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CITIES AND TOWNS HELP FUEL ARIZONA’S ECONOMY

PHOENIX (May 10, 2013) – With Arizona’s economy growing again, cities and towns are proving themselves vital to the state’s future prosperity. The signs of momentum are everywhere, from rural small-town to large, urban and suburban communities.

The cities and towns are trumpeting new medical and health centers, nationally recognized tourism attractions, double-digit job growth and educational facilities, just to highlight a few areas of economic development.

“Economic development starts at the municipal level. That’s where companies and entrepreneurs look for development and expansion opportunities,” said Clarkdale Mayor Doug Von Gausig, president of the League of Arizona Cities and Towns. “Cities and towns are, and have been, open for business. This type of environment is what is helping drive Arizona’s economy forward.”

Here are some recent highlights and economic development success stories for Arizona cities and towns:

- **Goodyear**: The number of jobs at the city’s major employers has grown by about 60 percent (or 3,040 jobs to 4,881 jobs) from 2008 to 2012. Other highlights in the West Valley city include the January opening of a 600,000-square-foot Dick’s Sporting Goods warehouse and the announcement of a $35 million Macy’s online distribution center. The West Valley Hospital also is undergoing a $10 million expansion, and the Cancer Treatment Centers of America is expected to increase its workforce by 400 in the next three years.
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- **Queen Creek**: Two major developments are contributing to the town’s growing economy. The 21,000-square-foot Banner Health Center Queen Creek building opened May 1, offering residents a mix of primary care services. Additionally, the Communiversity @ Queen Creek, a regional support center for students seeking certificates and higher-education degrees, broke ground in January.

- **Scottsdale**: Last month, the city was the site of a major business expansion: ZocDoc, a New York-based company that connects patients with medical providers, and allows them to instantly book appointments online. The company, which logs millions of users each month, plans to hire 650 employees over the next three years at the Scottsdale IT and software development center.

- **Sedona**: The home of inspiring red-rock panoramas was recently named on Fodor’s “10 Best Small Towns in America” list. The editors cited the natural beauty of Sedona, as well as its hiking, mountain biking, shopping, gourmet restaurants and hotel accommodations.

- **Mesa**: Since January 2012, Mesa has announced the addition of five new private liberal arts colleges and universities – Albright College, Benedictine University, Upper Iowa University, Westminster College and Wilkes University. Enrollment projections over the next five years are estimated into the thousands of students.

- **Marana**: The town implemented two policies last year to reflect the initiatives of its strategic plan, the first of which was a joint venture between the Marana Chamber of Commerce and town management to collaborate on a business retention program that involved onsite contacts with more than 600 businesses. The second policy addressed the town’s economic development initiatives through the Marana Job Creation Incentive Program, which was amended in November to broaden the program and reduce the requirements from a $2 million investment and 25 new jobs to a $1 million investment and 10 new jobs (salary of $40,000 a year or more). The result? An event better environment for local businesses to thrive.

- **Cottonwood**: The city of Cottonwood took economic downturn as an opportunity for tourism. The city has since received the Governor’s Award for Innovative Economic Development in 2012, as well as the Governor’s Tourism Award for Innovative Marketing. Recently, the Verde Valley, of which Cottonwood is a part, received recognition by Lonely Planet as one of the top 10 U.S. travel destinations for 2013. The city’s tourism efforts are creating better jobs and a better quality of life for their community.

- **Peoria**: The newly located Trine University in the city of Peoria recently announced it would be hiring university professors – one more example of how economic development agreements between cities and the private sector can generate high-paying jobs. The campus will increase the

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area’s higher education and community education opportunities, and also support economic development and job growth. Trine University anticipates that by the end of its fifth year in Peoria, the university will have created 16 full time administrative, and 1,479 part-time adjunct faculty jobs with a payroll of $28 million.

- **Flagstaff**: The city’s economic development staff and Economic Collaborative of Northern Arizona (ECoNA) are working hard to market and attract business while supporting responsible growth. The city has a new imaging campaign that uses market analysis tools to statistically show the power of their market, offering site tours to business owners interested in learning more about Flagstaff’s business climate.

**About the League:**

The League of Arizona Cities and Towns is a voluntary association of all the 91 incorporated cities and towns in the state of Arizona. It provides policy and legislative advocacy, information and inquiry services, along with publications and educational programs to strengthen the quality and efficiency of municipal government. It was founded in 1937 to serve the interests of cities and towns and to preserve the principles of home rule and local determination. For more information, visit [www.azleague.org](http://www.azleague.org).

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