

Mohave

DIRECTOR'S MESSAGE

County

NEWSLETTER



By Tami Ursenbach

Dear Mohave County,

As we step into the season of renewal and growth, it's the perfect time to embrace fresh ideas and innovative ways of doing business. Just as nature reinvents itself, so too must we, as business leaders, entrepreneurs, and community builders, continuously seek new opportunities to create, innovate, and expand.

Innovation isn't just about keeping up with the times—it's about leading the way. Businesses that embrace change and harness new technologies are the ones that shape the future. One of the most exciting frontiers today is the development of groundbreaking technologies such as artificial intelligence (AI) and new types of power generation. These advancements are not only revolutionizing industries but are also making a significant impact on communities worldwide.

Spring is a time for fresh starts, and there is no better time to explore new product ideas. Companies that continuously innovate stay ahead of the competition. Whether it's developing AI-driven customer service solutions, designing sustainable packaging, or creating smart home devices that enhance everyday life, the possibilities are endless. Businesses should encourage brainstorming sessions and invest in research and development to bring groundbreaking ideas to life.

Innovation doesn't just benefit individual businesses; it has the power to transform entire communities. Consider the potential of water generation technology, which extracts clean drinking water from the air—this can change lives in regions facing water scarcity. AI-powered education tools can make learning more accessible, bridging gaps in underprivileged areas. Smart infrastructure, renewable energy solutions, and digital connectivity can create more sustainable and thriving communities.

As we move forward, let's challenge ourselves to think differently, embrace change, and take calculated risks that drive progress. Let's support initiatives that push the boundaries of what's possible and create solutions that not only enhance business but also contribute to the well-being of society.

Spring is here, and with it comes the opportunity to plant the seeds of innovation. Let's take this time to cultivate new ideas, embrace cutting-edge technologies, and build a future that benefits both business and community.

Wishing you a season of inspiration and success.

Best Regards,

Tami

*From the Desk
of Michelle*



Dear Mohave County Businesses,

Give Your Business a Fresh Start This Spring! Spring Cleaning Isn't Just for Your Home

Spring is the perfect time for a fresh start—not just for your home, but for your business too! A little “spring cleaning” can help you stay organized, boost productivity, and set yourself up for success in the months ahead. Here are a few simple ways to refresh and revamp that can make a huge difference in how smoothly things run.

🍃 **Declutter Your Workspace** – Clear out old paperwork, organize your digital files, get rid of those old emails you don't need and give your office a little TLC. A tidy space = a clear mind!

💰 **Check Your Finances** – Review your expenses, cancel anything you don't need, and see if you can negotiate better rates on services. Small tweaks can lead to big savings!

📣 **Refresh Your Marketing** – Is your website up to date? Are your social media pages active? Now's the time to fine-tune your messaging and reconnect with your audience. Make sure everything is on-brand.

❤️ **Reach Out to Customers** – Send some love. A quick check-in, a special spring offer to bring them back, or even a simple “thank you” can go a long way in building strong relationships.



Let's Get Started!

Need help figuring out where to focus? I'd love to chat! Call me today at (928) 757-0917 and let's brainstorm some quick wins for your business this season.

Here's to a fresh, organized, and successful season ahead!

Considerations for Small Business in 2025

By Tami Ursenbach

Small businesses in 2025 face a dynamic landscape with several key factors to consider. One of the most unpredictable elements is inflation. In June 2022, inflation stood at 7.2%, while the current rate is 2.3%. The uncertainty surrounding future inflation trends means businesses must be prepared for both rising and falling rates. Planning for multiple scenarios will be essential to maintaining stability and growth in the coming year.

The Small Business Administration (SBA) continues to be a reliable source of financial support, providing loans that should remain stable throughout the year. However, small business owners should be mindful of regulatory changes, particularly concerning third-party payment applications like PayPal and Venmo. Previously, businesses only had to report taxes on transactions exceeding \$20,000 and 200 individual transactions. Now, the threshold has been lowered to \$5,000, and by the end of the phase-in period, it will drop further to \$600 with no transaction minimum. This shift in tax policy necessitates diligent financial tracking to ensure compliance and avoid unexpected tax liabilities.

Another significant regulatory change comes from the Corporate Transparency Act. Under this law, businesses must report key details about their beneficial owners, including names, addresses, birthdates, and identification numbers. Existing businesses must complete this reporting by the end of 2025, while new businesses have just 30 days from formation to comply. Failure to meet these requirements could result in penalties, making it crucial for businesses to stay informed and proactive in their reporting efforts.

For those relying on commercial trucking, stricter emissions standards are now in place. Additionally, truck drivers must adhere to tougher requirements to maintain their commercial driver's licenses (CDLs). These new regulations could impact supply chain logistics, making it important for businesses to assess how these changes may affect operations and costs.

Workplace safety is also a growing focus. As of January 15, 2025, OSHA penalties have increased, emphasizing the need for a safer work environment. Additionally, on January 13, 2025, OSHA finalized a rule regarding personal protective equipment for construction workers. Employers in the construction industry should stay updated on these new requirements to ensure compliance and worker safety.

Looking ahead, small businesses should anticipate new regulations related to technology, mental health and wellness, and hybrid/remote work compliance. These emerging areas signal a broader shift toward supporting modern work environments and employee well-being. Keeping abreast of these changes will help businesses adapt and thrive.

Investment strategies also require reevaluation in an ever-changing economic landscape. Traditional financing approaches may no longer be as reliable. Businesses must also consider infrastructure investments for long-term projects and be willing to reinvest in their own growth. As the economy evolves, a flexible and forward-thinking approach to financial planning will be key to success in 2025 and beyond.

Newsletter

Each month, we provide helpful resources, ideas, trainings, and informative articles to support businesses in Mohave County.

We hope that businesses in the county will find this information useful or share it with companies that may benefit from it.

If your company needs specific assistance in any area, please feel free to contact:

Michelle Loeber

Phone: 928-757-0917

Email: loebem@mohave.gov

“Easter is the only time of year when it’s perfectly safe to put all your eggs in one basket.”
- Evan Esar



4 Areas Where Tech Can Help Scale Your Business

Streamline Onboarding

Building a workforce might be one of the most difficult hurdles small businesses face. Getting new employees up to speed is a time-consuming task, and you might already be strapped for time and resources. If your company is growing quickly and is ready to start hiring new employees, you can embrace technology solutions to create a smoother onboarding process.

The right solutions can allow new team members to complete paperwork, study your company’s culture, and acclimate to their training agenda before arriving for their first day on the job. Whether it’s a tool to virtually exchange and sign documents, a virtual office tour, or a transfer of company social media handles, technology can help new employees get ready for their first day.

Foster Customer Relationships

Scaling makes no difference if customer satisfaction plummets because you’re growing too quickly to properly take care of their needs. This includes failing to answer customer inquiries or questions adequately or in a timely fashion. When your customer base grows, customer service representatives should be as accommodating — if not more so — than they were when you knew every customer by name.

For this reason, many small businesses have begun to utilize chatbots to handle incoming customer queries. As Phil Vanstone, program manager at Shopify Plus, states, “Talking to virtual employees will play an increasingly pivotal role: customers don’t want to wait for answers to simple questions. And business doesn’t want to allocate resources to answer the same questions over and over.” Chatbots can step in as virtual employees, providing immediate responses and fulfilling consumers’ expectations of instant support, while also allowing small business executives to allocate their workforce to other aspects of business operations.

Simplify Project Management

As a business begins to grow, it can be easy for information to become siloed within different departments.

The majority of small businesses start with basic record-keeping solutions, like simple accounting software, spreadsheets, and synced cloud documents. However, over time and with enough growth, maintaining these records can become a disorganized and chaotic affair.

When your business struggles to keep up with data and maintain its growing stack of Excel spreadsheets, organizational solutions like enterprise resource planning software can help automate and coordinate many of the complex business processes you need to stay up and running. This also helps streamline business operations. With increased clarity and improved bandwidth, your staff can shift focus to effectively managing increased volumes of business.

Improve Internal Communication

Maintaining effective communication can become difficult when businesses experience periods of rapid growth. Not only are you adding new members to your team, your chains of command and communication practices are probably shifting as well. Employees who have been with you from the beginning might have trouble adapting to new ways of communication. On the other hand, new employees might struggle to identify who they'll report to and how to best raise any questions they might have.

To combat this problem, be sure to utilize at least one of the many corporate communication platforms available today. An instant messaging app ensures lines of communication are always open, while also empowering employees to send quick updates, ideas, or inquiries. Slack, Google Hangouts, and Skype are some of the most popular messaging apps for small businesses, but there are many more to pick and choose from.

Great businesses are built on great products and services, but technology tools are often the underlying drivers of a company's success. From project management to employee chat, the efficacy of these solutions has the potential to make or break your business. Technology is the key to effectively and efficiently scaling your business and helping it reach its full potential.



SCORE is a nonprofit association dedicated to helping small businesses get off the ground, grow and achieve their goals through education and mentorship. Because our work is supported by the U.S. Small Business Administration, and thanks to our network of 10,000+ volunteers, we are able to deliver our services at no charge or at a very low cost.



Mohave Community College Small Business Development Center Webinars



Training Events/ Workshops

“Investing in training and development leads to the most significant return on investment a company can have.”

- J.P. George



Start Showing Up Online: A Beginner's Guide to Social Media Growth

Learn to create engaging online posts in this workshop! You'll master storytelling, scheduling content efficiently, and optimizing for maximum reach. Led by business coach Jeanette Pigeon, this session helps entrepreneurs grow their businesses through better content strategies.

Wednesday, April 9, 2025 | 1:00PM

 Online  No fee [Register Here](#)

Business Funding Essentials: Find The Funding You Need

Struggling to secure funding for your business? Join our FREE webinar with Jeanette Pigeon to learn proven strategies for finding the right funding sources, crafting a compelling pitch, and avoiding common pitfalls. Plus, all attendees receive a FREE grant funding pitch template from Line Up Funding—register now!

Wednesday, April 23, 2025 | 1:00PM

 Online  No fee [Register Here](#)





The Arizona Commerce Authority - supported by a dynamic group of community partners - is a statewide initiative to help Arizona's small businesses prepare for success, plan for the future, and grow. Through virtual webinars and hands-on workshops, local business leaders and subject matter experts provide real-time support and available resources across Arizona.

Register Now for Upcoming Arizona Small Business Boot Camp Sessions!



How an Optimized LinkedIn Profile Can Boost Your Business

Optimizing your LinkedIn profile strengthens your brand and expands your network. This presentation covers key strategies like a professional photo, compelling headline, and engaging summary. Apply these tactics to attract your audience, build connections, and unlock opportunities.

Date & Time: April 8, 2025 | 9:00AM

[Register now!](#) 



Growth HR: How Optimization Secures the Best Talent

Small business HR is often fragmented, reactive, and risky, leading to inefficiencies, high costs, and employee frustration. With evolving regulations favoring employees, businesses must take a strategic, proactive approach. In this session, Clint Parry, MBA, SHRM-SCP, shares how strong HR infrastructure reduces risk, boosts retention, and ensures peace of mind.

Date & Time: April 22, 2025 | 9:00AM

[Register now!](#) 

Upcoming & previous webinars: [Arizona Small Business Boot Camp](#)

Social Security Updates Recently Announced Identity Proofing Requirements



The Social Security Administration (SSA) is taking proactive steps to enhance the security of its services by implementing stronger identity verification procedures. The updated measures will further safeguard Social Security records and benefits for millions of Americans against fraudulent activity. In-person identity proofing for people unable to use their personal [my Social Security](#) account for certain services will be effective April 14, 2025.

“We have listened to our customers, Congress, advocates, and others, and we are updating our policy to provide better customer service to the country’s most vulnerable populations,” said Lee Dudek, Acting Commissioner of Social Security. “In addition to extending the policy’s effective date by two weeks to ensure our employees have the training they need to help customers, Medicare, Disability, and SSI applications will be exempt from in-person identity proofing because multiple opportunities exist during the decision process to verify a person’s identity.”

Under the updated policy beginning April 14, 2025, individuals applying for Social Security Disability Insurance (SSDI), Medicare, or Supplemental Security Income (SSI) who cannot use a personal [my Social Security](#) account can complete their claim entirely over the telephone without the need to come into an office.

Individuals who cannot use their personal [my Social Security](#) account to apply for benefits will only need to prove their identity at a Social Security office if applying for Retirement, Survivors, or Auxiliary (Spouse or Child) benefits. SSA will enforce online digital identity proofing or in-person identity proofing for these cases. The agency will not enforce these requirements in extreme dire-need situations, such as terminal cases or prisoner pre-release scenarios. SSA is currently developing a process that will require documentation and management approval to bypass the policy in such dire need cases.

Individuals who do not or cannot use the agency’s online [my Social Security](#) services to change their direct deposit information for any benefit will need to visit a Social Security office to process the change or can call 1-800-772-1213 to schedule an in-person appointment. The agency also recommends that individuals unable to apply online call to schedule an in-person appointment to begin and complete a claim for Retirement, Survivors, or Auxiliary (Spouse or Child) benefits in one interaction.

Social Security Updates Recently Announced Identity Proofing Requirements Continued

SSA recently required nearly all agency employees, including frontline employees in all offices throughout the country, to work in the office five days a week. This change ensures maximum staffing is available to support the stronger in-person identity proofing requirement.

The agency will continue to monitor and, if necessary, make adjustments to ensure it pays the right person the right amount at the right time while safeguarding the benefits and programs it administers. SSA plans to implement the Department of Treasury's Bureau of Fiscal Service's payment integrity service called Account Verification Service (AVS). AVS provides instant bank verification services to proactively and timely prevent fraud associated with direct deposit change requests. SSA will continue to fight fraud while balancing its program integrity responsibilities with delivering on its customer service mission to the American people.



Instantly verify bank account information

With AVS, you can ensure the integrity of your payments while still getting money out the door quickly.



Proactively prevent fraud and mitigate risk

When your program needs bank account verification, AVS offers trusted, timely solutions at no cost to you.

People who do not already have a [my Social Security](#) account can create one.

Stay up to date about SSA's identity proofing requirements and exceptions at [What to Know about Proving Your Identity | SSA](#).



Power Up with EV Charging Rebates!

UniSource Energy Services is making it easier for businesses, multi-family complexes, and nonprofits to install EV charging stations with their **Smart EV Charging Program**. Eligible customers can receive **rebates up to \$15,000 per port**, plus technical support to help bring their projects to life. Higher rebates are available for installations in disadvantaged communities, and additional funding may be available for public transit and affordable housing projects. Take advantage of this opportunity to offset costs and lead the charge toward a more sustainable future! **Rebate funds are available until December 2026.**

[Apply Today!](#)

Charge Ahead with Mohave Electric's Battery Rebate!

Mohave Electric is now offering a **\$500 rebate** for residential and commercial members who install qualifying battery storage systems! This **Battery Storage Program** helps you maximize savings on your electric bill, support renewable energy, and reduce peak demand. Eligible battery units must have at least **5 kWh of usable capacity**, programmable controls, and Wi-Fi capabilities - and they must not charge during On-Peak periods.

[Start Saving Today!](#)

I-9 Compliance

By Beatriz Soto



As federal oversight of employment verification intensifies, businesses must be prepared for an increase in Form I-9 audits. Compliance with hiring documentation laws is facing heightened scrutiny, and failure to meet these requirements can result in significant fines and legal consequences.

Form I-9 serves as a critical tool for employers to confirm an employee's legal authorization to work in the U.S.

Companies must ensure these forms are properly completed and maintained, as errors or missing documentation can lead to substantial penalties. With recent policy changes, worksite inspections are expected to become more frequent, and noncompliance will carry stricter repercussions. A recent executive order has also expanded enforcement efforts by restricting federal funding to jurisdictions that do not comply with immigration laws and broadening the categories of individuals subject to removal. Given this increased focus on worksite compliance, employers must remain diligent in their employment verification practices.

Key Strategies for I-9 Compliance:

- **Conduct Regular Internal Audits:** Periodically review I-9 records to identify and correct errors.
- **Train HR and Management Staff:** Ensure personnel understand proper I-9 procedures and legal updates.
- **Consider E-Verify Enrollment:** While not mandatory, using this system can help confirm employment authorization and lower audit risks.
- **Establish an ICE Audit Response Plan:** Designate a team to handle audits, consult with legal counsel, and organize relevant documentation.
- **Address Errors Immediately:** Correct any discrepancies as soon as they are found, ensuring proper documentation of all changes.

By implementing these best practices, businesses can reduce legal exposure and maintain compliance with federal employment verification regulations. Remaining proactive and informed will help companies navigate evolving immigration policies while ensuring a legally authorized workforce.





MANUFACTURING WORKFORCE

NORTHERN
ARIZONA
GOOD JOBS
NETWORK
GRANT

SKILLS STRATEGY ROUNDTABLE

We invite you to
join us for a roundtable
discussion on equipping
a skilled workforce
tailored to meet your
company's needs.



APRIL 3, 2025
2:00 PM TO 3:00 PM

MOHAVE COUNTY DEVELOPMENT SERVICES BUILDING

Boriana Conference Room
1st Floor
3250 E. Kino
Kingman, AZ 86409

CONTACT

RSVP

Michelle Loeber

928-757-0917

loebem@mohave.gov

Roaming



Cactus

Each month, we will feature a different area of the County or a point of interest. Our goal is to inspire you to visit these locations and promote them to travelers beyond our area. Together, we can boost tourism and showcase the beauty of Mohave County!

Thelma & Louise Trail

The Thelma & Louise Trail in the remote Arizona Strip is an off-road route known for its rugged beauty, cinematic history, and quirky roadside attractions. Named after the 1991 film, it winds through stunning red rock landscapes and leads to the iconic cliff from the movie's finale.

But beyond the breathtaking scenery, this route has some unusual and unexpected sights that add to its unique charm - like a bra-covered fence and a giant stuffed bear watching over the desert!

What to Expect

- Scenic Views: Vast desert plateaus, red rock canyons, and breathtaking overlooks.
- Film Location: Visit the legendary cliff-jump scene site.
- Remote Wilderness: No services - bring fuel, water, and supplies.
- Off-Road Challenge: Some sections require careful navigation.

Best Time to Visit

Spring (March - May) and fall (September - November) offer ideal temperatures. Summers are extremely hot, while winter may bring snow and mud.

Things to Do

- Photography: Capture dramatic desert landscapes.
- Hiking: Explore slot canyons and hidden gems.
- Camping: Enjoy a night under the stars.
- Wildlife Watching: Spot bighorn sheep, coyotes, and raptors.

Travel Tips

- Be Prepared: No gas stations or facilities - bring essentials.
- Check Conditions: Roads may be impassable after rain.
- Respect Nature: Follow Leave No Trace principles.

A must-visit for movie fans and off-road adventurers, this trail offers an unforgettable journey into the wild Southwest.

Roaming



Cactus

Colorado River Valley

Exciting changes are underway for the region where Arizona, Nevada, and California converge on the Colorado River. Regional leaders embark on a strategic rebranding effort to establish it as a premier tourism destination from Hoover Dam to Topock Gorge. Spearheaded by County Supervisor Rich Lettman, this initiative will unify Arizona, Nevada, and California under a cohesive brand that highlights the area's diverse attractions - extensive trail systems, river recreation, and historic landmarks.

Coming soon - a website and social media campaign for Discover Colorado River Valley (CRV). As planning progresses, these efforts will shape the CRV into a must-visit destination, ensuring visitors not only explore but stay and invest in the region.



Wildcatter Winery

Cella Winery is rebranding to **Wildcatter Winery** & they're celebrating in a big way!

 **Saturday, April 19th, from 11 AM to 6 PM**
 **6927 E Brooks Blvd, Kingman**

Enjoy a fantastic day filled with:

-  Delicious wine
-  Live music
-  Food trucks
-  Lots of vendors

Check out their new website at wildcatterwinery.com
And follow them on Facebook at **Wildcatter Winery**.

Come celebrate this exciting new chapter - **it's going to be a great time!**  



Tourism Meeting Notes



Date: Wednesday, March 19, 2025

Location: Bullhead Area Chamber of Commerce / Bullhead City, AZ

Facilitator: Tami Ursenbach, Director / Mohave County Economic Development & Tourism

Objective: To discuss the rebranding of the Colorado River Valley (CRV), spanning from Hoover Dam to Topock Gorge, as a unified regional tourism destination.

Key meeting notes:

A sincere thank you to all for your adaptability in accommodating the change of venue.

Rich Lettman, County Supervisor:

- Advocates for a unified branding approach across the region where Arizona, Nevada, and California converge on the Colorado River.
- Once counties and cities finalize their budgets, his office will accelerate the Colorado River Valley (CRV) development efforts.
- The development process will be gradual and lengthy.
- Lettman's staff, along with the Mohave County Economic Development team, will conduct extensive outreach, especially with Clark County. Support from Commissioner Naff, Congresswoman Lee, and the City of Needles will be crucial.
- A regional tourism strategy is essential, as tourism here extends beyond casinos to include extensive trail systems, river recreation (fishing, boating, jet skiing), and surrounding canyons, all of which present job opportunities.
- Increased tourism will lead to more filled hotel rooms, job creation, and overall economic growth. Two new hotels are under development near Community Park, indicating a need to expand tourism in the area, especially targeting affluent outdoor recreation enthusiasts.
- Two key components of the rebranding:
 1. **CRV Trails:** An initiative to organize and highlight trail locations.
 2. **CRV Points of Pride:** Featuring landmarks that we're proud of like Davis Dam, El Garces Hotel, and Riverside Resort & Hotel.
- The first step is creating a marketing strategy and brand. The Bullhead Chamber of Commerce has been tasked with building a website that integrates the three states, three counties, and five communities along the river.

Tourism Meeting Notes Continued

- A steering committee, representing all 3 states and 3 counties, will be established to decide on the valley's official name.

Bo Hellams, Bullhead Area Chamber of Commerce President and CEO:

- The valley offers a rich mix of facilitated and non-facilitated recreation. The area's strength lies in non-facilitated recreation, which presents an opportunity to capitalize on existing assets without requiring new infrastructure.
- A new Chamber of Commerce website has launched, focused on member resources, while the Discover Colorado River Valley website will serve as the tourism hub to promote regional tourism.
- Staff member Nicholas Valdivia is analyzing visitor data from the Visitor Center to help target advertisements effectively.
- The goal is to encourage tourists to stay longer - enabling them to "vacation until they stay" by showcasing the vast resources and activities available in the community.
- There's a need to rethink how we position the region - not just as a river destination, but as a place for off-road recreation, which is a multi-billion-dollar industry.
- Visitors are also drawn to mines, trails, and the historic Oatman area. Laughlin's trails are considered among the best in the nation.
- The Chamber is continuing to build its digital presence, set objectives, and maintain steady leadership and funding. The City of Bullhead will guide the region's tourism strategy, initially focusing on sport and regional tourism, with broader inclusion to follow.

Jackie Wallin, Laughlin Tourism Commission Director:

- In 1922, the Colorado River agreements prioritized hydroelectricity. Today, the region is contending with the rise of solar power. Hydroelectricity, which powers Southern California, sometimes cannot meet demand during the day when solar energy peaks. This causes lower water levels, which many mistakenly attribute to the inability to release water from the dam.
- The Colorado River's water rights are fully allocated, with irrigation systems dictating a strict 24-hour release cycle.
- While focusing on recreational opportunities, it's important not to overlook the critical issue of water availability. The fluctuation of water levels, caused by delays in turbine releases and the growing demand for solar power, can severely impact water recreation. This issue is urgent, as low water levels can prevent vessel launches, creating real challenges for tourism.
- Discussions are underway to address the need for greater education on hydroelectricity and water management. A new bill is expected by the end of 2026, which could address challenges related to water recreation and water levels.

Regional
**MOHAVE COUNTY
TOURISM**

**THURSDAY,
APRIL 17, 2025
10:00 A.M.**



**Guest Speaker: Kristina Michelson,
Director of Kingman Center for the Arts,
will share updates on the Beale Street
Theater renovation and other exciting
projects.**

**Kingman Center for the Arts, a non-profit
organization, is transforming the theater
into a dynamic venue for plays, musicals,
concerts, community events, and classic
cinema, enriching Kingman's cultural
scene with strong volunteer support.**



Beale Street Theater

**402 E Beale St.,
Kingman, AZ 86401**



MOHAVE COUNTY
ECONOMIC DEVELOPMENT & TOURISM

Contact Us: 928-757-0917
economic@mohave.gov