

Mohave

DIRECTOR'S MESSAGE

County

NEWSLETTER



By Tami Ursenbach

Dear Residents, Business Owners, and Future Partners,

It is my pleasure to welcome you to this edition of our Economic Development newsletter. Whether you have called our community home for years or are just beginning to explore the opportunities here, we are grateful you are part of our story.

Our community continues to grow in exciting and meaningful ways. From new business investments and job creation to infrastructure improvements and workforce development efforts, there is a shared commitment to building a strong, sustainable future. None of this progress happens without the support, innovation, and resilience of our residents and local businesses.

To our current business community, thank you. Your dedication, entrepreneurship, and belief in this region are what make it thrive. You are the backbone of our economy, and we remain committed to supporting your continued success.


To those considering bringing your business here, we extend a warm invitation. You will find a community that values partnership, embraces growth, and works collaboratively to help businesses succeed. Our goal is to make your transition seamless and your investment rewarding.

Economic development is about more than growth—it is about people. It is about creating opportunities, strengthening connections, and ensuring that our community remains a place where families, businesses, and ideas can flourish.

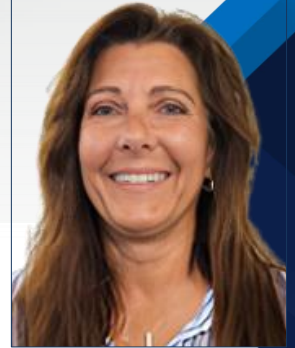
Thank you for being part of our journey. We look forward to continuing to grow together.

Best Regards,

Tami



*From the Desk
of Michelle*



Celebrating the Route 66 Centennial in Mohave County

As excitement builds for the upcoming Route 66 Centennial in 2026, Mohave County is proud to be home to one of the longest remaining stretches of historic Route 66 in the nation. From the western gateway at Interstate 40's Exit 1 to the eastern edge of the county, travelers can experience the authentic charm, history, and scenery that made the Mother Road famous.

Topock66 greets visitors at the first stop where they'll find the vibrant roadside destination Topock66. Overlooking the beautiful Colorado River, this lively stop blends classic Route 66 nostalgia with modern hospitality, making it a perfect place to begin a journey across Mohave County's stretch of the historic highway.

Next stop is Oatman. Famous for its roaming wild burros and preserved Old West character, Oatman remains one of the most photographed and beloved stops along the Mother Road. The drive itself, with its steep grades and sweeping desert views, is an unforgettable experience for travelers.

Heading east, travelers soon arrive in Kingman, often referred to as the "Heart of Historic Route 66." Downtown visitors can explore the Arizona Route 66 Museum and Powehouse Museum and Locomotive Park, both celebrating the region's transportation history and the era when Route 66 was the nation's most famous highway.

Continuing east along the Mother Road, travelers encounter several memorable stops that capture the spirit of Route 66. Just outside Kingman stands the towering roadside attraction Antares Giganticus Headicus, a massive tiki-style head sculpture that has quickly become a favorite photo stop for travelers exploring the historic highway.



A short drive further brings visitors to the iconic Hackberry General Store. Packed with vintage memorabilia, classic cars, and Route 66 souvenirs, the store is one of the most recognizable stops along the Arizona stretch of the highway and offers a nostalgic look at roadside travel during the golden age of Route 66.

Just down the road, travelers can also visit Keepers of the Wild, a wildlife sanctuary dedicated to rescuing and caring for exotic animals. The sanctuary provides a unique opportunity for visitors to learn about wildlife conservation while traveling the historic route.

Continuing east, travelers arrive in Peach Springs, the capital of the Hualapai Tribe. This historic community offers visitors a chance to experience Native culture and hospitality while traveling along the Mother Road. Just outside town sits another classic roadside attraction, Grand Canyon Caverns, one of the largest dry caverns in the United States and a longtime favorite stop for Route 66 travelers.

As communities across Mohave County prepare to celebrate 100 years of Route 66, local businesses, attractions, and organizations are planning special events, promotions, and celebrations leading up to the centennial. If your business or organization is planning a Route 66-themed event or activity, please let the Mohave County Economic Development and Tourism Office know so we can help share it with residents and visitors. And remember, as a small business located in one of the unincorporated communities along Route 66, our office is here to support you through our Business Retention and Expansion programs. We welcome the opportunity to connect, learn about your business, and help identify resources that support your continued success.

The Route 66 Centennial is a once-in-a-generation opportunity to celebrate the road that helped shape our communities. From the Colorado River at Topock to the eastern gateway of the county, Mohave County's stretch of the Mother Road continues to welcome travelers just as it has for nearly a century. We'll see you on the road!



For more information about Route 66 in Arizona, click on the following link.
<https://www.historic66az.com/AZ-Rt-66-Guide/>

How to Avoid the Top Employment Law Mistakes

By Tami Ursenbach

1. **Failure to Document Performance Issues**

Always document performance concerns clearly and promptly. Documentation does not need to be overly formal, but it must be accurate, easy to understand, and dated. In many cases—particularly those involving retaliation claims—timing and written records are critical. Consistent documentation across employees is equally important to demonstrate fairness.

2. **Lack of Effective Policies and Preventive Measures**

Establishing comprehensive workplace policies is essential to minimizing legal risk. Key areas should include harassment, family and medical leave (FMLA), workplace violence, complaint procedures, and standards of conduct. Policies should also clearly address anti-retaliation protections. It is advisable to consult with an employment attorney to ensure policies are compliant, thorough, and properly implemented—and just as importantly, consistently enforced.

3. **Inaccurate or Misleading Performance Reviews**

Performance evaluations must reflect an employee's actual performance. Overly positive or inconsistent reviews can undermine an employer's position in wrongful termination or discrimination claims. Evaluations should align with documented performance issues and be applied consistently across the organization.

4. **Failure to Clearly Communicate Employment Decisions**

Employers should provide clear, honest explanations for disciplinary actions and terminations. Avoiding or withholding reasoning can create confusion and increase the likelihood of legal challenges. Transparent communication, paired with proper documentation, helps establish credibility and reduces risk.

5. **Inconsistent Enforcement and Perception of Favoritism**

Applying policies unevenly or showing favoritism can quickly lead to claims of discrimination or unfair treatment. Employees are more likely to pursue legal action when they believe decisions are based on bias rather than merit. Consistency in decision-making and accountability at all levels of management is critical.

6. **Inadequate Supervisor and Manager Training**

Supervisors are often the first line of defense—and risk. Without proper training, they may mishandle documentation, discipline, or employee complaints. Regular training on harassment prevention, compliance requirements, documentation practices, and appropriate workplace conduct is essential.

“You can dream, create, design and build the most wonderful place in the world ... but it requires people to make the dream a reality.”

Walt Disney

“Some people can do one thing magnificently, like Michelangelo, and others make things like semiconductors or build 747 airplanes — that type of work requires legions of people. In order to do things well, that can't be done by one person, you must find extraordinary people.”

Steve Jobs

“Never hire someone who knows less than you do about what he's hired to do.”

Malcolm Forbes

“If you think it's expensive to hire a professional to do the job, wait until you hire an amateur.”

Red Adair

Continued from page

7. Misclassification of Employees

Improperly classifying employees as exempt vs. non-exempt or as independent contractors can result in significant wage and hour violations, penalties, and back pay liabilities. Regular audits of employee classifications help ensure compliance with federal and state laws.

8. Poor Handling of Employee Complaints

Failing to promptly and thoroughly investigate employee complaints—particularly those involving harassment, discrimination, or workplace misconduct—can significantly increase legal exposure. Employers should maintain a clear, well-documented process for receiving, investigating, and resolving complaints.

9. Retaliation Risks

Retaliation claims are one of the most common employment law issues. Employers must ensure that employees who report concerns, participate in investigations, or exercise protected rights are not subject to adverse actions as a result. Strong policies, training, and documentation are key to mitigating this risk.

Employers can benefit from professional legal support and risk management tools. Employment law attorneys and HR consultants can assist with drafting policies, handling employee disputes, and ensuring proper documentation practices. Many companies are also turning to HR compliance software and third-party services that offer real-time updates, audit support, and employee training modules. By combining these resources, employers can build a strong legal foundation, minimize liability, and create a fair, compliant workplace environment.

Employers also have access to a wide range of legal resources to help them navigate complex employment laws and reduce risk. Federal agencies such as the Equal Employment Opportunity Commission (EEOC) and the U.S. Department of Labor provide guidance on compliance, wage and hour laws, workplace safety, and anti-discrimination requirements.

The Society for Human Resource Management (SHRM) is a national agency with resources online to support businesses. Our local chapter is in Yuma with monthly online meetings.





MOHAVE COUNTY
ECONOMIC DEVELOPMENT & TOURISM



MANUFACTURING AND TRADES ROUNDTABLE

*Ways to Conserve and Save Your
Company Money on Energy During
the Summer Months*

GUEST SPEAKER:
Joel Whaley
Unisource Energy Services

*We invite
you to join us for a
roundtable discussion.*



APRIL 9, 2026
3:00 PM TO 4:00 PM

ADVANCED MANUFACTURING TRAINING CENTER (AMTC)

4415 N. Windrose Ln.
Kingman, AZ 86401

CONTACT

RSVP
Tyra Cheney
928-716-4977
chenet@mohave.gov

www.mohave.gov

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New Approaches to Recruiting Employees Reshape the Workforce Landscape

By Tami Ursenbach

Businesses across the country are rethinking how they recruit employees, adopting innovative strategies to attract and retain talent in an increasingly competitive labor market. Traditional job postings and resume reviews are giving way to more dynamic, people-centered approaches designed to connect with candidates on a deeper level.

One of the most significant shifts is the rise of skills-based hiring. Rather than focusing solely on degrees or past job titles, employers are prioritizing demonstrated abilities and real-world experience. This approach not only broadens the talent pool but also creates opportunities for individuals who may have been overlooked in the past.

Technology is also playing a central role in modern recruitment. Artificial intelligence tools are helping companies identify top candidates more efficiently, while virtual interviews and online assessments streamline the hiring process. Social media platforms and professional networks have become key recruiting channels, allowing employers to engage with potential candidates in more authentic and immediate ways.

Employee referrals are gaining renewed importance as well. Companies are incentivizing current staff to recommend candidates, recognizing that trusted referrals often lead to better cultural fit and longer retention. At the same time, organizations are placing greater emphasis on employer branding—highlighting workplace culture, values, and growth opportunities to attract candidates who align with their mission.

Another emerging trend is the focus on flexibility. Job seekers increasingly prioritize work-life balance, remote work options, and flexible schedules. In response, employers are adjusting job structures and benefits packages to meet these expectations, making roles more appealing to a wider range of applicants.

Community partnerships are also proving effective. By collaborating with local colleges, workforce development programs, and industry groups, businesses can build pipelines of qualified candidates while supporting regional economic growth.

As the workforce continues to evolve, these new recruiting strategies reflect a broader shift toward adaptability, inclusivity, and long-term engagement—key factors in building a resilient and successful organization.

Spring Sparks Opportunity—Why Now Is the Time to Start a Business in Mohave County

By Tami Ursebach

As spring arrives across northwest Arizona, Mohave County is emerging as one of the most attractive places for entrepreneurs looking to launch or expand a business. With a combination of economic momentum, strategic location, and seasonal advantages, local leaders say the spring months present a unique window of opportunity.

A Growing and Diversifying Economy

Mohave County has experienced steady economic growth in recent years, with expansion across industries such as logistics, manufacturing, tourism, and aerospace. This diversification is creating a stable foundation for new businesses and reducing reliance on any single sector.

From industrial development to small business growth, the county continues to attract companies that are actively operating—not just planning—making it a proven environment for success.

Strategic Location with Major Market Access

Positioned near key transportation corridors including Interstate 40, Interstate 15, and U.S. 93 (future I-11) Mohave County provides direct access to major markets across Arizona, Nevada, California, and Utah. Businesses can reach tens of millions of consumers within a day's drive, giving local companies a competitive logistics advantage.

This connectivity is especially valuable for distribution, e-commerce, and service-based

industries looking to scale quickly.

Spring Brings a Surge in Tourism and Consumer Activity

Spring marks the beginning of peak tourism season in Mohave County. With destinations like the Colorado River, Lake Havasu, Route 66, and nearby Grand Canyon attractions drawing visitors from around the world, local spending increases significantly.

For entrepreneurs, this seasonal influx creates immediate revenue opportunities, particularly in hospitality, retail, recreation, and service industries. Businesses launched in spring can capitalize on early cash flow and build brand recognition ahead of the busy summer months.

Lower Costs and Room to Grow

Compared to larger metropolitan areas, Mohave County offers a more affordable cost of doing business, including lower land and facility costs. Its expansive geography—one of the largest counties in the nation—provides ample space for development and expansion.

This affordability allows startups to allocate more resources toward growth, staffing, and innovation rather than overhead.

Strong Local Support for Entrepreneurs

The county's economic development teams actively support new and existing businesses with resources such as workforce connections, site selection assistance, marketing guidance, and access to potential funding opportunities.

In addition, partnerships with institutions like Mohave Community College help ensure a pipeline of trained workers, supporting one out of every 29 jobs in the region and strengthening the local workforce.

Quality of Life Attracts Workforce and Customers

Beyond business advantages, Mohave County offers a high quality of life with outdoor recreation, scenic landscapes, and a slower pace compared to urban centers. This balance attracts both residents and seasonal visitors, creating a steady customer base and workforce.

A Season of Opportunity

Local officials emphasize that spring is more than just a seasonal change—it's a strategic starting point. Warmer weather, increased travel, and renewed economic activity create ideal conditions for launching a business.

With continued growth, strong support systems, and a welcoming business climate, Mohave County is positioning itself as a prime destination for entrepreneurs ready to take the next step.

For those considering starting a business, this spring may be the perfect time to plant the seeds for long-term success.



Start a Business in Arizona in 7 Steps

<https://www.wix.com/blog/how-to-start-a-business-in-arizona>

Resources to Starting a New Business

- [Arizona Commerce Authority](#): Provides a [Small Business Bootcamp](#) and resources for entrepreneurs to start and grow.
- **Arizona Corporation Commission (ACC)**: Handles business entity registration (LLC, Corporation, etc.).
- [Arizona Department of Revenue \(ADOR\)](#): Responsible for Transaction Privilege Tax (TPT) licensing and withholding tax registration.
- [Arizona Small Business Development Center \(SBDC\) Network](#): Offers one-to-one counseling, financial projection help, and business training.
- [Arizona Entrepreneur's Edge](#): A guide covering licensing, tax, hiring, and marketing.
- [U.S. Small Business Administration \(SBA\) Arizona District Office](#): Provides loans, counseling, and contracting assistance.

[Come up with a business idea](#)

[Choose your business type](#)

[Name your Arizona business](#)

[License and register your business in Arizona](#)

[Write your business plan](#)

[Find business funding in Arizona](#)

[Create a business website](#)

Build a Thriving Business In Any Economy

Wed, Apr 22 12:00 PM to 1:00 PM

Online

Facilitated by [Mohave SBDC](#)

Topic: Managing Employees

We will email you the Zoom webinar invitation no later than one business day before the webinar.

Many business owners are feeling the pain and financial loss of employee turnover. As soon as you start to see progress, someone leaves, and you are stuck with a productivity gap if/until a replacement is found. Tasks and training are reallocated to current employees who often grumble at the changes. They feel overwhelmed and quit, and the cycle continues until you too may want out of your own business. There is a solution. About the presenter: As a former AZSBDC business advisor, I have helped business owners find the 3 critical steps that build a culture of excellence and deliver consistent results. The Secret: Get your Employees- Yes, the ones you already have - REALLY Engaged in the success of your business. This workshop will show you how.

Speaker(s): Jeri Denniston, Chief Marketing Strategist

Co-Sponsor(s): Mohave College SBDC

Fee: No Cost

[Register Online](#)

Jeanette Pigeon, Director

Office: Mohave College

309 E. Beale St.

Kingman, AZ 86401

Phone: 928.704.4979

JPigeon@mohave.edu



Roaming



Cactus

Mohave County Joshua Tree Forest New Dolan Springs

By Tami Ursebach

Stretching across the high desert just south of Kingman lies one of Arizona’s most quietly captivating landscapes—a vast and often overlooked Joshua tree forest that surprises travelers en route to the iconic Grand Canyon. While many visitors speed past on their way to one of the world’s most famous natural wonders, those who pause here are rewarded with a uniquely serene and otherworldly desert experience.

Unlike the more widely known Joshua tree groves in neighboring California, this northwestern Arizona forest offers a sense of solitude that is increasingly rare. Thousands of Joshua tree stretch across rolling hills and open valleys, their twisted, spiky forms creating silhouettes that seem almost sculptural against the wide desert sky. These hardy plants, which are actually members of the yucca family rather than true trees, thrive in the higher elevations of the Mojave Desert, where cooler temperatures and open space allow them to flourish.

The forest is particularly striking during sunrise and sunset, when golden light casts long shadows and illuminates the textured bark and branching arms of the Joshua trees. Photographers and nature lovers will find endless inspiration, while casual visitors can enjoy the simple pleasure of stepping into a quiet, expansive landscape that feels far removed from busy highways.

Accessible via scenic byways and backroads off Interstate 40 and U.S. Route 93, the area invites exploration at a slower pace. There are no large visitor centers or crowded parking lots—just miles of open land managed in part by the Bureau of Land Management, offering opportunities for hiking, off-road driving, wildlife viewing, and peaceful reflection.

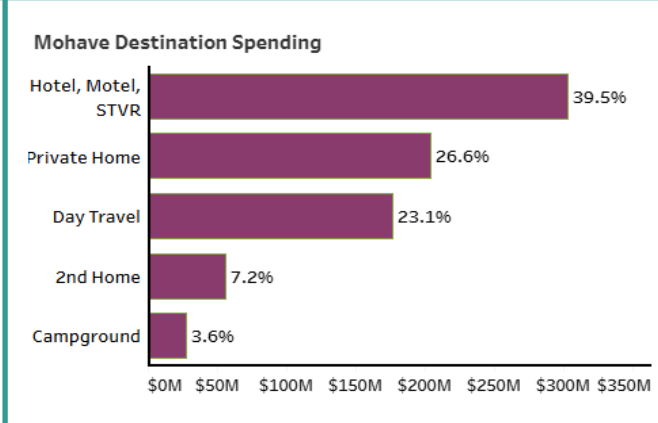
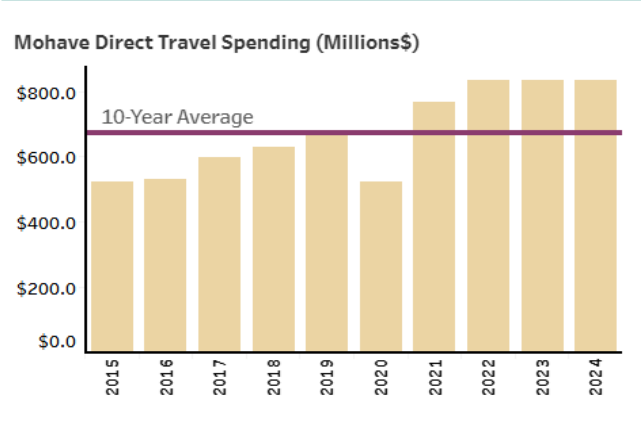
Beyond its visual appeal, the Joshua tree forest holds ecological importance. It provides habitat for a variety of desert wildlife, from small mammals and reptiles to birds that nest among the trees’ branches. The ecosystem is delicate, and visitors are encouraged to tread lightly, stay on established paths, and respect the natural environment to preserve its beauty for future generations.

For travelers seeking something beyond the expected, this hidden gem near Kingman offers a chance to experience the desert in its purest form. Whether as a brief stop on the way to the Grand Canyon or a destination in its own right, Arizona’s Joshua tree forest stands as a reminder that sometimes the most memorable journeys happen when you take the road less traveled.

Travel Impacts

| | | | |
|---|--|---|---|
| Direct Spending Mohave \$835.4 Million YOY Chg: 0.0% ▲ | Employment Mohave 6.3 Thousand YOY Chg: -0.6% ▼ | Tax Revenue Per HH Mohave \$700 Tax Revenue Per Household: The estimated amount of state and local tax receipts per household that is generated by visitors. This number represents the amount of tax that visitors relieve of residents. | Total Domestic Visitors To Arizona in 2024 41.16 Million Overnight Visits Source: Tourism Economics Subject to change as new data becomes available. Figures are rounded. |
| Tax Revenue Mohave \$67.5 Million YOY Chg: 1.2% ▲ | Earnings Mohave \$239.7 Million YOY Chg: 4.4% ▲ | | |

DIRECT TRAVEL SPENDING 10-YEAR TREND SPENDING BY ACCOMMODATION TYPE, 2024



Travel Spend

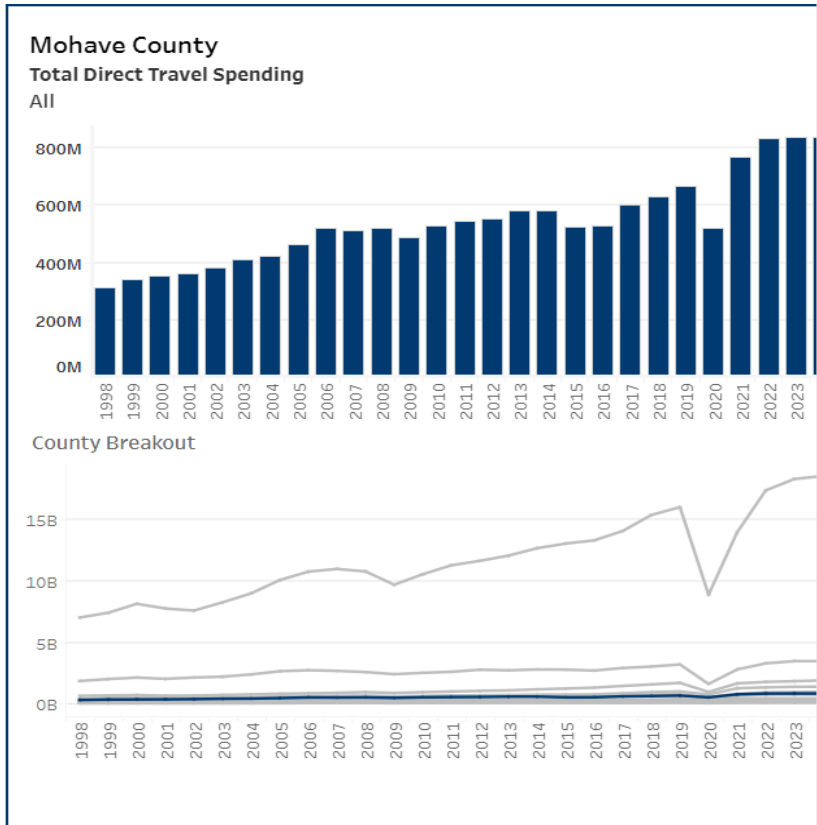
Mohave County

Select County using map/list below

Note: Direct impacts cannot be aggregated by simply adding the values from regions, counties, etc. Therefore, multiple selection is disabled.

2024 Subcategory Breakout

Destination Spending ■ \$765.9M (91.7%)
 Other Travel ■ \$69.5M (8.3%)



PUT ON YOUR CALENDAR



Route 66!

June 20-28, 2026

The 2026 Race Begins In Springfield, IL and Runs Along Historic Route 66 to Beautiful Pasadena, CA.

