



The Daily Courier

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Editorial: Event center has brought windfall

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"If you build it, they will come."

The famous line from the movie "Field of Dreams" has gone from fantasy to fact with the two-year success of Tim's Toyota Center in Prescott Valley.

Two large hotels are currently under construction on Prescott Valley's west side. Hampton Inns and Suites and Comfort Suites do not succeed with "throw a dart at a map" expansion plans. CEOs, CFOs, COOs and a number of other company Os scoured over reports and ledger sheets to make sure their company will see a profit for their investment. Hampton and Comfort obviously saw dollar signs in Prescott Valley. Restaurants in Prescott Valley, Chino Valley and Prescott are seeing dollar signs now. Prescott Valley government is seeing dollar signs now and dreaming of greater numbers of dollar signs in the future.

Why? Because more and more people are coming to town. And why are people coming to town? To attend hockey and football games, concerts and trade shows all in Tim's Toyota Center.

Granted, a majority of hockey, football, concert, and event fans live in the immediate area, but the remainder are from places like Camp Verde, Cottonwood, Flagstaff and Phoenix. Would they have bought tickets, food, drinks, and someday hotel rooms - and therefore another round of food and drinks in the form of breakfast and coffee - without a reason to be in Prescott Valley? And area residents are spending more time - and money - in local restaurants instead of at home, because they were at an attraction at Tim's Toyota Center.

Without profits, long-standing businesses eventually become former businesses. An increase in "former businesses" means an increase in the unemployed. Unemployment means a greater need for tax-supported assistance, which means less money in each of our pockets. Profitable business means more jobs, which leads to less unemployment, which means a lesser needs for financial help, which means more money for us - all because of one building.

What's going to happen when Tim's Toyota Center's main occupant - the [Arizona Sundogs](#) - does not have a championship team? No one can predict the future. We can only hope this windfall will continue.

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