



Greetings from the Greater Yuma EDC Staff,

In this issue

- A Big Thank You
- 2010/2011 Annual Report/Dinner for Investors
- Greater Yuma EDC Board Retreat
- Investor Campaign

**A BIG THANK YOU**

Greater Yuma EDC Board and Staff members would like to thank all the companies who were major sponsors for this year's Annual Dinner. Your support helped make this event a success.



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An Independent Licensee of the Blue Cross and Blue Shield Association

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**UPCOMING EVENTS**

September 13, 2011

Board of Directors Meeting  
- GYEDC Boardroom

**NEW INVESTORS**

REGIONAL CENTER  
FOR BORDER HEALTH  
*Silver Level*

HYDER FUNDING  
*Bronze Level*

SUN GRAPHICS



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**2010-2011 Annual Report/Dinner for Investors**

*Bronze Level*

**INVESTORS INCREASING LEVELS**

**SHAW DIVERSIFIED INDUSTRIES**

*from Silver Level to Gold Level*

**NORTHWESTERN INDUSTRIES**

*from Bronze Level to Silver Level*

**GREATER YUMA EDC BOARDROOM**

Just a reminder...the GYEDC conference room is available to silver, gold and platinum level investors. Many investors are already taking advantage of the meeting space. The conference room is available from 8am-5pm, Monday-Friday by appointment only. Please call Melissa at 782-7774 if you would like to reserve the space.



On September 2, 2011 Greater Yuma EDC held their Annual Dinner and presented the annual report for 2010-11 to our Investors. Most of you have seen or at least heard some of the wonderful coverage we received from this year's event. We are very pleased at the number of Investors who were able to attend this year. This was a difficult date due to the conflict with Labor Day. We will be mailing the annual report to all investors who were not able to attend the Dinner. Thank you for your continued investment and trust in this organization. We look forward to an exciting year.

### **GYEDC Board Retreat**

2011-12 Strategic Plan was adopted by the Board of Directors during the August 26th Board Retreat. The plan directly involves the investors of Greater Yuma EDC.

Proposed Strategy was presented by CEO and discussed at length by participants.

Proposed Greater Yuma EDC Strategic Plan and Deliverables

#### **New Committee Formation and Participation**

- Each board member will serve on a committee
- Skill and background of the board member will steer the committee placement

- Investors will be called upon to serve on committees based upon their industry expertise
- Investors can be Committee Chair Persons

#### **Governance/Budget Committee**

- By - Laws, Articles of Incorporation and Policy reviews are the responsibility of this Committee
- Preliminary budget review and year over year revenue forecasting
- Public sector funding needs to be secured year over year
- President/CEO personnel review and contract negotiations

#### **Strategic Planning/Outcomes Committee**

- Set goals and objectives for Greater Yuma EDC, using existing campaigns and providing guidance in the Formulation of new campaigns based on industry intelligence and community desires
- Value proposition - the need for an Incentive Program to be used in attraction and retention efforts. Committee members will be responsible for idea generation and the vetting of the proposals for legality and viability
- Asset identification and development
- Identify all real estate opportunities for growth and expansion
- Identify all infrastructure needs for land and existing buildings in the asset inventory
- Work directly with utility providers to identify time-lines and solutions for infrastructure improvements
- Build a “shovel-ready” data base to be used for promoting the region to targeted markets and industry sectors
- Establish benchmarks for return on investment (ROI)
- New Payroll created as a result of attraction or retention efforts
- New Capital Investment that creates new property tax revenue as a result of attraction or retention efforts
- Project Management Committee
- This committee will be dedicated to assisting new and/or existing businesses in industry specific consultation, local operational guidance (navigating permitting, hiring etc.) state laws, insight into industry efficiency models, workforce training, effective cost cutting measures and shared supplier referrals (i.e. shipping, lean manufacturing, educational resources)
- This committee will help new or expanding businesses navigate start-up challenges and best practices to operating a plant in Yuma
- This committee will act as an extension of the Yuma Manufacturers Association and the Yuma Logistics Association
- Accompany Greater Yuma EDC when meeting with prospective businesses to serve as ambassadors for the region
- Report monthly to the GYEDC Board of Directors

## Membership Committee

- Responsible for new private sector campaign (promotion of new campaign has started through Yuma Sun advertisement and Yuma Chamber inserts)
- Committee members will be responsible for meeting with Public agencies to secure funding for GYEDC
- Update and create value added benefits to each investor level - implementation of new levels
- Responsible for P/R of private sector investors who are recognized in the community or are receiving unpaid press in local or national publications. Monthly updates will be submitted to GYEDC staff for dissemination to entire GYEDC investor database.
- Provide topics and speaker recommendations for quarterly luncheons and annual dinner. Responsible for soliciting feedback from these events, in order to meet the needs of the Public/Private investors
- Report monthly to the GYEDC Board of Directors

All committees were agreed upon by the participants and volunteers broke into small groups and were tasked with addressing the following:

- How will the committee operate
- How does this committee and the deliverables conform to the mission statement

Functionality and structure as well as initial goals were developed from these small groups. Seeking participation was identified to be the next critical component.

An email survey has been sent to all investors asking for participation in one or more of these committees. We are seeking investors who are willing to give time and talent towards the recovery of Greater Yuma's economy. Please respond to the survey and we look forward to working with you.

## **Investor Campaign**



# Invest in us... As we Invest in the Region

Expanding economic activity, attracting commerce and industry, creating jobs, retaining & expanding business.

To become an investor please contact Julie Engel or Melissa Wagner.

Join the other 130 Businesses who realize the benefits of Economic Development.



899 E. Plaza Circle, Ste. 2  
Yuma, AZ 85365  
928-782-7774  
[www.greateryuma.org](http://www.greateryuma.org)



Tel: (928) 782-7774  
Toll Free : (800) 408-9332  
899 East Plaza Circle, Suite 2  
Yuma, Arizona 85365  
[www.greateryuma.org](http://www.greateryuma.org)