



STRATEGIC PLAN 2021-2025



15 Communities... One Voice

LETTER FROM THE CEO



Dear Friends,

The West Valley of Greater Phoenix continues to be one of the fastest growing regions in the country. The West Valley is comprised of 15 communities encompassing 3000 square miles west of Interstate 17. The region is home to 1.7 million residents ranging from established corporate executives to an up-and-coming millennial workforce. The median age is 35 years old with 64% of residents being workforce age. The West Valley is also one of the most culturally diverse regions in Arizona and well known for our minority-majority population. Over the past two decades, this region has attracted young families, an experienced work force, fortune 500 companies, luxury housing communities, world-class sports and entertainment amenities, all adding to a high quality of life for residents. Our secret sauce is having open and actively engaged residents who support each other, their community and local businesses.

WESTMARC, a coalition of public, private and education leaders is committed to the West Valley's economic vitality and enhanced quality of life. It is a place for stakeholders to connect, collaborate and take-action to promote the this region within the state and country.

WESTMARC is governed by a Board of Directors, representing business, education, government and non-profit leaders who set the strategic direction for the organization. The main priorities of promoting the West Valley, enhancing economic development, and increasing member value drive our daily work. As the President and CEO, my team and I work with members of the WESTMARC Issue Committees and regional stakeholders to implement the goals of the Board of Directors. These priorities will guide the organization's strategies over the next several years.

I would like to thank the WESTMARC Board of Directors and all members for their active participation, community involvement, financial investment, and strong passion for moving the West Valley forward.

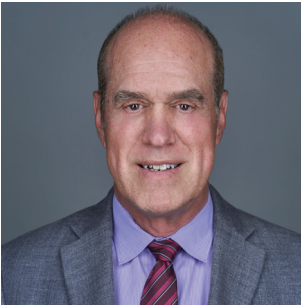
Sincerely,

Sintra Hoffman

Sintra Hoffman
President and CEO

**WESTMARC***15 Communities... One Voice*

EXECUTIVE COMMITTEE



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Neil Terry
Partner
Orcutt Winslow
Partnership



Chair Elect
Jonathan Howard
Partner
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Treasurer
Sebastian Porchini
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FirstBank



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Dr. Joshua Baker, VP & Chief Academic Officer - Optometry, Pharmacy and Veterinary Education - Midwestern University
Ron Castro, West Valley Bank President - BNC National Bank
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Hans Driessnack, CEO - Abrazo West Campus
Honorable Patrick Duffy, Councilmember - City of Surprise
Julie Giese, President - Phoenix Raceway
Honorable Betty Guardado, Councilmember – City of Phoenix
Bobbi Magdaleno, Executive Director, Government and Community Engagement - Arizona State University
Honorable Ray Malnar, Councilmember– City of Glendale
Bridget Schwartz Manock, Public Affairs & Government Relations Professional – Central Arizona Project
Michael Martin, Director of Economic Development, - Arizona Public Service
Honorable Joe Pizzillo, Mayor – City of Goodyear
Dr. Teresa Leyba Ruiz, President - Glendale Community College

Executive Advisory Committee

Sharon Grambow, Chief Operating Officer – Sun Health Senior Living
Joe LaRue, President & CEO – Sun Health
Herman Orcutt , Founder – Orcutt Winslow Partnership (Retired)

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INTRODUCTION & PURPOSE

WESTMARC was created in 1990 as a coalition of the public, private and education sectors to address important issues facing the West Valley - Transportation; Education; and preservation of Luke Air Force Base. Through the success of the region's leaders, those issues are now the foundation for current economic activity. Today, the West Valley is keenly focused on economic development growth and job creation. To accomplish this, WESTMARC is focused on demonstrating the region's workforce, increased buying power and high quality of life. Successful communication of this transformation means reversing outdated perceptions and re-branding the West Valley.

Economic forecasts and growth projections show that the economic opportunity for the future of Arizona lies within Western Maricopa County. Over the next two decades, more than 50% of the growth in Maricopa County will occur in the West Valley. WESTMARC continues to work with regional stakeholders to ensure this community is ready to meet the associated demands.

The WESTMARC Board of Directors initially held a Strategic Planning Retreat in October of 2017, and confirmed WESTMARC's continued role, as the regional organization, to promote the West Valley as a place of quality communities, economic vitality and job creation. Since then, the Board meets annually to revisit, revise and reaffirm the strategic direction of the organization. Strategies were developed through member engagement to enable all communities and sectors of WESTMARC to speak with one united voice.

WESTMARC Vision Statements

- WESTMARC will enhance the image of the West Valley as the premier location for business opportunities and quality communities
- WESTMARC is the regional hub of strategic economic development activities and the regional organization to join for everyone with West Valley interests
- WESTMARC is the leader in enhancing economic development opportunities for the West Valley

WESTMARC Priorities

- Promote the West Valley with one united voice
- Promote the West Valley's workforce talent in targeted industries
- Promote the West Valley's high quality of life and amenities
- Provide opportunities for members to engage, connect and work on regional solutions



PROMOTE THE WEST VALLEY

The WESTMARC Board of Directors identified promotion of the West Valley with one united voice, as a strategic goal and important pillar. Given the number of unique communities that make up the West Valley, WESTMARC will employ various methods to communicate and promote the region's united message.

Regional and Statewide Media

WESTMARC continues to strengthen relationships with the Phoenix Business Journal, Arizona Business Magazine, the Arizona Republic and other print and radio media partners for strategic promotional opportunities and increased exposure.

Social media

WESTMARC has a strong presence on Facebook, Linked-In, Twitter, and Instagram to promote our special events, West Valley assets, members and sponsors. This powerful platform has increased the visibility and exposure of the West Valley as our following increases. We actively track analytics to guide strategic marketing decisions.

Data Driven Marketing

WESTMARC continues to update and distribute timely and consistently updated data driven marketing materials, quality of life brochure, regional asset map, GMFTZ brochure and other key materials that promote the West Valley's key assets, economic drivers, ongoing growth, and quality development.

WESTMARC Website

WESTMARC's website is designed to focus on promoting the West Valley and providing timely and useful information for members and potential business locates. The website serves as resource for stakeholders seeking information on regional data, opportunities for engagement and special events and programs.

West Valley Marketing Collaboration

West Valley community, business, and education sector partners who have a vested interest in positive and coordinated messaging about West Valley assets and growth. The Committee has created a regional marketing strategy to implement with consistent messages to external audiences. The business and local media are often incorporated into these discussions.

West Valley Asset Tours

WESTMARC's West Valley Asset Tours have proven to be an effective mechanism to promote assets that enhance the quality of life, work, education, etc. in this region. These tours are also very valuable as they provide opportunities for members to showcase their operations to larger, diverse audiences.



PROMOTE THE WEST VALLEY

PERFORMANCE MEASURES:

1. Provide current demographic and workforce data on the West Valley.
2. Implement regional marketing strategy with consistent messaging from all West Valley stakeholders.
3. Track social media analytics and increase by 20% annually.



1.7 Million
people live in the
West Valley.



69% of advanced
industries workers
commute outside
of the region to work
in other parts of
Maricopa County.



40% of Phoenix
residents live west of
Interstate 17. Phoenix,
the state's largest city,
has a population of
1.5 million.



34% of the
manufacturing workers
in Maricopa County live
in the West Valley.



\$75,556
is the average annual
income for households
in the West Valley.



36% of the
healthcare workers in
Maricopa County live in
the West Valley.

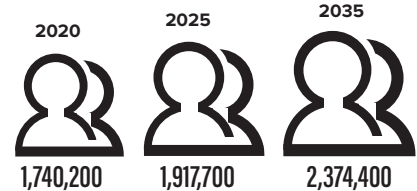


64% of the
West Valley population
is workforce age.



32% of the
professional finance
and insurance workers
in Maricopa County live
in the West Valley.

Projected Population Growth



Source: Maricopa Association of Governments (MAG), 2016 Population Projections

Increased Buying Power

Average household income:
\$75,566.

Household Income Range:
30% of the West Valley's residents
fall into the range
of \$75k - \$149,000.

Several pockets of the West Valley
exceed \$150,000.

ENHANCE ECONOMIC DEVELOPMENT

Growing the West Valley's Workforce

The leading conversation in business attraction and expansion is the availability of a talented, skilled and educated workforce. The West Valley is meeting workforce development head on with the implementation of our coordinated, regional strategy, West Valley Pipeline (WVP). Now in year 4 of implementation, WVP provides near and long-term strategies to strengthen connections between industry and education to build a workforce pipeline based on occupational demands and required skills.

7 TARGET INDUSTRIES:

Aerospace & Aviation, Advanced Business Services, Advanced Manufacturing, Healthcare, Information Technology / Cybersecurity, Transportation and Logistics / Supply Chain Management, Construction

WEST VALLEY PIPELINE STRATEGIES AND GOALS

PILLAR 1

INDUSTRY & EDUCATION PARTNERSHIPS

- Address skills gap through partnerships
- Create career pathways for in-demand occupations
- Integrate soft skills in K-12
- Support STEM education
- Re-brand vocational education and Career & Technical Education (CTE)

PILLAR 2

COMMUNICATION STRATEGIES

- Convey consistent message to employers
- Build key message platform
- Re-brand vocational education and Career & Technical Education (CTE)

PILLAR 3

COMMUNITY OUTREACH

- Operate regional collaborative business outreach program
- Conduct resident and commuter survey

[West Valley Pipeline Year 3 Update](https://www.westmarc.org/resources/)

<https://www.westmarc.org/resources/>

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ECONOMIC DEVELOPMENT PARTNERS

Arizona@Work

ARIZONA@WORK is the statewide workforce development network that helps employers of all sizes and types recruit, develop and retain the best employees for their needs. For job seekers throughout the state, they provide services and resources to pursue employment opportunities. ARIZONA@WORK has been a key partner in the development and implementation of the regional workforce development strategy, West Valley Pipeline.

Pipeline AZ

Pipeline AZ is a collaborative public platform where job seekers can be matched to jobs based on current skills, explore career pathways and find education and training to supplement, and connect with local businesses – and employers can locate potential candidates in real time by specifying the skills most important to them. A first-of-its-kind platform, Pipeline AZ aligns programs, partners and practices by using skills as the connection to enhance our community's ability to connect our workforce ecosystem. WESTMARC worked closely with Pipeline AZ to develop a landing page for West Valley talent and employers in the regional target industry sectors, to connect with one another via westmarc.pipelineaz.com.

Greater Maricopa Foreign Trade Zone (GMFTZ)

Greater Maricopa Foreign Trade Zone (GMFTZ) The Greater Maricopa Foreign Trade Zone (GMFTZ) is an economic development tool for business attraction in the manufacturing and logistics space. The GMFTZ enables the West Valley to compete for projects that entail a significant amount of foreign import-export activity by reducing operating expenses and property taxes for qualifying companies. West Valley communities benefit from the job creation, increased economic and business development that results from GMFTZ projects. West Valley cities are keenly aware of the benefit of this business attraction tool and the employment opportunities for their residents. For these reasons, WESTMARC is dedicated to the success of this program. Zone #277 is Governed by its independent GMFTZ board of directors. www.GMFTZ.org

GMFTZ Companies -

ALDI, Andersen, Ball, Baker Development, Cookson Company Inc., Dicks Sporting Goods, Five Below, IRIS, Mark Anthony Brewing, Michael Lewis Company, Quetico, REI, RRB Beverage/Rauch, Sub Zero, UPS, and White Claw.



ENHANCE ECONOMIC DEVELOPMENT

Promoting a Quality West Valley Lifestyle

Quality of life is a key factor in the site selection process. WESTMARC convened a Quality of Life committee to define the elements of a quality lifestyle, inventory regional assets and promote this information on a regional basis. Family oriented amenities, nightlife options, world-class entertainment, sporting events and outdoor recreation opportunities make the West Valley a high-quality community for residents and new businesses. WESTMARC promotes these lifestyle offerings through the delivery of a Quality of Life brochure, video messaging, website, etc. to market the region both in-state and to business locates. Through partnership with Phoenix Relocation Source, we will continue to highlight the West Valley's unique characteristics, diversity, amenities' and opportunities.



Economic and Tourism Decision Influencer's

WESTMARC is aligned with organizations whose primary focus is to reach economic and tourism opportunities on a national level for economic development and tourism purposes. This includes the Arizona Commerce Authority (ACA) and the Greater Phoenix Economic Council (GPEC), the commercial and residential real estate community, and convention and visitors' bureaus. The primary goal is to deliver a strong and united message providing current data and information to those partners to ensure they have the most up-to-date and accurate tools to promote the region.

Policy Advocacy

Policies and programs created for our region and state directly affect opportunities for the West Valley. Active engagement with policy-makers ensures they are provided with information on the West Valley's legislative priorities related to the economic vitality of this region. A clear and focused Legislative Agenda is paramount as our policy representatives make decisions that impact the West Valley's economy.

Pursuing Infrastructure Programs

Well planned infrastructure (energy, transportation, technology, water) is essential in order for West Valley communities to capture immediate business expansion and attraction opportunities, and pro-actively plan for the best economic opportunities for residents. WESTMARC convenes conversations on changing technologies and their impact on business and residential services to create a smart region. WESTMARC works hand in hand with GPEC to support the implementation of the Connected Place and development of a smart region. Additionally, WESTMARC works with MAG and other regional stakeholders to support programs addressing the need to develop new, and replace aging, infrastructure. WESTMARC is the regional support network for Proposition 400E and Interstate 11.



ENHANCE ECONOMIC DEVELOPMENT

PERFORMANCE MEASURES:

1. Collect, organize and communicate data and materials that demonstrate the West Valley's workforce.
2. Collect, organize and communicate data and materials that demonstrate the West Valley's quality of life.
3. Execute goals and strategies of the Workforce Development Implementation Strategy. (See page 7.)
4. Actively support programs to invest in infrastructure in the region. Such as Proposition 400 and Interstate 11.
5. Increase West Valley presence in statewide and regional economic development activities through partnerships with the ACA and GPEC.
6. Increase media exposure for the West Valley by 20% Annually.
7. Develop relevant and timely legislative priorities and communicate through the Annual Legislative Agenda.
8. Increase engagement and support in Greater Maricopa Foreign Trade Zone through marketing, and promotion of Zone 277 and it's development activities.
9. Demonstrate the necessity of workforce support for Class A Office attraction & development.



INCREASE MEMBER VALUE

WESTMARC is fortunate to have a strong, connected, engaged and passionate membership who share the common goal of improving the business climate, economic vitality and quality of life in the West Valley. This is the only organization representing West Valley interests by connecting three important and interrelated sectors: Business; Education; and Government.

Member value and partnership engagement is the main focus of WESTMARC. All organizational initiatives are member driven, and with teamwork, successfully executed. WESTMARC is the place for conversations, coalitions and action to advance the West Valley's economic agenda.

Member Engagement:

West Valley's Legislative Voice

WESTMARC has reconstituted an Annual Legislative Agenda that is intended to guide conversation and position statements affecting the economic vitality of this region, the organization's mission and membership. Key areas include:

- **Economic Development**
- **Education**
- **Fiscal Responsibility and Taxation**
- **Healthcare**
- **Infrastructure**
- **Land and Regulatory Affairs**
- **Military Preservation**
- **Quality of Life**

Communications

Communicating with our investors and providing platforms for greater exposure and business connections is WESTMARC's best method for member engagement. Communication tools include Weekly Headlines (E-Blasts), social media such as Facebook, Twitter, Instagram and LinkedIn. These popular options allow for timely dissemination of information to members.

The WESTMARC website has undergone a major update. The new website has a more streamlined look. This upgrade also allows for increased member exposure.

Innovative Informational Summit, Forums, and Webinars

WESTMARC will organize more educational opportunities for its members to interact with one another through activities which promote the West Valley. This will include topic specific summits, workshops, and other forums for members to learn about key issues and solutions for improving member business operations.

INCREASE MEMBER VALUE

Informational Sessions and Asset Tours

Through its committees and activities, WESTMARC holds information sessions and asset tours, open to all members to promote business as well as educate members on important services and programs in the West Valley. Additionally, Board meetings and other convening discussions rotate to key sites around the West Valley for greater exposure of those assets.

Ambassador Program

WESTMARC membership embodies a variety of dynamic leaders across membership sectors. The Ambassador Program provides a framework for members to approach and educate others about the work of the organization and the value of involvement and membership. This program educates members on key messages focused on the mission and goals of the organization. This will ensure consistency of messaging and increase the fluency of Ambassadors' they share WESTMARC information which facilitated new/increased membership and engagement.

Key Issue Committees

WESTMARC regularly convenes seven committees each focused on issues of importance to the West Valley and relevant to the organization's mission. These committees create an environment for relationship-building while working on issues and projects that improve the quality of life in the West Valley. WESTMARC members are encouraged to participate in one or more Issue Committees. Committee participation has many points of value for members:

- **Learn what's happening in the West Valley from guest speakers and subject-matter experts.**
- **Be an active participant in shaping the region.**
- **Build relationships with other members with similar interests.**
- **Develop new business opportunities.**

Special Events - Networking & Learning

WESTMARC holds 7 signature events each year. The WESTMARC signature events provide opportunities to educate, recognize, and promote what is happening in the West Valley. Events include luncheons, receptions, golf tournaments, award dinners and more! For a listing, please see page 14.



INCREASE MEMBER VALUE

ISSUE COMMITTEES

Economic Development:

The Economic Development Committee is focused on regional strategies to enhance the West Valley's economic development capabilities. The key priority of this Committee has been the development and now implementation of the workforce development strategy -West Valley Pipeline. The Committee works to inform members about business attraction tools, such as the Greater Maricopa Foreign Trade Zone, and other West Valley economic drivers and assets. This Committee also leads the planning for the Annual Economic Development Summit. A subcommittee has been formed to work on the attraction and development of Class A office space to position the region to attract projects, companies and employment opportunities for our diverse, skilled advanced business workforce.

Education and Workforce Development:

The Education and Workforce Development Committee addresses issues affecting the quality of education in the West Valley at all levels (P-20, (preschool, K-12, CTE and post-secondary). The committee is keenly aware of and coordinated to enhance and implement the work of the Economic Development Committee in their efforts to support the growth of a talented workforce. Work has begun to collect West Valley education data that is demonstrative of progress, successes and best practices. The data is critical to appropriately message the regional education system for the purpose of business attraction. This Committee works to create and strengthen connections between the business membership/community and education. They have done so through the creation of an Education Asset inventory, as well as introducing expert speakers to the conversation, leading to further committee action.

Healthcare:

Representing the leading industry in the West Valley, the Healthcare Committee is instrumental in addressing issues and providing solutions in key areas including; workforce development, physician recruitment and regional needs assessment and gap analysis. The committee also oversees the planning and implementation of the annual West Valley Healthcare Summit, focused on issues and innovations, shaping healthcare today.

Infrastructure:

The Infrastructure Committee addresses long-term planning issues that affect this key component for economic development growth. The Committee focuses on transportation, water, energy, and technology impacts to ensure the West Valley has a regional voice in this space. The Committee brings industry leaders in to share their knowledge with members. The committee has forged a new partnership with the West Valley Water Association. Engagement has increased in the supra-regional work surrounding smart cities and regions to ensure regional collaboration and communication to solve local problems with technology solutions.

Public Affairs:

The Public Affairs Committee in coordination with all other WESTMARC Issue Committees, develops the organization's Annual Legislative Agenda. This Agenda gives members a vehicle to discuss, form and advocate official positions on public policy issues facing the membership as related to the mission of WESTMARC.

West Valley Quality of Life:

The West Valley Quality of Life Committee is focused on promoting the high quality of life and strong buying power of this region. The Committee will inventory West Valley assets that enhance the quality of life for residents and visitors to the state. They are highly aware of the importance of the impact this topic has for decision makers when locating new businesses or expanding existing ones. The committee has partnered with Phoenix Relocation Source to develop a physician / executive recruitment package and to build out the inventory of west valley highlight videos and other content for the purpose of attracting new businesses and individuals that are relocating to the state.

Marketing Committee:

The Marketing Committee is focused on promoting the West Valley with one united voice. Composed of the West Valley's top communication professionals and stakeholders, the priority of the Committee is to develop and execute messaging that promotes our fifteen communities through all available resources. The Committee works to inform members about West Valley's talented and diverse workforce, economic development and the growing population of the West Valley.

INCREASE MEMBER VALUE

WESTMARC SPECIAL EVENTS

West Valley State of the State Luncheon - January

WESTMARC hosts the Annual State of the State Address each year, this luncheon provides a forum for Governor Ducey to share his Annual Legislative Agenda with the West Valley community.

Annual Business Meeting - February

WESTMARC holds its Annual Business Meeting in February each year to elect the Board of Directors. The event is combined with a special speaker or panel to address the economy or other issues of importance to the West Valley and WESTMARC members.

Annual Healthcare Summit - Spring

The WESTMARC Healthcare Summit is designed for key decision makers, influencers, and thought leaders that operate in the health care space.

Annual Topgolf Event - April

WESTMARC holds its Annual Top Golf Par-Tee in April of each year. The event is held to EAT, DRINK, GOLF AND MOST IMPORTANTLY NETWORK!

Economic Development Summit - May

WESTMARC's Economic Development Summit provides members and the community with timely updates on plans for economic development in Western Maricopa County. The event features speakers and/or panels addressing current issues and opportunities for economic success.

Annual Legislative Breakfast - June

WESTMARC's Legislative Breakfast provides an opportunity to meet with Arizona state representatives. Join us as we recap and tackle key upcoming legislative priorities for our state and region. This is your opportunity to share more about your needs as a West Valley stakeholder.

Annual Technology Summit - September

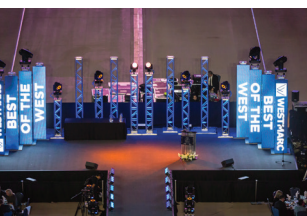
Technology has always been transformational in our daily lives. Now through the pandemic. It's understatement that innovative ways of doing business have gone to the next level. Arizona continues to thrive in these very disruptive times.

Annual Golf Classic - September

WESTMARC's Golf Classic provides an opportunity to golf with government and business leaders from the West Valley. The event is pure fun and includes a raffle and tournament prizes at the player reception immediately following the tournament.

Best of the West Awards Dinner - November

WESTMARC's Best of the West Awards has been the signature event of the West Valley for more than twenty-five years. The event is designed to celebrate the best of Western Maricopa County, and recognize outstanding contributions to the quality of life, economic development, and innovation in the West Valley.



INCREASE MEMBER VALUE

PERFORMANCE MEASURES:

1. Increase awareness of available demographic data tools and make available relevant reports for members to enhance their business attraction efforts.
2. Increase member profile and exposure through the Ambassador Program.
3. Organize more opportunities for members to interact, learn and network through activities that elevate the West Valley.
4. Engage in policy issues to support members and improve the state and region's economic profile.
5. Provide opportunities for members to share their knowledge, expertise, and value at informational forums and summit.

We Bring Key Information to You:

West Valley Hot Topics Webinar Series

West Valley Industry Spotlight and Job Matching Series

West Valley Open for Business Virtual Tours

Data is the New Currency:

JobsEQ – Labor Market Research

Why West Valley Report

Ambassador Program:

Become a WESTMARC Ambassador – Share the benefits of the West Valley network



**THE WEST VALLEY:
OPEN FOR BUSINESS**

VIRTUAL TOUR

**WEST VALLEY
HOT TOPICS**

Presented by:
SNP

West Valley Quality of Life

September 29, 2021 | 11:30AM - 1:00PM MST | Virtual Event

There is so much that goes into the definition of quality of life. All of it is important to site selectors and business prospects when weighing location options. The West Valley boasts many amazing assets that contribute to our regional quality of life. Just ask one of the 1.7 million residents that call it home! Join us on September 29th and hear more from West Valley Mayors about the diverse qualities of our booming communities.

WESTMARC
#WVHOTTOPICS
www.westmarc.org/vwqol

PARTNERS



"Strong partnerships build resilient communities. We're fortunate to have great leadership organizations working together with a common vision to grow the West Valley's economic vitality."

Sintra Hoffman, WESTMARC

BOARD OF DIRECTORS

Board of Directors

Claire Agnew, EVP, Chief Financial Officer - Valleywise Health

Jackie Aragon, Division VP, Quality and Patient Safety, Dignity Health

Dr. Joshua Baker, Vice President and Chief Academic Officer for Optometry, Pharmacy and Veterinary Education - Midwestern University

Freddie Bracamonte, Partner - H&B Builders

Marsha Brown, Vice President Distribution, Southwest Region - Copperpoint Insurance Companies

Ron Campbell, Senior Director of Ticket Sales - Arizona Cardinals

Ron Castro, President - BNC National Bank

Matt Clark, Director of Government Relations - Verizon

Rick Dircks, Executive Vice President - Dircks Moving & Logistics

Patricia DiRoss, Government Relations - SRP

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Jessica Dresang, Vice President - Carollo Engineers

Hans Driessnack, CEO - Abrazo West Campus

Honorable Patrick Duffy, Councilmember - City of Surprise

Shelby Duplessis, President of Land Development - The Empire Group of Companies

Alex Fedele, Director Enterprise Sales - Lumen

Stephanie Fogelson, VP of Project Development - Venn Companies

Libby Francisco, COO - Desert Diamond Casino

Dr. Roger Freeman, Superintendent - Littleton Elementary School District

Parker Froehich, Sr. Project Manager - Coe and Van Loo

Dr. Randy Gibb, Dean, Colangelo College of Business - Grand Canyon University

Julie Giese, President, Phoenix Raceway

Sharon Grambow, Chief Operating Officer - Sun Health Senior Living

Honorable Betty Guardado, Councilmember - City of Phoenix

Jill Hegardt, Senior Vice President Entitlements, Legal Compliance, Public Affairs - DMB

Honorable Clay Goodman, Councilmember - City of Buckeye

Jonathan Howard, Partner - Quarles & Brady

John Graham, President and CEO - Sunbelt Holdings

Chad Guzman, Director of Government Relations - EPCOR Water

Honorable Alexis Hermosillo, Mayor - City of El Mirage

Dr. Spencer A. Isom, Director of Business Development and Government Affairs - West-MEC

Joe LaRue, President & CEO - Sun Health

Honorable Michael LeVault, Mayor - Town of Youngtown

Cole Libera, Director City & County Government Relations - Dorn Policy Group

Bobbi Magdaleno, Executive Director, Government and Community Engagement - Arizona State University

Honorable Ray Malnar, Councilmember - City of Glendale

Bridget Schwartz Manock, Director of Public Affairs - Central Arizona Project

Mike Martin, Director of Economic Development - Arizona Public Service

Patrick Murphy, President of Business Operations, Strategy & Development - Arizona Coyotes Hockey Club

Courtney Ophaug, CEO - Banner Estrella

Herman Orcutt, Founder - Orcutt Winslow Partnership - Retired

Honorable Mike Pineda, Councilmember - City of Avondale

Michele Pino, Commercial, Site Selection and Industrial Specialist - Land Advisors Organization

Honorable Joe Pizzillo, Mayor - City of Goodyear

Sebastian Porchini, Sr. Vice President - FirstBank

Julie Rees, Principal - Triadvocates

Christopher Riggs, Mayor - Town of Gila Bend

Dr. Rey Rivera, President - Estrella Mountain Community College

Honorable Juan Rodriguez, Mayor - City of Tolleson

Honorable Rebecca Rovey, Councilmember - Town of Wickenburg

Dr. Teresa Leyba-Ruiz, President - Glendale Community College

Neil Terry, Partner - Orcutt Winslow Partnership

Mike Theile, Managing Director Commercial Banking - Crossfirst Bank

Roger Theis, Senior Development Manager - Brookfield Properties Development

Ex-Officio Board Members

Sandra Bassett, President & CEO - West Valley Arts Council

Michelle Hess, Executive Director - Leadership West

Honorable Clint Hickman, Supervisor - Maricopa County

Kevin Knight, District Director - Congressman David Schweikert

Penny Pew, District Director - Congressman Paul Gosar

Tom Sadler, President and CEO - Arizona Sports and Tourism Authority

Ron Sites, Executive Director - Fighter Country Partnership

Chris Toale, Director Community Initiatives Team - Luke Air Force Base

Honorary Director

Honorable Doug Ducey, Governor - State of Arizona

Director Emeritus

Honorable Janice K. Brewer, Past-Governor - State of Arizona

**WESTMARC***15 Communities... One Voice*

WESTMARC MEMBERS

Business Community:

Abacus Project Management Inc.
 Alston Construction
 Arizona Public Service
 Arizona Cardinals
 Arizona Coyotes
 Arizona Gateway Logistics
 Arizona Sports & Tourism Authority
 Banner Health
 Bell Bank
 BNC National Bank
 BOK Financial
 Bowman Consulting Group
 Brightworks Consulting
 Brookfield Properties Development
 Carefree Partners Investments
 Carollo Engineers, Inc.
 Cawley Architects
 CBRE
 CivTech
 CLAYCO
 Coe & Van Loo Consultants, Inc.
 Colliers International
 Commerce Bank of Arizona
 Copper Springs Hospital
 Copperpoint Mutual Insurance Co.
 CORE Construction
 Corgan
 Corporate Interior Systems
 CrossFirst Bank
 Cushman & Wakefield
 DAVIS Southwest
 Desert Diamond Casino & Entertainment
 Dignity Health
 Dircks Moving & Logistics
 DMB
 Dominion, Inc.
 Dorn Policy Group
 El Dorado Holdings, Inc.
 EPCOR Water
 EPS Group Inc.
 FCI Constructors, Inc.
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 GMTFZ
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 Haydon Building Corp.
 HDR
 Healthcare Management of America,

Inc,
 Heart & Soul Marketing
 Hensley
 HighGround, Inc.
 HILGARTWILSON
 Industrial Storage
 Invenergy LLC
 IRIS USA, Inc.
 Jennings, Strouss & Salmon, P.L.C.
 JLL
 John F. Long Properties LLP
 Kensington Vanguard National Land Services
 Land Advisors Organization
 Law Enforcement Specialists
 LeBaron & Carroll, LLC
 LGE Design Build
 Lincoln Property Company
 Lumen
 Matrix Design Group
 Merit Partners
 Microsoft
 Mortenson
 Nathan & Associates
 National Bank of Arizona
 Nerderly, LLC
 Newland
 Old Republic Title
 Opus Development Company, L.L.C.
 Orcutt Winslow Partnership
 Pacific Office Automation
 Pacific Premier Bank
 Paloma Ready Mix
 PHOENIX INTERNET
 Phoenix Raceway
 Phoenix West Commercial
 Piper Sandler & Co.
 Quarles & Brady LLP
 Reliance Management
 Republic Services
 Residence Inn Phoenix West / Avondale
 Ritoch-Powell & Associates
 Sante
 SDB
 SimonCRE
 Skanska USA Building
 Stanley Consultants
 State Farm Stadium - SMG
 Stifel, Nicolaus & Co. Inc.
 Sun Health
 Sunbelt Holdings
 Sunbelt Investment Holdings Inc.
 Sundt Construction, Inc.
 Sunflower Bank

Swite Coca-Cola, USA
 The Empire Group of Companies
 Toll Brothers
 Topgolf Glendale
 Triadvocates LLC
 TYR Tactical
 UMB Bank
 USAA
 Valleywise Health
 Venn Companies
 Verizon
 Vistancia Development LLC
 Weitz
 WeSERV -
 (West & South East Realtors of the Valley)
 Wigwam Arizona
 Wildlife World Zoo, Aquarium & Safari Park
 Zona Wyerd

Education

Agua Fria Union High School District
 Arizona State University
 Avondale Elementary School District
 Buckeye Elementary School District #33
 Buckeye Union High school District
 Dysart Unified School District
 Estrella Mountain Community Colleges
 Franklin Pierce University
 Glendale Community College
 Glendale Elementary School District #40
 Grand Canyon University
 Litchfield Elementary School District
 Littleton Elementary School District
 Maricopa Community College District
 Midwestern University
 Northern Arizona University
 Ottawa University
 Pendergast Elementary School District
 Peoria Unified School District
 Phoenix College
 Saddle Mountain Unified School District #90
 University of Arizona
 University of Arizona Global Campus
 University of Phoenix
 Washington Elementary School District - Glendale
 West-MEC

Government

AZ Commerce Authority
 Central Arizona Project (CAP)

City of Avondale
 City of Buckeye
 City of El Mirage
 City of Glendale
 City of Goodyear
 City of Litchfield Park
 City of Peoria
 City of Phoenix
 City of Surprise
 City of Tolleson
 Maricopa Association of Governments
 Maricopa County
 SRP
 Town of Gila Bend
 Town of Youngtown
 Valley Metro

Champions (Individual Members)

Bill Vandenbosch
 Herman Orcutt
 Kathy Knecht
 Lisa Atkins

Non-Profits

Adelante Healthcare
 A New Leaf
 American Council of Engineering Companies of Arizona
 Arizona Board of Regents
 Arizona Broadway Theatre
 Benevilla
 Boys & Girls Club of Metro Phoenix
 Center for the Future of Arizona
 Chicanos Por La Causa, Inc.
 Goodwill of Central & Northern Arizona
 Homeless Youth Connection
 Hope Community Services
 Mission of Mercy
 Mothers Against Drunk Driving - MADD Arizona
 New Pathways for Youth
 Northwest Valley Connect
 Phoenix Childrens Hospital (2020)
 Phoenix Childrens Hospital Foundation
 Royal Oaks Retirement Community
 Vitalyst Health Foundation
 West Valley Innovation Alliance
 WHAM Art Association
 White Tank Mountains Conservancy
 AZ MIST: Museum of Innovation, Science, & Technology



15 Communities... One Voice

15 Communities... One Voice

WESTMARC, a public/private partnership of 15 communities, the business and education sectors, provides opportunities for members to interact and communicate on issues vital to moving the West Valley forward. WESTMARC is committed to our members' success and our mission of enhancing economic development and quality of life in the West Valley.

Avondale
Buckeye
El Mirage
Gila Bend
Glendale
Goodyear
Litchfield Park
Peoria
Phoenix
Sun City
Sun City West
Surprise
Tolleson
Wickenburg
Youngtown



Sponsored By:



Western Maricopa Coalition

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