



EXHIBIT

GVR Board of Directors Meeting April 19, 2016

Request for Funding to Develop Web Property www.retirearizona.org

To assist GVR Members in Sales/Rentals of GVR Deed-restricted Properties & & Support Economic and Tourism Development in Green Valley, Arizona

Overview

In late May 2015, the GVR Foundation (GVRF), an IRC 501(c) 3 charitable giving, tax exempt nonprofit organization, submitted a grant application to the Freeport-McMoRan Foundation (FMMF) to fund development of a new Web Property, www.retirearizona.org. The grant application to FMMF was not funded. According to sources close to the FMMF grant review process, the Web Property was viewed as a project that would serve GVR members exclusively, and not Greater Green Valley.

The GVR Foundation Board of Directors reaffirmed development of the Web Property as the GVR Foundation's primary strategic goal at its meeting on April 7, 2016. The Foundation was formed in 2014 with encouragement and approval of the Green Valley Recreation, Inc. (GVR) Board of Directors. GVRF's mission is *'To enrich the lives of GVR members and community residents through advocacy, programs and financial support that promote health and wellness in Green Valley, Arizona.'*

The Web Property will provide a 'one-stop' economic development tool to attract visitors, tourists, and new residents to Green Valley by leveraging GVR's resort-type amenities and GVR member-owned homes. The principal economic driver in Green Valley is GVR with 13,472 member homes, representing 80.6% of Green Valley CDP (U.S. Census Designated Place) households and 74.9% of all residents. On average, 38% (5,094) of GVR properties are used as second homes and rentals and 6% (808) are sold annually.

GVR Homeowners will be able to post information about for sale or rent property online for a nominal fee. Nonmembers will pay a premium for online property postings. Online listings may include detailed property specifications, digital photos, and even video virtual tours. Once marketed and promoted, the Web Property will enhance the value of membership in GVR, accelerate sales and rentals of GVR member homes, and generate a sustainable source of revenue for the GVR Foundation. In addition, the Web Property will increase demand for local housing, boost economic development and enterprise opportunities, and enhance enterprise operations for local businesses through increased patronage. These activities will result in even greater business development and tourism in future years, as more active adults and retirees visit the area as tourists, part-time tenants, potential homeowners, and year-round residents.

The need for the Web Property keeps getting greater. Recent downsizing and closure of local Freeport-McMoRan mining facilities, closed and financially stressed local golf courses, fewer local small business operations, and a local housing market slow to recover from the Great Recession amplify the need for the Web Property. An Advisory Board comprised of representatives from the Green Valley Council, Green Valley\Sahuarita Association of Realtors, Greater Green Valley Community Foundation, and the Green Valley\Sahuarita Chamber of Commerce is already established and will help guide Web Property development and ensure broad-based representation.

Much work has already been accomplished by the GVR Foundation in conceptualizing the Web Property, designing its site map, and incorporating Search Engine Optimization (SEO) into its design. What's most needed now is start-up funding to hire a bone fide software developer to buildout the e-commerce enterprise component of the Web Property for the sale and rental of GVR member-owned houses. The estimated cost to develop this component is \$43,700. Once launched, the Web Property will be monitored and updated by a part-time GVR webmaster as part of their responsibility for oversight of the GVR website and the GVR Foundation website.

Recommendation

Authorize an expenditure of up to \$43,700 for Web Property software development from the Initiatives & Innovation Reserve Fund.