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Tourism as economic development

By Ákos Kovach

There are many areas in Arizona devoted almost exclusively to tourism. In fact there are communities that survive exclusively on tourism, but as any one-horse operator will tell you – beware of that horse breaking a leg.

But let us not digress, at least not until later. When travelers and tourists complete online surveys and other questionnaires a few things always stand out – water features, high altitude – tall trees, canyons, hiking, biking and



Upcoming tourism events

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There's always that one cyclist . . .

Clifton Mayor Felix Callicotte

July 1, 1943 - March 30, 2018



Felix as parade marshal.

By Ákos Kovach

At the April 3 Greenlee County Board of Supervisors meeting Supervisor David Gomez praised and eulogized “a mayor who will be difficult to replace, very difficult.”

During his emotional tribute, Gomez continued by saying: “Felix loved Clifton and Greenlee County. Those will be tough shoes to fill.” Supervisor Ron Campbell added: “Felix was so passionate about Clifton, I truly respected him.”

Chairman Richard Lunt asked the audience to observe a moment of silence to honor the fallen mayor.

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DEVELOPMENT

Tourism . . .

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equestrian trails, hunting, fishing and camping. These elements are all found in Greenlee County. And then some.

And what has Greenlee County done to enhance tourism? One big component was the establishment of the Tourism Council back in 2012. Since then, two major annual events have helped fill in the calendar of events that helps to attract overnight visitors and day-trippers – the Javelina Chase and the Colors of Copper.

As more events attract visitors, there also is more for local residents to do, making life more exciting. With a wide variety of activities, there is something for everyone.

That, of course, also provides an encouragement for those who are trying to decide whether to build or buy homes in Greenlee County.

That also increases the statistics for opening businesses.

The Tourism umbrella is large; the entire host of hospitality industry options from resorts to bed and breakfast operations. And now with websites such as Air B&B, bedandbreakfast.com, kayak.com/bed and breakfast and many others offer sightseers and travelers of all types' overnight accommodation options that open new comfort at even more reasonable rates.

The hospitality industry has been a training grounds for thousands of entry-level positions that teach both job and life skills. Working in this industry also teaches the value of working as

a team as well as providing customer service.

Also under this heading are food service jobs, which often lead to careers in management in many industry areas. As these skill sets are developed better leaders help improve the quality of life in that area.

Greenlee County is still in the early adolescent stage of developing a robust Tourism industry - but at least we have started out on the right foot. To our credit, we already offer much of what the traveling public wants to enjoy – 5 year-round running rivers, diverse wildlife, incredible vistas and at least one world class hill climb (Coronado Trail formerly Devils Highway Rt. 666) that takes you into Ponderosa Pine and Blue Spruce Country in our upper elevations.

A vibrant tourism industry also provides a synergy for the existing economy in creating a need for larger-scale lodging.

With the demand by business visitors (mostly during weekdays) and tourists (mostly during weekends), it is easier to justify building motels and accomanying facilities.

Other businesses as well can benefit from the presence of more tourists, since they add to the statistics upon which business openings are based.

Some also find beauty and wonder in the largest open pit copper mine found anywhere in North America, the Morenci Copper Mine. Some 10 miles by 12 miles by 2 miles deep.

So whether you wants to add up job creation numbers, support industry job creation, or the enhancement to our quality of life - tourism offers more than what the eye can see.

Felix . . .

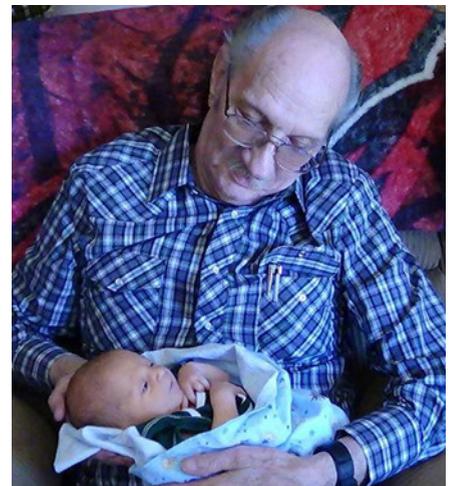
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Mayor Callicotte was a fierce advocate, supporter and personal sponsor of the Clifton Hill Climb. He had been involved with the Clifton Hill Climb back in the early days of the race, and again as nit was revived from 2015 to 2017.

When asked to comment Vice-Mayor Luis Montoya said: "Mayor Callicotte served the town of Clifton with a tireless dedication to improve the community he loved so dearly,"

Mayor Callicotte was quick to grasp the importance of tourism as an important part of economic development. When the Department of Transportation floated the idea of closing down a large portion of the Coronado Trail last year Mayor Callicotte was among the first to oppose the suggestion and strongly voiced his support to keep the Coronado Trail open.

A Celebration of Callicotte's life will be conducted Saturday morning, April 7, at 11 a.m. at the Clifton American Legion Post #28.



Felix with one of his grandkids.

Workforce symposium

The Arizona Association for Economic Development (AAED) will hold an economic and workforce development symposium April 10 at the Phoenix Country Club.

Keynote speaker is Joseph Bocanegra, Vice President of Customer Success at ZipRecruiter.

Cost of the symposium is \$75 for members and \$100 for non-members. Registration deadline is April 5. To register, go to [this website](#).

SV economics

The 24th Annual Sierra Vista Economic Outlook Luncheon, presented by the Cochise College Small Business Development Center and the Cochise College Center for Economic Research, will be held April 19, from 11:30 to 1:30, at the Thunder Mountain Activity Center on Ft. Huachuca.

Speakers will be: Robert Carreira, Ph.D., Chief Economist for Cochise College, and Chuck Potucek, Sierra Vista City Manager.

Cost to attend the luncheon is \$50.00 per person or \$450.00 for a reserved table of 10. Registration deadline is April 12.

To register, call Rachel Norton at 520-515-5478.

Quickbooks classes

Eastern Arizona College Small Business Development Center is presenting a program on Quickbooks (desktop version) for small business, in just three nights.

It will be presented Tuesday, Wednesday, Thursday, April 24-26, 5:30 - 9:00 p.m., at EAC South Campus, Room #5. Cost is \$149 (includes manual).

For information, contact the SBDC at (928) 428-8590.



Videos describe SEAGO's roles

The NADO Research Foundation (NADO RF) has released a short, animated video that highlights the multiple roles that regional development organizations (RDOs) such as SEAGO play in fostering and strengthening resilience in their regions.

RDOs everywhere have the responsibility to step up and be agents of resilience in their communities and regions. Often, this work is “behind the scenes,” such as collecting and analyzing regional data, bringing together key stakeholders to plan, and accessing funding to support projects and initiatives.

[The first video](#) was designed for RDOs to clearly and concisely communicate these roles to the public and other key stakeholders.

NADO RF has embraced a broad and inclusive definition of resilience as the ability of a region or community to anticipate, withstand, and bounce back from any type of shock, disruption or significant growth. This can include natural disasters or man-made economic impacts. The power of this definition is that it broadens attention from emergency response – how to deal with the

immediate impact of a disruptive event – to planning and organizing in advance of a shock or disruption and rebuilding afterwards with a coherent framework.

[The second video](#) lays out the basics of resilience and is meant to spark a conversation in your own community and region about what resilience means to your residents, businesses, and other local stakeholders. Greenlee County is an active partner in regional resilience.

Facebook marketing

For the first time ever, classes from the Cochise College SBDC will be fed live into regional classrooms. The Facebook marketing classes will also be interactive.

These classes, which will be held in Sierra Vista, will be fed to the Willcox center, Room 103, and elsewhere.

The classes will be held April 20, May 24, and June 21, from 8-9:30 each morning.

For more information, contact Rachel at the SBDC at 520-515-5478 or nortonr@cochise.edu.

