



TOURISM **MATTERS**

2019 ARIZONA GOVERNOR'S CONFERENCE ON TOURISM

**It Takes a Village (and a Vision):
The Essential First Steps to Building a
Tourism Program**



2019 ARIZONA GOVERNOR'S CONFERENCE ON TOURISM

PRESENTERS

- Aaron Cooper, *Executive Director, International Sonoran Desert Alliance, Ajo*
- Mila Besich-Lira, *Mayor, Town of Superior & Executive Director, Cooper Corridor Economic Development Coalition*
- Caleb Blaschke, *City Manager, Willcox*



2019 ARIZONA GOVERNOR'S CONFERENCE ON TOURISM

PLACE-BASED STRATEGIES IN DESTINATION DEVELOPMENT



Ajo to:

Phoenix?

~2 hours

Tucson?

~2 hours

Yuma?

~2 hours













BUILT ENVIRONMENT



Imagery ©2014 DigitalGlobe, U.S. Geological Survey, USDA Farm Service Agency, Map data ©2014 Google - Edit in Google Map



Curley School Artisan Apartments

LIHTC Equity: \$ **5,274,813**

Historic Tax Credits: \$**1,526,602**

State of AZ Heritage Fund: \$**150,000**

State of AZ HOME: \$**350,000**

State of AZ Housing Trust Fund: \$**400,000**

Pima County HOME: \$**500,000**

City of Tucson/PC CHDO Set-aside: \$**200,000**

Pima County Housing Bond: \$**350,000**

Federal Home Loan Bank: \$**200,000**

Deferred Developer Fee: \$**372,500**

National Bank of AZ (Perm Loan): \$**200,000**

Total Development Costs: \$9,373,915





Sonoran Desert Inn & Conference Center

USDA Community Facilities: \$ **80,000**

USDA RBEG: \$**99,500**

HUD Rural Innovation Fund: \$**300,000**

NEA Our Town: \$**100,000** (partial)

HHS CED: \$250,000

Pima County CDBG: \$**75,000**

Ford Foundation: \$**1,500,000**

ArtPlace America: \$**536,740**

Freeport McMoRan Foundation: \$**75,000**

Total Development Costs: \$3,016,240





Historic Ajo Plaza

HHS CED: \$ 765,000

HUD NSP 1: \$850,000

NEA Our Town: \$100,000

NAD Bank CAIP: \$100,000

USDA CF: \$100,000

AZ DOT Transport. Enhance: \$500,000

Pima County CDBG: \$300,000

Pima IDA (loan): \$250,000

Freeport McMoRan Foundation: \$155,000

Total Development Costs: \$3,120,000







Only in



ARIZONA
PUBLIC MEDIA®



The Atlantic



rider
MOTORCYCLING AT ITS BEST

ARIZONA
OFFICE OF TOURISM



Aaron Cooper
Executive Director
aaron@isdanet.org



TOURISM **MATTERS**

2019 ARIZONA GOVERNOR'S CONFERENCE ON TOURISM



DISCOVER BY CHANCE RETURN BY CHOICE

TOURISM
MATTERS

2019 ARIZONA GOVERNOR'S CONFERENCE ON TOURISM

COPPER CORRIDOR - ARIZONA

- 9 Distinct Communities in Arizona's Copper Region
- The organization started in the late 90's to connect the copper communities to collaborate on economic diversification
- Much different from our Sister Communities like Bisbee and Jerome as active mining is still present for some of our region.
- Ore Cart Trail
- Mobile Visitor Center
- Today - Tourism Team

- Globe
- Miami
- Superior
- Kearny
- Hayden
- Winkelman
- Mammoth
- San Manuel
- Oracle



- 2 State Parks
- Museums
- Industrial Tourism
- Arizona Trail
- Gila River
- Apache Sky Casino
- Zip Line
- Biosphere
- Parks

SUPERIOR

- Emerging Downtown
- Hotel Magma
- Boyce Thompson Arboretum
- Arizona Trail - LOST - Picket Post
- ATV Trails
- Second Fridays
- Five Major Events



#wearesuperioraz



2019 ARIZONA GOVERNOR'S CONFERENCE ON TOURISM



COMMON CONCERNS

- Managing Expectations
- Capacity for Progress - STP (Same Ten People)
- Politics - We invite everyone to the party.
- Negative Nellies
- Let it go....Let it go....sometimes things have to change...
- Not enough: _____ (Fill in the blank)



**"What I hear when I'm being yelled at
is people caring loudly at me."**



DISCOVER BY CHANCE RETURN BY CHOICE

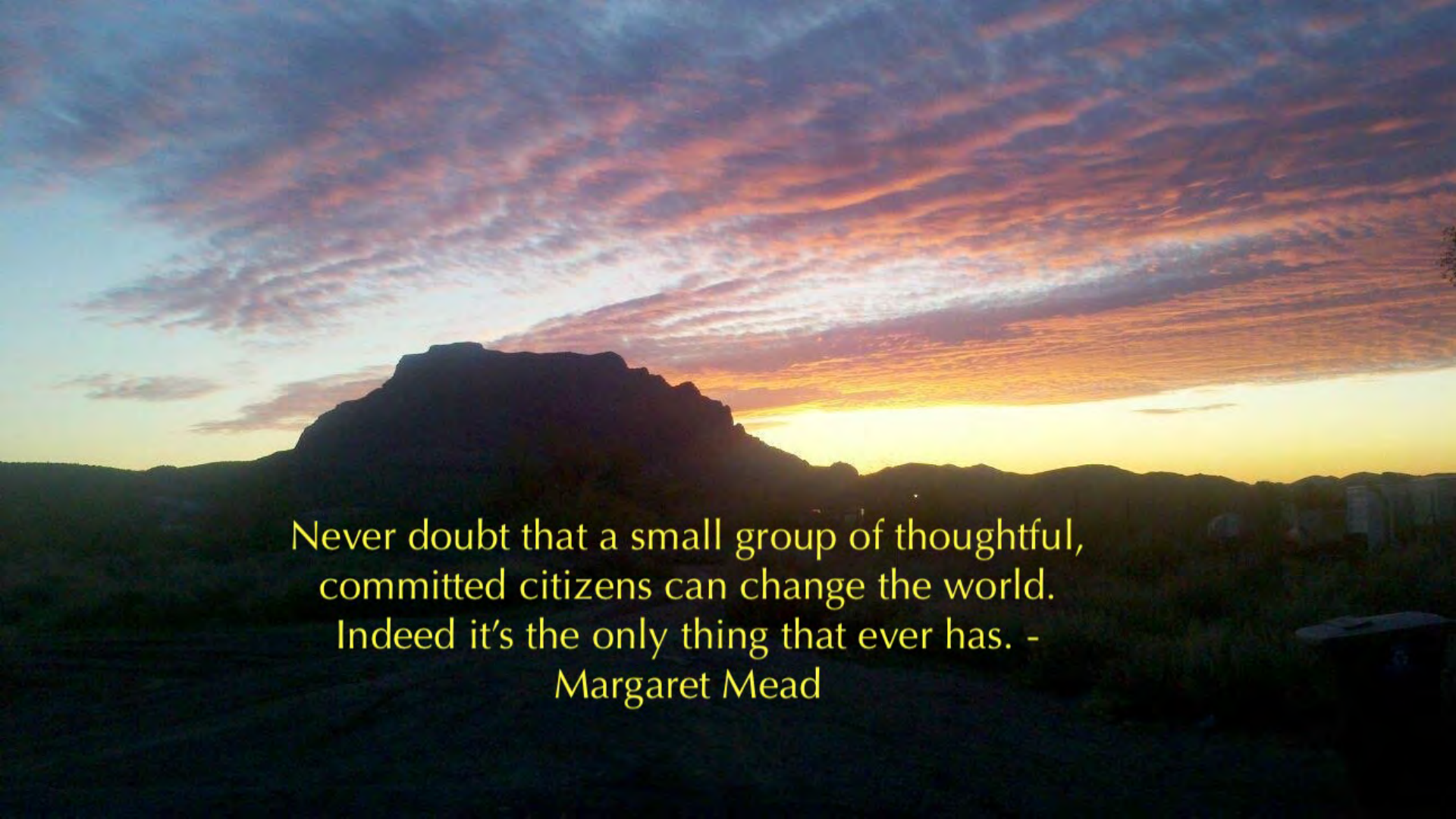


2019 ARIZONA GOVERNOR'S CONFERENCE ON TOURISM



HOW TO GET STUFF DONE

- Leadership - WHO
- Find Common Goals
- Communicate - FREQUENTLY
- Idea Friendly - Get out of your own way
- Setting Goals - Keep it Simple
- Not always about the money
- Local Resources

A landscape photograph featuring a large, dark rock formation in the foreground, silhouetted against a vibrant sunset sky. The sky is filled with wispy clouds, transitioning from deep blue at the top to bright orange and yellow near the horizon. The sun is low on the horizon, creating a strong glow. The foreground is dark and appears to be a field or scrubland.

Never doubt that a small group of thoughtful,
committed citizens can change the world.
Indeed it's the only thing that ever has. -
Margaret Mead



2019 ARIZONA GOVERNOR'S CONFERENCE ON TOURISM

CONTACT ME:

Mila Besich

azccedc@gmail.com

c. 520-827-0676



Mayor_Mila



MayorMilaBesich



AZCopperCorridor



TOURISM **MATTERS**

2019 ARIZONA GOVERNOR'S CONFERENCE ON TOURISM

TOURISM
MATTERS



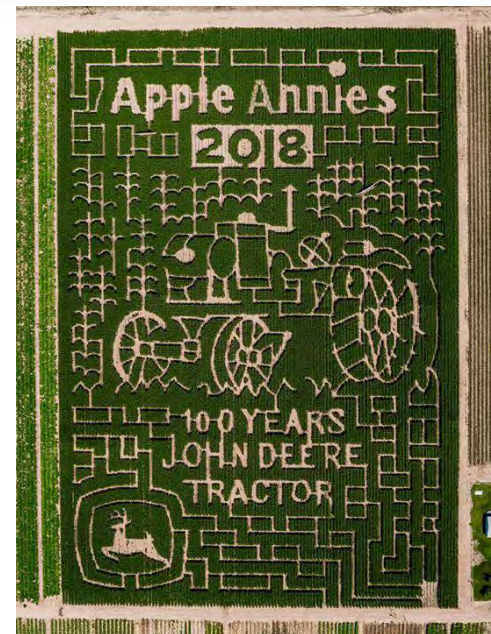
CITY OF
WILLCOX
ARIZONA



WINE TASTING

CHIRICAHUA NATIONAL MONUMENT PARK





APPLE ANNIE'S ORCHARD

BIRDING





TOURISM
---TERS

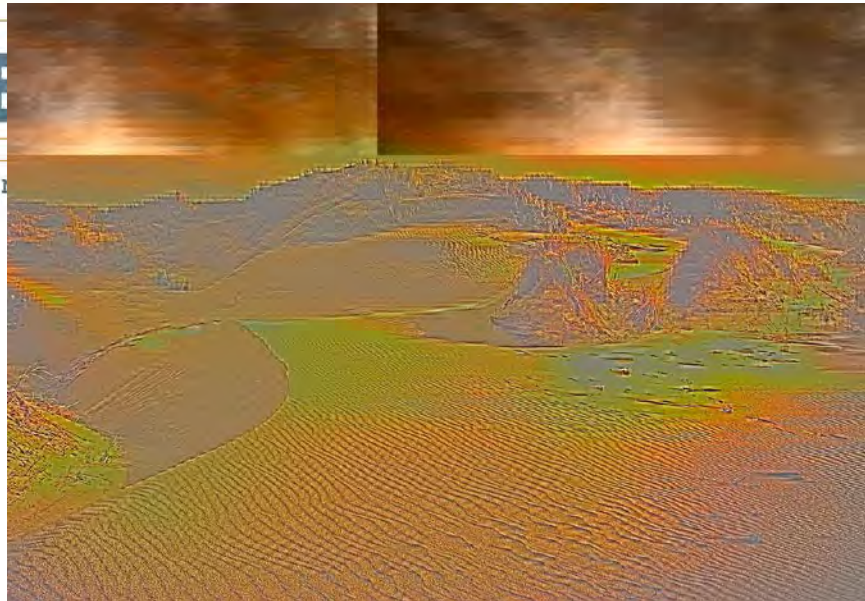
OR'S CONFERENCE



INFINITI MOTORSPORTS RANCH

RUNNING AND BICYCLE EVENTS





FORT BOWIE



COWBOYS, RODEOS, CARNIVALS



OUR STEPS TO IMPROVING TOURISM IN WILLCOX

1. Opened communication
 - Spoke with event organizers, hotel owners, businesses and other stakeholders involved in marketing and tourism
2. Recognized the problems
 - No Collaboration, No Collateral Material for Events, Attractions or Willcox, No Shared Resources, No Marketing and Advertising, No Transparency
3. Mobilized our stakeholders
 - Event organizers, businesses, AZ Local First, AZ Office of Tourism, City Council, hotel owners
4. Made changes



WILLCOX MARKETING AND TOURISM COMMISSION

Business Owner, Hotel Owner,
Chamber Director, City Manager,
City Council Member, and a
representative from each event



1. Collaboration
2. Transparency
3. Synergy
4. Buffer

AGENDA ITEMS

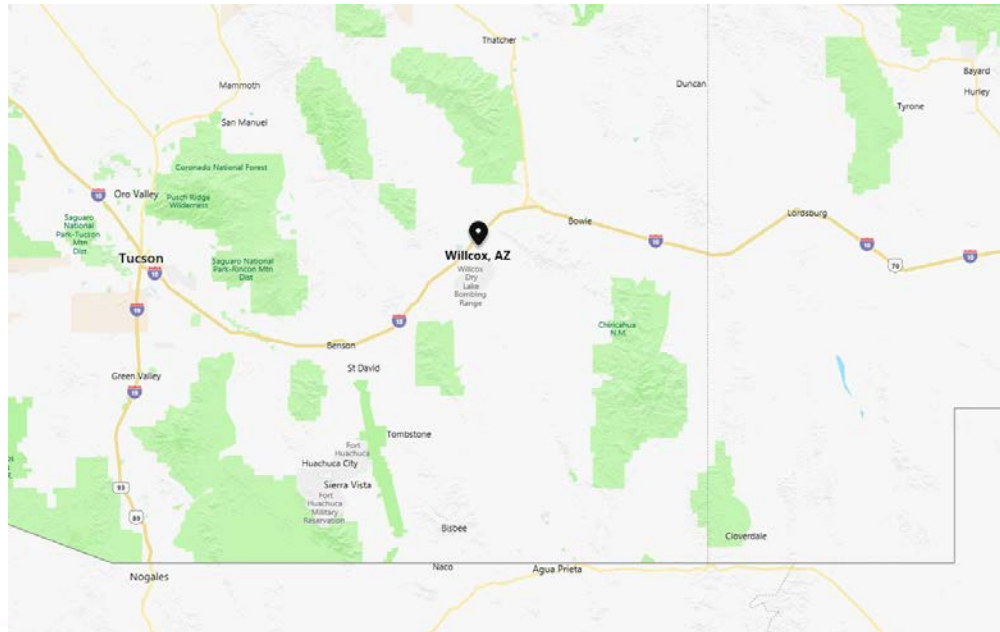
- Presentation by Event Organizers
- Updated Special Event Process
- Brand Implementation
- Annual Budget
 - Discussion Bed Tax
 - Visitor Website Content
 - Joint Marketing Efforts
 - Joint Insurance
 - Administrative fees for use of City staff for receiving tickets, scheduling tours, assisting with events, etc.
 - Visitor Center Operations and Location

ACCOMPLISHMENTS

- ✓ Branding
- ✓ New Visitor Website
- ✓ Collaboration
- ✓ Matching Funds from Event Organizers
- ✓ Visitor Center Remodeling
- Wayfinding Signage
- Banners/Entry Exist Signage

- ✓ Community Services Brochure
- Collateral Material for all major attractions
- AZ Local First
 - Community Profile Video
 - Online Engagement Training for Business Owners
 - Hospitality and Customer Service Training for Business Employees
 - Vista Position

SEE YOU IN WILLCOX!





2019 ARIZONA GOVERNOR'S CONFERENCE ON TOURISM

QUESTIONS?

A vibrant desert landscape at sunset, featuring saguaros, cholla, and large boulders under a purple and orange sky.

TOURISM MATTERS

2019 ARIZONA GOVERNOR'S CONFERENCE ON TOURISM

Thank You