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Economic Reporter

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

FIRST QUARTER 2011

Crescent Crown Distributing Announces New Mesa Facility

Mesa, Arizona has been selected as the future home for Crescent Crown Distributing's East Valley warehouse distribution facility and Arizona's corporate office. Located just East of Dobson Road on West Broadway Road, the 23-acre site is scheduled for ground breaking January 26, 2011 and projected to open in March 2012 with 305,000 sq. ft. under roof. The facility will service Crescent Crown's East Valley business with approximately 400 employees and over 60 sales and delivery routes.



"This new location recognizes our need for a more modern facility to service our East Valley customers and provide our employees with the resources they need to sustain our growth and drive productivity for the future," says James R. (Bubba) Moffett, Jr., President of Crescent Crown. "The Broadway site is the ideal strategic location for our delivery system in the East Valley, and offers efficient access to three major arteries which was a key factor in the selection of this site."

Crescent Crown is one of the top ten largest beer distributors in the country. They have been recognized through the years by many suppliers as a top distributor, and were named Beverage Wholesaler of the Year in 2005 by Beverage World Magazine.

Destination Downtown Mesa: MACFest is Fantastic

With the return of Mesa Arts and Culture Festival (MACFest), Downtown Mesa continues to buzz with activity. MACFest is a free event featuring unique artist creations, music and fun for the whole family, every Saturday through April 30 from 10am to 4pm. Artist's exhibits will be displayed along Main Street sidewalks centered at Macdonald Street. To learn more visit www.macfestmesa.com.

Downtown Mesa Team Established

Mesa's commitment to creating an exciting and economically vibrant Downtown has resulted in a collaborative partnership between numerous stakeholders. The new Downtown Mesa Team met for the first time in December 2010 to provide an opportunity to collaborate while ensuring that all partners are knowledgeable about the resources and tools available within Downtown Mesa. Partners include:

- City of Mesa Office of Economic Development;
- Downtown Mesa Association;
- Mesa Chamber of Commerce;
- Mesa Convention and Visitors Bureau;
- Mesa Community College's Small Business Development Center;
- and Mesa Arts Center.

For more information, please contact Melissa Woodall, CMSM, at melissa.woodall@mesaaz.gov.

New Restaurants Added to Mesa Riverview

Cactus Moon, a 13,000 sq. ft. restaurant and entertainment center, is opening first quarter 2011 in Mesa Riverview across the street from Toby Keith's I Love This Bar & Grill.

Stan Sanchez, president and partner at De Rito Partners Inc., owners of the power center at Loop 202 and Dobson Road, said the restaurant will feature billiards and other activities in addition to food and drinks.

Three other restaurants have signed leases at Mesa Riverview:

- Matta's Grill & Cantina, a former downtown Mesa mainstay, opened late 2010;
- IHOP Restaurants is building a 4,200 sq. ft. eatery; and
- Volcano Buffet, a Chinese restaurant, will move into 5,100 sq. ft. within weeks.

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 Jab *with Bill Jabjiniak*

2011: Collaboration Will Lead to Change

Last month, I attended the movie premier of *Arizona's Great Economic Transformation* at the Orpheum Theatre. The Greater Phoenix Economic Council (GPEC) produced the 28-minute documentary and the debut drew state and local policymakers, members of the business community and prominent figures from Arizona's past and present.

The film details an era in Arizona's economic history when statesmen Sens. Carl Hayden and Barry Goldwater, Congressmen Mo Udall and John Rhodes, Gov. Paul Fannin and business leaders throughout the state collaboratively and purposefully drew major industry to Arizona. Similarities exist between then and now, and the movie illustrated the lessons from our past we can apply today.

Securing a strong economic future requires transitioning Arizona's economy to one that is more diversified across core industries and growth sectors like science and technology, aerospace and defense, and renewable energy. Arizona now faces a critical junction demanding increased focus on comprehensive economic development strategies and global competitiveness.

Municipalities in Arizona must work together with all of our partners to promote change and to secure success for our state. One of the most critical players in this endeavor is the new Arizona Commerce Authority, the logical choice to lead economic development efforts for the state.

As the Fiftieth State Legislature convenes in January, 2011, the Arizona Commerce Authority (ACA) will work with the Executive and Legislative Branches to identify essential mandates for the Authority, and policies and investments that should be enacted to advance Arizona's economy. The focus will be on conforming legislation to solidify the new ACA in statute, and tools to support a comprehensive economic and workforce development strategy. Key focus areas will include:

- Science & Technology
- Aerospace & Defense
- Renewable Energy
- Small Business & Entrepreneurship
- Business Retention & Expansion

Doing Your Part

I encourage you to get involved, to collaborate with other residents, business and community leaders, and work to move Arizona's economy forward. Arizona is at a crossroads and decisions made in this next legislative session will affect the state's future for several years to come. Please review the movie and the websites below for additional information. As always, your comments are welcome at William.jabjiniak@mesaaz.gov.

Helpful Resources:

www.gpecmovie.com
www.azjobproject.com
www.azcommerce.com

ExporTech - Accelerate the Pace of Your Global Sales Growth

January 28, February 25 and March 25, 2011 at ASU SkySong

Maybe you're doing a small amount of exports already, or received previous inquiries through your website from around the world. But how do you create a plan to do business internationally that best fits your company's goals? How do you shift to a proactive approach and identify the best, most promising international markets for your company? And what about figuring out payment options?

Held over a period of three days, spanning three months, ExporTech helps companies enter or expand in global markets, by assisting in the development of a customized international growth plan, vetted by experts, and by building a team of organizations that help companies move quickly beyond planning to actual export sales. Experts provide additional one-on-one consulting between sessions.

The program is limited to approximately eight participants from non-competing organizations to provide sufficient time and attention to each company's specific challenges.

Cost: \$975 per company (up to three participants per company) for the entire course, including lunch and refreshments each day.

For more information, please contact Sally Chambers of the Arizona USEAC at (480) 884-1658 or at Sally.chambers@trade.gov.

The course is produced in cooperation with the Arizona Commerce Authority, Federal Express, Arizona State University, Arizona District Export Council and Arizona Technology Council.

Mesa's Fiesta District Streetscape Improvements Begin

Bright and festive street branding signs have been installed in the District as a first step in the City's improvement plans. And recently, the City took another major step toward revitalization efforts by selecting a consultant to develop streetscape design concepts for the Fiesta District.

The Kreuzer Consulting Group (KCG) was selected to prepare the preliminary design concept. This will be Phase I of what will become an exciting and vibrant district within the City of Mesa. The design team will meet with district stakeholders, local residents and the City to build a consensus for the proposed streetscape plans that all parties can support.



The Fiesta District covers two square miles and represents the second largest employment center in Mesa with approximately 16,000 employees. Additionally, almost 10% of the City's population lives adjacent to this key commercial center. Nearly \$500 million in private investment has occurred in the Fiesta District over the last few years.

For additional information, please contact Steve Stettler, City of Mesa Landscape Architect at steve.stettler@mesaaz.gov. A website will be developed for this project soon.

Mesa Promotes the "Green" Side of Golf

The City of Mesa along with the Mesa Convention & Visitors Bureau have formed a partnership with Dixon Golf – creator of the world's first high-performance, eco-friendly golf balls – announcing Dixon Earth as the official golf ball of Mesa.

The partnership is helping bring attention to a notable eco-friendly business that was founded in Mesa. Dixon Golf set up operations in Mesa in 2008 and has experienced incredible growth in just over 18 months.



The golf balls can be purchased by the dozen for \$39.95. Twenty percent of the proceeds from the sale of the Dixon Earth/Mesa official golf balls will go to Mesa's Community Spirit partner Hawthorne Elementary.

The Mesa golf balls can be purchased at local pro shops and online at www.DixonGolf.com/Mesa. For a complete list of Mesa golf courses and clubs featuring the official golf ball, visit www.VisitMesa.com/golf.

College Goal Sunday is February 13!

Mesa Counts on College office wants to inform parents and students of the upcoming College Goal Sunday, a FREE statewide initiative that provides financial aid information and assistance from professionals and other qualified volunteers to potential students.

The purpose of College Goal Sunday is to help high school seniors and their parents complete the Free Application for Federal Student Aid (FAFSA) at a time when the greatest amount of financial aid is available.

This year's event is February 13, 2 to 4pm at Mesa Community College (MCC), Southern & Dobson Campus in the Paul Elsner Library. Last year MCC served 308 students and parents. Visit www.collegegoalsunday.com.

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www.mesaaz.gov/economic

EVENTS



JANUARY

- 13 2011 Breakfast with the Governor**
7:30 am | Mesa Community College
Kirk Student Building at Clock Tower
1833 West Southern Avenue
- 19 East Valley Aerospace Alliance Meeting**
7:30-9:30 am | ASU Polytechnic
480.834.8335 x201
- 27 City of Mesa Mayor's Breakfast**
7:30 am | Phoenix/East Mesa
Hilton Hotel
1011 West Holmes Avenue

FEBRUARY

- 2-4 Ireland's Atlantic Corridor Trade Delegation Visit**
Mesa and Chandler business visits
480.644.3457
- 13 College Goal Sunday**
2-4 pm | Mesa Community College
Southern & Dobson
Paul Elsner Library
www.collegegoalsunday.com

- 27 Chicago Cubs Home Game Opening Day**
1:05 pm | Hohokam Stadium
1235 N. Center St.

MARCH

- 3 Business to Baseball (B2B)**
Noon - 4 pm | Hohokam Stadium
Sponsorship opportunities are available.
Contact Jaye O'Donnell, 480.644.3457

Arizona's Foreign Trade Zones Offer Benefits

Foreign or "free" trade zones (FTZ) are secured areas physically located within a country but legally considered to be foreign soil for customs purposes and therefore part of international, not domestic commerce. Their purpose is to attract and promote international trade and commerce by providing a means for importers to reduce or eliminate the payment of import duties.

Foreign Trade Zone Benefits

The area is treated as though legally outside of the U.S. Custom's territory.

- Merchandise may be brought in duty-free for purposes such as storage, repacking, display, assembly or manufacturing – aiding a company's cash flow.
- Imports may be landed and stored quickly without full customs formalities.
- In addition, Arizona is the only state that has enacted special legislation that makes businesses located in a zone, or sub-zone, eligible for an 80% reduction in state real and personal property taxes.

To learn more, visit the City of Mesa Foreign Trade Zone page at www.mesaaz.gov/economic or contact Scot Rigby at scot.rigby@mesaaz.gov or 480.644.5176.

Staff Profile

Jennifer Graves, CEcD, is the Economic Development Project Specialist for the City of Mesa. She is involved with almost every aspect of the department and has been most recently focused on business attraction efforts, website development, strategic planning and marketing efforts.



Jennifer earned a M.S. in Applied Economics from the University of North Texas and a B.S. in Regional Development from the University of Arizona.

An economic development professional with 10 years of experience, she most recently served as the Economic Development Specialist for the City of Scottsdale. Prior to Scottsdale, she worked for the Greater

Flagstaff Economic Council, the University of North Texas Center for Economic Development & Research and the Greater Tucson Economic Council. Having recently earned her Certified Economic Developer (CEcD) designation, Jennifer is thinking about her next challenge and plans to pursue either the Economic Development Finance Professional (EDFP) or Master of Commercial Real Estate (MCR) designation.

A native to Arizona, she spent much of her youth in Lake Havasu City where she enjoyed boating and waterskiing. Jennifer is also a bit of a "gear head" and grew up helping her dad in the garage. One of her first cars was a 1964 Chevy Impala that won first place in its division at the local car show. She hopes to one day fulfill her dream of becoming an amateur drag racer. Contact Jennifer at 480.644.3963 or jennifer.graves@mesaaz.gov.

Mesa's Air Force Research Lab Progress

The Air Force Research Lab (AFRL) located at Phoenix-Mesa Gateway Airport is slated to move to Wright Patterson Air Force base in Ohio in September 2011.

The Mesa Local Redevelopment Authority (LRA) is nearing completion of the Draft Redevelopment Plan and Homeless Submission Report for the AFRL. Final public comments on the draft are due to the LRA January 13, 2011. The City Council and LRA may meet in February to consider the report findings and then those recommendations will be submitted to the Air Force.

The LRA is negotiating an interim lease with the Air Force to facilitate a smooth transition from federal to non-federal sector uses. The interim lease should be mutually acceptable to both parties for the AFRL property with the intention of maintaining the security clearance at the facility throughout the disposal process. In addition, the draft report recommends an Economic Development Conveyance (EDC) to provide the best option for meeting the vision and goals established by the LRA.

For additional information, visit <http://www.mesaaz.gov/bettermesa/afrl.aspx>.