

September 7, 2004

TO: Members of the MAG Executive Committee

FROM: Dennis Smith, Executive Director

SUBJECT: REGIONAL REPORT UPDATE

At the July 19, 2004 Executive Committee meeting, a briefing was provided on the development of the MAG Regional Report and the potential Business Summit to present the report. The Executive Committee directed that the format of the report be revisited to ensure that the positive characteristics of the region be reflected and that measures in place to address regional challenges be noted. Discussion had been held with the Business Coalition Steering Committee regarding the report and how to work together on the Summit. Since the July Executive Committee meeting, staff has discussed coordination of the report with other agencies and developed ideas for the format of the report/presentation of the information.

Event Coordination: Following the Executive Committee meeting, staff met with representatives from the Greater Phoenix Economic Council (GPEC) and the Center for the Future of Arizona. GPEC indicated that it would be interested in participating in the Summit and sharing the economic strategy for the region. Lattie Coor, from the Center for the Future of Arizona, indicated a willingness to participate in the event. The Center had previously indicated that it may be hosting a separate event in the November time frame in this region. At the coordination meeting, it was also discussed that Behavior Research Center has agreed to participate in the event and would discuss current polling indicating why people are moving to the Valley.

Event Logistics: It is anticipated that this event will be held in November following the General Election, with November 16th being the preferred date. The event would be scheduled for approximately two hours in the morning at a downtown Phoenix facility. At the moment, three facilities are being explored for the event (Downtown Hyatt, Airport Marriott, and the Arizona Club at the Bank One Building). The cost of this event will be offset by an attendance fee of approximately \$35 and corporate sponsorship. The expected audience would be the board members of the partnering agencies (MAG member agencies and Business Coalition agencies). It is anticipated that approximately 350 to 400 participants would attend. Summit participants are expected to identify the top three issues they feel need to be addressed in the region, what specific effort should be done immediately for their issues, and which organizations should partner to implement specific efforts.

Regional Video/Report Format: At the July Executive Committee meeting, staff was directed to format the report in a way that shows how the Valley is growing. The following is offered for discussion and guidance from the Executive Committee:

- ▶ A 15-minute video of the region, with highlights of the report introduced by Regional Council members, with MAG staff presenting major facts/comparisons out of the report.
- ▶ A printed Regional Report (approximately 60 pages) consisting of maps and charts with limited text describing the region in relation to other peer metropolitan regions. When challenges are noted, the report would indicate how the region is addressing the challenges.
- ▶ Optional CD of extensive information collected for the preparation of the report. Portions of this CD could also be accessed through the MAG Web site.

Event Outline:

Facts - Focus - Future: "A Regional Dialogue"

Welcome, Overview & Partnership

Facts:

Interactive session to have Summit participants discuss and electronically vote on why they believe residents move to the Valley.

Presentation by Behavior Research Center on results of survey indicating why individuals move to the Valley.

MAG video with Valley Mayors introducing the sections of the report and staff presenting major highlights.

Focus:

Presentation by GPEC on Business Strategy.

Future:

Presentation by the Center for the Future of Arizona.

Voting on areas for future focus and partnership.

Staff is continuing to work on the report and the event. Suggestions regarding the event, presentation of the material or format of the report would be appreciated.