



QUARTERLY PROGRESS REPORT

October 2012 through December 2012

Submitted To: Amanda Jacobs, Economic Development Manager

By: Dave Perry, President/CEO

In accordance with Resolution No. (R) 12-26

A. Tourism, Visitors Services and General Information

The Greater Oro Valley Chamber of Commerce has provided tourism and visitor’s services and information to Town residents and seasonal tourists and anyone indicating an interest in locating a business or residence in the Town over the past three months. Below is data on activity that the Chamber has addressed through this quarter:

Category	Oct’2012	Nov’2012	Dec’2012	Total
1. Business Retention Site Visits	1	1	1	3
2. OV Dollars Distribution	0	4	47	51
3. Ribbon Cuttings	1	1	1	3
4. Chamber breakfasts, luncheons and mixers	2	3	6	11
5. Relocation Packages	63	20	8	91

1. The Chamber President attended Business Retention Site Visits with the following businesses: Oclaro Phototonics, Inc., Alchemy Plastics and Fruit Shack Smoothies and Yogurt.
Total Return on Investment (ROI) = \$100
2. OV Dollars: The Chamber is responsible for activating and distributing 5 OV Dollars cards per quarter. This quarter the 51 cards sold totaled \$3,655. During the Town’s Shop Oro Valley Holiday Campaign from November 1, 2012 – January 2, 2013, the Chamber partnered with the Town on the OV Dollars program and provided a \$10 incentive to residents and visitors who purchased \$100 OV Dollars from the Greater Oro Valley Chamber of Commerce office. The Chamber’s total expense for the incentive was \$330. Due to the success of the OV Dollars incentive, the Chamber extended the program until January 31, 2013.
Total Return on Investment (ROI) = \$3,655
3. Ribbon Cuttings were held for Big Lots and Southern Arizona Urgent Care. Big Lots made a donation to a local elementary school at that event. The Chamber also coordinated the ribbon cutting at Balanced Bowenwork, which is within the proposed Ina/Oracle Road annexation area. Mayor Hiremath, Councilmember Zinkin and Economic Development Manager Amanda Jacobs were in attendance.
Total Return on Investment (ROI) = \$300
4. 11 Town officials took advantage of the free Chamber breakfasts, luncheons and mixers.
Total Return on Investment (ROI) = \$220

5. 91 relocation packages were distributed in the second quarter. Additionally, 100 Shop OV Bags were distributed.
Total ROI = \$550

Additional Information

- Per the Financial Participation Agreement (FPA), the Chamber will create a Shop Oro Valley Coupon Book that will be distributed by the fourth quarter. The final draft of the Shop Oro Valley Coupon Book will be coordinated between the Chamber President/CEO and the Economic Development Manager.
 - The Chamber President/CEO met with the Economic Development Manager on October 9, 2012 and November 30, 2012 to discuss the Shop Oro Valley Coupon Book. Meetings were also conducted with four media companies and two independent contractors.
 - On Dec. 31, the Chamber solicited bids to produce the Shop Oro Valley Coupon Book.
 - The successful bidder is the Arizona Daily Star. The coupon book is anticipated to be published May 7-8 with the following distribution:
 - 24,000 inserted into its Buyer's Edge product within Oro Valley zip codes
 - 14,000 within Daily Star home delivery newspapers within the zip codes
 - 5,000 into the June edition of the SaddleBag Notes in SaddleBrooke
 - 5,000 through the Chamber and participating Shop OV merchants
- Total ROI = \$400*