

2018-19 Northern AZ Committee Action Plan

NORTHERN AZ LEADERSHIP

Bobby Davis, Chair

Linda Oddonetto, Vice Chair

Wendy Bridges, Board Liaison

COMMITTEE MISSION: To increase and retain Northern Arizona membership and participation in AAED under all three pillars by providing outreach and regional programming.

GOAL #1: Advocate for responsible economic development and, on behalf of AAED, provide relevant two-way communication for Northern Arizona.

ACTION: Conduct Monthly Teleconferences

- Conduct monthly teleconferences to share information throughout Northern Arizona.
- Seek input from AAED and community members to identify economic development issues in Northern Arizona.

TIMELINE FOR COMPLETION: Monthly

BUDGET IMPACT: N/A

Measurable Results:

- Number of callers on the line and, more importantly, the amount of information shared. And the number participating in Northern Arizona events.
- Number and quality of members and guests participating.

GOAL #2: Present three Northern Arizona Economic Development Regional Symposiums and one Mayor's Forum to support advocacy, collaboration and education pillars.

ACTION: Plan and implement three half-day symposiums and one mayor's forum:

- September 2018, Retail Symposium (Prescott)
- February 2019, Symposium (Payson)
- April 2019, Symposium (Sedona or Kingman)
- June 2019 (Mayor's Forum Winslow)
- Coordinate content and speakers
- Secure location and catering
- Identify sponsors

TIMELINE FOR COMPLETION: June 2019 – Strategically held throughout the year.

BUDGET IMPACT: \$16,000.00 gross revenue budgeted, \$4,500.00 expenses budgeted and \$11,500.00 net income (based on 4 events and attendance of 80 -100 attendees and 5-6 sponsors at each event). The events will be three symposiums and one mayor's forum.

MEASURABLE RESULTS:

- Attendance at each event will be approximately 80-100, with members being engaged in AAED activities, obtaining education on economic development issues and discussing collaborative approaches to economic development
- Increased exposure of AAED to 30 non-members
- Expect to add 8 new memberships through exposure to these events