



**PAYSON REGIONAL
ECONOMIC DEVELOPMENT
CORPORATION**

Town of Payson

**Key Contributions of Payson Regional Economic Development
Corporation toward meeting the Economic Development needs**

Spring 2008

MAY 01 2008 D.6

PO Box 1771 • 600 S. Green Valley Pkwy. • Payson, AZ 85547
Phone 928.468.6659 • FAX 928.468.8197
E-mail info@paysonecon.org • Website www.paysonecon.org



PAYSON REGIONAL
ECONOMIC DEVELOPMENT
CORPORATION

May 1, 2008

Town of Payson Mayor and Council
303 North Beeline Highway
Payson, Arizona 85541

Dear Mayor and Council:

This letter describes the key contributions of Payson Regional Economic Development Corporation toward meeting the economic development needs for the Town of Payson. The execution of these initiatives is in exchange for the amount of \$53,000 during the period of July 1, 2007 to June 30, 2008.

The identification of these initiatives is the result of a variety of inputs: a) the 2007-2008 PREDC Annual Plan; b) the Town of Payson Strategic Plan for 2007-2008; c) the Focused Future II Strategic Plan for Economic Development; and d) input from Town leadership and staff.

The key areas include:

1. **Business Retention and Expansion.** PREDC continues to do the following major tasks:
 - Make direct contact with prospective new businesses for the Town of Payson,
 - Serve as the “sales” component of the newly devised economic development team – Tourism and Economic Vitality, Rim Country Chamber of Commerce and Small Business Development Center
 - Develop new measuring tools for existing business retention/satisfaction

Results:

Since completion of PREDC’s first “Building Bridges to Business (B3) Study” – Business Retention Report changes have occurred in our national and local economy. In an effort to stay abreast of the local business environment more recent and on-going studies have been completed to monitor changes and understand other elements of the Payson community/region.

Subsequent to its initial B (3) study, PREDC has produced three more reports that will directly impact the understanding of the business environment in the Town of Payson:

- A. **“Building Bridges to Business” – Tourism, Services and Retail Business – Business Attitudes and Perceptions.**
- B. **The Workforce of Payson, Arizona 2007: Analysis A Report of the Payson Regional Economic Development Corporation**
- C. **Report on the findings of the Payson Area Retail & Health Care Usage Survey. Listening Sessions: Results from a study regarding: What About Town Services is Working Well for You? What can Be Improved?**
- D. **Implement a business recognition program**

PO Box 1771 • 600 S. Green Valley Pkwy. • Payson, AZ 85547
Phone 928.468.6659 • FAX 928.468.8197
E-mail info@paysonecon.org • Website www.paysonecon.org

The 2nd annual "Rim Country Business Awards has been scheduled for May 29, 2008. Planning is well underway and the anticipated attendance and award nominations will increase from last year.

E. Update the survey instrument used when obtaining a business license in the Town of Payson.

This document tracks the number of new businesses and provides follow up to aid in retention.

F. Web site geared towards business data and site location.

An updated website and software program geared specifically to business development and to maintain an up-to-date inventory of available land, offices, buildings, and other space for lease or sale. Potential site selection companies and their clientele will be able to identify information about the Payson community to assist in matching their business with the appropriate location.

G. Business Expansion

PREDC works directly with approximately 30 to 50 **serious** business prospects for the Town of Payson on an annual basis and this is expected to increase in subsequent years.

H. Under the Town's newly re-organized economic vitality and tourism structure the so called "Big Four" – PREDC, Office of Tourism and Economic Vitality, Rim Country Chamber of Commerce and Tonto Apache Tribe, PREDC's role is that of direct interaction with business prospects and essentially "closing the sale!" PREDC continues to function as:

- Function as a local resource
- Assisting in locating sites and facilities
- Facilitate interaction with planning and permitting agencies.
- Assist with identifying labor force needs for the Town.
- Provide Consultations regarding marketing, operations, and expansion of business needs.

2. Focused Future Organizational Structure II. PREDC is to work with the partners to accomplish the following:

A. Continue the development of an organizational structure for implementation of the Revisited Focused Future.

• **Results:**

- This is an on-going item.

B. Meet with the organizations responsible for the implementation of the Focused Future II goals and strategies to address the organizational structure for implementation.

• **Results:**

- On-going meetings have been held with Chamber of Commerce, Office of Tourism and Economic Vitality, Community Development and Small Business Development Center.

C. Take a lead role in implementing the assigned goals and strategies. Assist, support, or coordinate with other agencies in their implementation as requested.

• **Results:**

- This task has been performed on an on-going basis through the other "deliverables" shown in this document.

3. Implementation of the Focused Future Goals and Strategies

A. Take a lead role in the implementation of goals and strategies.

- **Results:** See deliverable #2 above.

B. Assist, support or coordinate with other agencies in their implementation as requested.

• **Results:**

- See deliverable #2 above.

4. Main Street

A. Assist with any economic development projects in the Main Street/Green Valley Redevelopment District.

Results:

- PREDC Executive Director currently serves as the Chairman of the Green Valley Redevelopment Area Committee for the Town of Payson which encompasses Main Street.
- Assisted in the application for the renewed designation as "A Main Street Community."
- Made recommendation for consultant eventually hired to provide an updated Vision for Main Street through the ADOT Enhancement grant.
- Worked directly with consultant formulating recommendations and concepts.

5. Conduct the research and produce a report of the Building Bridges to Business (B3) study utilizing the Convention, Retail, Tourism, and Services (CRTS) format. Work cooperatively with the Chamber in the process and coordinate the release of these results with the study being conducted under the direction of the Chamber.

Results:

- Report has been completed and is being prepared for dissemination. This is in conjunction with a combined report of the recent retail "Leakage" study and the Payson Workforce study.

6. Town Committees and task forces. Participate in and coordinate with the Town committees and/or task forces on economic development as well as other task forces that impact the local economy. PREDC provides information, support and decision making.

Results:

- PREDC Executive Director currently serves as the Chairman of the Green Valley Redevelopment Area Committee for the Town of Payson.
- PREDC is currently working directly with the Design Review Committee as part of Green Valley Redevelopment Committee activities.

7. Event Center. Assist Town staff with the Event Center project as a piece of the tourism infrastructure for Payson's future.

Results:

- PREDC has met with Consultant (Dan Cleland) and Town staff (Rick Manchester and Cameron Davis) to make recommendations regarding site master plan.
- Additional meetings have been proposed for follow up.

8. Cooperate, coordinate and communicate efforts and information with Town staff. Respond to cooperative and coordinating efforts as well as communication from Town staff.

Results:

- See Quarterly Report for detailed listing of activities.

9. Provide quarterly updates of activities to Town staff, Mayor and Council, as requested.

Results:

- See March Quarterly Report and other previous quarterly reports.

10. Center for Renewable Technology

A. Resurrect the board and the interest in the proposed Center for Renewable Technologies

Results:

- On-going discussions with Gila County Supervisor Tommie Martin, regarding resurrecting CRT, and transferring approximately \$10,000 in funding left from previous efforts to expand PREDC's leadership.

B. Work with the State efforts to bring biotechnology to rural Arizona.

Results:

- On-going.

C. Measure the support for making Payson a "Green" community.

The funding provided by the Town of Payson will continue to allow PREDC to provide essential services to the Town and satisfy all the aforementioned areas as well as other activities, which contribute to the economic development of Payson and create an economically viable and livable community.

Sincerely,

Ken Volz
Executive Director

Pat Willis
President

Jan Parsons
Vice-President



**PAYSON REGIONAL
ECONOMIC DEVELOPMENT
CORPORATION**

Town of Payson

Quarterly Report

Spring 2008

PO Box 1771 • 600 S. Green Valley Pkwy. • Payson, AZ 85547
Phone 928.468.6659 • FAX 928.468.8197
E-mail info@paysonecon.org • Website www.paysonecon.org



P A Y S O N R E G I O N A L
ECONOMIC DEVELOPMENT
 C O R P O R A T I O N

1. PREDC will engage in activities that will stimulate business retention and expansion.

- **Eggs and Issues on a quarterly basis**
 - 1/23/08 – assisted and attended Eggs and Issues – Chris Mayes Corporation Commission speaking on “Alternative Energy Sources.”
 - 2/08/08 – met with John Stanton and Scott Flake. Re-established Eggs and Issues Committee and planned for upgrading program with sponsors, rotating locations, speakers and greater opportunities for networking and information gathering.
 - 4/28/08 – Meeting with Scott Flake and John Stanton. Purpose is to upgrade event to more frequent meetings and stronger business networking opportunities. Also changing name to “Business Buzz.”
- **PREDC and Rim Country Chamber Annual Business Awards Program**
 - 4/9/08 – Initial meeting of Rim Country Business Awards luncheon.
 - 4/16/08 Sent out general e-mail to people throughout Rim Country seeking support and attendance at PREDC Annual Business Awards Program.
 - 4/23/08 – Meeting on with Cory Houghton, John Stanton, Diane Enos, Russ Goddard and Cameron Davis.
 - 4/24/08 – Meeting with proposed awards vendors.
- **Individual business counseling and support.**
 - 1/21/08 – met with Gordon Whiting regarding “Amerilnn” hotel project. Discussed opportunities for incentives in the GVRA area (defer and waive fees).
 - 1/24/08 – discussion with owner of PostNet regarding Certificate of Occupancy permit and on-going Development Services issues.
 - 2/12/08 – Met with Jay Vagalatos to discuss expanding/consolidating his business, “Diamond star Communications.”
 - 2/14/08 – referred Jay Vagalatos to Ron Neilsen, Small Business Development Center.
 - 2/14/08 – discussed with Ron Neilsen the status of Karen Lloyd, “Kare Bears,” licensed child care center.
 - 2/15/08 – Contacted by Bruce Berres (developer of Conference Center Hotel and restaurant). Discussed prospects for financing and future prospects.
 - 4/8/08 Met and Toured Lonnie Tate, owner of C&K Hose LLC. He was interested in establishing a business in Payson. Continued follow-up includes providing additional information about the Town.
 - 2/08 – 4/08 – continued to pursue ST Microelectronics regarding re-locating their Sales and Marketing Division. Their final decision was to remain in Phoenix for its proximity to an international airport (Sky Harbor).
 - 4/1/08 – Initial contact with Lonnie Tate, C&K Hose LLC. Interested in a business in Payson.
 - 4/1/08 - additional contact with ST Microelectronics
 - 4/7/08 – Business prospect Richard Tomasetti
 - 4/7/08 – toured potential sites for Lonnie Tate as Payson’s “Skypark.”
 - 4/14/08 – Visited with Vince Radar at Oxbow Saloon to assist with on-going project.

PO Box 1771 • 600 S. Green Valley Pkwy. • Payson, AZ 85547

Phone 928.468.6659 • FAX 928.468.8197

E-mail info@paysonecon.org • Website www.paysonecon.org

- 4/18/08 – Follow up discussions with Lonnie Tate regarding proposed business in Payson.
- **Provide referrals and resources as needed.**
 - REDI grant implementation - Updating PREDC website – This provides site location and business statistics for the region.
 - 2/4/08 – Discussion with Cameron Davis regarding integrating website with Payson's tourism site.
 - 4/1/08 – Meeting with Michael Rose to lay out changes/upgrades to website.
 - 4/7/08 – Meeting with Michael Rose and Larry Gregory to review changes to website.
 - 4/14/08 – Meeting with Michael Rose and Larry Gregory to review changes.

2. Focused Future Organizational Structure

- Continue the development of an organizational structure for implementation of the Revisited Focused Future.
- Meet with the organizations responsible for the implementation of the Focused Future II goals and strategies to address the organizational structure for implementation.
- Keep minutes and records of accomplishments.

3. Implementation of Focused Future Goals and Strategies

- Take the lead role in implementing the assigned goals and strategies. (This should be made more specific regarding activities that impact directly on economic development).
- Assist, support, or coordinate with other agencies in their implementation as requested.

4. Main Street

- Assist with any economic development projects in the Main Street/Green Valley Redevelopment District.
 - 1/21/08 – met with Gordon Whiting to discuss “Amerilnn” hotel at Sawmill Crossing. The purpose was to overcome financial difficulties and identify incentives for GVRA area.
 - 1/3/08 - Chaired GVRA Committee
 - 2/05/08 – Chaired GVRA Committee. Reviewed progress of “ADOT Visioning Study” for Main Street.
 - 2/11/08 – met with Mike Amon regarding “Main Street Depot” project. Identify reasons project is not moving forward. Mike is tracking progress of Conference Hotel (Bruce Berres). Depot project will parallel progress of hotel/event center.
 - 4/1/08 – GVRA and Payson Design Review Board meeting discussion
 - 4/3/08 – Green Valley Redevelopment Area Committee meeting.
 - 4/7/08 – GVRA meeting with Jerry Owen.
 - 4/15/08 – Review of GVRA and Main Street Design Regulations.
 - 4/16/08 – GVRA Committee Special Meeting.
- Assist with retaining the designation as a Main Street community for purposes of grants and the success of the business guild.
 - 11/07 & 12/07 – assisted with submission for Main Street designation. Provide goals and other data for Main Street/GVRA.
 - 4/14/08 Met with Vince Radar, Oxbow Saloon Manager, to discuss progress of renovation and offer assistance from PREDC.
 - 4/15/08 Met with Hallie Overman-Jackman regarding Oxbow Saloon and Chilson project.
 - 4/16/08 GVRA meeting preparation for revision of Green Valley Redevelopment General Plan and Design Regulations.

PO Box 1771 • 600 S. Green Valley Pkwy. • Payson, AZ 85547
 Phone 928.468.6659 • FAX 928.468.8197
 E-mail info@paysonecon.org • Website www.paysonecon.org

5. Conduct the research and produce a report of the "Building Bridges to Business (B3)" study utilizing the Convention, Retail, Tourism, and Services (CRTS) format. Work cooperatively with the Chamber in the process and coordinate the release of these results with the study being conducted under the direction of the Chamber.

- 1/29/08 - The entry of all the data has now been completed. The files of data will be handed over to Dr. Gregory this week.
- 2/29/08 – scheduled completion date.
- Listed are the completion dates for the CRTS-B3: Data entry – 1/30/08; Data analysis- 2/8/08; Report Formatting – 2/12/08; graphing/table prep – 2/19/08; Draft – 2/25/08; Final report – 2/29/08.
- 2/20/08 – meeting with Larry Gregory regarding completion of study.
- 4/3/08 – Review of finished document and interpretation of results.
- 4/24/08 – Review of results, interpretation of documents and consolidating with results from May 2007 "Leakage Study" and "Workforce Study."

6. Event Center

- Assist Town staff with the Event Center project as a piece of the tourism infrastructure for Payson's future.
- 4/16/08 Meeting with Rick Manchester, Dan Cleland, Cameron Davis and etc. to discuss direction of project. Parks and Recreation office.

7. Center for Renewable Technology

- Resurrect the Board and the interest in the proposed Center for Renewable Technologies
 - 2/7/08 – Met with Larry Stephenson (Director of ECCO) to determine best procedure for resurrecting CTR. This included a background on the activities, resources and status of the existing CRT non-profit status.
 - 2/11/08 – met with Supervisor Tommie Martin, Assistant Jo Johnson and Larry Stephenson for an in-depth discussion regarding resurrecting CRT. Preliminary conclusion was to transfer CRT function to PREDC, including approximately \$10,000 in funding left from previous efforts.
 - 2/12/08 – Met with Tommie Martin as a follow up to previous day's meeting.
 - 4/1/08 – Meeting with Gila County and Northern Arizona Wood Products Association.
 - 4/15/08 – Meeting with Rick Manchester, Payson.
- Work with the State efforts to bring biotechnology to rural Arizona.
- Measure the support for making Payson a "Green" community.

8. Participate in taskforces as requested and implement taskforce recommendations when assigned.

9. Cooperate, coordinate and communicate efforts and information with Town staff. Respond to cooperative and coordinating efforts as well as communication from Town staff.

- 1/17/08 – met with Mayor Edwards, Debra Galbraith, and Cameron Davis regarding roles of OTEV, PREDC, Chamber and Community Development.
- 1/17/08 – PREDC took on "lead" role in proposed "Retail Study" to undertaken by the Town and PREDC. PREDC made recommendation to negotiate with "MapInfo."
- 1/28/08 – Initial contact with "Retail Consultant – MapInfo."
- 2/12/08 – Conference call with MapInfo to discuss scope of work. This is a fact-finding exercise. Town has authorized PREDC to negotiate with MapInfo for study.
- 2/1/08 – Met with Town of Payson "Economic Vitality" group – Cameron Davis, Jerry Owen, John Stanton and Ron Neilson. Purpose was to define roles and responsibilities. Meetings will be on-going.

PO Box 1771 • 600 S. Green Valley Pkwy. • Payson, AZ 85547

Phone 928.468.6659 • FAX 928.468.8197

E-mail info@paysonecon.org • Website www.paysonecon.org

- 2/7/08 – Meeting with Jerry Owen and Cameron Davis regarding roles of PREDC, & Town of Payson.
- 2/11/08 – Town of Payson retail study – reviewed information from proposed consultants.
- 2/14/08 – meeting with Cameron Davis regarding roles for econ. Develop.
- 4/1/08 – Meeting with Jerry Owen regarding GVRA.
- 4/7/08 – Meeting with Cameron Davis, Jerry Owen, LaRon Garret and Ray Erlandsen regarding sites for potential business prospects
- 4/16/08 – Meeting with Councilman elect Michael Hughes.
- 1/30/08 – DEVELOPMENT SERVICES – meeting to review Town projects and learn more about flow of projects.
- 2/6/08 – DEVELOPMENT SERVICES – Met with Town staff to review projects and provided insights regarding PostNet and “AmericInn.”
- 4/11/08 - Attended CAC committee meeting with Cameron Davis, John Stanton and Jerry Owen.
- 4/23/08 – Payson Development Services meeting.
- 4/23/08 – Meeting with Mayor-elect Kenny Evans and Town Manager Debra Galbraith.

10. Provide quarterly updates of activities to Town staff, Mayor and Council, as requested.

- **First update under new Director – 3/08.**