

**NOTE: THIS IS A “STRAW MAN” SAMPLE INTERVIEW AS A SUGGESTED FORMAT THAT I’D APPRECIATE YOUR USING IF POSSIBLE. IT WILL MAKE IT EASIER FOR ME TO LOAD THE INPUT INTO THE APPROPRIATE BUCKETS. THANKS! JIM HAMBLIN**

### **What Attracted You?**

Think back to when you first came to Fountain Hills. What attracted you? What were your initial excitements and impressions about the community?

- **Peace and quiet and beautiful views plus a real feeling of community.**

### **High Point**

During your entire time in the community, I am sure you have had some ups and downs, some peaks and valleys, some highs and lows. I would like you to reflect for a moment on a high-point experience, a time when you felt most proud of living in Fountain Hills. Tell the story. What happened? What was going on?

- **When our Phoenix and Scottsdale-based friends began telling us how lucky we are to be living in such a beautiful setting . . . while the congestion and pollution in their environment increases with the Valley’s growth sprawl.**

### **What is Our Competitive Advantage?**

Like most companies, a community can consistently outperform other communities only if it can establish a strategic competitive advantage – a unique value proposition that it has that other communities do not.

As you look at our community from the perspective of our strengths, and as you think about opportunities, how do you define Fountain Hills’ “strategic competitive advantage”? Define it: What is the strategic competitive advantage you want and believe we have the capability to create? Right now? In the moderate timeframe? Longer term?

**(Now and into the near future: see “what attracted you”.)**

- **Longer term, I’d hope to see the continued evolution of FH into a more balanced multi-generational community where people can grow, collaborate and contribute.**

What about obstacles or challenges?

- **First: FH has a history of discord with the citizenry; I believe that Mayor Nichols and the Council will use the strategic planning process to build a shared vision based on collaboration and cohesion, both inside and outside the community.**
- **Second: I’d like to see the formation of a Citizen’s commission to monitor and guide the implementation of the resulting PLAN and its Key Strategic Issues with a well-defined Action Plan for each year going forward.**
- **Third: FH has a retail community that lacks an adequate population base to support it. Therefore, the Town is might enhance the present economic development plan with a piece called “destination marketing and cohesive retail promotion” to leverage strengths and increase visibility.**

- **Fourth: it will take great finesse to negotiate a balanced use plan for the State Trust land, which looms as one of the future's largest issues and opportunities.**

### ***Imagining the Future***

If anything imaginable was possible, if there were no constraints whatsoever, what would our ideal community look like? Describe, as if you had a magic wand, what we would be doing new, better, or different? Envision it happening. What do you see happening that is new, different, better? **See above.**

### ***Three Wishes***

If you had a magic wand and could change or develop anything you wanted about our community, what 3 things would you do to improve the community's quality of life and enhance our competitive advantage? Why did you identify those 3 things?

- 1. DESTINATION MARKETING: Develop the requisite components that support an enhanced destination marketing program by integrating all the pieces . . . hospitality, special events, plus rationalizing and promoting the retail community. Reason: FH presently needs more resources to market itself as a truly unique enclave within the Valley.**
- 2. GET GREENER: Two assumptions: the prospect of scarcity and/or cost of energy and water . . . and various threats to the beauty of our pristine desert, FH would be wise to find relatively low cost tactics for developing "a culture of conservation" starting with more enlightened water use. Reason: we become better stewards of our resources and position FH as a town that understands this stewardship.**
- 3. A MAJOR HEALTH & WELLNESS CENTER comprising aquatics, tennis and other fitness/wellness activities with an appeal to all ages. Reason: our demographics cry out for this and it could be a major community benefit.**