

# UPDATE



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

## The CHANGING FACES of Economic Development

[ Dina Serin, City of Avondale ]

With the phenomenal growth occurring all over the Valley, it's no surprise that faces within the economic development community are also changing at a rapid pace. This month, the Update interviewed two economic development directors fairly new to their positions in the burgeoning cities of Goodyear and Buckeye. Both directors shared their views on what opportunities and challenges their communities are facing to keep up with such extraordinary growth, as well as their priorities for the future.

*What do you see as the 5-year focus and goals in your position as economic development director for your community?*

**CHILDS:** I believe that the City of Goodyear's primary focus over the next five years will be to create a true regional employment center within the city. Our City Council has been very forward-thinking in establishing the 4,000-acre Goodyear Employment Corridor surrounding our airport where we will be concentrating our efforts to recruit new jobs and investment that are critical to building a sustainable economy in the West Valley.

**GARY:** In my short tenure as the economic development director for the Town of Buckeye, my efforts have been focused on developing an economic development department and setting short-term goals. Since my hire, I have established a 90-day plan, which encompasses three things – establishing a prospect-tracking protocol, compiling town data for use in our attraction and retention

efforts, and developing a site and building database so we can quickly answer questions on availability for potential clients. Updating and building long-range plans for economic development will be one focus of the strategic planning process as the Council looks toward developing a long-term vision for the Town.

*What do you perceive as the top challenges that will affect economic development efforts within your community over the next couple of years?*

**CHILDS:** Our challenges, like the rest of the West Valley, are related to our continued double-digit annual population growth: attainable housing for our current and future workforce and infrastructure - including not only roads, water and sewer, but also our public safety and school facilities.

**GARY:** The biggest challenge is the lack of infrastructure in the town. We are currently internally assessing how and where we can best meet that challenge in the next few years.

*Continued, page 2*

### Contributors:

Holly Childs  
*Economic Development Director,  
City of Goodyear*



Lori Gary  
*Economic Development Director,  
Town of Buckeye*



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# SPOTLIGHT: David Krietor, CEcD

[ Joyce Grossman, City of Phoenix ]

In 1991, having left the snowiest major city in the U.S. (Syracuse) and landing in one of the sunniest (Phoenix), Dave Krietor has never looked back. In June 2006, he was elevated from Airport Director of Sky Harbor International Airport to City of Phoenix Deputy City Manager. In his new position he oversees the activities of the Community and Economic Development Department and Downtown Development Office for the City of Phoenix. Dave has been an AAED member since 1991.

*What projects does Phoenix currently have with regional/state wide impact?*

Two miles of freeway will get you two miles. Two miles of runway will get you anywhere in the world. Phoenix has been a strong steward of Sky Harbor Airport for more than 75 years providing the region with one of its most important economic development assets.

The bioscience campus in downtown is another project. Phoenix traded land that was destined for a football stadium to be used for a bioscience campus. This land exchanged ultimately will allow Arizona to compete internationally in the bioscience industry.

*What economic development issues will the City of Phoenix have to address in the next five years?*

Phoenix has a two-fold challenge. We need to accommodate significant growth in our outlying areas (North I-17, NE Phoenix and Laveen) while at the same time focusing energy and resources on older urban areas to prevent decline.

*What is an economic development accomplishment you are most proud of?*

I am most proud of the number of people I have worked with in economic development in the City of Phoenix who have developed strong skills and moved into important leadership positions. You can't be a good manager without being a good teacher.

*Favorite success or little known fact about you?*

This year I got to watch my 16-year-old daughter play on the undefeated (41-0), state champion Sunnyslope Vikings High School Volleyball team!



“Changing Faces of Economic Development” continued from page 1

*What are some challenges/opportunities you feel are important in your role as economic development director?*

**CHILDS:** I think that coming into any new city as an economic development director - particularly one which is experiencing such phenomenal growth - requires gearing up quickly and gaining the trust of City Council and City Management early to move projects forward. I have been in Goodyear for 1.5 years now, and the pace is phenomenal, but so are the opportunities and the passion that the City leaders have for making Goodyear a high-quality, vibrant community.

**GARY:** I believe those opportunities include the establishment of employment centers to balance the *combination of retail and housing development.*

*What is the biggest development opportunity in your community?*

**CHILDS:** Right now there are several: the airport is undergoing a master-planning process, and a second runway will likely be added, making it an even greater City asset; the City is competing for funding from the TSA to support a new Cactus League Spring Training stadium for the Cleveland Indians; we have just adopted the Master Plan for City Center, Goodyear's new and exciting downtown; and we are actively working with several private liberal arts colleges on locating campuses within the City -- all are potentially huge economic catalysts, and Goodyear will be a very different City in 2010.

**GARY:** I feel Buckeye has two strong long-term development opportunities – the railroad corridor and Buckeye Municipal Airport. I see opportunities at the airport not only with the expansion of the runway and construction of additional hanger space, but also positioning the airport as a major hub for aviation-related activities and businesses.



## NEWSWORTHY

Kelly Patton and John Zupon have joined the Economic Development staff of the Town of Gilbert. Rebecca Robinson has joined the staff of the Greater Phoenix Economic Council, moving from the Town of Gilbert.

Rochelle Webb has replaced George Thorne as an AAED representative from the Arizona Department of Economic Security. George has joined Jobing.com.

Carol Warner, President of Johnson Carlier, Inc., has received this year's Outstanding Woman in Construction award from the Del E. Webb School of Construction at Arizona State University. Carol, a long-time AAED supporter, was the first woman to be elected to the Board of Directors of the Associated General Contractors of America. Congratulations to Carol!



SCOTT HANSON

HMA Public Relations, headed by Scott Hanson, has announced that its Public Relations Global Network has added a Tokyo affiliate in Cosmo Public Relations, adding to the network's global reach. Scott and his firm handle

AAED's PR efforts and he is an active member of the Public Relations & Communications committee.

An AAED member organization has a new name! The Greater Casa Grande Valley Economic Development Foundation is now the Central Arizona Regional Economic Development Foundation. Andrew Clegg represents the Foundation in AAED.

Adolfson & Peterson Construction is proud to be voted #1 Best Places to Work 2006 for medium-sized companies in Arizona.



AMARA BOESCH & JENNY ELLIS, ADOLFSON & PETERSON CONSTRUCTION

Barbara Pizzarello/The Beck Group was named Assistant Director of Business Development for the Western Division.

Nick Davis/The Beck Group has accepted a position on the board of directors with Valley Forward and Valley Partnership. Nick is also serving as the interim chair for the Government Affairs Committee until David Naugle is able to assume the chair position.

## New Members



Paul Beecher, City Manager  
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## Did Ya Know???

### Economic Impact of Bowl Games

- Super Bowl generates \$548 mil./per event\*
- Fiesta Bowl & Bowl Championship Series (BCS) \$350 mil./2007\*\*
- Team Payout in the BCS Game 2007 -- \$17 mil. (winner) and \$15 mil. (loser)\*\*\*
- Team Payout in Fiesta Bowl 2007 -- \$17 mil. (winner) and \$14 mil. (loser)\*\*\*\*

\* Elliot Pollack (Summary of Prop. 302)  
\*\* Arizona Sports & Tourism Authority  
\*\*\* www.bcsplayoffs.com  
\*\*\*\* www.fiestabowl.org

## CALENDAR OF EVENTS

### JANUARY

#### January 18, 2007

Southern Arizona Luncheon  
11:00 am – 2:00 pm  
Doubletree Hotel at Reid Park  
Program:  
Health Care & a Healthy Economy  
Panelists: Stephanie Healy,  
Moderator; Norm Botsford, CEO,  
University Physicians Healthcare;  
Bill Pike, Carondelet Health Net-  
work Fdn.; January Contreras, Office  
of the Governor

### FEBRUARY

#### February 6, 2007

Phoenix Membership Luncheon  
11:30 am – 1:15 pm  
Phoenix Country Club  
Program: Real Estate Value Trends  
Speaker: Richard Merritt, Elliott  
Pollack & Assoc.

#### February 20, 2007

Annual Legislative Luncheon  
11:30 am – 1:30 pm  
State Capitol Lawn

## EDDE Awards

[ Amanda Elmore, Barton Malow ]

*The EDDE Awards Committee needs your support. Please send in your nominations!*

The EDDE Awards Committee is working hard to ensure quality nominations for each EDDE Award category. Nomination forms for the nine EDDE award categories will be available Wednesday, January 10, 2007 through February 9, 2007 at [www.aaed.com](http://www.aaed.com). Please recognize and support your peers by emailing your nomination to [myra@aaed.com](mailto:myra@aaed.com). If you do not have access to email, please fax it to (602) 240-2391. With a network of over 500 members and 2006 bringing an additional 178 members, we are sure to make this the best year ever for EDDE award recipients.

## Legislative Agenda to Be Presented *at Annual Legislative Luncheon Feb. 20*

[ Pete Klute, Klute Communications ]

AAED members will be able to discuss with their elected representatives in the State Legislature our organization's recommendations for economic development legislation at the Annual Legislative Luncheon on Tuesday, Feb. 20, 2007. The legislative agenda was developed by the Governmental Affairs Committee and approved by the AAED Board.

Outback Steakhouse is again catering the fourth annual luncheon event which will be held in a tent set up on the Senate-side lawn of the state capitol in Phoenix. The event starts at 11:30 a.m. and ends at 1:30 p.m. All 90 members of the Arizona Legislature have received formal invitations from AAED. Individual AAED members should also contact their elected representatives and invite them to attend as their guests and guests of AAED.

Among the materials that will be given to the Legislators attending the luncheon will be a brief outline of the principal points of AAED's recommendations for the correct mix of economic development programs needed to compete in the highly competitive process of business attraction.

Specifically, AAED is recommending substantial increase in public investment to secure these programs:

- **The Arizona Global Network** which is a statewide collaboration of economic development organizations, universities and the private sector aimed at increasing foreign direct investment in Arizona.
- An **Arizona Branding Campaign** that will increase awareness of Arizona as a vital and sustainable center for excellence for forward-thinking companies, entrepreneurs and human capital.
- Reinstatement of the **CEDC fund** to enhance Arizona's ability to attract high-wage employers.
- **Job Training Program** reauthorization so that a qualified work force is available to fill the positions available from existing and new employers in the state.

The luncheon is free for legislators and \$50 for members. Further information about the 4th Annual Legislative Luncheon has been sent to all AAED members. Reservations must be made at the AAED office no later than noon, Friday, Feb. 16.

# Executive Director's *Vision of AAED's Future*

[ Bruce Coomer, AAED ]

I am elated to have been chosen as your Executive Director. I see nothing but bases loaded homeruns for AAED's future. Thanks to John Bowers, Myra Getsch and the AAED leadership, this organization is at a very enviable position. AAED has achieved the credibility and reputation as "the organization of choice".

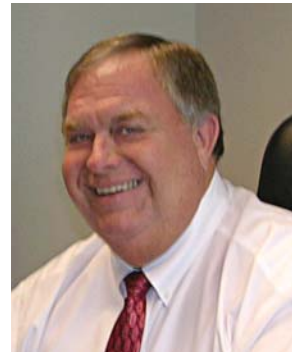
Our strength comes from strong and committed leadership and—most importantly—the front line work of both ED and Workforce practitioners and providers working together on committees.

I see a very bright future for AAED. We are financially sound. An economic downturn could slow our progress but we have the resources and passion to overcome any threat.

With your help we will continue to build momentum and become not only the leading advocate for Economic Development in Arizona, but "the Economic Development Resource and Authority for Arizona".

For new and veteran members alike, I ask for your help. I challenge you to "ask not what AAED can

do for you, but ask what you can do for AAED." That is a great thought isn't it? For younger members it is not original. A man named John F. Kennedy challenged the citizens of the United States to look within themselves in his 1960 inaugural address.



It is still very relevant today. Ask an AAED member who is involved and visible. They will tell you that they receive a ten-fold return on what they put into AAED, both in activity and commitment to AAED events and committees.

We will only stay on top by continuing to provide value to our members and to our targeted audiences. Please enjoy our prosperity, but commit to do your part to make this the best Economic Development Organization in the World! You can do that by joining and being active on a committee.

The very best wishes for a happy and prosperous New Year.

THE NOVEMBER '06 NORTHERN ARIZONA LUNCHEON IN KINGMAN SHOWING THE PROGRAM IN PROGRESS



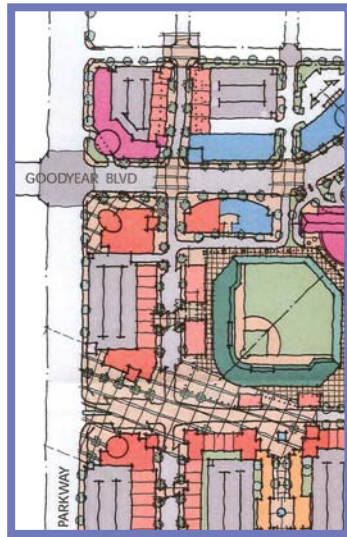
(L-R) TAMMY CARR, JOHN HAGEN, DAVID RODERIQUE, DICK MULLIGAN AND JANE BRISTOL ON A PANEL AT THE JOINT AAED/ APA CUSTOMER SERVICE SYMPOSIUM

# LATEST DIRT

[Amara Boesch, Adolffson & Peterson Construction]

**Tempe**— In creating a new future for the city, long-standing structures at the intersection of University Drive and Ash Avenue were demolished to make way for Mosaic, a 21-story condo complex and a corporate health-food store. The demolition was the first of several. Developers are scheduled to rip out at least three smaller buildings near University Drive and Forest Avenue in efforts to clear land for a massive mixed-use building with three towers, called University Square.

**Goodyear**— The Cleveland Indians are moving to Goodyear. Conceptual site plans call for a 10,000 seat stadium facility that will begin player development in April 2008 and a scheduled first pitch by Feb/Mar 2009. The site will be located on the SEC of Goodyear Blvd and Estrella Parkway and designed to complement the City Center.



**Goodyear**— Franklin Pierce College, a New Hampshire-based institution, is expanding its liberal-arts school to Goodyear. The college will

open an office in Goodyear in January to introduce the school's programs with plans to move into an 8,000-square-foot facility near Van Buren Street and Litchfield Road in the fall. Initially, online undergraduate programs and graduate courses leading to a transitional doctorate in physical therapy will be offered. Once the facility opens, the college will offer a doctorate of physical therapy and evening business courses before it adds programs.

**Arizona**— Cancer Treatment Centers of America, a national, for-profit chain, is considering opening a \$70 million facility in the Valley. The private Illinois-based company is interested in building a 220,000-square-foot hospital and clinic that would employ 350 to 400 people. The medical institute is looking at sites in Phoenix, Goodyear and Gilbert to place its new campus.

**Yuma**— Arizona Clean Fuels intends to develop an oil refinery 40 miles east of Yuma, the first to be built in the nation in some 30 years. The company plans to start moving ground by summer on the \$3.5 billion refinery. Construction is expected to take three years.

**Prescott**— The new Prescott Community Center will take the place of the antiquated Adult Center/Meals on Wheels building on Aubrey Street. The Adult Center hopes its impact will extend well beyond the current 550 members with the renovated and expanded ballroom, kitchen and dining room.

## AAED Update

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*AAED Update provides news and views of the Arizona Association for Economic Development and its members.*

## AAED Premier Partners



## AAED Partners



*Photo, top of page 1: The Gallery at Dove Mountain, home of the 2007 Accenture Match Play Championship — Marana, Arizona*