



PARTNERSHIP FOR AN ENVISIONED FUTURE OF GREEN VALLEY, ARIZONA

**RESOLUTION by the
GREEN VALLEY COUNCIL • GREEN VALLEY RECREATION, INC.
GREEN VALLEY/SAHUARITA CHAMBER OF COMMERCE & VISITOR CENTER**

WHEREAS, the **Green Valley Council, Green Valley Recreation, Inc.**, and the **Green Valley/Sahuarita Chamber of Commerce & Visitor Center [Community Partners]** share mutual interests in maintaining and ensuring that Green Valley, Arizona, remains a vibrant, exciting, and economically strong community; and

WHEREAS, the *Community Partners* honor and respect the commitment of long-time residents to Green Valley and endeavor to improve the quality of their lives; and

WHEREAS, the *Community Partners* understand the importance of addressing current and future trends to ensure Green Valley remains fresh and relevant and attractive to future residents; and

WHEREAS, research findings report that adults who are active, newly retired and soon-to-be-retired have different expectations of retirement lifestyles than the previous generation of retirees (see Exhibit A); and

WHEREAS, the *Community Partners* agree on the importance of applying planning and management principles to address societal and community trends and guide the growth of Green Valley by:

- Preserving cost-of-living value; and
- Ensuring exceptional quality of life for all persons, regardless of age; and
- Offering active and passive leisure pursuits that maximize self-expression opportunities; and
- Encouraging economic, cultural, and ethnic diversity; and
- Increasing demand for Green Valley homes, thereby improving property values.

NOW THEREFORE, BE IT RESOLVED THAT the *Community Partners* agree to cooperate to ensure that Green Valley remains attractive as a premier community for people to live, work, play and invest and keeps pace with ever-changing economic, social and demographic conditions.

BE IT FURTHER RESOLVED THAT the *Community Partners* agree to make common cause to further economic growth and development that enhances and strengthens Green Valley, Arizona, as a vibrant, exciting, and economically strong community with assistance and synergy provided by local for-profit and nonprofit community leaders and groups (see Exhibit B).

Green Valley Council

Green Valley Recreation, Inc.

**GV | Sahuarita Chamber of
Commerce & Visitor Center**

President

Date

President

Date

President

Date

EXHIBIT A

PARTNERSHIP FOR AN ENVISIONED FUTURE OF GREEN VALLEY, ARIZONA

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**LOCAL AND NATIONAL TRENDS RESEARCH:
BABY BOOMERS, RETIREMENT & DEMOGRAPHICS**

- ✓ The 2010 population of Green Valley was 21,291, growing at a rate of 23% from 2000 (US CENSUS, 2010).
- ✓ The generation of 'Baby Boomers,' who began retiring in 2011, will retire at the rate of 10,000 per day until 2030 (*Page 36*), (SOCIAL SECURITY ADMINISTRATION: ANNUAL PERFORMANCE PLAN FOR FISCAL YEAR 2012).
- ✓ The "Baby Boomer" generation has different expectations of retirement lifestyles than the previous generation ("*8 Ways Baby-Boomers Are Reinventing Retirement*," S. Block, Kiplinger.com, 2013; "*7 Reasons Why Marketing to Baby Boomers is Unique*," S. Olenski, Forbes Online, 2015; "*What Baby Boomers Want in Retirement*," TopRetirements.com).
- ✓ "...About half (48%) of middle-income Boomers [i.e. ...annual household income \$25,000 - \$100,000...] consider themselves retired or semi-retired. Among middle-income Boomers who consider themselves retired, almost three in 10 (28%) are currently employed for pay or have been employed for pay at some point in their retirement..." (*Page 6*). (NEW EXPECTATIONS, NEW REWARDS: WORK IN RETIREMENT FOR MIDDLE-INCOME BOOMERS, BANKERS LIFE CENTER FOR A SECURE RETIREMENT, 2015).
- ✓ "Collectively, retirees will enjoy 126 billion hours of leisure time this year... [2016]...As tens of millions of boomers become time affluent, over the next 20 years, they will amass 2.5 trillion hours of leisure time to fill... (*Page 7*) [and] leisure travel will reach...a cumulative total of an estimated \$4.6 trillion" (*Page 13*), (LEISURE IN RETIREMENT: BEYOND THE BUCKET LIST: A MERRILL LYNCH RETIREMENT STUDY CONDUCTED IN PARTNERSHIP WITH AGE WAVE, 2016).
- ✓ Economic development will impact the Green Valley area caused by development along I-11 that will parallel I-19 in the Green Valley area. The final route of I-11 will be determined in 2019, (INTERSTATE 11 CORRIDOR: TIER 1 ENVIRONMENTAL IMPACT STUDY, NOGALES TO WICKENBURG, <i11study.com/Arizona/>, 2017).

