

VVREO's efforts have resulted in many successes that bring value and benefits to the Verde Valley

- \$200,000 USDA RBEG grant to establish a Revolving Loan Fund – 5 loans have already been provided to local businesses
- \$605,000 USDA RMAP loan and grant to provide up to \$50,000 loans to local small businesses that do not have access to traditional funding sources
- \$36,100 grant received from the AZ Department of Administration to generate a Phase I Network Design for broadband for the entire Verde Valley
- Fiscal agent and strategic support for the founding of the Verde Valley Wine Consortium
- Fiscal agent and strategic support for the Verde Valley Agriculture Coalition
- Funding partner for the National Geographic Geo Tourism website, one of 22 such sites in the world
- Annual education and outreach programs that bring leaders to the Verde Valley and enhance our communities' understanding of economic development and provide resources that lead to job creation and
- Active participation in the work that resulted in ADOT funding for the SR 260 expansion



Our individual communities experience greater economic strength by working together as a region. By collaborating and sharing resources, we improve and invigorate the economic vitality and prosperity of the entire Verde Valley.



*Follow us on facebook @
VerdeValleyRegionalEconomicOrganization
or visit our website to learn more.*



Verde Valley Regional Economic Organization
P.O. Box 57 • Cottonwood, AZ 86326
928-300-1640 • administration@vvreo.com
www.vvreo.com

Starting, relocating or expanding a business in the Verde Valley?

Introducing VVREO...



**...the Verde Valley Regional Economic Organization.
VVREO provides entrepreneurs and businesses the
information and tools they need for success!**



*Fostering sustainable economic growth and prosperity
in the Verde Valley communities*

VVREO is a regional collaborative resource, building sustainable economic prosperity and access to resources for regional business creation, attraction, retention, and expansion. It serves the diverse communities of the Verde Valley Region, which encompasses approximately 700 square miles and includes eight towns and cities, unincorporated communities and the Yavapai Apache Nation.

VVREO was formed as a collaborative of economic development professionals representing the unique needs of their individual communities. Together these professionals and the work they do serve as vital economic resources for area businesses, entrepreneurs and professionals. VVREO's ongoing success is rooted in cooperative regional partnerships that represent all communities.



VVREO addresses the needs of our growing industries

The greater Verde Valley is rich with new and emerging industries and opportunities for growth. The region is experiencing an unprecedented agricultural renaissance and a burgeoning wine industry. On any given day thousands of visitors flock to the area to hike, tour the outback in jeeps, mountain bikes or horseback, raft along the Verde River, or soar high above the red rocks in hot air balloons. Ecotourism and advanced health care are also vibrant expanding industries as is small manufacturing and an emerging small tech sector.



VVREO initiates projects that accelerate and expand the growth of these industry sectors and others, ultimately contributing to the overall welfare and quality of life experienced in the greater Verde Valley. Some of these include:

- The Verde Valley Broadband Cooperative
- The Verde Valley Agriculture Coalition
- Annual Speaker Series and Education Programs
- Capital Creation

Additional support Initiatives (non-decision making) include:

- Verde Valley Wine Consortium
- Highway 260 Projects
- Sedona-Verde Valley Tourism Council
- Yavapai County Sector Strategies
- Cultural Tourism
- Film Industry

VVREO strives for excellence in four primary areas:

- **Regional economic wealth development.** Sustainable economic development is an integral goal of local planning.
- **Stewardship.** Effective stewardship of natural open land, water and native wildlife is critical to maintaining the character, identity, and health of Verde Valley.
- **Sense of Place.** Public and private sector partnerships strengthen and preserve each community's culture, history, and vitality.
- **Quality of Life.** Thoughtful care during planning and development of community infrastructure ensures choices in housing, employment, education, recreation, healthcare, and other services in a safe, sustainable, and secure manner.



How we can help

If you are seeking to establish a business, expand an existing one, attract more customers, and retain the ones you have, there are abundant resources available to you through VVREO. For example, as a financial resource, VVREO is able to provide small business loans where conventional financing has been denied.

