



October 2018

Vol. 5, No. 10

## Does Greenlee need new housing?

By Ákos Kovach  
729.

That is the current number of families or individuals waiting for housing in Morenci. So one would deduce that yes, Greenlee County needs housing.

But what does the buying public want? Or what do they expect? Compare those facts with what is available on the market today, there is a big difference between current housing inventory and the demand that is bursting at the seams.

The Greenlee Housing Fea-

sibility Study is responding to and addressing the various questions, needs, concerns, wants and desires of the consumer public. Some only want to rent, the cheaper the monthly rent the

better. Others understand a free market rental environment and know how to weigh the best deal between renting and owning. The remainder simply wants to buy

[Click here to read more](#)



## Greenlee 'target industry analysis'

By Ákos Kovach

There is probably more interest and activity related to Greenlee County right now than there has been for many years. It is the culmination of several groups, lots of people and economic momentum coming together all at the right time.

One of those activities is actually better defined as a process – the Target Industry Analysis.

Basically it is a methodology by which stakeholders interact with a consultant and with each other. They help gather data, encourage their friends, family and colleagues to take the target

industry survey. There is a data input component plus of course online access as well.

Over a period of months goals are assessed, and reassessed. The results are refined to reflect the best possible industries alongside our highest likelihood of attracting such an industry.

### What is job diversity?

Why? Job diversity is a top priority, but so is the goal of keeping our young people closer to home while providing meaningful career opportunities.

With job diversity comes additional economic stability, so when

copper prices go down our economy has other employers, new taxpayers and a stabilizing lineup of financial backing to keep homebuilders motivated to keep on building.

A vibrant homebuilding environment stimulates those willing to risk millions of dollars on building a new hotel, and so it goes.

With the first organizational meeting of the Target Industry Analysis Steering Committee about to take place, we embark on a road very important to the future

[Click here to read more](#)

DEVELOPMENT

# Greenlee ramps up marketing

## Here's how you can help

By Gary Dillard

In the five years that Greenlee County has been making a concerted effort to position itself for development, there has been a steady increase in its online marketing efforts to complement what it does one-on-one and at conferences.

Now it is beginning to ramp up how it uses social media, today's most powerful form of marketing, and the county — you — needs your help.

Don't worry: It will be fun!

### Here's the process

A few weeks ago, Greenlee created a Facebook group called [Greenlee County Natural Wonders](#). A few folks have found out about it, have joined and have added photos.

That's what it's for. Greenlee County has tremendous beauty and many of you photograph it regularly. Now you can start sharing it — and sharing it with a purpose.

Photos shared here can then be shared on other newly created Greenlee County social media sites, including Pinterest, Instagram and Twitter. (See accompanying box for links to all of these.)

These are all photo-oriented sites. They will serve a two-fold (at least) purpose.

First, the county wants to encourage tourism. Folks coming here will give potential lodging developers all the more reason to invest in the county. And this will also benefit those who al-



### Greenlee County Economic Development

Here's the cover of Greenlee County's [Pinterest](#) page, featuring a great photo by Kurt Gillis and posted to [our Facebook group](#).

### Greenlee County social media sites

[Facebook Group](#) Join and post your great photos of Greenlee County's natural wonders.

[Instagram](#) Join and share Greenlee County posts with friends. Instagram reaches a younger audience.

[Pinterest](#) Join and share. Pinterest reaches mostly women, who do most of the trip planning.

[Twitter](#) Join and share. Twitter is big in the cities, which is where the major population of visitors — and developers — lives.

ready have invested here.

In addition, bringing folks down Highway 191 — a scenic route if ever there was one — will help ensure the future of that road, which, if you've been reading this newsletter, you know is facing issues.

Secondly, think about why plants put out beautiful flowers. It to attract bees and hummingbirds and the like to bring about continued life and growth.

Greenlee County will use its beauty to get people thinking about it, to see it as a great place for businesses and industry with employees that appreciate a rural setting and the virtues of the great outdoors.

The social media will be linked

(next month, as a matter of fact) to "landing pages" on [our website](#) that will espouse Greenlee County's many virtues, as a place to visit and a place to relocate.

### Get involved from the start

These efforts are just getting started. That means you have the opportunity to be involved from the get-go.

Go to the sites listed in the box above, "like" or "follow" them, assuming you have an account, and then take the time to share with your own followers.

### Your to-do list

Join the accounts in the box.

Contribute and share.

Have fun!



## SEAGO has new ED website

SouthEastern Arizona Governments Organization has a new economic development website.

It is intended to provide links to economic development related websites from throughout the SEAGO Region (including communities in the Region, Chambers of Commerce, Tourism Councils), and other economic development websites that can provide valuable economic information relevant to our Region.

Those involved in the field have been encouraged to review the website, which is at [south-eastarizonaeconomy.com/](http://south-eastarizonaeconomy.com/).

After thorough review by SEAGO staff, the agency said it believes the website comprehensively provides valuable and reliable information to anyone seeking economic information about our region and specific communities.

Anyone who has recommendations for improving the website should contact Larry Catten, SEAGO's economic development program manager. Changes can be made quickly.

Anyone who has a website re-

lated to regional economic development is asked to add a link to this SEAGO economic development website to the community websites.

The interconnectivity of the Region's community and economic development websites will complete the valuable information circle.



Rated by Fodor's Travel as one of the top 10 wine festivals in North America, the Willcox Wine Country Festival is a weekend-long celebration, featuring Arizona wines from the Willcox region.

It is scheduled for Saturday and Sunday, October 20 & 21, 11-5 p.m.

What started with four wineries and just over 250 attendees ten years ago, has grown to 18 wineries, over 70 art and craft vendors, 5 bands, multiple food venues, and over 5,000 attendees.

The festival is located at the historic Railroad Park (157 N. Railroad Avenue, Willcox, AZ 85643) just steps from the Will-

cox Wine Trail and local vineyards.

Take advantage and spend the whole weekend! Willcox offers several places to stay overnight.

Other Events on Festival Weekend:

- Willcox Historic Theater: The Wild Bunch Film Festival Experience a film festival competition in Arizona solely for the western genre and subgenres!

- The Art League of Willcox: Art Show and Sale on Saturday and Sunday at Studio 128 adjacent to the Willcox Historic Theater.

[Click here for more info.](#)

**DEVELOPMENT**

# Gila Valley Small Business Woman of the Year Awards

The 6th Annual Gila Valley Small Business Woman of the Year Awards, an event to celebrate women business owners in Graham & Greenlee Counties, is coming up in October.

It's now nomination time, with a deadline of 5 p.m., Thursday, Oct. 11.

## How Does It Work?

Nominate any local woman small business owner you think deserves to win this award (please nominate only one individual per form).

Nominations will be reviewed by an appointed committee and two winners will be selected.

At a reception held on Thursday, Oct. 25, all nominees who attend will be recognized and receive a gift. Two of these nominees, one from Graham County and one from Greenlee County, will be recognized as our Grand Prize Winners and each will receive \$1,000.

Nomination forms are available [online](#) or at the chamber offices in Graham and Greenlee counties.

First check out [guidelines](#) for nominees.

More than 11.6 million businesses are owned by women, employing nearly 9 million people and generating \$1.7 trillion in sales in 2017.

This accounts for 39% of privately owned businesses in the U.S. The Gila Valley Small Business Woman of the Year Committee was formed to encourage and promote the celebration of



these achievements.

If you have questions about the event or the process, contact Charmaine Chidester at (928) 651-3673.

## Benson luncheon

The 2018 Benson Economic Outlook Luncheon will be held Oct. 4, from 11-1:30, at the Benson Unified School District Dining Auditorium, 360 S. Patagonia St.

Speakers will be, Dr. Robert Carreira, Chief Economist for the Cochise College Center for Economic Research, who will provide a review of the past year's economy and a forecast for the coming year, and Vicki Vivian, Benson Interim City Manager, will give a presentation on current and planned projects within the city.

Cost to attend is \$45 per person or \$315 for a reserved table of 8. Deadline for registering is Sept. 27. Contact Rachel Norton at 520-515-5478, or [nortonr@cochise.edu](mailto:nortonr@cochise.edu) for information.

## The fine art of capacity building

To the editor:

How does an organization increase its revenue — to deliver more services — by 62% over five years?

From 2013 to 2017, Big Brothers Big Sisters of Massachusetts Bay implemented an ambitious plan to increase its revenue, services, and impact on the community.

With her board's support, CEO Wendy Foster made four bold moves — not without controversy:

**BOLD MOVE 1:**  
**SHORT-TERM TRADE-OFF FOR LONG-TERM BENEFITS**

**BOLD MOVE 2:**  
**UNPRECEDENTED INVESTMENT IN DEVELOPMENT TALENT**

**BOLD MOVE 3:**  
**INCREASED BOARD ENGAGEMENT**

**BOLD MOVE 4:**  
**A \$1.5 MILLION RESERVE**

The result? The organization increased the number of children served each year by 54%. [Read our latest Performance in Action story](#) to learn how Wendy and her colleagues achieved this audacious goal and their advice for organizations looking to make bold moves of their own.

Leap Ambassadors  
Community

