

Mohave

DIRECTOR'S MESSAGE

County

NEWSLETTER



By Tami Ursenbach

Dear Mohave County,

Small businesses are more than just places to shop or grab a cup of coffee - they are the heart and soul of a thriving community. These local establishments, often run by friendly and dedicated owners, do more than provide goods and services; they build connections, foster a sense of belonging, and inspire growth in the areas they serve.

At the core of a strong community is the spirit of cooperation and support. Small business owners are often the first to lend a hand, sponsor local events, or support a neighbor in need. Their presence creates a welcoming atmosphere that encourages others to invest in the area. When prospective entrepreneurs see an environment full of supportive, happy business owners, it makes them want to bring their own dreams to life there too.

This ripple effect is powerful. Every new small business that opens its doors brings with it the potential for new jobs, increased local spending, and renewed energy. As businesses grow, they hire locally, keeping talent and resources within the community. They also often reinvest profits into expansion, infrastructure, and innovation - generating a cycle of economic uplift and opportunity.

Government has a vital role to play in this ecosystem. By providing resources, reducing red tape, and fostering business-friendly policies, local and state governments can empower small businesses to succeed. When governments show up to support small business growth, they invest in the long-term prosperity of the entire region.

The benefits of supporting small businesses are clear: more jobs, stronger economies, and vibrant, connected neighborhoods. But perhaps the most valuable reward is the sense of community that flourishes when local businesses thrive - a community where people know each other by name, where support is mutual, and where growth is shared.

In the end, small businesses don't just boost the economy - they build a home.

If you have an idea for a new business, please reach out to our office for support.

Best Regards,

Tami



Small Business Trends to Watch in 2025: A Message to Mohave County Entrepreneurs

Dear Mohave County Businesses,

As 2025 unfolds, small businesses here in Mohave County are stepping into a year full of fresh opportunities - and a few ongoing challenges. Whether you're running a shop in Kingman, managing a service in Bullhead City, or welcoming visitors in Lake Havasu, you've likely felt the pace of change picking up. The good news? Many of the trends shaping the year ahead are working in your favor.



One thing we're seeing everywhere is a stronger push toward local. People are choosing to support the businesses in their own communities more than ever before. That's great news for Mohave County, where neighbors care about each other and visitors love discovering something authentic. If you've been thinking about ways to show off your local pride - whether it's telling your story online, joining forces with other small businesses, or simply reminding customers that shopping local keeps dollars in the community - now's the time to do it.

Another shift we've noticed is that customers expect a more digital experience, even from brick-and-mortar businesses. From online booking to mobile-friendly websites and quick response times on social media, a strong digital presence has become essential. Imagine a visitor who just bought something from your shop and pulls out their phone to leave a review. What they see next really matters. Make sure your website loads quickly and looks good on mobile, so if they're curious to learn more or share your site with a friend, it's easy to do. Set up automated thank-you messages or follow-ups through email or text to thank them for their purchase. Ask for reviews using a short, friendly link or QR code at checkout. And don't forget to respond to feedback - positive or negative - because customers notice when you're listening and engaged. Small touches like these make a big impression and turn one-time buyers into loyal fans.

Tourism continues to be a strong driver for our area, and the trend toward experience-based spending is only growing. More people are looking to do something memorable, not just buy something. That opens the door for creative business owners to offer unique events, hands-on workshops, or services that add a special touch to someone's visit. If your business can offer a little something extra - whether it's storytelling, atmosphere, or local flavor - it's worth leaning into.

We also know workforce challenges are still top of mind. Finding and keeping great employees hasn't gotten any easier. But we're seeing some real innovation from local businesses who are offering flexible schedules, training opportunities, or simply creating a workplace culture people want to be part of. If you're hiring, don't underestimate the power of community connections or word of mouth.



And lastly, there's a growing interest in sustainability and resilience - not just in the environmental sense, but in the ability to adapt and weather change. Whether that means preparing for supply chain disruptions, exploring energy-saving improvements, or simply showing your customers that your business is here for the long haul, there's a real value in building something lasting and responsible.

At the end of the day, small businesses are the heart of Mohave County. You are the reason our communities feel unique and welcoming. These trends aren't meant to be intimidating - they're just signals that the business world is evolving, and local entrepreneurs like you are in a strong position to lead the way.



If you ever need help navigating these shifts, you're not alone. Our office is here to support you. Call me at (928) 757-0917 and let's make 2025 a great year for doing business in Mohave County!

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

“Behind all your stories is always your mother’s story, because hers is where yours begins.”

- Mitch Albom



Don't Miss the National Small Business Week Virtual Summit 2025!



 **May 6–7, 2025** |  **Free Virtual Event**

Join the U.S. Small Business Administration and SCORE for this free, two-day virtual summit designed to empower entrepreneurs and small business owners. Discover tools, strategies, and connections that can help take your business to the next level.

Why Attend?

- ✓ Educational webinars covering a variety of topics
- ✓ Connecting with business experts
- ✓ Meeting fellow entrepreneurs
- ✓ Accessing free business tools
- ✓ Exploring sponsor solutions
- ✓ Learning about government resources
- ✓ Discovering success stories from business owners like you

Whether you're launching your first venture or growing your current business, this summit is your gateway to opportunity.

[Register Now](#) – Your next breakthrough could start here!



MOHAVE COUNTY
ECONOMIC DEVELOPMENT & TOURISM

Webinars

AI in the Workplace: Part 1 - Understanding AI Fundamentals

May 7, 2025, 11:00am MDT, Free

Join SCORE & WBCUtah for Part 1 of our AI in the Workplace series, where we'll break down the basics of Artificial Intelligence (AI) and explore how small businesses can leverage its power.

Set Your Business Up for Success: Keep a Legal Checklist

May 8, 2025, 3:00pm MST, Free

Join SCORE and Snell & Wilmer partner Brian J. Burt for this informative workshop that will help you lay a solid legal foundation for your business.

Marketing in a Digital Age

May 13, 2025, 1:00pm MST, Free

Join Chase Bank for an insightful workshop on *Marketing in a Digital World*, where you'll discover strategies to elevate your business in today's competitive digital landscape.

AI in the Workplace: Part 2 – AI in Recruitment and HR

May 14, 2025, 11:00am MDT, Free

Join SCORE & WBCUtah for Part 2 of our AI in the Workplace series, where we'll explore how AI is revolutionizing HR and recruitment for small businesses.

Mastering the Art of Branding – Hybrid

May 15, 2025, 1:00pm MST, Free

Ready to build a brand that stands out and sells?

Join us in-person or via Zoom for Mastering the Art of Branding, an engaging workshop designed to help you craft a memorable and effective brand identity.

AI in the Workplace: Part 3 - Ethical Considerations & Future Trends

May 21, 2025, 11:00am MDT, Free

Join SCORE & WBCUtah for the final session in our AI in the Workplace series! This hands-on workshop is designed for small business owners who want to leverage AI without losing sight of ethics or people.

Understanding Your Website Builder: The Squarespace Edition

May 27, 2025, 1:00pm MST, Free

Join us for a hands-on workshop where we will do an overview of the Squarespace platform.

Protecting Your Ideas: A Workshop On Intellectual Property

May 29, 2025, 11:00am MDT, \$20.00

Don't let others profit from your hard work—join us to learn how to protect your intellectual property and keep your business secure!



Training Events/ Webinars

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

- B.B. King



Why Strong Leadership is Non-Negotiable for Companies Today

By Tami Ursenbach

LinkedIn is always filled with good information that spurs my thoughts for business. As we have been meeting with businesses, one of the top concerns is having strong leaders within their organizations. I wrote this article after seeing four different images of leadership.

In today's fast-evolving business landscape, strong leadership is no longer a luxury—it is a necessity. Companies that thrive understand that leadership isn't just about giving orders or managing tasks. It's about creating a powerful vision, communicating that vision with clarity and empathy, and inspiring a diverse workforce to align with it. As leading voices like Chase Dimond, Victoria Repa, and Kevin Box have emphasized on LinkedIn, today's leaders must embody emotional intelligence, adaptability, and strategic foresight.

1. Leadership Starts with Vision—Shared with Empathy

A strong company vision is the foundation for organizational success. It provides direction, meaning, and a sense of purpose that unites employees across all levels. However, having a vision alone isn't enough. Leaders must *communicate it empathetically*, recognizing that their workforce is more diverse than ever before.

As Chase Dimond notes, today's workforce spans four generations—Baby Boomers, Gen X, Millennials, and Gen Z—each with different values, motivations, and communication preferences:

- **Boomers** value stability and legacy.
- **Gen X** values autonomy and efficiency.
- **Millennials** seek growth, flexibility, and purposeful work.
- **Gen Z** demands inclusion and a meaningful voice.

Strong leaders do not treat all employees the same; instead, they tailor their communication to meet each generation where they are. They honor experience, build trust, create psychological safety, and chart clear growth paths—ensuring that the vision is not just heard but truly embraced.

Empathy in leadership is crucial. It bridges generational gaps, prevents misunderstandings, and fosters a culture where every employee feels seen, valued, and motivated.

2. The Crucial Role of Clear and Adaptive Communication

Communication is the engine that drives a company's vision into action. Without consistent, transparent, and adaptive communication, even the most brilliant strategies fall apart.

As highlighted by Chase Dimond, different employees have different communication needs: some prefer daily check-ins, others thrive with monthly updates or independent work. Effective leaders recognize and adapt to these styles instead of forcing a one-size-fits-all approach. They listen actively, provide timely feedback, and cultivate environments where input is encouraged rather than suppressed.

Moreover, companies that prioritize *creative problem-solving*, as Kevin Box outlines, experience up to 2.2x faster revenue growth (McKinsey & Co., 2022). This demands leaders who challenge legacy thinking, simplify complex issues, and encourage innovation across departments.

Strong Leadership Continued

Good communication fuels this creativity by ensuring that every team member, regardless of seniority or department, has a clear understanding of goals-and feels empowered to contribute new ideas.

3. Avoiding the Trap of Toxic Leadership

Victoria Repa's insights are a sobering reminder: *toxic leadership is the silent killer of company culture and success.* In 90% of cases, toxic leadership behaviors-like micromanaging, favoritism, bullying, or absenteeism-are the main cause of high turnover.

Companies cannot afford to ignore toxic behaviors, hoping they'll "fix themselves." They won't. Toxic leadership drains employee energy, undermines trust, and stalls innovation. Proactive organizations assess their leadership at every level, remove toxic elements, and invest in coaching and leadership development programs that promote empowerment, accountability, and growth.

Strong leadership is not about dominance or control-it is about creating an environment where people can do their best work, grow their careers, and feel proud of their contributions.

4. Evolving the Leadership Mindset

Finally, strong leaders today must be flexible thinkers. Kevin Box suggests breaking free from traditional mindsets: flipping problems on their head, shrinking choices to spark innovation, and viewing failure as valuable feedback rather than defeat.

Leaders who foster cross-disciplinary thinking, challenge sacred traditions, and mix perspectives create resilient, agile companies that thrive even in uncertainty. It's about moving from a mindset of "we've always done it this way" to "how can we do it better?"

The Future Belongs to Empathetic, Visionary, and Communicative Leaders

In an era defined by rapid change and deep generational diversity, leadership must evolve. Companies that cultivate empathetic, visionary, and communicative leaders will attract top talent, foster innovation, and achieve sustainable growth.

Strong leadership isn't just about steering the ship-it's about ensuring everyone on board believes in the journey, feels heard along the way, and is empowered to help navigate through challenges.

Great companies invest in their leaders, and in doing so, they create cultures where both people and profits thrive.



BEAD Subgrantee Round 2 Application

Round 2 Eligible Subgrantees:

Cooperatives

Nonprofits

Private Internet Service Providers

Tribal Governments

Round 2 Application Process: Pre-registration is mandatory for eligible applicants wanting to participate in the BEAD program. Those who have not yet completed pre-registration should complete it as soon as possible to ensure a smooth application process.

The State Broadband Office encourages all eligible subgrantees to complete their pre-registration well in advance of the application window opening to participate in this important initiative. Applicants will receive notification in the [BEAD Grantor Portal](#) regarding their pre-registration status.

NOTE: Applicants who pre-registered for Round 1 and were approved do not need to do pre-registration again.

Round 1 Application Updates: Round 1 of the BEAD Subgrantee Application process, which ran from **January 6 to March 7, 2025**, saw **147** applications from 21 Internet Service Providers, addressing 162,566 unserved and underserved locations and 7,713 Community Anchor Institutions.

The Arizona State Broadband Office is evaluating competitive applications. Round 2 applications will be open from **June 3 to July 3, 2025**, expanding beyond fiber infrastructure to include alternative technologies and collaborating with applicants to address remaining eligible locations from Round 1.

[GET STARTED](#)

BEAD 90-Day Extension: The NTIA's recent 90-day extension for the BEAD Program highlights the need for thorough and adaptable planning. The State Broadband Office remains confident in its approach and the strength of the application process. The office is committed to aligning with forthcoming guidance and maintaining the flexibility needed to meet the highest standards for Arizonans. This adaptability will support effective navigation of changes and help drive continued progress in Arizona's broadband initiatives.

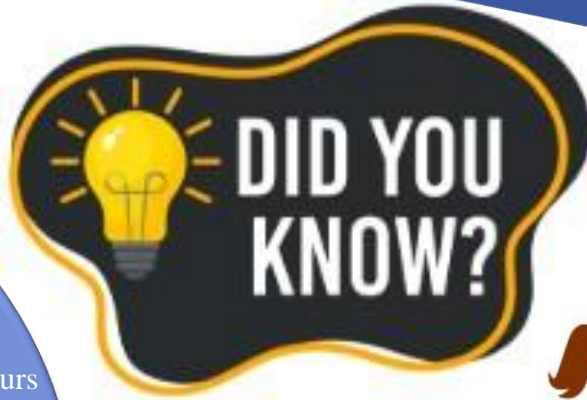
Request SBDC Counseling

The Mohave Community College Small Business Development Center (MCC SBDC) supports entrepreneurs at every stage - from start-up to expansion or relocation within Mohave County, AZ.

With offices in Bullhead City, Kingman, and Lake Havasu City, MCC SBDC offers free one-on-one counseling, training programs, and access to key resources. Services cover business planning, marketing, management, capital access, and more.

New client? [[Resister here](#)]

Existing client? ✉ jpigeon@mohave.edu



Calling all Mohave County Businesses!

Are you looking for ways to promote your business? Mohave County Economic Development Team wants to hear from you!

Be featured in an upcoming edition of our Economic Development E-Newsletter. It is your opportunity to share more about your business story, achievements, and new products and services. Contact us at:

✉ economic@mohave.gov

Community Spotlight: Joyce Wiley

A valuable resource for local businesses looking to enhance their online presence.

As the Tourism Administrative Assistant with the City of Kingman, Joyce offers assistance with managing and optimizing Google Business profiles – helping businesses stand out and attract more visitors!

Contact Joyce:

✉ JWiley@CityofKingman.gov

☎ Phone: 928-718-2582

Whether you're just getting started or need help refining your profile, Joyce is here to help!

Productive Month

As companies come for a site visit, they usually give at least two or more weeks notice so we can clear our calendars and organize a positive welcome. This month, we had several companies give only a day or two notice before showing up in our office. The companies will bring a family culture, higher paying jobs, and a large capital investment to be used on infrastructure-all are welcome in Mohave County.

This month has also been filled with travel and productive engagements. I had the opportunity to visit Colorado City for a series of meetings with various individuals and local businesses. During my visit, I also attended a panel discussion featuring Coral Evans from Senator Kelly's office, Supervisors Travis Lingenfelter and Rich Lettman, Mayor Howard Reams, MCC Dean Carolyn Hamblin, and other community leaders.

Following a day of meetings, the evening concluded with a concert performance by Nathan Pacheco and Lisa Hopkins Seegmiller, which was also attended by the presenters above and County Recorder Lydia Durst.



MCC Dean Carolyn Hamblin, Lisa Hopkins Seegmiller, Tami Ursenbach, and Recorder Lydia Durst

Additionally, Michelle Loeber and I had the opportunity to present a grant proposal in Flagstaff. We remain hopeful that the funding will be approved, allowing us to expand workforce training initiatives and help more individuals enter the job market.

Last week, my travels continued to Tucson for the Arizona Association for Economic Development (AAED) conference. Seven representatives from the City of Kingman participated, receiving valuable training and establishing connections aimed at advancing economic growth throughout the county.



Mayor Ken Watkins, Councilman Smiley Ward, Tami Ursenbach, Terry Curtis, Councilman Shawn Savage, and Bennett Bratley



MOHAVE COUNTY
ECONOMIC DEVELOPMENT & TOURISM



NORTHERN
ARIZONA
GOOD JOBS
NETWORK
GRANT

**MANUFACTURING
WORKFORCE**

**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.*



JUNE 5, 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

www.mohave.gov

ARIZONA  WORK™
MOHAVE | LA PAZ COUNTIES

 **LOCAL FIRST**
ARIZONA

education 
FORWARD
arizona

May Holidays



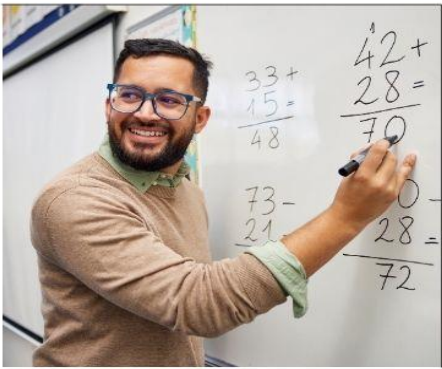
May 2nd - National Brother's & Sister's Day



May 4th - Star Wars Day



May 5th - Cinco de Mayo



May 6th - National Teachers' Day



May 9th - Lost Sock Memorial Day



May 11th - Mother's Day



May 13th - National Apple Pie Day



May 14th - National Receptionists' Day



May 16th - Do Something Good for Neighbor Day



May 17th - National Armed Forces Day



May 23rd - National Road Trip Day



May 26th - Memorial Day

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!

Cool Springs

Nestled along the historic Route 66 between Kingman and Oatman, Arizona, Cool Springs Station stands as a captivating relic of America's motoring past. Originally established in the mid-1920s, this stone-built service station served as a vital rest stop for travelers navigating the challenging terrain of the Black Mountains. After decades of abandonment and even a cinematic explosion in the 1991 film "Universal Soldier," Cool Springs experienced a remarkable revival. In 2001, Ned Leuchtner acquired the property and meticulously restored it, leading to its grand reopening in 2004 during the Arizona Route 66 Fun Run.



Today, Cool Springs Station operates as a charming gift shop and museum, offering visitors a nostalgic journey through time. The museum showcases authentic memorabilia, including a collection of autographed Rolling Stones albums, paying homage to the band's rendition of "Route 66." Guests can explore the Memory Garden, featuring sculptures that honor both everyday travelers and the Mojave Indian peoples. The station's unique architecture, constructed from local stones, and its picturesque desert backdrop make it a favorite spot for photographers and history enthusiasts alike. For those venturing along Route 66, Cool Springs Station offers not just a glimpse into the past but also a warm welcome with its array of souvenirs and stories. Whether you're seeking a unique memento, a scenic photo opportunity, or a moment of reflection amidst the desert landscape, Cool Springs provides a memorable stop on your journey through Arizona's storied highways.

For more information and photos of Cools Springs, check out the following links:

[Cool Springs and Black Mountains | Route 66 Through Arizona](#)

[Cool Springs on Route 66](#)

[Cool Springs Camp is marking the 20th year of its resurrection - Route 66 News](#)

Roaming



Cactus



Gallery & Gift Shop

Looking for a little inspiration - or the perfect gift with a local twist? Swing by the Kingman Center for the Arts Gallery & Gift Shop! Nestled in the heart of downtown at **402 E Beale St., Kingman, AZ**, this vibrant community space is bursting with one-of-a-kind treasures crafted by talented local artists. With frequently rotating gallery shows and gift shop selections, there's always something new to discover - whether you're art hunting, souvenir shopping, or just looking for a dose of creativity.

🕒 Hours: Tue-Thurs: 11am - 4pm / Fri-Sat: 11am - 6pm 🖨 <https://kingmanarts.org/gallery-shows>
✉ Contact Gift Shop: retail@kingmanarts.org ✉ Contact Gallery: gallery@kingmanarts.org

Support local art and take home something beautiful today!

City of Kingman Approves Sale of 519 Beale Street to Electric Vehicle Foundation to Support Tourism and Economic Growth

At its April 15, 2025 meeting, the Kingman City Council approved the \$925,000 sale of 519 East Beale Street to the Historic Electric Vehicle Foundation (HEVF) to establish the world's only stand-alone electric vehicle museum. The sale, part of a formal process emphasizing tourism and economic development, includes a condition to maintain free public parking. Located at the eastern gateway of Historic Downtown Kingman, the museum will complement the Powerhouse Visitor Center on the west end, reinforcing Kingman's identity as a Route 66 destination. HEVF, which has partnered with the City since 2014, currently showcases a globally significant collection of over 125 electric vehicles, drawing thousands of visitors annually.

For more information on the HEVF's future plans, please visit: <https://www.hevf.org/>



Tourism Meeting Notes



Date: Thursday, April 17, 2025

Location: Beale Street Theater / Kingman, AZ

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

Venue & Host: A special thank you to Kristina Michelson, Executive Director of the Kingman Center for the Arts, for graciously hosting this month's meeting at the Beale Street Theater.



Kristina
Michelson

Kristina shared updates on the theater's renovation project, which began in 2016. Construction is expected to wrap up in May, with a soft opening scheduled for July 4th featuring *Wild West Women*. Fundraising efforts continue, including the "Adopt-a-Seat" program, which offers supporters the opportunity to have a seat engraved with their name for a \$1,000 contribution. Additional fundraising will be needed to outfit the theater with essential equipment for stage productions, such as curtains, lighting, and sound systems.

Musical Highlights: Kelly Hill opened and closed the meeting with two captivating performances, showcasing the caliber of talent the theater aims to spotlight.

Arts Mission & Community Impact: Sara Peterson, Board Member of the Kingman Center for the Arts, emphasized the organization's dedication to enriching local arts and culture, noting that the arts play a key role in driving economic development. She highlighted the Center's youth education programs and its partnerships with local schools. In addition to its work with students, the Center offers a variety of art and dance classes for the broader community.

Art Gallery Spotlight: Inessa Burnell, Gallery Director, spoke about the Kingman Center for the Arts Gallery & Gift Shop as a collaborative space for local artists to exhibit and sell their work.

Community Updates: Representatives from local organizations, city departments, and businesses shared updates and promoted upcoming events: First Fridays – May 2nd, Downtown Kingman, Stick Pony Derby – May 3rd, Beale Celebrations, Mommy & Me Mother's Day Tea – May 4th, London Bridge Resort, Route 66 Fun Run – May 2nd-4th, Downtown Kingman, Gem & Mineral Show – May 3rd-4th, Mohave County Fairgrounds.

Theater Tour: Attendees toured the Beale Street Theater to view the ongoing renovations and get a sense of the completed space.



Kelly
Hill

Regional
**MOHAVE COUNTY
TOURISM**

**THURSDAY,
MAY 15, 2025
10:00 A.M.**

You're invited to a spot of tea & tourism!
Join us for a delightful English Tea experience
featuring a variety of hot teas, finger sandwiches,
and scrumptious desserts! 🍰🍪

Enjoy a charming presentation on the history of tea and
the fascinating tale of the London Bridge—right here in our
own backyard!

RSVP with Beatriz Soto by May 2, 2025 to reserve your spot!

Phone: (928) 757-0917 / Email: sotobe@mohave.gov



**1477 Queens Bay
Lake Havasu City, Arizona
86403**



MOHAVE COUNTY
ECONOMIC DEVELOPMENT & TOURISM

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