

# Mohave DIRECTOR'S MESSAGE County NEWSLETTER



By Tami Ursenbach

Dear Mohave County,

As we welcome 2026, Mohave County stands at the threshold of an exciting new chapter—one defined by opportunity, innovation, and a renewed sense of momentum. Over the past several years, our region has quietly but confidently positioned itself as one of Arizona's most promising places to live, work, invest, and explore. Now, as the calendar turns, it's time to celebrate how far we've come and look ahead to what's next.

Mohave County's greatest strength has always been its diversity—of landscapes, industries, communities, and ideas. From the Colorado River and Lake Havasu to the high desert plains and historic Route 66 corridors, our geography tells a story of resilience and possibility. That same spirit is shaping our economic future.

In 2026, growth in Mohave County is no longer just about expansion—it's about intentional, strategic development. Communities across the county are focusing on projects that balance economic vitality with quality of life. Infrastructure investments, utility planning, and land-use strategies are aligning to support both existing businesses and new opportunities.

This year brings continued progress in industrial and commercial site readiness, and long-term planning efforts that position and housing development Mohave County as a competitive and business-friendly destination. Employers are increasingly recognizing the value of our workforce, our location, and our collaborative approach to problem-solving.

Mohave County is emerging as a region where innovation meets practicality. Logistics, manufacturing, healthcare, small business entrepreneurship, energy, and tourism are all playing vital roles in our economic ecosystem. Our proximity to major markets in Arizona, Nevada, California, and Utah gives local businesses a strategic advantage—one that continues to attract interest and investment.

At the same time, our communities are fostering an environment where local entrepreneurs can thrive. From downtown revitalization efforts to business support programs, Mohave County is proving that economic development isn't just about large projects—it's also about empowering local visionaries who want to build something meaningful right here at home.

Looking ahead, infrastructure remains a key focus in 2026. Transportation improvements, broadband expansion, water and power planning, and coordinate regional partnerships are helping ensure that growth is sustainable and resilient. These efforts are not only supporting business development but also enhancing daily life for residents.



## What Should Mohave County Do to Celebrate Our Great Nation?



*Continued from page 1*

Strong collaboration between county leadership, municipalities, Mohave College, regional partners, and the private sector continues to be a defining feature of Mohave County's success. This cooperative spirit allows us to tackle challenges head-on and turn them into opportunities for long-term stability and prosperity.

Tourism remains a powerful economic driver, and 2026 brings new energy to this vital sector. This year, we are excited to host many tourists that come to celebrate the 100 year Centennial Anniversary of Route 66. Tourism from Taiwan is emerging as a significant growth market. Visitor demand has increased to such a degree that a new airline route now includes a stop at LAX to accommodate the surge in travelers.

Over the past year, we have partnered with Visit California, Travel Nevada, the Arizona Office of Tourism, and California's Inland Empire to coordinate and market Route 66 itineraries to international audiences. Most recently, our department hosted popular Taiwanese television personalities and YouTubers Marcos Chiang and Jinny Hsu, showcasing the most sought-after Route 66 experiences tailored to Chinese and Taiwanese travelers.

Also, Mohave County's world-class outdoor recreation, historic communities, and iconic London Bridge heritage continue to draw visitors from around the globe. As we look forward, thoughtful investments in tourism infrastructure and destination development will help ensure visitors not only come—but stay, explore, and return.

Equally important is the pride we take in our communities. Economic development in Mohave County is rooted in preserving what makes each town unique while creating opportunities for future generations. That balance—honoring our past while building our future—is what sets our region apart.

As we step into 2026, there is a shared sense of optimism across Mohave County. The groundwork laid over recent years is beginning to show real results, and the opportunities ahead are as vast as the landscapes we call home.

This is a year to think boldly, collaborate deeply, and continue shaping a county that is strong, resilient, and ready for what's next. Whether you are a business owner, investor, resident, or visitor, Mohave County invites you to be part of this journey.

Here's to a year of progress, partnership, and possibility. Welcome to 2026—Mohave County's future is bright.





From the Desk  
of Michelle



## New Year, Stronger Business: Practical Goals for Mohave County Companies

January is the traditional time to take stock, sharpen the pencil, and set goals that keep a business steady and successful. For Mohave County's existing businesses—the backbone of our local economy—the new year offers a great opportunity to focus on practical priorities that support long-term success.

A good place to start is your workforce. Taking time to review staffing needs, training opportunities, and succession planning can improve retention, productivity, and morale. A dependable workforce never goes out of style and remains one of the strongest competitive advantages a business can have.

For businesses in manufacturing or the trades, our office can help. We offer access to **free**, online workforce training through a grant program, along with a cash incentive to support your investment in employee development. It's a practical way to strengthen your team while planning for the future.

The new year is also ideal for reviewing operations. Looking at processes, equipment, and energy use can reveal small improvements that reduce costs and improve efficiency. If something has "always been done that way," January is the perfect time to decide whether it still serves your business well.

Planning for growth—no matter the size—helps businesses stay prepared. Growth can mean increased capacity, new services, upgraded equipment, or reaching new markets. Clear, realistic goals provide direction and keep momentum moving forward.

*Michelle's message continued*

It's also wise to take stock of infrastructure and space needs. Power, water, transportation access, broadband, and room to grow all play a role in long-term planning. Identifying limitations early allows businesses to plan proactively rather than react later. ahead. Wishing you a happy, healthy, and prosperous New Year.

Strong businesses don't operate in isolation. Building connections with suppliers, industry peers, workforce partners, and local organizations can lead to new ideas and practical solutions. Staying engaged in the community helps businesses remain i

Finally, make communication a priority. Sharing your plans and challenges early—especially with local economic development partners *like our office*—can help connect you to resources, coordination, and support right when it matters most.

As the year gets underway, Mohave County's Economic Development team is here to support local businesses as they plan, adapt, and grow. Thoughtful goal-setting today helps build resilient businesses and a stronger Mohave County economy in the year ahead,

***Wishing you a happy, healthy, and prosperous New Year.***



**"Happy New Year.  
Your collaboration has played a meaningful  
role in our growth this year."**



## *Welcome Amy*

**Introducing our new Office Assistant, Amy Law.**

Amy recently relocated from Texas and brings a strong set of administrative and office skills that will help advance the work of our team. We are excited to have her on board and appreciate her positive attitude, friendly demeanor, and excellent customer service skills. If you have the opportunity to meet Amy, please take a moment to introduce yourself and help us welcome her to Mohave County.



**MOHAVE COUNTY**  
ECONOMIC DEVELOPMENT & TOURISM

## Opportunity Zones 2.0: Now Is The Time to Prepare For The Next Steps Part 2 from December Newsletter

By Tami Ursenbach

The rules governing Opportunity Zones—federally designated areas intended to encourage private investment in economically distressed communities—have undergone a significant update. Commonly referred to as *Opportunity Zones 2.0 (OZ 2.0)*, these changes became law in 2025 and reshape how investors deploy capital, develop property, and create jobs in targeted neighborhoods nationwide.

One of the most effective strategies under the updated law is the creation of a Qualified Opportunity Fund (QOF), particularly when focused on rural communities, where incentives are now stronger. A QOF must be established as a legal entity—typically a corporation or partnership—formed specifically for the purpose of investing in Opportunity Zone property or businesses. Capital invested in the fund must be equity investments, not loans, and is generally sourced from realized capital gains.

At the outset, once the entity is formed and capital is placed into the fund's investment account, IRS Form 8996 must be filed to self-certify the fund as a Qualified Opportunity Fund. This filing begins the compliance timeline and is required annually thereafter.

Under federal rules, at least 90% of a fund's assets must be invested in qualified Opportunity Zone property or businesses located within designated zones approved by each state and county. If a fund acquires existing real estate, it must substantially improve the property within a specified period. Under prior law, improvements generally had to equal 100% of the property's original value (excluding land). Under OZ 2.0, rural Opportunity Zone projects now only require a 50% improvement, significantly lowering the barrier to redevelopment and making rural investment far more feasible.

The Opportunity Zone program itself has also been modernized. While the program is now permanent, the specific zones will be redesignated every 10 years to better reflect current economic conditions. Beginning July 1, 2026, governors will nominate new qualifying census tracts, which will then be reviewed and approved at the federal level. The updated Opportunity Zone map will take effect on January 1, 2027.

Eligibility standards for new zones are stricter than in the original program, with tighter income thresholds to ensure investments are directed to communities with genuine economic need. States may designate no more than 25% of eligible tracts, and at least one-third of all designated zones must be rural, reinforcing the program's renewed emphasis on underserved and non-urban areas.

Because Opportunity Zones involve complex tax, compliance, and reporting requirements, it is essential for funds to engage both an experienced Opportunity Zone



Opportunity Zone continued:

attorney and a qualified tax accountant to ensure full compliance with federal regulations and to maximize benefits.

For investors and developers, the takeaway is clear: now is the time to prepare. While the most significant benefits will align with the new zones beginning in 2027, existing funds will have transition rules extending through 2028. With reduced improvement thresholds, permanent program status, and a renewed rural focus, Opportunity Zones 2.0 present meaningful long-term opportunities—provided projects are well planned, carefully managed, and strategically located.

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## ***Don't Forget Minimum Wage Changed to \$15.15 January 1st***



INDUSTRIAL COMMISSION OF  
**ARIZONA**

### **New 2026 Minimum Wage - Effective January 1, 2026**

FOR IMMEDIATE RELEASE

**Phoenix, AZ, 9/29/2025** - In accordance with A.R.S. § 23-363(B), Arizona's minimum wage will increase from \$14.70 to \$15.15, effective January 1, 2026. The \$0.45 increase in minimum wage is based on the increase in inflation between August 2024 and August 2025, as published in the U.S. Bureau of Labor Statistics' Consumer Price Index.

Posters, which are to be displayed in a place accessible to employees, may be found on the [Industrial Commission's Labor page](#) (direct links provided below). The minimum wage posters include information on exemptions, tips and gratuities, retaliation, and more.

[English Minimum Wage Poster](#)

[Spanish Minimum Wage Poster](#)

If you have any questions regarding the upcoming minimum wage increase, please contact the Labor Division within the ICA at (602) 542-4661 or refer to our FAQ page:

[Minimum Wage FAQs](#)

Regards,

The Industrial Commission of Arizona

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The Industrial Commission of Arizona | [www.azica.gov](http://www.azica.gov)



## ***Opportunity Zone Reminder Dates***

July 2025	Revised OZ 2.0 enacted.
July 2026	States new redesignation window opens.
Late 2026	Expected release of updated OZ 2.0 map.
Jan 2027	New OA designation takes legal effect.
2027	Expanded reporting requirements begins.
Every 10 yrs	New cycle of redesignation of maps.

[Click here to view the  
Regulations](#)

# Economic Developers Main Focus

By Tami Ursenbach

**Purpose:** “Promote long-term economic growth and sustainability for the community and region.”

Several people have asked what the overall goals are in the Economic Development Department. The following is a small overview from our office.

Economic Development often raises questions—What does the department do? How do we prioritize our efforts? The following provides a high-level look at the core functions and strategies that guide our work in Mohave County.



*From Canva*

## **Business Attraction, Retention, and Expansion**

Supporting both existing businesses and those considering relocation to Mohave County is at the heart of economic development.

Asset mapping gives us a clearer picture of available buildings, land inventory, and infrastructure. We evaluate what sites are “shovel ready,” where infrastructure needs improvement, and which local companies are spending heavily on transportation and could benefit from nearby suppliers. These insights help us solve logistical challenges and strengthen the county’s business environment.

Our team also works directly with local businesses—especially small and mid-sized firms—to provide resources, identify new markets, and explore product diversification. These relationships are essential for long-term economic stability.

## **Strategic Investment of Time and Resources**

We are intentional about where we invest time and funding. Site selectors can be valuable partners, but their services are costly and their loyalty is to their clients—not to any specific community. Instead of relying heavily on them, our office uses a targeted marketing plan to reach prospective companies directly. The visible growth throughout the county shows the effectiveness of this hands-on approach.



## **The Importance of a Clear Plan**

It is also important to understand that business attraction is a long-term process. Some projects in our current pipeline have been in development for more than six years, involving extensive planning, permitting, infrastructure review, and community coordination.

One universal takeaway is the value of transparency and planning. People feel more confident when they understand *what* we are doing and *why*. Even though much of our work must remain confidential, we share what we can. When we set a strategic plan and follow it, our efforts become more focused, meaningful, and effective—ensuring we aren't simply reacting to whoever walks through the door.

***The following is a list of goals and activities the Economic Development Office focuses on weekly.***

### **Strategic Planning & Analysis**

1. Conduct asset mapping, research, and data analysis to inform economic strategy for government and businesses.
2. Lead strategic planning efforts to support sustainable and diversified growth across industries.
3. Serve as the county subject-matter expert on land availability, development processes, and regulatory requirements.

### **Business Attraction, Retention & Expansion**

4. Support and market to existing businesses while attracting new investment.
5. Provide small business and entrepreneurial development support.
6. Assist businesses facing complex challenges by identifying creative, nontraditional solutions.
7. Ensure companies receiving support meet county standards, including providing at least 65% medical benefits for employees. Make sure to support the Board of Supervisors agendas specific to new business growth.

### **Development & Infrastructure**

8. Identify and plan for infrastructure needs to support business attraction and residential growth.
9. Support redevelopment efforts to revitalize existing assets and communities.
10. Maintain real estate awareness and provide support and information to commercial and residential agents.

### **Permitting, Project Support & Implementation**

11. Act as a liaison for businesses navigating the county permitting and entitlement processes.
12. Provide project management support to move developments forward efficiently.
13. Coordinate and administer incentives to advance priority projects.

### **Workforce & Community**

14. Support workforce training, recruitment, and placement initiatives aligned with industry needs. Partner with Arizona@Work, Mohave College, WAVE, and high schools to increase a trained workforce.
15. Engage with the community to align economic development efforts with local priorities.
16. Advocate for policies and initiatives that promote economic vitality and quality of life.

### **Marketing, Partnerships & Industry Advancement**

17. Lead marketing and promotion efforts for the county and its key industries.
18. Collaborate with state, regional, and local governments and partner organizations.
19. Promote sustainable growth while maintaining a diverse business ecosystem.
20. Advance tourism and film initiatives as key economic drivers for the region.



# The Future of Hiring: What to Expect in 2026

By Tami Ursenbach

The hiring landscape is undergoing one of the most significant transformations in decades, and artificial intelligence is at the center of it. By 2026, AI will no longer be a supplemental tool for recruiters — it will be woven into nearly every stage of the talent acquisition process. From identifying potential candidates to coordinating interviews, intelligent systems will take on the high-volume, time-consuming tasks that once dominated recruiters' schedules. This shift will allow hiring professionals to focus more on strategic decision-making, building relationships, and navigating complex talent needs. At the same time, organizations will face growing expectations to ensure that their automated systems are fair, transparent, and free from bias. As a result, the ability to work effectively with AI tools — combined with sound human judgment — will become a highly sought-after skill set.

Another major shift shaping the future of work is the move toward skills-first hiring. Employers are increasingly prioritizing what candidates can do rather than where they went to school. Practical experience, industry certifications, and specialized training are becoming more influential than traditional degrees. Job roles are being redefined around clusters of competencies, creating clearer pathways for career growth and internal mobility. For job seekers, this means that resumes and portfolios must emphasize proven abilities and real-world accomplishments above all else.

Workplace flexibility will also continue to influence hiring trends. While some companies

are encouraging more on-site work, the demand for remote and hybrid options remains strong — especially among highly skilled professionals who have grown accustomed to greater autonomy. Flexibility has become a deciding factor for many candidates, and organizations that fail to offer it may struggle to attract top talent.

Data-driven workforce planning is another area gaining momentum. Employers are increasingly relying on analytics and predictive modeling to anticipate staffing needs, identify gaps in organizational capabilities, and streamline hiring processes. These tools help companies make more informed decisions and reduce the time it takes to bring new employees on board.

Finally, broader economic and industry-specific trends will continue to shape hiring in 2026. Automation and AI will redefine roles across multiple sectors, reducing demand in some areas while creating new opportunities in others. Certain industries may experience slower hiring or restructuring due to shifting market conditions. Meanwhile, persistent shortages in fields such as healthcare, technology, and clean energy will keep competition high for workers with specialized expertise.

Taken together, these developments signal a future in which hiring is more technologically advanced, skills-focused, and data-informed than ever before. Job seekers and employers alike will need to adapt — not only to new tools, but to new expectations about what talent looks like in a rapidly evolving workforce.



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## Arizona Tech Week

Arizona tech week brings together the best and brightest from around the world to share future-forward perspectives on tech, entrepreneurship, breakthroughs and more.

If your company is interested in sharing your innovative tech processes or just host a coffee shop conversation, be willing to host an event.

<https://www.azcommerce.com/az-tech-week/host-an-event/>



### 1 Call Staffing Interview December 8, 2025

**With Tom Beller, owner of 1 Call Staffing and Tami Ursenbach**

Through 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.

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**AZTECHWEEK<sup>26</sup>**  
POWERED BY **ARIZONA**  
COMMERCE AUTHORITY

**APRIL 6 – 12, 2026**

**UNIQUE VOICES. UNIQUE LANDSCAPES.**

As Arizona's first statewide decentralized tech conference, Arizona Tech Week will feature exciting experiences hosted by community leaders across the state. Attend events or host your own to catalyze new ideas, connect with peers and get inspired—all while enjoying different regions throughout Arizona.



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## Business Tax Preparation Tips Training Class

### Business Tax Preparation Tips

**Wed, Jan 14 12:00 PM to 1:00 PM**

The SBDC hosts individual business counseling for:

- Start-up Technical Assistance
- Business Planning and Business Development
- Marketing and Market Research
- Business Management
- Access to Capital
- Government Contracting
- Understanding and Leveraging Artificial Intelligence



**Contact Us**  
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**Small Business Development Center**

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## DG Market

*By Tami Ursenbach*

The opening of DG Market (Dollar General) in Golden Valley is the result of years of thoughtful planning and preparation, and it is rewarding to see that effort come to fruition. This project reflects a strong commitment to meeting the needs of the community and ensuring residents have access to essential goods close to home. The time invested in careful coordination and collaboration has clearly paid off, resulting in a store that is well-positioned to serve the area.

Having a grocery store nearby will be a significant benefit to local residents, reducing the need for long drives and making everyday shopping more convenient. DG Market brings greater accessibility to fresh food and household necessities, supporting both quality of life and the continued growth of Golden Valley. Its presence is a meaningful step forward for the community and a welcome addition for those who call the area home.



# Conflict Prevention

By Tami Ursenbach

Conflict is an inevitable part of life, whether at work, at home, or in our communities. Because each person brings unique perspectives, experiences, and expectations, disagreements naturally arise. What matters most is not the conflict itself, but how we choose to respond.

Approaching conflict with patience, empathy, and a willingness to understand others creates space for healthier conversations and stronger relationships.

Learning to overcome conflict is a powerful, intentional skill—one that builds confidence, reduces stress, and prevents issues from escalating. When we choose constructive communication over defensiveness, we not only resolve the challenges in front of us but also lay the groundwork for smoother interactions in the future. By practicing these habits, we uplift ourselves and those around us, creating environments where trust and cooperation can thrive.

## CONFLICT PLAYBOOK

Prevention	Speak Clearly	Watch Emotions	Fix the Root	Make It Right
Daily	Daily	Daily	Daily	Daily
<ul style="list-style-type: none"><li><input type="checkbox"/> Pause before hard talks</li><li><input type="checkbox"/> Ask: "Is this a good time?"</li><li><input type="checkbox"/> Write your point in 1 clear sentence</li></ul>	<ul style="list-style-type: none"><li><input type="checkbox"/> Use: "When __ happens, I feel ___. I need __."</li><li><input type="checkbox"/> Ask before giving your view</li><li><input type="checkbox"/> Repeat back what you heard</li></ul>	<ul style="list-style-type: none"><li><input type="checkbox"/> Name how you feel (1-5 scale)</li><li><input type="checkbox"/> Create space if emotions are high</li><li><input type="checkbox"/> Look for signs: silence, eye rolls, fast talk</li></ul>	<ul style="list-style-type: none"><li><input type="checkbox"/> Ask: "Is this about the person or the problem?"</li><li><input type="checkbox"/> Say: "What's the real issue here?"</li><li><input type="checkbox"/> Pick 1 next step and owner</li></ul>	<ul style="list-style-type: none"><li><input type="checkbox"/> Recap what was agreed</li><li><input type="checkbox"/> Thank the person for being honest</li><li><input type="checkbox"/> If you messed up, say so and fix it</li></ul>
Weekly	Weekly	Weekly	Weekly	Weekly
<ul style="list-style-type: none"><li><input type="checkbox"/> Review team rules (no blame, one speaker)</li><li><input type="checkbox"/> Share how you like to handle conflict</li><li><input type="checkbox"/> Practice one tense moment as a team</li></ul>	<ul style="list-style-type: none"><li><input type="checkbox"/> Pick one issue to talk through</li><li><input type="checkbox"/> Break it into facts, story, and ask</li><li><input type="checkbox"/> Try stating the other side's view first</li></ul> <p>By Justin Mecham</p>	<ul style="list-style-type: none"><li><input type="checkbox"/> Map triggers and early signs as a team</li><li><input type="checkbox"/> Set a safe word to pause tense talks</li><li><input type="checkbox"/> End one meeting with something you're grateful for</li></ul>	<ul style="list-style-type: none"><li><input type="checkbox"/> Ask "Why?" five times on one big issue</li><li><input type="checkbox"/> Agree how decisions will be made</li><li><input type="checkbox"/> Log big decisions and reasons behind them</li></ul>	<ul style="list-style-type: none"><li><input type="checkbox"/> Track what got done vs what didn't</li><li><input type="checkbox"/> Share updates on how to work better together</li><li><input type="checkbox"/> Name one lesson learned from conflict</li></ul>
Monthly	Monthly	Monthly	Monthly	Monthly
<ul style="list-style-type: none"><li><input type="checkbox"/> Update what's working and what's not</li><li><input type="checkbox"/> Do a quick check-in: "Do you feel safe speaking up?"</li><li><input type="checkbox"/> Talk through any tension that's been building</li></ul>	<ul style="list-style-type: none"><li><input type="checkbox"/> Practice tough talks with real examples</li><li><input type="checkbox"/> Build a list of helpful phrases</li><li><input type="checkbox"/> Review tone in messages and emails</li></ul>	<ul style="list-style-type: none"><li><input type="checkbox"/> Ask what needs to start or stop emotionally</li><li><input type="checkbox"/> Offer 1:1 repair time</li><li><input type="checkbox"/> Add to the "please don't" team list</li></ul>	<ul style="list-style-type: none"><li><input type="checkbox"/> Review repeat issues</li><li><input type="checkbox"/> Drop old ones that won't move</li><li><input type="checkbox"/> Tweak how your team makes calls</li></ul>	<ul style="list-style-type: none"><li><input type="checkbox"/> Clean up loose ends and replies</li><li><input type="checkbox"/> Save scripts or examples that worked</li><li><input type="checkbox"/> Shout out someone who handled it well</li></ul>

Follow [Justin Mecham](#) | Get FREE PDFs of My Sheets at [creatyl.com/newsletter](http://creatyl.com/newsletter)

**"When people respond too quickly, they often respond to the wrong issue."**

**Listening helps us focus on the heart of the conflict. When we listen, understand, and respect each others' ideas, we can then find a solution in which both of us are winners."**

*Dr. Gary Chapman*



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# Steps In Starting a New Business

*The following is a starting point of questions and tasks to complete before starting and opening a business formulated from Chat GTP.*

## 1. Key question: Why would someone choose you?

- Identify the problem you're solving
- Define your product or service
- Determine who your target customer is
- Research competitors and pricing
- Validate demand (talk to customers, surveys, pilot project)

## 2. Write a Simple Business Plan

You don't need a 50-page plan, but you do need clarity. Include:

- Business description & value proposition
- Target market
- Products/services
- Revenue model & pricing
- Startup costs & funding needs
- Basic marketing strategy
- Short-term (1 year) and long-term goals

## 3. Choose a Business Structure

Common options:

- Sole Proprietorship – simple, but no liability protection
- LLC – most common; flexible and protects personal assets
- Corporation (S-Corp or C-Corp) – for larger or scalable businesses
- Partnership – two or more owners

## 4. Register the Business

- Choose a business name
- Register with your state
- File a DBA if needed
- Obtain an EIN from the IRS
- Register for state and local taxes

## 5. Obtain Licenses & Permits

- Depends on industry and location:
- Local business license
- Professional or occupational licenses
- Health, zoning, or sales tax permits

## 6. Set Up Business Finances

- Open a business bank account
- Set up accounting software (QuickBooks, Wave, etc.)
- Establish a record-keeping system
- Understand tax obligations
- Separate personal and business finances

## • Establish a record-keeping system

- Understand tax obligations
- Separate personal and business finances

## 7. Secure Funding (If Needed)

Options include:

- Personal savings
- Loans (bank, SBA, USDA, Bonds, microloans)
- Investors or partners
- Grants (industry-specific or local)
- Bootstrapping

## 8. Build Your Brand

- Business name & logo
- Website (even a simple one)
- Email and phone setup
- Social media profiles (only where your customers are)

## 9. Develop Operations

- Pricing structure
- Vendors and suppliers
- Contracts and agreements
- Insurance (general liability, workers comp, etc.)
- Systems for customer service and delivery

## 10. Launch & Market

- Soft launch or pilot
- Network locally
- Leverage referrals and partnerships
- Digital marketing (SEO, social media, email)
- Track results and adjust

## 11. Stay Compliant & Scale

- File annual reports
- Pay taxes on time
- Review insurance and licenses yearly
- Track performance
- Improve processes
- Hire or outsource as needed

## Common Mistakes to Avoid

- Skipping market research
- Underpricing services
- Mixing personal and business finances
- Ignoring legal or tax requirements
- Trying to do everything alone

# Roaming Cactus



## Topock Marsh: A Birdwatcher's Haven in the Arizona Desert

Tucked along the lower Colorado River in western Arizona, Topock Marsh is one of the state's most remarkable yet often overlooked natural treasures. Spanning more than 4,000 acres of open water, cattails, and wetlands, the marsh creates a striking contrast to the surrounding Mojave Desert. This unique ecosystem provides critical habitat for wildlife and has become a premier destination for birdwatchers, photographers, and nature enthusiasts from across the region.

Topock Marsh is especially renowned for its birdlife. Positioned along the Pacific Flyway, the marsh serves as a vital stopover for migratory birds traveling thousands of miles between breeding and wintering grounds. Throughout the year, visitors can spot an impressive variety of species, with activity peaking during spring and fall migrations. The mix of open water, shoreline vegetation, and marsh grasses offers ideal conditions for feeding, nesting, and resting birds.

Waterfowl are among the most common and visible residents of the marsh. Ducks such as mallards, teal, shovanders, and pintails glide across the water, while Canada geese and snow geese are often seen during migration seasons. Wading birds are equally abundant, with great blue herons, green herons, egrets, and white-faced ibis patiently stalking fish in the shallows. The sight of these large, graceful birds against the desert sky is unforgettable.

Topock Marsh is also a stronghold for raptors and other birds of prey. Ospreys can frequently be seen diving for fish, and bald eagles are known to winter in the area, drawn by the reliable food source. Red-tailed hawks, northern harriers, and peregrine falcons patrol the skies, making the marsh an exciting place for spotting powerful aerial hunters in action.

For birdwatchers seeking something more elusive, the marsh does not disappoint. The dense reeds and cattails shelter secretive species such as bitterns, rails, and marsh wrens, whose calls often reveal their presence before they are seen. Shorebirds, including sandpipers and avocets, forage along the muddy edges, adding to the marsh's rich diversity.

Beyond the birds themselves, Topock Marsh offers a peaceful and immersive outdoor experience. Early mornings and late afternoons are especially rewarding, when cooler temperatures and soft light bring increased bird activity and ideal conditions for photography. Accessible viewing areas and nearby boat launches allow visitors to explore the marsh from multiple perspectives, whether from shore or on the water.

Topock Marsh stands as a powerful reminder of the importance of wetlands in an arid landscape. It supports wildlife, enhances water quality, and provides a rare refuge for both birds and people. For anyone interested in birdwatching or simply enjoying nature at its best, Topock Marsh is a destination that rewards every visit with new sights, sounds, and discoveries.



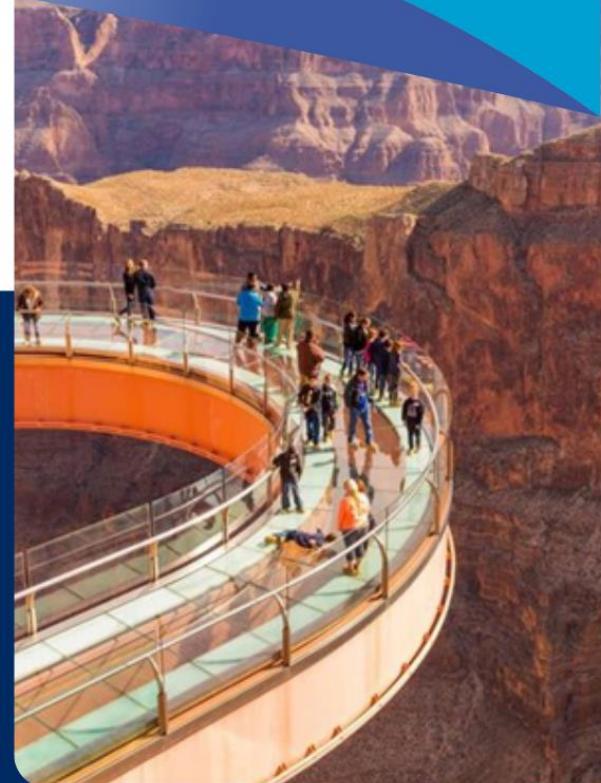
*Regional*

# MOHAVE COUNTY TOURISM MEETING

**JANUARY 15, 2026  
10:00 A.M.**

**Hosted by Grand Canyon West**

Join us as Paul McGuire, Chief Marketing & Revenue Officer for Grand Canyon Resort Corporation, showcases a one-of-a-kind experience at one of the world's greatest natural wonders. Grand Canyon Resort Corporation is owned by the Hualapai Indian Tribe. The tribe owns 108 miles of the Grand Canyon covering over 1 million acres inclusive of Grand Canyon West home to the world-famous Skywalk bridge. The 70-foot-long glass bridge rises 4,000 feet above the canyon below. The destination attracts 1 million visitors per year featuring the following experiences and offerings...Skywalk, Helicopter rides, Plane Rides (airport located at GCW), Pontoon Rides, Hiking, Zipline, Dining, Shopping, Indian Cultural Experiences, Unlimited Arcade, Cabins, Breathtaking views and more....



*Skyview Restaurant*

5001 Diamond Bar Road  
Peach Springs, AZ 86434



*Seating is limited*

**RSVP: 928-757-0917  
[economic@mohave.gov](mailto:economic@mohave.gov)**



**MOHAVE COUNTY**  
ECONOMIC DEVELOPMENT & TOURISM