

Withdrawal/Redaction Sheet

Clinton Library

DOCUMENT NO. AND TYPE	SUBJECT/TITLE	DATE	RESTRICTION
001. letter	To Stephanie Streett From Henry Cisneros; RE: phone numbers [partial] (1 page)	06/30/1999	P6/b(6)
002. memo	US Department of Housing and Urban Development; RE: phone/pager numbers [partial] (1 page)	06/25/1999	P6/b(6)

COLLECTION:

Clinton Presidential Records
Policy Development
Lisa Green
OA/Box Number: 20590

FOLDER TITLE:

Phoenix AZ [Arizona] [2]

2012-0043-S

ms254

RESTRICTION CODES

Presidential Records Act - [44 U.S.C. 2204(a)]

- P1 National Security Classified Information [(a)(1) of the PRA]
- P2 Relating to the appointment to Federal office [(a)(2) of the PRA]
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- P5 Release would disclose confidential advice between the President and his advisors, or between such advisors [(a)(5) of the PRA]
- P6 Release would constitute a clearly unwarranted invasion of personal privacy [(a)(6) of the PRA]

C. Closed in accordance with restrictions contained in donor's deed of gift.

PRM. Personal record misfile defined in accordance with 44 U.S.C. 2201(3).

RR. Document will be reviewed upon request.

Freedom of Information Act - [5 U.S.C. 552(b)]

- b(1) National security classified information [(b)(1) of the FOIA]
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- b(9) Release would disclose geological or geophysical information concerning wells [(b)(9) of the FOIA]



CONFERENCE REPORT

UCI - FAX

Date **06/30/99**

Number of pages including cover sheet: **5**

TO: Stephanie Streett

FROM: Jim Glasgow
Office of Henry Cisneros
Univision Communications Inc.

Phone:

Fax: 202-456-6424

Email: jglasgow@chartwell.net

Phone: **310/556-7695**

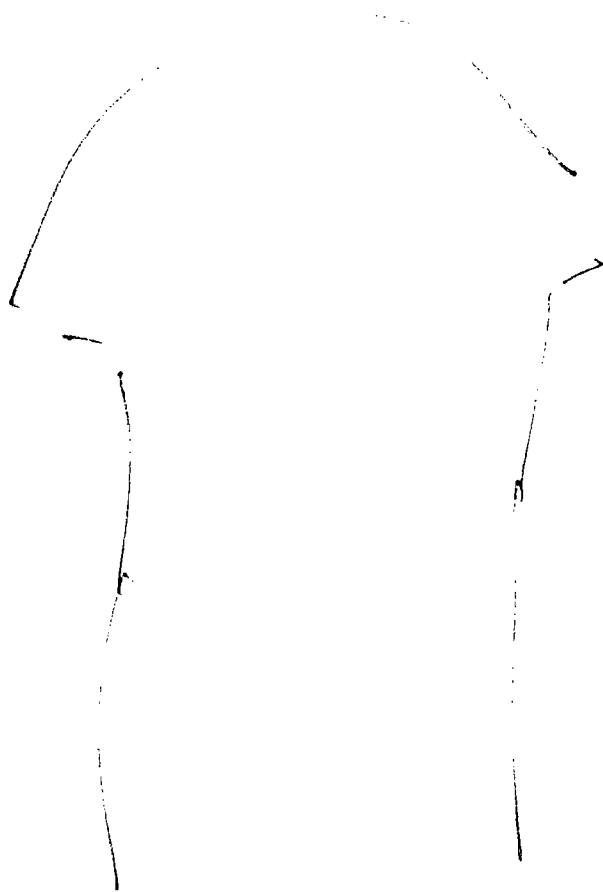
Fax: **310/556-7697**

CC:

REMARKS: ☐ Urgent ☐ For your review ☐ Reply ASAP ☐ Please Comment

Lisa Chen

OFOR 235



Withdrawal/Redaction Marker

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1600 AVENUE OF THE STARS, SUITE 1000
WASHINGTON, D.C. 20004
202-456-6424
202-456-6424 FAX

HENRY G. CISNEROS
PRESIDENT

AZ

[001]

June 30, 1999



To: Ms. Stephanie Street
Director of Presidential Scheduling
Executive Office of the President
1600 Pennsylvania Avenue
Washington, DC 20500

Via Facsimile: 202-456-6424

From: Henry Cisneros
President & COO
Univision Communications Inc.

Subject: President's Upcoming Visit to Phoenix - July 7th

I recently learned of President Clinton's planned July 7th trip to Phoenix to highlight Administration efforts to transform blighted areas of cities. I want to call to your attention a major private sector investment that is exactly in accordance with the purpose of the President's visit.

Multi-Million
Our company - Univision - has committed to build a new state-of-the-art broadcast facility for our local station, KTVW-33, in the predominantly Hispanic south-side of Phoenix. It will contain fully-digital technology in an attractive new building of Southwestern architecture and regional landscaping. Univision has committed to maintain its presence in the heart of Phoenix' Hispanic community and hopes that this major investment will stimulate other private sector commitments to the area.

Univision has not announced this project publicly. However, because it is so precisely in the spirit of the President's visit, we feel it would be appropriate for the President to announce the Univision commitment if he wishes. We would be honored if the Univision station project was presented as an example of what the President is promoting - private sector investment to accelerate development of lagging areas of cities.

If you are interested in incorporating this project into the President's programs, please feel free to have your office call either of the following Univision representatives:

Michael Wortsman
Michael Wortsman, President, Univision Stations Group

Work - 310-348-3655

P6/(b)(6)

Myma Sonora
Myma Sonora, General Manager, KTVW-33, Phoenix:

Work - 602-305-4412

P6/(b)(6)

Univision President

- KTVW Channel 33 is owned by Univision, America's fastest growing broadcast network, and broadcasts Spanish language programming 24 hours a day, including local Phoenix newscasts at 5:00 p.m. and 10:00 p.m.
- KTVW Channel 33 employs approximately 60 people, and has outgrown the current broadcast facility.
- Univision investigated all areas of Phoenix as possible relocation sites
- Univision wanted to maintain their presence in the center of the Hispanic community
- Univision decided to stay in South Phoenix and purchase of a parcel of land directly across the street from the existing facility on the corner of 30th Street and Southern Avenue
- Univision will build a new fully digital-ready broadcast facility designed by John Sather, a partner in Swaback Partners, one of Phoenix's premier architectural firms

THE ARIZONA REPUBLIC

A BOOST FOR SOUTH PHOENIX

Published on Saturday, June 19, 1999

© 1999 The Arizona Republic

Byline: By Jeff Barker and Betty Reid, The Arizona Republic; Republic writer L. Anne Newell contributed to this article.

South Phoenix is one of six communities in the nation that President Clinton will visit in July to promote a federal plan to transform blighted areas into thriving marketplaces.

It could mean tax breaks for businesses and a flow of new private investment into the area south of downtown Phoenix.

Clinton will return to Arizona on July 7 with a group that is likely to include business executives, federal lawmakers and, perhaps, Cabinet secretaries. He had visited the state most recently in February, when he attended an Arizona Diamondbacks spring training workout and discussed Social Security with supporters in Tucson.

Next month's trip is part of a four-day swing that is also scheduled to include stops in other economically distressed areas, both urban and rural. The idea is to target pockets of poverty and turn them around with tax breaks, investments and other incentives.

"The president wants to highlight the untapped markets," said Clinton spokeswoman Elizabeth Newman, noting that south Phoenix is considered just that. "Here is a prime example of a market with great potential."

Details of the proposal are still sketchy, she said. But the goal will be to find ways to pour more private capital into south Phoenix.

Clinton's trips "will be modeled after the type of trade missions that Cabinet secretaries and CEOs often take overseas to identify markets

in which - through trade and commercial agreements - they can help to create jobs and expand economic development," the White House said in announcing the "New Markets" program last month.

The destinations are to be officially announced today.

However, the White House confirmed Friday that the stops from July 5-8 will include Phoenix as well as five other communities.

"The whole idea of this trip is to highlight to all Americans that these communities are everywhere," Newman said. "We're going to Clarksdale, Miss., in the Delta, East St. Louis, Ill.; Pine Ridge, S.D.; then to Phoenix; then to Los Angeles; then to Anaheim. It really is across the country."

Newman said the specific boundaries of the program in south Phoenix have not been set. The area already is designated as an "Enterprise Community," which makes it eligible to receive federal money to help with job creation, education and other initiatives.

South Phoenix residents said a visit from the president is bound to help.

Sonia Gonzalez, 21, said her neighborhood needs more businesses - including a mall, a movie complex and a water park for kids like her 5-year-old son, Bobby.

Glancing at an empty lot near the giant red, lime-green and yellow characters in her

mother's pinata shop, she said she also hopes the president can do something about the litter.

"I probably want him to clean up the place," she said.

Rosemary Saenz has even higher hopes.

"I want him to stop all the violence that is going on here. It's really bad," said Saenz, who spoke of a nephew who was shot to death a year ago during a traffic dispute.

She and her husband run a tiny automobile repair business from beneath a simple blue arbor made of plywood where cars sit with their hoods popped up. The smell of car grease and sweat wafts in the dry sizzling air at 4215 S. Seventh St. Four young men are busy tearing apart an engine from a faded light blue Chrysler. This is the first time that Saenz has heard of Clinton's visit.

"I think he should speak to our community about violence. I want him to stop people who sell guns. They kill people," she said.

Kay Shepard, a longtime resident, said the plan could provide a huge boost - as long as local residents have a say in how it's carried out.

"This could be a really great thing, a jump-start to help the area overcome some perceptions of the area being so bad," she said. "This whole village would just take off, and instead of parts of it being a drain, it would be an economic boost for the whole city if it includes plenty of input from local residents."

Wilbert Hill, another resident, says south Phoenix needs industries that will create more jobs.

But one resident, Norma Sanabrea, chuckles with disbelief at the thought that the president would visit her neighborhood.

"I don't think he is coming to south Phoenix," she said. "A lot of people don't like this area. I'll believe it when I see him."

Arizona, long a Republican stronghold, received scant attention from Clinton - and most other national Democrats - until the presidential election campaign of 1996.

He traveled to the state three times during the campaign, including two visits to the Valley and one to the Grand Canyon. Clinton could afford to spend so much time in a relatively small, GOP-dominated state because he had virtually wrapped up his election against Republican Bob Dole.

According to aides, Clinton was pleased at the response he got to a visit in which he spoke about Social Security and Medicare to senior citizens in the Valley.

Clinton, who became the first Democrat to carry the state since Harry Truman in 1948, returned to Arizona - Tucson, this time - last February to again discuss Social Security and to thank those who had supported him.

Phoenix City Councilman Doug Lingner, who represents part of the area, welcomed the plan.

"We've made tremendous improvements, but we're not done. I'm excited that they realize there is potential in our little part of the world," he said. Color photo by Jack Kurtz/The Arizona Republic

Chart Sonia Gonzalez says her neighborhood needs more businesses - including a mall, a movie complex and a water park for kids like her 5-year-old son, Bobby. South Phoenix already is designated as an "Enterprise Community," which makes it eligible to receive federal money to help with job creation, education and other initiatives.

The "New Markets" plan

* **WHAT:** A federal program targeting blighted neighborhoods.

* **THE GOAL:** Turn economically distressed areas around with tax breaks, investments and other incentives.

* **TARGETED AREAS:** South Phoenix; Clarksdale, Miss.; East St. Louis, Ill.; Pine Ridge, S.D.; Los Angeles; Anaheim.



Maria Echaveste

06/24/99 01:35:26 PM

Record Type: Record

To: Laura A. Graham/WHO/EOP@EOP, Jonathan A. Kaplan/OPD/EOP@EOP, Lisa Green/OPD/EOP@EOP, Janet Murguia/WHO/EOP@EOP

cc:

Subject: Phoenix SBA Call Notes

Leslie was listening on the call re phoenix and sent me the notes below--it all sounds very interesting and potentially okay, but where is the input from congressman pastor--where did sba get this site, pastor sent folks here a list of five potential sites--have we considered those, have we discussed the cable company with pastor? please advise

----- Forwarded by Maria Echaveste/WHO/EOP on 06/24/99 01:31 PM -----

**LESLIE
BERNSTEIN**

06/24/99 01:06:56 PM



Record Type: Record

To: Maria Echaveste/WHO/EOP@EOP, Marjorie Tarmey/WHO/EOP@EOP

cc:

Subject: Phoenix SBA Call Notes

I had to jump off a few times. This is what I got:

The Phoenix stop consists about 2.5 hours ground time, which will include a site visit, 2 roundtables and the POTUS' speech.

The theme SBA picked is (something like) "Partnering Companies and Communities". The major site is Corella Electrical and Wire Cable Plant, which is a successful state EZ. The major financing for Corella's company came from Arizona Multi-Bank, a CBF. Corella grew up in S. Phoenix, became successful, and went back to give something to his community. Of Corella's 40 employees, over 50% are Hispanics. They all participate in employment training programs.

There will be a 10 minute tour of the plant, which has a contract with AT&T to make cable (financing by Multi-Bank), showing off the high tech equipment. Then there is a roundtable discussion on strategic partnerships. Two of his employees will be highlighted: a Hispanic who started making \$5/hr and is now a top assistant, making \$14/hr; and an African American who started at \$5/hr and is making \$12/hr.

POTUS then drives through South Phoenix to the next site: a school on the site of a former junkyard. Inside there will be 10-15 more roundtables and brief presentations will be made from (almost) each group to the President.

Then there is a tent on the football field that hold about 300 community leaders. There is a presentation from WellsFargo and Bank One of \$1.5M to Magna Capital.

POTUS Speech

Other Junk: Jay Dunn got on and said that Dick Huber from Aetna wants to do an announcement about Connecticut in Phoenix and that he is getting a list from USHCC of companies in the area that would like to participate.



**U.S. DEPARTMENT OF HOUSING AND URBAN DEVELOPMENT
OFFICE OF THE SECRETARY
WASHINGTON, D.C. 20410-0001**

FAX TRANSMISSION

DATE: 6/25/99
NAME: Lisa Green / John Kaplan
OFFICE: White House NEC
TELEPHONE: 456-2963
FAX: 456-2223
SENDER: Marvin Turner
TELEPHONE: 202-708-1216
FAX: 202-401-1390
SUBJECT: Phoenix Visit
TOTAL NUMBER OF PAGES (INCLUDING THIS COVER SHEET):
MESSAGE:

PLEASE CONTACT THE SENDER OF THIS FAX, IF ALL PAGES ARE NOT RECEIVED.

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[002]

U.S. DEPARTMENT OF HOUSING AND URBAN DEVELOPMENT**MEMORANDUM****DATE: JUNE 25, 1999****JACQUIE LAWING****Office: 202-708-0614, extension 4348**

P6/(b)(6)

MICHAEL N. COHEN**Office: 202-708-2046**

P6/(b)(6)

LISA MACSPADDEN**Office: 202-708-0980, extension 6632**

P6/(b)(6)

**NEW MARKETS INITIATIVE
PRESIDENT CLINTON'S VISIT TO PHOENIX**

The most efficient use of time during President Clinton's visit to the Phoenix, Arizona area could feature Phoenix's Enterprise Community ("EC"). Because EC's tend to be geographically concentrated, the President's visit could be extremely potent, target the right groups, and gain significant community capital in a highly focused visit. EC's provide the framework for an inter-agency approach to rebuilding America. The EC visit could feature:

1. a visit to one of the most credible nonprofit agencies with a direct tie to new market initiatives (Chicanos por La Causa Small Business Incubator);
2. a successful local business which won a recent award for its success (Moreno Welding);
3. a roundtable at a local community center which promotes community involvement through community policing, employment skills training, and other life enhancing skills (West Buckeye Community Center / Holmes Boys and Girls Clubs); and,
4. a visit to a local construction site that has taken at-risk youth and afforded them an opportunity for a diploma and a trade-based skill (Youthbuild).

Perhaps the most effective part of an EC visit is that it provides a working model precedent that could show how two of the Administration's programs, the EC/EZ initiative and the New Markets Initiative can work together to empower people and communities that have been traditionally underserved.

CHICANOS POR LA CAUSA SMALL BUSINESS INCUBATOR

The **Chicanos por La Causa Small Business Incubator** is located in the Enterprise Community and has received funding from HUD, foundations and private sources including Wells Fargo. The community-based economic development entity's service exceeds twenty five years, but its incubator program has a more recent history. The Incubator supports the empowerment of the business community by providing:

- computerized office support
- management training workshops
- opportunities for small businesses to interact and support each other
- other small business related resources

Emphasizing new market initiatives, the key points of Chicanos por La Causa Small Business Incubator are:

1. its concentration on areas with high unemployment rates, extremely low median incomes, and large minority population; and,
2. its mission to revitalize communities which have been isolated by poverty, lack of transportation, and dearth of opportunity.

The first business to benefit from CPLC's Incubator Park Program has quickly grown from a mom-and-pop owned and operated furniture maker selling on street corners to a factory with six employees and its own retail showroom. Two additional businesses incubating in the park include a catering company and a takeout restaurant.

EXPAND PROGRAM WITH MORENO WELDING

The **Expansion Assistance and Development Program ("EXPAND")** was part of the Community and Economic Development Department's Small Business Programs Division funded through Community Development Block Grant ("CDBG") Programs. The program leveraged CDBG and private funding to an amount exceeding \$3.5 million.

Within the Enterprise Community, the EXPAND Program is a loan collateralization program that encourages lenders to make loans to businesses that might not have otherwise been able to secure start-up capital.

One of the most successful EXPAND program recipients located within the enterprise community is **Moreno Welding** founded by Leonard Moreno. This is a true rags-to-riches story that should be highlighted by the President. It has the following salient facts:

- It is located within the Enterprise Community

- It received a \$75,000 collateral reserve through the EXPAND Program. It was one of the first to receive funding from the Community and Economic Development Department under the EXPAND Program.
- Moreno Welding was awarded the **Minority Enterprise Development Week Award (1996)** in recognition of success, stability, and commitment to the community.
- It had grown to **18 employees** and expects greater growth within the coming year.
- It has recently purchased a one acre site adjacent to its existing office which will accommodate additional welding facilities.
- Its customers include the City of Phoenix, United Parcel Service (UPS), local schools, and equipment companies.

WEST BUCKEYE COMMUNITY CENTER/HOLMES BOYS AND GIRLS CLUBS

Community groups, local businesses, and the Phoenix Enterprise Community collaborated to construct and open the West Buckeye Community Center in 1998. The Center contains outstanding examples of a community package including:

- The Holmes Boys and Girls Club which was funded with CDBG and private funds
- A police substation which has initiated and improved community policing
- A computer skills training center geared toward Welfare-To-Work Program participants
- A dental clinic which is designed to meet the targeted needs of dental health in the western Enterprise Community

YOUTHBUILD

Youthbuild funds programs that help young high school dropouts obtain education, employment skills and on site work experience in a construction trade. It helps dropouts choose a productive path towards self sufficiency by enabling them to gain marketable construction skills.

Phoenix won a HUD "Blue Ribbon Best Practice" award for its Youthbuild Program. Key points of the Phoenix-area Youthbuild program:

- Phoenix's Youthbuild provides new and rehabilitated housing for low and moderate income individuals.
- The program has served 99 students, 37 of whom were placed directly into jobs, exceeding its initial goal.
- The \$350,000 Guadalupe Youthbuild grant is the largest single federal grant ever received by Guadalupe.
- Youthbuild's Phoenix grant was \$3.5 million, of which HUD contributed \$2.2 million.

**U.S. Small Business Administration
Business Roundtable
Phoenix, AZ**

I. Investors - "Investing in the Hispanic Community"

A. Tier 1

1. Andy Gordon, Arizona MultiBank Community Corporation
2. John Campbell, Wells Fargo [Information to be provided by Jay Dunn]
3. *Hold space* [Information to be provided by Jay Dunn/Lisa Green]
4. Gene Humphries, [Information to be provided by Jay Dunn/Lisa Green]
CEO of Enron Economic Dev. Corp. (subsidiary of Enron, a large energy company)

B. Tier 2

1. ~~Bill~~ Wellborn, Bank One [Information to be provided by Jay Dunn]
2. Steven Byrd, CEO of Safeway [Information to be provided by Jay Dunn]
(Safeway just opened a new store in South Phoenix two months ago).

II. Small Business Owners - "Difficulty in Accessing Capital"

- A. Carmen Abril, CEO, La Canasta Mexican Foods, Inc.
- B. John Corella ,
- C. Leonard Moreno, Owner, Moreno Welding [Information to be provided by HUD]

III. CDFI - " Providing Access to Capital"

- A. Fred Ballesteros, MICRO [Contact Information to be provided by Treas.]
(520) 806-9513

MICRO (Micro Industry Credit Rural Organization) - (1997 CDFI Core, 1998 CDFI - Tech. Asst.)
Tucson, AZ
Award: \$250,000 grant and \$39,450 technical assistance grant
Announcement: \$1million in investments from banks
Non-profit loan fund providing financial and technical assistance
Rural AZ, very-low- and low-income, mainly Hispanic

Frank Ballesteros (520) 806-9513

One of the oldest Hispanic dev. org.'s and one of the oldest microenterprise loan funds in the nation. They can announce a \$250,000 grant from CDFI Fund which will enable MICRO to provide microloans for self-employment initiatives, small business loans, and loans for housing development and rehabilitation. Since opening in 1987 MICRO has served more than 1050 entrepreneurs and provided \$5.5 million in credit. Nearly 80% of all of MICRO's clients that have received financial or technical assistance since its formation are still in business today.

MICRO (through PPEP Microbusiness and Housing Development Corporation (CDFI Core - 1997)

Coyote Moon, a furniture manufacturer specializing in southwestern style furniture, has previously received funding from PMHDC, which is currently making a \$50,000 loan to Coyote Moon to obtain a storefront for retail sales.

IV. U.S. Chamber of Commerce

A. [Information to be provided by HUD]

V. Alternatives:

A. Pastor's List:

1. Owner of Madera Component Systems
2. Northridge Mechanical (Daniel Ortega, Sr. Owner)
3. Interface Data Systems (Mahasen Samaravijaya)

B. HUD's List: [Information to be provided by HUD]

1. Pete Garcia Pres./ CEO, Chicanos Por la Causa, (602) 257-0700
2. Jon Campbell, CEO/Pres, Wells Fargo & Co (602) 378-5780
3. Yolanda Kaiser , Owner, Bookbinders, (602) 252-4050
(former Pres, Hispanic Chamber of Commerce)
4. Rich Rector , CEO, Realty Executives International, (602) 957-0444

✓ Steven Bird, Safeway

✓ Michael Wilson, Arizona

✓ Myrna Sonora, Union

✓ Gene Hampton, Enron

✓ Costa S

Macro → 2nd day

✓ Carmen Abuel S

✓ Andrew Gordon

John Campbell, Wells Fargo - 2nd day

✓ Fred Ballerinos, S

✓ Ardi Alamy

✓ Mademo S

Pastor

For to AP
per Kevin Salas



Millicent.Hodge@sba.gov

06/29/99 01:41:50 PM

Record Type: Record

To: Laura A. Graham/WHO/EOP

cc: See the distribution list at the bottom of this message

Subject: Follow-up / Phoenix Site / Contact Information, etc.

Per your request:

1. The contact for La Canasta Mexican Food, Inc. is Josie Ippolito (one of the daughters of the owner). She may be reached at (602) 269-7721 (phone) and (602) 269-7725 (fax). The business address is 3101 West Jackson in South Phoenix.
2. The contact name for Botas Juarez Western Wear in South Phoenix is Hilda Pena. She may be reached at 602-268-9068. The business address is 4231 South Central Ave. in South Phoenix.
3. Our field staff is checking on space in or around La Canasta to host a roundtable. We'll let you know as soon as we hear back from them.
4. The appropriate people have been notified again that the NFL YET Academy is definitely off the list.
5. In keeping with our conversation, we will not contact Congressman Pastor's office either directly or through WH Legislative Affairs regarding additional sites, but will leave it to the WH.
6. Attached is the SBA contact list that was forwarded to Dawn Smalls.

<<New Markets - POTUS Tour - Contact List - 6-28-99.rtf>>

Please let me know if you have any questions.

 - att1.htm

 - New Markets - POTUS Tour - Contact List - 6-28-99.rtf

Message Copied To: _____