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Economic Reporter

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

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Celebrating Successes and Looking Ahead



City of Mesa staff was involved in several projects announced in 2009, working toward fulfilling Mesa City Council's strategic initiatives including Economic Development and Quality of Life. Some of the highlights are included here while you can find the comprehensive list of accomplishments on mesaaz.gov. The City of Mesa is looking ahead to more celebrations in 2010 and a few are previewed in this article.

- City of Mesa staff worked to retain and/or attract new healthcare industry in Mesa, including: Banner Hospital building reuse as a new data center; Arizona Regional Medical Center; Chandler/Gilbert Community College – Engle Hall (Nursing Program); Banner Children's Medical Center; and Banner Baywood Emergency Room renovations.
- City staff facilitated education opportunity expansions in Mesa, including the MCC/NAU downtown campus that serves 2,000 students, and the new Science Center at the MCC Red Mountain Campus.
- Mesa retained MD Helicopters, Falcon 7 multi-phased hangar development, and completed/opened Reilly Aviation corporate hangars – all at Falcon Field.
- At Phoenix-Mesa Gateway Airport, Allegiant Airlines announced a terminal expansion to accommodate their growth of now serving 20 markets in the US.

- Allegiant Airlines and Gateway Airport will total nearly 600,000 passengers served in 2009 and January 4, 2010, received its 1,000,000th passenger to pass through the terminal since it opened two years ago.
- Cessna and Hawker-Beechcraft opened facilities and already Hawker-Beechcraft is expanding by 40,000 square feet.
- Phoenix Mesa Gateway Airport Authority also received an \$8.9 million federal grant to expand the terminal by 25,000 sf. This expansion will increase the number of gates from 4 to 6 and increase the terminal to approximately 60,000 sf.
- PCT International, an internationally recognized cable hardware manufacturer, announced it will open its 100,000 sf world headquarters in West Mesa.
- Special Devices, Inc. consolidated headquarters from California and operations in August.
- DMB Community Plan was adopted by Council. The Plan is a catalyst to develop 3,000+ acres of the Mesa Proving Grounds. The area is envisioned to become a collection of luxury resorts, conference center, retail, office and employment, entertainment, educational, residential, and aeronautics.
- Mesa Gateway Strategic Plan (also adopted by City Council in November) includes strategic market assessments, land use planning, community facility, infrastructure and utilities plans, transportation master planning, and a funding and implementation plan.
- New establishments opened at Riverview, including Toby Keith's "I Love this Bar and Grill," The Hyatt Place, and Matta's Grill and Cantina broke ground.

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Economic Development Advisory Board

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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 Jab with Bill Jabjiniak

Happy New Year!

This issue of *Mesa's Economic Reporter* has a theme: Celebrating Successes and Looking Forward. To many citizens and businesses, 2009 was a challenging year. Change seemed to be a constant and "transition" was something colleagues and friends tried to embrace – some with more success than others.

The past 12 months were notable. From an economic development perspective, the City of Mesa recorded many meaningful achievements and 2010 promises additional rewards. For example, Mesa's economic development staff is currently working on a plan with educational partners to improve educational attainment levels in Mesa which directly impacts business retention, expansion and recruitment opportunities in Mesa.

The Bill & Melinda Gates Foundation and the National League of Cities (NLC) announced in October 2009 that the City of Mesa, Mesa Community College and Mesa Public Schools have jointly been awarded a \$250,000 planning grant intended to help boost college graduation rates by improving coordination between cities, colleges and K-12 schools. This grant opportunity was an "Invitation Only" application process and Mesa is one of seven government bodies in the United States to be awarded the planning grant.

The goal of the Communities Learning in Partnership (CLIP) grant is to double the number of low-income young adults between the ages of 16-26 who earn a post-secondary degree or a qualified certificate that has value for students in the job market.

Mesa was awarded the planning phase portion of the grant, which is part of a NLC initiative to help officials explore new and better ways to work together to streamline services to low-income young adults in Mesa. After the nine-month collaborative planning phase, Mesa will be eligible to apply for the second phase of the CLIP grant, a \$3 million grant from the Gates Foundation.

In today's global economy, a college degree or advanced training beyond high school is often required for the best-paying jobs. Despite a near record-high unemployment, community colleges offer a bright outlook. The Bureau of Labor Statistics predicted recently that, over the next decade, jobs for community college graduates will grow nearly twice as fast as the national average. But, those jobs will only be available to those who graduate from a College and/or a University.

To better compete in the knowledge-based economy, community leaders must align their programs in ways to maximize results for the student. Education is a critical part of the City of Mesa's Economic Development strategy, specifically in attracting and retaining companies that offer high paying, quality jobs. It is essential for the stability of our City to have an educated workforce available for companies to hire. Efforts to boost graduation rates will benefit students, our local employers and ultimately build a better Mesa.

**Continued from page 1*

LOOKING FORWARD

- Keeping the Chicago Cubs in Mesa is a primary economic development focus for the coming year. The spring training month of March trails only December as Mesa's most important sales tax generating month. The Cubs are an important element of Mesa's history. Staff's focus will be to present a competitive package to the new owners and ensure this jewel is retained in Mesa and in the Arizona Cactus League.
- Power Road Knowledge Corridor is an effort to continue building our base of outstanding educational institutions. Today, this Corridor includes MCC, Mesa Public Schools, A.T. Still University, The University of North Dakota, ASU Polytechnic campus, and Chandler-Gilbert Community College. In addition, East Valley Institute of Technology will expand and provide another satellite campus at Phoenix-Mesa Gateway Airport region.
- More sporting events are planned in Mesa including:
 - The Arizona Interscholastic Association (AIA) conducting the 3A, 4A and 5A state aquatics championships in Oct/Nov 2010 at Kino Pool.
 - The Citrus Classic collegiate swim meet in January 2010 at Kino Jr. High.
 - The WAC College Baseball Tournament Conference Championship and NCAA College World Series at Hohokam Stadium for 2010, 2011 and 2012.
 - 2011 Masters Swimming Championships - 2,500 swimmers at Kino Jr. High and Skyline. For more information, visit www.mesaaz.gov

Census 2010 Means Business for Mesa

United States
**Census
2010**

Did you know the Census 2010 determines the distribution of more than \$300 billion annually of government funding for critical community services? The Census generates thousands of jobs and impacts Mesa's voice in Congress. Businesses use demographic and economic census data to locate retail stores, new housing and other facilities. An accurate census count for Mesa means additional economic development and improved financial health of the community. Increasing the questionnaire return rate in Mesa makes good business sense.

The U.S. Constitution requires a complete count of all U.S. residents, both citizens and non-citizens, every 10 years.

Census questionnaires will be delivered or mailed to households via U.S. mail in March 2010. With only 10 questions, the 2010 Census questionnaire is one of the shortest in history and takes just 10 minutes to complete.

By law, the Census Bureau cannot share an individual's census questionnaire responses with anyone, including other federal agencies and law enforcement entities. To become involved in this campaign, contact Jerry Dillehay, City of Mesa Census 2010 Coordinator, at (480) 644-4202.

Discussions underway for new physician-owned surgical facility

The Mesa Office of Economic Development is excited to be working with SpineMark, Nueterra Healthcare and A.T. Still University's Arizona Health and Technology Park to develop a new, physician-owned surgical facility on the A.T. Still campus in Mesa. This facility will be a comprehensive, multi-specialty surgical facility, including an evidence-based spine center of excellence. Physicians interested in learning more about the project or attending the project kick-off meeting can contact Dave Bono at Nueterra at (913) 461-5442 or dbono@nueterra.com. SpineMark information is available at www.spinemark.com and Nueterra information is available at www.nueterrahealthcare.com.



Staff Profile: Jaye O'Donnell



Jaye O'Donnell is the Marketing and Business Attraction Manager in the Office of Economic Development. Jaye is charged with enhancing the City's focus on recruiting companies in target industries including healthcare, aerospace, tourism, and education and to emphasize downtown development.

O'Donnell previously worked for the Arizona Department of Commerce as the Senior Director of Marketing and Business Attraction where she oversaw the relocation and expansion of projects that brought more than \$2.6 billion in capital investments to Arizona. She has also held marketing positions at the Arizona Office of Tourism and the City of Glendale.

Jaye lives in Phoenix with her husband and two children. In her time away from work, Jaye enjoys yoga, traveling, reading and watching Law & Order, CSI and 30 Rock.

**Jaye can be reached at 480-644-3457 or
Jaye.O'Donnell@mesaaz.gov**

Julio César Chávez Campeones restaurant launched

After months of anticipation, six-time world boxing champion and Mexican icon Julio César Chávez opened Julio César Chávez Campeones, a one-of-a-kind boxing-themed restaurant and entertainment venue in Mesa, November 2009.



Located at Southern and Country Club, Campeones (Champions) is a 30,000sf venue featuring authentic Mexican food, a full sports bar, arcade games and a Legends of Boxing Museum. The Bud Light Doce (12) Events Center accommodates 1,700 people with capacity for another 850 visitors in the restaurant, sports bar and arcade.

Campeones will provide a shot in the arm to the region's economy. Brian Weymouth, Chávez's agent and business partner in Campeones, and team have hired 80 people, and

invested 4.5 million in creating the destination.

Campeones will be a major attraction for Arizonans as well as for tourists from across the U.S. and Mexico. A recent study centered on visitor characteristics and economic impact found that 24 million Mexicans visit Arizona annually. Visit <http://www.juliocesarchavez.net>.

Grand opening for innovative steel plant in Mesa

CMC Steel Arizona (CMC) celebrated the grand opening for its new micromill, a steel mill located at 11444 E. Germann Road in Mesa. The environmentally-conscious micromill manufactures concrete reinforcing bar, or rebar, which is processed almost entirely from recycled scrap metal. CMC expects the mill will create more than 200 jobs, 140 of which have already been filled.

CMC will be a "green" steel mill that uses recycled material and recycled water. The air filtering technology it utilizes has virtually eliminated dust, once the most widely known pollutant in the steelmaking process.



"The eyes of the world are looking at this plant, which is the first of its kind in the United States," Commercial Metals Company CEO Murray McClean said.

The latest technologies allow CMC Steel to melt, cast and roll steel in one uninterrupted process. This promotes higher yields and lower energy costs.

In addition to its recycling ability and air filtering technology, the plant is designed to minimize the amount of green house gases emitted into the atmosphere. Iron

and other metals are filtered in baghouses that are recycled. Also, the use of steel scrap for 98.5 percent of the steelmaking process keeps tons of scrap out of landfills and from littering the countryside. The benefit to Arizona and the southwest region is that shipping and transport costs to businesses will be reduced. Currently, businesses and industries must pay to have rebar delivered from California and Utah. This plant has already provided rebar in the ADOT Loop 202 widening project. Visit www.cmcsteelaz.com

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www.mesaaz.gov/economic

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

EVENTS

JANUARY

27 Downtown Mesa Association Board Meeting
7:30 am
Mesa Community College,
145 N. Centennial Way

28 Mayor's Breakfast
7:30 am
Phoenix/Mesa Hilton Hotel

FEBRUARY

3 Winter Visitor's Expo
9 am - 1 pm
Commemorative Air Force
Arizona Wing Air,
2017 N. Greenfield

MARCH

6 2nd Annual Falcon Field Open House
8 am - 3 pm
Falcon Field Park,
4800 E. Falcon Field Drive

24 Downtown Mesa Association Board Meeting
7:30 am
Mesa Community College,
145 N. Centennial Way

26 Business to Baseball (B2B)
Noon - 4 pm
Hohokam Stadium
Sponsorship opportunities are available. Contact Scot Rigby at 480.644.5176