other workforce information, as well as discussions related to education and healthcare.

## **V. Adjournment**

Co-chairman Haubrich adjourned the meeting at 6:00 p.m.

---

**Terry Marshall**  
Co-Chairman

---

**Miriam Haubrich**  
Co-Chairman

---

**Suzanne Derryberry**  
Administrative Specialist



## **2011 General Plan Committee**

### **Community Development**

**Date:** Wednesday, September 10, 2012

**To:** Brad Devries, Dave Fisher, Glenn Gooding, Miriam Haubrich, Councilman Chris Kuknyo, Terry Marshall, Zena Mitchell, Roxanne Nielsen, David Quinn, Elisabeth Ruffner, Councilman Len Scamardo, George Sheats and Gary Worob

**From:** Tom Guice, Community Development Director  
George Worley, Planning Manager  
Ryan Smith, Community Planner

---

#### **Staff Memo**

#### **Draft Community Quality Element**

---

**PURPOSE:**

To discuss updates to the 2003 General Plan Community Quality Element and suggest changes.

After reading the draft individually prior to the meeting, be prepared to discuss any requested changes to the text, goals and strategies regarding the content and character of the element. Grammatical corrections or simple word substitutions that do not change the character of the element may be submitted to staff prior to the meeting. This Element is not required by Growing Smarter legislation and was inserted into the General Plan by the 2003 committee.

## **12.0 COMMUNITY QUALITY**

### **12.1 INTRODUCTION**

Prescott is a desirable place where people want to live, work and play. Contributing to the quality of the community is an environment with high-quality air and water, health care and education systems, as well as unique historic character and diverse cultural amenities. This element addresses the importance of each of these contributing factors in keeping Prescott a place where families and neighborhoods flourish. Also addressed is the quality of local government and its relationship with its citizens.

### **12.2 THE NATURAL ENVIRONMENT**

The natural environment provides the setting for the community. Prescott is located in a high, semi-arid zone where several vegetation types, climatic conditions, and geological formations meet. Granite Dells on the City's northeast boundary, Thumb Butte and Granite Mountain to the west and north, are extraordinary natural landmarks adding to Prescott's landscape as one of bedrock, boulders, rock formations, mountains, chaparral and pines.

As the city grows, the threat to air and water quality and noise and light pollution also grows. It is important to acknowledge that progress toward some community-wide interests such as adequate circulation and economic development opportunities may have some negative impact on the environment. It is important to maintain an appropriate balance between preserving environmental quality and the need for continued economic prosperity, as well as to manage the impacts of increased growth.

Preservation of open space within the city to protect this unique landscape is very important to the community. The proximity of the city to the thousands of acres in the Prescott National Forest creates a wildland/urban interface. The complexity of this environment demands careful planning to avoid serious environmental degradation in the future and to mitigate the potential for wildfire damage to neighborhoods. To this end Prescott adopted a Wildland/Urban Interface Code to better address fire protection standards, and is a partner in supporting a Wildland/urban Interface Commission. Prescott continues to work in cooperation with Prescott National Forest to reduce the severity of the fire danger within this interface.

### **12.3 CULTURAL ASSETS**

The rich diversity of Prescott's cultural resources today continues the heritage started more than 130 years ago by the first settlers and government officials who brought a printing press and a library. Today Prescott continues to culturally enrich residents and visitors in the visual arts, performing arts, with musical programs, libraries, museums, and a zoo, all in an historic setting unmatched elsewhere in the state. Numerous artists, writers, scholars, historians, musicians and producers reside in Prescott. Excellent arts and humanities opportunities are available to residents of all ages.

Another cultural asset is the strong volunteer support for the various venues and organizations. Volunteerism in Prescott is an asset of both monetary and qualitative importance.

Prescott has always been a place for cultural enlightenment and popular entertainment. The first cultural event in the area probably occurred hundreds of years ago, when an American Indian storyteller told winter tales around the village fire circle. Upon the arrival of the earliest white settlers in the 1860s, their pioneer belongings no doubt included books, the most effective transmitters of culture, as well as fiddles, pianos, and that same predilection for storytelling, the most basic and human of cultural traits. From storytelling to piano tinkling, from petroglyphs to saloon dancers, Prescott's cultural inventory has evolved to include fine art galleries and sculpture gardens, history, anthropology and art museums, a symphony, rousing rock and roll on Whiskey Row, library systems, a nature center and a zoo.

The culture of Prescott may be viewed in two ways, depending on the definition. In anthropological terms, culture includes language, dress, private and public behaviors, creativity, ways of governing, ways of learning, ways of worshiping, habits of heart and mind when encountering one another. Prescott is families with youngsters and teenagers looking for some easy-access recreation; Prescott is affluent retirees with a certain zest for life and a demanding aesthetic standard; Prescott is working people with a desire to make life larger than the workplace routine.

The other meaning of culture refers to the visible products of cultural expression. In Prescott, these visible products are the community's tangible cultural attributes. Prescott is blessed with a diverse inventory of cultural products in a variety of disciplines.

### 12.3.1 Cultural Assets Goals and Strategies

- Goal 1.** Support the cultural, historic and natural character which establishes this community as a leading cultural center in the state.
  - Strategy 1.1** Continue to use the Courthouse Plaza as a community activity focal point.
  - Strategy 1.2** Widely promote Prescott as an ideal community for cultural opportunities for residents of all ages.
  - Strategy 1.3** Advertise Prescott as a cultural and arts destination using appropriate marketing strategies.
  - Strategy 1.4** Ensure that local facilities are well maintained and that program and facility development keeps pace with demand.
  - Strategy 1.5** Identify and inventory community assets which need to be protected, preserved, or enhanced through periodic assessments and regular updates of the inventory.
- Goal 2.** Support community performance spaces, art galleries, museums and libraries and cultural and arts organizations to enhance the variety of cultural activities for all age groups and interests, for visitors and residents.

- Strategy 2.1**                    Continue to use Acker Trust assets for their stated cultural purposes to supplement public funding.
- Strategy 2.2**                    Continue to participate in the Prescott Area Arts and Humanities Council to assist in expansion of cultural and arts performances in various venues.
- Goal 3.**                        Protect and enhance the variety of natural areas for outdoor experiences by identifying significant open spaces for acquisition to protect them from encroachment by development.
  - Strategy 3.1**                    Continue to pursue acquisition of the lands identified and funded by the sales tax extension approved by the voters in May 2000.
  - Strategy 3.2**                    Plan and provide appropriate stewardship of all city owned open space.

## **12.4 HISTORIC PRESERVATION**

The founding of Prescott in 1864 as the first Territorial capital of Arizona was a significant historic event. The many historic buildings, the layout of the original townsite and the level of preservation of the existing resources are unique in the state. The prehistoric and historic significance of Prescott goes well beyond the municipal boundaries.

A fire destroyed much of downtown Prescott in 1900 and an exhaustive re-building campaign was initiated immediately thereafter. Most of our existing significant historic buildings date from that post-fire construction period.

Interest in Prescott's historic preservation was evidenced by a City Council appointed citizens group in the 1960s which recommended making the entire corporate limits the boundaries of the area to be addressed for protection. The Prescott Centennial in 1964 was preceded by a year of planning by a City Council appointed commission and many citizens groups concerned with the quality of Prescott's past and the needs for public action to ensure the future of the appearance of the town.

Protection of property values, both for the owner (public and private) and for the community's benefit is a major reason for the historic preservation actions by the city. Overlay zoning for historic properties is treated the same as any other zoning, with changes generally applied for by the property owners and the change granted or denied by the usual process.

The historic preservation movement was formalized by U.S. Congressional action in 1966 with the federal historic preservation act which provided planning assistance and funding throughout the country. The historic preservation movement became an integral part of Prescott's future in 1973 with the adoption by the City Council of an ordinance amending the Zoning Code to add an architectural overlay district provision including historic preservation design review responsibilities. Yavapai Heritage Foundation was organized in 1975 following the demolition of several important buildings, primarily to

conduct a survey and to assist in the acquisition and relocation of the Bashford House from one end of downtown to the other. In collaboration with Sharlot Hall Museum an American Revolutionary Bicentennial grant was obtained, and along with an historic preservation fund grant, the survey was completed. The Bashford House was moved and renovated, and a publication "The Territorial Architecture of Prescott, Arizona Territory" was produced by Yavapai Heritage Foundation. This document was adopted as the City's official historic register and a later ordinance allowed for additions.

In 1980 the city adopted an historic building code, the first in the state, and in successive acts in following years took action to permit and describe local historic preservation districts, to integrate the historic building code into the city building regulations, and to establish the City Council as the appeal authority for the historic preservation commission. The City Council also revised the subdivision regulations to include the requirement that plat submission include any site with the possibility of significant cultural/archeological/historical presence to be addressed in conjunction with the proposed development.

The City developed and adopted the Historic Preservation Master Plan in 1998. This award winning plan is a guide and outline for the identification, protection and management of historic resources. The plan is a proactive means of planning for the protection of Prescott's character and historic resources to enhance the quality of life and economic well-being of current and future generations.

The plan also provides a descriptive overview of preservation in general and the resources of Prescott. It also outlines the goals and recommendations for preservation to give property owners, builders, designers, the City Council and City staff a clear understanding of preservation issues affecting preservation, restoration, maintenance, repairs, remodeling and additions to historically significant buildings, objects, streetscapes and neighborhoods. It also provides recommendations for future documentation of historic resources and for creation of additional overlay zoning districts.

Historic and prehistoric preservation is an organizing force in Prescott's land use principles and is a catalyst which drives the community's economic engine. The historic town square and the surrounding historic neighborhoods, as well as prehistoric sites prepared and/or interpreted for public education, are a focus of the region's tourist economy, the highest source of income for all of Northern Arizona.

Preservation also plays an important role in putting affordable housing within the reach of all residents. By rehabilitating and renovating existing structures on smaller lots, the older parts of town return to the more pedestrian friendly system of the past, making use of existing infrastructure and landscaping.

#### **12.4.1 Historic Preservation Goals and Strategies**

**Goal 1.** Continue the survey, documentation and listing in city, state and national registers of eligible properties.

**Strategy 1.1** Produce updated information for property owners citing protection and tax benefits listing.

**Strategy 1.2** Cooperate with the state historic preservation associations and individuals to carry out continuing public awareness activities.

**Goal 2.** Confirm and update periodically city ordinances dealing with historic and prehistoric resources in order to better integrate historic preservation into overall community planning.

**Strategy 2.1** Review the applicable codes to ensure that irreplaceable prehistoric resources receive appropriate survey and mitigation procedures.

**Strategy 2.2** Review the applicable codes to ensure that the historic preservation ordinances remain in compliance with the federal Certified Local Government program of the U.S. Historic Preservation Act of 1966, as amended.

**Goal 3.** Periodically review and update of the 1998 Historic Preservation Master Plan.

**Strategy 3.1** Encourage private property owners and require city departments to maintain sites and structures which serve as visible reminders of Prescott's past as well as the city's role in state and national history.

**Strategy 3.2** Assist neighborhoods through area plans and register listing in preserving the character and livability of older parts of the city.

## **12.5 THE POLICE DEPARTMENT**

The Police Department's goal is to serve all people within our jurisdiction with respect, fairness, and sensitivity. The Department strives to provide quality police service in partnership with other members of the community through innovative police practices and pro-active problem solving. We are committed to the prevention of crime; preservation of peace, order and safety; the enforcement of laws and ordinances; and the safeguarding of constitutional guarantees. We strive to attain the highest degree of ethical behavior and professional conduct at all times.

The Police Department is committed to an aggressive response to criminal activity throughout the City of Prescott in a manner consistent with safeguarding the rights of all citizens. In order to provide an effective visible presence, criminal identification, apprehension and prosecution process, and the effective movement of vehicular and pedestrian traffic within the department's jurisdiction, the Prescott Police Department embraces Directed Patrol Activities, Problem Solving Policing Strategies and the Community Policing Concept.

## **12.6 THE FIRE DEPARTMENT**

The Prescott Fire Department is the oldest fire department in the state of Arizona. It was established in 1885 and is today a modern and highly professional career fire department. The department has a wonderful history of fire fighting traditions.

The department consists of 78 career personnel, five fire stations, and serves a

population of 37,000 over 38.4 square miles. We are dedicated to providing the highest level of service in the prevention and mitigation of emergency incidents in a growing community and treating our citizens and employees in a fair and considerate manner while remaining financially responsible.

The Prescott Fire Department values a creative and proactive work place, and is involved in numerous joint partnerships to include automatic aid with the Central Yavapai Fire District, United States Forest Service, and Yavapai-Prescott Indian Tribe.

## **12.7 EDUCATIONAL ASSETS**

### **12.7.1 Existing Conditions**

The City of Prescott is fortunate to have a wide array of educational institutions which make significant social and economic contributions to the community. The Prescott Unified School District and 14 charter and private schools serve the primary and secondary needs of the community.

Yavapai College is the local community college and offers 50 certificates, degree and transfer programs. In addition, in partnership with Northern Arizona University and Old Dominion University, Yavapai College offers more than 40 undergraduate and graduate degree programs. Northern Arizona University, through its Statewide Academic Program, also offers courses and degree programs, through the doctoral degree using a variety of delivery systems.

Prescott College and Embry Riddle Aeronautical University are private universities with students in residence. Embry Riddle University offers degrees primarily in technical fields related to aviation and aerospace. Prescott College offers bachelors and master's degree programs in the liberal arts, many with special emphasis on environmental education. The newest private university is North Central University, which offers strictly distance-learning online degree programs for adult learners.

#### **12.7.1.1 PRESCOTT UNIFIED SCHOOL DISTRICT**

The Prescott Unified School District (PUSD) is a learning community built on a foundation of excellence that is more than a century old. Today, more than 5,000 students are engaged in a wide range of programs spanning four preschools, five elementary schools, two middle schools, three alternative schools, one high school and a family resource center.

The District is distinguished for many qualities including test scores that exceed state and national averages, certified teachers who have received state and national awards, and the unique ability to provide services and programs that meet every child's needs. Whether a family is looking for traditional or alternative, college preparatory or vocational, gifted or special education, they will find it all in the PUSD's award-winning schools.

Students in the PUSD gain the basic tools needed to become strong citizens, valued employees, entrepreneurs and leaders of tomorrow. More than 65% attend colleges and universities, 10% pursue vocational training, 20% enter the workforce and 5% join the military. Students pursuing higher education receive more than \$1 million in academic scholarships.

Over the years, the District has built strong bridges throughout the community, employing some 600 faculty and service staff making the PUSD one of the area's major employers. The District has an annual budget of over \$22 million and an annual local payroll of nearly \$18 million. It strives to support Prescott businesses by purchasing from local vendors whenever possible.

#### **12.7.1.2 YAVAPAI COLLEGE**

The mission of Yavapai College is to provide high quality, convenient and cost effective learning opportunities for the diverse populations of Yavapai County. The Prescott Campus, which serves nearly half of the approximately 15,000 students who enroll each year, also includes residence halls for 400 students. Hundreds of participants in numerous conferences take advantage of the availability of on-campus housing during the summer months.

Students may select from 50 programs of study or enroll in individual classes for career development or personal enrichment. They can earn an associate of arts or associate of science degree, a certificate, or transfer credits to a four-year college or university. During the 2001-02 academic years, 3,700 courses were offered throughout the county with 1,852 taught on the Prescott Campus. The college prides itself in a small average class size of 16 students. Residents of all ages enroll each year with 38 percent under 29, 43 percent between the ages of 30 and 59, and 19 percent 60 years of age and older. Eighty-eight percent of the people who enroll at Yavapai College are Yavapai County residents.

College personnel embarked on an aggressive expansion plan in 2001 following voter approval of the comprehensive master plan in November 2000. Square footage available for student use on the Prescott Campus will grow from 330,000 to 440,000.

Residents enjoy the many cultural benefits provided through the Prescott Campus Performance Hall, which was constructed in 1990. Approximately 83,000 people attended shows and other events, such as community forums, in 2001. An art gallery, open to the public, and showcasing the work of area artisans and students is also housed within the building.

A recent study of economic impact revealed for every \$1 invested into Yavapai College by taxpayers, \$11 is returned to the local economy. Experienced personnel aided in the creation of nearly 1,000 jobs since 1998 generating \$15.6 million in growth of the tax base, and \$31.1 million in increased personal income. Approximately 450 businesses are assisted each year through the Small Business Development Center, and the college is one of the largest employers in Yavapai County with more than 1,100 people working in full and part time positions.

#### **12.7.1.3 EMBRY-RIDDLE AERONAUTICAL UNIVERSITY**

Embry-Riddle Aeronautical University is the world's largest, fully accredited university specializing in aviation and aerospace. It is a private, four-year, co-educational university offering both undergraduate and graduate degrees. The University engages in extensive research and consulting activities which address the unique needs of aviation, aerospace, and related industries.

The Prescott campus offers a choice of eight Bachelor of Science degrees and one Master of Science degree. The curriculum covers the operation, engineering, research,

manufacturing, marketing, and management of modern aircraft and the systems that support them. Also covered in the curriculum are environmental studies related to the aviation industry, security and intelligence and global management.

On the Prescott campus, there are 87 buildings located on 557 acres, including the Flight Training Center. Future growth plans project a student enrollment of 2,200 by 2015. The campus Master Plan calls for complete renovation of the facilities in the next 10 years. The campus also has a fleet of 55 single and multi-engine aircraft for training purposes and more than one half of the traffic at Prescott's Love Field can be attributed to Embry-Riddle's flight training. The Flight Training Center contributed to the local economy in 2001 by purchasing over \$740,000 in fuel for its aircraft. The campus also owns eight flight simulators and a Boeing 727 procedure trainer.

As a private university, Embry-Riddle Aeronautical University relies upon student tuition, select non-academic programs and charitable contributions as the main sources of income. Embry-Riddle's Prescott campus operated on a budget of \$38.8 million for the 2001-02 fiscal year. With 450 employees, including all faculty and staff, payroll totaled \$13.6 million. A rather conservative estimate of Embry-Riddle's indirect local impact on Prescott would be approximately \$40 million per year.

#### **12.7.1.4 PRESCOTT COLLEGE**

Prescott College is one of the best and most recognized liberal arts colleges in the nation and western region. As a private, non-profit college, it serves students and the community without direct funding from federal, state, or local government, relying upon student tuition, other operating income, and charitable contributions to meet its mission. Through its economic position and various academic and non-academic programs, Prescott College provides numerous social and economic benefits to the local community.

With more than 1000 students engaged in undergraduate and graduate programs. The College funded an annual budget of over \$11,600,000 in fiscal year 2001-02. This represents a \$6,100,000 payroll for 203 faculty and staff employees and represents \$5,300,000 in local payroll. It is estimated that \$2,100,000 is spent locally by the College for basic goods and services, with the balance being spent statewide, nationally and internationally. Over 500 students live within the Prescott community and generate over \$400,000 each month in basic living expenditures. The graduate and adult degree programs bring their students to Prescott 12 times a year where they stay in hotels; eat at restaurants, and shop, spending an estimated \$500,000 each year in the local community. In total, the annual economic impact of Prescott College on the local economy is estimated at over \$12,700,000 in direct economic contribution. This represents a conservatively estimated indirect local economic impact in excess of \$16,600,000 and more than 456 local jobs attributable to Prescott College.

Beyond economics and jobs, Prescott College is recognized as a national leader and innovator in liberal arts education, experiential education, and environmental education. Through this expertise and other activities, the College benefits Prescott and the local community through education, research, and collaboration. The College also adds value and provides benefits to the community through the arts, speaker programs, involvement in civic organizations, and through the many service projects undertaken by the College, its staff and students.

## 12.7.2 CHALLENGES

The budget picture in the state of Arizona has created a very difficult climate for every community and organization in the State to operate. This will require the maximization of scarce resources if the needs of citizens are served in a satisfactory manner.

An investment in human resource development has long been recognized as the best way a community can ensure its future. Now education, technology, economic, amenity and community development strategies must be coordinated to respond to the challenges inherent in a highly competitive international society. The cornerstone for success is the ability to forge creative and effective partnerships based on maximum cooperation and collaboration of education, commerce, industry and government. Only through strong and successful partnerships will Prescott remain a strong and viable community.

## 12.7.3 Educational Assets Goals and Strategies

**Goal 1.** Facilitate and promote the education industry as a vital component of economic development.

**Strategy 1.1** Initiate a joint marketing plan with the educational institutions to prepare public relations information for distribution by various organizations such as the chamber of commerce, economic development and tourism.

**Strategy 1.2** Work with the leaders of the educational institutions to create joint liaisons/committees which identify and facilitate areas of cooperation and collaboration.

**Strategy 1.3** Facilitate an annual work session with the area's higher educational institutions to identify and pursue high wage industry/economic development opportunities.

**Strategy 1.4** Recognizing that education is a critical factor in attracting and retaining quality jobs, the City will advocate on their behalf with respect to infrastructure, resources and community support.

**Goal 2** Actively engage as a viable partner with the educational institution to improve the quality of life.

**Strategy 2.1** The City and educational institutions will closely coordinate their planning efforts.

**Strategy 2.2** The higher education institutions will provide and the City will recognize applied research and data provided in formulating policy related to education, the economy and quality of life factors such as air, water, transportation, growth, housing and the environment.

**Strategy 2.3** Work cooperatively with Yavapai College, the Prescott Unified School District and other educational institutions

who have intergovernmental agreements related to infrastructure and shared recreational facilities.

**Strategy 2.4**

Continue as a viable partner in working with the education institutions and other organizations in providing a rich cultural environment.

*PLEASE NOTE: The role of education in workforce development is included in the Economic Development Element.*

## **12.8 PRESCOTT PUBLIC LIBRARY**

### **12.8.1 Existing Conditions**

The Prescott Public Library serves as a cultural, informational, educational and recreational center for the city and surrounding areas. The library provides the hub of the Yavapai Library Network serving 35 public, school, academic and museum libraries through technological connections. The downtown library houses the systems administrator who coordinates the services of all of the network libraries. The library provides free access to print and electronic library resources, programming for citizens of all ages, regional information, significant business related resources and special services to the handicapped population.

Although the book and traditional library functions remain the core of library services in Prescott, access is provided to homes, offices and shopping areas, through a combination of electronics, wireless connectivity, public access kiosks and dispersed book drops.

The expansion and renovation of the downtown location will augment the services and spaces to meet the public's need for books and periodicals, quiet reading areas, Internet access and public meeting spaces, as well as expanded cultural opportunities. The downtown building serves as an anchor for downtown Prescott, bringing well over a thousand people daily (as of 2003) to the center of Prescott. As the building is expanded, library hours will increase to accommodate the demand already being made for more public library services.

The Prescott Connexion at the Gateway Mall meets some of the demands by providing full library services to residents and visitors alike. As Prescott grows to the north there is already a need for library services in a similar location in a developing mall with ready access to pedestrian, bicycle and motor traffic from that area.

#### **12.8.1.1 Prescott Public Library Goals and Strategies**

**Goal 1.** Continue cooperative efforts to expand the downtown library adding 14,000 square feet to the building.

**Strategy 1.1** Assist the effort for expansion by creating publicity through city information systems.

**Strategy 1.2** Continue to augment services with funding for collection development and technology upgrades.

**Goal 2.** Continue to support the Yavapai Library Network by providing space for the technological systems.

**Strategy 2.1** Continue publicity about the access to library services, including interlibrary loans.

**Strategy 2.2** Facilitate resource sharing through a county-wide courier service.

**Goal 3.** Recognize the need for expanded site for service to a growing population.

**Strategy 3.1** Collaborate with developers for mall or similar space.

**Strategy 3.2** Plan new annexations to provide for sites for library services as appropriate.

## **12.9 ADULT CENTER**

The Adult Center at 335 East Aubrey Street is owned by the City of Prescott and operated by a non-profit organization – Adult Center of Prescott, Inc. the mission is to be a viable organization within the community by providing opportunities for social interaction, recreation, education, information and entertainment to the adult population of the greater Prescott area with services delivered by volunteers and staff under the direction of an executive officer.

The programs offered are varied and change from time to time. The center also offers public meeting space upon request.

The city also makes space available within the building for the Golden Age Nutrition, another non-profit organization which served nearly 74,000 meals through the Meals on Wheels program in 2002 with an average of more than 90 volunteers providing service each month.

A new building which will house both services is planned to be located in the Cliff Rose subdivision between state road 89 and Willow Creek Road.

## **12.10 HEALTHCARE ASSETS**

### **12.10.1 Existing Conditions**

An important aspect of the quality of life in any community is related to the quality and the availability of healthcare services, as well as the opportunity to maintain good health. In the Prescott area, healthcare encompasses a wide range of services and options, beginning with acute-care hospital services and experienced and capable physicians.

The 127-bed Yavapai Regional Medical Center serves more than 100,000 people in Prescott and throughout western Yavapai County. YRMC is known for its modern facilities, state-of-the-art technology and a highly-trained staff of more than 1,000 professionals who're uniformly committed to creating a Total Healing Environment, an environment in which peace of mind and heart are just as important as physical cure and comfort. The medical center's Healing Team is led by a Medical Staff of more than 160

physicians, including some of the region's most respected board-certified specialists and sub specialists.

The many healthcare services and options offered through YRMC and the members of its Medical Staff are complemented by the programs and services offered by the Northern Arizona VA Health Care System, which is headquartered in Prescott. The VA provides a continuum of primary and secondary level medical, rehabilitative and long-term care to veterans residing throughout northern Arizona.

Healthcare in the Prescott area also encompasses a wide range of other specialists and services, including but not limited to optometrists, dentists, natural medicine practitioners, and outpatient testing and treatment at every level of need. There is a strong selection of mental health services - both private and government-funded - along with programs and services to benefit developmentally disabled and physically challenged citizens of every age group and ability.

The City of Prescott is home to a growing number of retirees and senior citizens, and it supports this segment of the population with a comprehensive selection of services specifically tailored to senior needs. Exercise and wellness programs keep the elder population mentally and physically fit. A variety of assisted living facilities, offer housing and lifestyle choices to meet a wide range of financial and personal preferences. Nursing home care is readily available to seniors who require specialized and/or around-the-clock medical attention.

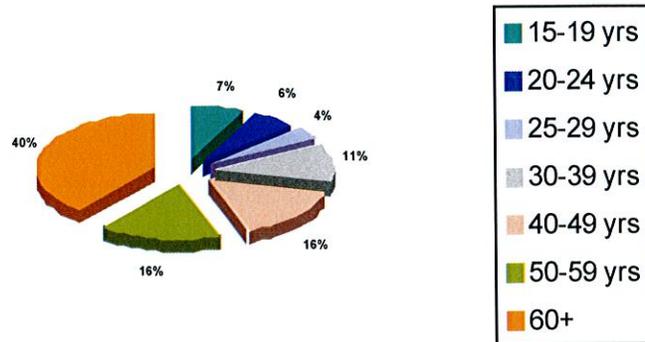
For the younger and middle-aged generations, the Prescott healthcare community provides outreach services and programs that focus on everything from parenting skills and osteoporosis prevention, to anger management and diabetes care and prevention. Prevention, in fact, is taking on new meaning here and elsewhere as healthcare costs continue to rise across the board. Prescott is a leader in the prevention arena by virtue of offering the comprehensive options that allow individuals to play a key role in managing their own health and that of their families.

Healthcare also strengthens the economy. National studies estimate that the multiplier effect (the number of times a dollar turns over within a community) for healthcare is 4.7. In 2001, the wages and salaries paid to Yavapai Regional Medical Center's 1,079 employees totaled \$34,681,000. Applying the multiplier effect to that figure leads to an annual economic impact in Prescott of more than \$163 million.

Prescott's healthcare providers provide an extremely strong foundation for Prescott's economy. Given the overall aging of America, healthcare dollars continue to play an important role in the local economy for years to come, just as Prescott's high-quality healthcare providers and the high level of healthcare services will play an important and crucial role in the community's continued prosperity and well being.

**Figure 12-1** Comparison of Yavapai County and City of Prescott age distributions.

**Yavapai County 2002 Population by Selected Age Groups**



**City of Prescott 2000 Population by Selected Age Groups**

