



QUARTERLY PROGRESS REPORT

January 1, 2014 – March 31, 2014

Submitted To: Amanda Jacobs, Economic Development Manager

By: Dave Perry, President/CEO

In accordance with Resolution No. (R) 13-41

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	Jan 2014	Feb 2014	March 2014	Total
1. Business Retention Site Visits	3	2	3	8
2. OV Dollars Distribution	\$10,045	\$300	0	\$10,345
3. Ribbon Cuttings	1	0	1	2
4. Breakfasts, lunches, mixers	4	6	6	16
5. Relocation Packages	10	92	31	133
6. Educational Forums	0	1	0	1

1. The Chamber President and/or staff attended Business Retention Site Visits with the following businesses: Great American Playhouse, Accenture Match Play, Brake Max, Kai Properties and Wexler Associates, Oro Valley Hospital, Framed to Perfection and La Bella Consignment.
2. OV Dollars: The Chamber is responsible for activating and distributing \$7,500 in OV Dollars cards this fiscal year. This quarter the Chamber activated 29 cards totaling \$10,345. The Chamber provided a \$10 incentive for residents and visitors who purchased \$100 OV Dollars from the Greater Oro Valley Chamber of Commerce, during the Town’s Shop Oro Valley Holiday Campaign from November 1, 2013 – January 3, 2014. The Chamber incurred out-of-pocket matching expenses of \$905 this quarter. Fiscal year to date, OV Dollars sales by the Chamber are \$60,858.40.
3. Ribbon cuttings/ground breakings were held for Copper Sands Inc. and Alfonso Gourmet Olive Oil and Balsamics. The Chamber also participated in the Airbus Americas welcome at Securaplane in February.
4. 16 Town officials took advantage of the free Chamber breakfasts, luncheons and mixers.
5. 133 relocation packages were distributed in the third quarter.
6. An educational forum was held on February 13 regarding A-frames, outdoor displays and temporary signs.

Additional Information

- The Chamber partnered with the Arizona Wine Growers Association and the Town of Oro Valley on the first annual Off the Vine Wine Festival on Saturday, February 22. The Chamber was responsible for attracting vendors to the event. More than 1,200 attendees participated in the event.
- The Chamber contributed \$750 in joint advertising in the Accenture Match Play Spectators Guide, which featured Oro Valley as a destination and the Off the Vine Wine Festival.
- The Chamber partnered with the Town of Oro Valley, M3S Sports and Visit Tucson and contributed \$1,000 toward the 500 OV Dollars that were distributed to the participants of the Arizona Distance Classic. The Chamber assisted with the Arizona Distance Classic packet pick up and the explanation of the OV Dollars on Friday, March 21.
- The Chamber Board of Directors endorsed and committed \$1,000 toward the Southern Arizona Defense Alliance, a business/government coalition speaking as 1 voice on behalf of military installations in the region.
- Per the Financial Participation Agreement (FPA), the Chamber enhanced the Town's existing Shop Oro Valley campaign by creating a Shop Oro Valley Coupon Book in FY2012/13. The Shop Oro Valley coupon book will be created annually by the Chamber. The final draft of the Shop Oro Valley Coupon Book will be coordinated between the Chamber President/CEO and the Economic Development Manager.
 - The successful bidder is the Arizona Daily Star. The coupon book is anticipated to be published early June 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
- Per the FPA, the Chamber will create an Oro Valley Welcome Guide, designed for residents and visitors that will be distributed during third quarter. We are now looking to complete and distribute the Welcome Guide in the fourth quarter.