



Executive Director's Report Regional Council



September 25, 2013





Memorandum of Understanding: Research, Innovation and Entrepreneurial Agreement



- Signing Ceremony – September 26, 2013, Arizona Board of Regents meeting – 11:30 a.m., Flagstaff, Arizona.
- Colleges and Universities will be signing the agreement along with the Chair of the MAG EDC signing on behalf of the Regional Council.
- Members of the EDC are encouraged to participate in the photo event.
- Lunch will be served.
- MAG vehicles are departing at 8:45 a.m. tomorrow.





Don't Trash Arizona Campaign Receives Copper Anvil Award

- 2013 Public Relations Society of America (PRSA) Copper Anvil Award – Public Affairs



**DON'T
TRASH
ARIZONA**



The Special Reports Section includes a new area of the site called Opportunity: Mexico.

 A screenshot of a web browser displaying the Greater Phoenix Rising website. The browser window title is "Greater Phoenix Rising | Inside - Windows Internet Explorer". The address bar shows the URL "http://www.greaterphoenixrising.com/insidePg-01.aspx?Item=Opportunity Mexico". The website has a green header with the "GreaterPhoenix RISING" logo and navigation links: HOME | DOWNLOADS | ABOUT US | LINKS | CONTACT. Below the header is a yellow navigation bar with tabs for Business & Economy, Population & Housing, Transportation, Lifestyle, Key Assets, and Special Reports. The "Special Reports" tab is active, showing a report titled "Opportunity: Mexico" (Page 1 of 7). The report text includes:

- Mexico is the 14th largest economy in the world. It has been Arizona's top trading partner for more than two decades, resulting in approximately \$13 billion in total trade in 2012. Thirty-four percent of all Arizona exports in the world go to Mexico, with 73 percent of those exports going to the state of Sonora. With the wage rate gap closing between China and Mexico, it even makes it a more viable option for nearshoring for Arizona companies. Currently, close to 7.5 million vehicles travel through Arizona points of entry each year.
- More than 65,000 residents of Mexico travel to Arizona each day for business, leisure and recreation, or to visit friends and relatives. Just from a retail tourism perspective, that equates to about \$7.3 million dollars per day in spending with half of it spent in the retail trade sector. That investment results in about 23,400 direct jobs and \$427 million in direct wages in Arizona.
- Over the last decade 17 percent of Mexico's population has now joined the middle class, allowing for more market opportunities for companies that want to export from the U.S. and from Arizona.
- In terms of demographics, Arizona and Sonora both see the largest population in the working ages of 30-64. However Sonora has a higher percentage of its population in the working age group.

 To the right of the text is a video player showing a map of Arizona and Sonora with the text "ARIZONA" and "STATE OF SONORA". The video title is "Mexico is the 14th largest economy in the world...and growing." The video player shows a progress bar at 00:01:57 / 00:04:24. Below the video player is the URL www.greaterphoenixrising.com. The browser's status bar at the bottom shows "Internet" and "100%".



The new population video is available on the Greater Phoenix Rising website.

Greater Phoenix Rising | Inside - Windows Internet Explorer

http://www.greaterphoenixrising.com/insidePg-01.aspx?Item=Population+%26+Housing

File Edit View Favorites Tools Help

Greater Phoenix Rising | Inside

GreaterPhoenix **RISING**

HOME | DOWNLOADS | ABOUT US | LINKS | CONTACT

Business & Economy | **Population & Housing** | Transportation | Lifestyle | Key Assets | Special Reports

Population & Housing

Approximately 60 percent of Arizona's [Population](#) lives in the Greater Phoenix region. With a population of 3.8 million, the region remains one of the top growth areas in the nation, growing nearly 25 percent during the 2000 to 2010 decade. While many think of the Phoenix region as a great place to retire, it also has a large working-age population. In fact, according to the 2010 U.S. Census, the median age for the region is just 34.6, much lower than the 37.2 median age for the nation. View the [Demographics](#) and [Diversity](#) sections to see details about the region's population by age, race/ethnicity, educational attainment and more.

[Housing](#) has traditionally been a growing industry in the Greater Phoenix region and affordability remains one of the region's many assets. According to the 2011 American Community Survey three-year estimates, the median home value for owner-occupied units was \$181,600. Construction of new homes may have slowed over the past few years due to the national economy, but there were approximately 9,500 new units constructed in 2010. The trend appears to be continuing, with almost 10,000 residential building permits issued in 2012. A detailed map of where housing construction has occurred throughout the Greater Phoenix region can be found in the [Housing](#) section along with information on home values and monthly rents.

Charlie McClendon, Chair
MAG Population Technical Advisory Committee

00:00:27 / 00:03:40

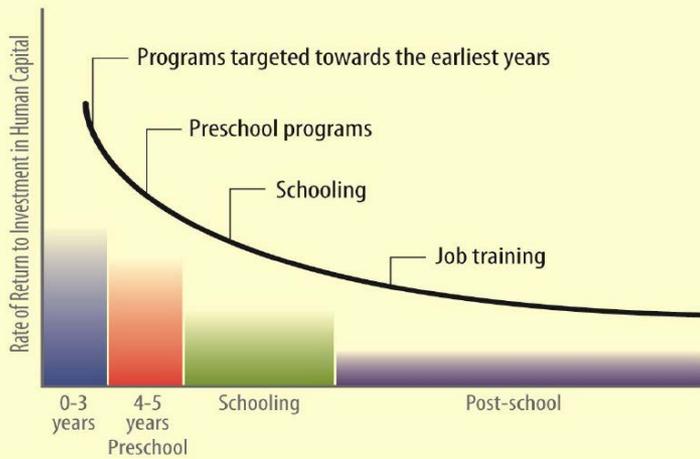
Done Internet 100%

www.greaterphoenixrising.com



MAG Interactive Mapping Tool Demonstrated to U.S. Health and Human Services

RATES OF RETURN TO HUMAN CAPITAL INVESTMENT AT DIFFERENT AGES



SOURCE: J.J. Heckman, "Skill formation and the economics of investing in disadvantaged children." *Science*, 312(5782):1900-2, (June 2006).

- HHS and local child care organizations interested in using MAG Mapping Tool to target areas of greatest need.

The tool was developed to assist the greater regional community to access MAG data to develop business analytics to solve regional issues.

