



# 2008 STRATEGIC DIRECTION

## MISSION

“A coalition improving business and quality of life in the East Valley”.

## PURPOSE

The East Valley Partnership is a regional coalition of community, business, educational and government leaders whose goal is to provide leadership and support in specific areas to improve business and quality of life in the East Valley.

## CURRENT FOCUS AREAS AND COMMITTEE GOALS

Committee goals are organized into a primary goal and additional secondary / continuing efforts.

### ECONOMIC DEVELOPMENT

*Primary:* **Serve as an economic development facilitator for the East Valley.**

*Secondary / Continuing Efforts:*

- Collaborate with the local and regional economic development boards, state, regional, and local chambers, Arizona Department of Commerce, and other economic development interests to align regional economic development strategies and assist in growth of high wage industries and employment.
- Actively support foundational improvements in areas that highly impact the region (such as transportation, education and taxation) and encourage elected officials to adopt business-friendly policies.
- Provide leadership and oversight for the annual East Valley Profile and develop a long range-multi-year plan for the East Valley Economic Forum in conjunction with partners.
- Assist with informing elected officials of key economic development issues in the East Valley.
- Promote a connection between economic development, workforce development, and training/education efforts.

### EDUCATION

*Primary:* **Support ‘P-20’ efforts for superior achievement and employment preparedness.**

*Secondary / Continuing Efforts:*

- Sustain the implementation and development of an East Valley strategy for achievement of Prop. 203 “First Things First.”
- Support a seamless connectivity between the EVP Education Committee and the East Valley Think Tank, which will strengthen collaboration with East Valley K-12 school districts and Maricopa Community Colleges, and Arizona State University.
- Lobby for protection of base funding and full funding of enrollment growth in the East Valley.
- Facilitate East Valley appointments to the Arizona Board of Regents and other educational posts.

## FINANCE & ADMINISTRATION

**Primary: Develop a plan for continuity in the role of the Treasurer, despite transitions at term completion, to ensure transfer of institutional memory and continued effectiveness.**

*Secondary / Continuing Efforts:*

- Continue oversight to ensure financial strength of the organization.
- Recruit additional Finance & Administration Committee members.
- Support the implementation of a plan for overall broad-based board leadership development.
- Give oversight to staff expansion as necessary.

## GOVERNMENT RELATIONS

**Primary: Aggressively monitor and/or engage in legislative activities related to East Valley issues.**

*Secondary / Continuing Efforts:*

- Support foundational improvements of economic development in the East Valley (such as transportation, education and taxation policies).
- Support water resource management.
- Facilitate greater number of East Valley appointments to government boards and commissions to ensure strong East Valley representation.
- Support the League of Arizona Cities and Towns in their efforts to ensure all cities collaborate in their efforts to receive adequate municipal services.
- Support permanently eliminating the state equalization rate, which was temporarily suspended for tax years 2006-2008; and support rate reductions for business property, corporate income insurance premium, and personal income taxes in a way that promotes economic growth, capital formation and investment in Arizona.
- Support growth of Arizona's knowledge-based economy and a technology-friendly business climate that promotes innovation.
- Promote a "Choose to Compete" attitude that places a priority on funding statewide economic development initiatives.
- Continue to monitor emerging 2008 issues in the legislature.

## SUPERSTITION VISTAS

**Primary: Continue efforts to set a standard for the State of Arizona for a model of sustainable development, grounded in community values in the Superstition Vista Area.**

*Secondary / Continuing Efforts:*

- Serve as a facilitator to bring together area stakeholders with possible collaboration with Pinal Partnership and additional staff.
- Support high level planning efforts within the State Land Department to market its holdings.
- Give oversight and direction to fundraising to support the goals of the Superstition Vistas Steering Committee.

## TRANSPORTATION

**Primary: Promote and advocate transportation priorities in the East Valley, recognizing transportation is an essential component to our economy and quality of life.**

*Secondary / Continuing Efforts:*

- Advocate and support the Statewide Coalition's goals in their efforts to:
  - Secure \$500 million in additional short term funding to pay for statewide transportation needs. These needs include acceleration of projects, congestion reduction, and the elimination of bottlenecks and choke points.
  - Establish a process and timeline involving the Legislature, Executive leadership, ADOT, Councils of Governments, and Metropolitan Planning organizations to be approved by the legislature to develop a statewide transportation improvement plan by May 31, 2007.
  - Identify long-term funding requirements.
  - Place the comprehensive statewide transportation plan on the ballot for General Election 2008 or as soon as practically possible.
- Support the Statewide Coalition's foundation principles to ensure future transportation planning must accomplish the following goals:
  - Include new corridors that promote connectivity
  - Expand capacity to reduce congestion
  - Integrate use of multi-modal transportation solutions
  - Consider opportunities to increase our ability to transport goods and services
  - Build a better quality of life
- Identify privatization and Public Private Partnership options for legislative action.
- Work with the Arizona congressional delegation and state legislature to increase funding for transportation projects.

## WILLIAMS GATEWAY AREA

**Primary: Serve as facilitator to bring together area stakeholders and provide leadership in the implementation of the Williams Gateway Area ULI Study.**

- *Secondary / Continuing Next Efforts that EVP will help facilitate with the cooperation of area stakeholders:*
  - Facilitate the creation of a shared vision for the development of the area.
  - Develop a consolidated land use plan for the area.
  - Develop an area consolidated infrastructure plan (sewer, water, wastewater, power, fiber optics, wireless connections and etc.).
  - Create an area multi-modal transportation plan.
  - Engage the education community to lead the acceleration of high tech employment.
  - Promote valley enterprises to support the Williams Gateway Airport becoming a comprehensive international cargo/logistics center and passenger service airport.
  - Facilitate greater cooperation between the Williams Gateway Airport and the surrounding airports.
  - Engage the East Valley healthcare industry acceleration.
  - Develop an area strategy for quality resorts and conference center hotels.
  - Develop a comprehensive area marketing and branding strategy.
  - Establish available and future options to finance infrastructure and transportation.