



Verde Valley Regional Economic Organization VVREO



Partners for a sustainable community



VVREO
1st Annual
State of the
Verde Valley
Symposium

The background is a map of the Verde Valley region in Arizona. Key locations labeled include Sedona, Clarkdale, Cottonwood, and Cornville. Geographical features like the Verde River, Verde Canyon, and Mingus Mountain are also shown. Directional arrows point towards Flagstaff, Prescott, and Phoenix. A north arrow is located in the bottom right corner. An inset map of Arizona in the bottom left corner highlights the 'Area in d' (likely the Verde Valley) with a square. A large black double-headed arrow is positioned horizontally across the bottom of the map area.

VVREO Mission

The mission of the Verde Valley Regional Economic Organization is to expand the regional economy through business attraction, retention, expansion and quality job creation while maintaining a sense of place.



VVREO Vision

**a collaborative partnership
with a structure and
strategy for sustainable
regional economic
prosperity.**



Core Values

- Regional Economic Wealth Development
- Stewardship
- Sense of Place
- Quality of Life
- Infrastructure



Regional Economic Wealth Development

Guiding Principles:

- **Future planning should promote:**
 - a broad spectrum of business and employment that serve diverse community needs,
 - encourage the personal growth and wealth development of residents as part of a healthy regional economy.
- **Local, state and tribal leaders should work together:**
 - to strengthen local and regional opportunities for business growth and diverse economic development,
 - Future planning should encourage regional economic cooperation to be more effective in a climate of increasing global competition.
- **Sustainable economic development and vitality should be an integral goal of future local planning activities.**



Stewardship to Flagstaff

Guiding Principles:

- **Future planning should recognize that clean water and clean air are essential elements of public health and quality of life for Verde Valley residents, visitors, and future generations. These vital resources should be preserved and protected, and future land use and infrastructure planning should incorporate this recognition.**
- **Natural open land and native wildlife have intrinsic value and are critical to maintaining the character, identity, and health of Verde Valley for residents, visitors, and future generations and should be accommodated in all future planning decisions.**
- **Effective stewardship of natural areas is essential to preserve and protect their intrinsic character and beauty and should be integrated in all future plans.**



Sense of Place

Guiding Principles:

- Future local plans should be
 - based on a “vision” of each community’s future that incorporates citizens’ input,
 - reflects the community’s desires within a regional context.
- Strengthening and preserving each community’s culture, history, and vitality are important
 - to residents and the attraction of future residents,
 - should be important considerations.
- The public and private sector should partner
 - to preserve and/or conserve special places,
 - provide reasonable access to them.



- **Communities of diverse character and heritage define our region;**
 - **future regional and local plans and investments should conserve, value,**
 - **respect each local community's "sense of place" ,**
 - **promote distinct community identities and unique contributions to the region.**
- **Access to undeveloped, public, natural areas is critical**
 - **to maintaining the character and identity of the Verde Valley and its many differing geographic areas,**
 - **should be included in all future development plans.**
- **The myriad of consequences, both short-term and long-term, some unintended, resulting from zoning and density decisions must be thoroughly and carefully evaluated as a part of the local planning review process for such decisions.**



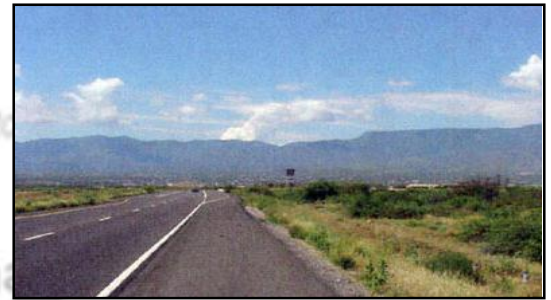
Quality of Life



Guiding Principles:

- **Future planning and development should**
 - **assure the availability of a range of choices in housing, employment, education, recreation, healthcare, and other essential services.**
 - **safe, secure circumstances to enjoy these opportunities are a fundamental requirement of all future planning.**
- **Future local plans should consider and incorporate the need for school sites and facilities in conjunction with other development activity.**

Infrastructure



Guiding Principles:

- Meeting each community's long-range needs for adequate essential infrastructure such as water, waste and waste water management, power, communications, and transportation systems as well as safety and public facilities, in a timely and responsible manner should be an essential objective of all future plans.
- Future local planning efforts should
 - encourage public and private organizations, working cooperatively, to efficiently and effectively develop and use community infrastructure,
 - to develop methodologies that provide for the cost of this essential infrastructure to be borne equitably by all beneficiaries.

VVREO Board of Directors

Robyn Prud'homme-Bauer, *Alcora Bath & Kitchen, Clarkdale*

Chair

Lita Cox, *Interior Focus, Cottonwood-Sedona*

Vice Chair

Margie Beach, *SRMG – Phoenix Cement, Clarkdale*

Treasurer

Tom Schumacher, *Yavapai College, Verde Campus, Clarkdale,*

Secretary

Directors:

Ron Epperson, *Intellectual Energy LLC., Sedona*

Wayne Ferguson, *APS, Cottonwood*

Andy Groseta, *Headquarters West, Groseta Ranches, Cottonwood*

Tommy Piccioli, *Clarkdale Metals, Clarkdale*

Tom Pitts, *Belgian Jennie's, Jerome*

Tracie Schimikowsky, *Camp Verde Chamber of Commerce, Camp Verde*

Tom Taylor, *Taylor, Padgett & Palmer Financial Group, Camp Verde*



VVREO Partners

- Verde Valley Broadband Initiative
- Verde Valley Wine Consortium
- Yavapai College
- IDA Grant:
Innovation and Entrepreneurship
- Developing an Enterprise Zone



Verde Valley Broadband Initiative

Jodie Filardo,

Sedona Economic Planner

Sherry Bailey,

Clarkdale Community Development



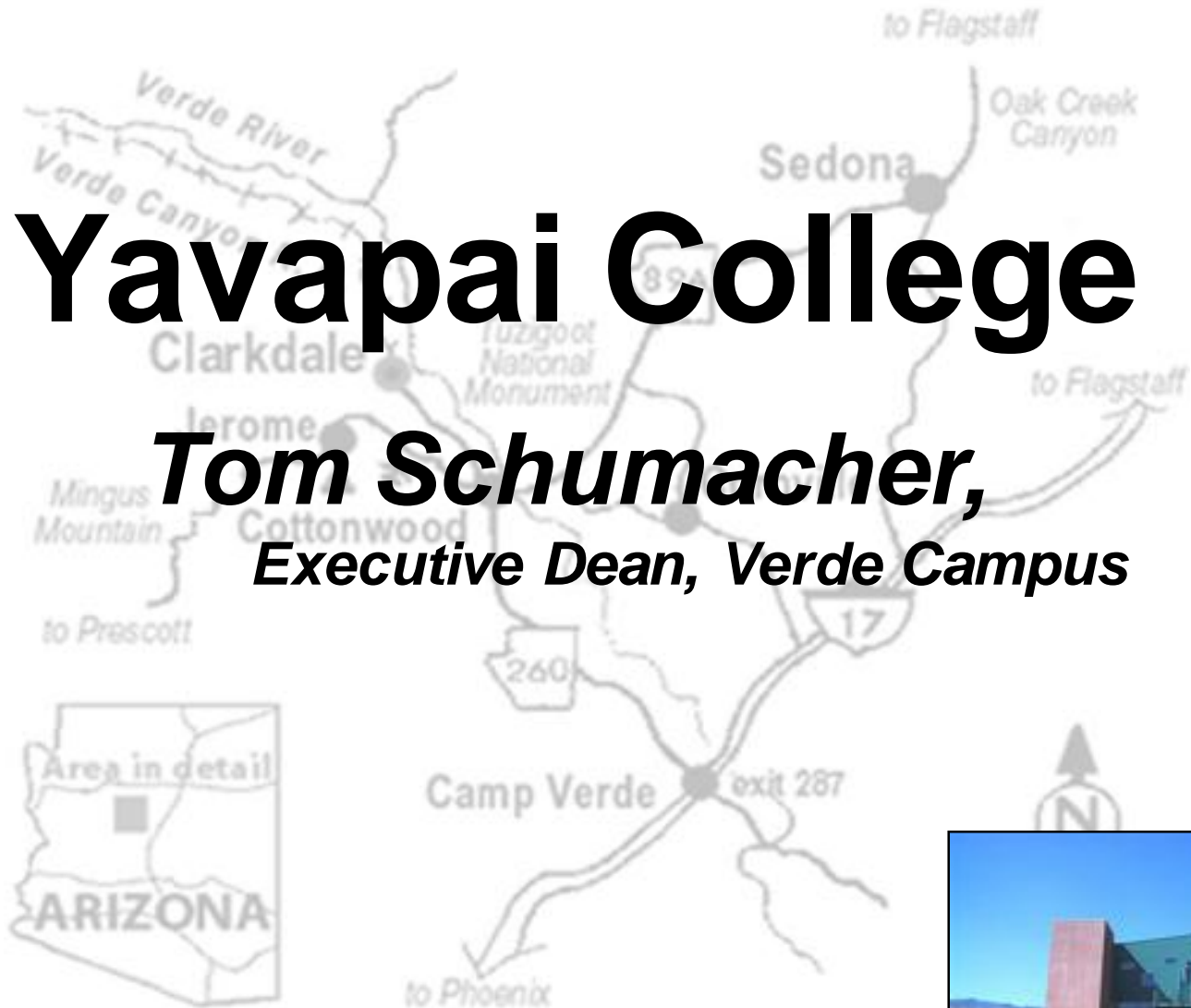
Verde Valley Wine Consortium

Tom Pitts,
Consortium Chair



Yavapai College

Tom Schumacher,
Executive Dean, Verde Campus



IDA Grant Innovation and Entrepreneurship

Casey Rooney,
***Cottonwood Economic
Development Council***



Developing an Enterprise Zone

Sherry Bailey,

Clarkdale Community Development

Casey Rooney

Cottonwood Economic Development



Emerging Partners

- **Arts Council of the Verde Valley**
- **Verde Valley Housing Task Force**
- **Yavapai County's Specialty and Light Manufacturers' Association**
- **Sustainable Agriculture and Work Force Development**
- **Clarkdale Sustainability Park**



The Arts Council of the Verde Valley

The Mission of ACTVV

The Arts Council of the Verde Valley is a diverse network of arts organizations and individuals unified by a commitment to support the Arts and meet the cultural needs of the Verde Valley community. **The Arts Council supports all of the Fine Arts, including Visual, Musical, Performing and Literary Arts.**

The Vision of ACTVV

The Arts Council of the Verde Valley will support the Arts by promoting alliances between Artists, Arts organizations and Arts-related businesses; sourcing and distributing information and resources for the Arts; and promoting the Verde Valley as an area to create and experience Art.

Contact: For more information, or to be added to our email list, contact:
membership@actvv.org or (928) 649-5466.

Virginia Pates, Chair, Arts Council of the Verde Valley



Verde Valley

Housing Task Force

- Can your employees afford to live where they work?
- Regional approach to affordable workforce housing [established by the Inter-governmental Committee]
- Exploring a multi-faceted approach to identified affordable housing needs
- Establishing baseline housing needs survey data



Yavapai County's Specialty and Light Manufacturers' Association, SLIM

Founded to improve the manufacturing environment in Yavapai County. Located in Northern Arizona, the membership includes companies of all sizes, and generally represents the majority of manufacturing companies in the area that are engaged in industrial operations producing products for local, national and global distribution.

SLIM's Mission is to take a leadership role to advance the competitiveness and development of the manufacturing industries through improving the business climate. Our particular focus is to:

- Identify present and future workforce capabilities required and then work across all the educational institutions to ensure that training and development is established to provide the highest quality and stable human resource pool possible.
- Identify and develop the conditions necessary for our members to create a thriving business environment for the retention, attraction and growth of this industry within the region.
- Exchange and develop practical approaches to environmental, safety regulatory requirements to help members become world competitive organizations.
- The development of a network of companies so that information and ideas can be readily exchanged on crucial subjects such as collaborative marketing, cooperative purchasing, import/export, workforce legislation, environmental regulations, business process best practices and special project collaboration.
- Support and provide expert guidance to the development of programs that will retain and attract manufacturing companies in the region by strong cooperation with local governments, state government economic development groups, educational institutions and investors.
- Information library containing videos and down-loadable content.

Receive more information about how your company can start enjoying these benefits, email us at info@yavapaimanufacturers.org or contact Michele Hamer, 928-237-7323.

Sustainable Agriculture

Contact: Jacques Seronde





Vision: To be an evolutionary solution for a sustainable community.

Mission: The Clarkdale Sustainability Park will provide an entrepreneurial environment rich in innovative, multi-disciplinary solutions, and educational and economic opportunities resulting in a vibrant and viable future.

The general concept:

- An industrial, commercial, and nature park devoted to sustainable industries and environmental improvement.
- Each facility will demonstrate energy, water, economic and cultural sustainability with as close to zero carbon footprint as is possible.
- Each facility will be integrated, interconnected and synergistic with the others in an incubator or “think tank” environment providing a resilient organic model.
- The Park will produce more energy than the entire Town of Clarkdale consumes and be a net exporter of energy to the grid.

The Benefits ...

...economically and culturally to the Verde Valley are profound.



Founded 1912 ★ Incorporated 1957

Contact for info: Doug Von Gausig, Mayor 928-639-2432 or Gayle Mabery, Town Manager 928-639-2400

A Call

to

Action



VVREO - The RESULT

Each of our individual communities will have much greater economic strength working together as a region.

And the combining of our resources will improve the economy of the entire region.



Verde Valley Regional Economic Organization VVREO

Partners for a sustainable community

