

STRATEGIC PLAN 2023-2029



WESTMARC

15 Communities... One Voice

A large, stylized compass rose with eight points, rendered in a metallic blue color. It is set against a background of binary code (0s and 1s) and a circular pattern resembling a clock face. A large, white, stylized 'W' is positioned to the left of the compass rose.

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 1.8 million residents ranging from established corporate executives to an up-and-coming millennial workforce. The median age is 34.6 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. The West Valley's 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 West Valley 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 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



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EXECUTIVE COMMITTEE



Chair

John Howard
Partner
Quarles



Chair Elect

Bridget Schwartz Manock
Director, Public Affairs
Central Arizona Project



Secretary

Courtney Ophaug
CEO
Banner Estrella



Treasurer

Sebastian Porchini
Senior Vice President
FirstBank

Officers

Chair – Jonathan Howard, Partner – Quarles

Chair Elect – Bridget Schwartz Manock, Director, Public Affairs– Central Arizona Project

Secretary - Courtney Ophaug, CEO - Banner Estrella

Treasurer – Sebastian Porchini, Senior Vice President, FirstBank

Members

Dr. Joshua Baker, Senior Vice President and Chief Academic Officer - Midwestern University

Ron Castro, West Valley Bank President - BNC National Bank

Latasha Causey, President - Phoenix Raceway

Rick Dircks, Executive Vice President - Dircks Moving & Logistics

Hans Driessnack, CEO - Abrazo West Campus

The Honorable Ann Donahue, Councilmember - City of Litchfield Park

The Honorable Patrick Duffy, Councilmember - City of Surprise

The Honorable Betty Guardado, Councilmember - City of Phoenix

Bobbi Magdaleno, Executive Director, Government & Community Engagement - ASU

The Honorable Ray Malnar, Councilmember– City of Glendale

Michael Martin, Director of Economic Development, - APS

The Honorable Joe Pizzillo, Mayor - City of Goodyear

Neil Terry, Partner - Orcutt | Winslow

Executive Advisory Committee

Joe La Rue, President & CEO - Sun Health

Herman Orcutt, Founder - Orcutt | Winslow (Retired)

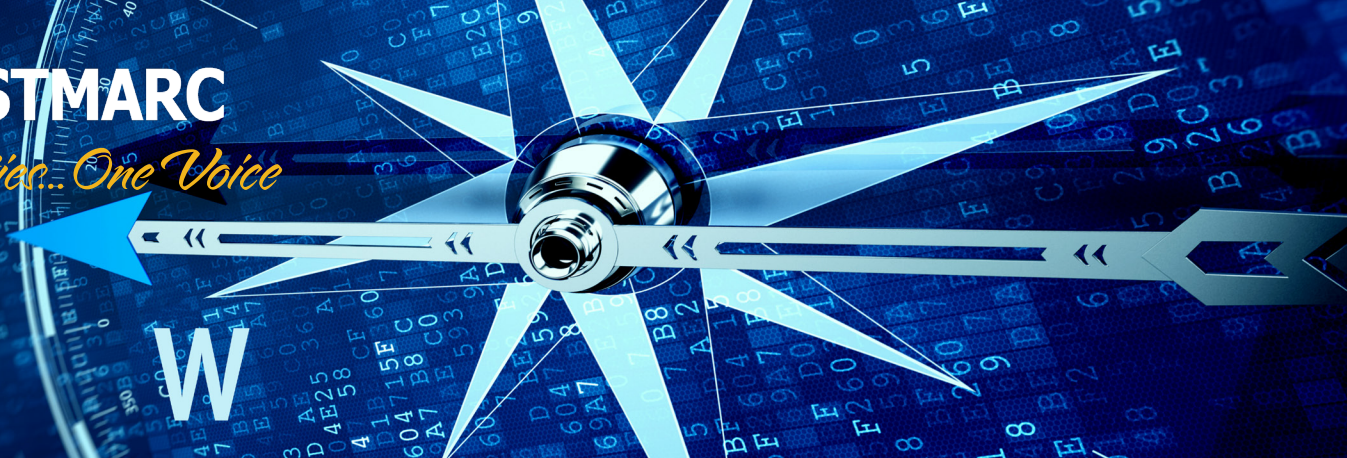


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INTRODUCTION & PURPOSE

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 25 years, 49.5% 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 held a Strategic Planning Retreat in November of 2022, 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. In doing so, strategies are being developed to enable all communities and sectors of WESTMARC to speak with one united voice.

WESTMARC MISSION

WESTMARC serves the West Valley of the Greater Phoenix Metro to position the region for economic development, job growth and quality of life.

WESTMARC GOALS

- Promote the West Valley with one united voice for economic growth
- Position the West Valley for economic vitality and strategic business attraction
- Engage in and support growth related infrastructure investments
- Promote and engage in enhancing the West Valley quality of life and education growth
- Enhance member value and engagement

OUR IMPACT

The work that WESTMARC and our members do daily impacts almost every industry in this country, which in turn benefits both your business and the community at large. We hope you join our team and invest in our organization because you are not just investing in another non-profit, you are strengthening the economy, creating jobs and shaping our region's future.



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, AZ Big Media, Times Publications, the Arizona Republic and other print, podcast 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. These powerful platforms have 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 a resource for stakeholders seeking information on regional data, opportunities for engagement, updates on the regional workforce development strategy, special events, and programs.

West Valley Marketing Collaborations

West Valley community, business, and education sector partners who have 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.



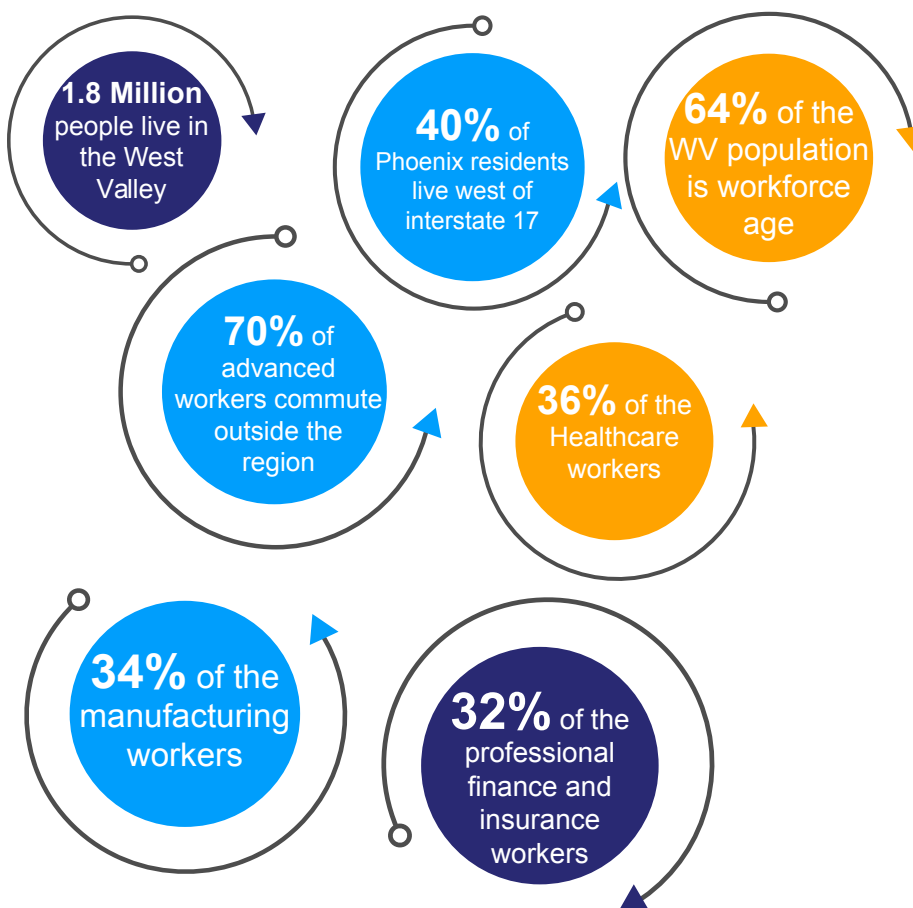
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PROMOTE THE WEST VALLEY

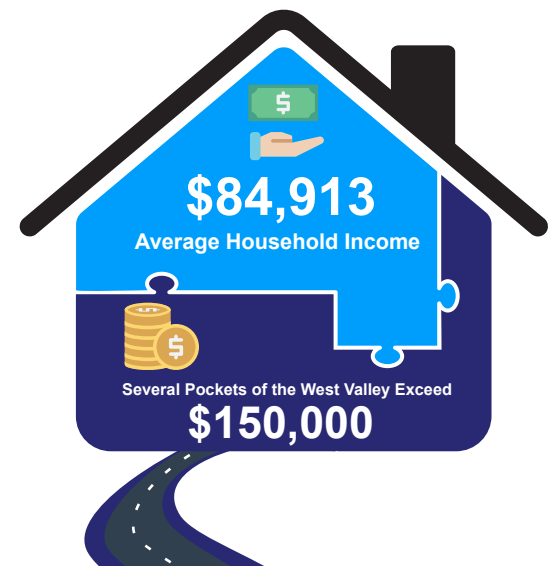
PERFORMANCE MEASURES

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.



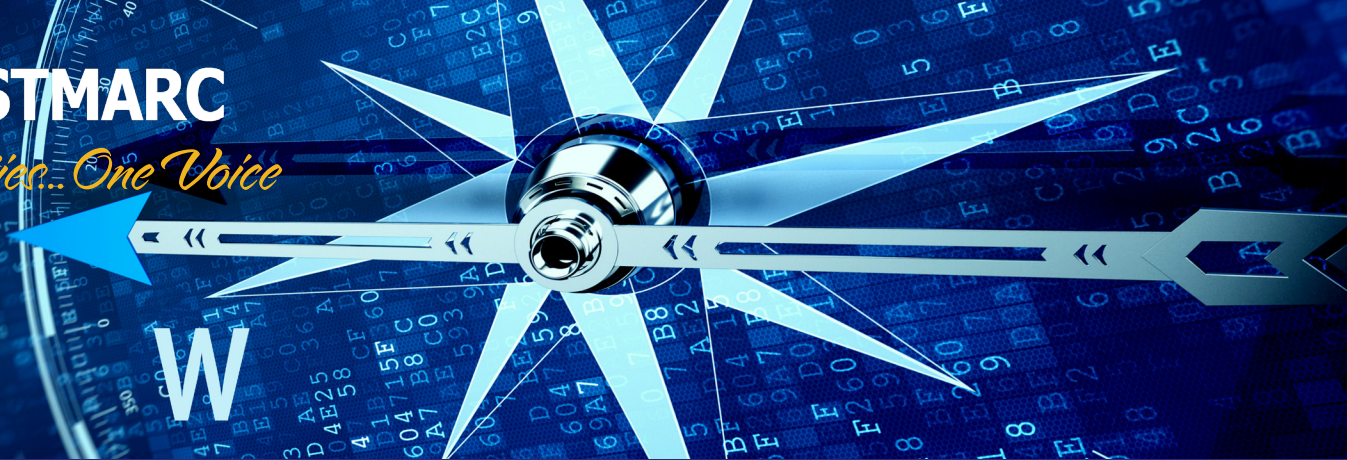
Projected Population Growth

Year	Population
2020	1,762,891
2025	1,966,367
2035	2,379,484



* % of Maricopa County Workforce live in the West Valley

Source: 2021 American Community Survey/ Maricopa Association of Governments

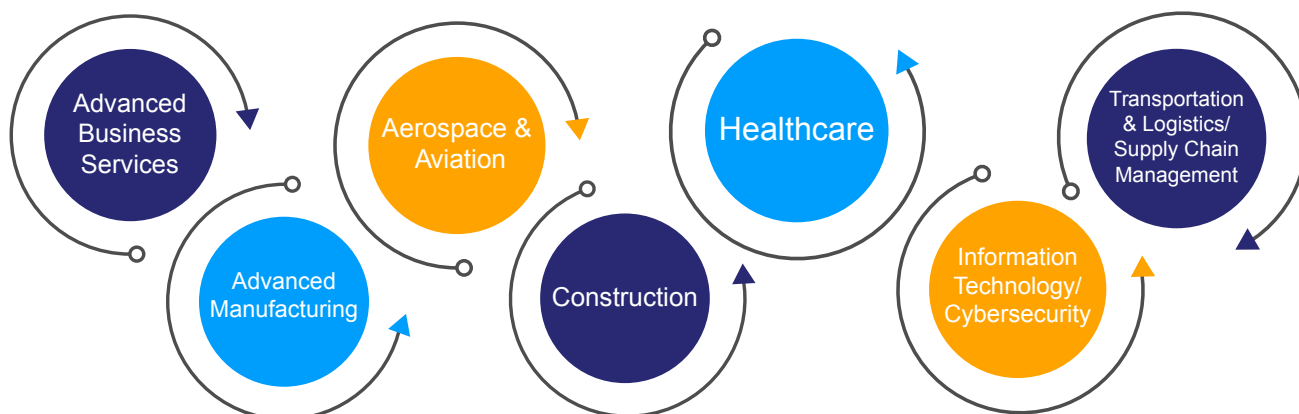


ENHANCE ECONOMIC DEVELOPMENT

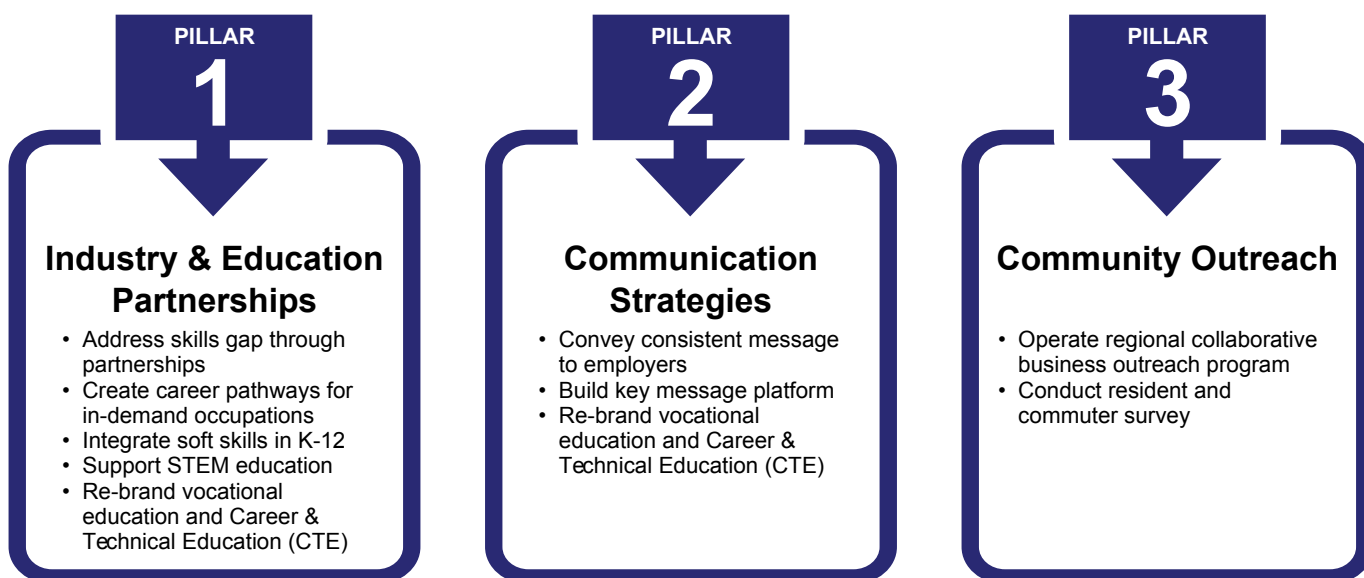
Growing the West Valley's Workforce

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 five 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. West Valley Pipeline 2.0 (next 5-year plan) will be completed by the end of 2023, in collaboration with regional stakeholders including elected officials, economic developers, commercial brokers, education, industry and workforce development professionals.

7 TARGET INDUSTRIES



WEST VALLEY PIPELINE STRATEGIES & GOALS



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ECONOMIC DEVELOPMENT PARTNERS

Director of Regional Workforce Development

WESTMARC created a new, full-time permanent position, the Director of Regional Workforce Development, to further implement the goals and strategies of WVP. Current initiatives include:

- Regular meetings with stakeholder groups to understand current and emerging workflow needs and capacities
- Developing a Workforce Workgroup to coordinate regional workforce development efforts
- Holding Industry Employer Collaborative discussions with businesses in target industries
- Launching a Workforce Success webinar series
- Creating a Business Resource Guide and updating the West Valley Workforce webpage on the WESTMARC website
- Providing regularly updated data reports on economic, industry, and occupation trends

Center for the Future of Arizona Pathways to Prosperity Program

The Center for the Future of Arizona (CFA) Pathways to Prosperity program reimagines how education and workforce systems meet state and regional talent needs and prepare young people for careers. WESTMARC works closely with CFA to explore how employers, leaders in K-12 and postsecondary education, and policymakers can better connect to build a future that works for Arizona. Additionally, CFA provided the infrastructure for the WESTMARC Quality of Life scorecard.

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 pathways 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)

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. 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

Andersen Windows & Doors, Ball, Conn Inc, Cookson, Dicks Sporting Goods, Five Below, KorePower, Mark Anthony Brewing, Michael Lewis Company, Nestle, Quetico, Rauch, Red Bull, REI, Ross, SubZero, and UPS.



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.



Hiking



Cardinals Football



Lake Pleasant

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.



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ENHANCE ECONOMIC DEVELOPMENT

PERFORMANCE MEASURES:

1. Collect, organize and communicate data and information that demonstrates the West Valley's workforce for business attraction.
2. Create West Valley Pipeline Workforce Development Strategy 2.0 to keep pace with current, changing and future workforce needs.
3. Increase partnerships and connections between industry and education.
4. Promote the West Valley quality of life by marketing and highlighting regional entertainment, sports, arts/culture and natural environment assets.
5. Actively engage in conversations and groups to support and facilitate infrastructure investments to meet the needs of the growing community.
6. Increase West Valley presence in statewide and regional economic development activities through partnerships with the ACA and GPEC.
7. Increase media exposure by 20% through new partnerships and mediums.
8. Develop and engage in legislative initiatives (Annual Legislative Agenda) that supports the region's growth and members success. Build and sustain relationships with state and federal elected officials.
9. Demonstrate the necessity of workforce support for in-demand, high wage employment.



Vai Resort



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 newsletters, social media such as Facebook, Twitter, Instagram and LinkedIn. These popular options allow for timely dissemination of information to members.

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.



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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 will facilitate 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 nine 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 has inventoried 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. In 2023 the committee developed and implemented the interactive tool: West Valley Quality of Life Scorecard.

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.

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INCREASE MEMBER VALUE

WESTMARC SIGNATURE 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 Hobbs to share her 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 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 Healthcare Summit - June

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

Annual Legislative Breakfast - July

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 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 - October

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.

Annual Technology Summit - November

Technology has always been transformational in our daily lives. Following the pandemic. It's important for us to find innovative ways to do business. The West Valley continues to thrive and find innovative ways to support modern economy growth.

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.
6. Revise WESTMARC website for improved member and community exposure.

We Bring Key Information to You:

West Valley Hot Topics Webinar Series

West Valley Workforce Success Webinar Series

Data is the New Currency:

JobsEQ - Labor Market Research

Lightcast - Labor Market Analytics

Why West Valley Report

Ambassador Program:

Become a WESTMARC Ambassador - Share the benefits of the West Valley Network



REGISTER TODAY!

West Valley Workforce: Wins, Next Steps & Ongoing Regional Collaboration

As we head toward the end of year 5 of implementation of our five-year regional workforce strategy, West Valley Pipeline, join us to learn about key wins and next steps for the 2.0 plan.

June 21 - 12:00pm - 1:00pm
Via Zoom



West Valley Success Series

Untapped Talent: Expanding the Labor Pool

March 15, 2023
12:00pm - 1:00pm
Via Zoom

Sponsored by:



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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

Jonathan Howard, Partner - Quarles

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

Courtney Ophaug, CEO - Banner Estrella

Sebastian Porchini, Senior Vice President - FirstBank

Dr. Joshua Baker, Sr. Vice President and CAO - Northwestern University

Ron Castro, West Valley Bank President - BNC National Bank

Latasha Causey, President - Phoenix Raceway

Rick Dircks, Executive Vice President - Dircks Moving & Logistics

Hans Driessnack, CEO - Abrazo West Campus

Honorable Ann Donahue, Councilmember - City of Litchfield Park

Honorable Patrick Duffy, Councilmember - City of Surprise

Honorable Betty Guardado, Councilmember - City of Phoenix

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

Honorable Ray Malnar, Councilmember - City of Glendale

Mike Martin, Director of Economic Development - APS

Honorable Joe Pizzillo, Mayor - City of Goodyear

Neil Terry, Partner - Orcutt | Winslow

Joe La Rue, President & CEO - Sun Health

Herman Orcutt, Founder - Orcutt | Winslow (Retired)

Claire Agnew, Chief Financial Officer - Valleywise Health

Jackie Aragon, Division V. P., Quality and Patient Safety - Dignity Health

Mike Bean, CEO - Desert Diamond Casino

Honorable Jason Beck, Mayor - City of Peoria

Freddie Bracamonte, Partner - H&B Builders

Marsha Brown, V.P. Distribution, SW Region - Copperpoint Insurance Companies

Ron Campbell, Sr. Director of Ticket Sales - Arizona Cardinals

Matt Clark, Director of State & Local Government Affairs - Verizon

Jessica Dresang, Vice President - Carollo Engineers

Diego Espinoza, Government Relations - SRP

Haley Fagerlie, AVP, Industry Relations & Strategic Planning Partnerships - Grand Canyon University

Stephanie Fogelson, Vice President Account Manager - First American

Dr. Roger Freeman, Superintendent - Littleton Elementary School District

Parker Froehlich, Sr. Project Manager - Coe & Van Loo

Bobby Ghisolfo, SVP Mission Services - Goodwill of Central and Northern Arizona

Jill Hegardt, Senior V.P. Entitlements, Legal Compliance, Public Affairs - DMB

Honorable Clay Goodman, Councilmember - City of Buckeye

John Graham, Chairman & CEO - Sunbelt Holdings

Alberto Guardado, General Manager - Republic Services

Honorable Alexis Hermosillo, Mayor - City of El Mirage

Honorable Michael LeVault, Mayor - Town of Youngtown

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

Lourdes Peña, Public Affairs Advisor - TriAdvocates

Honorable Mike Pineda, Vice Mayor - City of Avondale

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

Dr. Rey Rivera, President - Estrella Mountain Community College

Honorable Juan Rodriguez, Mayor - City of Tolleson

Honorable Rebecca Rovey, Councilmember - Town of Wickenburg

Honorable Tommy Lee Sikes, Mayor - Town of Gila Bend

Jeff Stuck, Vice President of Operations - EPCOR

Eric Swart, Regional Enterprise Sales Director - Lumen

Mike Theile, Managing Director Commercial Banking - CrossFirst Bank

Roger Theis, Director of Development - Brookfield Properties Development

Stephen Weltsch, Assistant Superintendent West-MEC

Ex-Officio Board Members

Honorable 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

Director Emeritus

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

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WESTMARC MEMBERS

Business Community

Abrazo Health
 Agate Construction Inc.
 APS
 Ardura
 Arizona Cardinals
 Arizona Coyotes
 Arizona Gateway Logistics
 Arizona Sports & Tourism Authority
 Banner Health
 Bell Bank
 Blue Cross Blue Shield of AZ
 BNC National Bank
 BNSF Railway Company
 Bowman Consulting Group
 Brightworks Consulting
 Brookfield Residential (Arizona) LLC
 Carefree Partners Investments
 Carollo Engineers, Inc.
 CBRE
 Chase Bank
 Cigna Healthcare
 City of Hope
 CivTech
 CLAYCO
 Coe & Van Loo Consultants, Inc
 Colliers International
 Commerce Bank of Arizona
 Copper Springs Hospital
 Copperpoint Mutual Insurance Co.
 CORE Construction
 Corporate Interior Systems
 Credit Union West
 CrossFirst Bank
 DeRito Partners, Inc.
 Desert Diamond Casino & Entertainment
 Deutsch Architecture Group
 DEVHAWK LLC
 Dignity Health
 Dircks Moving and Logistics
 DMB
 Dominion, Inc.
 Dorn Policy Group
 DPR Construction
 Economic Incentives Advisory Group
 El Dorado Holdings, Inc.
 EPCOR Water
 EPS Group Inc.
 Estrella Development Company, LLC
 Evolve Ventures, LLC
 FCI Constructors, Inc.
 Fenagh Engineering
 First American Title Insurance Company
 FirstBank

Globe Corporation & Subsidiaries
 GMMT
 Greenberg Traurig, LLP
 H & B Builders, LLC
 Haydon Building Corp.
 HDR
 Heart & Soul Marketing
 Hensley
 HighGround, Inc.
 HILGARTWILSON, LLC
 Horizon Strategies
 HyRel Technologies
 Invenery LLC
 IRIS USA, Inc.
 JLL
 Kwikom
 Land Advisors Organization
 Law Enforcement Specialists
 LeBaron & Carroll, LLC
 Lincoln Property Company
 Lumen
 Mangat Investment, LLC
 Merit Partners
 Microsoft
 Mortenson
 MSS Business Transformation Advisory
 Nathan & Associates
 National Bank of Arizona
 Opus Development Company, LLC
 Orcutt Winslow Partnership
 Pacific Office Automation
 Paloma Ready Mix
 PHOENIX INTERNET
 Phoenix Raceway
 Phoenix West Commercial
 Piper Sandler & Co
 Public Square
 Quarles
 Reliance Management
 Republic Services
 Residence Inn Phoenix West/Avondale
 Rexco, LLC
 SimonCRE
 Skanska USA Building
 State Farm Stadium - SMG
 Stifel, Nicolaus & Co. Inc.
 Sun Health
 Sunbelt Holdings
 Sunbelt Investment Holdings Inc.
 Sundt Construction, Inc.
 Sunflower Bank
 Swire Coca-Cola, USA
 The Howard Hughes Corporation
 Topgolf Glendale

Tract Manger Company, LP
 Triadvocates LLC
 TSMC AZ Corp.
 Universal Health Services
 USAA
 Valleywise Health
 Venn Companies
 Verizon
 Vistancia Development LLC
 Weis Builders, Inc.
 Weitz
 WeSERV
 Wigwam Arizona
 Wildlife World Zoo, Aquarium & Safari Park
 Wyyerd Fiber

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 Wickenburg
 Town of Youngtown
 Valley Metro

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 College
 Frist Things First
 Franklin Pierce University
 Glendale Community College
 Glendale Elementary School District #40
 Grand Canyon University
 Great Hearts Academies
 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
 Valley Schools Management Group
 Washington Elementary School District
 - Glendale
 West-MEC

Government

AZ Commerce Authority
 Central Arizona Project
 City of Avondale
 City of Buckeye
 City of El Mirage

Champions (Individual Members)

Bill Vandenbosch
 Herman Orcutt
 Kathy Knecht
 Lisa Atkins

Non-Profits

A New Leaf
 American Council of Engineering
 Companies of Arizona
 Arizona Board of Regents
 Arizona Broadway Theatre
 Benevilla
 Big Brothers Big Sisters of Central AZ
 Boys & Girls Clubs of the Valley
 Cactus League Baseball Association
 Career Connectors
 Center for the Future of Arizona
 Chicanos Por La Causa, Inc.
 Goodwill of Central & Northern Arizona
 Homeless Youth Connection
 HonorHealth Foundation
 Hope Community Services
 HOT Community Foundation
 Mission of Mercy
 Mother's Against Drunk Driving-MADD AZ
 New Pathways for Youth
 Northwest Valley Connect
 Northwest Valley YMCA
 Phoenix Children's Hospital (2020)
 Phoenix Children's Hospital Foundation
 Royal Oaks Retirement Community
 Southwest Lending Closet
 Vitalyst Health Foundation
 West Valley Arts Council
 WHAM Art Association
 White Tank Mountains Conservancy



WESTMARC

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



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Western Maricopa Coalition

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