ARIZONA DEVELOPMENT BOARD

YEAR-END REPORT

for the fiscal year

1954-55

Submitted: September 30, 1955

TELEPHONE
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STANLEY WOMER
MANAGER

Arizona Development Board

STATE OF ARIZONA
CAPITOL ANNEX
PHOENIX, ARIZONA

September 30, 1955

Honorable Ernest W. McFarland
Governor of Arizona
Capitol Building
Phoenix, Arizona

Dear Governor McFarland:

Herein contained is the year-end report on the initial ten months of the Arizona Development Board.

Only those activities of a tangible, definitive nature are recorded; the many intangible and auxiliary activities encumbent on an agency just being launched have purposely been omitted for the sake of conciseness and pointedness.

The Arizona Development Board is charged by law to "promote tourist, population and industry development of the state". During this formative stage of our first year, no division of labor was attempted and our staff of four persons worked on all phases of our responsibilities.

In this report we have set down those projects completed by July 31, 1955, as well as those launched but to be concluded in the current fiscal year.

We hope you and all the people of Arizona will join us in feeling that the Arizona Development Board has laid a firm foundation of research and planning for sound expenditures which will maximize our efforts to increase tourist dollar volume and industrial expansion in Arizona. Our work during our first year will become increasingly tangible during the coming months and through subsequent years.

Sincerely,

Stanley Womer, Manager

SW:jr

ARIZONA DEVELOPMENT BOARD

MEMBERS

APACHE	Myrlan G. Brown
COCHISE	Henry W. Beumler
COCONINO	J. Campbell James
GILA	Charles Quarelli
GRAHAM	Carl Reinemund
GREENLEE	Herbert Nichols
MARICOPA	Kent F. Christie
MOHAVE	M. E. Hafley
NAVAJO	J. Morris Richards, Chairman
PIMA	Oliver Drachman
PINAL	Paul W. Loucks
SANTA CRUZ	James V. Robins
YAVAPAI	George A. Hill
YUMA	Henry F. Colman

ARIZONA DEVELOPMENT BOARD

STAFF

MANAGER	Stanley Womer
ASSISTANT TO THE MANAGER	Bernice F. Jones
SECRETARY	Jean A. Robinson
CLERK-BOOKKEEPER	Sally Giff

OUTSIDE RESOURCES USED BY CONTRACT

University of Arizona
Arizona Research Consultants
Arizona State College at Tempe

SURVEY OF SELECTED NATURAL RESOURCES

This eighty-two page book is the first study undertaken by the Arizona Development Board and was published within four months of the opening of the office in January, 1955.

Compiled for the Board by Arizona Research Consultants, the report presents the first single volume available listing the known nonmetallic resources of Arizona as found in each county. It is in no way a report on original field research; it is a complete survey of the existing reports and literature on file in various places throughout the state. It was conceived and published as a device to broaden the knowledge and interest in our less publicized natural resources.

The publication of this volume, misunderstood by some, served a threefold purpose:

a. To dramatize the industrial potential for each county and the towns within, in order to stir the residents to action on their own behalf.

b. To present to Arizonans in general as complete a picture as possible of the industrial potential contained in the non-metallic resources of the state, particularly in those areas other than Phoenix and Tucson.

c. To acquire quickly an industrial promotion mailing piece which could be used to draw attention throughout the nation to Arizona and its investment possibilities.

This publication has achieved far greater success in all three purposes than originally hoped for.

There has been vigorous action in many of the smaller communities to organize some kind of a group to work for the industrial development of their areas.

The Arizona Research Consultants, retained by the Board because of their experience in chemistry and geology as consultants to communities to further explore their areas, have made visits to sites and laboratory tested samples from promising deposits, either undiscovered previously or disregarded as being of no value. Firms using the materials explored and tested have been notified of these newly recognized sources for their raw materials.

Copies of the Survey, together with short news releases, have been sent to trade publications throughout the nation and have resulted in hundreds of inquiries from almost every other state, as well as from twelve foreign countries.

Returns from this survey will continue to accrue indefinitely and it is not too optimistic to say that in the near future many small industries will be directly traceable to the stimulation provided by this report.

AIR-LOCK LOG COMPANY

This new Arizona firm, established in Prescott in April, 1955, was the first industry resulting from the exploration and research for, and the publication of the Survey of Selected Natural Resources.

It also demonstrated the effectiveness of the Arizona Development Board providing skilled scientific personnel to assist prospective investors in their initial examination of and inquiry into Arizona as a site for new industry.

During the compilation of the resource report, which included a full exploration of the potential value of the Ponderosa pine in the Prescott National Forest, Arizona Research Consultants personnel worked closely with Mr. Tom Oster and the United States Forest Service in ascertaining the commercial uses for the stagnating timber stands in some areas of the forest.

The Board's consultants assisted in solving various technical problems of production of the new company, while the Board's staff played a major role in stimulating the necessary interest and cooperation on the part of individuals and groups in the community. A "favorable climate" for the new industry was created. Air-Lock Logs, a plant producing pre-cut logs for cabin construction, is now in operation with their entire 1955-56 output already sold.

Ultimately Air-Lock Logs will employ twenty people. Based on United States Department of Commerce statistics this will mean the following to the State's economy:

1. Fifteen additional employees in other trades in Prescott
2. $55,000 per year in bank deposits
3. $70,000 per year in retail sales
4. $1,400 per year increase in state sales tax
5. $400 per year increase in auto license fees
6. $2,600 per year increase in real estate and personal taxes

In addition, there is no way of estimating what the general influence will be in encouraging the investment here of other capital in other business opportunities.

INDUSTRIAL WORKSHOP

In March, 1955 the first Arizona Industrial Workshop was held on the campus of the University of Arizona.

The Arizona Development Board was one of the sponsoring agencies of the event which provided an opportunity for people from all parts of the state, active in industrial development work, to gather together to hear nationally outstanding speakers on the subject.

The Board was active in the planning of the Workshop and both staff and Board members actively participated in the program.

It was attended by more than 200 people, not only from Arizona but from adjacent cities in other states. It was, in fact, so successful that plans are already underway for a second Workshop in March, 1956.

Objectives achieved by such projects are important and include:

- Education on methods
- Exchange of ideas and knowledge
- Lessening of sectionalism
- Greater cooperation on large projects
- Examination of successful and unsuccessful devices

TOURIST SURVEY

During the "winter season" of 1955, the Arizona Development Board commissioned the Bureau of Business Research at the University of Arizona to conduct a thorough survey of the winter vacationist in the southern half of the state.

Probability sampling techniques, the latest and most scientific manner of conducting market research, were employed in this study. This technique, developed by statisticians in the United States Bureau of the Budget and Bureau of the Census, renders more reliable data than sampling procedures more commonly used by researchers.

From this study, to be published by December, 1955, will emerge a complete profile of Arizona's winter tourist--where they come from, what they spend, where they stay, how old they are, how many children they have and numerous intimate details which will enable the Board to plan an effective advertising campaign when funds are available. More importantly, it will be immediately available upon publication to all those active in tourist and allied businesses for their use in planning promotion to increase tourist travel to Arizona.

Arrangements were also made in 1954-55 for a northern tourist study which was conducted from June through August in the "summer vacation" half of the state. All that has been said on the winter study applies equally to the summer study. Publication of this report should occur by March, 1956.

It is important to remember that the tourist often becomes the new resident and investor in evaluating the full significance of the project.

INDUSTRIAL ZONING SURVEY

Upon the request of numerous groups and individuals throughout the state, the Arizona Development Board commissioned the Bureau of Business Services at Arizona State College at Tempe to conduct a survey of the industrial zoning of the cities and towns in Arizona.

A printed report, featuring a series of maps, was started in January, 1955 and was delivered to the Board in September, 1955.

This book will serve as a technical tool for everyone in the state engaged in the work of promoting new industry for Arizona.

Subsequent corrections will be made as often as zoning changes occur in order to keep the book up-to-date and useable.

Other industrial studies are also underway which will enable the Board to plan out-of-state trips to make industrial promotional contacts by early 1956.

PUBLICITY

IN-STATE

The Arizona Development Board set up an exhibit for the 1954 Arizona State Fair. This was designed for the purpose of acquainting the public with the Board, its activities and objectivies.

Public response was good and design of the exhibit was such that it can be used, with few changes, over a long period of time.

Activities of the Board have also been publicized state-wide, both through routine releases from the office and local press coverage of events in and staff visits to various communities.

OUT-OF-STATE

Stories and pictures on Arizona have been sent in answer to specific requests to magazines, newspapers, travel publications, educational outlets, both in the United States and abroad.

These requests have come from such divergent publications as LOOK magazine to a new travel directory issued by the Association Automobile Club of Memphis, Tennessee.

Requests for Arizona material and films for radio and TV have also been in sufficient quantity to indicate there is a vast potential market waiting to see and hear the Arizona story once materials are ready for distribution.

Publicity projects will have an early priority in future planning. No effort has been made as yet to launch an aggressive campaign soliciting nationwide publicity space. Before publicity expenditures can be fully effective, the Board must have on hand adequate "follow-up" material, both in the area of tourist promotion and industrial development.

MAIL INQUIRIES

More than 12,000 requests for information about Arizona were forwarded to the Arizona Development Board office in its first ten months of operation.

These came from other state agencies, Chambers of Commerce, business offices, other recipients and, more recently, directly to the Arizona Development Board.

In order to immediately assume this responsibility materials were gathered from every possible source. More than 150 different types of pieces were collected, covering as many aspects and areas of the state as possible in order to personalize these mailings.

From a carefully kept tabulation of this mail the Board knows that inquiries fall into four main classifications:

A. ADULT

Prospective new residents
Prospective vacationers
Teachers
Industrial prospects
Travel agencies

B. CHILDREN

Grade school study project
High school study project
College paper (usually economic in nature)
Casual collector of standard governmental insignia

C. REQUESTS FOR PUBLICITY STORIES AND PICTURES
(Reported in detail on page 9)

D. MISCELLANEOUS

Requests for special items or services--such as a state flag or assistance in locating a business connection!

ELECTRONICS PROMOTION

On May 5, 1955 the Arizona Development Board contacted the following Chambers of Commerce offering a promotional plan for bringing Arizona towns to the attention of electronics firms nationwide.

Casa Grande	Holbrook	Flagstaff
Coolidge	Show Low	Winslow
Douglas	Miami	Kingman
Yuma	Prescott	Willcox
Globe	Benson	Safford
Bisbee		Tombstone

The response was immediate and eager. The only towns not participating were Bisbee, Holbrook and Show Low. Although Casa Grande and Coolidge did not participate directly, they did indirectly through the Pinal County Development Board.

The promotional effort in brief was:

1. Compilation of a list of 2,236 electronics firms throughout the nation.
2. Each community drafted its own letter and furnished letterhead, envelopes, enclosure material (in some cases) and postage for as many firms as they wished to contact. This varied from the complete list to as few as 23 research firms by Flagstaff.
3. The Board defrayed the cost of letter duplication and labor in preparation of material for mailing. Approximately 15,000 pieces were sent.
4. A letter from the Governor followed a week later to the entire list.

Direct return on this mailing was receipt of more than 50 acknowledgements containing a satisfying number of interested firms. In addition, we know the campaign was sufficiently powerful to impress many more firms and that our Arizona letters are in the "future" files of most of the manufacturers of electronics goods contacted.

These initial overtures will be kept alive through an Arizona electronics newsletter and other devices.

ARIZONA STATE BROCHURES

ADULT BROCHURE

Work launched during the 1954-55 fiscal year of the Arizona Development Board will result in an Arizona State brochure by the first of 1956.

Efforts in close cooperation with the Arizona Highways Magazine will result in a brochure as unique as the Highways Magazine, which has done so much to publicize Arizona.

It will be the same size and will achieve the same "feeling" through use of color plates used by that publication. This has also effected a great financial saving. While similar to the magazine in appearance and format, the narrative has been written with a subtle but aggressive promotional slant. The brochure is designed to stir immediate action toward a vacation in Arizona.

Design, copy and art layout for the book was completed during the first fiscal year. Notification to printers was given in August, 1955 and bids are being received currently.

The brochure will be used as a promotional device mailed free of charge out-of-state, availabe in-state at a small charge. It will be sold in quantity to local business firms and groups who may wish to use it in their own promotional endeavors.

An advance mailing to major publications, radio and TV nationwide will be made as soon as the first copies come off the press. The Board expects to distribute between 50,000 to 100,000 copies in 1955-56.

CHILDREN'S BROCHURE

Because almost 50% of the mail requesting information on Arizona emanates from children, and because the adult brochure is expensive and written for the mature reader, the Arizona Development Board early in 1955 sought an inexpensive manner in which to capitalize on this hitherto neglected "market" for state promotional material.

A Phoenix community group is currently cooperating with the Board in developing a mailing piece on Arizona designed for school children and the Board hopes for successful completion of the plan early in 1956. It also will be available to groups throughout the state.

ARIZONA MOVIES

Just before the close of the 1954-55 fiscal year the Arizona Development Board contracted with Green-Loomis Productions of Hollywood for the filming of six travel movies featuring the vacation attractions of the state.

These films will be a part of a series entitled "Holiday U.S.A." to be sold to TV stations throughout the nation. This distribution is included in the extremely low price for each film.

Actual filming was begun in July, 1955. Two have already been completed and have had initial showings over a Los Angeles television station. These two showings have elicited fine audience reaction as of the date of this report. Filming on two others has been completed and the remaining two will be done after the first of the year to catch the winter season of southern Arizona.

Additional movies, documentary in nature, are also contemplated during 1955-56. Outlines, shooting scripts and narration will be underway during the year, though most actual production will await the next fiscal year's appropriation.

STATE PARK STUDY

During the 1954-55 session of the Arizona legislature certain legislators instigated a formal request for a study on the feasibility of establishing an Arizona State Park system.

Through the Legislative Council, the Arizona Development Board was asked to make the study.

The survey, begun early in 1955, involved contacting every other state and the National Park Service for data.

During our exploration of possible sites and locations, fine cooperation and assistance has been received from the Land Commission, Highway Department, Fish and Game Department and the Library and Archives.

The initial report will be given the Legislative Council within the next 30 days for transmitting to the 1955-56 legislature.

ACTUAL EXPENDITURES
1954-55

PERSONAL SERVICES		
110 Salaries and Wages - Total		$17,515.75
CONTRACTUAL SERVICES		
211 Postage	$ 712.00	
212 Telephone & telegraph	1,004.63	
220 Travel - State	5,008.02	
230 Travel - Out of State	423.95	
240 Professional Services	7,787.55	
260 Maintenance - Equipment	31.50	
290 Other Contractual Services	1,406.09	
Total Contractual Services		$16,373.74
SUPPLIES AND PARTS		
310 Office Supplies - Total		$ 1,634.68
CURRENT FIXED CHARGES		
412 Equipment - Rent	$ 7.50	
421 Bonds of Officials and Employees	10.00	
525 State's Share-State Retirement	607.92	
527 State's Share-FOASI	350.40	
430 Subscriptions & Org. Dues	320.80	
Total Fixed Charges		$ 1,296.62
CAPITAL OUTLAY		
610 Equipment - Total		$ 2,250.53
GRAND TOTAL		$39,071.32