



CLASS OF 36

Class 36 learned all about SkySong from the Senior VP of University Realty, Don Couvillion (Class 36). Don explained through his extensive history with SkySong how the vacant corner at McDowell and Scottsdale Road, formerly Los Arcos Mall, has been transformed over the past 16 years into a world-recognized center for economic and technological development through a partnership with ASU.

The role of tourism and branding in the economic development of Scottsdale has been critical over the last several years. Rachel Sacco, President & CEO of Experience Scottsdale, shared the impact of tourism on our economy and gave us a sneak peek of their new television commercial on Scottsdale as a destination for all. All the leaders that presented had amazing statistics to share and the presentation given by Chris Camacho, President & CEO of the Greater Phoenix Economic Council, was particularly interesting. Chris shared some of the data and analytics this organization produces and as well as how they target and bring new business to the greater Phoenix area was impressive.

The city leader panel opened our eyes to the successes and challenges Scottsdale has seen with its neighboring cities. Diane Enos, Former President of SRPMIC stood in for Martin Havier, current President, SRPMIC and shared some history of how the Salt River and Pima tribes came to be together on the same land. Ginny Dickey, Fountain Hill Mayor and Corey Woods, City of Tempe Mayor also shared stories of how they have partnered and continue to partner with the City of Scottsdale.

The day was rounded out with presentations on how Scottsdale is growing and the focus of economic development with a great presentation by Rob Millar as well as Mark Stanton of the Scottsdale Chamber of Commerce. The theme of collaboration among all these organizations and entities was evident in every speakers' words and actions.

Class 36 is so grateful to all the leaders and professionals that shared their time and expertise with us on the January 7th Economic Development / Beyond Borders Day. For Scottsdale and its surrounding partner cities to thrive and grow, it will continue to take collaboration, partnership and a whole lot of commitment to the greater good. These leaders exemplified that and more!

Due to the sharp rise in Covid-19 numbers last month, the January 21st class, the second Economic Development Day at SRPMIC was canceled. While the class was disappointed we had to cancel our day at SRPMIC, the PLIF teams took advantage of the time to safely meet in person to work on our projects and keep the momentum going. In the next newsletter, you'll hear about Class 36's experience with Education Day and Public Safety Day with the Scottsdale Fire.