



QUARTERLY PROGRESS REPORT

April 1, 2014 – June 30, 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	April 2014	May 2014	June 2014	Total
1. Business Retention Site Visits	1	2	0	3
2. OV Dollars Distribution	0	\$26,210	\$34,980	\$61,190
3. Ribbon Cuttings	1	1	1	3
4. Breakfasts, lunches, mixers	7	5	4	16
5. Relocation Packages	21	45	38	104
6. Educational Forums	0	2	2	4

1. The Chamber President and/or staff attended Business Retention Site Visits with the following businesses: Pima Federal Credit Union, Vantage West Credit Union and Goodwill Industries.
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 188 cards totaling \$61,190. 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 Summer Campaign from May 21, 2014 – June 30, 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. During fiscal year 2013-14, the Chamber activated 426 cards totaling \$122,048.40.
3. Ribbon cuttings/ground breakings were held for the newly remodeled Golf Villas, Rejuv Medical Southwest and Zounds.
4. 16 Town officials took advantage of the free Chamber breakfasts, luncheons and mixers.
5. 104 relocation packages were distributed in the fourth quarter.
6. Educational forums were held on May 15 regarding the General Plan, May 22 regarding OV Dollars, June 6 regarding Adopt-A-Business and community policing and June 26 regarding development activity and shopping locally.

Additional Information

- 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 second Shop Oro Valley coupon book was distributed in June.
 - 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.
The Welcome Guide draft was completed in fourth quarter.