



Economic Development

24th Navajo Nation Council Winter Session 2022

January 27, 2022

Navajo Nation Division of Economic Development



Presenters

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Today's Presentation

- What is NNDED all about?
 - Guiding principles of economic development and NNDED
- Then:
 - Business engagement, development, and economic growth
- Now:
 - Economic development experiences on the Navajo Nation
- Tomorrow:
 - Identify and understand assets and barriers for the future



Navajo Economic Development



Our Purpose and Mission

Create an environment conducive to promoting economic development through business services in the following:

- Commercial
- Tourism
- Industrial
- Small Business and **other sectors** of the Navajo Nation economy.

Smart Growth and Economic Development



- Revisit Economic booms and busts
- Revise Examine and analyze
- Reinvent Change of plan and strategies
- Rethink What was can be something new
- Repeat Use what works



Navajo/Dine Hardship Assistance Consumer Impact Survey

- Purpose
- Methodology
- How data will be used
- Benefits

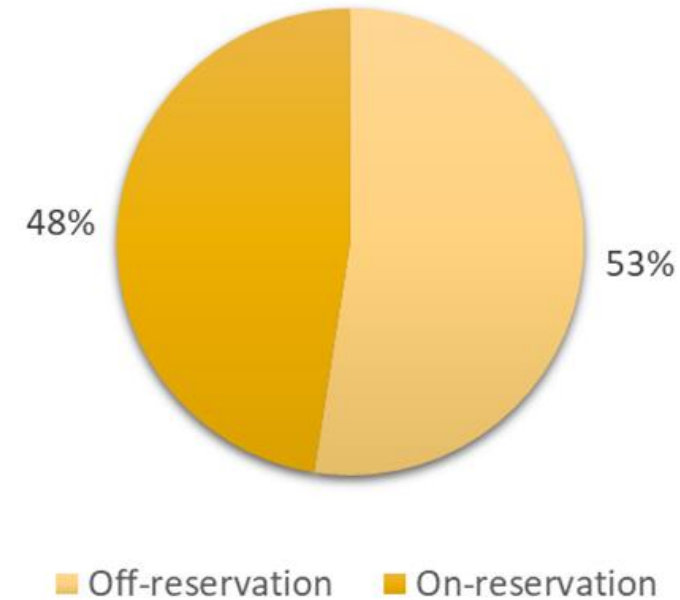


Survey results on Jan 27 2022

Key findings as of today

- 1,068 responses
- 92.19 % received CARES Act Hardship Assistance.

Spending percentage of CARES Act Hardship Assistance
(per person)





Top five spending categories for ARPA Hardship Assistance

1. Pay bills
2. Personal care and services
3. Savings
4. Automotive
5. Food and Dining



The importance of data

- Accurate information
- Assessment tool to assist in decision making
- Allocate our resources more efficiently
- Data empowers the stories and lived experiences



Navajo Hardship Assistance Consumer Impact

S U R V E Y

The Navajo Nation Division of Economic Development



We invite you to share the link,

www.surveymonkey.com/r/NNHACIS

Scan the QR code,



or visit the Navajo Nation Division of Economic Development online at;

www.NavajoEconomy.org

Please join us and encourage the public to participate in our survey, ahéhee'.





Division of Economic Development

For questions or additional information:

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DED is physically located in the Karigan Office Building in St. Michaels, Arizona next to KTNN.