

# Experience The West Valley

*Greater Phoenix, Arizona*

*15 Communities... One Voice*



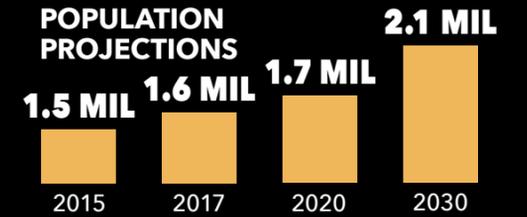
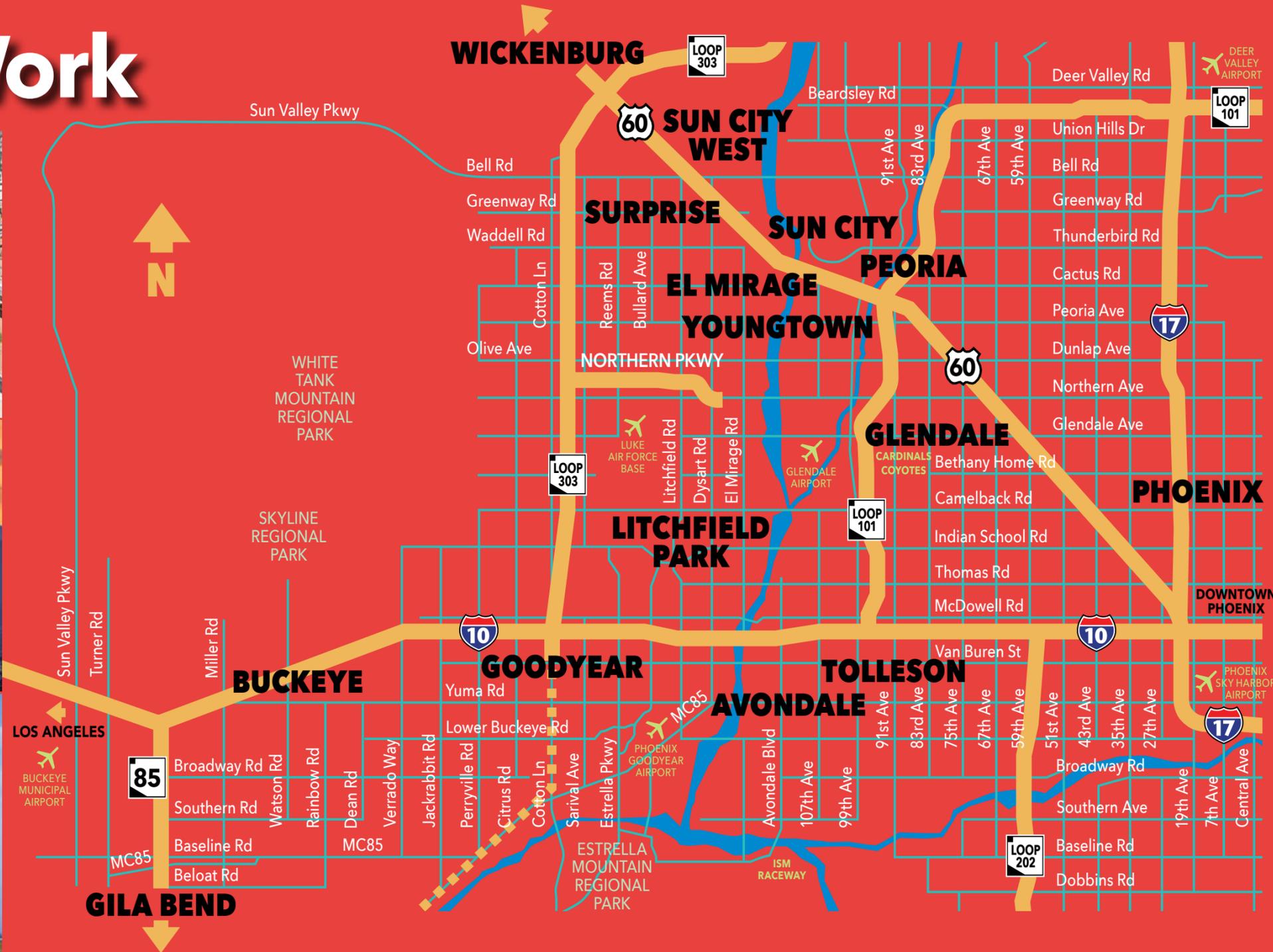
# Where We Live and Work

Times have changed! Over the past 10 years, the West Valley of Phoenix has grown to 1.6 million residents, living in the area west of I-17. This vibrant region is truly the gateway to the West Coast and global trade markets. Important infrastructure improvements such as Loop 101, Loop 202, Loop 303, and Interstate 10 position this region for great opportunities for residential, commercial and industrial growth.

With I-10 and I-17 designated as Key Commerce Corridors for Arizona, Loop 303 and other freeway improvements in the West Valley allow for this uniquely positioned community to prosper economically. The proposed I-11 and State Route 30 corridors will continue to foster mobility and economic development for a growing region.

**John Halikowski, Director,**  
Arizona Department of Transportation

The West Valley has a strong, talented workforce in healthcare, finance, insurance and manufacturing industries. Since the completion of Loop 303, job growth in this region has increased by 40%. Foreign Trade Zone business activity, a key economic driver, has contributed to this surge in job creation in this area.



**62%** of the West Valley population is workforce age.

**\$62,775** Average annual household income in the West Valley.

The Greater Phoenix region continues to grow in population and economic vitality. Stakeholders are dedicated to working in collaboration to further enhance a growing economy. Opportunities are boundless in the West Valley, as leaders remain vigilant in strategic planning focused on the long-term impacts. Dedicated to infrastructure, emphasis on placemaking, and producing talent will serve to elevate the West Valley's profile to companies looking to expand.

**Chris Camacho, President and CEO,**  
Greater Phoenix Economic Council

# The Face of the West Valley

The West Valley is by far the best place for your business investment!

Our community leaders are devoted to ensuring residents enjoy quality housing in well planned, safe neighborhoods with great schools, diverse recreation opportunities, shopping amenities and more.

West Valley residents pride themselves on being open, neighborly and civically engaged.

Over the next 25 years, 43% of the growth in Maricopa County will occur in the West Valley. Community and business leaders, education partners, and residents are keenly aware of the opportunities this growth will bring to the region. That's why they work together to ensure the West Valley continues to grow as a high-quality, safe community with multiple offerings for all!

Housing opportunities available for up-and-coming Millennials to established corporate executives range from affordable options up to \$3.8 million. The average sales price for a single-family home is \$265,000. Additional housing options include the multi-family rental market that caters to the younger workforce looking for flexibility, amenities and maintenance-free lifestyles.



*I love the West Valley because of its vibrant diversity. I have friends from all different cultural and economic backgrounds, and we enjoy a wide range of entertainment, sports, dining, outdoor activities and volunteer opportunities.*

*You name it, we enjoy it in the West Valley. We enjoy living in the sun and going some place else when we want to visit the snow.*

**Joe Cable, Branch Manager,  
Bowman Consulting**

*In its 25th year with over 500 civically engaged alumni, Leadership West focuses on regional awareness, leader to leader relationships and leadership skills to strengthen the community.*

**Michelle Hess,  
Executive Director,  
Leadership West**

# Living Large in the West Valley



## COMMUNITY ACTIVITIES AND EVENTS

The West Valley offers hundreds of lifestyle activities for residents and visitors each year.

Each West Valley city celebrates their unique history, culture and tourism offerings through community festivals, events and activities.

From music to culinary festivals, Western to modern day themed events, West Valley communities embrace diversity for all age groups and interests. These communities understand that the social benefits of such gatherings foster community pride, teach people new things, and strengthen relationships.



## RECREATION

The West Valley serves up an active, healthy lifestyle with a variety of recreational opportunities. Over 3,000 square miles offer the best of the great outdoors including Estrella Mountain Regional Park, Hassayampa River Preserve, Lake Pleasant Regional Park, White Tank Mountain Regional Park and the Wildlife World Zoo.

*We've seen the magnificent outcome of this balance with the preservation of Sunrise Mountain and the White Tank Mountain conservancy, where cities are embracing this opportunity and taking thoughtful steps to plan our cities in ways that ensure today's residents, and those of tomorrow, will forever have access to the lands, amenities, and heritage that make us so unique.*

**Cathy Carlat, Mayor,  
City of Peoria**

## SPORTS

The West Valley is a sports fan mecca! With nine Cactus League baseball teams, Arizona Cardinals Football Club, the Arizona Coyotes and ISM Raceway, fans can enjoy professional sports excitement almost year-round!

# West Valley Night Life



## ENTERTAINMENT

Entertainment Districts offer a variety of nightlife, dining and fun experiences in a walkable atmosphere. Westgate is home to University of Phoenix Stadium and Gila River Area, hosting world-class concerts and events for all musical genres and ages. This area always exudes energy but really kicks the party up a notch on the weekends! P83 is also another entertainment district that offers dining, sports, movies and more for West Valley residents and visitors.

The West Valley offers hundreds of cultural opportunities for residents and visitors. With an abundance of theaters, galleries, shows, etc. each year, this community is rich with diverse cultural amenities for all ages.

“ A recent national study showed that West Valley nonprofit arts organizations and their audiences contributed \$23 million in direct economic activity and more than \$2.5 million in local and state government revenues. The arts promote innovation, collaboration and positively impact local economies through education and cultural understanding. ”

**Bernadette Carroll,**  
Executive Director,  
West Valley Arts Council

# Learning in the West Valley

## Abundance of Education Opportunities

The West Valley offers a variety of quality education options from K-12 through post-secondary including: public, private, charter, career and technical education (CTE), community colleges and universities. Curricula are designed to facilitate strong foundations in STEM and are aligned with top industry needs, standards and evolving trends. Strong education and industry relationships foster the necessary collaboration for the success of our students and future workforce.

As the face of manufacturing in the West Valley evolves, so do the skills, training and wages related to these jobs. WESTMARC is partnering with industry leaders and the education community to ensure a talented workforce is available to meet this growth.

# Valley

“Arizona State University’s charter acknowledges our role in advancing the economic, social, cultural and overall health of the communities we serve. We are proud to partner with WESTMARC to explore economic development opportunities, grow a skilled workforce, and enhance the quality of life for West Valley communities and all of Arizona.”

**Michael M. Crow, President,  
Arizona State University**



ASU West Campus, Fletcher Library



West-MEC



Ottawa University



Midwestern University



Grand Canyon University



## ALUMNI IN PHOENIX REGION, GRADUATED SINCE 2000

Industry	Alumni
Aerospace	868
Agriculture	882
Art	5,867
Business	29,444
Criminal Justice	4,237
Design & Construction	5,314
Education	33,395
Engineering	9,853
Information	16,358
Law	2,502
Mathematics	1,147
Medical	35,170
Multi	7,044
Political	3,897
Science	6,872
Social	14,787
Technology	8,923
Tourism	2,248
<b>TOTAL</b>	<b>188,808</b>

Sources: ASU Alumni Database 2016,  
U of A Alumni Database 2016,  
NAU Alumni Database 2017

# One Workforce

A skilled, robust workforce is one of the most important elements to grow a strong economy. West Valley leaders have adopted a strategy to identify, analyze and market the region's workforce pipeline. Healthcare, the region's top talent industry, serves the West Valley's 1.6 million residents. This key market provides high-quality jobs with numerous career path opportunities.

Advanced manufacturing and logistics employers are also significant in the West Valley, due to accessible location and concentrated employment corridors.

This region has a strong and talented professional workforce in advanced business industries. Recent investments in these corridors continue to spur expanded specialized and professional growth in the West Valley. Luke Air Force Base is a top employer with highly skilled individuals in the aerospace industry and across the occupational spectrum.



**37%** of the healthcare workers in Maricopa County live in the West Valley.



**34%** of the professional finance and insurance workers in Maricopa County live in the West Valley.



**28%** of the manufacturing workers in Maricopa County live in the West Valley.



## TOP TARGET INDUSTRY EMPLOYERS

Employer	Jobs
Banner Health	6,683
Luke Air Force Base	5,072
Amazon.com	4,538
American Express	3,240
APS/Palo Verde	2,624
PetSmart Inc.	2,061
Abrazo Healthcare	1,726
Swift Transportation Co.	1,324
FedEx	1,308
Shamrock Foods Co.	1,204
JBS Packerland Tolleson	1,200
Arizona State University	1,187
HonorHealth	1,145
JPMorgan Chase Bank	945
Grand Canyon University	903
Humana Inc.	940

Source: MAG Employer Database 2015

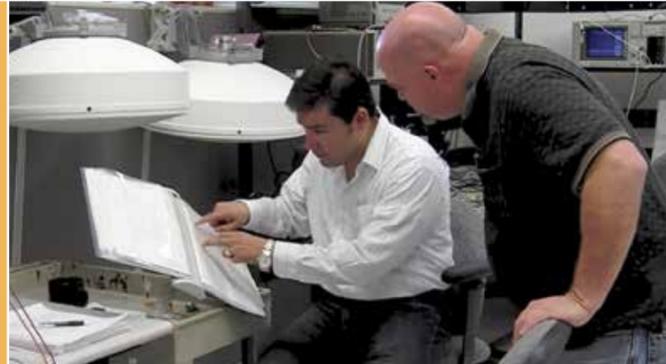


“Our top priority to grow our regional economy is to create the talent and workforce needed to attract high-wage jobs for people in the region.

The West Valley has one of the most business-friendly environments in the country.

Through our partnership with WESTMARC, Phoenix has tremendous access to business, elected and education leaders to strengthen this region as one cohesive community.”

**Daniel Valenzuela,**  
Phoenix City Councilmember,  
WESTMARC Executive Committee



## TARGET INDUSTRY OCCUPATIONS

Advanced Business Services

Advanced Manufacturing

Aerospace

Healthcare

Information Technology

STEM Occupations



# Why WESTMARC?

## Connection, Collaboration, Action

The West Valley is fortunate to have exceptional communities, businesses, and organizations doing remarkable things for our region. WESTMARC is at the center of the West Valley's leadership, with an active membership consisting of 15 communities to include business, education and government leaders all speaking with one voice!

WESTMARC is committed to our members' success and the mission of enhancing economic development, job creation and promoting quality of life in the West Valley. We engage with our members by providing opportunities to interact, learn and communicate through asset tours, networking, key issue committees, information sessions and five signature events throughout the year. Equally important, WESTMARC communicates the region's successes through special events, social media, weekly newsletters, website exposure, to name a few.

Doing this effectively helps achieve all three of WESTMARC's priorities. Direct engagement in other state and regional partner organization activities is critical to the West Valley's success.

WESTMARC is the go-to resource for West Valley data, including workforce statistics, business sector trends and quality of life indicators. They capture and report insights into West Valley life that may surprise some and inspire others, like the fact that 34% of the finance/insurance workers in Maricopa County live in the West Valley! It is WESTMARC data that confirms what many sense - the West Valley business climate is healthy and the forecast is favorable.

**Nicole Stanton, Managing Partner, Quarles & Brady**



Over my 23 year career, I've had the opportunity to work in five states. This is by far the most impressive coordination of community leaders' (private and elected) efforts toward the greater good I've had the privilege to witness. When we became the first Level 1 Trauma Center in the West Valley, it was celebrated and supported by multiple communities and their leaders.

Through effective WESTMARC Committee activities, I have had the opportunity to work closely with one of my competitors as we unite towards a common purpose in advancing the West Valley.

**Stan Holm, CEO, Abrazo West Campus**

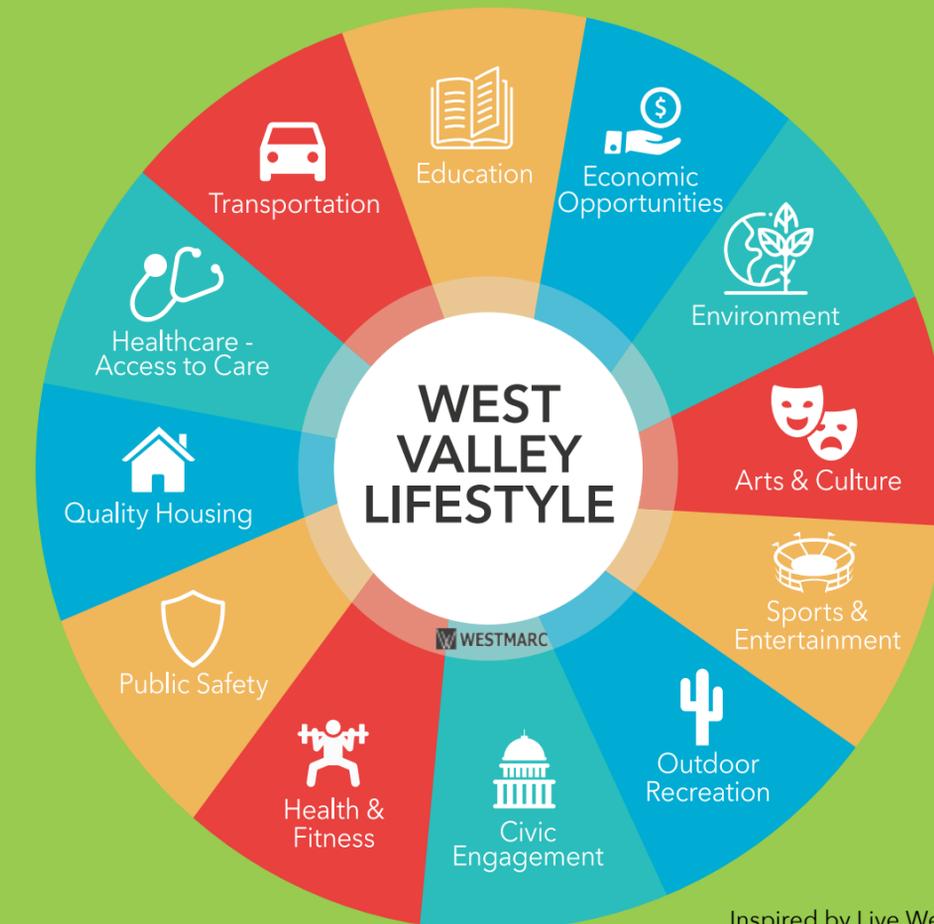
**WESTMARC is the regional hub to impact positive change in the West Valley!**

### WESTMARC KEY PRIORITIES

- Promote the West Valley
- Enhance Economic Development
- Increase Member Value

# The West Valley

*15 Communities.. One Voice*



Inspired by Live Well Arizona

# Experience The West Valley

*Greater Phoenix, Arizona*

## 15 Communities... One Voice

WESTMARC, a public/private partnership of 15 communities, the business and education sectors, provides opportunities for members to interact and communicate on issues vital to moving the West Valley forward. WESTMARC is committed to our members' success and our mission of enhancing economic development and quality of life in the West Valley.



Avondale  
Buckeye  
El Mirage  
Gila Bend  
Glendale  
Goodyear  
Litchfield Park  
Peoria  
Phoenix  
Sun City  
Sun City West  
Surprise  
Tolleson  
Wickenburg  
Youngtown



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Sintra Hoffman  
President and CEO

[www.westmarc.org](http://www.westmarc.org)



As part of our ongoing  
commitment to the community,  
APS is proud to provide  
the printing of this brochure.

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