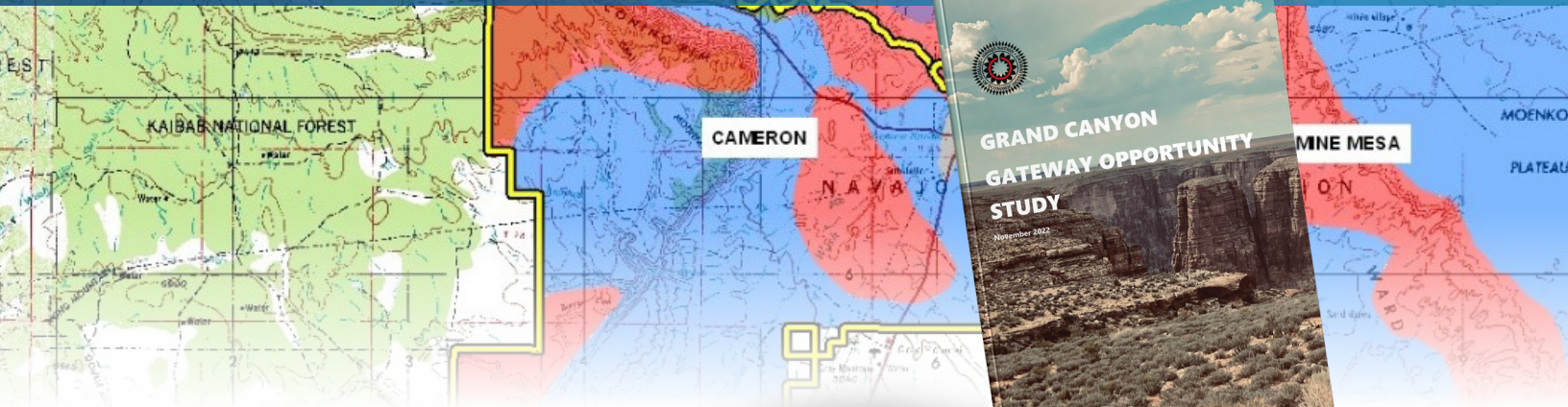


Grand Canyon Gateway Opportunity Study

Cameron, Arizona



DETAILS

CLIENT

Navajo Nation Economic Development

BUSINESS LINE(S)

Planning + Design
Strategic Consulting

SCOPE OF SERVICES

- ✓ GIS Mapping
- ✓ Existing Conditions Analysis
- ✓ Marketing and Branding
- ✓ Tourism Study
- ✓ Community Engagement

CONTACT

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OVERVIEW

In late 2022, Antero completed an opportunity study for the purpose of providing recommendations in the development of the west rim region of the Grand Canyon near Cameron, Arizona. Cameron lies at the critical junction of Highways 89 and 64, and connects over 40 different tourism destinations including the Grand Canyon and Lake Powell.

Due to a complex history within the Bennett Freeze area, the opportunity for improvement and development in the area had been severely limited until legal and policy changes in recent years allowed projects to advance and serve both residents and visitors alike.

This project assessed current conditions and identified unique opportunities to spark development in the area. Furthermore, this project identified actionable next steps and implementation resources to guide Navajo Tourism in supporting regional growth.

OUTCOMES

- ✓ Existing Conditions analysis results.
- ✓ Tourism and commercial opportunity analysis results.
- ✓ Branding, marketing, and capital improvement recommendations.
- ✓ Implementation Matrix outlining funding, financing, and partnership opportunities.

	Implementation Resources				
Mechanisms	Self-Funded	Grant Funded	Bonds	Fees	Partnerships
Description	Using taxes, general funds, or capital improvement funds.	Pursuing funding through available sources including USDA, ARPA, and others.	Using eligible bonds to fund local infrastructure projects.	Officer banking fees for existing infrastructure, right-of-way, etc. to support transportation developments.	Private, federal, regional, and local partners for economic development support.

