

# Experience The West Valley

*Greater Phoenix, Arizona*



*15 Communities..One Voice*



# Where We Live and Work

The West Valley of Metro Phoenix is home to some of the fastest growing communities in the nation. Today, 1.8 million residents live in this region west of I-17. This vibrant region is truly the gateway to the West Coast and global trade markets. Important infrastructure improvements such as Loop 101, Loop 202, Loop 303, and Interstate 10 position this region for great opportunities in professional employment, residential, commercial and industrial growth.

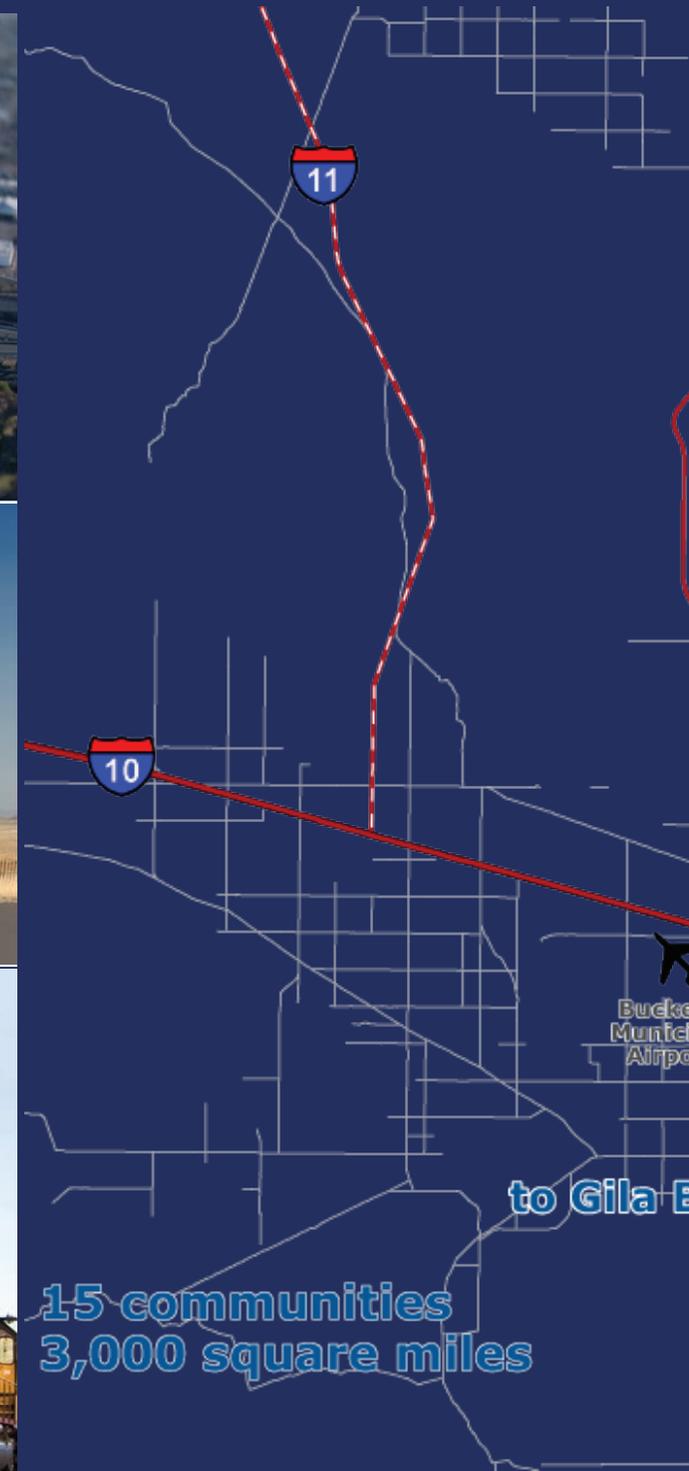


*With I-10 and I-17 designated as Key Commerce Corridors for Arizona, Loop 303 and other freeway improvements in the West Valley allow for this uniquely positioned community to prosper economically. The proposed I-11 and State Route 30 corridors will continue to foster mobility and economic development for a growing region.*

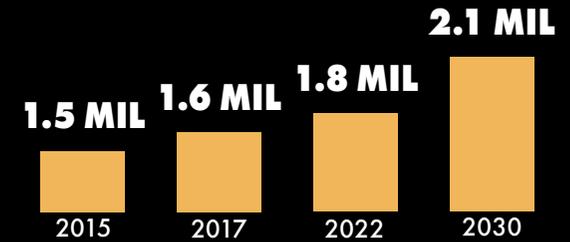
**John Halikowski, Director,  
Arizona Department of Transportation**



The West Valley has a strong, talented workforce in health-care, finance, insurance and manufacturing industries. Since the completion of Loop 303, job growth in this region has increased by 40%. Foreign Trade Zone business activity, a key economic driver, has contributed to this surge in job creation in this area.



# POPULATION PROJECTIONS



**64%** of the West Valley population is workforce age.



**\$75,566** Average annual household income in the West Valley.



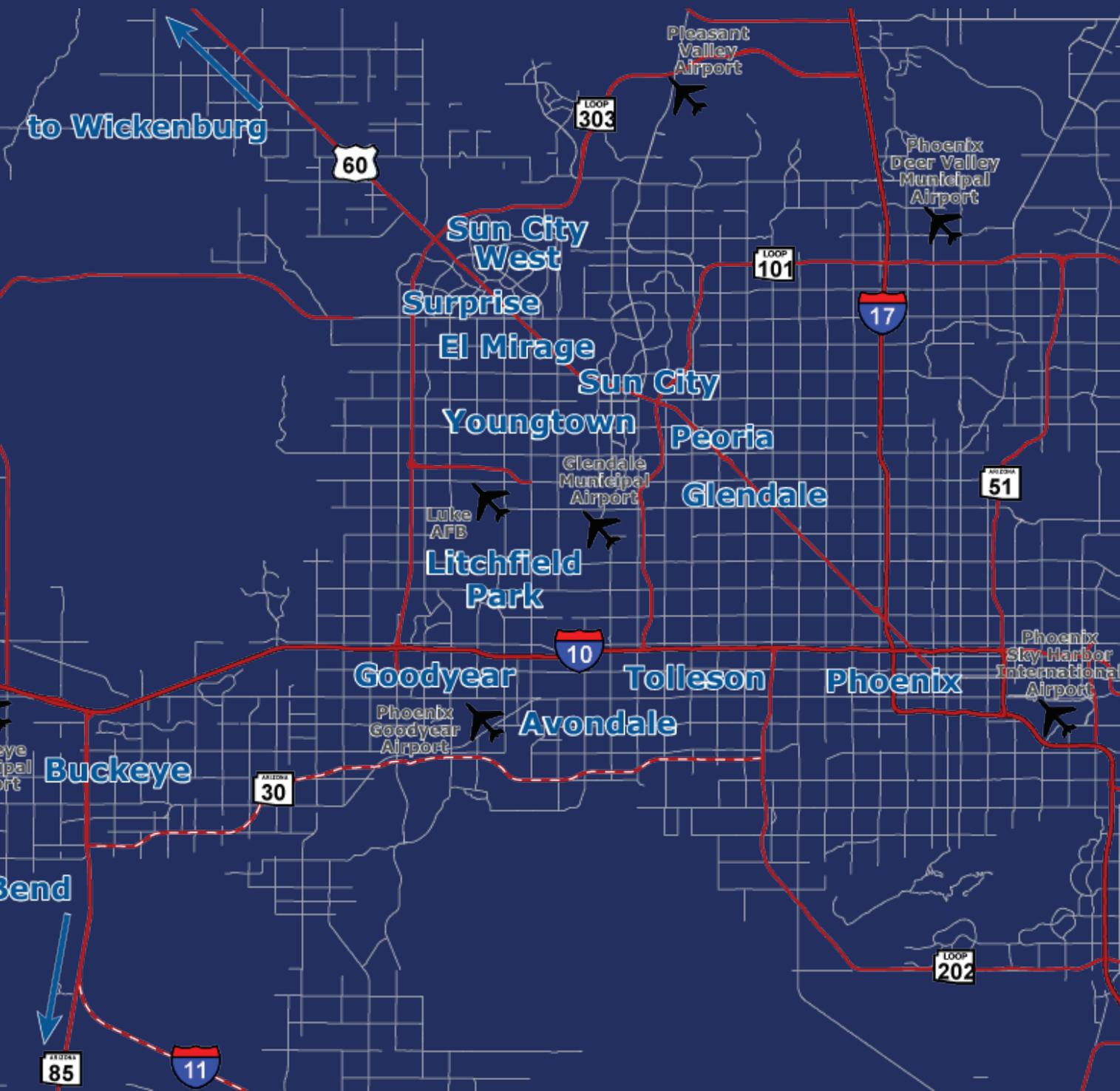
**34.8** is the Median Age of West Valley Residents.



"As the fastest-growing U.S. region, Greater Phoenix has quickly established itself as a top-tier market. The West Valley is a key component of this growth. Collaborations between public and private organizations have inspired abundant opportunities through strategic planning and a focus on long-term impacts — creating an attractive environment for high-wage jobs, innovative companies and headquarters. Paired with smart investment in transportation and energy infrastructure, a growing talent pipeline and a commitment to fostering a forward-thinking and inclusive environment, the West Valley has positioned itself as a competitive location for businesses to expand."



Chris Camacho, President & CEO - GPEC



# The Face of the West Valley

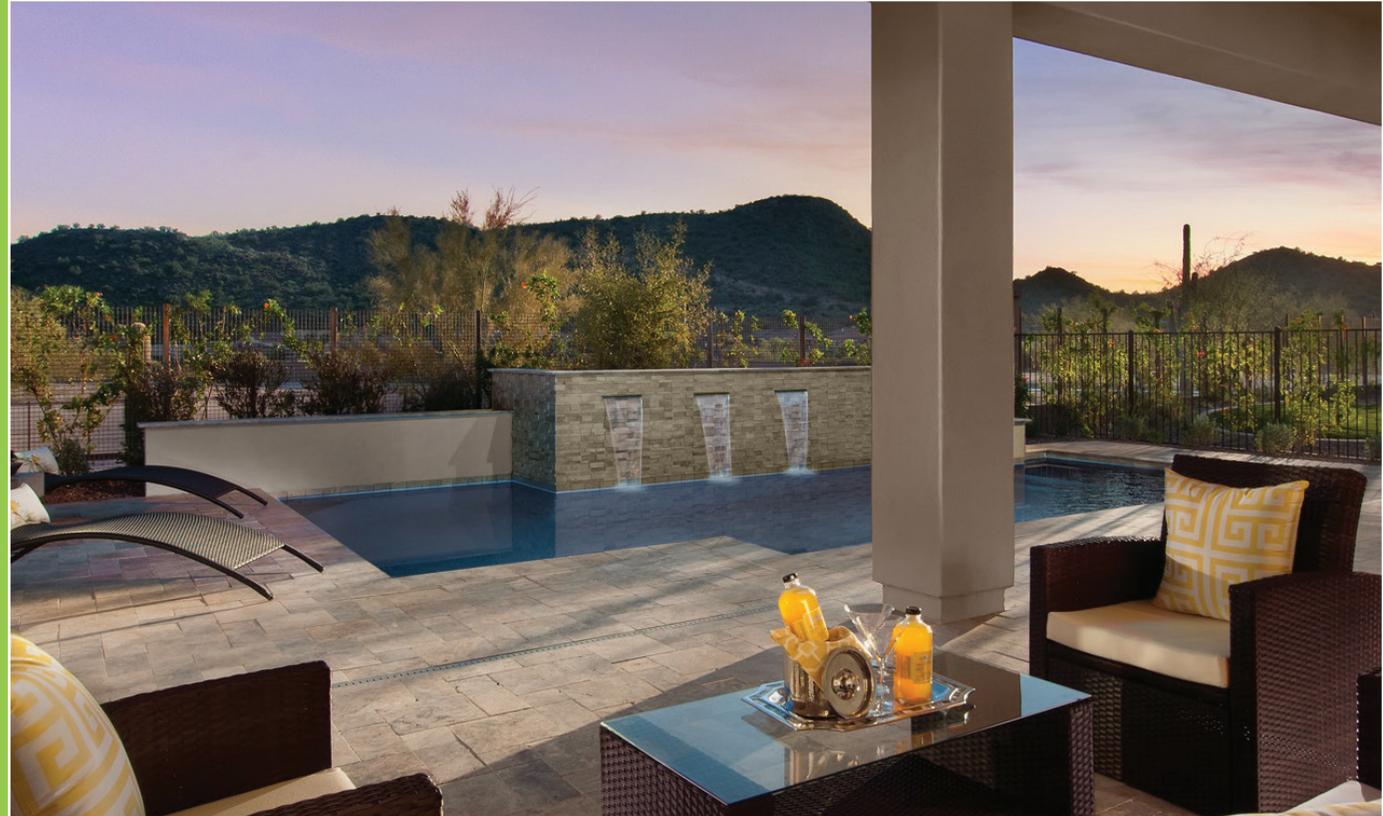
The West Valley is by far the best place for your business investment!

Our community leaders are committed to ensuring residents enjoy quality housing in well planned, safe neighborhoods with great schools, diverse recreation opportunities, shopping amenities and more.

West Valley residents pride themselves on being open, neighborly and civically engaged.

Over the next 2 decades, 50% of the growth in Maricopa County will occur in the West Valley. Community and business leaders, education partners, and residents are keenly aware of the opportunities this growth will bring to the region. That's why they work together to ensure the West Valley continues to grow as a high-quality, safe community with multiple offerings for all!

Housing opportunities available for up-and-coming Millennials to established corporate executives range from affordable options up to \$3.8 million. The average sales price for a single-family home is \$265,000. Additional housing options include the multi-family rental market that caters to the younger workforce looking for flexibility, amenities and maintenance-free lifestyles.





“

Water is essential to Arizona's economy and quality of life, and the west valley has done an amazing job planning and investing for an affordable & sustainable water future. It allows all of us to enjoy the beautiful desert whether it be recreational activities on From Lake Pleasant to the trail systems along our washes down to the Tres Rios Wetlands, we are truly blessed with a wonderful place to work, live, play and raise our families.

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**Shelby Duplessis,**  
**The Empire Group**



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“Leadership West knows that the people with the power to control and change communities are those who live and do business within them. That is why for nearly three decades, our nonprofit has developed exceptional West Valley leaders who are empowered to advance commerce and quality of life in the region. Our organization assists leaders who are willing to take on more prominent roles in their company, community and government, to guarantee that wise decisions will be made for the region.”

**Michelle Hess,**  
**Executive Director,**  
**Leadership West**

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# Living Large in the West Valley



## COMMUNITY ACTIVITIES AND EVENTS

The West Valley offers hundreds of lifestyle activities for residents and visitors each year.

Each West Valley city celebrates their unique history, culture & tourism offerings through community festivals, events and activities.

From music to culinary festivals, Western to modern day themed events, West Valley communities embrace diversity for all age groups and interests. These communities understand that the social benefits of such gatherings foster community pride, teach people new things, and strengthen relationships.





## RECREATION

The West Valley serves up an active, healthy lifestyle with a variety of recreational opportunities. Over 3,000 square miles offer the best of the great outdoors including Estrella Mountain Regional Park, Hassayampa River Preserve, Lake Pleasant Regional Park, White Tank Mountain Regional Park and the Wildlife World Zoo.

“The White Tank Mountains are a high-value, natural open space resource. Cities in the West Valley recognize that the White Tank Mountains are not only key to the health and wellness of their residents but an important contributor to the economy of the entire West Valley region.”

**Les Meyers, Executive Director,  
White Tank Mountains  
Conservancy**

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## SPORTS

The West Valley is a sports fan mecca! With nine Cactus League baseball teams, Arizona Cardinals Football Club, and Phoenix Raceway, fans can enjoy professional sports excitement almost year-round!

# West Valley Arts & Entertainment





## ENTERTAINMENT

The West Valley offers hundreds of cultural opportunities for residents and visitors. With an abundance of theaters, galleries, shows, etc. each year, this community is rich with diverse cultural amenities for all ages.

Entertainment Districts offer a variety of night-life, dining and fun experiences in a walkable atmosphere. Westgate is home to State Farm Stadium and Desert Diamond Area, hosting world-class concerts and events for all musical genres and ages. This area always exudes energy but really kicks the party up a notch on the weekends! P83 is also another entertainment district that offers dining, sports, movies and more for West Valley residents and visitors.

“Arts are good for local businesses. Attendees at nonprofit arts events spend \$24.60 per person per event, beyond the price of admission on items such as meals, parking, gas, babysitting, clothing - valuable revenue for local commerce. Arts also contributes to Tourism in a community which helps support hotels, restaurants, and many other businesses. The U. S. Bureau of Economic Analysis reports that the Arizona Arts and Culture sector contributes \$9.3 Billion to Arizona’s economy, representing 3% of the state’s GDP - a larger share than some other industries in the state.”

**Connie Whitlock, Executive Director at WHAM Art Association**



# Learning in the West Valley

## Abundance of Education Opportunities

The West Valley offers a variety of quality education options from K-12 through post-secondary including: public, private, charter, career and technical education (CTE), community colleges and universities. Curricula are designed to facilitate strong foundations in STEM and are aligned with top industry needs, standards and evolving trends. Strong education and industry relationships foster the necessary collaboration for the success of our students and future workforce.

As the face of manufacturing in the West Valley evolves, so do the skills, training and wages related to these jobs. WESTMARC is partnering with industry leaders and the education community to ensure a talented workforce is available to meet this growth.



"GCC has been serving the West Valley since 1965. We believe in service to our community by providing educational opportunities that will help you reach your potential, whether you are a high school student interested in Dual Enrollment classes, a recent high school graduate who is looking to transfer to a four-year institution, interested in earning a certificate in a high demand/high salary technology program, or simply interested in life-long learning, Glendale Community College is here to help you reach your goals. Our motto is "GCC Cares" and we wrap this philosophy into all we do for students and the community we are privileged to serve."

**TERESA LEYBA RUIZ, Ed.D.**  
President - GCC





## ALUMNI IN PHOENIX REGION, GRADUATED SINCE 2000

Industry	Alumni
Aerospace	868
Agriculture	882
Art	5,867
Business	29,444
Criminal Justice	4,237
Design & Construction	5,314
Education	33,395
Engineering	9,853
Information	16,358
Law	2,502
Mathematics	1,147
Medical	35,170
Multi	7,044
Political	3,897
Science	6,872
Social	14,787
Technology	8,923
Tourism	2,248
<b>TOTAL</b>	<b>188,808</b>

Sources: ASU Alumni Database 2016,  
U of A Alumni Database 2016,  
NAU Alumni Database 2017

# One Workforce

A skilled, robust workforce is one of the most important elements to grow a strong economy. West Valley leaders have actively been implementing West Valley Pipeline, a strategy to identify, analyze and market the region's workforce pipeline. Healthcare, the region's top talent industry, serves the West Valley's 1.8 million residents. This key market provides high-quality jobs with numerous career path opportunities.

As they expand, Tech companies such as Kore Power, Taiwan Semiconductor Manufacturing Company (TSMC), Microsoft, & others have selected the West Valley as home due to a robust and skilled workforce.

This region has a strong and talented professional workforce in advanced business industries. Recent investments in these corridors continue to spur expanded specialized and professional growth in the West Valley. Luke Air Force Base is a top employer with highly skilled individuals in the aerospace industry and across the occupational spectrum.



*"In the past school year, Estrella Mountain Community College has launched training and certification programs as well as developed scholarship opportunities with Microsoft, the City of Avondale, and TSMC, just to name a few. These partnerships allow industry experts to assist us with building curriculums that will make our students job-ready upon program completion, and oftentimes, our partners provide funding to help us remove the tuition barrier that may prevent some students from taking advantage of these opportunities."*

**Rey Rivera, Ed.D.**

**ESTRELLA MOUNTAIN COMMUNITY COLLEGE**



**36%**

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



**32%**

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



**34%**

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



**32%**

of the Information Tehnology workers in Maricopa County live in the West Valley.



**45%**

of the Construction workers in Maricopa County live in the West Valley.



**45%**

of the Logistics workers in Maricopa County live in the West Valley.





**TARGET INDUSTRIES**

- Advanced Business Services
- Advanced Manufacturing
- Aerospace/Aviation
- Construction
- Healthcare
- Information Technology/Cyber
- Logistics/Supply Chain Management



**TOP TARGET INDUSTRY EMPLOYERS**

Employer	Jobs
Banner Health	7,782
Luke Air Force Base	7,450
Amazon	7,011
American Express	3,951
Grand Canyon University	3,840
United Parcel Service	2,901
Pinnacle West Capital Corp.	2,410
Abrazo Healthcare	2,313
Petsmart	1,732
Honor Health	1,694
FedEx	1,385
Shamrock Foods Co.	1,340
Swift Transportation Co. Inc.	1,162
Triwest Healthcare Alliance	1,027
Midwestern Univerity	905
Humana Inc.	874

Source: MAG Employer Database 2020



“There are a lot of one-off efforts in this space with positive intentions, but it’s less efficient than if we were to truly all come together and rally around some of the workforce development efforts that are out there,” he says. “Organizations like WESTMARC and what they’re doing with West Valley Pipeline is critical.”

*CJ Williams, Assistant Director, Workforce Development Division-Maricopa County Human Services*

“I’ve had the opportunity to work nearly 40 years throughout Arizona in the private, municipal, and non-profit sectors in economic and community development and civic engagement. WESTMARC’s philosophy and practice of collaboration across sectors and communities is one of their hallmark traits and a requirement for long term and sustained success. They are masterful in execution. Leaders are brought together to resolve regional issues, collective assets are celebrated and touted, and a bright future for all are top of mind. For an organization to listen to stakeholders and to use data in decision-making takes exceptional skill. WESTMARC excels at all of these.”

*Evelyn Casuga, Director of Community & Economic Prosperity, Center for the Future of Arizona*

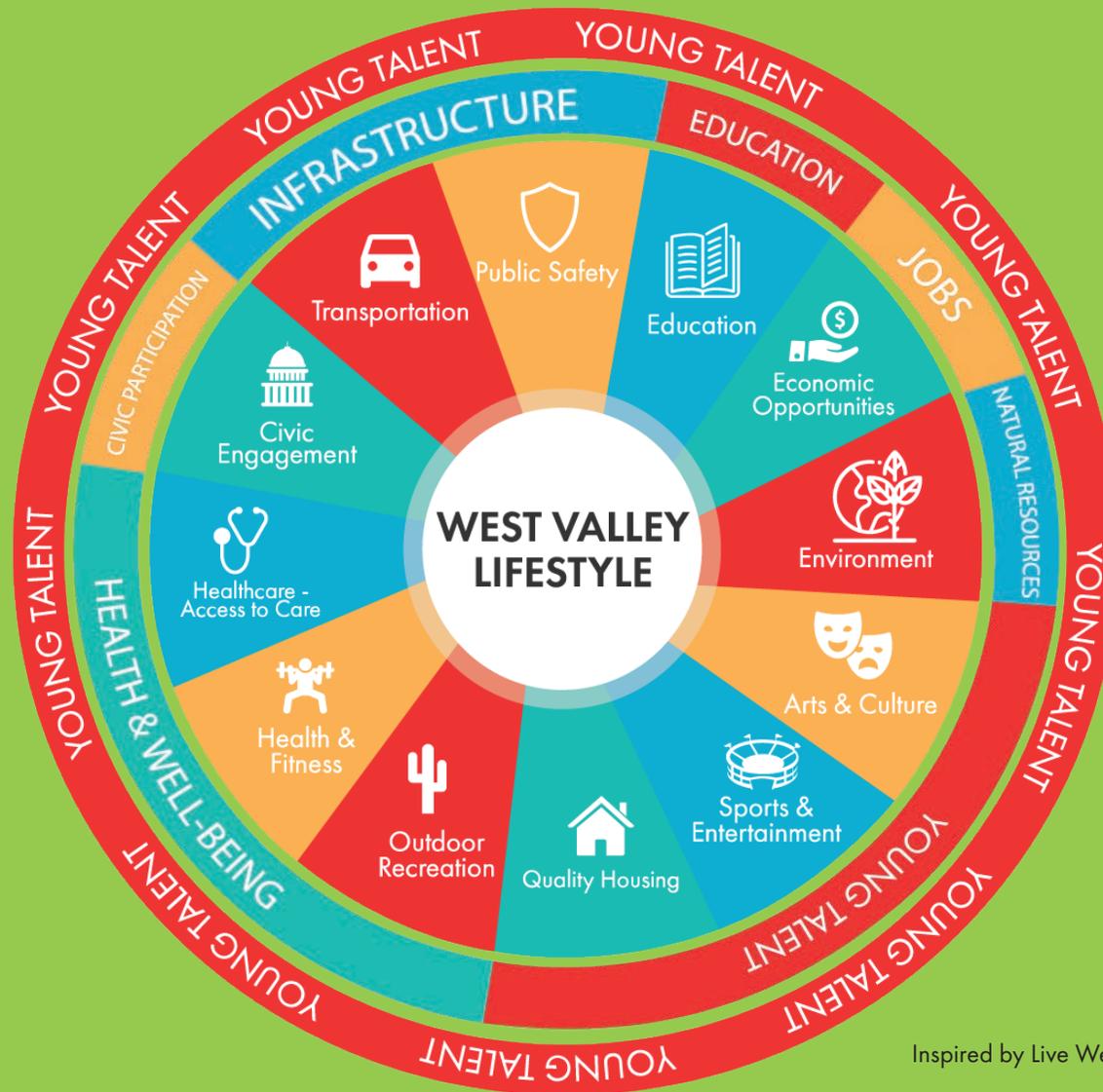
**WESTMARC is the regional hub to impact positive change in the West Valley!**

**WESTMARC KEY PRIORITIES**

- Promote the West Valley
- Enhance Economic Development
- Increase Member Value

# The West Valley

*15 Communities..One Voice*



Inspired by Live Well Arizona

# Experience The West Valley

*Greater Phoenix, Arizona*

## 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



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Sintra Hoffman  
President and CEO

**[www.westmarc.org](http://www.westmarc.org)**



As part of our ongoing  
commitment to the community,  
APS is proud to provide  
the printing of this brochure.

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