

Mohave

DIRECTOR'S MESSAGE

County

NEWSLETTER



By Tami Ursenbach

Dear Mohave County,

As Thanksgiving approaches, it's a perfect time to pause and reflect on the many blessings we share here in Mohave County. I feel a deep sense of gratitude for the opportunity to witness and be part of the remarkable growth taking place in our communities. Over the past six years, we have seen incredible progress: the Bureau of Labor Statistics reports nearly 13,000 new businesses—many are sole proprietors without employees—more than 5,000 new jobs, and a rise in median income of over \$22,000. These numbers are not just statistics; they represent hardworking people, innovative ideas, and a community that believes in its future.

This growth is the result of the collective efforts of countless individuals, organizations, and companies who have invested their time, talents, and resources into building a stronger Mohave County. From entrepreneurs launching new ventures to established businesses expanding operations, each contribution has played a vital role in shaping our local economy and enhancing the quality of life for our residents. I am especially grateful for the collaboration between public and private sectors that continues to drive innovation and opportunity throughout our region.

Looking ahead, I am filled with optimism for what's to come. More residents are pursuing higher education and earning degrees, preparing themselves for the growing career opportunities that lie ahead. As we give thanks this season, let us also celebrate the shared commitment that makes Mohave County such a vibrant and promising place to live, work, and grow. Together, we are building a foundation for continued prosperity — and for that, I am truly thankful.

Best Regards,
Tami

*From the Desk
of Michelle*



Thankful for the People Who Keep Mohave County Moving Forward

As we enter November—a season that reminds us to pause, reflect, and give thanks—our office is filled with deep gratitude for the people and partnerships that make Mohave County thrive.



Every day, we have the privilege of working alongside business owners, community leaders, and residents who invest their time, talent, and heart into making this county a place of opportunity. From the entrepreneurs bringing new ideas to life, to the employers providing stable jobs, to the local organizations that quietly strengthen our neighborhoods—your efforts don't go unnoticed.

This year, we're especially thankful for the spirit of collaboration shining across our communities. Whether it's a new business expansion—way to go, **Nucor Steel and Edge of the World Brewery!**—a major restaurant announcement—**Olive Garden in Bullhead City and Buffalo Wild Wings at The Shops at Lake Havasu**, nice work!—a workforce training initiative like the **NAGJN Grant**, or a revitalization effort on **Beale Street**—great job, **Beale Street Theater!**—progress is happening because people care enough to get involved. Gratitude is more than a feeling—it's a force that connects and propels us. As we look toward the close of 2025, we remain committed to supporting local businesses, attracting smart growth, and celebrating the resilience that defines Mohave County.

So, as you gather around your tables this Thanksgiving, know that your Economic Development team is thankful for **you**—the residents, business owners, and dreamers who make this county exceptional.

Happy Thanksgiving. May your month be full of gratitude and good company!

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



We're thrilled to launch a new video interview series featuring **Economic Development Director Tami Ursenbach** in conversation with local business leaders. Each episode highlights the stories, successes, and community contributions of businesses that drive growth and innovation across Mohave County.

Through these candid conversations, viewers will gain insight into the people and companies shaping our region's economic landscape—those creating jobs, investing locally, and inspiring the next generation of entrepreneurs.

 Meet the leaders behind Insteel!

Watch our premier episode with Steve Mullen, Plant General Manager, and Erin Kelley, Human Resources and Safety Manager.

[Click Here!](#)

Let the community hear your story! Feature your business by contacting **Beatriz Soto** at sotobe@mohave.gov to learn more about participating.



MOHAVE COUNTY
ECONOMIC DEVELOPMENT & TOURISM

The Power of Entrepreneurship in Small Communities

By Tami Ursenbach

Entrepreneurship plays a vital role in the strength and character of small communities. When local residents take the initiative to start businesses, they do much more than open a shop or provide a service—they create opportunity, growth, and a sense of pride that reaches every corner of town.



Small businesses are the backbone of local economies. Each one provides jobs that support families and keeps money circulating close to home. The ripple effect is powerful—local entrepreneurs hire local workers, purchase supplies from nearby vendors, and contribute to the tax base that funds schools, parks, and community programs.

Beyond the economic benefits, entrepreneurs are natural problem solvers and innovators. They notice what the community needs and step up to fill those gaps, whether it's a new café, a better internet service, or a fresh idea that draws visitors and investment. Their creativity drives progress and helps small towns adapt to change while preserving what makes them unique.

Local businesses also help define a community's identity. A family-owned store, a popular restaurant, or a creative start-up all add to the

culture and charm that make people proud to call their town home. These businesses often give back by sponsoring events, supporting youth programs, and volunteering time and resources to help others.

Entrepreneurship inspires future generations as well. When young people see their neighbors building something successful, they begin to believe they can do the same. This spirit of innovation and self-reliance strengthens the community and keeps its energy alive.

In every way, entrepreneurship fuels both the economy and the heart of a small community. It reminds us that lasting progress begins with local people who have the courage to dream, create, and invest in the place they call home.



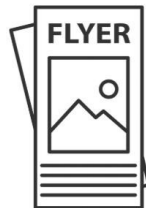


Corporate Education

Transform Conflict into Collaboration

Conflict in the workplace is going to happen! How you, as a leader, manage conflict, determines the impact conflict will have on the goals of your organization. This program will equip participants with the skills needed to navigate and resolve conflicts constructively, enhancing overall team dynamics and productivity.

Click on the flyer to view more information on this program.
For further questions, contact Corporate-ed@mohave.edu.



Training Events/ Webinars

"The beautiful thing about learning is that nobody can take it away from you."

- B.B. King



Webinars

Financial Basics for New Small Businesses

November 6, 2025, 1:00pm PST, \$10

Gain the financial skills every business owner needs to project sales, plan cash flow, calculate net income, and create essential financial statements—including guidance for service-based businesses—so both new and experienced entrepreneurs can make informed, actionable decisions.

Digital Marketing Basics

November 20, 2025, 12:00pm CST, \$10

Learn the fundamentals of digital marketing in this fast-paced introductory workshop with SCORE Mentor Dick Slackman, covering social media, SEO, content marketing, ads, email, and analytics to help new business owners build an actionable online promotion plan.



November HR Insights: Reflect, Recharge, and Recognize

By Beatriz Soto

As November brings a faster pace, looming deadlines, and the approaching holiday season, it's the perfect time for employees and leaders alike to pause, reflect, and take intentional steps to keep the workplace positive, productive, and well-prepared for what's ahead.

1. Take Stock of Achievements

Before the year-end rush, encourage teams and individuals to review what's been accomplished so far. Celebrate progress, recognize contributions, and identify areas where additional support may be needed. Reflection keeps motivation high and ensures no achievements go unnoticed.



2. Focus on Employee Well-Being

The months leading into the holidays can be stressful. Encourage practices that support mental and physical health—flexible scheduling, wellness programs, or simple check-ins. A little attention to well-being now pays dividends in engagement and productivity.



3. Recognize and Appreciate

November is synonymous with gratitude. Take the time to recognize employees' hard work—whether through a personal note, team acknowledgment, or informal celebration. Appreciation strengthens team cohesion and boosts morale as the year progresses.

4. Prepare for Seasonal Workflows

Many organizations see seasonal peaks this time of year. Now is the time to review staffing, project timelines, and resource needs to ensure smooth operations. Proactive planning reduces stress and keeps the team on track.



5. Encourage Learning and Growth

Even in the busy months, encourage employees to pursue professional development opportunities. Short training sessions, webinars, or mentoring can keep skills sharp and engagement high, setting the stage for a strong finish to the year.



6. Communicate Transparently

Clear communication is more important than ever. Ensure teams understand priorities, deadlines, and expectations. Open dialogue helps prevent misunderstandings and keeps everyone aligned during a busy season.

Ways to Encourage Entrepreneurship in Your Community

By Tami Ursenbach

Entrepreneurship thrives in communities that support creativity, connection, and opportunity. Whether you're a local leader, business owner, or resident, there are many ways to help small businesses grow and new ideas take root.

Build Strong Connections

Create spaces where entrepreneurs can connect, collaborate, and inspire one another. Host quarterly meetups, networking nights, or “intro to entrepreneurship” sessions for those interested in launching a product or service. Build a core group of local business owners who can share advice, celebrate milestones, and welcome newcomers. Encourage partnerships between entrepreneurs, chambers of commerce, and local organizations to form a true community “hype team.”

Support Growth and Access

Provide training, mentorship, and access to resources that help small business owners succeed. Launch startup or cohort programs that support both new entrepreneurs and historically excluded populations. Offer workshops on marketing, financing, and scaling a business. Build referral networks and connect entrepreneurs to professionals who can help them take the next step.

Strengthen Local Infrastructure

Work with local permitting and zoning teams to make it easier for small businesses to open storefronts or production spaces. Encourage local government to simplify regulations and improve infrastructure that supports growth. Consider creating business incubators or co-working spaces to provide affordable, flexible options for startups.

Invest in Financial Opportunities

Expand access to capital by creating microloan or revolving loan funds and applying for federal grants that boost local business infrastructure. Explore becoming a Community Development Financial Institution (CDFI) to offer even greater support to small business owners. Offer tax incentives or local procurement preferences that reward entrepreneurship and keep dollars circulating in the community.

Promote and Celebrate Local Businesses

Shine a spotlight on your entrepreneurs! Use social media platforms like Instagram and Facebook to highlight local products, services, and success stories. Encourage residents to shop locally—not just in stores, but through local service providers as well. Share marketing opportunities among complementary businesses to help everyone grow together.

Think Long-Term

Incorporate entrepreneurship into K–12 education to inspire the next generation of innovators. Encourage established businesses to explore new opportunities such as becoming vendors for city, county, or state offices—or even expanding into international markets. With the right support, today's startups can become tomorrow's anchors of the local economy.

The Importance of Film Production in Mohave County, AZ

By Tami Ursenbach



The film industry is always looking for new locations to film different types of movies, commercials, and music videos. Mohave County has what many filmmakers are searching for—breathtaking desert landscapes, historic towns, expansive open roads, rugged mountain backdrops, and the shimmering waters of the Colorado River and Lake Havasu. These diverse and visually stunning settings make Mohave County a natural fit for film production.

But beyond the scenery, there are economic and cultural reasons to support a growing film industry here. Film projects bring jobs, boost local businesses, spotlight our communities, and can generate long-term tourism benefits. As the demand for fresh, affordable, and accessible locations continues to rise, Mohave County is well-positioned to become a go-to destination for production companies of all sizes.

In this edition, we'll explore why film production matters, how it can positively impact our local economy, and what steps are being taken to attract more projects to our region.

Boosting Local Employment

Film production in Mohave County has the potential to create numerous job opportunities for residents. From crew members and actors to set designers and technicians, the industry can provide a wide range of employment options. For example, a single film production can employ hundreds of people, including electricians, carpenters, and makeup artists – many from our local communities.

Attracting Supportive Businesses

The presence of film production can encourage supportive businesses to relocate to the area. Companies specializing in equipment rental, catering, and transportation services are likely to establish operations in Mohave County to meet the needs of film crews. For instance, catering companies like Craft Services often provide meals for large film crews, while transportation companies ensure smooth logistics for cast and crew.

Utilizing Local Hotels and Restaurants

Film production teams often require accommodations and dining options, leading to increased patronage of local hotels and restaurants. This boost in business can contribute to the growth and sustainability of these establishments. For example, productions often book entire hotels for

The Importance of Film Production in Mohave County, AZ

Continued

months, providing consistent revenue. Restaurants may also see increased demand for catering services and group reservations.

Supporting Other Local Businesses

Beyond hotels and restaurants, other local businesses such as retail stores, gas stations, and entertainment venues can benefit from the influx of film production activities. For example, retail stores may see increased sales of props and costumes, while gas stations experience higher fuel sales due to transportation needs.

Positive Exposure for Mohave County

Films shot in Mohave County can showcase the region's unique landscapes and attractions, drawing attention from audiences worldwide. This exposure can enhance tourism and promote the county as a desirable destination for visitors and future productions. For instance, movies like "Into the Wild" and "Thelma & Louise" have brought significant attention to the areas where they were filmed, boosting local tourism.

Film production in Mohave County, AZ, offers a wealth of benefits, from economic growth to global recognition. Embracing this industry can pave the way for a thriving community and a brighter future.

Attracting Films to Mohave County

Mohave County's Economic Development, Tourism & Film team has been proactively working alongside the Arizona Commerce Authority (ACA) Film Department to elevate the region as a prime production destination. Through the ACA's Film & Digital Media program, county officials tap into statewide film incentives—particularly the Arizona Motion Picture Production Tax Credit—while collaborating on location scouting and production support for crews seeking desert vistas, historic Route 66 charm, and Colorado River backdrops. These efforts are articulated through joint marketing campaigns, including presentations at industry trade shows and one-on-one meetings, to highlight streamlined permit processes and permit coordination across city, county, and tribal jurisdictions.

On the ground, Mohave County's team attends film trade events, armed with a portfolio of local assets: detailed production directories, talent and crew databases, and an easy-to-navigate film-permit process through Mohave County and the cities. They leverage the ACA's Film-Ready Communities initiative to show that Mohave not only offers striking settings but also a trained, production-savvy workforce. Together with ACA film staff, Mohave's economic development team actively markets these strengths to producers at trade shows and in targeted outreach, reinforcing the county's readiness and incentives to draw more film, commercial, and music-video projects to the region.



Opening Doors to Opportunity

By Tyra Cheney

The Northern Arizona Good Jobs Network (NAGJN) is gaining real momentum across our area. Adults across Northern Arizona can access free online skilled trades training through the NAGJN grant, made possible by a partnership between the Mohave County Economic Development Department and Local First Arizona. It's an easy way to gain real-world skills and explore growing opportunities in the trades.

Current participants are sharing encouraging feedback about how the program is building their confidence, strengthening their skills, and helping them take the next step toward meaningful employment and career growth.

As a grant facilitator for NAGJN, I'm continually inspired by the people I meet — each with their own story, goals, and determination. It's truly been a privilege to help individuals register, begin training, and set out on their path to success. Getting a glimpse into people's lives and goals reminds me how powerful access to opportunity can be.

With NAGJN, I see firsthand how this training helps people discover new directions — from high school students seeking trade careers to seasoned workers discovering new possibilities in the skilled trades. Employers benefit by building stronger teams, connecting with skilled workers, and using free training to upskill and promote from within.

Could you benefit from this opportunity? Whether you're working and want to build new skills, plan to reenter the job market, or want to add new training to your résumé, NAGJN offers free courses in the trades. Programs are offered in key trades such as manufacturing, electrical, plumbing, HVAC, and more.

You can register, enroll, and start classes in just minutes — all it takes is a quick phone call. Best of all, training is flexible, easy to access from any internet-connected device, and designed to fit your busy schedule. With trade and manufacturing jobs growing across Northern Arizona, now's the perfect time to take the next step.

Watch our [quick video](#) to see what's driving this exciting opportunity.

Reach out to learn more and get started today!

Tyra Cheney NAGJN Grant Facilitator

Mohave County Economic Development Department

Office: 928-757-0960

Cell: 928-716-4977



Supporting Our Community & Those That Need Us

By Tami Ursenbach

Many of our residents live paycheck to paycheck and rely on financial assistance, such as food stamps, to get by each month. Even with this support, many still struggle to make ends meet. Ensuring access to livable wages and providing opportunities to learn self-sustaining skills should be our top priorities in supporting our community.

Now to make things worse, the federal government shutdown continues. This creates a critical crisis for many individuals and families as they are facing unexpected challenges. From delayed paychecks to interruptions in food assistance programs, the effects are being felt across our communities. In times like this, neighbors, businesses, and organizations can make a real difference.

- Make in-kind donations to food banks or churches, clothing, school backpacks, etc.



- Host a fundraiser
- Partner with service groups
- Support local businesses
- Advocate for causes through your network: social media and letters to elected officials. Be the advocate and stand up for your community and raise awareness. Encourage utilities, hospitals, or other consistent providers to reduce fees even more for low-income people.
- USAA recently announced a short-term, no-interest loan program for members missing paychecks—a generous example of how companies can step up.
- Host a community block party, potluck, or outdoor movie night to bring neighbors together.
- Take time to check on elderly or vulnerable neighbors.



- Offer rides for medical appointments

Long Term:

- Contribute your time and skills to teach others.
- Start or participate in a community garden.
- Provide financial flexibility. Businesses can offer deferred payments, waive late fees, or extend short-term, no-interest loans to those affected.
- Share resources and information. Many people are unaware of available local aid. Spreading the word about community programs, training programs, open jobs, and emergency funds can go a long way.

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!

Discover the Mystery of the Mohave Twins Geoglyphs

By Beatriz Soto

Tucked along the Colorado River near the Arizona–Nevada border, the Mohave Twins Geoglyphs are among Mohave County’s most fascinating hidden treasures. Carved into the desert floor centuries ago, these two massive human-like figures stretch across the landscape — a lasting reminder of the region’s deep Indigenous roots and creative spirit.

The Mohave Twins are believed to be ancient geoglyphs created by early peoples of the Colorado River region. One figure is said to represent good, the other mischief — a reflection of balance found throughout Mojave culture and legend. Though their exact meaning remains a mystery, archaeologists suggest they may have served ceremonial or astronomical purposes, aligning with the surrounding mountains and river.

Today, the site rests on Fort Mohave Indian Tribal land, carefully preserved and protected as a cultural landmark. Visitors can view the geoglyphs from the overlook along Gardena Road in Fort Mohave, where desert vistas stretch for miles. For a broader perspective, aerial views offer the most striking look — travelers can sometimes spot the figures when flying into Laughlin/Bullhead International Airport or by booking a local sightseeing flight over the Colorado River Valley.

The Mohave Twins are more than ancient artwork — they’re storytellers in stone. Standing in their presence connects you to generations who once lived, prayed, and celebrated life along this same river. The surrounding landscape offers the same mix of solitude and wonder that likely inspired its original creators.

For travelers, the site pairs perfectly with other stops along the Colorado River corridor, from the vibrant energy of Bullhead City to the serenity of the Mojave Desert. Whether you’re chasing history, culture, or simply an unforgettable view, the Mohave Twins offer a glimpse into the heart of Mohave County — where the past and present meet beneath an endless desert sky.





Strategies to Boost Tourism During the Slow Season

By Tami Ursenbach

1. **Build a Customer Database:** Gather visitor information (emails, birthdays, zip codes, interests) during the busy season so you can reconnect with them through personalized offers, updates, and promotions during slower months.
2. **Engage Through Feedback:** Request reviews and testimonials from guests. Follow up on both positive and negative feedback to show responsiveness and encourage loyalty.
3. **Keep Your Website Interactive:** Include trip planners, virtual tours, booking tools, and a blog that highlights local stories and hidden gems.
4. **Stay Socially Active:** Maintain a vibrant presence on social media and your website. Post regularly with engaging visuals, short videos, and upbeat messaging that keeps your brand top of mind.
5. **Collaborate with Influencers:** Invite local or regional influencers to experience your business in exchange for authentic coverage and content.
6. **Host Community Events:** Organize small festivals, themed nights, or workshops that appeal to both locals and visitors.
7. **Create Local Appreciation Offers:** During the off-season, offer discounts, freebies, or loyalty programs for residents and nearby communities.
8. **Leverage Community Events:** Align your promotions with existing community happenings—parades, fairs, or charity runs—and give participants a reason to visit your business.
9. **Run Giveaways and Contests:** Encourage user-generated content and sharing by offering prizes for photos, check-ins, or creative posts about their visit.
10. **Target Niche Audiences:** Develop special packages for teachers, first responders, military/veterans, healthcare workers, or remote workers seeking affordable getaways.
11. **Partner with Nonprofits:** Support local charities by donating a portion of proceeds or offering special rates to volunteers—this builds goodwill and visibility.
12. **Collaborate with Local Businesses:** Cross-promote with nearby hotels, restaurants, and attractions. Create bundled experiences, joint events, or shared coupons.
13. **Invest in Smart Advertising:** Use Google Ads, social media ads, and mobile display marketing targeted to drive regional weekend trips.
14. **Attract Budget Travelers:** Offer limited-time discounts, midweek specials, or “value adventure” packages.
15. **Time Your Campaigns Wisely:** Launch marketing pushes when travelers are planning future trips—such as post-holiday or spring planning seasons.

Tourism Meeting Notes



Date: Thursday, October 16, 2025

Location: Lake Havasu State Park

Facilitator: Michelle Loeber, Specialist / Mohave County Economic Development & Tourism

Presentations:

Alex Ridgway, Interim State Director, Governor's Office of Tourism **State & Regional Tourism Update**

Director Ridgway highlighted the significant role tourism plays in Arizona's economy. Tourism contributes nearly 7% to the state's general fund, supporting over 193,000 jobs and generating \$29.7 billion in direct travel spending—a 1.1% increase over 2023. While domestic travel remains strong, international visitation is still recovering, with full rebound projected by 2029. Tax revenues from tourism reached \$4.3 billion, up 3.8% year-over-year.

In Mohave County, visitor data from January to August 2025 shows a slight dip in short-term rental performance, with occupancy at 49.5% and total revenue at \$59.1 million (down 1.3% from the previous year). Lodging and border crossing trends reflect broader regional patterns, with modest shifts in demand and supply. Despite these fluctuations, tourism remains a key economic driver for the region.

The presentation also emphasizes the collaborative efforts behind Arizona's tourism success, including partnerships with travel trade, media, and social platforms to promote the state's destinations. AOT's Cooperative Marketing Program and international media outreach—such as features on Route 66—are designed to inspire travel and drive bookings. Looking ahead, the FY26 strategic plan includes modernizing funding structures, launching branded merchandise, expanding into new markets like Taiwan, and advocating for sustained investment to ensure tourism continues to thrive across regions like Mohave County.

Daniel Roddy, Western Region Manager, Arizona State Parks and Trails **Mohave County State Parks Update**

The presentation by Arizona State Parks & Trails highlights the agency's mission to manage and conserve Arizona's natural, cultural, and recreational resources. It oversees 34 parks across 64,000+ acres, including historic, camping, day-use, and natural area parks. In Mohave County, key parks include Lake Havasu, Cattail Cove, Buckskin Mountain, and Alamo Lake, among others.

Tourism Meeting Notes *Continued*

Lake Havasu State Park is a major regional attraction, hosting numerous high-profile events such as the Havasu Balloon Festival, Rockabilly Reunion, and Lake Havasu Boat Show. The park generates significant visitation and revenue, and offers a low-cost venue for community events and outreach.

Cattail Cove State Park features hiking trails, a cactus garden, watercraft rentals, and scenic campsites. It also hosts events like star parties, guided hikes, and community potlucks. A major expansion at Upper Cattail Cove is underway, adding new campsites, boat ramps, parking, and beach areas to enhance visitor experience and capacity.

Community Updates

- **Sunset Charter & Tour Co** – Lake Havasu’s top boat tour company, offering Lake & River excursions that highlight the Colorado River Valley’s natural beauty, wildlife, and the history of the London Bridge & Lake Havasu City.
- **Chicago Title** – Promoted Kingman’s next First Friday event on November 7th, themed Día de los Muertos
- **Mohave County Police Department** – Deputies frequently patrol Lake Havasu on busy weekends and during events, enforcing boating laws, checking life jackets, and supporting safe operations. They’re excited to partner with the tourism community.
- **Route 66 Association of Arizona** – Hosting a 1920s-themed fundraiser gala on November 15 to kick off the centennial celebration of U.S. Route 66.
- **Mohave Mortgages** – Now offering freelance video content and social media services to help businesses shine online.
- **Bullhead City, Marketing, Sponsorship & Tourism** – Preparing to launch a new tourism website and campaign to showcase the city’s attractions.
- **Grand Canyon Caverns** – Public tours have resumed following the installation of a new elevator.
- **Kids on the Colorado River, Inc.** – A nonprofit founded in 2021, focused on educating youth about the Colorado River and the surrounding desert environment in and around Lake Havasu City.