



**Central Yavapai Institute**

**October 9, 2009**

**Economic Development:  
Regionalization and Public Private Partnerships**

**White Paper**

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The committee summarized the main points from each of the discussion questions in the breakout sessions on pages 5 to 7 of this report. The full notes made by the scribes during the breakout sessions are included in Addendum II and are presented in no particular order. Information contained herein was gathered at the Central Yavapai Institute and may not necessarily represent the opinions of Prescott Area Leadership, the sponsors, committee members, or attendees.



## Central Yavapai Institute October 9, 2009

Prescott Area Leadership (PAL) presented the 2009 Central Yavapai Institute forum and study session on regionalization and public-private partnerships at the Prescott Resort as an opportunity to educate and encourage partnerships in our quad-city communities.

### **Desired outcomes of the event include:**

1. Determine how private public partnerships (PPPs) and regionalization can be better utilized in our area to encourage economic development and growth;
2. Develop a “white paper” based on participant input, which will be presented to
  - a. CYI participants
  - b. Town councils
  - c. Chambers of commerce
  - d. Yavapai-Prescott Indian Tribe
  - e. Yavapai County Board of Supervisors
  - f. Interested businesses

### **AGENDA**

- |                  |   |
|------------------|---|
| 8:00 – 8:15 AM   | <b>Opening Comments and Agenda:</b> Tammy Linn, PAL Graduate and Past Board Member  |
| 8:15 – 8:45      | <b>Call to Action Speaker:</b> Brad Fain, Partner, Fain Signature Group and Immediate Past PAL President  |
| 8:45 – 9:30      | <b>Public-Private Partnerships:</b> John Sellers and Robert Wagner, Principals, Public Private Partnerships Arizona, Inc. and Tim James, Research Professor, W.P. Carey School of Business at Arizona State University. |
| 9:30 – 10:15     | <b>Breakout Session:</b> Public-Private Partnerships  |
| 10:30 – 11:15    | <b>Group Discussion:</b> Public-Private Partnerships  |
| 11:15 – 12:15 PM | <b>Enterprise Zones:</b> Gary Marks, Executive Director, Prescott Valley Economic Development Foundation  |
| 1:00 – 1:30      | <b>Importance of Regionalization:</b> Jack Wilson, Prescott Mayor; Harvey Skoog, Prescott Valley Mayor; and Ron Romley, Chino Valley Vice-Mayor   |
| 1:30 – 2:15      | <b>Regionalization:</b> Bill Bolin, Economic and Workforce Development, V.P. of Operations, Systems Technology Staffing   |
| 2:15 – 3:00      | <b>Breakout Session:</b> Regionalization  |
| 3:15 – 4:00      | <b>Group Discussion:</b> Regionalization  |
| 4:00 – 4:30      | <b>Wrap-up and Next Steps</b>   |



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## **PUBLIC PRIVATE PARTNERSHIPS**

**I. What are some options for Public Private Partnerships (PPPs) locally and regionally?**

The group identified various local projects that may benefit from PPPs, as summarized in Addendum II. The major types of projects include water collection and distribution systems; roads and transportation; energy; communications; and education.

**II. Who are the “players” who would be involved in each of the top issues for PPPs?**

The players for each project will vary. Addendum II identifies the players for sample projects. In general, the players will include: government officials (state, local, and federal as appropriate), private industry, citizens, utility companies, regulatory agencies, nonprofit organizations, financial institutions, and investors.

**III. How do we proceed from here?**

In order for PPPs to be successful, strong partnership between the various players is crucial. As such, the first step should be educating the players and deciding that PPPs will be considered for future projects. Once this decision has been made, the players can work together to identify viable projects and move towards implementation. Refer to Addendum II for further detail.

**IV. Priority areas for PPP consideration:**

The group identified transportation planning and roadways, airport expansion, construction of the Big Chino pipeline, designing and building a regional job center, and expanding alternative energy sources as the priority areas for PPP consideration.

**V. Key Questions for Consideration**

The key questions center on risk and investment. How much risk are the public and private sectors willing to take and how much are they willing to invest in the project(s)?



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## **REGIONALIZATION**

### **I. Regional Boundaries Proposed**

The boundaries are identified as the Tri-cities and Quad-cities, Sovereign Nation, and AMA (for water-related issues).

### **II. What do we need to do to attract new businesses to the region and retain current businesses (Quad Cities and Sovereign Nations)?**

#### *A. In order to ATTRACT new businesses and jobs to our region:*

The group agreed that partnership between the City and Towns is crucial to attract new businesses and jobs to our region. One idea was to establish a “Western Yavapai Economic Development” council or foundation (WYED), through governmental agreements, that would provide a venue for local government to analyze and plan the economic development of the region.

It was further agreed that a regional “information center” is needed to make research easy for potential businesses, residents, and others. It will be crucial for this information to be effectively marketed online.

A comprehensive plan for regional economic development needs to be created. This could be accomplished through WYED. The plan should identify target industries, locations for job centers and business growth, opportunities for workforce development, and business incentive programs.

*Additional information provided in Addendum II.*

#### *B. In order to RETAIN current businesses and make them viable:*

Regional cooperation is needed to meet the needs of current residents, including areas such as transportation, planning, water, regional communication, education, and other services. It was suggested that the region form an “association of governments” to successfully achieve this goal.

Economic development is crucial not only for attracting new businesses to the region, but just as importantly to retain and ensure the viability of existing businesses. Development should be thought of as an investment in long-term job retention and growth.

The WYED, as previously discussed, could be involved in business retention by creating a “business academy” (such as that currently offered by the Prescott Valley Chamber of Commerce) and assessing opportunities for workforce development.

Collaboration with and investment in organizations such as the local chambers of commerce, SLIM and SCORE should be increased.

*Additional information provided in Addendum II.*

**III. What business sectors and/or industries can be supported and sustained in the region?**

The group identified the following types of business sectors and industries that could be supported and sustained in the region: light manufacturing and industrial, warehouse and distribution centers, high tech, tourism, healthcare, agriculture, and renewable energy. Additional suggestions are provided in Addendum II.

**IV. How can our rural markets compete with metro markets?**

There are many ways in which rural markets can compete with metro markets. The ideas developed by the group are fully provided in Addendum II. However, it was agreed that one of the most important methods is through regional cooperation.

The part of the state in which our region is located is ideal for many types of businesses, due to the mild climate and access to major roadways. This can be enhanced with further development of the airport and roadways.

It is important not to forget that tourism is one of our major industries. Our mild climate and availability of outdoor activities helps to make us a major tourist destination, along with the arts, culture, and entertainment programs in the area. Likewise, it's these same areas that help our rural markets compete with metro markets.

**V. Are there any incentives left in Arizona for business opportunities?**

Incentives are still available, but regional cooperation must also be relied upon to make some of these incentives a reality. They include grants, cooperation with the local Sovereign Nation, enterprise zones, and PPPs.

**VI. What is the best method to market our assets?**

The group agreed that a consistent message needs to be delivered through regional cooperation and that technology should be fully utilized.



## Central Yavapai Institute

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### ATTENDEES

John Amos	Chris Kuknyo
William Arnold, PhD	Mayor-Elect Marlin Kuykendall
Tim Barnett	Councilwoman Patty Lasker
Nancy Bennett	Lynne LaMaster
Chris Blight	Tammy Linn
Bill Bolin	Councilwoman Lora Lopas
Wendy Bridges	Gary Marks
Aalt Brouwer	David Maurer
Deb Carbone	Tracey McConnell
Al Carter	Ron Miller
Brad Christensen	Tim Prater
Margo Christensen	John Rasmussen
Denny Colgan	Ron Romley
Patti Crouse	Casey Rooney
Mary Dalton	Michael Scannell
A.G. "Chip" Davis	John Sellers
Terri Drew	Mayor Harvey Skoog
Gary Edelbrock	Councilwoman Mary Ann Suttles
Irene Evans	Larry Tarkowski
Brad Fain	Arizona State Representative Andy Tobin
Laurie Hadley	Erin Vredeveld
David Hall	Robert Wagner
Megan Hanna	Jeff Wasowicz
Muriel Haverland	Michael Whiting
Dava Hoffman	Mayor Jack Wilson
Tim James	Councilman Harold Wise
Kim Kapin	Michelle Zdanowski

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## **About Prescott Area Leadership (PAL)**

PAL's mission is to develop and inspire individuals to contribute to the vitality and leadership of central Yavapai County, Arizona.

The program represents a two-year commitment. Participants work together over the course of the first year of the program exploring critical community issues and acquiring leadership skills. During the second year, participants step into leadership roles within the program by guiding the members of the next class and by leading a community project.

### **Goals**

1. To improve leaders with a practical understanding of issues and opportunities facing the Tri-City region.
2. To improve the network among leaders with diverse backgrounds and interests.
3. To provide opportunities for interaction and exchange of ideas.
4. To enhance leadership participation and commitment in their community.
5. To identify potential and existing leaders in business, government and the community, and to help them prepare for leadership in the community.

For more information about PAL, visit [www.prescottarealeadership.org](http://www.prescottarealeadership.org) or contact: Tracey McConnell, PAL Executive Assistant, (928) 636-1177, [tmccconnell3@msn.com](mailto:tmccconnell3@msn.com).

## **COMMITTEE MEMBERS**

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