



STRATEGIC PLAN

2025 - 2035

✦ President's Note

Dear Friends,

The West Valley of Greater Phoenix is one of the fastest-growing regions in the country. Spanning more than 3,000 square miles west of Interstate 17, it encompasses 13 municipalities and additional communities within Maricopa County. The region is home to 1.9 million residents—from seasoned executives to an emerging Gen Z workforce. With a median age of 37 and 63% of residents of working age, the West Valley offers a dynamic workforce. The region is also one of the most culturally rich and diverse in Arizona, with a vibrant, minority-majority population—57% of residents identify as racially or ethnically diverse.

Over the past two decades, the West Valley has experienced remarkable transformation, attracting young families and a skilled workforce. Our high quality of life attracts Fortune 500 companies, luxury housing developments, and world-class sports and entertainment amenities. But what truly sets us apart is our engaged, connected community where residents and stakeholders are invested in each other's success and elevating the region.

WESTMARC, a coalition of public, private, education, and non-profit leaders dedicated to driving the economic vitality and quality of life throughout the region. We serve as the premier conveyor for stakeholders to connect, collaborate, and take strategic action to amplify the West Valley's united voice on a national stage.

Our organization is guided by a Board of Directors composed of leaders from the aforementioned sectors ensuring well-rounded regional leadership. Together, we've identified five strategic pillars that guide our work: Promote, Position, Activate, Advocate, and Measure. These pillars ensure that WESTMARC actively shapes the region's growth through cross-sector collaboration, bold strategies, and data-informed decisions. I want to express my sincere gratitude to the WESTMARC Board of Directors and our members for their engagement and investment. Their leadership and commitment is rooted in passion and boldly shaping a prosperous future for the West Valley.

Sincerely,



Sintra Hoffman
President and CEO

✦ Executive Committee



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Bridget Schwartz-Manock
Assistant General
Manager, Public and
Intergovernmental Affairs
Central Arizona Project



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- Honorable Suzanne Allen, Councilmember - City of Litchfield Park
- Dr. Joshua Baker, Interim President & Chief Executive Officer - Midwestern University
- Ron Castro, West Valley Bank President, BNC National Bank
- Hans Driessnack, Chief Executive Officer - Abrazo West Hospital
- Honorable Patrick Duffy, Councilmember - City of Surprise
- Honorable Betty Guardado, Councilmember - City of Phoenix
- Jon Howard, Partner - Quarles
- Honorable Laura Kaino, Councilmember - City of Goodyear
- Bobbi Magdaleno, Executive Director, Government & Community Engagement - Arizona State University
- Honorable Ray Malnar, Councilmember - City of Glendale
- Jessica Perry, Public Affairs Manager - Arizona Public Service
- Neil Terry, Partner - Grace GHC | Orcutt Winslow

EXECUTIVE ADVISORY COMMITTEE

- Joe La Rue, President & CEO - Sun Health
- Herman Orcutt, Founder - Orcutt | Winslow (Retired)

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✦ Introduction & Purpose

WESTMARC was formed in 1990 as a coalition of the public, private and education sectors to address important issues facing the West Valley—specifically, transportation, education, and the preservation of Luke Air Force Base. Thanks to the success and collaboration of regional leaders, these foundational issues now serve as catalysts for current and future economic activity.

Today, the West Valley is focused on economic development, job creation, regional competitiveness, and supporting policies to ensure economic success. WESTMARC plays a critical role in showcasing the area's growing workforce, increasing buying power, and high quality of life. A vital part of our work is sharing updated information on the West Valley's evolution and re-branding the West Valley to reflect its transformation and potential.

Economic forecasts and growth projections show that Western Maricopa County holds the greatest economic opportunity for Arizona's future. Over the next 25 years, 50% of Maricopa County's population growth is expected to occur in the West Valley. WESTMARC is committed to working with regional stakeholders to ensure our communities are positioned to meet the demands of this rapid growth.

In response to the region's evolution and continued growth over the last five years, and with a forward-looking mindset, WESTMARC's Board of Directors launched a strategic planning process to guide the organization over the next decade. This process included a Strategic Planning Retreat in November 2024, where the Board reaffirmed WESTMARC's role as the leading regional organization advocating for the West Valley as a place of vibrant communities, economic vitality, and opportunity. Our strategies will focus on enabling all member communities and sectors to speak with one united voice.

WESTMARC advances these strategies through its seven Issue Committees: Economic Development, Education & Workforce Development, Healthcare, Infrastructure, Public Affairs, Quality of Life, and Marketing. These committees directly align with the five strategic pillars and provide members with opportunities to engage in shaping and implementing the plan.

✦ **VISION**

WESTMARC envisions a thriving, resilient economy powered by innovation, high quality jobs, and an elevated quality of life for all who live and work in the West Valley.

✦ **MISSION**

WESTMARC drives economic vitality in the West Valley of Greater Phoenix by bringing together leaders and stakeholders to champion a united voice for regional success.

✦ **FUTURE FOCUSED**

A thriving Arizona region that attracts quality jobs and a skilled workforce, provides a range of housing options, fosters innovation, preserves open spaces with sustainable resource management, and is recognized for its excellent schools, healthcare services, accessible transportation, and entertainment amenities.

✦ **WESTMARC VALUES**

C - Connection – We convene, collaborate, and build lasting relationships.

H - Honesty — We are trusted, ethical, and committed.

E - Empowerment – We support and elevate regional leaders.

E - Execution – We get it done!

R - Resilience – We lead boldly in the West Valley brand.

✦ **OUR IMPACT**

WESTMARC and our members impact nearly every industry and community in the region. This collaboration strengthens the economy, supports job creation, and shapes the West Valley's future. Our members, Board of Directors, and stakeholders invest in the long-term, market-driven prosperity of the West Valley.

WESTMARC Pillars



- ♦ **Promote** — Promote the West Valley with one united voice for economic growth
- ♦ **Position** — Position the West Valley for economic vitality and strategic business attraction
- ♦ **Activate** — Activate key stakeholders to advance economic development, education & workforce, healthcare, infrastructure, and quality of life
- ♦ **Advocate** — Advocate and engage in policy work that supports the WESTMARC priorities
- ♦ **Measure** — Build and maintain a dashboard of key indicators aligned with WESTMARC's strategic goals



Promote

PROMOTE THE WEST VALLEY WITH ONE UNITED VOICE FOR ECONOMIC GROWTH

CONVENE STAKEHOLDERS

Regional partners across municipalities, businesses, educational institutions, and nonprofits align around shared priorities to solve issues and elevate the West Valley's economic profile.

INFORM ON CURRENT ISSUES

Share timely updates and relevant information with members and the broader community to ensure informed engagement on topics impacting the region.

REGIONAL MARKETING

WESTMARC's leadership works in partnership with the Marketing Committee to serve as the strategic and united voice of the West Valley—driving unified, compelling, and data-informed messaging that highlights the region's economic momentum, workforce strength, and exceptional quality of life. The committee is composed of experienced communications professionals and engaged regional stakeholders who collaborate to elevate the West Valley brand through media partnerships, storytelling, and targeted outreach.



We continue to strengthen relationships with key media outlets including the Phoenix Business Journal, Arizona Business Magazine, and The Arizona Republic, as well as other local and national platforms, to share timely and relevant stories that position the West Valley as a premier destination for business, talent, and lifestyle.

CONSISTENT MESSAGING TO ALIGN WITH STATEWIDE INITIATIVES

Ensure WESTMARC's messaging and promotional efforts align with statewide economic development and workforce priorities, while maintaining a unified and distinct regional voice. We collaborate closely with partners such as the Arizona Commerce Authority (ACA) and Greater Phoenix Economic Council (GPEC) to ensure consistency, amplify shared goals, and strengthen the West Valley's position within broader state initiatives.

Through compelling narratives and data-informed messaging, members help promote the region's thriving workforce, expanding economy, and vibrant quality of life—positioning the West Valley as a premier location for business, talent, and lifestyle.

WESTMARC PROGRAMING AND OPPORTUNITIES FOR ENGAGEMENT

Committees:

- Marketing Committee
- Economic Development
- Education and Workforce Development
- Infrastructure
- Healthcare
- Quality of Life

Events:

- Best of the West (October)
- Annual Business Meeting (February)
- Economic Development Summit (May)



Position

POSITION THE WEST VALLEY FOR ECONOMIC VITALITY AND STRATEGIC BUSINESS ATTRACTION

The West Valley is a hub of opportunity, defined by its strong workforce pipeline, high quality of life, modern infrastructure, and business-friendly environment. Through strategic messaging and regional collaboration, WESTMARC promotes these advantages to position the West Valley as a prime destination for business growth and investment.

WESTMARC supports and promotes nine targeted industries that reflect the West Valley's strengths, growth potential, and robust workforce capabilities:

- Aerospace and Aviation
- Business Services
- Construction
- Education
- Healthcare and Social Assistance
- Manufacturing
- Retail, Hospitality, and Tourism
- Transportation and Warehousing
- Technology

As a proud partner in the Greater Maricopa Foreign Trade Zone (GMFTZ), WESTMARC supports international trade and leverages regional incentives to attract global companies to the West Valley.

COLLABORATE WITH GPEC & ACA

WESTMARC partners with the Greater Phoenix Economic Council (GPEC) and the Arizona Commerce Authority (ACA) to share subregional data on the West Valley with site selectors and prospective companies.

FACILITATE BUSINESS & ECONOMIC DEVELOPMENT ORGANIZATIONS (EDO)

WESTMARC convenes business, education, and economic development leaders to align business attraction goals and coordinate outreach across the region consistent with our brand.

SHOWCASE WEST VALLEY EDUCATION

The West Valley is home to high-performing K–12 districts, award winning career and technical education programs, and nationally branded post secondary education institutions. WESTMARC leverages these partners and their programs for business attraction strategies.

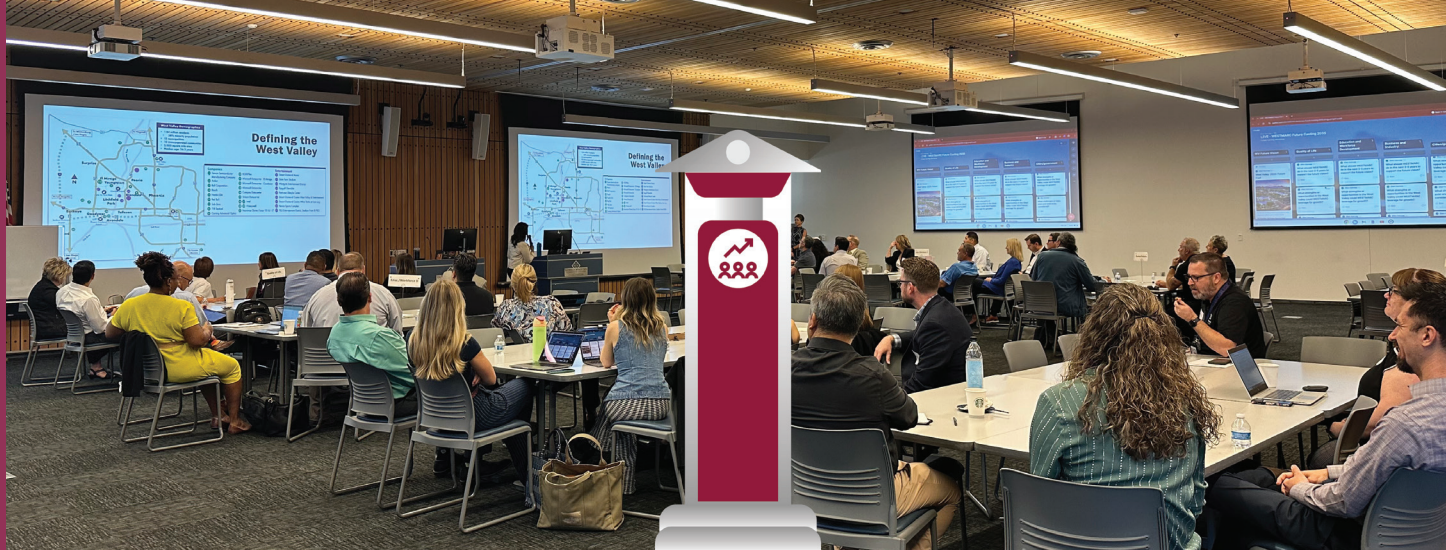
WESTMARC PROGRAMING AND OPPORTUNITIES FOR ENGAGEMENT

Committees:

- Economic Development Committee
- Education & Workforce Development Committee
- Infrastructure
- Healthcare
- Marketing
- Quality of Life

Events:

- Business Technology Summit (April)
- Economic Development Summit (May)
- Healthcare Summit (June)
- Topgolf Networking Event (April)
- Golf Classic (September)



Activate

ACTIVATE KEY STAKEHOLDERS TO ADVANCE ECONOMIC DEVELOPMENT, EDUCATION & WORKFORCE, HEALTHCARE, INFRASTRUCTURE, AND QUALITY OF LIFE

WESTMARC plays a critical role in convening regional leaders to address the issues shaping the West Valley's future. Infrastructure, as the backbone of economic development, is a primary focus, along with healthcare, education, housing, and quality of life.

WATER

As one of Arizona's most precious resources, reliable access to water is essential for community development, industry expansion, and long-term sustainability. While Arizona is leading the way in innovative water acquisition strategies, we are extremely mindful that future growth is predicated on the next wave of innovation and investment in regional water strategies. Therefore, WESTMARC engages with municipal and utility partners (public and private) to ensure regional water strategies and policies align with growth projections.

ENERGY

With the West Valley's rapid pace of growth, energy infrastructure must evolve to meet demand. WESTMARC advocates for both reliability and innovation—supporting efforts to expand renewable energy sources and balance cost management for residential and business consumers alike.

COMMUNICATION & CONNECTIVITY

Investments in fiber, broadband, and 5G are key to enabling Smart Region strategies. WESTMARC collaborates with regional and state-level partners to ensure the West Valley remains competitive in digital infrastructure, paving the way for connected cities, remote education and work, and innovation across industries.

TRANSPORTATION

Strategic transportation planning is critical to the region for the mobility of residents and commerce. WESTMARC promotes expanded and forward-thinking transit options to prepare for a future-ready community, including autonomous vehicles and emerging technologies.

PROACTIVE ENGAGEMENT

As the region's premier convener, WESTMARC actively engages and informs stakeholders on emerging economic issues. We gather, analyze, and share key metrics to provide members and the broader community with insights that drive informed, data-based decision-making.

WESTMARC PROGRAMING AND OPPORTUNITIES FOR ENGAGEMENT

Committees:

- Infrastructure Committee
- Economic Development Committee
- Education & Workforce Development Committee
- Healthcare Committee
- West Valley Quality of Life Committee

Events:

- Economic Development Summit (May)
- Healthcare Summit (June)
- Workforce Forum (December)
- Tech Summit (November)



Advocate

ADVOCATE AND ENGAGE IN POLICY WORK THAT SUPPORTS WEST VALLEY PRIORITIES

WESTMARC serves as the regional voice for the West Valley, actively advocating for policies that foster economic growth, regional investment, workforce development, and improved quality of life.

DEVELOP AND IMPLEMENT ANNUAL LEGISLATIVE AGENDA

Led by the Public Affairs Committee, WESTMARC develops and refines an annual Legislative Agenda that advances the West Valley's economic development goals across key priority areas: Economic Development, Education, Fiscal Responsibility/ Taxation, Healthcare, Infrastructure, Legal and Regulatory Affairs, Military Preservation, and Quality of Life.

WESTMARC strengthens relationships with policymakers and collaborates with aligned advocacy organizations including Greater Phoenix Leadership, the Arizona Chamber of Commerce, and the East Valley Partnership to amplify the collective voice at the state and federal levels.

WESTMARC PROGRAMING AND OPPORTUNITIES FOR ENGAGEMENT

Committees:

- Public Affairs Committee
- Economic Development
- Education and Workforce Development
- Healthcare
- Quality of Life

Events:

- Governor's State of the State Luncheon (January)
- Healthcare Summit (June)
- Legislative Breakfast (July)



Senator Kelly's participation in WESTMARC's Board of Directors meeting, along with Senator Gallego's recorded message featured at the Legislative Breakfast, exemplify the organization's direct engagement with key policymakers—an integral measure of success under this pillar.



Measure

BUILD AND MAINTAIN A DASHBOARD OF KEY INDICATORS ALIGNED WITH WESTMARC'S STRATEGIC GOALS

Over the past several years, WESTMARC has become widely recognized as a trusted and credible source of data and insights on strategic issues for the West Valley. Through the strategic planning process and stakeholder input, it became evident that this work should be elevated as its own stand-alone pillar and expand on data from additional partner sources. As a result, we are committed to investing resources to build and maintain a regional data dashboard.

We continue to pursue funding opportunities to support both the launch and ongoing maintenance of this tool.



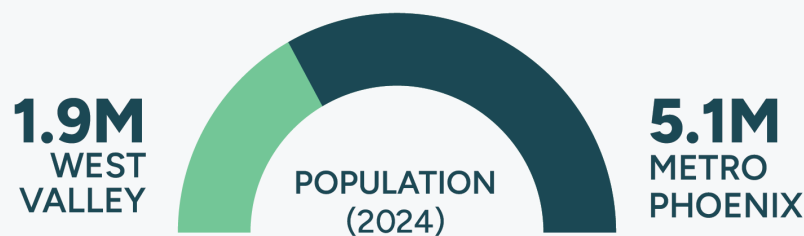
REGIONAL CROSS SECTOR DATA REPOSITORY

WESTMARC collaborates with industry leaders, nonprofit organizations, and educational institutions to identify relevant datasets, ensure data accuracy, and maintain alignment with regional needs. WESTMARC will work with partners to source and integrate economic, workforce, education, infrastructure, and quality of life data from public and proprietary sources.

DEVELOP THE DASHBOARD AS A BUSINESS ATTRACTION TOOL

The dashboard will be positioned as a premier member resource to best position projects with site selectors, investors, and businesses considering the West Valley. This dashboard will serve as the credible resource for regional data that supports decision-making and highlights competitive advantages.

More than a third of Phoenix Metro residents live in the West Valley.



The West Valley's population is projected to grow more than double the national rate of growth over the next five years.

65% of the West Valley population is in the workforce age.

MAXIMIZE RESOURCES ACROSS WESTMARC VERTICALS

WESTMARC will leverage the WESTMARC Foundation for labor market information, and will activate the WESTMARC Foundation as a vehicle to solicit in-kind support and technical expertise – such as data visualization, analysis, and user experience design – from members, partners, and other contributors.

WESTMARC PROGRAMING AND OPPORTUNITIES FOR ENGAGEMENT

Committees:

- Economic Development Committee
- Education & Workforce Development Committee
- Healthcare Committee



		2023	2024	% Change
	Job Growth	700,427	710,312	^1.4%
	Median Annual Wage	\$56,330	\$58,542	^3.9%
	Home Price Appreciation ¹	1.03%	5.75%	4.72%
	Legislative Win Rates ²	100%	75%	-25%
	School District Bond Tracking	79%	72%	-7%
	Commercial Real Estate Vacancy ³	Med Office=11.7% Industrial=8.5% Gen Office=25.4% Retail=3.4%	Med Office=12.9% Industrial=11.9% Gen Office=24.9% Retail=5.5%	

¹ Source: MLS average price per square foot for West Valley zip codes.

² Source: Legislative Win Rate reflects only those bills on which WESTMARC has taken an official position, not all West Valley–related legislation.

³ Source: CBRE Research, Q4 2024 and Q4 2023. Submarket estimates aggregate to the West Valley.

MIGRATION TRENDS

Based on 2022 five-year estimates from the Maricopa Association of Governments (MAG), domestic migration accounted for the vast majority (87%) of new residents moving into the MAG region, with California remaining the top state of origin.

RANK	STATE MOVED FROM	% OF DOMESTIC MOVERS
1	CALIFORNIA	23.5%
2	WASHINGTON	7.8%
3	TEXAS	6.3%
4	ILLINOIS	5.3%
5	COLORADO	4.6%
6	OREGON	3.7%
7	NEW YORK	3.3%
8	UTAH	3.1%
9	MINNESOTA	3.0%
10	FLORIDA	2.8%

Source: U.S. Census Bureau, American Community Survey 2022 5-year State-to-County Migration Estimates

Our regional metrics are anchored in measuring tangible progress across infrastructure, growth, and sustainability. In particular, one critical indicator is the successful support and advocacy for major infrastructure initiatives, which are long-term investments that typically unfold over a 5 to 10-year horizon and lay the foundation for future prosperity.

Recent success stories that demonstrate how strategic infrastructure actions are already shaping the West Valley's trajectory include:



Proposition 479: In November 2024, Maricopa County voters approved Proposition 479, extending the dedicated half-cent transportation sales tax for 20 years—projected to generate approximately \$14.9 billion (in 2020 dollars) to fund freeways, arterial streets, transit services, and bus rapid transit across the West Valley.



Buckeye Water Transfer: In July 2025, Arizona regulators approved the first-ever legal transfer of water from rural Harquahala Basin to the City of Buckeye (up to 5,926 acre-feet per year), opening a vital new water supply critical for future regional growth and infrastructure.



Peoria Innovation Core: In August 2025, the City of Peoria secured 834.5 acres of state trust land for \$46.7 million, setting the stage for a major infrastructure and innovation hub in the West Valley.



Energy Market Integration & Generation Investment: APS and SRP will join the Southwest Power Pool's Markets+ day-ahead and real-time energy market in 2027, marking a major step toward regional grid modernization and resilience. Both utilities are also investing billions in new generation capacity between 2025 and 2027 to keep pace with rising demand. Looking further ahead, Arizona utilities are collaborating on the Desert Southwest natural gas pipeline expansion, slated for completion in 2029, to strengthen long-term reliability and support continued population and business growth.



✦ Engagement and Exposure: Where Your Voice Matters

Your engagement powers WESTMARC's impact. Whether you serve on a committee, sponsor a signature event, or share your expertise as a speaker, every member plays a role in shaping the West Valley's next decade. Below are the core pathways for engagement—choose one or many, and let's build momentum together.

ISSUE COMMITTEES

WESTMARC's seven Issue Committees are central to advancing regional priorities. These forums convene subject-matter experts, public and private sector leaders, and key stakeholders to exchange insights and take action on shared goals. Participation offers members the opportunity to stay informed, shape initiatives, and build meaningful relationships across sectors.

Economic Development

This committee focuses on regional strategies to enhance the West Valley's economic growth. A key priority is the West Valley Pipeline, a workforce development initiative. Members work to inform stakeholders about business attraction tools, such as the Greater Maricopa Foreign Trade Zone, and support economic drivers. The committee also leads the Annual Economic Development Summit and has a subcommittee dedicated to attracting and developing Class A office space to enhance employment opportunities.

Education & Workforce Development

This committee addresses education at all levels (P-20) and supports workforce development to align with regional economic needs. Efforts include collecting West Valley education data to showcase progress, successes, and best practices for business attraction. The committee strengthens connections between businesses and educational institutions through initiatives like the Education Asset Inventory and expert speaker engagements.

Healthcare

As healthcare is a leading industry in the West Valley, this committee focuses on workforce development, physician recruitment, and regional needs assessments. It also plans the West Valley Healthcare Summit, which highlights industry issues and innovations.

Infrastructure

This committee addresses long-term planning for transportation, water, energy, and technology, ensuring the West Valley has a regional voice. It facilitates industry discussions, collaborates with the West Valley Water Association, and engages in smart cities and regional technology solutions.

Public Affairs

Working in coordination with other committees, this group develops WESTMARC's Annual Legislative Agenda, enabling members to discuss and advocate for public policy positions aligned with the organization's mission.

West Valley Quality of Life

Dedicated to promoting the region's high quality of life and strong buying power, this committee inventories assets that impact business location decisions. In 2023, it launched the West Valley Quality of Life Scorecard, an interactive tool showcasing regional strengths.

Marketing

This committee promotes the West Valley with a united voice, leveraging top communication professionals to highlight the region's diverse workforce, economic growth, and expanding population. It ensures consistent messaging across all available platforms.

HOT TOPICS BREAKFAST SERIES

The Hot Topics Breakfast Series provides timely discussions on pressing issues impacting the West Valley, featuring subject matter experts and regional leaders. These breakfasts complement WESTMARC's committee work by offering members the chance to hear the latest insights, ask questions, and exchange ideas across industries. Committee members are invited to attend these breakfasts complimentary as part of their engagement, while the events remain open to all WESTMARC members and non-members for a registration fee.

SIGNATURE EVENTS

WESTMARC's annual events offer high-visibility opportunities to engage with stakeholders, build connections, and participate in key regional conversations.

- Governor's State of the State Luncheon – January
- Annual Business Meeting – February
- TOPGOLF Par-Tee – April
- Economic Development Summit – May
- Healthcare Summit – June
- Legislative Breakfast – July
- Golf Classic – September
- Best of the West Awards Dinner – October
- Business Tech Summit – November
- Workforce Forum – December

CONTRIBUTE AS A THOUGHT LEADER

In addition to attending events, WESTMARC members have opportunities to share their expertise by serving as speakers or subject-matter experts at committee meetings, board meetings, and select events. These platforms provide valuable visibility and a chance to contribute thought leadership on key West Valley topics.

NEWSLETTERS & COMMUNICATIONS

WESTMARC regularly communicates with over 6,600 subscribers through targeted newsletters, offering members a platform to stay informed and be recognized.

GREATER MARICOPA FOREIGN TRADE ZONE (GMFTZ)

WESTMARC is a proud supporter of the Greater Maricopa Foreign Trade Zone (GMFTZ), a powerful economic development tool that enhances the West Valley's competitiveness in the global marketplace. GMFTZ projects attract major manufacturers and logistics operations by reducing operating costs tied to foreign trade, ultimately creating jobs and boosting regional economic activity.

ZONE #277

Zone #277 is governed by an independent board of directors. WESTMARC works closely with the GMFTZ to raise awareness of its benefits among stakeholders, site selectors, and prospective businesses.

CURRENT GMFTZ COMPANIES INCLUDE

Andersen Regional Manufacturing, Inc., Ball Metal Beverage Container Corporation Inc., Bed Bull North America, Inc., Dick's Sporting Goods, Five Below, Inc., Funko, LLC, Mark Anthony Brewing Inc, Michael Lewis Company, Quetico Arizona LLC, REI, RRB Beverage Operations Inc., Sub Zero Inc., The Cookson Company, UPS, Inc. Visit: www.GMFTZ.org

POLICY & LEGISLATIVE ENGAGEMENT

Members are encouraged to participate in WESTMARC's Public Affairs Committee to help shape the organization's Legislative Agenda and take an active role in advocating for policies that promote business success and regional prosperity. Through coordinated advocacy, WESTMARC members have direct opportunities to influence policy and elevate the voice of the West Valley.





✦ WESTMARC Foundation



Established in 2025, the WESTMARC Foundation was created to advance regional workforce development goals. The Foundation's objectives are aligned with the broader WESTMARC strategic pillars, with its work plan rooted in the West Valley Pipeline 2.0 document. This framework is designed to meet the evolving needs of the West Valley's growing business community by partnering with educational institutions to develop a strong, future-ready workforce. The Foundation is focused on implementing West Valley Pipeline 2.0 and strengthening relationships with education partners to support the creation and expansion of programs that ensure long-term regional success. The WESTMARC Foundation represents our long-term investment in people—the talent that drives our regional economy and defines the West Valley's competitive edge.

INDUSTRY SOLUTION COLLABORATIVES

WESTMARC hosts a series of Industry Solution Collaboratives where a group of businesses within a single industry gather to discuss common or shared talent attraction and retention challenges and solutions.

✦ WESTMARC Partners

Our partners are organizations we collaborate with to amplify impact and advance shared goals. By working together, we enhance one another's efforts, strengthen regional initiatives, and create greater opportunities for the West Valley.



✦ Board of Directors

BOARD OF DIRECTORS

- Bridget Schwartz Manock, Director, Public Affairs - Central Arizona Project
- Sebastian Porchini, Senior Vice President - FirstBank
- Courtney Ophaug, CEO - Banner Estrella
- Honorable Suzanne Allen, Councilmember - City of Litchfield Park
- Dr. Joshua Baker, President & CEO - Midwestern University
- Ron Castro, West Valley Bank President - BNC National Bank
- Hans Driessnack, CEO - Abrazo West Campus
- Honorable Patrick Duffy, Councilmember- City of Surprise
- Honorable Betty Guardado, Councilmember - City of Phoenix
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- Honorable Laura Kaino, Councilmember - City of Goodyear
- Bobbi Magdaleno, Executive Director, Government & Community Engagement - Arizona State University
- Honorable Ray Malnar, Councilmember - City of Glendale
- Jessica Perry, Public Affairs Manager - Arizona Public Service
- Neil Terry, Partner - Grace GHC | Orcutt Winslow
- Joe La Rue, President & CEO - Sun Health
- Herman Orcutt, Founder - Orcutt | Winslow (Retired)
- Claire Agnew, Chief Financial Officer - Valleywise Health
- Kimberly Banach, Marketing Director - Howard Hughes
- Honorable Matt Bullock, Councilmember - City of Peoria
- Tom Dorn, President - Dorn Policy Group, Inc.
- Jessica Drasang, Vice President - Carollo Engineers
- Diego Espinoza, Government Relations - Salt River Project
- Haley Fagerlie, AVP, Industry Relations & Strategic Planning Partnerships - Grand Canyon University
- Parker Froehlich, Sr. Project Manager - CVL Consultants
- Honorable Clay Goodman, Councilmember - City of Buckeye
- John Graham, Chairman & CEO - Sunbelt Holdings
- Alberto Guardado, Area Vice President - Republic Services
- Megan Mills, Assistant Superintendent of Strategic Planning - West-MEC
- Aaron Macneil, Senior Vice President of Operations - DIME Associates
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- Dr. Tiffany Hernandez, President - Glendale Community College
- Mick Hoover, Physician & Business Development - Dignity Health
- Honorable Michael LeVault, Mayor - Town of Youngtown
- Tucker Macon, Project Director - Sundt
- Ryan O'Connor, Vice President, Marketing & Communications - Credit Union West
- Honorable Mike Pineda, Mayor - City of Avondale
- Michele Pino, Commercial, Site Selection & Industrial Specialist - Land Advisors Organization
- Roxanna Pitones, Public Affairs Advisor - TriAdvocates
- Dr. Rey Rivera, President - Estrella Mountain Community College
- Honorable Juan Rodriguez, Mayor - City of Tolleson
- Honorable Rebecca Rovey, Councilmember - Town of Wickenburg
- Honorable Tommy Lee Sikes, Mayor - Town of Gila Bend
- Josh Stine, External Affairs & Business Partnership - Boys & Girls Clubs of the Valley
- Jeff Stuck, Vice President of Operations - EPCOR
- Kenneth Weise, Director, Government Affairs - Phoenix Raceway

EX-OFFICIO BOARD MEMBERS

- Michelle Hess, Executive Director - Leadership West
- Mark James, Director, Community Initiatives Team - Luke Air Force Base
- Kevin Knight, District Director - Congressman David Schweikert
- Penny Pew, District Director - Congressman Paul Gosar
- Tom Sadler, President and CEO - Arizona Sports and Tourism Authority
- Ron Sites, Executive Director - Fighter Country Partnership

DIRECTOR EMERITUS

- Honorable Janice K. Brewer, Past-Governor - State of Arizona

✦ WESTMARC Members

Business Community

29TH Street Living
Abrazo Health
Agate Construction Inc.
Amkor Technology Arizona, Inc.
APS
Arizona Gateway Logistics
Arizona Sports and Tourism Authority
AZ Big Media
Banner Health
Bell Bank
Blue Cross Blue Shield of AZ
BNC National Bank
BNSF Railway Company
BOK Financial
Buckeye Valley Chamber of Commerce
C West Entertainment
Carefree Partners Investments
Carollo Engineers, Inc
Central Arizona Project
Cigna Healthcare
Civil & Environmental Consultants, Inc.
ClearSky Rehabilitation Hospital of
Avondale
Coe & Van Loo Consultants, Inc
Colliers Engineering and Design (formerly
HILGARTWILSON, LLC)
Colliers International
CopperPoint Mutual Insurance Company
CORE Construction
Credit Union West
Crowley Recruiting, LLC
Crown Castle
CrossFirst Bank
Desert Diamond Casino & Entertainment
Deutsch Architecture Group
Dignity Health
DMB
Dominium, Inc.
Dorn Policy Group, Inc.
DPR Construction
Economic Incentives Advisory Group
(EIAG)
EPCOR Water
EPS Group Inc.
Estrella Development Company, LLC
Event Registration Invoice
Evolve Ventures, LLC
First Fidelity Bank
FCI Constructors, Inc.
FirstBank
GCON Inc.
Glendale Chamber of Commerce
Globe Corporation & Subsidiaries
GMFTZ
Haydon Building Corp
HighGround, Inc.
Hunter Contracting Co.
Invenergy LLC
IRIS USA, Inc.
JLL
KBC Advisors
KBE Building Corporation
Land Advisors Organization
Liberty Utilities
LJA Engineering
McCarthy Building Companies
Merit Partners
Microsoft
Momentum Hiring Solutions
Mortenson
Multistudio
Nathan & Associates
NextEra Energy Resources
Olsson
OneAZ Credit Union

Orcutt Winslow Partnership
Pacific Office Automation
Peoria Chamber of Commerce
Phoenix Raceway
Phoenix West Commercial
Plus Power
PNC Private Bank
Quarles & Brady LLP
Reliance Management
Republic Services
Rexco, LLC
Sante of Surprise
SimonCRE
Southwest Valley Chamber of Commerce
SRP
State Farm Stadium - SMG
Stifel, Nicolaus & Company, Incorporated
Strunk Insurance Group
Sun Health
Sunbelt Holdings
Sundt Construction, Inc.
Surprise Regional Chamber of Commerce
Swire Coca-Cola, USA
Test Company
Tester
The Howard Hughes Corporation
The PENTA Building Group
Topgolf Glendale
Triadvocates LLC
TSMC AZ Corp.
VAI Resort
Valley Metro
Valleywise Health
Vantage Data Centers
Veregy
Vistancia Development LLC
Weis Builders, Inc
WeSERV (West and South East Realtors of
the Valley)
Wickenburg Chamber of Commerce
Wigwam Arizona
Wildlife World Zoo, Aquarium & Safari Park
Willdan
Wyerd Fiber

Education

Agua Fria Union High School District
Arizona State University
Avondale Elementary School District
Bright Beginnings
Buckeye Elementary School District #33
Buckeye Union High School District
Dysart Unified School District
Estrella Mountain Community Colleges
Franklin Pierce University
Glendale Community College
Glendale Elementary School District #40
Grand Canyon University
Great Hearts Arizona
Litchfield Elementary School District
Littleton Elementary School District
Maricopa Community College District
Midwestern University
Northern Arizona University
Ottawa University
Pendergast Elementary School District
Peoria Unified School District
Saddle Mountain Unified School District
#90
ThrivePoint High School
Tolleson Union High School District
University of Arizona
Valley Schools Management Group - VSMG
Washington Elementary School District -
Glendale
West-MEC

Government

AZ @ Work Maricopa County
AZ Commerce Authority
City of Avondale
City of Buckeye
City of El Mirage
City of Glendale
City of Goodyear
City of Litchfield Park
City of Peoria
City of Phoenix
City of Surprise
City of Tolleson
First Things First
Luke Air Force Base
Maricopa Association of Governments
Maricopa County
State Legislators
Sun City West
Town of Gila Bend
Town of Wickenburg
Town of Youngtown

Champions (Individual Memberships)

Herman Orcutt
InnoXXConnect
Lisa Atkins

Non-Profits

A New Leaf
American Council of Engineering
Companies of Arizona
American Lung Association
Arizona Board of Regents
Arizona Community Foundation
Arizona Myeloma Network (AzMN)
Arizona Technology Council
Benevilla
Big Brothers Big Sisters of Central
Arizona
Boys & Girls Clubs of the Valley
Cactus League Baseball Association
Career Connectors
Center for the Future of Arizona
Chicanos Por La Causa, Inc.
Circle the City
City of Hope
Gervonni Cares
Homeless Youth Connection
HonorHealth Foundation
HOT Community Foundation
Irrigation & Electrical Districts
Association of AZ, Inc. (IEDA)
Mavericks
Mission of Mercy
Mother's Against Drunk Driving-MADD
Arizona
Phoenix Children's Hospital (2020)
(not Fndtn)
Phoenix Children's Hospital
Foundation
Royal Oaks Retirement Community
Southwest Lending Closet
Sustainable Home Improvement Loans
of Arizona
The Nature Conservancy
Vitalyst Health Foundation
West Valley Arts Council
West Valley Innovation Alliance
White Tank Mountains Conservancy



A UNITED VOICE, LEADING THE WAY

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.

In partnership with



Avondale
Buckeye
El Mirage
Glendale

Goodyear
Gila Bend
Litchfield Park
Peoria

Phoenix
Sun City
Sun City West
Surprise

Tolleson
Wickenburg
Youngtown