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# Economic Reporter

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

VOLUME 3 ISSUE 2 2010

## Advancing healthcare through technology

The healthcare industry in the United States has changed dramatically through the years and inevitably, will experience additional changes in the near future. Technology has contributed significantly to advances in healthcare: from improving patient care through personalized medicine to increased efficacy for treatments; from faster diagnostics and safer medical devices to new developments like bioinformatics to better connect and analyze large amounts of data from groups of patients to solve problems. These advances in healthcare through technology are not always well-known but many are happening here in Mesa.

Physicians, nurses, and caregivers are setting the bar to promote a higher standard of care. Many of the healthcare assets in Mesa are leaders in their industry, using technology to advance science, enhance patient care and ultimately improve life.

### CARTO® 3 System is first in Arizona

Mountain Vista Medical Center's Cardiac Catheterization Laboratory in Mesa is the first in the state to install the CARTO® 3 System, which benefits patients with a wide variety of abnormal heart rhythm disorders, the most common of which is atrial fibrillation (AFIB). The American Heart Association estimates that 2.66 million people will be affected by AFIB this year.

This 3-D imaging system enables physicians to quickly and accurately visualize cardiac anatomy and is especially useful in the treatment of AFIB. "Imaging with this system puts us at the forefront of being able to visualize and treat nearly every type of arrhythmia," says Himanshu Shukla, M.D., cardiologist on the medical staff at Mountain Vista Medical Center. "In addition, it reduces procedure times and radiation exposure, increases patient safety and improves outcomes," Shukla adds.

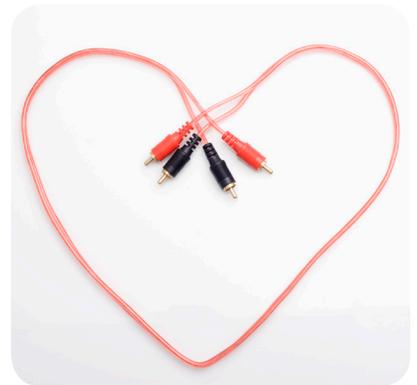
For more information, visit [www.mvmedicalcenter.com](http://www.mvmedicalcenter.com).

### Technology improves patient care and technician training

Banner Health uses the da Vinci Robotic Surgical System, which allows the surgeon to work with four interactive robotic arms along with a high-performance vision system to perform surgeries. Sitting at a surgical console, the surgeon uses the robot's long, spindly arms to easily get into hard-to-reach areas and make dime-sized incisions.

With robotic surgery, patients who once faced several weeks in recovery following surgery can be back on their feet within days. Other benefits may include reduced blood loss, less pain, shorter hospital stay, faster recovery, less scarring and risk of infection. Currently, surgical robots perform minimally invasive

*\*Continued on page 3.*



### Area of expertise

Banner Heart Hospital expanded in 2010, the fifth expansion since the facility opened in 2000 adding two new cardiovascular operating rooms, for a total of six at the facility.

Banner Heart Hospital performs more than 800 open heart surgeries per year; the busiest program in the state of Arizona.

Banner's Cardiac Progressive Care Unit is also the official home to the **Banner Heart Hospital Heart Failure Institute** in Mesa; the only accredited Heart Failure Institute in the State of Arizona, and one of only seven in the nation.

## 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 Job *with Bill Jabjiniak*

### Improving Arizona's Competitive Position Helps Mesa

Arizona has made strides recently in improving the state's competitiveness for attracting businesses, specifically with the passage of SB1403, the Renewable Energy Incentive Program. However, Arizona has a long way to go to be considered a Top 10 destination for significant business development projects. According to site selection professionals, Arizona often doesn't even get a chance to compete for these major relocations or expansions because the State is disadvantaged without basic, meaningful economic development tools.

To win deals, Arizona must offer a compelling case for high-value companies to choose this state including a combination of low operating costs, critical infrastructure, a well-educated and affordable workforce, plus customized incentives.

Business assistance from government will be debated far into the future, but the fact is incentives play a major role in deciding site locations globally. Incentives may only be part of a deal structure. However some form of incentives is almost always what wins the deal for a community and state.

House Bill 2250, introduced by Speaker Kirk Adams, is currently being considered by the Arizona legislators and would be a game-changer for economic development. The bill establishes a package of basic economic development programs intended to boost Arizona's economy through quality job creation, improving our business climate, and increasing our long-term competitiveness.

HB2250 would create a new Job-Training program, a Quality Jobs program, and the Arizona Opportunity Fund (a closing fund) to attract base industries like manufacturing and R&D to the state. It would also reform the current Enterprise Zone (EZ) program to be on par with Arizona's competitor states.

The modifications to the EZ program would improve Arizona's competitive position for Enterprise Zones from last among the nine mountain west competitor states to third.

The Job Training program would grant funds to qualified businesses training Arizona employees. This new program would be protected from sweeps that the legislature made recently to the existing Job Training program. For job training, Arizona moves from ninth to fifth among mountain west states.

An additional program in HB2250 would catapult Arizona to the top 10 in the nation for Quality Jobs programs, providing tax benefits for base industries to create high wage jobs.

The Arizona Opportunity Fund would give the Governor a discretionary fund to attract new businesses in base industries. Arizona would join the top third of states with closing funds.

I encourage you to learn more about how Arizona can become more effective in landing high wage jobs and high value companies, recognizing that Mesa's achievements rely heavily on the State's success.

Please visit [www.azleg.gov/Bills.asp](http://www.azleg.gov/Bills.asp) for more information on HB2250.

*\*Continued from page 1*

procedures in bariatric surgery, cardiac, gynecologic, prostate procedures, urological and more. The robotic surgical system cannot be programmed, nor can it make decisions on its own.

## Sim Center elevates medical education in Arizona

The Banner Simulation Medical Center is a “virtual hospital” and one of the largest centers of its kind in the world that Banner Health uses to help train physicians and nurses before they treat actual patients. With



computerized mannequins as patients, the 55,000-sf facility near downtown Mesa has many of the features found in any Banner Health hospital: intensive care unit; emergency department; two operating rooms with virtual-operation capabilities; neonatal care center; and eight-bed recovery wing.

For more information, visit [www.bannerhealth.com](http://www.bannerhealth.com).

## Public/Non-profit partnership aiding small businesses in city core

The Neighborhood Economic Development Corporation (NEDCO), working closely with the City of Mesa’s Office of Economic Development, has



assisted with locating several new restaurants in downtown Mesa and the expansion of another through the federal Community Development Block Grant (CDBG) program and NEDCO’s regular loan program. In addition, two other businesses in the downtown district received loan assistance through the non-profit.

“We are excited to assist these new and existing businesses in making Mesa’s downtown their home.” NEDCO Executive Director Terry Benelli said. “Our partnership with the City shows how local government and non-profits can have a positive impact on our community one business at a time.”

NEDCO provides special loans at competitive rates with flexible terms tailored for new and start-up businesses and for growth, upgrades and expansion of existing businesses. Funding is provided by both the private sector and the public sector via CDBG grants through the City.

“Small business is the backbone of our economy and the mainstay of America.” Mesa’s Economic Development Director Bill Jabjiniak said. “Leveraging the federal funds we receive through a portion of the CDBG program allows us to work with organizations such as NEDCO and Mesa-based businesses to maximum benefits in our downtown district.”

Businesses receiving loans through the NEDCO programs include:

**Sweet Cakes Café** – A popular deli/bakery offering gourmet sandwiches, soups and a variety of fresh baked treats and cookies expanded adding a frozen yogurt and desert shop. In January 2010, The Learning Channel did a feature on Sweet Cakes as one of the best bakeries in the country.

**Nunthaporn** – A Thai restaurant offering a wide range of authentic traditional cuisine including chicken, duck, seafood and vegetable dishes with rice, noodles, pineapple, curry, coconut milk and more. Opened in June 2009.

**Il Vinaio** – An American wine bistro with Mediterranean influences serving traditional American home-style breakfasts and lunches, complemented by Italian & Greek specialty dishes. Opened in 2008.

**Cucina Di Vita** – An Italian deli with fresh and unique pizza, panini and signature sandwiches coupled with soups and salads, and a European style breakfast, take out, and catering services. A grand opening celebration was held in February, 2010.

**Kinetix Engineering** – A consulting firm that provides civil engineering services in land development and water resources engineering residential and commercial projects throughout Arizona.

**Access Legal Solutions** - A legal firm offering limited scope legal services at low hourly rates, for low-to middle income residents of Mesa and the East Valley.

NEDCO, which recently located their offices to 12 N. Center Street, also provides small businesses, homeowners’ associations and other non-profits with access to development assistance such as entrepreneur education, loan readiness assessment, business credit repair services and loan application assistance.

## Phoenix-Mesa Gateway Airport welcomes its millionth passenger

In just over 18 months since starting commercial airline service, the one millionth passenger milestone was reached January 4 and already the airport is preparing for the next million. In fact, March 2010 was the busiest month for the airport with more than 310 Allegiant Airlines flights.



To handle the dizzying growth, the airport has been turning dirt, hoisting girders, and working to extend air traffic control tower hours. Slated to open its 25,000 square foot terminal expansion in November 2010, the expansion will expand the number of gates from four to six. Plans are already developed for the next 30,000 square foot expansion adding two gates in 2012.

## City of Mesa Office of Economic Development

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[www.mesaaz.gov/economic](http://www.mesaaz.gov/economic)

### 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.

## EVENTS



### APRIL

#### 13 Mesa Chamber of Commerce 2010 Leadership Awards Luncheon

11:30 a.m. – 1:00 p.m.  
Phoenix/East Mesa Hilton,  
1011 W. Holmes

#### 17 Falcon Field Airport Open House

8:00 a.m. - 3:00 p.m.  
Falcon Field Park,  
4800 E. Falcon Field Drive

### MAY

#### 12-14 Arizona Association of Economic Development (AAED) Spring Conference Radisson Woodlands Resort, 1175 W. Route 66 Flagstaff, AZ

#### 26 Downtown Mesa Association Board Meeting

7:30 a.m.  
Mesa Community College,  
145 N. Centennial Way

### JUNE

#### 23 Downtown Mesa Association Board Meeting

7:30 a.m.  
Mesa Community College,  
145 N. Centennial Way

## HB Aerospace opens at Phoenix-Mesa Gateway Airport



Locating in its new 8,000 square foot facility, HB Aerospace is strategically positioned to take advantage of the Airport employment center and to utilize Arizona's Military Reuse Zone and Federal HUB and Foreign Trade Zone tax programs as it grows. Unlike most start ups, HB Aerospace's two managing partners have more than 75 years in the aerospace industry with key positions held at Honeywell, B/E, Fairchild, Rogers, Voi-Shan and others. Evidence of their expertise, HB just received a 100% approval audit from the auditing agency of Det Norske Veritas, virtually unheard of in the industry.

Asked to describe their company, HB Aerospace's Managing Partner Chris Boyer asks, "Do you know how many nails it took to build your house?" He explains that the aerospace industry is similar to homeowners in its need for a reliable, cost efficient, and consistently stocked supply house that can meet today's "Just in Time" operations. HB aims to become the aerospace industry's Home Depot.

For more information, call 480-988-2600 or visit [www.hbaerospace.com](http://www.hbaerospace.com)

## Mesa's Spring Training Business 2 Baseball hitting grand slams



The City of Mesa and the Mesa Convention and Visitors Bureau (CVB) are racking up business development "home runs" with the third annual Chicago

Cubs Spring Training Business 2 Baseball series. Taking advantage of Mesa's Spring Training home team, and Mesa's Hohokam Stadium, the City of Mesa hosted professionals in the brokerage, development, contracting and business community. Companies developed new and existing relationships, met the Mayor and

City Council, and learned about Mesa's business development opportunities. Special thanks to our sponsors:

**MORTENSON CONSTRUCTION;**  
**HENSEL PHELPS;** Hunt Construction;  
**Hill International;** Perkinson Reprographics;  
**360 Architecture;** SRP; HKS Architects;  
**Perini; Bernards;** and Arrington Watkins.

If you are interested in future event sponsorships, please contact the Office of Economic Development at 480-644-2398.

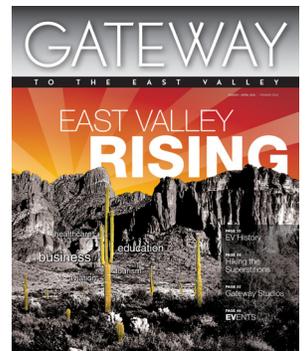
## East Valley Partnership launches new magazine

The premier issue of the new *Gateway to the East Valley Magazine*, is now being distributed throughout the East Valley. It will be published quarterly by the East Valley Partnership.

"There are so many positive things happening in the East Valley and those stories need to be told. We now feel like we have an avenue to do so with the *Gateway to the East Valley Magazine*," said Roc Arnett, President & CEO of East Valley Partnership and publisher of the *Gateway to the East Valley Magazine*.

Designed to promote one of the most vibrant growth centers in the U.S., the complimentary magazine has been distributed to elected officials, key business leaders, consumers and travelers who pass through Phoenix-Mesa Gateway Airport.

For more information, contact Jennifer Whalley, at **480-834-8335 x203** or [jwhalley@evp-az.org](mailto:jwhalley@evp-az.org).



**Fast fact:** During the first year of service, the Metro light rail system carried 11.3 million people. The number far exceeded the projections for the first year of ridership.