



WESTMARC

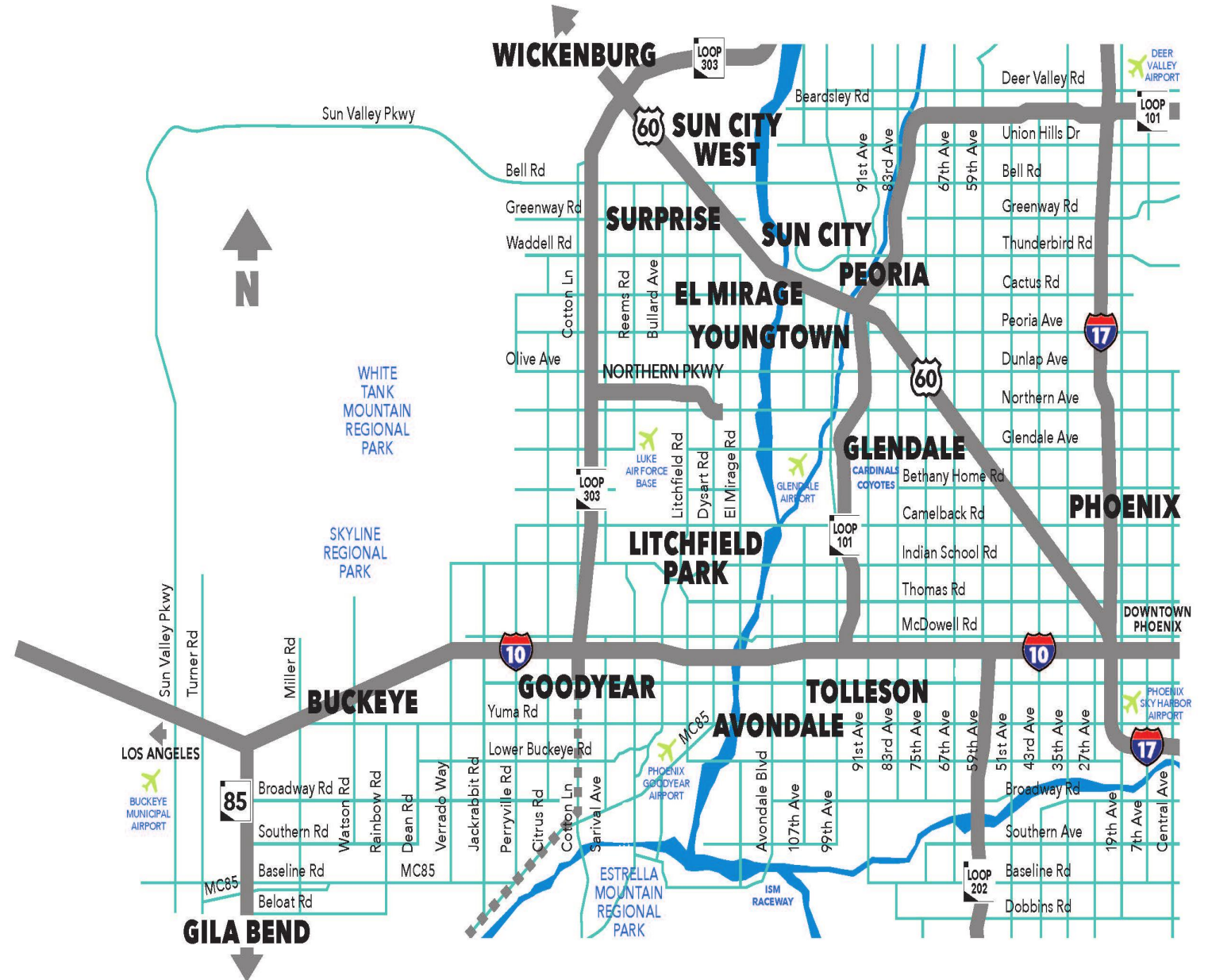
A UNITED VOICE, LEADING THE WAY

Business

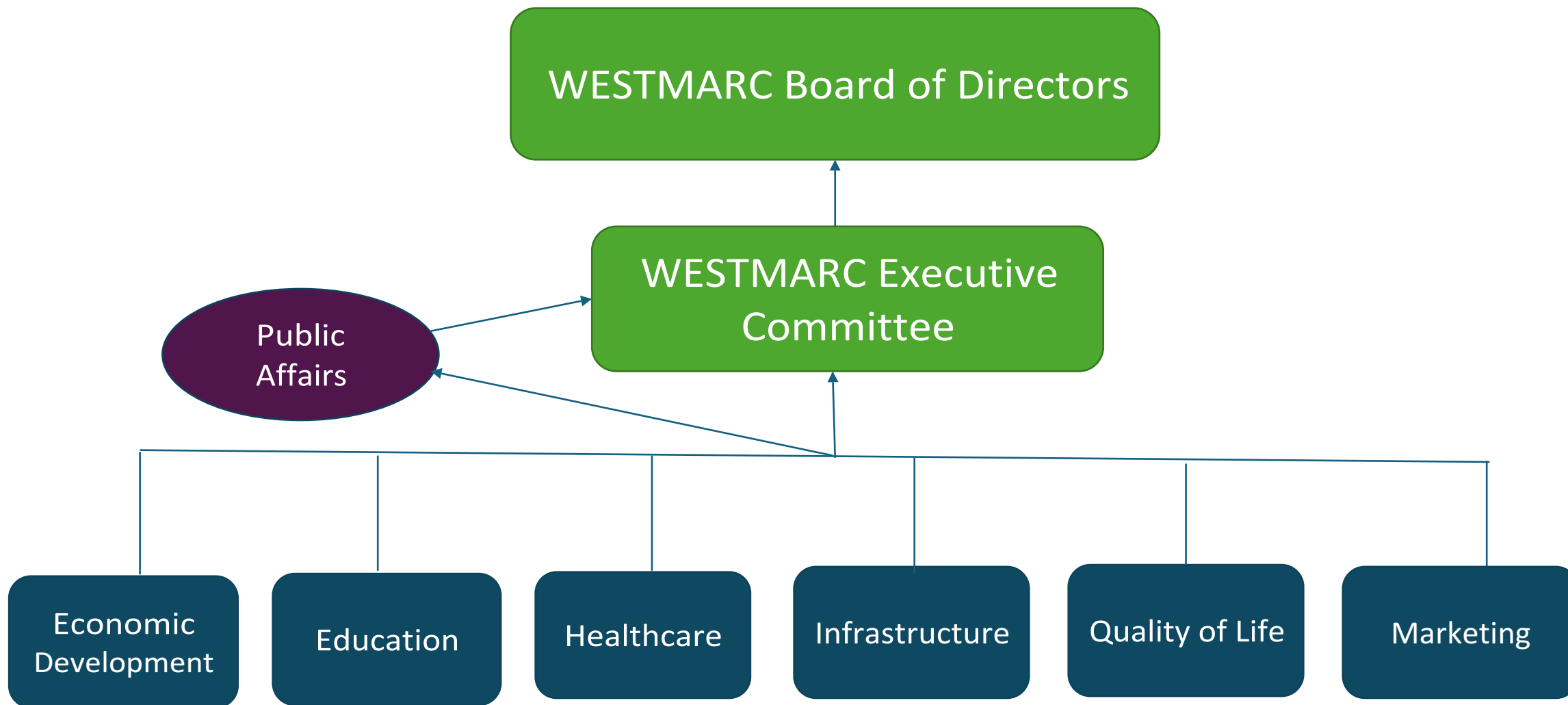
Education

Municipalities

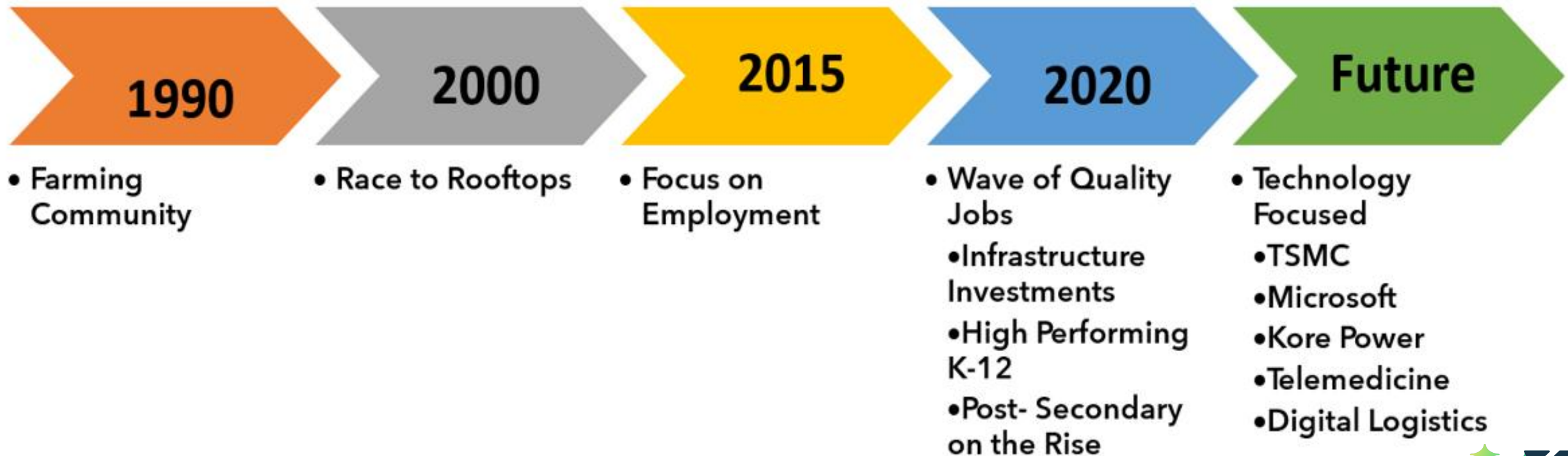
Non-Profit



WESTMARC ORGANIZATIONAL STRUCTURE



WEST VALLEY EVOLUTION



VISION:

To create a dynamic and sustainable economy for the West Valley by fostering innovation, attracting quality jobs, supporting a skilled workforce, and enhancing the quality of life for residents and businesses.



WESTMARC Strategic Pillars 2025 - 2035

1

Promote the WESTMARC initiatives in the West Valley

2

Support the West Valley economic vitality and strategic business attraction by ensuring a well-trained and prepared workforce

3

Support investments in infrastructure, transportation, quality of life, education, and housing

4

Advocate and engage in policy work that supports Workforce Development priorities

5

Create and maintain a database of key metrics related to WESTMARC priorities



Promote the West Valley

Strategic Priority 1

Promote the
West Valley with
one united
voice for
economic
growth



MAJOR ATTRACTIONS

- Westgate Entertainment District
- Ak-Chin Pavilion Amphitheater
- Wildlife World Zoo, Aquarium & Safari Park
- Tanger Outlets
- Desert Diamond West Valley Casino
- Topgolf
- Vee Quiva Casino
- Wigwam Resort & Spa
- Desert Caballeros Western Museum (Smithsonian Affiliate)
- P83 Entertainment District
- Castle Hot Springs Resort



SPORTING EVENTS

- Five MLB Spring Training Stadiums:
 - Goodyear Ballpark (Indians & Reds)
 - Peoria Sports Complex (Mariners & Padres)
 - Camelback Ranch (White Sox & Dodgers)
 - Surprise Stadium (Rangers & Royals)
 - Maryvale Baseball Park (Brewers)
- State Farm Stadium (Arizona Cardinals)
- Gila River Arena (Phoenix Coyotes)
- Phoenix Raceway (host to NASCAR)



PARKS & RECREATION

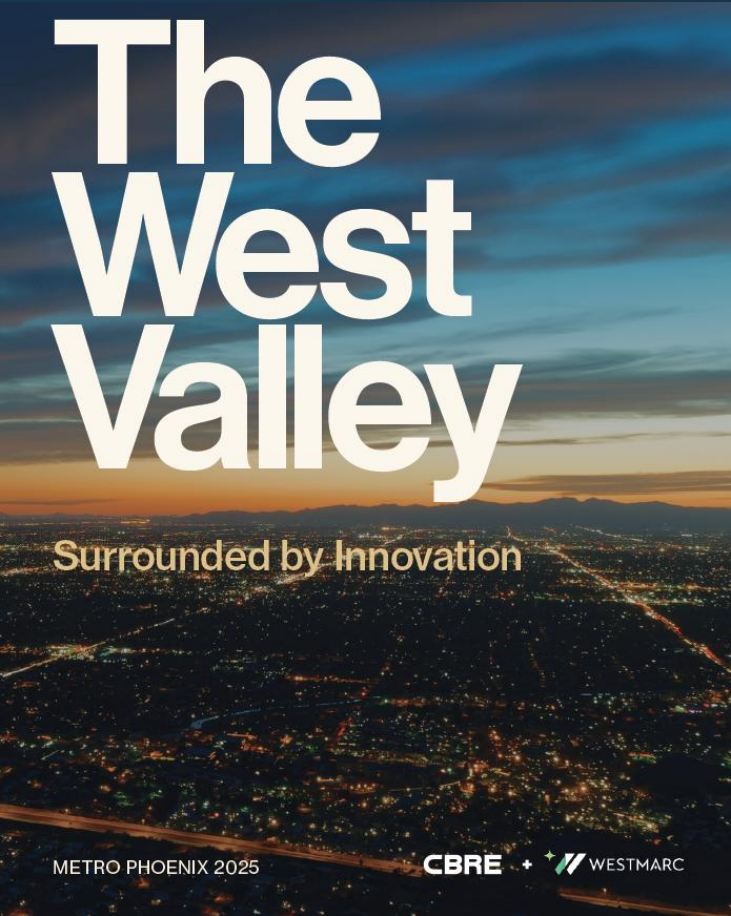
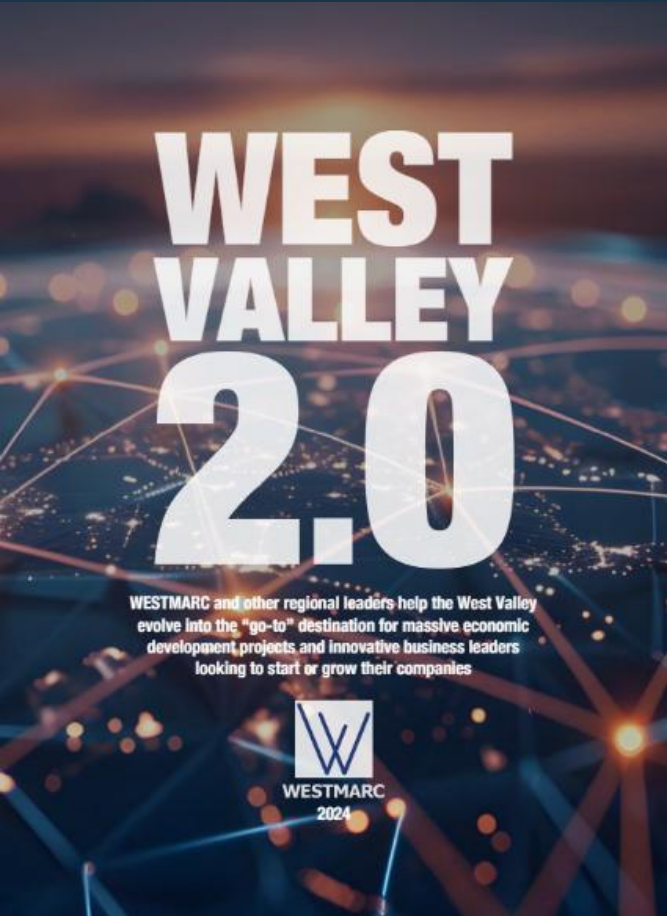
- Skyline Regional Park
- White Tank Mountain Regional Park
- Estrella Mountain Regional Park
- Lake Pleasant Regional Park
- 50+ Golf Courses



Promote the West Valley

Strategic
Priority 1

Promote the
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growth



Proclamation
Office of the Mayor, Town of Wickenburg

Proclamation
WHEREAS: WESTMARC – the Western Maricopa Coalition – has been a vital regional organization for 35 years, uniting the public and private sectors to advocate for the economic vitality and quality of life in the West Valley; and

WHEREAS: WESTMARC serves as the united voice of 15 communities, including the Town of Wickenburg, representing municipalities, businesses, educational institutions, and non-profit community leaders committed to shaping a prosperous future for the West Valley of Metro Phoenix; and

WHEREAS: in 2025, WESTMARC unveiled a refreshed brand and strategic vision to reflect the West Valley as an elevated, thriving, united, and opportunity-rich region; and

WHEREAS: the date June 23rd (6/23) symbolically reflects the 623 area code that spans much of the West Valley and serves as a proud geographic identifier for the region’s residents and businesses; and

WHEREAS: WESTMARC continues to be a catalyst for collaboration, innovation, and advocacy on key regional priorities such as economic development, education, workforce advancement, infrastructure, housing, and a high quality of life; and

WHEREAS: this renewed vision honors the unique identities of our West Valley communities, including Wickenburg’s deep roots, heritage, and spirit—which continue to contribute to the character and promise of our region;

NOW THEREFORE, I, (BG Bratcher , Mayor) of Wickenburg
 name title city name

do hereby proclaim:

June 23rd, 2025 as “WESTMARC day”

in the Town of Wickenburg, and encourage all residents, businesses, and community stakeholders to recognize and celebrate WESTMARC’s enduring leadership, regional impact, and commitment to the prosperity of the West Valley.

IN TESTIMONY WHEREOF, I have hereunto set my hand and caused to be affixed the Great Seal of the City of Wickenburg this 5th day of June, 2025.



Promote the West Valley

Strategic Priority 1

Promote the
West Valley with
one united voice
for economic
growth

#InvestWest Investment Forums:

- ✦ Restaurant/Retail Attraction
 - ✦ ICSC Regional Receptions
- ✦ Healthcare Investment Forum
- ✦ Office Development



West Valley Pipeline 2.0 – Targeted Industries

Strategic Priority 2

Support
Business
Attraction in
Targeted
Industries
through
workforce

Aerospace and Defense

Includes

- Aircraft Manufacturing
- Airport Operations

Business Services

Includes

- Finance
- Insurance
- Professional Services
- Real Estate

Construction

Includes

- Residential Building Construction
- Non-Residential Building Construction
- Heavy and Civil Engineering Construction
- Utility System Construction

Education

Includes

- Elementary and Secondary Schools
- Junior Colleges
- Colleges, Universities, and Professional Schools
- Trade and Technical Schools

Healthcare and Social Assistance

Includes

- Ambulatory Health Care Services
- Hospitals
- Nursing and Residential Care Facilities
- Social Assistance

Manufacturing

Includes

- Aerospace and Aviation Manufacturing
- Battery Manufacturing
- Medical Device Manufacturing
- Semiconductor Manufacturing

Retail, Hospitality, Tourism

Includes

- Accommodation
- Arts and Recreation
- Food Service
- Retail

Technology

Includes

- Network and Computer Systems
- Information Security
- Motion Picture and Video Production

Transportation and Warehousing

Includes

- Automation and Robotics
- Freight Transportation
- Supply Chain Management
- Warehousing and Storage

Jobs by Industry - Wickenburg (85358 / 85390)

Strategic Priority 2

Support
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Industries
through
workforce

Description	2020 Jobs	2021 Jobs	2022 Jobs	2023 Jobs	2024 Jobs	2025 Jobs
Retail, Hospitality, Tourism	935	1,103	1,041	1,087	1,099	1,123
Education	798	836	858	862	858	867
Manufacturing	536	382	470	464	470	477
Health Services	400	362	385	415	412	422
Construction	301	309	308	328	342	358
Business Services	279	218	204	203	203	207
Transportation and Logistics	34	51	63	65	67	69
Technology	32	39	42	43	41	42
Aerospace and Aviation	10	12	10	14	16	15



Wickenburg Employment and Commute

Strategic Priority 2

Support
Business
Attraction in
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Industries
through
workforce

	December 2020	December 2021	December 2022	December 2023	December 2024
Civilian Labor Force	2,687	2,799	2,866	2,939	2,983
Employment	2,669	2,790	2,857	2,930	2,973
Unemployment	18	9	9	9	10
Unemployment Rate	0.7%	0.3%	0.3%	0.3%	0.3%



Strategic Priority 3

Activate key stakeholders on infrastructure, transportation, quality of life, education and housing issues

Future West Valley Investments

Interstate 11
State Route 30





WESTMARC

A UNITED VOICE, LEADING THE WAY

Sintra Hoffman

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