



Staff Report

Agenda Item: RESOLUTION OF THE TOWN OF CLARKDALE RECOGNIZING THE VERDE VALLEY REGIONAL ECONOMIC ORGANIZATION, INC. (VVREO) AS A REGIONAL COLLABORATIVE BUILDING SUSTAINABLE ECONOMIC PROSPERITY WHILE PROVIDING COMPREHENSIVE ECONOMIC DEVELOPMENT EXPERTISE, MARKETING AND OUTREACH, ON BEHALF OF THE ENTIRE VERDE VALLEY –
Discussion and consideration of Resolution #1342, a Resolution recognizing the VVREO as the regional economic development engine that represents all of the participants in the Verde Valley.

Submitted By: Verde Valley Regional Economic Organization (VVREO)

Staff Contact: Sherry Bailey, Community Development Director

Meeting Date: July 27, 2010

Background:

VVREO has been working in the area of economic development over the past three years as a collaborative effort on behalf of the Verde Valley communities and the county. With the restructuring of the state Department of Commerce and the shifting of economic development efforts out to the various state regions, it becomes important for VVREO to formally be recognized as the regional economic development engine that represents all of the participants in the Verde Valley. As a collaborative effort of all of the partners, no single community benefits above the others, and everyone has a stake in the economic development efforts that occur in the valley. Future funding possibilities exist for our valley if we all recognize formally that VVREO is the regional economic development effort in our area.

Staff Recommendation: Approval of Resolution #1342, a Resolution of the Town of Clarkdale recognizing the Verde Valley Regional Economic Organization, Inc. (VVREO) as a regional collaborative building sustainable economic prosperity while providing comprehensive economic development expertise, marketing and outreach, on behalf of the entire Verde Valley.

RESOLUTION # 1342

A RESOLUTION OF THE CLARKDALE TOWN COUNCIL TO RECOGNIZE THE VERDE VALLEY REGIONAL ECONOMIC ORGANIZATION, INC. (VVREO) AS A REGIONAL COLLABORATIVE BUILDING SUSTAINABLE ECONOMIC PROSPERITY WHILE PROVIDING COMPREHENSIVE ECONOMIC DEVELOPMENT EXPERTISE, MARKETING AND OUTREACH, ON BEHALF OF THE ENTIRE VERDE VALLEY.

WHEREAS, VVREO evaluates and assists in the development of new business projects; identifies and promotes programs for entrepreneurial education and workforce development; identifies key people for responses to business inquiries; advocates on behalf of Verde Valley economic development; utilizes VVREO's relationships to support economic development; develops and implements a media plan including both marketing and public relations functions; and identifies and creates a financial resource program and/or opportunities for business attraction, expansion, and retention in the Verde Valley, and

WHEREAS, in response to the desire to support the vision, mission, and goals of VVREO, the Clarkdale Town Council, desire to recognize the critical importance of VVREO to the sustainable economic health of the Verde Valley; and

WHEREAS, this recognition is provided in hopes VVREO will create high-quality jobs in the Verde Valley while promoting economic recovery; encouraging investments needed to improve economic vitality; and collaborating across social and political boundaries to provide sustainable economic opportunity and wealth creation for all residents and businesses within the Verde Valley;

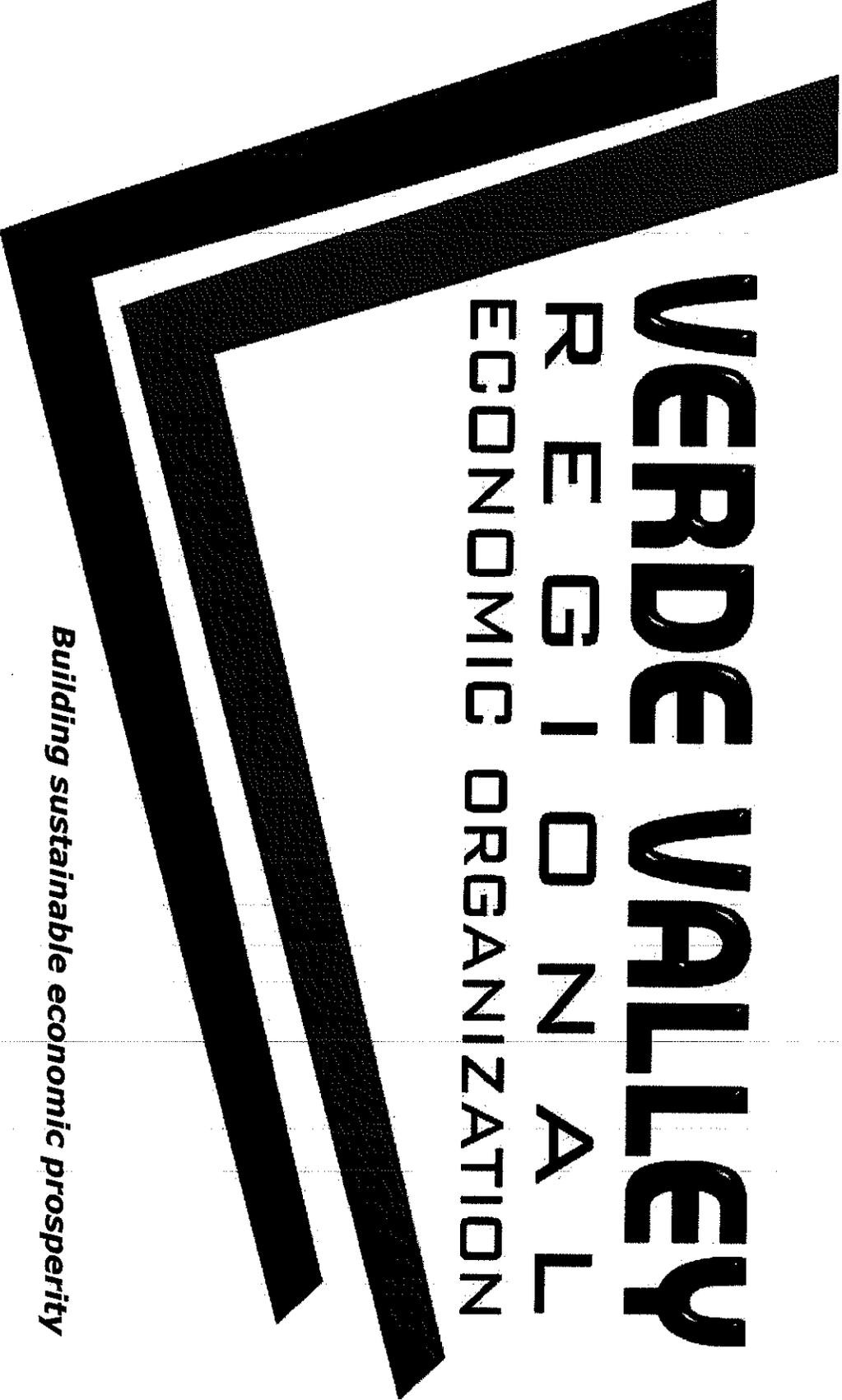
IT IS THEREFORE RESOLVED that the Clarkdale Town Council recognizes the Verde Valley Regional Economic Organization [VVREO] as the regional Economic Development Collaborative for the Verde Valley building sustainable economic prosperity.

Dated this 27th day of July, 2010.

Richard Dehnert, Vice Mayor

ATTEST:

Kathy Bainbridge, Town Clerk

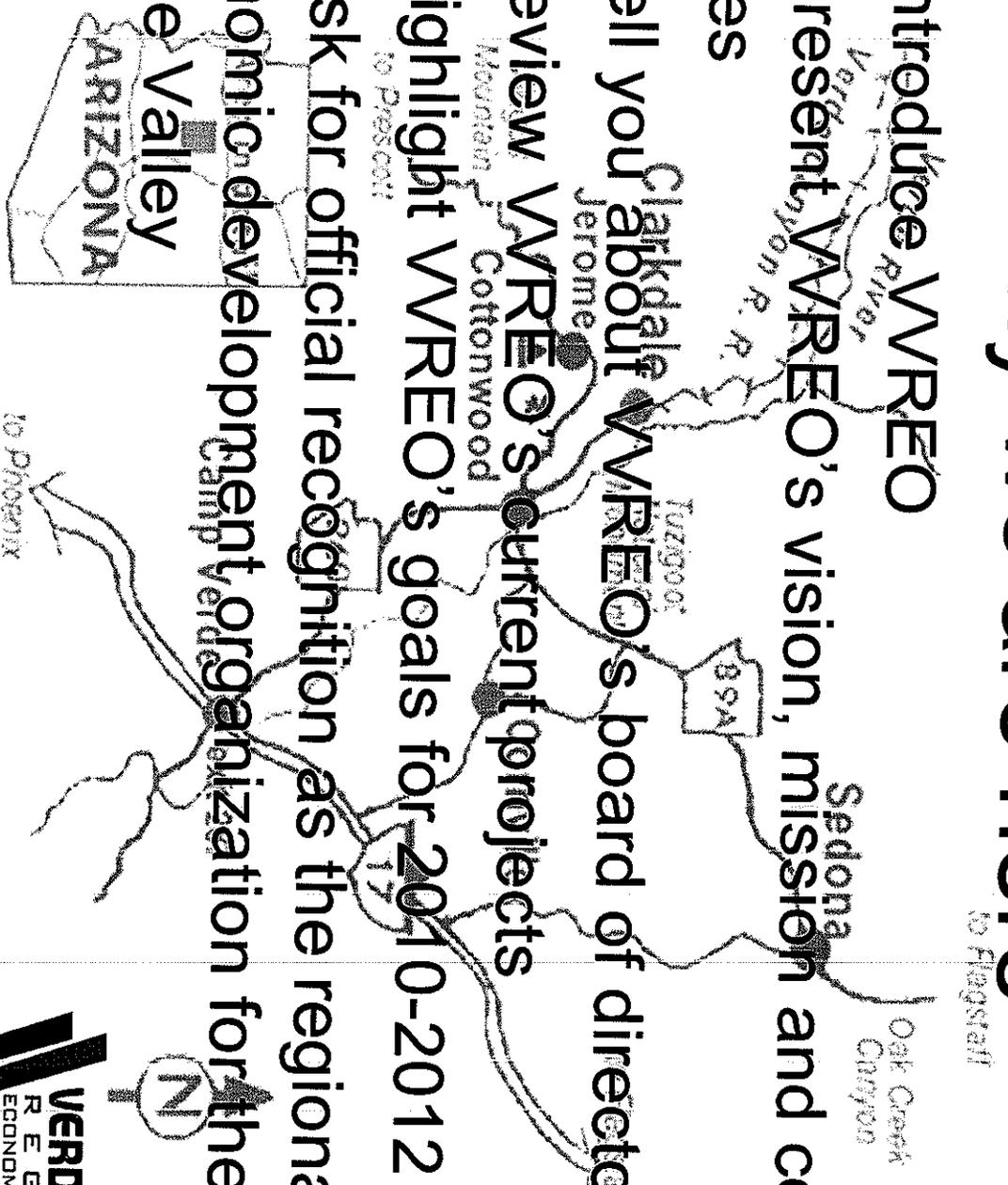
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VERDE VALLEY
R E G I O N A L
ECONOMIC ORGANIZATION

Building sustainable economic prosperity

Why we are here

- To introduce WVREO
- To present WVREO's vision, mission and core values
- To tell you about WVREO's board of directors
- To review WVREO's current projects
- To highlight WVREO's goals for 2010-2012
- To ask for official recognition as the regional economic development organization for the Verde Valley



WVREO Vision and Mission

Verde Valley Regional Economic

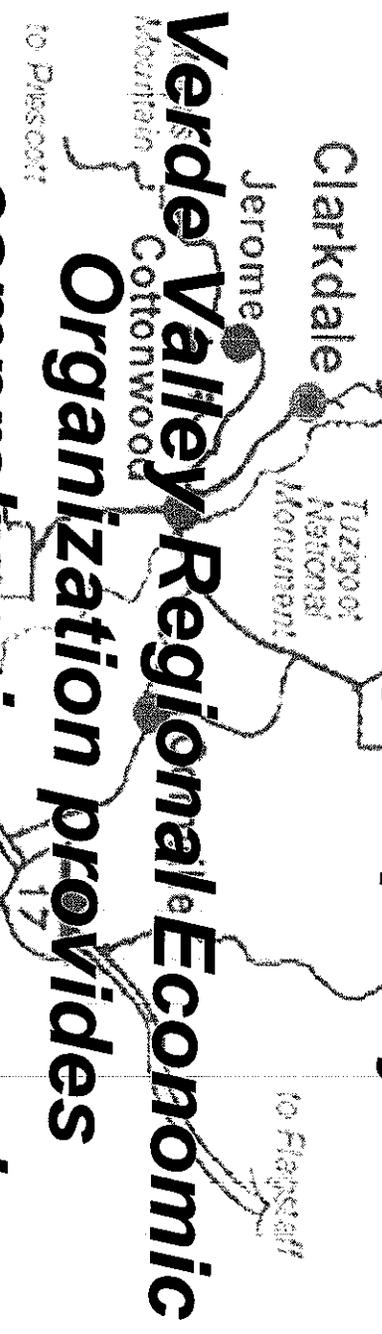
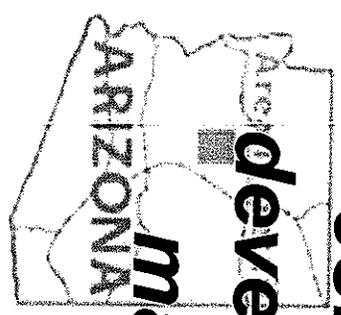
Organization is a regional

collaborative building sustainable

economic prosperity.

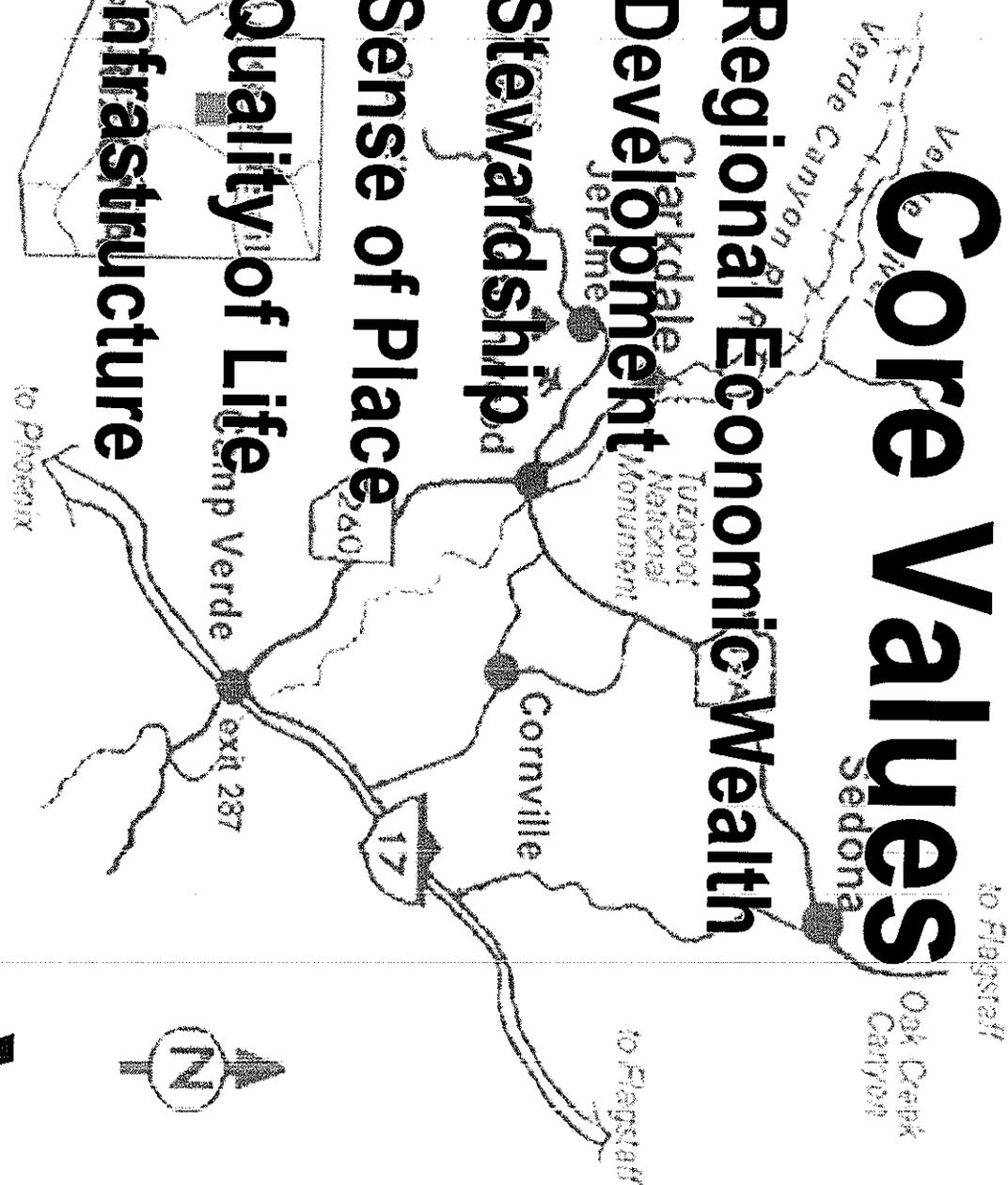
Clarkdale
Jerome
Verde Valley Regional Economic
Organization provides
comprehensive economic

development expertise, tools,
marketing and outreach.



Core Values

- Regional Economic Wealth
- Development
- Stewardship
- Sense of Place
- Quality of Life
- Infrastructure

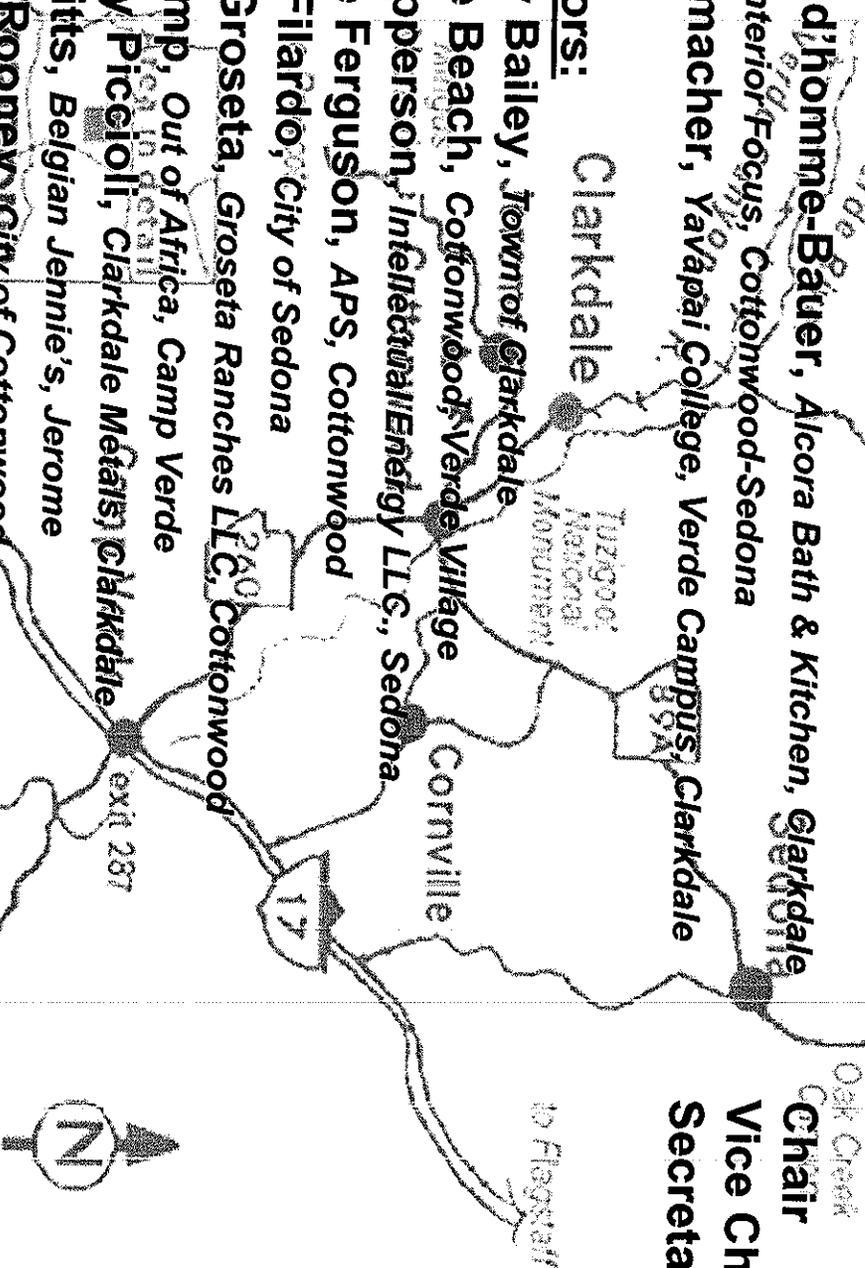


WVREO Board of Directors

Robyn Prud'homme-Bauer, Alcora Bath & Kitchen, Clarkdale
Chair
Lita Cox, InteriorFocys, Cottonwood-Sedona
Vice Chair
Tom Schumacher, Yavapai College, Verde Campus, Clarkdale
Secretary

Directors:

Clarkdale
Sherry Bailey, Town of Clarkdale
Margie Beach, Cottonwood, Verde Village
Ron Epperson, Intellectual Energy LLC, Sedona
Wayne Ferguson, APS, Cottonwood
Jodie Filardo, City of Sedona
Andy Groseta, Groseta Ranches LLC, Cottonwood
Bill Jump, Out of Africa, Camp Verde
Tommy Piccioli, Clarkdale Metals, Clarkdale
Tom Pitts, Belgian Jennie's, Jerome
Casey Rooney, City of Cottonwood
Tracie Schimikowsky, Camp Verde Chamber of Commerce, Camp Verde
Sherri Lee, Arizona Department of Commerce, ex-officio member



Resolution of Recognition

WVREO

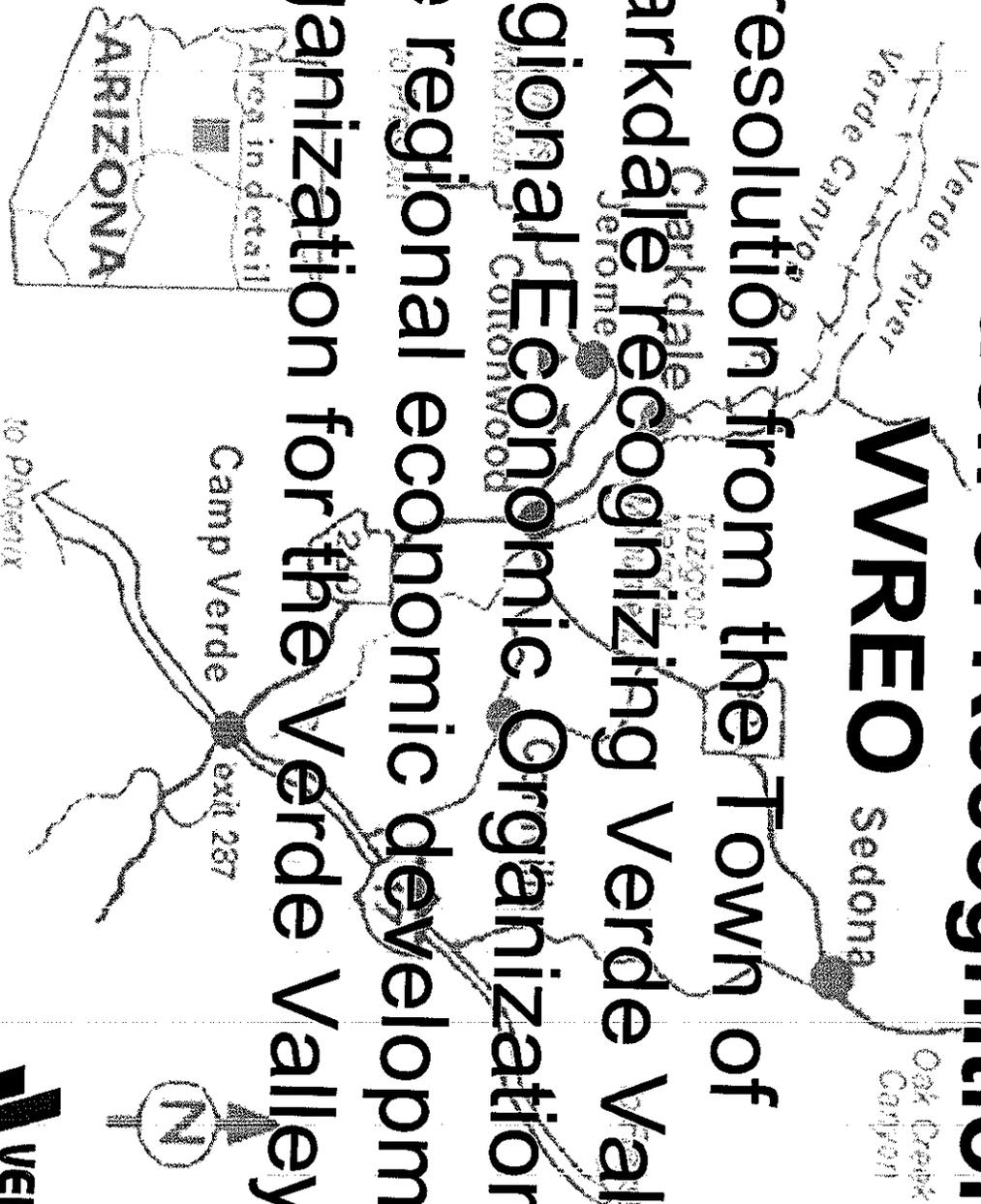
Sedona

Oak Creek
Canyon

A resolution from the Town of

Clarkdale recognizing Verde Valley

Regional Economic Organization as
the regional economic development
organization for the Verde Valley





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ECONOMIC ORGANIZATION

Building sustainable economic prosperity