A regional collaborative building sustainable economic prosperity
Vision and Mission

VVREO is a regional collaborative building sustainable economic prosperity.

VVREO provides comprehensive economic development expertise, tools, marketing and outreach.
Values Statement

VVREO is a professional, respected and resourceful economic development organization, that values collaboration, sustainability and innovative solutions.
Standards of Excellence

- Regional Economic Wealth Development
- Stewardship
- Sense of Place
- Quality of Life
Board Members represent a broad spectrum of the Verde Valley both geographically and across private/public sectors, and bring to the board:

- Leadership and Interest in regional economic development
- Knowledge of the Verde Valley’s assets and opportunities
- Commitment to the vision and mission, understanding of board roles and responsibilities, active participation

Board Associates non-voting members - may be appointed by their organizations/communities to represent their interests at Board meetings, includes paid members
VVREO Success

• Success based on strong regional partnerships which include the cities and towns, private industry and Yavapai College
• Representation of all communities
• Widely recognized as a region that works cooperatively
VVREO Initiatives

Provide a regional vehicle for projects that impact the entire Verde Valley and require a Valley-wide platform. At least one Board member is point person for each initiative.

**VVREO Driven Initiatives** – Board makes decisions regarding the project and key moves are managed by the Board.

**VVREO Support Initiatives** – Board does not make decision regarding the project, however the Board is kept informed and provides appropriate assistance if requested.
VVREO Initiatives

**Verde Valley Wine Consortium**

**Verde Valley Agriculture Coalition**

- Facilitated Valley-wide planning initiative
- Serve as fiscal agent
- Partner on Valley-wide initiative for the renaissance of agriculture
- Participate in local programs
VVREO Initiatives

Annual Speakers/Education Series
- Provide public and private sector leaders with an opportunity to keep informed on major issues

Community/Comparative Development

Cost Resource Guides
- Developed complementary and consistent information - towns, cities, unincorporated areas
- Materials on VVREO website, easily accessible to businesses interested in the Verde Valley
VVREO Initiatives

Capital Creation

- Secured $200,000 Rural Business Enterprise Grant from the USDA, established a revolving loan fund supporting entrepreneurial business activity
- Focus on Economic Gardening
- Repayment and interest grow the fund for future loans
- Education on other funding opportunities including Crowdfunding Funding, ACA funding etc.
- Seeking further loan funds
VVREO Initiatives

Outreach

- Activities and programs that represent the assets and strengths of the Verde Valley
- Activities include: Arizona Commerce Authority Visit, Media Plan, Advocacy Outreach, Education, Relationship Development and Maintenance, Website as a Resource, Site Certification
VVREO Initiatives

Yavapai County Sector Strategies

- Part state-wide sector strategies in Phoenix
- Yavapai County sector strategies identified and VVREO Board member appointed co-chair
- Sectors include viticulture, energy, precision manufacturing and medical technology and services
- Board members taking an active role in plan development
VVREO Initiatives

Verde Valley Broadband Coalition

- Generated resolutions of support for utility-level broadband from the five Verde Valley municipalities and Yavapai County
- Representation on the Governor’s Digital Activity Council
- Secured planning funds through NACOG, Verde Valley is one of the first communities supported by these state-wide funds, used for Highway 260 Project.
VVREO Initiatives

Sedona-Verde Valley Tourism Council

• Support for critical tourism and economic partnership between Chambers of Commerce and destinations drivers in the Verde Valley.
• Support for the Geotourism initiative which sustains or enhances the geographical character of a place – its environment, culture, aesthetics, heritage and well being of residents.
VVREO Support Initiatives

Cultural Tourism
Support preservation, expansion of knowledge, research, education and understanding of prehistory and the American Indian history in the Verde Valley.
VVREO - The RESULT

Each of our individual communities have much greater economic strength working together as a region.

The combining of our resources improves the economy of the entire region.
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