



## 2018-19 Southern Arizona Committee Action Plan

### SOUTHERN AZ LEADERSHIP

Ellen Kirton, Chair

Camilla Martins-Bekat, Vice Chair

Victor Gonzalez, Board Liaison

**COMMITTEE MISSION:** To promote responsible economic development and grow AAED's presence in Southern Arizona by providing relevant, compelling programming and active community outreach according to AAED's three pillars of Advocacy, Education, and Collaboration.

**GOAL #1: Educate members and local leaders on key economic development issues in Southern Arizona.**

**ACTION A:** Organize bi-monthly luncheons to educate the public and private sector in Southern Arizona on the importance of economic development and about AAED and its organizational pillars—Education; Advocacy; Collaboration.

**TIMELINE FOR COMPLETION:** Luncheons will be held in July, September, November, January, and May, with a Symposium in March.

**BUDGET IMPACT:** (Cost \$9,590) Revenue \$18,750 – Net = \$9,160

**MEASURABLE RESULTS:** At least 50 paid registrants per luncheon (excludes sponsors and guests)

**ACTION B:** Identify, plan, and host one symposium in conjunction with a luncheon program.

**TIMELINE FOR COMPLETION:** During March of 2019

**BUDGET IMPACT:** (Cost \$1,700) / Revenue \$7,000 – Net = \$5,300

**MEASURABLE RESULTS:** At least 50 paid registrants to symposium (excludes sponsors and guests)

**ACTION C:** Engage with regional organizations that have missions related to economic development in order to identify and enact public policy and programs that contribute to a business-friendly environment. This will also serve to promote awareness of AAED's 3 Pillars and to increase membership.

**TIMELINE FOR COMPLETION:** Bi-annually – by end of September, March

**BUDGET IMPACT:** Cost \$0 / Revenue \$3,000 – Net = \$3,000

**MEASURABLE RESULTS:** Add 10 new members for 2018/2019 FY as a result of these collaborative events

**GOAL #2: Attract new members to AAED from throughout Southern Arizona, as well as retaining existing members.**

**ACTION A:** Collaborate with the AAED Membership Committee to hold membership orientations for new Southern Arizona AAED members in conjunction with a Southern Arizona Luncheon date or other Southern Arizona AAED event.

**TIMELINE FOR COMPLETION:** At least one time annually – by end of May 2019

**BUDGET IMPACT:** Cost \$0 / Revenue \$0 – Net = (\$0)

**MEASURABLE RESULTS:** 80% of Southern Arizona new members will attend the orientations

**ACTION B:** Coordinate with AAED staff to include questions on the annual survey that identifies perception of the value of membership for AAED members from Southern Arizona.

**TIMELINE FOR COMPLETION:** As part of annual survey

**BUDGET IMPACT:** Cost \$0 / Revenue \$0 – Net = \$0

**MEASURABLE RESULTS:** 25% of Southern Arizona members will complete the survey

**ACTION C:** Work with the Membership Committee to attract young professionals to the organization by promoting the Student/ Emerging Economic Developer membership category with appropriate audiences. Identify and provide one student membership in AAED to a participant in the University of Arizona's MPA or similar education program.

**TIMELINE FOR COMPLETION:** By end of December 2018

**BUDGET IMPACT:** Cost \$50 / Revenue \$0 – Net = (\$50)

**MEASURABLE RESULTS:** At least two Emerging Economic Developer members from Southern Arizona will join AAED.

**ACTION D:** Co-sponsor one (1) annual mixer in collaboration with other key organizations in the region. (e.g. Arizona Technology Council, Metropolitan Pima Alliance, ULI, etc.) and obtain two sponsors at \$350/each.

**TIMELINE FOR COMPLETION:** First Mixer – By end of May 2019

**BUDGET IMPACT:** Cost \$1400 / Revenue \$1400 – Net = \$0

**MEASURABLE RESULTS:** At least 15 attendees to each mixer will be AAED affiliated.

**ACTION E:** Participate in 1-2 annual Roundtable events related to AAED Southern Arizona Luncheon topics in which AAED facilitates and acts as a catalyst for positive change in areas of economic development.

**TIMELINE FOR COMPLETION:** 1-2 Roundtable Events by end of 2018.

**BUDGET IMPACT:** Cost \$0 / Revenue \$0 – Net = \$0

**MEASURABLE RESULTS:** Determine one action item that can move economic development forward through collaboration and increase awareness of AAED and its mission.