

**CITY OF KINGMAN
ECONOMIC DEVELOPMENT MARKETING COMMISSION
REGULAR AGENDA**

**Wednesday, October 14, 2015, 7:30 A.M.
Council Chambers – 310 N. 4th Street, Kingman, Arizona**

EDMC MISSION STATEMENT

The mission of the Kingman Arizona Economic Development Marketing Commission is to foster and encourage responsible economic development through developing an empowered workforce, assisting to sustain local businesses, and marketing Kingman to outside commercial and industrial enterprises. These endeavors will diversify the economic climate, create jobs, expand Kingman's tax base, and enhance the quality of life for all citizens.

Chairperson:

Vice Chairperson:

Members:

VACANT

Mike Cobb

Susan Yamaguchi

Chuck Waalkens

Carole Young

William Wales

VACANT

VACANT

Council Liaison:

Roll Call & Pledge of Allegiance

1. APPROVAL OF MINUTES

The Regular Meeting minutes of July 8, 2015

2. PUBLIC COMMENTS

Those wishing to address the commission should fill out request forms in advance. Action taken as a result of public comments will be limited to directing staff to study the matter or rescheduling the matter for consideration and decision at a later time. There will be no comments allowed that advertise for a particular person or group. Comments should be limited to no longer than 3 minutes.

3. OLD BUSINESS

a. Discussion about the potential for commercial filming as a source of revenue in Kingman

Commissioners will discuss ways to revitalize commercial filming activity in Kingman.

b. Discussion about commercial development on the City owned property located at the corner of E Andy Devine Avenue and Fairgrounds Avenue

The commission will discuss the potential for commercial development on this property.

4. NEW BUSINESS

a. Buxton Proposal

The City has been contacted by the Buxton Company to provide recruiting services for the City. Attached is the proposal for \$50,000 a year for a three year term. The City has not budgeted for this service this fiscal year, but if there is interest, discussions can take place and a proposal can be made to the City Council for fiscal 2017.

b. Discussion and possible action on filling three vacancies on the EDMC

In August, 2015 Tim Woods resigned from the EDMC and in September 2015 Richard Hamilton resigned from the EDMC as did Mike Roberts. Mr. Woods' term expires December, 2015 and Mr. Hamilton's and Mr. Roberts terms expire in 2017. The commission will discuss and possibly take action to fill these vacancies.

c. Discussion regarding Downtown Revitalization

Commissioner Yamaguchi requested the commission discuss objectives and strategies regarding downtown revitalization.

d. Discussion regarding development of a Farmer's Market

Commissioner Yamaguchi requested the commission discuss the potential of a Farmer's Market.

5. REPORTS

Updates from commissioners who have attended local business and community organization meetings

Commissioners will give brief reports on matters discussed during local business and community organization meetings that are related to the mission/efforts of the EDMC.

6. COMMISSIONER'S COMMENTS

Limited to announcements, availability/attendance at conferences and seminars, requests for agenda items for future meetings and requests for reports from staff.

ADJOURNMENT

POSTED _____

**CITY OF KINGMAN
MEETING OF THE
ECONOMIC DEVELOPMENT MARKETING COMMISSION**

**City Council Chambers
310 N. 4th Street
Kingman, Arizona**

7:30 a.m.

Regular Minutes

Wednesday, July 8, 2015

Members:	Officers:	Visitors Signing In:
R. Hamilton, Chairman	J. Dougherty, City Manager	See Attached
M. Roberts, Vice-Chair	C. Young, Council Liaison	
M. Cobb	G. Jeppson, Development Services Director - EXCUSED	
C. Waalkens	E. Roper, Recording Secretary	
T. Woods – EXCUSED		
S. Yamaguchi		
W. Wales		

EDMC MISSION STATEMENT

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MEETING MINUTES

CALL TO ORDER, PLEDGE OF ALLEGIANCE & ROLL CALL

Chairman Hamilton called the Economic Development Marketing Commission meeting to order at 7:30 A.M. All commissioners were present except Commissioner Woods who was excused.

1. APPROVAL OF MINUTES

The Regular Meeting minutes of June 10, 2015.

Commissioner Waalkens made a MOTION to APPROVE the Regular Meeting minutes of June 10, 2015. Commissioner Wales SECONDED and it was APPROVED by a vote of 6-0.

2. PUBLIC COMMENTS

Those wishing to address the commission should fill out request forms in advance. Action taken as a result of public comments will be limited to directing staff to study the matter or rescheduling the matter for consideration and decision at a later time. There will be no comments allowed that advertise for a particular person or group. Comments should be limited to no longer than 3 minutes.

There were no comments from the public.

3. OLD BUSINESS

Consideration and possible action on attending the Great American Trucking Show

The Great American Trucking Show will be held August 27- 29, 2015 in Dallas, Texas. The show will have 99 exhibitors of trucking companies, trucking manufacturers, truck parts suppliers and manufacturers and

other truck related exhibitors. Staff has attached information on the show for the commission's consideration. The registration is free. Cost to the City to attend will be the travel costs. This show may be an opportunity to promote Kingman as the crossroads of the Southwest and a place to locate terminals, manufacturing operations, and supply shops.

Commissioner Wales stated he researched the conference and it appeared to be geared towards attracting truckers to work for different companies and growing trucking business. Commissioner Wales stated it did not seem to be the venue the commission was looking for.

Commissioner Yamaguchi asked if there would be any distribution companies attending.

Commissioner Wales stated he did not see any.

Commissioner Cobb stated Las Vegas had a lot of conventions and there could be conventions that were a better fit for the commission's goals.

4. NEW BUSINESS

a. Discussion and possible action on assigning liaisons to attend local business and community organization meetings

Commissioners may discuss and possibly assign one commissioner and an alternate to attend the following group's meetings: Kingman Area Chamber of Commerce; Sandbox Committee; Downtown Merchants Association; Kingman Airport Authority (KAA); Kingman and Mohave Manufacturing Association (KAMMA); America's Best Communities (ABC) Committee; Route 66 Developments; Tourism Commission; and/or Business and Government Committee.

The commission made the following assignments: Chairman Hamilton will attend the KAA and Chamber meetings with Commissioner Cobb as an alternate for Chamber meetings; Commissioner Roberts and Commissioner Waalkens will attend the Business and Government Committee meetings; Commissioner Woods will attend the KAMMA meetings with Commissioner Roberts as an alternate; Commissioner Wales will attend the Downtown Merchants Association meetings; Commissioner Woods will attend the Sandbox Committee meetings; Commissioner Waalkens will attend the ABC Committee meetings with Commissioner Yamaguchi as an alternate; Commissioner Cobb will attend the Route 66 Developments meetings; and Commissioner Yamaguchi will attend the TDC meetings.

b. Discussion about commercial development on the City owned property located at the corner of E Andy Devine Avenue and Fairgrounds Avenue

The City Manager will address the topic with the commission.

City Manager John Dougherty stated he had authority to sell City owned property located next to Lewis Kingman Park. Mr. Dougherty stated the appraisal was currently on hold because there were two separate parcels of property that needed to be combined into one piece. Mr. Dougherty asked the commission to begin thinking about what types of commercial activity they would like to be built on the property as the City could encourage certain types of businesses. Mr. Dougherty stated the property was approximately seven to 10 acres of C-3 zoned land. Mr. Dougherty stated the Council would need to approve combining the two pieces of property into one parcel.

Commissioner Yamaguchi asked what the original intent for the land was.

Mr. Dougherty stated the land was originally purchased as a new location for Kingman Fire Department Station 2, but Station 2 should be moved off of Andy Devine Avenue entirely in order to make room for more profitable commercial ventures.

c. Discussion about the potential for commercial filming as a source of revenue in Kingman

Commissioners will discuss ways to revitalize commercial filming activity in Kingman.

Commissioner Waalkens stated there used to be a lot of commercials filmed in Kingman, particularly car commercials, as well as movies. Commissioner Waalkens stated there was a lot of opportunity for filming and the commission needed to look at ways to court the film industry. Commissioner Waalkens stated film projects helped promote Kingman and provided a brief spike in the economy due to the large number of people the projects required.

Commissioner Cobb stated there was a film commission in Kingman years ago that may have been managed by the Chamber.

Commissioner Wales directed Deputy City Clerk Erin Roper to try to locate information on the history of the Kingman film commission.

Commissioner Waalkens asked the commissioners to do some research on the topic so it could be discussed again next month.

Commissioner Cobb stated there may be an applicable convention in Las Vegas.

d. Consideration and possible action on attending the Arizona Association for Economic Development's Fall Forum

The Arizona Association for Economic Development is holding its Fall Forum in Oro Valley on September 16-18, 2015. The cost for AAED members is \$285 and \$385 for non-members. Room costs are \$86 a night.

Commissioner Wales stated he would like to attend the conference.

Commissioner Cobb made a MOTION to APPROVE up to two commissioners to attend the AAED Fall Forum. Commissioner Waalkens SECONDED and it was APPROVED by a vote of 6-0.

Chairman Hamilton directed Ms. Roper to add the item to the next agenda in order to give the commissioners time to check their schedules.

5. COMMISSIONER'S COMMENTS

Limited to announcements, availability/attendance at conferences and seminars, requests for agenda items for future meetings and requests for reports from staff.

Commissioner Wales stated there would be a 100 year celebration for the Mohave County Courthouse and the Bonelli House on August 7, 2015.

Vice-Chair Roberts stated the Chamber would hold a picnic on July 17, 2015 and on July 20, 2015 there would be a fundraiser for Kingman Aid to Abused People (KAAP) at the Kingman Chop House.

Chairman Hamilton stated he was glad the City was displaying the Interstate 11 (I-11) banner in the

Council Chambers.

Commissioner Cobb made a MOTION to ADJOURN. Commissioner Yamaguchi SECONDED and it was APPROVED by a vote of 6-0.

ADJOURNMENT – 7:56 A.M.

APPROVED:

Richard Hamilton
Economic Development Marketing Commission Chairman

STATE OF ARIZONA)
COUNTY OF MOHAVE) ss:
CITY OF KINGMAN)

CERTIFICATE OF ECONOMIC DEVELOPMENT MARKETING COMMISSION

I, Erin Roper, Recording Secretary of the City of Kingman, Arizona, hereby certify that the foregoing Minutes are a true and correct copy of the Minutes of the Regular Meeting of the Economic Development Marketing Commission held on July 8th, 2015.

Dated this 12th day of August, 2015

Erin Roper, Recording Secretary

The Kingman Area Chamber of Commerce did have a film commission at one point; however, it is no longer operational. The Chamber would like to form a committee again and has asked anyone interested to contact them.

Some possible ideas for business that may be interested would be caterers, transportation/rental car companies, video and editing companies, and equipment rental companies.

Other options for promoting commercial filming in Kingman:

Arizona Production Association (APA)

www.azproduction.com

The website has a page dedicated to listing film offices in Arizona. If Kingman could establish a film commission or point of contact it could be added to the website.

The website also has a selection of location photos broken into categories. The photos are submitted by APA location scouts/members. It may be possible to have a location scout visit Kingman or submit photos directly.

Film in Arizona

www.film-in-arizona.com

The website has a rotating banner with photos and the name of the location. Contact information is also included for film commissions.

Arizona Film & Media Coalition

www.azfilmandmedia.org

The goal of this group is to revitalize filming in Arizona. They may have some ideas of ways to draw commercial filming to Kingman.

MEMORANDUM

TO: The Economic Development and Marketing Commission

THROUGH: John A. Dougherty, City Manager

FROM: Gary W. Jeppson, Development Services Director

DATE: September 9, 2015

SUBJECT: Buxton Proposal

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The City has been contacted by the Buxton Company to provide recruiting services for the City. Attached is the proposal for \$50,000 a year for a three year term. The City has not budgeted for this service this fiscal year, but if there is interest, discussions can take place and a proposal can be made to the City Council for fiscal 2017.

Informal Scope of Services

Objectives

1. Recruit new retailers and restaurants through a targeted approach
2. Retain existing retailers and restaurant
3. Understand current retail and restaurant economic condition

Retail Recruitment and Retention Solution: Your Community Profile

Our solution is a total marketing strategy that enables community leaders to understand the consumer profile of their residents and to identify specific retailers and restaurants who seek a market with household purchasing habits just like yours. This solution provides you with the ability to actively pursue identified retailers, making a compelling case for their expansion to your community by utilizing custom marketing packages that Buxton will create for you. You will have access to the same analytical information and insights retailers depend on today to make site selection decisions providing you with instant credibility and the ability to differentiate your community.

Step 1 - Research Your Community

Buxton uses over 250 consumer and business databases that are updated regularly and compare your potential sites to the universe of all competing sites operating in the U.S. We define your current retail situation and those in any neighboring communities that impact your retail environment.

Step 2 – Define and Evaluate Your Trade Area

Customers shop by convenience, measuring distance based on time, not mileage. We will conduct a custom drive-time analysis to determine your trade area using our proprietary methodology and knowledge of individual retail client's actual trade areas. Your drive-time trade area will be provided to you as a map that accurately depicts your consumer shopping patterns.

Step 3 – Profile Your Trade Area's Residential Customers

Your community profile will analyze all the households in your drive-time trade area. Based on more than 7,500 categories of lifestyles, purchase behaviors and media reading and viewing habits (psychographics), the households in your trade area are assessed to gain an understanding of the types of retailers that would be attracted to your site.

Step 4 – We Match Retailers and Restaurants to Market Potential

Buxton will match the consumer profile of your community's trade area against the customer profiles of 5,000+ retailers in our proprietary database. We will identify the similarity between the two profiles analyzed using Buxton's proprietary retail matching algorithm to determine if your site presents an attractive opportunity for each retailer. We then qualify the list of matched results to verify that a retailer is currently operating or expanding, that they operate in similar sites and that your site affords adequate buffer from competition and cannibalization to be realistically considered.

Step 5 – We Create Marketing Packages

Buxton will assemble individualized marketing packages for up to twenty (20) targeted retailers and will notify each retailer's key real estate decision maker, by letter that they have been qualified by Buxton as a potential viable fit for your site and should expect to be contacted by a representative of the city. Your marketing packages will be delivered to you in SCOUT and include:

1. Map of the retail site and trade area
2. Map of retailer's potential customers
3. Retailer match report that compares the site's trade area characteristics and consumer profile with the retailer's sites in similar trade areas

Step 6 – Implementation

Buxton will assist in the implementation of the retail development roadmap as an extension of your staff. Throughout the implementation phase, our team assists with breaking down the barriers of engagement with the targeted retailers through being an unbiased third party market research firm.

Solution Deliverables:

- SCOUT Touch Access
- Drive Time Trade Area Maps
- Retail Site Assessment
- Retail Match List (specific retailers that match your trade area's consumer profile)
- Retailer Specific Marketing Packages (for up to twenty (20) retailers)
- Mobile tablet device at completion pre-loaded with all findings

Multi Year Deliverables: Year 2 & 3 of this partnership will include a Retail Recruitment model refresh, retail marketing packages, and full SCOUT and SCOUT Touch.

Partnership Investment Structure:

Initial 3-year term - \$50,000 annually with provisions in place allowing evaluation of partnership each year

Buxton Overview

Buxton is the industry leader in customer analytics and site selection with more than 500 years of development experience. We work with more than 2,000 national and regional retail clients including Wal-Mart, Bed, Bath & Beyond, Lowes, FedEx, Marriott, Trader Joe's, California Pizza Kitchen, In & Out Burgers, Dave and Busters, New Balance, Applebee's, Ben & Jerry's, Jamba Juice, Massage Envy and thousands more unique concepts.

In addition to our retail clients, we work directly with municipalities, assisting communities, local EDCs, and regional partnerships in understanding what specific retailers/restaurants are suitable for specific development sites. Buxton has worked with more than 650 communities both large and small. In fact, we've been able to assist our community clients recruit more than 35 million square feet of retail space around the U.S. using the tools we have provided.

Buxton owns the most sophisticated and granular household-level data available, which includes more than 75,000 lifestyle characteristics. This enables us to provide our clients with rolling, real-time snapshots of every household in any size trade area, as well as give our public sector clients access to intelligence that retailers, hospitals, and hotel chains utilize to make multi-million dollar decisions!

Community/ID Methodology

The proprietary methodology used to develop your Community/ID Solution is the same methodology that Buxton uses with over 2,000 retail clients to select locations for stores and restaurants and has been developed utilizing technologically advanced systems.

We use customer spending habits to determine the market viability of an area. Utilizing this information allows a more proactive and selective process to take place. It provides a focused list of targeted retailers and gives the retail concepts the assurance they need to make a speed-to-market decision about your community/county.

Additionally, Buxton's daily working relationship with major retail clients gives you the assurance that your specific marketing materials will address the needs of location decision makers. With Community/ID you can effectively sell your community/county because you are providing the details required to make decisions.

The application of this data is virtually endless, including, but not limited to:

- Understanding Neighborhood Serving Retail Needs/Opportunities
- Providing Business Retention Tools
- Tourism Profiling and Direct Marketing Tools
- Hotel Recruitment
- Comparison of New Residents versus Tenured Residents
- Public Library Location Recommendations and Collection Mix
- Emergency Services
- Understanding Neighborhood Serving Healthcare Needs/Opportunities
- Transit-oriented Planning
- Marketing Tools to Promote City/County/State Initiatives such as green technologies
- Utility Comprehension
- Economic Impact and Industrial Recruitment

We Know How America Lives

Accurately defining and knowing who your customers are, relative to other customers in the market, applies to virtually any concept imaginable. For local businesses, customer knowledge creates revenues, facilitates growth, generates profits and increases shareholder value. For public sector entities, understanding the lifestyle and purchasing characteristics of their residents enables civic leaders to focus clearly on the specific economic development strategies. To achieve this level of knowledge, the actual customer household must be the foundation for all research efforts.

Buxton has pioneered the use of household-level data for research purposes. Millions of customer transactions are analyzed to determine purchasing habits and lifestyles, a term now known as psychographics. Once the lifestyle of a given customer is known, they and others like them can literally be found anywhere in America. Buxton's comprehensive data sets allow for a fact-based approach to retail identification and include:

- 250 national and proprietary databases including:
 - 130 million household records with up to 7 individuals within each household
 - More than 75,000 lifestyle and consumer habits for each type of customer



The sources of our data include, but are not limited to:

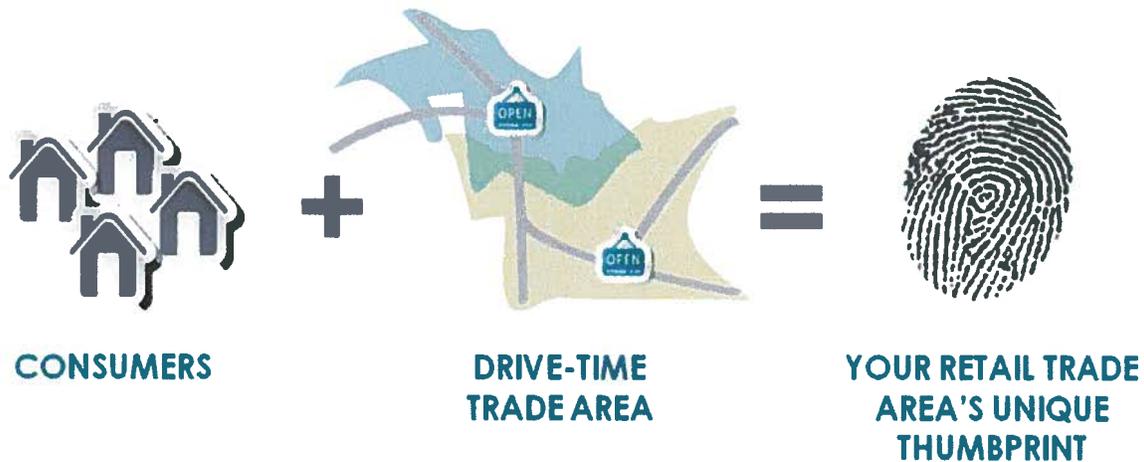
- Experian
- Equifax
- VISA® (*exclusive partnership*)
- Credit Cards
- Reward Cards
- Subscriptions
- Mail Order
- Warranty Cards
- Motor Vehicle Information
- Traffic Counts
- Acxiom
- InfoUSA

Replace Guesswork with Certainty

While the science of retail site selection has changed, many communities have not. Some are still using tools that put them at a disadvantage in today's brutally competitive retail marketplace. Long gone are the days of waiting for a retailer to notice you. The investment for the retailer; buying property and building a store is simply too expensive to leave to chance. With the new generation of tools for customer analysis, retailers can have confidence that the decisions they are making are the right ones. CommunityID helps take the guesswork out of the equation and helps you differentiate yourself from the cities across the U.S. that you compete with for retail. Additionally, knowing and understanding the trade area's unique customer base enables your existing businesses to succeed.

A Customized Solution

Your community is different from any other, with unique features that impact the local retail market. As a result, CommunityID is not another “off-the-shelf” report, but a customized solution that takes into account the special attributes of your community – attributes that could be very attractive to retailers.



CommunityID offers a proven strategy and plan of action for marketing your community to retailers and developers. It not only helps you achieve your short-term goals, but can ensure the economic strength of your retail sector over the long-term.

- Identify sites in your community that offer retail potential
- Profile the shopping and dining habits of your residents, tourists, and workday populations
- Target retailers uniquely suited for your community and that complement existing retail
- Market your community using the information retailers need
- Establish credibility with retail decision makers
- Prevent retail leakage and lost tax revenue
- Satisfy your citizens' desire to shop in their own city and increase quality of life
- Become a proactive partner to local business owners by providing valuable data about the current market

Buxton's Solution

Our solution is a total marketing strategy that enables community leaders to immediately implement a retail development program. It provides the same analytical information retailers depend on today to make site selection decisions so that you will have a compelling case as to why the city can support new retail and restaurant locations and expansions. Additionally, retail recruitment identifies specific retailers who seek a market with household purchasing habits just like yours, and we provide custom marketing packages targeted to that specific retailer.

CommunityID goes beyond a plan. It allows your community to be proactive rather than reactive to the recruitment process. In addition, this solution provides a number of answers for existing business retention. Including but not limited to:

- Merchandising decisions
- Marketing strategies
- Consumers preferences

SCOUT Touch®

Along with a fully customized solution that lays the foundation of a successful retail development program, access to Buxton's proprietary tool, SCOUT Touch®, will also be provided. The days of carrying large binders with information about your community when you speak with retailers is over. All of the analysis done at Buxton for your community will be stored within this tool providing you easy access anytime, anywhere right from your laptop or tablet. It will provide you, as community leaders, with the ability to also speak with your local business owners and assist them in better understanding the market in which they serve.

The usefulness of this tool cannot be understated. This tool will allow you to leverage technology like never before to assist you in your retail recruitment and retention efforts. This tool is an absolute must in successfully recruiting retail – this is the exact same tool that our retail clients are using today to make their site selection decisions.

Benefits

- Maximize revenue growth to fund city services
- Retain dollars that are being spent outside the community
- Create new, permanent jobs
- Satisfy citizens' desire to shop at home
- Partner with the leader in site selection analysis to the retail industry
- Establish credibility with decision makers by providing factual evidence to support your location
- Use competitive analysis to close the deal
- A dynamic, consumer-oriented retail sector is a component of a healthy economy
- Existing business growth and retention

Deliverables

- Drive-time Trade Area Map
- Retail Site Assessment (retail potential of up to three selected sites)
- Retail Match List (specific retailers that match the households in the trade area)
- Retailer Specific Marketing Packages
- SCOUT Touch® online access to deliverables
- iPad Air preloaded with results delivered upon completion of analysis

To further explore how Buxton can assist your community with your retail development efforts, please contact:

Halen Watkins

Director of Sales

O: (817) 332 - 3681

E: hwatkins@buxtonco.com

Case Study

ROCK SOLID DEVELOPMENT IN THE GRANITE STATE

A City With Vision

The City of Rochester, New Hampshire, is located in the southeastern portion of the state, just northwest of Portsmouth. With a population of nearly 30,000, Rochester is one of the largest and fastest-growing cities in the Granite State.



Rochester city leaders wanted to attract retail and commercial development in order to broaden the commercial property tax base and create jobs. They realized, however, that they needed rock solid proof that the city had both the population and infrastructure to support commercial development. In 2007, the city took a bold step and turned to Buxton for support in making the vision a reality.

Prove It

Buxton conducted a full analysis of Rochester's retail sector, including psychographic analysis of how Rochester's residents behave as shoppers. Based on this analysis, the company provided a list of retailers that have a high likelihood of success in Rochester. Using the tools and resources that Buxton provides, including its web-based SCOUT platform, the city was able to present a convincing case to potential retailers and provide support for existing local businesses.

T.J. Jean, mayor of Rochester, noted that "In this day and age, it's all about analytics and having statistics on your community. Municipalities don't always have that at their fingertips. But with Buxton and the SCOUT program, we've been able to turn that around and provide prospective clients with some really good analytical data to help them make their decision to locate in Rochester."

LOCATION:

22 miles northwest of Portsmouth, NH

POPULATION:

30,000

CHALLENGE:

Proving development potential

BUXTON CLIENT SINCE:

2007

Award-Winning Results

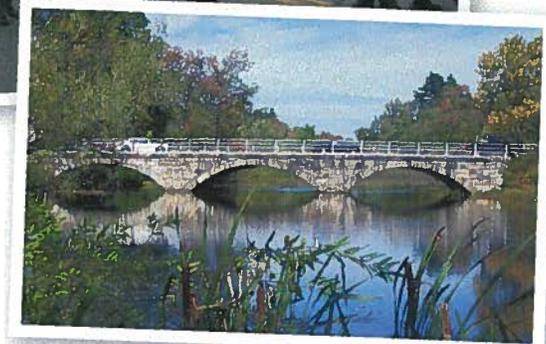
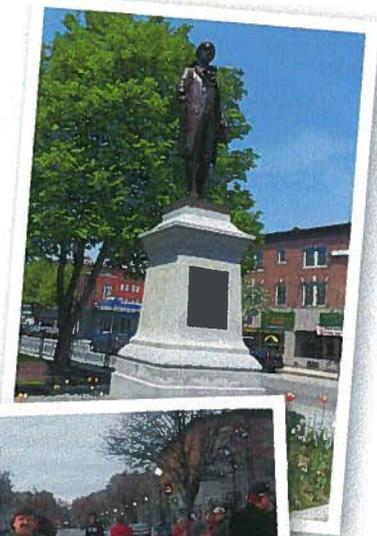
Rochester's investment in retail development has delivered rock solid results. In addition to retaining many existing businesses, the city has recruited more than 30 of the retailers or equivalent retailers on the list of those recommended by Buxton, including Kohl's, Lowe's, and Staples. Rochester Crossing now provides over 250,000 square feet of shopping and dining options, and a new 299,000 square foot development is nearing final approval.

**Rochester Annually Earns
\$91 For Every \$1 Invested
In Retail Recruitment**

A recent economic impact analysis estimated that **Rochester annually earns \$91 for every \$1 invested with Buxton** at the beginning of the partnership. Furthermore, the investment generated an estimated annual cash ROI of \$2.7 million in 2013 alone. The city's economic development efforts have been honored with multiple awards in the last year, highlighting their winning strategy. In early 2014, Rochester renewed its partnership with Buxton and looks forward to building on its success.

Take Your Retail Development To The Next Level

Since 1994, Buxton has provided big answers for retailers and communities. Our insights go beyond broad regional demographics by drilling down to the household-level in order to give you the clearest picture of your community. We've helped 650 communities recruit over 35 million square feet of retail space.



Buxton

GET TO KNOW US. 1-888-2BUXTON | buxton@buxtonco.com | www.buxtonco.com



CITY OF KINGMAN
BOARDS AND COMMISSIONS APPLICATION

15 APR 21 13:32 386

FOR MEMBERSHIP ON THE MARKETING OR TOURISM
Estimated hours per month you can devote to this group: _____

Name PETER KNOBLOCK Home Phone # 702 513 8742

Address RT 66 HOTEL ²⁹³⁹ E ANDY DENINE Alternative Phone # _____

Zip Code _____

Email peter.knoblock@outlook.com Resident Yes No _____

Length of Residency JUST MOVED TO KINGMAN Are you a registered voter? Yes No _____

If asked, I would be willing to serve on another board or Commission. Yes _____ No _____

List other boards or commissions interested in:

YES. ANY

1. List your educational background. 4 YEARS AT UNIV. OF FLORIDA BA 1984
COMM COLL
COSTAL CAROLINA - 5 YEARS (VA TRAINING
US NAVY 25 YEAR (RETIRED)

2. Please state your occupational background as it relates to the board or commission you are applying for beginning with your current occupation and employer.
BUSINESS/ MARKETING MAJOR AT

3. Describe your involvement in the Kingman community. I HAVE MADE KINGMAN
MY STOP. MANY TIMES AND WOULD LIKE TO
LIVE HERE.

4. Describe your leadership roles and/or any special expertise you have which would be applicable to the position for which you are applying.
I WAS AN OFFICE MANAGER IN HUMAN RESOURCES
FOR 11 YEARS

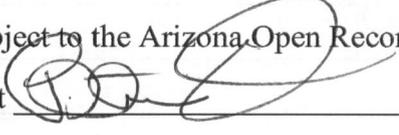
5. Describe why you are interested in serving in this position. THE MAIN I HAVE
SEEING IN ANY TOWN I HAVE LIVED IN IS
BUSINESSES GOING OUT OF BUSINESS

6. If you are appointed to any of the boards or commissions you have listed interest in, please list potential conflicts of interest. Explain: NONE

Appointment to this board, commission or advisory committee will require your consistent attendance at regularly scheduled meetings. Please note the times below for each Board or Commission. All meetings are held at the Council Chambers, 310 N. 4th Street, Kingman.

Board of Adjustment	As Needed
Building Board of Appeals	As Needed
Business License Review Board	As Needed
Clean City Commission	3rd Thursday/Monthly @ 5:00PM
Economic Development Marketing Commission	2nd Wednesday/Monthly @ 7:30 AM
Golf Course Advisory Committee	3rd Wednesday/odd months @ 4:30PM
Historical Preservation Commission	4th Tuesday/odd months @ 5:30PM
Industrial Development Board	As Needed
Local Public Safety Personnel Retirement Board	As Needed
Municipal Property Corporation	As Needed
Municipal Utilities Commission	4th Thursday/Monthly @ 5:30 PM
Parks & Recreation Commission	3rd Wednesday/odd months @ 6:30PM
Personnel Board	As Needed
Planning & Zoning Commission	2nd Tuesday/Monthly @ 6:00PM
Tourism Development Commission	1st Thursday/Monthly @ 7:30AM
Transit Advisory Commission	2nd Tuesday/1st month of Quarter @10:00

This application is subject to the Arizona Open Records law and should not be considered confidential.

Signature of Applicant  Date 4/21/15

Please return this application to:
City of Kingman
City Clerk's Office
310 North Fourth Street
Kingman, AZ 86401

Fax (928) 753-6867

For further information, please call: City Clerk's office at (928) 753-5561.

Thank you for taking the time to fill out this application. Volunteers play a vital role in the City of Kingman government. We appreciate your interest.



CITY OF KINGMAN
BOARDS AND COMMISSIONS APPLICATION

dw
15 SEP 9 10:25 05s

FOR MEMBERSHIP ON THE ECONOMIC DEVELOPMENT & MARKETING Comm.
Estimated hours per month you can devote to this group: 5

Name Yvonne Woytovich Home Phone # 760-985-9838
Address 3080 Amacker Cir Alternative Phone # 928-753-6253
Zip Code 86401
Email yvonne@kingmanchamber.com Resident Yes No

Length of Residency 1 year Are you a registered voter? Yes No
If asked, I would be willing to serve on another board or Commission. Yes No

List other boards or commissions interested in:

HISTORIC PRESERVATION
PLANNING ? ZONING

1. List your educational background. B.A. IN ENGLISH, ATTENDED UNIVERSITY OF OKLAHOMA ECONOMIC DEVELOPMENT ESSENTIALS PROGRAM. GRADUATE OF U.S. Chamber INSTITUTE OF ORGANIZATION MANAGEMENT.

2. Please state your occupational background as it relates to the board or commission you are applying for beginning with your current occupation and employer.
I CURRENTLY SERVE AS CEO FOR THE KINGMAN AREA Chamber of COMMERCE. PRIOR TO MY POSITION HERE I WAS CEO of the Hesperia (CA) Chamber of Commerce FOR 7 YEARS.

3. Describe your involvement in the Kingman community. THROUGH MY JOB I am heavily INVOLVED IN THE KINGMAN COMMUNITY. I AM A MEMBER OF THE KINGMAN Route 66 Rotary. I WORK WITH SEVERAL LOCAL GROUPS on COMMUNITY EVENTS AND SUPPORT PROGRAMS THAT BENEFIT THE KINGMAN COMMUNITY.

4. Describe your leadership roles and/or any special expertise you have which would be applicable to the position for which you are applying.
AS CEO OF THE Chamber, I SERVE AS THE VOICE OF OUR MEMBERS, THE BUSINESS AND NON-PROFIT COMMUNITY. I AM THE LEAD AGENT FOR THE KINGMAN ABC TEAM, A GROUP OF INTERESTED LEADERS WORKING TO WIN ECONOMIC DEVELOPMENT PRIZE MONEY.

5. Describe why you are interested in serving in this position.
AS THE Chamber CEO, I HAVE A VESTED INTEREST IN THE ECONOMIC VITALITY OF KINGMAN. I HAVE A KEEN INTEREST IN THE SUBJECT AND WOULD LIKE TO BE PART OF THE COMMISSION THAT DEALS WITH ECONOMIC DEVELOPMENT IN OUR COMMUNITY.

6. If you are appointed to any of the boards or commissions you have listed interest in, please list potential conflicts of interest. Explain: I DO NOT SEE ANY AT THIS TIME.
THE ONLY POTENTIAL CONCERN IS ENSURING COMPLIANCE
WITH BROWN ACT RULES AT CHAMBER OF COMMERCE EVENTS
WHERE OTHER COMMISSION MEMBERS MAY BE PRESENT

Appointment to this board, commission or advisory committee will require your consistent attendance at regularly scheduled meetings. Please note the times below for each Board or Commission. All meetings are held at the Council Chambers, 310 N. 4th Street, Kingman.

Board of Adjustment	As Needed
Building Board of Appeals	As Needed
Business License Review Board	As Needed
Clean City Commission	3rd Thursday/Monthly @ 5:00PM
Economic Development Marketing Commission	2 nd Wednesday/Monthly @ 7:30 AM
Golf Course Advisory Committee	3rd Wednesday/odd months @ 4:30PM
Historical Preservation Commission	4 th Tuesday/odd months @ 5:30PM
Industrial Development Board	As Needed
Local Public Safety Personnel Retirement Board	As Needed
Municipal Property Corporation	As Needed
Municipal Utilities Commission	4th Thursday/Monthly @ 5:30 PM
Parks & Recreation Commission	3rd Wednesday/odd months @ 6:30PM
Personnel Board	As Needed
Planning & Zoning Commission	2nd Tuesday/Monthly @ 6:00PM
Tourism Development Commission	1st Thursday/Monthly @ 7:30AM
Transit Advisory Commission	2 nd Tuesday/1 st month of Quarter @10:00

This application is subject to the Arizona Open Records law and should not be considered confidential.

Signature of Applicant [Signature] Date 9-9-15

Please return this application to:
 City of Kingman
 City Clerk's Office
 310 North Fourth Street
 Kingman, AZ 86401

Fax (928) 753-6867

For further information, please call: City Clerk's office at (928) 753-5561.

Thank you for taking the time to fill out this application. Volunteers play a vital role in the City of Kingman government. We appreciate your interest.

Downtown Revitalization

Downtown is the traditional center for social, cultural, and economic activity for the community

Main Streets give a community cohesiveness and a sense of identity. They tell us who we are and who we were, and how the past has shaped us.

Objectives

A Place for the community to come together

Community Events. Great Food. History. The Arts. Local Flavor.

Downtown is the core of the city, a place to connect with friends and neighbors

Economic Development

Every dollar a community uses to support its local Main Street program leverages an average of \$18 in new investment, making Main Street one of the most successful [economic development strategies](#) in America.

Tourism

The Power Center hosts visitors annually.

Tourism is an industry leader in Arizona with travelers from all over the world passing through Kingman. A vibrant main street would attract tourists to spend time in Kingman with entertainment venues, historic landmarks, special events and activities.

Strategies

Development

<http://ric.nal.usda.gov/downtown-revitalization>

History and economic development=Main Street approach

<http://www.preservationnation.org/main-street/about-main-street/getting-started/#.VhRzgjZdHIU>

Community Events

Pop Ups: Galleries, Historical Events, Food, Music

Dream Street: I want this to be...

Farmers market, Friday fest, Zombie run, Taste of Kingman

Historic tours-underground

Street Performers

Activities

Business Incubator