

WESTMARC

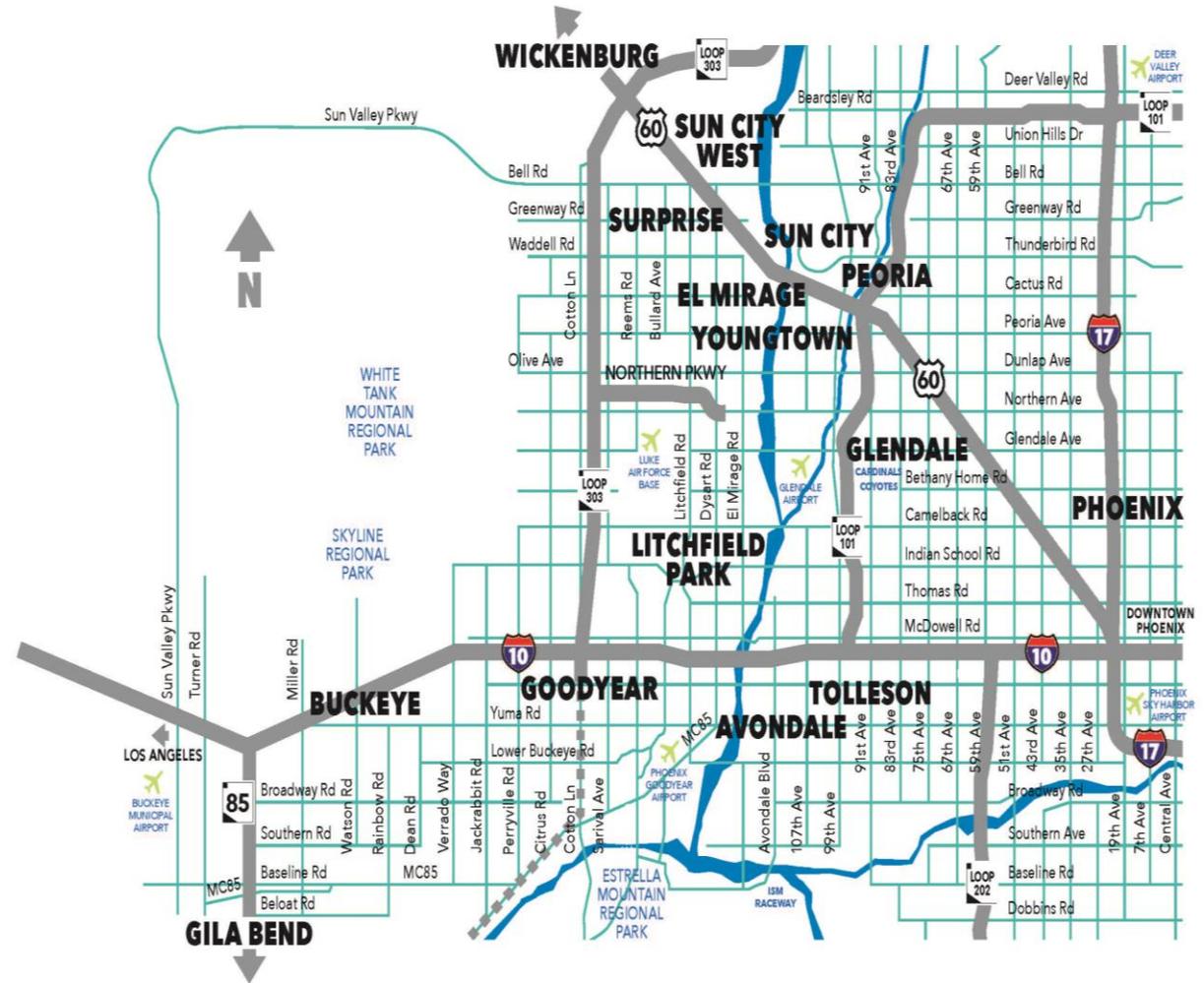
15 Communities.. One Voice

Sintra Hoffman

President and CEO

West Valley Communities

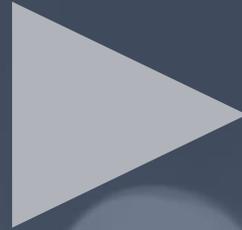
- Avondale
- Buckeye
- El Mirage
- Gila Bend
- Glendale
- Goodyear
- Litchfield Park
- Maricopa County (Unincorporated)
- Peoria
- Phoenix
- Surprise
- Tolleson
- Wickenburg
- Youngtown



WESTMARC STRATEGIC PLAN

Mission:

Position the West Valley for economic development opportunities and job growth



GOALS:

- **Promote Talented Workforce**
- **Promote the Greater Maricopa Foreign Trade Zone**
- **Communicate the West Valley Message with one voice**
- **Increase Member Value**

**GOAL 1:
Promote
Talented
Workforce**



THE QUESTION

West Valley Pipeline Regional Workforce Development Strategy



Data



Consultant



Stakeholder Outreach



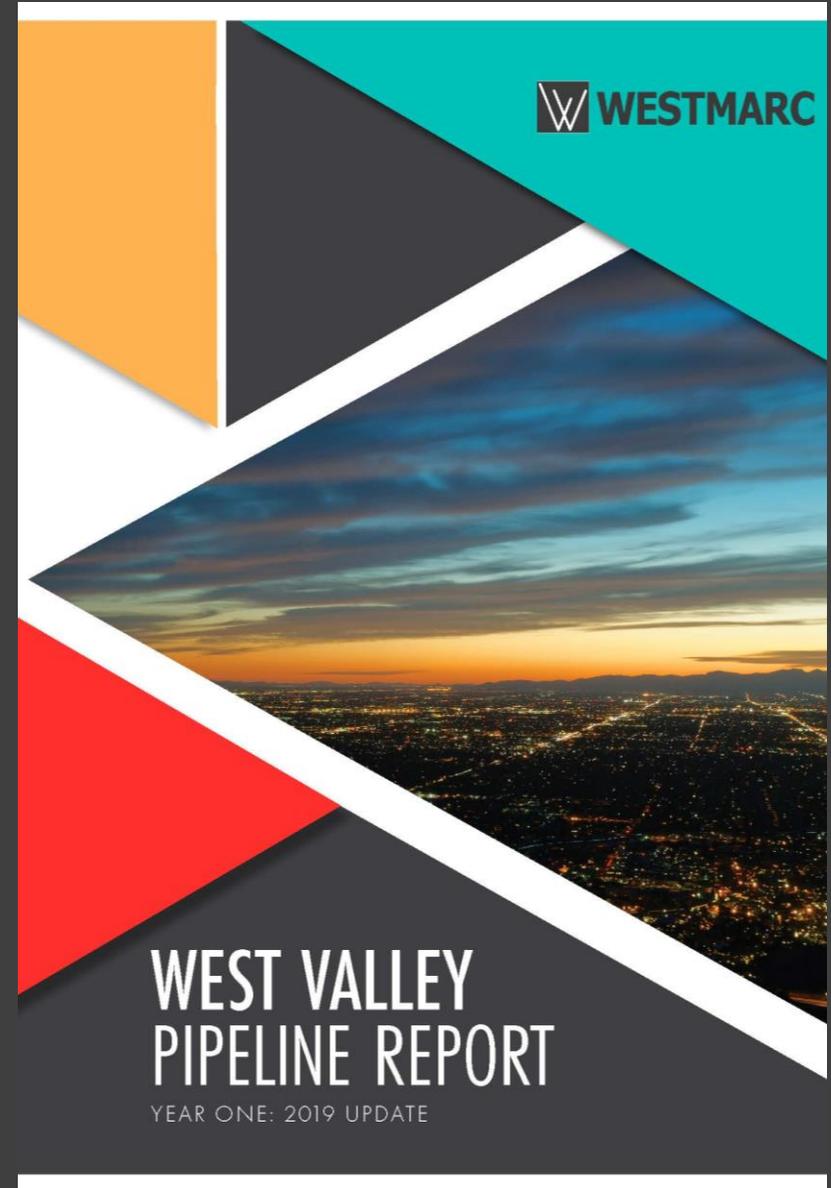
West Valley Pipeline



Action

Three Pillars

1. Marketing
2. Industry Partnerships
3. Outreach



West Valley Target Industry Sectors



Advanced Business Services



Advanced Manufacturing



Aerospace and Aviation



Health Services



Information Technology



Transportation and Logistics

Implementation

Marketing Subcommittee

Education Partners

Business Outreach

Industry Advisory Groups

GOAL 2:

**Market the
West Valley
with
One Voice**



WESTMARC

2019

Redefining
a region



AZBIGMEDIA

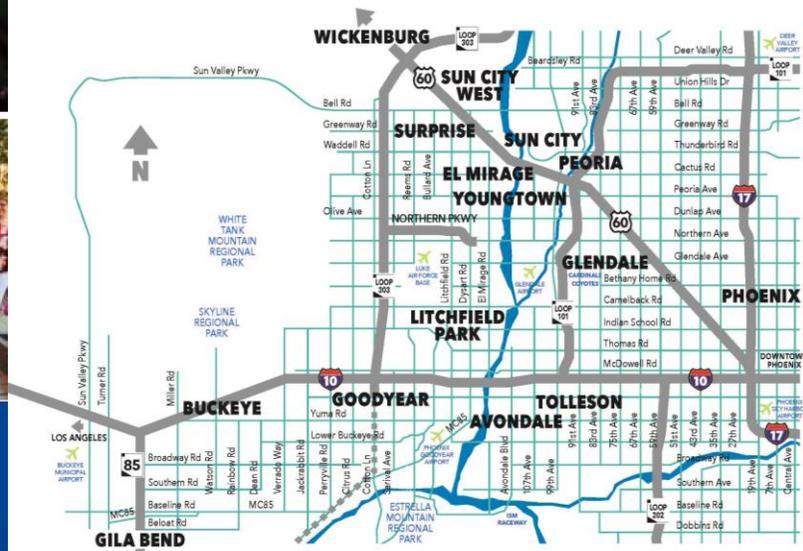
AzBusiness

Experience The West Valley

Greater Phoenix, Arizona



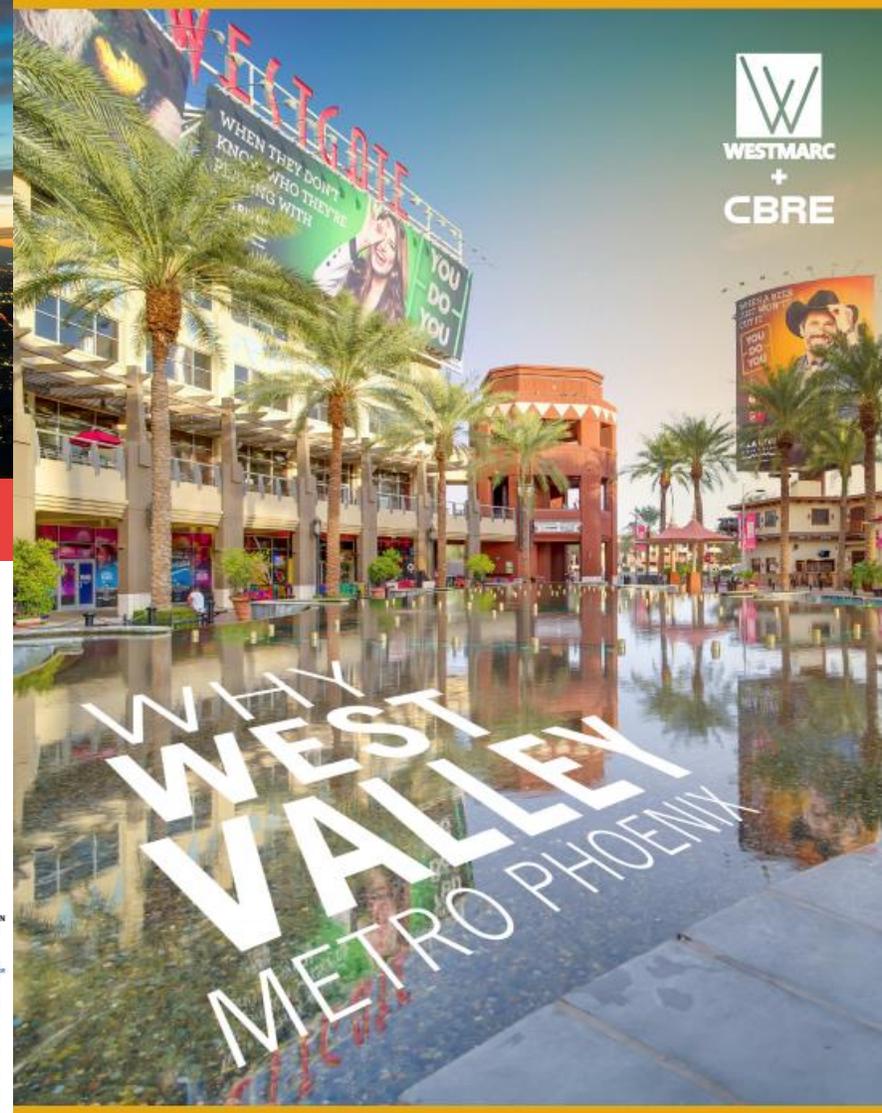
15 Communities... One Voice



WESTMARC

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CBRE





OF THE 179,000 MANUFACTURING JOBS MANY ARE AND WILL BE AVAILABLE IN THE WEST VALLEY

West Valley Rebranding - Manufacturing

6 views · Nov 26, 2019

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WESTMARC
4 subscribers

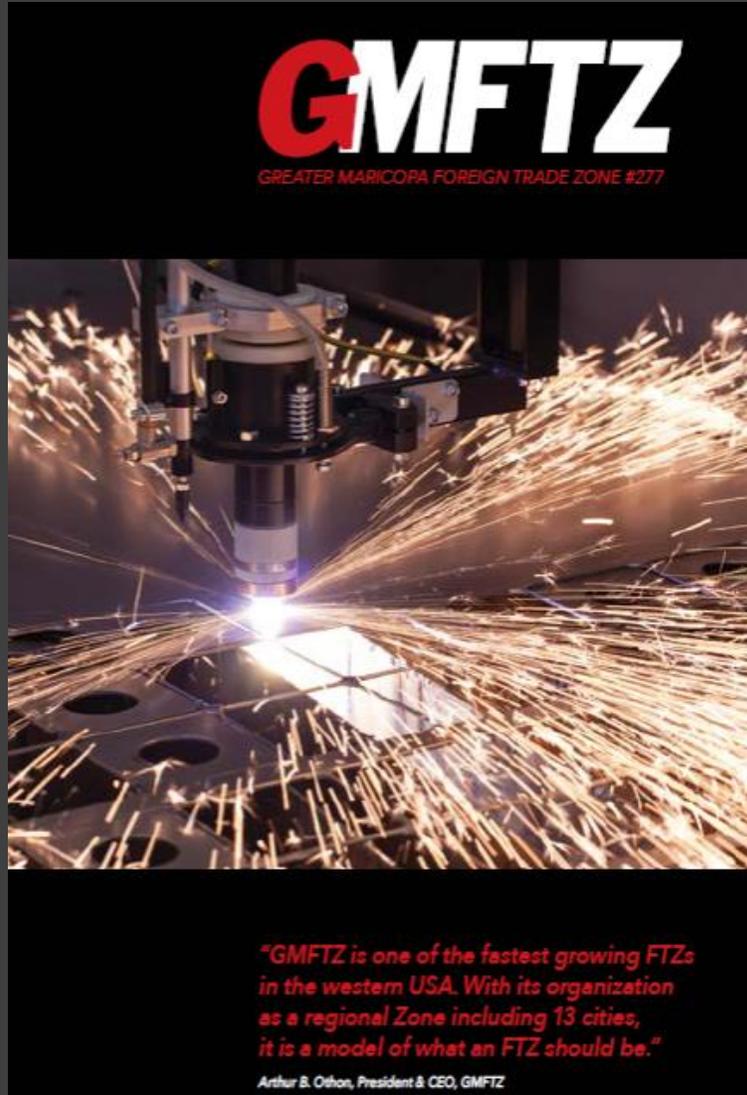
ANALYTICS

EDIT VIDEO

Let's Connect!



Greater Maricopa Foreign Trade Zone



- FTZ Zone #277
- 10 Years of Growth
- Direct Jobs: 2700+
- Capital Investment: \$1.4 billion

Class A Investment Forum

- Professional Workforce
- Healthcare
- Advance Business Services
- Engineering
- Information Technology
 - Start Ups

VALLEY'S NEXT BIG PLAY

DEVELOPMENT-READY OPPORTUNITIES AND WHO IT WILL ATTRACT



THURSDAY, FEBRUARY 6, 2020

2:30 pm - 6:00 pm

PRESENTED BY:



GOAL 3:
Increase
Member
Value

YES THAT'S ALL GOOD, BUT



**WHAT HAVE YOU DONE FOR ME
LATELY?**

All About Avondale

- **Governor's State of the State Address – 2020**
- **WESTMARC Annual Meeting - 2018**
- **Opportunity Zone Investment Forum - 2019**
- **Health Care Career Expos -**

- **Healthcare Summit**
- **Class A Attraction Strategy**
 - **AKOS/Venn Companies Highlighted**
- **League of Cities and Towns Conference**

- Council Representation Regionally
- 8 Avondale Business/Education Members
- NASCAR Accelerators



WESTMARC

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