



## Verde Valley Regional Economic Development Strategic Plan Priorities – Year One

### PILLAR 1: REGIONALISM

#### VVREO Leading

1. Invest in physical and social infrastructure, and quality of life amenities that support the region's competitiveness.
  - a. Champion broadband throughout the Verde Valley.
2. Promote a regional dialog that leads to a greater understanding of challenges and opportunities.
  - a. Present annually to Verde Valley elected officials to address economic development issues that cut across local jurisdictions.
  - b. Continue to conduct public meetings to report issues, challenges, and accomplishments.
  - c. Raise awareness of issues having economic importance in the Verde Valley. Prepare op-ed pieces, social media, blogs, and editorials to educate a wider audience.

#### VVREO Supporting: Officially communicate with "lead" organization to join their efforts in this area and share our perspective.

1. Invest in physical and social infrastructure, and quality of life amenities that support the region's competitiveness.
  - a. Support regional recreation planning and coordination and promote best practices. (*Verde Front*)

### PILLAR 2: TALENT ATTRACTION AND DEVELOPMENT

#### VVREO Leading

1. Align workforce development efforts to match the skills needed by targeted industries.
2. Advocate and support for programs to adequately prepare the region's students and workers for 21st century skills and careers.
  - d. Support ongoing efforts of workforce development entities.
3. Support diverse housing options to accommodate the needs of the region.
  - a. Support the development of a housing taskforce who will:
    - Review best practices that facilitate the development of workforce housing such as zoning modifications, utilization of city owned property, preparing public sites, etc.
    - Identify non-profit, government, and other organizations that provide homebuyer education, counseling and down payment assistance programs.

#### VVREO Supporting: Officially communicate with "lead" organization to join their efforts in this area and share our perspective.

1. Align workforce development efforts to match the skills needed by targeted industries.
  - a. Support employers and educational institutions to improve communication and coordination and align institutions with the needs of students and the regional labor market. (*No role ID for VVREO*)
2. Advocate and support for programs to adequately prepare the region's students and workers for 21st century skills and careers.
  - b. Identify all of the groups that are working on workforce development issues. (*YC*)

## **PILLAR 3: PROSPEROUS BUSINESS**

### **VVREO Leading**

1. Facilitate the growth of existing business in the Verde Valley.
  - b. Promote opportunities, such as grants and loans to local entrepreneurs.
  - c. Promote existing resources that help local business.
  - d. VVREO will become a repository for business resources and information.

### **VVREO Supporting: Officially communicate with “lead” organization to join their efforts in this area and share our perspective.**

1. Create high-paying jobs in the region by advancing the six Verde Valley industry clusters and their supply chain.
  - a. Research and catalog existing companies within each industry cluster. (*REDC*)
  - b. Conduct interviews with targeted companies to receive input on how best to implement the strategy. (*REDC*)

## **PILLAR 4: PROMOTION**

### **VVREO Supporting: Officially communicate with “lead” organization to join of their efforts in this area and share our perspective.**

2. Continue to market Sedona Verde Valley as a tourism destination.
  - b. Annually update the Sedona Verde Valley Tourism Council Marketing Communications Plan and editorial calendar. (*SVVTC*)
  - e. Annually present to the VVREO Board. (*SVVTC*)

## **PILLAR 5: SUSTANABILITY**

### **VVREO Supporting: Officially communicate with “lead” organization to join their efforts in this area and share our perspective.**

1. Encourage an ethic of “sustainability” throughout Verde Valley communities.
  - a. Support efforts to encourage, certify and recognize businesses for adopting sustainable practices. (*Sustainability Alliance*)
  - c. Support the work of the Verde Front in developing sustainable recreation opportunities (*Verde Front*)

## **PILLAR 6: VVREO ORGANIZATIONAL VIABILITY**

### **VVREO Leading**

1. Build the capacity to advocate for issues of importance to the Verde Valley constituencies.
  - b. Develop and implement a five-year resource business plan that focuses on organizational sustainability.
    - Identify VVREO services to provide that ensure plan implementation.
    - Identify financial and staff resources that will be needed.