

Good afternoon. On behalf of my colleagues and the staff of the Town of Oro Valley, we would like to welcome you to the 9th annual state of the town address.

It's 2010, and here is the picture before us:

Foreclosures are at an all time high
Unemployment is at an all time high
People are divided and civil discourse has broken down

Seniors are disrespected, businesses are alienated, our educational system is strained, our children are under an incredible amount of pressure, and there is very little trust in government.

As a father, business owner and a 20-year resident of Oro Valley, I, like all of you, understand that life is *pretty hard right now*. Under these conditions, it is **especially** hard.

For most of us, if *one more thing* hits our household personally—the loss of a job, a major illness or some other personal crisis—many of us won't survive it.

I believe that the opportunity to become successful presents itself every single day. Whether we choose to accept it or not is completely up to us and often times determines our success.

Today, I want to reassure the Oro Valley community—and our legislative and regional partners—that this Council is ***all about*** changing the picture I just described. We're committed to making life *just a little easier* wherever we can.

How are we planning to do that, you ask?

The answer lies in using the talent and resources that we have all around us.

Let me begin by recognizing my fellow Council members who have joined us today. As I call out your name, please stand (Joe Hornat, Bill Garner, Barry Gillaspie, Steve Solomon, and Lou Waters).

Councilmember Mary Snider is unable to join us today as she is attending the wedding of her oldest son. We congratulate her and her family on this wonderful celebration and wish them all well.

This Council brings new energy, new ideas and a new approach to the job. Each member offers a unique skill set to improve on current systems in place.

We are surrounded by a talented management team and a phenomenal staff. To accentuate that point, I invite you to review the annual report card of successes that has been placed at each of your tables. I'd like to ask our Town Manager, Jerene Watson, and all of the Town employees here today to please stand and be recognized for your service.

Success will come because we are surrounded by federal, state and local officials with whom we work side-by-side to address regional issues that impact our community.

I would like to invite our elected officials at all levels—or their representatives—to please stand and be recognized for your collaboration and leadership on behalf of Oro Valley.

We are surrounded by community volunteers such as Dick Eggerding and Bob Weede who founded the Greater Oro Valley Arts Council—now the Southern Arizona Arts and Cultural Alliance—and General John Wickham, a

decorated veteran and a respected community leader who has dedicated his time to volunteer in our community, and helped to start the Oro Valley Community Foundation, among many other programs.

We are surrounded by business leaders such as Gregg Forszt from Ventana/Roche, Ken Wertman from Sanofi-Aventis and Lynn Erickson from right here at the Hilton Tucson El Conquistador Golf and Tennis resort. All of these individuals represent companies that have put Oro Valley on the international map and helped us earn a reputation for business and tourism excellence.

We are also surrounded by regional partners such as Joe Snell with TREO, Jonathan Walker of the Convention and Visitors Bureau, Michael Guymon from the Metropolitan Pima Alliance and David Godlewski from SAHBA...Each of these individuals play a major role in our region's cooperative efforts.

Working together, we have already experienced tremendous success along many fronts.

To the councils of the past, I would like to say a heartfelt “**thank you.**” Each one of you has made it possible for us to weather these turbulent times with your sound fiscal policies. If we have any previous council members present today—including our tenured members on the current council—please stand and be recognized.

And finally, we are surrounded by all of you in this room. If you were not interested in Oro Valley’s success, you wouldn’t be here.

Everyone except () that is...he told me he only came for the food!

Each one of us is a critical piece of the puzzle that creates our success. The challenge of this Council is fitting the pieces together. We will accomplish this in two ways:

- 1) By being deliberate in everything that we do and
- 2) By re-establishing respect.

Let me explain what I mean.

Historically, Town Hall has not had systems in place that allowed for consistent and repeatable success. We're talking about individual success, department success and success by the Town government as a whole.

We have been too casual in what we do, without deliberate action working towards an end goal. We perform daily tasks with no defined purpose. We need to change our mindset so that everything we do has a purpose to it...Every movement, every action, every thought.

We cannot do things just because we **have** to do things. We **must** do things because they're the **right thing** to do on behalf of the community as a whole.

When we do so, we must be able to do so without fear. We live in a society where there is so much mistrust that any change that is made is viewed with cynicism. Any change must mean that government is covering something up, a conspiracy theory, a lack of transparency.

People have a right to question what government does, but they do not have a right to become a distraction or worse yet, an obstacle for achieving success.

I have told your council members that we will not **govern** in fear.

I have told the Town Manager and all department heads that they will no longer **manage** in fear. I have also told them that they are to raise their level of expectations **and to meet them**, as the residents of Oro Valley deserve no less.

Only then, after we have rebuilt our systems and approach our roles with deliberate purpose will we be able to achieve success **consistently**.

I'm talking about systems that apply to our ability to attract and retain quality employment; systems that allow our residents to participate in their local government **with satisfaction**; systems for communication; systems for growth and development; and systems that allow for change in a changing environment.

Many of these existing systems I speak about have created barriers that have led to a breakdown in civil discourse; in respectful exchanges; and in community dialogue. We need to return to a sense of community that respects our children, our businesses, our public safety, and most importantly, our seniors.

My role as Mayor is to lead this team with that same respect. Respect for each other; respect for Town Staff; and respect for the residents of our community.

I assure you that I take this role very seriously and that I pledge my leadership on behalf of Oro Valley.

I believe that local government **can** be all things to all people. With our resources, we can meet the needs and desires of our residents; the \$116 million budget approved by this Council this fiscal year represents **sound** financial planning that maintains programs and services and allows for staffing levels to remain neutral.

This puts the Town in a position of strength to address new opportunities on the horizon, while still being fiscally responsible and achieving a balanced budget.

Underscoring all of this is the need for a comprehensive economic development strategy. This is a major priority for this Council. We will focus on:

Improving educational opportunities for the workforce

Providing Arts and Culture for the community

Reducing barriers to business attraction and retention; and

Providing the resources and tools to promote economic vitality for all

This fall, the Town, working with our business community, will host an Economic Development Summit in Oro Valley. Our goal is to reach out to our business partners and identify how to solidify economic prosperity. This conversation has never taken place before and part of our role as leaders is to encourage communication such as this.

Economic efficiency and a sustainable quality of life are interrelated. We cannot have one without the other. We **all** want to be profitable...we **all** want to be successful...The Town plays a role in that; it's up to us to find the balance.

Oro Valley offers numerous opportunities for business location and expansion within our borders, but long-term growth will depend on our ability to seek out strategic annexations and develop a broader constituency for the Town. We have previously considered annexation of areas to the north and the south, and these campaigns will continue. We will create a more business-friendly environment that offers important amenities and attractions that will benefit the residents and businesses in these areas.

Beyond annexation, Oro Valley will play a leadership role in the greater Tucson region by engaging our neighbors in other municipalities, as well as Pima County, in a conversation about municipal policy, regional governance, and fiscal sustainability.

We also need to market our region more effectively. We need to come up with solutions to help our local economy and take control of promoting our unique areas in the northwest and take responsibility for the Northwest region's brand.

We have a great story to tell. At this time, it is my ***pleasure*** to share with you our new economic development video, the first tool in our arsenal that we will use to promote Oro Valley to prospective businesses, visitors and residents, showcasing our strong business climate. Please enjoy the following video presentation and I'll be back to make some closing remarks.

(ROLL VIDEO)

I would like to thank Richard Rose of Film Creations and Michael Cowman for their great work on this production. I'd also like to acknowledge the efforts of Mary Davis, Kelsie Hanson, Chief Danny Sharp and Councilmember Lou Waters, who were an integral part of the production team. Finally, thank you to the businesses and residents who contributed to the film.

I would also like to take a moment to thank Ramon Gaanderse and the board of directors of the Northern Pima County Chamber of Commerce and all of the sponsors who made today's presentation possible. The Chamber has been and will continue to be an important partner in Oro Valley's success—thank you for your continued support.

As I come to a close, I personally would like to thank my beautiful better half, Stacy; my children, Mason, Mahra, Macallan and Jordan; Stacy's mother, Kathy and my parents, NAMES. They have been a tremendous support system for me on this journey to Town Hall and I appreciate all that they have brought to my life.

It will take each and every one of you in this room today to be **deliberate** in all that you do and all of us to be **respectful** to one another in order to continue our pledge to care for our community, our heritage and our future.

As for me, I leave you with my favorite quote: "I am of the opinion that my life belongs to the community. And as long as I live, it is a privilege to do for it what I can."

Thank you!