



UPDATE

The Arizona Association for Economic Development is the leading advocate for responsible economic development for all of Arizona.

Arizona's Economy Scores Big with Sports

Dina Mathias, City of Avondale | Megan Griego, City of Surprise

Arizona is home to teams in each of the four major professional sports including the Arizona Diamondbacks, Arizona Cardinals, Phoenix Suns and Phoenix Coyotes. It's also the host of two of NASCAR's Nextel Cup and Busch Series races as well as the home of the Phoenix Mercury and it's the site for the WPGA and several professional and collegiate tournaments that are watched worldwide. There's a lot of money in professional sports and cities throughout the Valley are reaping the benefits of the venues that bring great opportunities for economic development, tourism and marketing.

It is estimated that sporting events pump \$1.5 billion into Arizona's economy annually.

Arizona is the spring training home to nine baseball teams with facilities in Mesa, Peoria, Phoenix, Scottsdale, Surprise, Tempe and Tucson. In March 2009, Goodyear plans to open Ballpark Village, a mixed-use development that includes a 10,000-seat stadium and spring training fields for the Cleveland Indians and, potentially, another team. Also by 2009, Glendale will open a 12,000-seat spring training facility for the Los Angeles Dodgers and Chicago White Sox, which also will include 12 practice fields and two clubhouses. A recent study by the Arizona Office of Tourism gauges the annual economic benefits of spring training across the state at more than \$310 million, with almost 60 percent of that coming from Arizona visitors.

In addition to the two NASCAR races, Phoenix International Raceway in Avondale hosts eight racing events as well as non-race activities at the track that generate an economic impact of \$473 million annually, according to a study by Arizona State University's W.P. Carey School of Business. It is estimated that 200,000 NASCAR fans, plus representatives from national sports media outlets, attend the races and their accompanying events each year.

In the basketball arena, the US Airways Center in Phoenix will host the 2009 NBA All-Star Game, and all

of its preceding festivities including the skills, three-point shooting and slam dunk competitions. This event will showcase the downtown Phoenix area around the world through the media coverage.

The annual economic impact of The FBR Open golf tournament is said to be around \$75 million. In between the golf and the galleries are the Thunderbirds. Hosts of the Open since 1939, this group of Valley business men has turned an ordinary "golf tournament" into a community event/happening — commonly referred to as "The Greatest Show on Grass."

Along the way they have raised close to \$46 million benefiting more than 150 Arizona charities. In 2007 alone, the FBR Open raised a PGA Tour record \$7.8 million for Arizona charities.

Hockey and lacrosse joined the local sports scene in 2003 with the completion of Jobing.com

arena in Glendale. Previously, the hockey team shared the U.S. Airways Center with the Phoenix Suns. However, the arena was designed for basketball and had to be retrofitted for hockey. The Jobing.com Arena offers 17,500 seats and also is home to the National Lacrosse League's Arizona Sting team.

In 2006, the \$450 million University of Phoenix Stadium opened in Glendale. It is considered among the most advanced sporting facilities in the world — featuring

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ON THE COVER: The Phoenix International Raceway is home to NASCAR's Nextel Cup and Busch Series races.

Board of Directors' Message

Nick Davis, AAED Board Member



SO, WHAT'S IT LIKE TO SERVE ON THE BOARD OF DIRECTORS?

I was asked to compose an article from the perspective of being a member of the AAED Board of Directors. As I have reflected on this task, a myriad of thoughts came to mind on how I wanted to convey the importance of being on the Board. So, here goes!

First and foremost, you are elected by your peers! That, in itself, bears heavy responsibility. You have been entrusted with the well-being and future prosperity of the association by the people you work with in the economic development industry. This is an industry that is extremely diverse as it encompasses entities from the public and private sectors and from rural and urban Arizona. The balancing act can be quite difficult to say the least!

The board must weigh each and every decision it makes under the microscope of this great diversity. This is very evident to me, since I am Vice Chair of the Government Affairs Committee. Our committee spends much time in preparation for each legislative session refining our talking points to our state elected officials. These talking points must reflect the perspectives of all of our members and, at times, it is a very precarious balancing act.

The second point that came to mind was the process that one must go through to be considered for a position on the board. Generally speaking, this is not a position you are appointed to or buy your way into, but rather you do it the old-fashioned way. You earn it!

There is an old adage, "that cream rises to the top," but I like to think that "cream WORKS its way to the top." This is the format that is used to achieve a board position within AAED!

My favorite example of this is my friend, Eric Larson, and his outstanding work as chair of the membership committee. My friends, there is good reason why AAED enjoys the membership level it has today! It was the very hard work that Eric and the committee did in previous years and the continued hard work by Tammy Carr and her committee to date!

This is why we stress the importance of getting involved in either task force or committee work. The initial stepping stone for future leadership of AAED lies in the work done at that level of the organization. I see so much talent in our membership from our younger members and this bodes well for the future of AAED!

Lastly, I would be remiss if I didn't include a note from a personal viewpoint. I have had two stints on the board of directors in my now 13th year in the organization. The relationships you build with the people on the board transcend the professional level and drift into one of friendship. It is these relationships with "usual suspects" that I shall hold most dear.

John Wooden's book, *They Call Me Coach*, includes a poem entitled "They Ask Me Why I Teach." The thesis of the poem is that the teacher knew the students before they went on to be doctors, lawyers, economic developers and such. But, in closing the teacher comments on where else would he or she find such splendid company? The same holds true for me with my feelings for my fellow board members, where else would I find such splendid company?



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Rural Spotlight: Springerville-Eagar, Arizona

The sister cities of Springerville-Eagar are located at an elevation of 7,000 feet and are known as the “Gateway to the White Mountains” of eastern Arizona. The towns border the northeastern edge of the Apache-Sitgreaves National Forest. This part of the state is considered by many to be the last undeveloped forested area in Arizona.

Residents are looking forward to increased growth and development as the secret of the White Mountains leaks out. With a combined population of about 7,500 friendly souls, Round Valley, as it is known to locals, is a great place to live or visit.

Living and vacationing in this area gives access to hundreds of miles of hiking, biking, horseback and ATV trails. The area abounds in stream and lake fishing for many species of trout. The towns are located within 20 miles of the Sunrise Ski Resort with many of the finest slopes in the west. The towns are also home to the Round Valley Ensphere, the first domed high school football stadium in the world.

U.S. Highway 60 was the first transcontinental highway and runs right through Springerville where the visitor can observe one of twelve “Madonna of the Trails” statues commemorating the hardships of the pioneer women. While here, take a guided tour of one of the foremost archeological parks in the U.S., the Casa Malpais Ruins.

The Round Valley area also is a great hub for vacations. Within a three-hour drive one can take in some of the most breathtaking scenery in the West. There are the native

cultures of the Apache, Navaho, Hopi and Zuni. To the north there is the beautiful Canyon De Chelly and Monument Valley. To the east lay the forests and ghost towns of the Gila National Forest in New Mexico. To the south visitors will find the solitude of the Apache-Sitgreaves National Forest. Residents of the area welcome one and all to visit and possibly live in a genuine historic western town.



DOWNTOWN SPRINGERVILLE



DOWNTOWN EAGAR



MADONNA OF THE TRAILS



CASA MALPAIS RUINS



NEWSWORTHY

The Town of Oro Valley has hired Matt Michels to fill the position of acting economic development administrator. Matt assumes his duties Feb. 4. He has been with the town since May of 2006. He holds a master's degree in Urban and Regional Planning from Portland State University. He has more than 10 years in land use planning, and has worked closely with businesses and development in Oro Valley, as well as with the regional economic development leadership.

Terracon Consultants, Inc. has announced that Tim W. Anderson, P.E. has been promoted to principal

in the firm's Phoenix office. Also, Patrice P. Brun, P.E., Geotechnical Project Manager in the Phoenix office, has recently passed the professional Civil Engineering exam.

Quick video tours of the five distinct districts in Downtown Scottsdale are featured on www.ScottsdaleSuperDowntown.com. The videos were produced by Klute Communications in cooperation with the City of Scottsdale's Downtown Group.

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63,000 seats (expandable to 73,000), a retractable roof and a roll-out grass field. The stadium is home to the Arizona Cardinals, the Tostitos Fiesta Bowl and Super Bowl XLII. Every four years, the stadium also will host the BCS National College Football Championship.

- Home to Super Bowl XLII, estimated to generate more than \$400 million for the state
- The Fiesta Bowl generates \$154 million annually
- In 2007, the eight professional baseball spring training complexes generated over \$310 million of economic activity
- The two NASCAR Nextel Cup races, as well as Champ Car Racing action at Phoenix International Raceway contribute \$473 million annually to the state's economy
- PGA Tour's annual FBR Phoenix Open draws more than 500,000 golf patrons and contributes \$75 million annually to the state's economy
- In 2007, the P.F. Chang's Rock 'n' Roll Arizona Marathon & Half Marathon generated an estimated \$44 million
- Annual maintenance of the University of Phoenix Stadium generates 235 full-time jobs and \$31 million in economic activity for the county
- Retaining the NFL Arizona Cardinals preserves 1,600 full-time jobs and \$154 million in annual economic activity for the county

According to a study by ASU's W.P. Carey Sports Business Program, the 2007 Fiesta Bowl, the BCS championship game and Tempe's Insight Bowl resulted in a collective economic impact of \$401.7 million, with the BCS championship game alone resulting in an economic impact of \$171.5 million.

Arizona was quite successful when it landed Super Bowl XXX in 1996, with an estimated economic impact of \$300 million. As this is written, the date is drawing near for the next Super Bowl and its week-long series of activities, with an estimated economic impact of \$450 million.

Professional sports are a vital contributor to the economic success of each community in Arizona. The tax revenues generated from sports allow cities to invest in vital services and infrastructure needed to meet the demands of growth.

CALENDAR OF EVENTS

FEBRUARY + MARCH

February 5

Phoenix Luncheon
Economic Impact of Sports and Tourism
Speaker: Debbie Johnson
Phoenix Country Club
11:30 a.m. – 1:00 p.m.

February 11

New Member Orientation
Aunt Chilada's
11:30 a.m. – 1:00 p.m.

February 26

Legislative Luncheon

February 28

Southern Arizona New Member Mixer
Sullivan's Restaurant
5 p.m. – 7 p.m.

March 4

Phoenix Luncheon
Phoenix Country Club
11:30 a.m. - 1:00 p.m.

March 28

Southern Arizona Luncheon
President of the Senate: Tim Bee

May 14, 15 and 16

Spring Conference, Prescott

LATEST DIRT

Amanda Elliott, Barton Malow Company

Prescott Valley Prescott Valley, along with Yavapai College celebrated the groundbreaking of its first free standing building for its Public Library. Since its inception in 1969, the Prescott Valley Public Library has shared space with various entities and is currently located on the third floor of the Town Hall Police Complex. The new 52,000-square-foot building designed by richard + bauer will include an auditorium, viewing terrace, general circulation area, computer lab, café and bookstore. Barton Malow Company has been selected as the General Contractor.



PRESCOTT VALLEY/YAVAPAI COLLEGE PUBLIC LIBRARY

Phoenix The Greater Phoenix Economic Council and Arizona Global Network are celebrating the success of attracting additional foreign direct investment to Arizona. txtNation, a United Kingdom-based technology solutions provider recently announced that it will locate its North American headquarters in Phoenix. The company, which provides messaging, billing and content solutions for mobile phones around the world, will begin its initial operations in Arizona with five employees but will grow to 15 within the year.

5th Annual Legislative Luncheon is Feb. 26TH

AAED will treat our legislators to a steak luncheon catered by Outback Steakhouse. Feb. 26th from 11:30 a.m. until 1:30 p.m. The event will take place at the Capitol on the House lawn. AAED members and guests will have the opportunity to enjoy a great Outback steak cooked on site and discuss Economic Development issues with our lawmakers.

2008 is the 5th year for this popular tradition. It gives us a

great chance to speak one on one with an Arizona Senator or Representative of your choice.

Since AAED began this event we have seen over 80 percent of the legislators attend. Guess they like steak!

Please put the date on your calendar and plan to attend. There also are sponsorship opportunities available ranging from \$100 to \$1,500.

AAED Update

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