



DESTINATION WEST: SHAPING THE WEST VALLEY'S TOURISM & ENTERTAINMENT SCENE

2025 Economic Development Summit

8:00am Check-in, Breakfast & Networking

8:35am Welcome Greeting Dr. Randy Gibb, Provost, GCU

8:40am WESTMARC Welcome Sintra Hoffman, President & CEO, WESTMARC

8:55am Keynote Introduction Kristen Hasbell, CVB Administrator, Experience Glendale

9:00am Keynote Speaker Ron Price, President & CEO, Visit Phoenix

9:20am Panel Discussion

- Moderator: Ron Price, President & CEO, Visit Phoenix
- Latasha Causey, President, Phoenix Raceway
- Jay Parry, President & CEO, Arizona Major Events Host Committee
- Treena Parvello, Director of Public Relations & Communications, Tohono O'odham Gaming Enterprises
- Howard Weiss, SVP of Entertainment & Sponsorships, VAI Resort

10:20am Break

10:32am Intro to City Showcase #1 - Cameron Robb, APS Senior Economic Development Consultant, WESTMARC ED Committee Co-Chair

10:35am City Showcase #1

11:00am Break

11:10am Present Chairman's Recognition Award - Cameron Robb

11:20am City Showcase #2

11:50am Prize Drawings - Sintra Hoffman

12:00pm Wrap-Up & Closing Remarks - Sintra Hoffman