



## **MEDIA CONTACT**

VERDE VALLEY REGIONAL ECONOMIC ORGANIZATION  
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### **Verde Valley Regional Economic Organization (VVREO) Launches Regional Long Range Planning Process**

VVREO believes that collaboration and mutual support are key to successful economic development for the region. Public members and Economic Directors from the seven participating communities: Camp Verde, Clarkdale, Cottonwood, Jerome, Sedona and several unincorporated areas and the Yavapai Apache Nation are developing a comprehensive 5-year plan for sustainable, innovative success and growth for the Verde Valley.

The 5-year Plan will be developed with the help of our consultant Judie Scalise of ESI Corporation, VVREO is developing the Plan, which when implemented will help the Verde Valley achieve sustainable economic prosperity. This regional plan will identify optimal economic development opportunities that leverage the region's collective strengths, and provide them with a roadmap for the future.

An effective economic development strategic plan requires a comprehensive understanding of Verde Valley's competitive assets and strengths that can be leveraged to facilitate economic growth, combined with identifying challenges that hold the region back. It also necessitates input and collaboration from regional partners to achieve consensus on economic development vision, roles and responsibilities relative to plan implementation. This approach provides the foundation for the creation of the Verde Valley Economic Development Plan (EDP).

Ms. Scalise, presented the initial results from the regional strategic planning process to leaders from across the Verde Valley and conducted the first EDP Working Group on August 4, 2017. The EDP Working Group identified priorities for the region such as business retention, traffic, workforce issues and affordable housing. Currently VVREO is working on the Target Industry, Supply Chain and Analysis to help determine potential opportunities for business attraction, as well as retention/expansion growth strategies. The next meeting for the working group is October 20<sup>th</sup>. At the second EDP Working Group Meeting, REDC will present the industry target and supply chain analysis and ESI will provide the findings of the peer review/benchmarking. The meeting objective is to arm ourselves with market intelligence that can be translated into actionable strategies for the Verde Valley.

VVREO works together with Verde Valley communities to foster economic growth in the Verde Valley through programs such as the revolving loan, business capacity building and education. For more information visit our website at [www.vvreo.com](http://www.vvreo.com)

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