



November 5, 2013

Mayor Jerry Nabours &  
Flagstaff City Council  
Flagstaff City Hall  
211 W. Aspen  
Flagstaff, AZ 86001

Dear Mayor Nabours and Council Members,

Thank you for the opportunity to present this letter to you today and express the point of view of the Greater Flagstaff Chamber of Commerce on the Economic Development chapter of the Flagstaff Regional Plan 2030. While the Greater Flagstaff Chamber is generally supportive of this chapter, we offer our comments and edits for this chapter in the hope that council will find our suggestions balanced, and complimentary to what has already been developed. It is our intention to strengthen this chapter.

The suggestions we offer were developed collaboratively through the Chamber's Community and Economic Development Committee. No single person developed each comment, but instead many in our group offered their thoughts for presenting a comprehensive review of this chapter. You should have in front of you the changes to the chapter that the Greater Flagstaff Chamber offers, and thank you to Kim Sharp with the city staff for collecting these comments from us and making them available for your review.

A few of the key items from our review that I would like to highlight tonight are:

*Education*

Presently this chapter of the regional plan consists of language recognizing Flagstaff Unified School District, NAU, and Coconino Community College for their strength in our community, and rightly so. Our discussion also recognized the fact that there are numerous charter schools and a private college that have been omitted. Adding these additional educational institutions which are also community assets and valuable avenues for educational attainment will strengthen this part of the regional plan.

*Tourism*

Economic development and tourism are intrinsically linked in Flagstaff. As our number one industry, we recognize the value our region derives from its numerous quality attractions, the Grand Canyon, outdoor recreation and arts and culture. We suggest inserting language about the value of tourism as an economic driver and celebrate our ability to be a top destination for visitors around the globe. We will always be a top destination for Arizonans who wish to relax, recreate and refresh from their hectic urban lifestyles.

*Business Attraction*

Much of this chapter places a heavy emphasis on attracting jobs of a predetermined type and caliber. It is the belief of the Greater Flagstaff Chamber that this document could be stronger if we emphasize a diverse job creation effort that is not segregated by any one industry but reflective of our very diverse economy today. Arizona is currently in an attractive place for business attraction and job creation. It would be welcomed to embrace job creation that is not limited but open and affords local residents of all incomes and educational backgrounds a chance to work and succeed in our community.

The Greater Flagstaff Chamber of Commerce remains wholly supportive of the Regional Plan, and we respectfully request that council consider these highlighted topics, as well as our array of comments before you.

Sincerely,

A handwritten signature in black ink that reads "Julie Pastrick". The signature is written in a cursive, flowing style.

Julie Pastrick  
President & CEO  
Greater Flagstaff Chamber of Commerce