
Cottonwood State of Business Summary

GREATER COTTONWOOD
CHAMBER *of* COMMERCE



COMMERCE | CULTURE | RECREATION | COMMUNITY



Cottage (Home-Based) Businesses

Business Goals

- Financial Stability
- Growth
- Expanding/Pivoting
- Capacity

Barriers

- General Financial Climate
- Business Climate (strength of Rest. Ind)
- Workforce
- Broadband
- Marketing/Social Media
- Legal/Compliance Guidance



Women-owned Businesses

Business Goals

- Increase Profitability
- Growth (larger clients/markets)
- Exposure
- Building Capacity

Barriers

- Supply Chain
- Marketing/Social Media
- Workforce / Workforce Housing
- Management/Operations
- Banking
- Equality

“I don’t have to prove myself but I want to be heard”- Lema, Farm-a-go-go. on being a woman in business.



Hispanic-owned Businesses

Business Goals

- Access to business resources available (Spanish/outreach)
- Better connect to local business community
- Opportunity to participate in future conversations
- Own Property / Control Destiny

Barriers

- Expansion of Chains
- Workforce
- Purchasing Property
- Access to Resources (Spanish communication)
- Sedona Wages



Young Professionals

Business Goals

- Connect with like-minded peers
- Provide clearer representation of youth in the community
- Engage, connect, and give opportunities to current workforce
- Cultivate future entrepreneurs

Action Requested

- Create Verde Valley Young Professionals group
- Develop VVYP Facebook Group
- Facilitate regular networking mixers with themed topics and service projects
- Consider Junior YP Group (HS) as mentorship opportunity



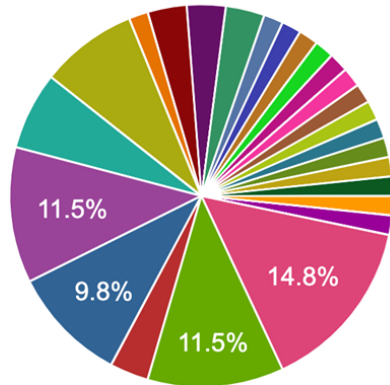
Process

In Person Interviews

74 Conducted

What is your primary industry category? (to be filled out by interviewer)

61 responses



Finance, Insurance, Real Estate: 14.8%

Retail: 11.5%

Professional Services: 11.5%

Hospitality & Tourism: 9.5%

Strengths

DOING BUSINESS IN COTTONWOOD

- Tourism / Proximity to Sedona / Wine Industry
 - Intentional growth, constant progress, not stagnant
 - Sense of community (between the businesses)
-

Challenges

DOING BUSINESS IN COTTONWOOD

- Prohibitive Costs/Process for Starting a Business
 - Perception of higher interest in attraction of national chains than small business retention
 - Cost of land
 - Roads/infrastructure/safety outside of Old Town
 - Local procurement
 - Workforce/Workforce Housing
-

Business Goals for Next 12 Months

- Don't lose ground, maintain customer base
- Provide consistent service
- Recruit & retain employees, expand benefits, keep healthy
- Expand markets/enhance online presence
- Get better connected to community/businesses
- Retire

Next Steps

1. Draft Restructuring Plan
 2. Finalize Marketing
 3. Hire Membership Specialist
 4. Launch
-