

**CITY OF WILLCOX
MAYOR AND CITY COUNCIL**

**WORK SESSION MEETING AGENDA
NOTE DATE: Monday, October 15, 2012**

NOTE TIME: 6:30 p.m.

**City Council Chambers
300 W. Rex Allen Drive
Willcox, AZ**

(Mayor or Designee will read only **BOLD** print of each agenda item, except for Public Hearings, Petitions and Communications.)

1. CALL TO ORDER

2. ROLL CALL

3. PLEDGE OF ALLEGIANCE TO THE FLAG

4. DECLARATION ON CONFLICT OF INTEREST

The Council members and staff have a right to declare a conflict of interest. The declaration of a conflict of interest must be made prior to discussion of any agenda item in which Council members or staff may have a conflict of interest.

5. ADOPTION OF THE AGENDA

The Council will at this time either adopt the agenda as presented by the City Clerk or may remove or table any of the listed agenda items. Tabled items, unless otherwise directed, will appear on the next regular agenda. Council may not add any items to the agenda at this time. Should staff have any recommendations concerning the exclusion or tabling of agenda items they will voice these recommendations at this time.

6. DISCUSSION ON HISTORICAL THEATER PRESERVATION INC

Consideration, and/or discussion on Historical Theater Preservation Inc

7. ADJOURN

NOTE: People with disabilities may request reasonable accommodations. Requests must be made 48 hours prior to the meeting by contacting City Hall at 384-4271, ext. 4204, during regular business hours 8:00 a.m. to 4:30 p.m., Monday through Friday.



NOTICE OF MEETING

CITY COUNCIL

In accordance with Resolution No. 370 of the City of Willcox, and Section §38-431.01 of the Arizona Revised Statutes **NOTICE IS HEREBY GIVEN** that the **MAYOR AND COUNCIL** of the City of Willcox, County of Cochise, Arizona, will hold a **WORK SESSION MEETING** on **MONDAY** the **15TH** day of **October** 2012, at **6:30 P.M.**, at the **CITY COUNCIL CHAMBERS, 300 W. REX ALLEN DRIVE, WILLCOX, AZ.**

Item for consideration and/or discussion relating to:

- **Historic Theater Preservation Inc**

All members of the public are invited to attend such meeting.

DATED AND POSTED this **11th** day of **October** 2012, at 3:00 P.M.

CITY OF WILLCOX, ARIZONA

/s/ Virginia A. Mefford
City Clerk Virginia A. Mefford

Agenda\2012\wsmtgnotice 101512

"Mine, Yours, Ours"

What is Economic Development?

"Economic Development Broadly Defined"

By Joe Summers, Auburn University, June 15, 2011

"Economic development" has been defined as "the process by which a community creates, retains, and reinvests wealth and improves the quality of life" (David Dodson, MDC, Inc.).

Prosperous local economies are built upon the foundation of strong communities. ... This focus on the community and civic infrastructure contrasts with the prevailing view of economic development dominated by issues of business marketing, financial incentives, and recruitment. We often overemphasize marketing and sales (industrial recruiting) and pay too little attention to product development (improving the quality of life in the community).

Indeed, the ultimate goal of economic development is to improve the quality of life for the people who live in a community. It is a means to an end, not an end in itself. Quality of life is also an important site selection criterion for many major employers. Companies are attracted to, and want to stay in, communities that are good places to live, work, and conduct business. Top quality schools, exceptional medical care, diverse recreational opportunities, good roads, clean water, effective public safety, and much more, make a location appealing. Therefore, preserving, promoting, and improving a community's educational system, natural environment and community aesthetics, and civic life must be integral components of its economic development strategy.

Willcox Historic Theater as an Asset to Willcox Economic Development

They themselves will find Willcox more appealing and be confident that they can attract employees and their families.

Economic Impacts

Local Materials and Contractors for Building Repair

Approximately \$8000-\$10000 in materials and a similar amount in labor (much of which will be donated or in-kind) will be spent in the Willcox area in the first three months, prior to and during the opening of film operations)

Professional theater management

The theater will be professionally managed for it's operating schedule of Friday through Sunday, at a half-time employee schedule

Willcox residents stay in town

Currently, Willcox residents leave Willcox to attend movies (or other events) in Safford, Tucson and Sierra Vista. Local recreational dollars (movie ticket costs) are lost to Willcox. Related spending (food and gasoline) moves out of Willcox, and additional retail spending on these excursions out of Willcox is also lost.

Nearby residents spend in Willcox

Willcox would be the closest theater for many nearby communities such as Sunsites or Elfrida and for nearby rural residents. The theater could also draw from Benson, given ticket prices that are favorable versus those of Tucson or Sierra Vista. Out-of-town residents could be expected to purchase food and gasoline in Willcox.

Marketing promotions (dinner/theater, dinner/theater/lodging, wine-tasting/theater)

Special promotions would be developed with Willcox restaurants, lodging and special events and marketed in Tucson and southeastern Arizona generally. Both traditional and social media marketing channels would be used. Positioning of Willcox as a nearby "get-away" would be emphasized.

New Festival (promoted regionally; tourism, participants)

A Student Film Festival will be a new tourism event for Willcox. In addition to student film screenings, film industry workshops and an award dinner are planned. Sponsorships are expected to cover Festival expenses. Entrants (and families), Festival attendees and workshop participants will be distant and local tourists, bringing dollars to Willcox for food and lodging.

Support of special events

The Theater would support Railroad Avenue Events (Wine Tastings, Parades, etc.) with snack and restroom facilities, enhancing the atmosphere and enjoyment for participants, potentially extending their stay and spending.

Willcox Historic Theater as an Asset to Willcox Economic Development

Quality of Life

All demographics benefit

Without a local theater, going to the movies is an extensive undertaking, in time and cost (an additional 1 ½ to 2 ½ hours in travel time, plus gas costs, plus eating out) which puts it out of reach of many Willcox residents, but most especially for seniors, youth and families with young children. Having a local theater provides a local entertainment within everyone's reach and means.

Fosters community participation

The Theater's use for community performances, especially involving youth, will further the involvement of residents in cultural and theatrical events. Also, since the Theater will rely in part on volunteer support, all ages can participate in a fun form of volunteering and become more engaged in the community.

Special events, live performances

The Theater will bring a variety of performers – bands, solo performers, ensembles, one-act plays, magicians, puppeteers – professional and collegiate, will provide a diversity of diversion to town. People will be able to plan their social calendar with special events in town and still have a variety of interesting things to do.

Educational programming supplements school district and private schools

Internet-download distinctive educational programming on topics ranging from science to literature to author lectures to performing arts, from sources such as BBC and National Geographic can be provided along with classroom discussion and activity guides.

Beautification of Willcox and Railroad Ave

Railroad Avenue, after a recent period of thriving, is again struggling, with many buildings now empty, the Theater not least among them. Reviving the theater as a building and as a community hub will increase the desirability of Railroad Avenue for other businesses.

Youth involvement

Youth are moviegoers, so the Theater provides an important entertainment and social focus for them. Community-based performances involving youth (music, drama) are a second source. Finally, youth volunteers will be sought for the theater and discussions begun with the school district to determine if a vocational class or project to involve students in learning operation and management could be done.

Willcox more attractive

Willcox will be a more attractive place to live with the wide spectrum of programs to be provided by the Theater. Entrepreneurs, small business start-ups and companies looking to relocate or expand will be able to put a solid positive checkmark by the Quality of Life box in their decision-making,

Willcox Historic Theater as an Asset to Willcox Economic Development

Introduction and Summary

Willcox Historic Theater Preservation, Inc. will establish a new (non-profit) business in the building formerly housing the Rex Allen Theater in the Railroad Avenue Historic District. The New Theater will offer a year-round program of first and second run movies, internet-download digital specials such as Broadway show or rock concerts, and distinctive educational programming. In addition, WHTP will use the Theater for special presentations throughout the year, to include live performances, community events and a newly established Student Film Festival.

A working theater in the center of Willcox with comprehensive and innovative programming will have both direct and indirect economic impact in the community and will have immediate impact on quality of life for all ages.

Establishing the Theater requires investment to purchase the building, to make basic necessary repairs, to do infrastructure modifications and for certain studio start-up costs.