



Office of the Mayor & Town Council

**Trip Report**

**Purpose:** 2011 Governor's Statewide Development Conference

**Date:** October 26 - 28, 2011

**Location:** Hilton El Conquistador Resort  
Oro Valley, AZ

**Attendees:**

Mayor Satish Hiremath  
Vice Mayor Mary Snider  
Councilmember Joe Hornat  
Councilmember Steve Solomon  
Councilmember Lou Waters  
Interim Town Manager Greg Caton  
Economic Development Manager Amanda Jacobs

**Summary:**

2011 Governor's Statewide Development Conference was hosted by the Town of Oro Valley, Arizona. The theme of this year's conference was "A Statewide Approach – Let's Do This Together!"

The conference drew over 300 attendees from cities and towns across Arizona. Highlights of the conference included: a Community Reception; Legislative Roundtable; Governor's Award Luncheon and daily breakout sessions dealing with issues of importance to local, regional and statewide officials. The conference "schedule at a glance" is attached.

Report submitted to the Town Clerk on November 10, 2011.

Satish I. Hiremath  
Mayor

*Caring for our heritage, our community, our future.*

[www.orovalleyaz.gov](http://www.orovalleyaz.gov)

11000 N. La Cañada Drive • Oro Valley, Arizona 85737  
phone: (520) 229-4700 • fax: (520) 297-0428



# The Governor's Statewide Development Conference

## Oct 26-28, 2011 - Oro Valley, Arizona

*"A Statewide Approach—Let's Do This Together!"*

[Home](#) [Conference Info](#) [Contact](#)

### Wednesday, October 26th Sessions

9:30a	<b>Golf Tournament</b>	Tee off in the shadow of the dramatic Santa Catalina Mountains and the Tucson valley. <i>Deadline to sign up and register for the Golf is October 18th - online.</i>
2:00 - 3:15p	<b>E.D. 101</b>	Erik Glenn, University of Arizona Cooperative Extension <i>Agent/Director of the Arizona Economic Development Course</i> What is Economic Development? Join Erik Glenn for this introduction to the economic development profession, the tools its practitioners use and the organizations around the state that do this important work.
3:30 - 5:00p	<b>A Funny Thing Happened on Our Way to Economic Recovery</b>	Jim Rounds, Sr. Vice President, Elliott Pollack Group; John Lenio, Economist and Managing Director of CB Richard Ellis' Economic Incentives Group This program will include an examination of the status of the economy, both nationally and locally. As 2011 progresses the economy will be brought back into equilibrium, but many problems will remain well into the next year or two. How will these remaining national issues impact our great state? How is our local economy performing and what will the next couple of years look like for jobs, incomes, home prices, tax collections, etc.? While more can still be done, many changes have already been enacted pertaining to economic development. These policies and programs will also be briefly examined as they relate to our economic recovery.
6:00 - 9:00p	<b>Community Reception</b>	Hosted by the Town of Oro Valley The Town of Oro Valley invites you to bring your cowboy/cowgirl hats and boots to the opening reception at the Last Territory at the Hilton El Conquistador Golf & Tennis Resort. Enjoy delicious food prepared by the Hilton, live entertainment and gorgeous mountain views. Dress is Western Attire.

## Thursday, October 27th Sessions

7:30 - 9:00a	<b>Buffet Breakfast</b>	
7:30 - 9:00a	<b>Rural Roundtable</b>	Opportunity for rural communities to discuss issues impacting economic development in rural Arizona.
9:00 - 10:30a	<b>Let's Do This Together</b>	<p>Jerry Colangelo, Principal Partner, JDM Partners (<i>Invited</i>); Don Cardon, President &amp; CEO, Arizona Commerce Authority; Joe Snell, President &amp; CEO, Tucson Regional Economic Opportunities; Barry Broome, President &amp; CEO, Greater Phoenix Economic Council</p> <p>It's a new era in Arizona for economic development. With the new Arizona Commerce Authority (ACA) in place and the urgency to bring quality jobs to all of Arizona, we all need to work together as a state to successfully compete in the global market. This session brings out seasoned economic development and business leaders to discuss the importance of working together as a unified force to ensure Arizona's success. Expect exciting dialog with opportunities for audience interaction. A can't miss session.</p>
10:30 - 10:45a	<b>Break</b>	
10:45 - 11:45a	<b>3 CONCURRENT SESSIONS</b>	
	<b>Grants: What Works and What Doesn't?</b>	<p>Sally Clifford, Executive VP, Alliance of Arizona Nonprofits; Matthew Hanson, Director of the Governor's Office of Economic Recovery</p> <p>In need of a magic wand? The Project Profile/Planning Worksheet is the closest thing to it as one of mightiest tools available to you as a successful grant seeker. You'll learn to organize your thoughts quickly and how to tap into your own passion to discover the most compelling story possible. This session will also discuss the ACA's 2010 Rural Economic Development Grant Program and how the winners were able to position themselves and secure this funding. This session will also discuss why other jurisdictions were not successful and common mistakes made by inexperienced grant applicants.</p>
	<b>Retail: In a Changing Economic Climate</b>	<p>Todd Sergi, Principal, Capital Development Partners; Gordon Keig, Kornwasser Shopping Center Properties</p> <p>Arizona Cities depend heavily on retail sales tax to fund critical services. Shopping centers and retailers are undergoing rapid and dramatic change. Likewise, communities are facing similar concerns as shifting consumer demographics and eroding tax revenues challenge public officials to reevaluate the climate for development in their communities. This session will provide an overview of how retail is changing, insight into the characteristics of successful retail development, provide greater understanding of the economic impact that retail has on communities and some of the challenges developers face in creating a viable project. The panel will also highlight which retailers are expanding and how to attract them to your community.</p>
	<b>Business Retention &amp; Expansion: A Renewed Approach</b>	<p>Michele Pierson, Department of Economic Development Director, City of Phoenix; Danielle Casey, Economic Development Director, City of Maricopa</p> <p>Around the State communities recognize that business retention efforts are critical to the successful foundation of their economic growth strategies. So how do you keep it fresh in a fast-paced digital world where everyone is doing more with less? Hear about new creative programs that are changing the way we approach traditional BRE models in pursuit of supporting and growing our existing businesses.</p>
12:00 - 1:15p	<b>LUNCHEON PROGRAM</b>	Chris Camacho, Executive Vice President, Greater Phoenix Economic Council; Sean Ahern, Sun Corridor Contractor
	<b>California: Arizona's Competitive Advantage</b>	The California economy continues to experience mighty challenges in solving the debt crisis, increases taxation on corporations and keeping the cost of living at bay. While the national economy shows early signs of moderate progress, California companies are evaluating their long term options like never before. Join us on an in-depth discussion on the California market and what opportunities may lie ahead for Arizona.
1:30 - 3:00p	<b>ACA Rollout</b>	<p>Don Cardon, President &amp; CEO, Arizona Commerce Authority; Sandra Watson, Executive Vice President &amp; COO, Arizona Commerce Authority</p> <p>The new Arizona Commerce Authority is now a reality! This informative session will introduce the key players in the organization and layout the strategies and direction that the ACA will undertake in leading the State's economic development efforts. Don Cardon and Sandra Watson will lead the discussion on the new initiatives the ACA is undertaking and how we can make the most out of the State's economic assets. Q&amp;A to follow.</p>
3:00 - 3:15p	<b>Break</b>	
3:15 - 4:15p	<b>3 CONCURRENT SESSIONS</b>	
	<b>Using Arizona's Natural Resources for Economic Development</b>	<p>Representative Brenda Barton, Arizona District 5; Renée Bahl, Executive Director of Arizona State Parks</p> <p>This session will discuss the human, political, and financial capital necessary to prudently utilize these natural resources in creating a sustainable economic benefit for the State of Arizona and its people. We will explore pathways to reach the potential of Arizona's natural, cultural and recreational resources as a major contributor of our economic future. Arizona has a vast storehouse of natural resources. A focus on transforming raw resources into manufactured value added products for export will be</p>

## Friday, October 28th Sessions

<b>7:30 - 9:00a</b>	<b>Buffet Breakfast</b>	
<b>7:30 - 9:00a</b>	<b>Practitioner Roundtable</b>	Back by popular demand, this forum provides the practitioners an opportunity to discuss all aspects of the economic development world and share ideas to improve our efforts in Arizona.
<b>9:00 - 10:15a</b>	<b>3 CONCURRENT SESSIONS</b>	
	<b>Lead Generation Strategies for Arizona</b>	Allison Gilbreath and Tom Doyle, Vice Presidents of Business Attraction, Arizona Commerce Authority Learn what the Arizona Commerce Authority is doing to attract new leads for Arizona. Discover their strategic approach to aggressively attract new businesses from global to statewide. The session also will offer suggestions on how a community can use its local assets to create a targeted marketing strategy. This session will inform you about taking proactive measures to attract new businesses by using lead generation strategies.
	<b>What is a "PIF"? Why should my community respond?</b>	Bennett Curry, Business Attraction Managing Director, Arizona Commerce Authority The infamous "PIF" ( <i>Project Information Form</i> ) enables you to showcase your community assets, available buildings and land, to a prospective company. Remember the phrase, "You only have one opportunity to make a good first impression." At this session you'll learn how to match the client's needs with your supply to create effective responses.
	<b>Marketing on a Shoestring</b>	Kimber Lanning, Director, Local First Arizona Does your agency or those businesses you serve need help marketing on a shoestring? There is a wide variety of free tools and resources that agencies/small business owners can use to reach untapped, potential customers and stay connected to current ones. From on-line presence to social media, new technologies can mean the difference between a thriving business and a struggling one. This session will discuss marketing tools to empower agencies/small business owners to create a solid foundation of self-sustained community marketing and public relations that enables them to survive and thrive in any economic downturn.
<b>10:15 - 10:30a</b>	<b>Break</b>	
<b>10:30 - 11:45a</b>	<b>Legislative Roundtable (Legislative Representatives)</b>	Always an exciting session, leading legislators and lobbyists that are working on economic development issues will discuss the upcoming legislative session and listen to your ideas that will help bring jobs to Arizona.
<b>Noon</b>	<b>GOVERNOR'S AWARD LUNCHEON</b>	The Honorable Janice K. Brewer, Arizona Governor ( <i>invited</i> ) Your presence is requested at the Governor's luncheon where she will speak to Arizona's most pressing economic issues of the day. Following this address she will honor partnerships, organizations, associations, and individuals which have successfully created and implemented economic development strategies for their respective communities through this Excellence in Economic Development Awards Program.