

2024
WESTMARC
MEMBERSHIP BENEFITS



MESSAGE FROM OUR CEO



Dear Stakeholder,

If you're doing business in the West Valley, WESTMARC is your one-stop hub for building key relationships to grow your network and advance your goals. Our mission is to promote the region for quality job attraction and economic vitality. This western section of Maricopa County continues to be one of the fastest growing in the nation with a current population of 1.84 million residents who live within 15 communities west of I-17. Leaders in this dynamic region have been convening around the WESTMARC table for over three decades to work as one on strategic initiatives to advance the West Valley.

WESTMARC provides cutting edge programs to bring the newest and most relevant growth-related information to our members. We organize high impact events where members can strategically network and build intentional and lasting business connections. We are one of the few organizations where you will interact with C-suite, elected leaders, education and non-profit administrators all in one room. Additionally, WESTMARC is meeting the needs of the business community by providing current demographic and workforce data and resources, useful in business pitches, funding pursuits and more.

As you will see from this membership benefit brochure, WESTMARC has many opportunities for engagement that will bring value and success to your company. I invite you to dive further into this brochure to find the offering that will best fit your company's goals. The WESTMARC team is here as your resource!

Sincerely,

A handwritten signature in black ink, appearing to be 'SH' with a stylized flourish.

Sintra Hoffman
President & CEO



WESTMARC MISSION

WESTMARC's mission to enhance regional economic development and vitality is underscored by our commitment to quality workforce development. In an ever-changing, skills-based economy, lifelong learning is more important than ever.

We are grateful for our deep regional education partnerships and thrilled to offer our members WESTMARC scholarship opportunities with Arizona State University and Grand Canyon University to support your professional development and organizational success.

SCHOLARSHIP OPPORTUNITIES FOR ALL MEMBERS



Earn a WESTMARC Scholarship from the Nation's Most Innovative University

As a WESTMARC employee or member, you have access to an exclusive scholarship. The ASU WESTMARC Scholarship covers 10% of base tuition for an ASU degree program. Use it to pursue an in-person or online degree and gain new skills to advance your career.

Visit for more information: students.asu.edu/asu-westmarc



Special Offer for WESTMARC Members

All WESTMARC members employers are entitled to a standard discount of 10% off GCU tuition. For those who join during our targeted cohort, we're offering an even better deal: a 25% tuition discount! Please note, a minimum of 15 participants is required for the cohort to qualify for the full 25% discount.

Visit for more information: gcu.edu/westmarc

DATA RESOURCES

WESTMARC can provide custom data reports to help your company make smart staffing decisions. With our licensed data tools and strategic partnerships, we can help you understand things such as:

- How many workers currently exist for the roles you seek to fill, and what is the projected growth
- Where do workers for your occupations live
- What is the current wage range for occupations
- How many students graduate from Maricopa County post-secondary schools in targeted programs
- And many more

Please contact Kevin Dumcum (kdumcum@westmarc.org) to explore potential answers to your workforce questions.



ANNUAL EVENTS

- **Governor's State of the State Luncheon - January**
WESTMARC hosts a luncheon with the governor for the State of the State address for the West Valley in the first quarter of each year.
- **Annual Business Meeting - February**
Join the WESTMARC Board of Directors to elect the new annual slate of leaders.
- **Topgolf Par-Tee - April**
Eat, drink, and most importantly, network with WESTMARC's Topgolf Par-Tee.
- **Economic Development Summit - May**
The Economic Development Summit provides leaders with updates on progress and future plans for economic development in the West Valley.
- **Healthcare Summit - June**
The Healthcare Summit is designed for key decision makers, influencers, and thought leaders that operate in the healthcare space.
- **Legislative Breakfast - July**
The Legislative Breakfast provides an opportunity to meet with Arizona state representatives.
- **Golf Classic - September**
The Golf Classic provides an opportunity to golf with government and business leaders from the West Valley.
- **Best of the West Awards Dinner - October**
The Best of the West Awards Dinner is the signature event of West Valley's leadership.
- **Business Technology Summit - November**
The Business Technology Summit is the place to learn from experts and investors in our West Valley economy.
- **Workforce Forum - December**
The Workforce Forum is dedicated to workforce development in the West Valley.

OPPORTUNITIES FOR EXPOSURE

- **Newsletters (5,400+ subscribers)**

1. **Gems** - This newsletter supports WESTMARC's plan of helping improve the quality of life of the West Valley by promoting quality amenities.
2. **Workforce Wednesday** - This newsletter highlights regional workforce events and press releases. This newsletter goes out every Wednesday.
3. **Highlights** - This newsletter makes sure to spotlight one of our members every week. There are also member updates included.
4. **In the Zone (GMFTZ)** - In this newsletter there are updates about the zone. As well as, West Valley workforce updates that pertain to the zone.

- **Workforce Resources**

1. **Employer Collaborative** - WESTMARC hosts a series of Industry Employer Collaboratives where a group of businesses within a single industry gather to discuss common or shared talent attraction retention challenges.
2. **West Valley Workforce Success Series** - This is a quarterly panel discussion webinar where businesses share their talent attraction and retention successes and connect businesses with valuable resources.

- **West Valley Hot Topics**

WESTMARC will host an in-person series of member dialogues addressing key regional issues that shape the future of the West Valley.

- **Present to Committees**

WESTMARC has a total of seven committees that meet on a regular schedule. Leaders get to learn what's happening in the West Valley from guest speakers and subject-matter experts.

WESTMARC MEMBER BENEFITS

	Chairman's Circle	President's Circle
Logo on WESTMARC website footer	✓	
Preferred consideration for board of directors	✓	✓
WESTMARC member page exposure	Hyperlinked logo	Hyperlinked logo
Best of the West: Sponsor Recognition Level Attendance	Platinum 2 Tables	Gold 1 Table
Sponsor recognition level + 1 table to <u>3</u> of the following events: <ul style="list-style-type: none"> • Governor's Lunch • Annual Meeting • Economic Development Summit • Healthcare Summit • Legislative Breakfast • Golf Classic (Foursome) • Technology Summit 	Gold	Silver
4 seats at <u>2</u> of the following events: <ul style="list-style-type: none"> • Governor's Lunch • Economic Development Summit • Healthcare Summit • Legislative Breakfast • Technology Summit 		
4 seats at <u>1</u> of the following events: <ul style="list-style-type: none"> • Economic Development Summit • Healthcare Summit • Legislative Breakfast • Technology Summit 		
Membership to committees	Unlimited	Unlimited
Complimentary attendance to Annual Meeting & Workforce Forum	✓	✓
ASU & GCU Scholarship Opportunity	✓	✓
Member pricing to all other events	✓	✓
	\$20,000	\$15,000

Premier Partner	Executive	Corporate	Professional	Non-profit/K-12
✓				
Hyperlinked logo	Hyperlinked logo	Static logo	Company listing	Company listing
Silver 1 Table				
Bronze				
	✓			
		✓		
Unlimited	3	2	1	1
✓	✓	✓	✓	✓
✓	✓	✓	✓	✓
✓	✓	✓	✓	✓
\$10,000	\$6,000	\$3,000	\$1,500	\$1,500



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 the quality of life in the West Valley.

"15 Communities ... 1 Voice"

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

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