



Dear Business and Community Leader,

The Verde Valley Regional Economic Organization (VVREO) has worked to forge relationships in the Verde Valley and beyond in support of its vision to be a regional collaborative resource building sustainable economic development. Our mission is to provide access to resources for regional business creation, attraction, retention, and expansion.

In July of 2018 a Verde Valley Regional Economic Development Strategic Plan was adopted to identify and address the regional priorities through 2025. Our vision of **“The Verde Valley has a flourishing economy enhanced by its natural beauty. Regional collaboration and planning ensure a focus on job creation and sustainable economic development.”**

This vision is supported by the following values and guiding principles:

- Business and entrepreneur prosper within the Verde Valley;
- The region strategically plans for sustainable development while fostering a diverse tax base and improving quality employment opportunities;
- The Verde Valley embraces a shared economic agenda.;
- The Verde Valley has a healthy and beautiful environment with exceptional quality of life; and
- The Verde Valley embraces and is guided in its economic development plans by the principle of sustainability.

VVREO is working across the Valley with all jurisdictions to coordinate everyone’s efforts to tackle the challenges that we all have with a viable workforce that can live and thrive in the Verde Valley. Critical to the success of VVREO’s mission and components of the plan is the opportunity for entrepreneurs and other business leaders to enhance their skills and ability to succeed. To that end VVREO will be hosting a “sharktank” type event in the spring of 2019. The three day event will engage participants in a process to cultivate and formalize their business startup or growth plans and to provide financial and in-kind support to the best ideas from that effort as a way of bolstering regional economic development efforts.

To further accomplish our efforts will require the support and commitment of everyone throughout the Verde Valley, Yavapai County, and beyond. We look for your financial help so that we can continue to work with all the communities and give the Verde Valley a strong voice with the County and State agencies. For more information about VVREO or to read our Verde Valley Economic Development Strategic Plan please visit [www.VVREO.com](http://www.VVREO.com).

Please contact Mary Chicoine at [vvreo2009@gmail.com](mailto:vvreo2009@gmail.com) or 928-300-1640 if you have any questions. Following is information about VVREO’s successes and accomplishments, an overview of the Pioneer Pitch Competition, sponsor benefits for your reference.

Thank you for your commitment and support to building a strong economic development presence in the Verde Valley.

Sincerely,

*Robyn*

Robyn Prud'homme-Bauer  
Chair, VVREO Board of Directors



## Verde Valley Regional Economic Organization

### Successes and Accomplishments

The Verde Valley Regional Economic Organization (VVREO) works to forge relationships in the Verde Valley and beyond in support of its vision to be a regional collaborative resource building sustainable economic development.

Successes achieved by VVREO's concerted volunteer efforts include:

- Led a regional strategic planning process leading to the Verde Valley Regional Economic Development Strategic Plan 2018 – 2023;
- \$605,000 USDA RMAP loan and grant received to provide \$50,000 loans to local small businesses that do not have access to traditional funding sources;
- \$200,000 USDA RBEG grant received to establish a Revolving Loan Fund;
- \$730,000 in loans provided to businesses;
- \$36,000 grant received to perform a Valley-wide broadband study in conjunction with the 260 expansion, information was reported out to each community's governing body with study results presented to cities and towns;
- Actively participated in the work that resulted in ADOT funding for the 260 expansion;
- Fiscal agent and strategic support for the founding of the Verde Valley Wine Consortium;
- Fiscal agent and strategic support for the Verde Valley Agriculture Coalition;
- Funding partner for the National Geographic Geo Tourism website, one of 22 such sites in the world;
- 2007 and 2010 selected by the Arizona Association of Economic Developers (AAED) as Small Economic Development Organization of the Year;
- Annual education and outreach programs that bring leaders to the Verde Valley and enhance our communities' understanding of economic development and providing resources that lead to job creation;
- Received formal letters of support from all incorporated and unincorporated communities in the Verde Valley;
- Provide a united voice for economic development across the state. Board members hold positions on all key economic development Boards and committees; and
- Advocate for and focus on programs and projects that have a Valley-wide impact.



## **Verde Valley Pioneer Pitch Competition White Paper**

*Providing opportunities to entrepreneurs and other business leaders  
to enhance their skills and ability to succeed*

April 11 – 13, 2019

**The event:** Building off ABC’s successful “Shark Tank” series and their on-air pitch format, the Verde Valley is hosting the Verde Valley Pioneer Pitch Competition. The program has been developed and will be led by Northern Arizona Center for Entrepreneurship and Technology (NACET). Moonshot is a highly-effective two-and-a half-day community engaging event designed to draw out local entrepreneur minded talent. The event will occur on April 11, 12, and 13 of 2019. The three days will include: a kickoff VIP reception; a full day of business development seminars and a pitch workshop to determine finalists; and a final day where finalists will pitch their idea to successful business leaders and a live audience.

### **Purposes of event:**

- Expand entrepreneurship in the Verde Valley and provide opportunities for workforce development and job creation.
- Draw out local entrepreneurs and others with small business ideas.
- Provide mentorship and feedback from entrepreneurial and financial experts that would otherwise not be available or too expensive to access.
- Provide a networking opportunity for like-minded Verde Valley business people to convene, meet, partner and brainstorm.
- Draw out local investors: angel investors, venture capitalists and philanthropic investors.
- Generate a stronger demand pipeline for VVREO revolving loan funds.
- Generate publicity for local businesses.
- Create a “buzz” about the good business development practices occurring in the Verde Valley further identifying the Verde Valley as a place that is open for business and willing to help our businesses thrive.

### **The event process:**

The applicant process includes a mentorship, application review, a pitch workshop, marketing, event space, prizes, food and beverage, and dedicated volunteers. This event will have a key-note speaker who was a successful winner of ABC’s Shark Tank. The Yavapai College Small Business Development Center (SBDC) will have a key role in the event. All participants will be SBDC clients. This assures us that participants are utilizing all available resources to assist in their business success.

Applicants will submit a video of their business idea for a chance to pitch in front of a panel of successful entrepreneurs, business and brand strategists, and local community partners.

Participants will receive mentoring and coaching from a team of experts provided by Moonshot and community partners. Winners of the live pitch competition may receive an annual Moonshot scholarship valued at \$3000/year. Additional prizes may be awarded from sponsors.

**Proposed Program:**

- Thursday, April 11<sup>th</sup> late afternoon VIP Reception – Sedona Yavapai College Campus
  - Kickoff welcome from VVREO and sponsor/s
  - Applicants, reviewers, investors, and other stakeholders attend and network including a motivational/keynote speech from a regional entrepreneur.
- Friday, April 12<sup>th</sup> all day Workshops and Pitch Practice – Clarkdale Yavapai College Campus
  - Education opportunities
  - Meetings with mentors to practice and refine their business pitch.
  - Final pitch practice, questions, review, and presentation
  - Pitch finalists selected
- Saturday, April 13<sup>th</sup> morning – Final Pitch Event Blazin M Ranch
  - Presentation by finalists
  - Award selection by judges and People’s Choice award
  - Brunch and Exhibit area



## Annual Sponsor Benefits

### Verde Valley Pioneer Pitch Competition Event

Support of less than \$250 will be acknowledged on the VVREO website.

#### Supporter (\$250)

- Listing in the event program by support level
- Listing in the event power point presentation
- Listing on website sponsor page

#### Friend (\$500)

- Includes one ticket to pitch event
- Public acknowledgement by the emcee
- Listing in the event program by support level
- Listing in the event power point presentation
- Listing on website sponsor page

#### Copper Sponsor (\$1,000)

- Rights to logo usage
- Signage at the event
- Includes two tickets to pitch event
- Power point acknowledgement at the event
- Public acknowledgement by the emcee
- Listing in publications, programs etc.
- Exposure on [www.VVREO.com](http://www.VVREO.com) website including: General listing with contact information; 300 word description on sponsor page; Link to your website; Photo/logo listing on home page

#### Silver Sponsor (\$2,500)

- Rights to logo usage
- Presence on prominent signage at the event
- Includes six tickets to pitch event
- Seating for one at speaker table at the pitch event
- Signage at the event
- Power point acknowledgement at the event
- Public acknowledgement by the emcee
- Listing in publications, programs etc.
- VIP reception prior to the event

- Exposure on [www.VVREO.com](http://www.VVREO.com) website including: General listing with contact information; 300 word description on sponsor page; Link to your website; Photo/logo listing on home page

#### Gold Sponsor (\$5,000)

- Rights to logo usage
- Presence on prominent signage at the event
- Includes ten tickets to pitch event
- Seating for one at speaker table at the pitch event
- Signage at the event
- Power point acknowledgement at the event
- Public acknowledgement by the emcee
- Listing in publications, programs etc.
- VIP reception prior to the event
- Exposure on [www.VVREO.com](http://www.VVREO.com) website including: General listing with contact information; 300 word description on sponsor page; Link to your website; Photo/logo listing on home page

#### Platinum Sponsor (\$10,000)

- Rights to logo usage
- Presence on prominent signage at the event
- Includes ten tickets to pitch event
- Designate a judge for the pitch event
- Seating for one at speaker table at the pitch event
- Signage at the event
- Power point acknowledgement at the event
- Public acknowledgement by the emcee
- Listing in publications, programs etc.
- VIP reception prior to the event
- Exposure on [www.VVREO.com](http://www.VVREO.com) website including: General listing with contact information; 300 word description on sponsor page; Link to your website; Photo/logo listing on home page