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# Economic Reporter

A QUARTERLY NEWSLETTER PRODUCED BY THE CITY OF MESA OFFICE OF ECONOMIC DEVELOPMENT

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## Banner Corporate Center Opens!

Grand opening event held on April 14, 2009 to celebrate Banner's Corporate Center in Mesa



In January of 2005, Banner Health announced it would close Banner Mesa Medical Center (formerly Mesa Lutheran Hospital) and would simultaneously open its Banner Gateway Medical Center in Gilbert. At the time, Banner Mesa had anchored Mesa's northwest corner providing quality jobs and healthcare for more than 40 years. In September of 2007 it was time to officially close the doors of the hospital but the future of the site was still in doubt. An estimated \$130 million in renovations were needed to bring the building up to current hospital standards and Banner Health was not sure the site was still viable for a medical center.

Economic Development efforts come in many forms and none are more powerful than an organized community-based effort. Led by current District 1 Councilman Dave Richins (former executive director of the West Mesa Community Development Corporation), and aided by city management and economic development staff, a dialogue was established with Banner about the property and its importance to the community. This simple dialogue eventually turned into one of the largest redevelopment projects in Mesa's history!

In January 2008, Banner Health announced their plans to convert the aging hospital into a corporate office building to house nearly 1,200 Banner employees. In addition to the office component, Banner decided to add a simulation center and one of the state's largest data centers to the site. The total cost of the "repurposing" is about \$130 million. The project will contribute to a trend of investment into Mesa's northwest corner and affirm Banner's commitment to improving technology and quality healthcare in Arizona.

The economic impact of the project will be felt for decades! The infusion of 1,200 jobs, each paying over \$40,000 a year, along with the commitment to education and technology will send shockwaves through Mesa's health services cluster. The 65,000 SF simulation center will be the 2nd largest of its kind in the country and will be home to nearly 70 mannequins to allow the center to serve as a "virtual hospital." The 50,000 SF data center will house medical records and provide other IT functionality to help improve efficiency and keep medical costs down.

The Banner Corporate Center, along with the recently opened Marc Center, creates new opportunities for investment in West Mesa. The project is anticipated to stimulate renovations to retail centers, new dining and shopping opportunities and attract additional support services to serve the Banner employees.



## Economic Development Advisory Board

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**William Jabjiniak**

*Economic Development*

*Department Director*

*The Economic Development Advisory Board meets the first Tuesday of every month at 7:30 am in the Lower Level Council Chambers (57 East First Street). All meetings are open to the public.*



## The Quick Job *With Bill Jabjiniak*

### Getting More For Your Money

Most economic development organizations are badly in need of additional financing, additional staff, and additional support. Whether or not that becomes available, most organizations can get more results with the money they already have in their budgets.

I would like to discuss two ways local organizations can get a bigger return on the dollars they spend. First, focus on developing and using a local talent bank and college interns who can help market your community. If you have a lot of problems and not enough money to solve them, local talent banks and college interns can help. Let's assume you have an understanding of your community's strengths and weaknesses, in addition, you have identified many problem areas that need attention or work.

This is a good time to develop a talent bank, which can range from professionals who can help with special technical skills, to members of the community who may be willing to help with activities that require more energy and interest than special skills. Ask business groups, civic clubs and church groups to help you identify volunteers with the skills you need: a CPA who can help a small company with cash flow problems, financial analysts, management specialists, attorneys, and others who can work to update planning, management and financial systems. Since professionals may have a limited number of hours they can donate, negotiate reduced fees with those who have skills you especially need for hours they put in beyond the time they feel they can donate.

The best way to get a talent bank started is to talk with friends and associates. Another is to make this the subject of talks professional staff members may make at civic clubs. A simple form that provides space for names, phone numbers, interests and skills will provide the information you need. Colleges and universities offer a potentially rich source of talent in many communities. Even high schools may be able to provide valuable talent. Talk with local institutions of higher education about setting up a volunteer intern program. You may find that both faculty members and students will be enthusiastic about working for you. In one instance, some master's level students did valuable research work on a regular basis. Depending on local conditions, it may make sense to pay anywhere from \$9 to \$12 per hour for such help.

The value of having bright, energetic and enthusiastic young people at that level helping with basic statistical tasks and economic analysis can not be over estimated. They can do market research, surveys of various kinds, a wide range of data collection, and other work that you otherwise would never get done. You maybe even will find some faculty members eager to participate and some may even want to carry out class projects that can help. For example, perhaps a faculty member who has responsibility over all graduate students in his department may volunteer to supervise the work of everyone from his school who wanted to work with the local organization. This will relieve staff members of a considerable workload.

This points to one of the potential challenges in having interns work with you; keeping them busy. This means they must have good supervision. If they do not, they not only become frustrated and possibly counterproductive but they may make serious mistakes that could be costly to correct. On the other hand, if they are well supervised as part of a planned overall program, they can serve as an invaluable extension of your staff. Building a volunteer talent bank and using college interns may be two of the most important things you can do. If you organize and manage work properly, it can multiply your results tremendously.

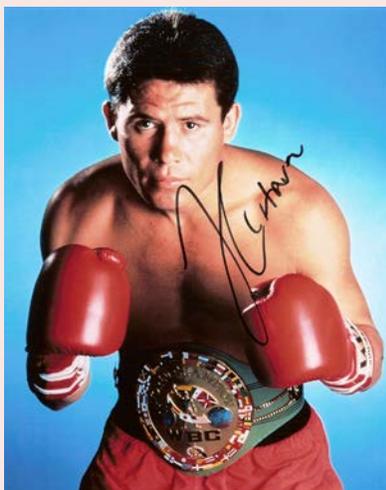
## Julio Cesar Chavez Venue Chooses Mesa!

Legendary world champion boxer Julio Cesar Chavez has made Mesa the home to his trademark Julio Cesar Chavez "Campeones" family entertainment venue. The 30,000 square foot facility will include an authentic Mexican food restaurant, sports bar, a designated kids area with the latest arcade games, multiple large TV screens, sports memorabilia and a full size



boxing ring. In addition, owners hope to attract top musicians to perform at the center. The family-oriented event center will move into a currently vacant building located at the southwest corner of Country Club Drive and Southern Avenue.

Julio Cesar Chavez "Campeones" planned for Mesa is the first in the country and will be a significant addition to the Mesa retail and entertainment industry. Mesa was chosen over Las Vegas, Los Angeles and Phoenix during an extensive selection process. Principal partner Brian Weymouth has years of experience in the restaurant and entertainment business arena and he is confident they have made a great decision to locate in Mesa. The World Boxing Council (WBC) will make Mesa the home to its worldwide boxing museum which will be located inside the "Campeones" restaurant. The museum will be a significant draw for fans of the WBC and will certainly give Mesa some international exposure.



"This is a major private investment in the Fiesta District which is sure to become a top tourist attraction in Arizona" says District 3 Councilmember Dennis Kavanaugh. Economic Development Project Manager Mike R. Paredes added, "The name Julio Cesar Chavez conveys a celebrity status of immense proportions throughout Latin America, United States and the world". "We are very excited about this business project establishing itself in Mesa and look forward to the venue's success."



The Julio Cesar Chavez "Campeones" family restaurant/entertainment venue is definitely a fun place for the entire family! It is slated to open in August 2009.

### Staff profile: Shelly Allen



As the Assistant Economic Development Director, Shelly Allen manages the general operations of the Economic Development Department and is responsible for the development and implementation of policies and procedures related to the

department. Shelly has worked for the City of Mesa for over 26 years. With a bachelor's degree in Business Management, a master's degree from ASU in Public Administration, and over 12 years in the Economic Development and Redevelopment fields. Shelly provides invaluable experience and expertise to the economic development staff in Mesa.

Shelly is a native-Mesan as her family has lived in the area for five generations. A graduate of Mesa's Westwood High school, Shelly has seen Mesa grow from a small farming community to the 38th largest city in the country and despite the rumors; she actually doesn't know everyone in Mesa! However, Shelly is more than capable of providing an extensive history to almost any piece of property in Mesa.

In her time away from the office, Shelly enjoys spending time with her family and riding quads with friends. Shelly is known as a very generous, kind-hearted person and one that her friends and family can always count on. The City of Mesa and Office of Economic Development is lucky to have Shelly Allen as a team member!

Shelly Allen can be reached at 480.644.2773 or [Shelly.Allen@mesaaz.gov](mailto:Shelly.Allen@mesaaz.gov)

# Mesa Voters Approve Proposition 300

On March 10, 2009, Mesa voters overwhelmingly approved a \$51 million bed tax incentive package to develop a 1,500-room Gaylord Entertainment resort and convention center on the former GM Proving Grounds, now owned by DMB Associates, Inc. In addition to the Gaylord resort, the incentive deal calls for another 490-room resort along with an 18-hole championship golf course designed by Tom Fazio and a retail component to be developed by Westcor.



Election results showed 40,787 in favor and 7,601 against providing a resounding thumbs-up for the project. "This is great," said Mesa Mayor Scott Smith, "this margin shows a lot of confidence by Mesa voters; it's very humbling." The result of the election was not unexpected, but the margin caught everyone's attention.

Analysts expect the project to create about 4,000 permanent jobs and could generate upwards of \$800 million of net new revenue to Mesa over a 50 year time period. Arguably the most important effect of the project is that it sets the tone for development in an area with high expectations. The Gaylord Entertainment resort is a perfect example of the quality development city officials anticipate in the Mesa Gateway area. The hope is that this project will set the bar for future development in Southeast Mesa.

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### DID YOU KNOW...

You can sign up to receive instant text message updates from Mesa's Office of Economic Development? Visit [www.twitter.com/MesaEconDev](http://www.twitter.com/MesaEconDev) to sign up for instant updates...

**Phoenix-Mesa Gateway Airport serviced 43,642 passengers in February 2009, up from 28,291 passengers in February 2008. A 54% increase in just one year!**

## EVENTS



### TOBY KEITH'S I LOVE THIS BAR AND GRILL IS OPEN!

Toby Keith's I Love This Bar And Grill will have something for everyone. Whether you want live country music and dancing; watching the big game; riding our mechanical bull "Toby"; or just an atmosphere that is relaxing, warm and entertaining. True to his song, all are welcome with no cover charge!

Grand Opening celebration coming soon!

Toby Keith' I Love This Bar & Grill  
Mesa Riverview - Dobson Rd & Loop 202

For more information, call 480-844-TOBY or visit [www.tobykeithusa.com](http://www.tobykeithusa.com)

## Mesa B2B Event A Homerun!

On March 2, 2009 Mesa's Office of Economic Development hosted the annual B2B event at Hohokam Stadium. In only its second year, the B2B event challenged the occupancy load of three suites with over one hundred brokers, developers and business executives from around the country eager to learn more about business opportunities in Mesa.

With help from several sponsors, attendee's enjoyed appetizers and lunch while watching the Arizona Diamondback play the Chicago



Cubs from the "best seats in the house." The event proved to be an excellent opportunity for Mesa's Economic Development staff to maintain and build relationships with the development and business community. Economic Development staff expects exciting opportunities to unfold as a result of this year's event and anticipate a successful event next year!

