



Greater Phoenix
Chamber of
Commerce

ECONOMIC DEVELOPMENT YEAR-IN-REVIEW FY2011

The Economic Development (EDC) Committee seeks ways to support retention and expansion of existing businesses in the metropolitan Phoenix area. Additionally, the Committee will collaborate with groups such as the Greater Phoenix Economic Council, Arizona Commerce Authority and the city of Phoenix as it relates to business retention, expansion and attraction.

GROW YOUR BUSINESS INFLUENCE GOVERNMENT



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During the fiscal year 2009–2010 under the leadership of former committee chairman Richard Parker, the Greater Phoenix Chamber of Commerce’s (GPCC) Economic Development Committee met with members and various public and private organizations across the Valley of the Sun to evaluate how the Chamber could be most effective in the area of economic development. Because there are several entities that engage in this arena, the committee was disinterested in replicating efforts of other organizations. Instead, the committee endeavored to leverage the Chamber’s resources to compliment the overall economic development effort in the Phoenix Metro area.

The Economic Development Committee’s fiscal year 2010–2011 Action Plan was formally approved by the GPCC Board of Directors in June 2010. The plan included the following pillars:

*Business Retention and Expansion Activities
Education Outreach
Legislative and Regulatory Support*

After our first year of the Action Plan, we are pleased to present the Economic Development Committee’s achievements to you.

And, if you are interested in being more involved, please consider joining the Economic Development Committee by contacting the Chamber’s office at 602.495.2195.

GUIDING PRINCIPLES:

- In partnership with the Greater Phoenix Economic Council, Greater Phoenix Leadership, Arizona Department of Commerce (or its successor agency), the city of Phoenix, Arizona Office of Tourism, and the Arizona Chamber of Commerce and Industry, support initiatives to increase Arizona’s competitiveness with other states/ regions, including changes to tax structure, recruitment and incentive programs, and legislative and operational changes.
- Support policies at all levels of government to ensure the retention and expansion of businesses in the Greater Phoenix Metropolitan area, with particular emphasis on wealth building employers¹.
- Support efforts to increase the visibility of Greater Phoenix Metropolitan area opportunities.
- Support initiatives to recruit leisure and business travel to Arizona and in particular, the Phoenix metropolitan region.

¹ In general, wealth building employers attract non-local dollars to an economy and possess one or more of the following characteristics: A. Produce products and/or services that are exported out of the region; B. Produce something tangible or intangible (manufacturing or research) that brings non-local dollars into the region (wealth-building); C. Distribute products out of the region; and/or D. Encourage leisure and business visitation and tourism.

BUSINESS • SAVE MONEY INVESTMENT • GROW YOU

BUSINESS RETENTION AND EXPANSION ACTIVITIES:

Retention and expansion of small, medium and large businesses in the Phoenix Metro area is critical to the vitality of the region. The Economic Development Committee members were responsible for meeting with a targeted group of Chamber members to discuss plans for staying or expanding in the Valley, as well as issues directly related to member businesses.

Feedback from businesses validated concerns over the impacts of Arizona's image, adequate workforce skillsets and access to capital.

In addition, the Committee created member-driven "retention response teams" to field questions in their area of expertise, including legal, human resources, and financial services.

Industry areas of focus: health care, environmental, occupational, mechanical, and moving/relocation industries

Number of retention visits: 15



THE ECONOMIC DEVELOPMENT 101 PROGRAM HELPED EDUCATE BUSINESS COLLEAGUES, LAWMAKERS, GOVERNMENT OFFICIALS AND THE PUBLIC-AT-LARGE.

ACTIVITIES:

Because the GPCC is viewed as a preeminent resource on business retention, expansion and attraction efforts, the Economic Development Committee – in partnership with other economic development groups – developed an Economic Development 101 program to help educate business colleagues, lawmakers, government officials and the public-at-large. The Chamber also created an information hub on the website (www.phoenixchamber.com/discover-phoenix/doing-business-phoenix) to assist businesses, residents and non residents.

REGULATORY SUPPORT:

Known for its advocacy efforts, the GPCC continues to advocate for policies that foster business retention, expansion and attraction. The Economic Development Committee's activities include: building and maintaining relationships with lawmakers and legislative and agency staff, as well as actively engaging at the city and state level regarding public policy matters.

Successes include: HB 2001, the Arizona Competitiveness jobs package (signed by Governor Brewer second special session, 2011); and defeating various pieces of legislation that would have caused economic harm to our state.



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