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# Economic Reporter

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

FIRST QUARTER 2013

## Higher education partners launch cooperative marketing campaign

The five new higher education institutions coming to Mesa - Albright College, Benedictine University, Westminster College, Wilkes University, and Upper Iowa University - have joined forces with AT Still University, Chandler-Gilbert Community College, Mesa Community College and the City of Mesa to unveil and execute a new cooperative marketing campaign. **Mesa Educates U** was created to raise awareness of new opportunities for students in the southwest while also highlighting Mesa's established universities and colleges.



The cooperative marketing program includes a four-month advertising schedule (digital and print), a 20+ page website (MesaEducatesU.org) and a 20+ page App. The program is anchored by **Discover U Weekend**, March 8-9, 2013, a special event designed to give prospective students a chance to meet with school representatives at signature events in Mesa including Mesa's award-winning 2nd Fridays and Cactus League Spring Training at Hohokam Stadium.

The cooperative marketing campaign is one of many programs associated with Mesa Counts on College, a partnership among the City of Mesa, Mesa Public Schools, and Mesa Community College with the goal of doubling the college completion rate over the next 10 years.

For more information about Discover U Weekend, please visit [www.mesaeducatesu.org](http://www.mesaeducatesu.org).

## Adelante Healthcare opens new LEED healthcare center

In November 2012, Adelante Healthcare - a provider of sustainable healthcare for patients, opened a new facility at 1705 W. Main Street in Mesa. The new center is slated to receive LEED (Leadership in Energy and Environmental Design) Platinum Interiors Certification, making it the first community health center in the nation to achieve this designation. In addition, Adelante Healthcare carries the distinction of being the first comprehensive health center located on the Metro Light Rail route.

The new facility used earth-friendly design elements such as low-VOC paint, recycled materials, energy saving technologies, responsible waste disposal, green-living outreach and education to earn its LEED certification.



“We are thrilled to announce the opening of our brand new health center in Mesa,” said Avein Saaty-Tafoya, CEO of Adelante Healthcare. “This facility will not only provide high quality primary and preventative services to individuals throughout the East Valley, it will also be a community resource, provide nutritionists, a pharmacy, and a lab all within a peaceful, welcoming environment, open to all.”

Adelante Healthcare Mesa will provide family medicine, pediatrics, women's health, internal medicine, and dental care. A healthy café will offer a full coffee-bar and grab-and-go items for breakfast and lunch.

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

## Economic Development Advisory Board

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Southwest Business Credit Services

**Terry Benelli,** NEDCO

**James Christensen,** Gateway Commercial Bank

**Tony Siebers,** Benedictine University

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### STAFF

**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 by Bill Jabjiniak

### Progress happens because of the people on the team

“Teamwork is the ability to work together toward a common vision. The ability to direct individual accomplishments toward organizational objectives. It is the fuel that allows common people to attain uncommon results.” - **Andrew Carnegie**

The first *Mesa Economic Reporter* of each year always inspires me to look back at our team’s accomplishments during the past 12 months. After reflecting once again I realized the impact of many individuals working together toward a common goal. Below is a sample of Mesa’s wins from 2012:



These headlines provide a hint at the volume of activity here in the Office of Economic Development, but the stories below them rarely include details of the significant work and passionate efforts of City staff, strong leadership from Mayor and City Council, and the support of economic development from the City Manager. I feel privileged to work in the company of such a great team and I wanted to say thanks to Mesa Mayor and City Councilmembers, City Manager Chris Brady and the excellent team of economic developers here in Mesa. It is unusual when a municipality has a Mayor with a vision and a Council who supports that vision working together with the City Manager to realize that vision. It is the perfect economic development storm.

In addition, thank you to the business community, other city departments, and of course our partners in and around the State that have helped us with projects. Relationships are the foundations for success and without our partners, we would achieve much less.

On behalf of the City of Mesa Office of Economic Development, we wish you a Happy New Year filled with opportunity and prosperity. We look forward to working with you and appreciate your continued support.

“The achievements of an organization are the results of the combined effort of each individual.” - **Vincent Lombardi**

Feel free to contact me at 480.644.3561 or visit our website for additional information:  
[www.mesaaz.gov/economic](http://www.mesaaz.gov/economic).

## Arizona Commerce Authority awarded \$1.8 million Advanced Manufacturing Jobs and Innovation Accelerator Challenge

The Arizona Commerce Authority (ACA) has been awarded a \$1.8 million Advanced Manufacturing Jobs and Innovation Accelerator Grant from a consortium of five federal government agencies: Economic Development Administration (EDA); Department of Energy (DOE); Employment and Training Administration (ETA); Small Business Administration (SBA); and National Institute of Standards and Technology (NIST).



The ACA will use the funding to accelerate innovation and job creation in the aerospace and defense industry within an identified six-county region: Cochise, Maricopa, Pima, Pinal, Santa Cruz and Yuma. This cluster is responsible for approximately 55,500 jobs (nearly two-thirds in manufacturing industries), is built on a foundation comprised of significant military assets (including Fort Huachuca and the Yuma Proving Grounds), includes world-class research laboratories, and is home to major defense and aerospace companies.

“The aerospace and defense industry is a major economic driver in Mesa,” said Bill Jabjiniak, Mesa’s Economic Development Director. “This grant will help ensure that we continue to grow the region’s established companies and add quality jobs in this sector.”

In the next three years, specifically, the ACA will:

- Enhance coordination of industry, academic, military and public leadership efforts to strengthen the region’s A&D cluster;
- Promote exports among existing aerospace companies to targeted international markets;
- Help small and medium-sized A&D manufacturers in the region identify new products, expand the markets for their existing products and identify solutions to technology problems;
- Enhance efforts to create a database of A&D supplier firms that will enable small, disadvantaged, women and minority-owned firms to take advantage of the opportunities afforded by the growth of the region’s A&D cluster; and more.

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

## Phoenix-Mesa Gateway Airport fuels development efforts by adding staff

Phoenix-Mesa Gateway Airport (PMGA) has named Jane Morris as director of special projects – a new position



primarily responsible for leading efforts in the planning and execution of the visionary Gateway 2030 plan. Gateway 2030 is a cost feasible phasing plan to develop approximately 700 acres of Airport property which will include the design and construction of the next passenger terminal facility and supporting infrastructure.

“Gateway Airport is one of the fastest growing airports in the country,” said Lynn Kusy, executive director of PMGA. “Now is the time to prepare the Airport for the next 20 years of growth. Jane Morris is a highly qualified aviation executive who will be charged with executing the Gateway 2030 plan which will position the Airport to do more than simply accommodate passenger service demand, but create an economically efficient business climate providing access to the global resources desired of a knowledge-based economy.”

Retiring after a 28-year career with the City of Phoenix, Jane Morris completed her career with the City serving as a Deputy City Manager. While at the City of Phoenix, Jane worked in numerous City departments primarily in the planning, design, construction and operation of public facilities. For seven years, Jane held various leadership roles at Sky Harbor International Airport including Assistant Aviation Director and Deputy Director of Planning and Environmental Services.

Prior to Morris’ coming onboard, PMGA added Michael Merk as Real Estate and Business Development Manager in September 2012. This newly created position is charged with heading the airport’s property management and leasing; terminal advertising and concessions; and real estate development, which entails luring the private sector to build on and make use of some of the airport’s vacant land.

For more information, visit [www.phxmessagingateway.org](http://www.phxmessagingateway.org).



PhxMesa **Gateway** Airport



## Higher Education Starts Here!

“Live as if you were to die tomorrow. Learn as if you were to live forever.” - Gandhi

Higher education is a key component of economic development in Mesa, and major advances have taken place that will strengthen educational opportunities now and into the future. These transformative projects will generate jobs, attract young students and draw talent helping Mesa and local area business grow and thrive. Here are some actions and events from Mesa’s new and established colleges and universities:

### Albright College

- Albright College will be offering its first set of classes in January 2013. The college will be offering evening degree completion programs for working adults in the following areas: Information Systems; Business Administration; and Applied Psychology. Students must have approximately two years of college credits to begin attending Albright and in turn will be able to complete their bachelor degree requirements in approximately two years. For information visit <http://mesa.albright.edu/>.

### Benedictine University

- At Benedictine University in Mesa, Anthony Siebers, Director of Student Life, has been charged with building and leading future student life programs at the branch campus in Mesa. University officials believe Siebers’ diverse leadership background makes him a good fit for this new role.
- Michael L. Carroll, Ph.D. began his new role as dean of Benedictine University at Mesa. Carroll will hire new faculty, help design academic curriculum and work with Mesa’s community leaders to coordinate experiential learning, internships and service-learning opportunities.
- Benedictine University plans to make that concern a little easier for some cutting tuition costs by offering 25 percent discount on its traditional undergraduate programs to employees and dependent children of the Mesa Chamber of Commerce and Downtown Mesa Association members. For more information visit <http://www.ben.edu/mesa/>.



Anthony Siebers



Dr. Michael Carroll

### Westminster College

- Westminster College announced a lineup of special events in Mesa scheduled in the spring of 2013 for prospective undergraduate students. Classes will begin in Mesa in the fall semester of 2013. Learn more about student events by following Westminster at <http://www.facebook.com/WestminsterCollegeMesa> or by contacting Mesa Enrollment Director, Hillarie Price, at 480.747.3863, or [Hillarie.Price@westminster-mo.edu](mailto:Hillarie.Price@westminster-mo.edu) to be added to the mailing list.

### Arizona State University - Polytechnic

- The aviation program at the College of Technology and Innovation (CTI) at Arizona State University announced this summer its partnership with ATP Flight School and is now offering a pathways program that will guarantee qualified students an interview with Delta or Express Jet Airlines. ATP provides state-of-the-art facilities where students can train using several types of aircraft, use flight simulators, and connect with pilots and other industry professionals. ATP also provided the program with brand new aircraft exclusive for aviation students’ use. Visit <https://technology.asu.edu/aviation>.



### A.T. Still University

- A.T. Still University is implementing innovative new curriculum. An advanced approach to medical education, the Clinical Presentation Curriculum (CPC), teaches medicine by focusing on how patients present themselves to medical professionals for care. The next step for CPC is to articulate and disseminate the model to the general public and other healthcare schools interested in advancing their own curricula. For this reason, ATSU launched a new organization called the Clinical Presentation Curriculum Learning and Research (CLEAR) community. <http://www.atsu.edu/>.

### Chandler-Gilbert Community College

- Chandler-Gilbert Community College (CGCC) was awarded a \$2 million grant by the U.S. Department of Labor to revise and expand its Electrical Utility Technology (EUT) program and to develop a Science, Technology, Engineering and Math (STEM) pipeline of graduates prepared for local jobs. The grant will enable CGCC to increase student participation in the EUT program, based in Mesa, over the next three years by upgrading current equipment, purchasing additional

equipment, and hiring additional instructors, lab technicians and other necessary staff. CGCC will also lead the STEM component of the grant to allow seamless transferability for students to energy and mining industries. <http://www.cgc.maricopa.edu/williams/Pages/home.aspx>.

## Mesa Community College

- In the spring of 2013, Mesa Community College (MCC) will embark on several construction projects that will enhance student support services, promote excellence in teaching and learning, and engage the community by creating new venues in the heart of the Fiesta



District. The three major building projects will include the Student Enrollment Center, a Performing Arts Center and an Art Gallery.

- The Student Enrollment Center project will allow for streamlining processes to improve student readiness, student persistence, and completion. The anticipated completion date for the Enrollment Center is March 2014 while the Student Lounge and Student Services areas are scheduled to be complete by June 2014.
- The new MCC Performing Arts Center, being designed by Jones Studio of Phoenix, will include a new 462-seat theatre that will be added to the present Harkins building. Extensive remodeling of the present theater will provide for a band room, choral room and production support space. The anticipated completion date is May 2014. To obtain more information, go to <http://mccpac.com/>.
- The new Art Gallery, scheduled to be completed by December 2013, will be located on the south side of the Southern and Dobson campus, close to the Theatre Outback. The facility will be more than 4,500 sq. ft. and will be used as a teaching and learning lab as well as a gallery to house two to three art shows each semester. Dr. Rodney Holmes, Dean of Instruction at MCC stated, “The new PAC will have a positive impact on the Fiesta District revitalization efforts.”

## Upper Iowa University

- Upper Iowa University (UIU) has found a permanent home for its Mesa education center in a vacant retail building in the Fiesta District. UIU will move into the former Borders location at 1361 S. Alma School Road in spring 2013.

“This is a significant new private investment in the Fiesta District

which advances both our educational and economic development objectives,” said City of Mesa Councilmember Dennis Kavanaugh. “Moreover, the partnership between UIU and Mesa Community College will, along with our other new colleges and universities, be a great asset for our Mesa Counts on College initiative and will offer students yet another pathway to college completion.”

“This new location is ideal,” said William Duffy, senior vice president of UIU Academic Extension. “It provides space for our current needs as well as our projected enrollment growth. The Fiesta District location is within close proximity to several key partners: Mesa Community College; the new Mesa law enforcement facility under construction; and several medical facilities.”

Initially, UIU-Mesa will occupy 13,000 sq. ft. under a 15-year lease with possible addition of another 17,000 sq. ft. in three years. UIU is projecting enrollment growth to 750 students by year five and expects UIU-Mesa to become one of its largest education centers. The UIU-Mesa Center will house classrooms, a computer lab, curriculum lab, nursing classroom, offices and a student commons. UIU-Mesa is currently registering students for classes.

UIU has a unique academic calendar that offers classes in six eight-week terms year-round with rolling admissions. UIU-Mesa offers the following majors: Elementary Education; Nursing - RN to BSN; Business; Criminal Justice; Human Services; Psychology; Public Administration; and Social Science. UIU can help access financial aid for which students are eligible, and some UIU scholarships will be offered to assist at-risk Mesa students. Additional information is available at [www.uiu.edu](http://www.uiu.edu) or call 480.834.4620 or email [murdockb@uiu.edu](mailto:murdockb@uiu.edu).

## Mesa Center for Higher Education moving forward

Plans for the Mesa Center for Higher Education (MCHE), located at 245 W. 2nd Street, are moving



forward. In December, Mesa City Council approved construction for the project and the five year leases with both Westminster College and Wilkes University. The first phase of development for the project will involve renovation of the first floor and basement, approximately 42,000 sq. ft. This phase will consist of thirteen (13) classrooms, six (6) labs (engineering and sciences), offices, conference rooms and numerous student study and gathering spaces. The second floor of the building, approximately 11,000 sq. ft., will be reserved for future expansion needs.

For more information, visit [www.mesaaz.gov/bettermesa/centerhighered](http://www.mesaaz.gov/bettermesa/centerhighered).

## Banner Health continues to expand

### Banner Health Centers

Four new Banner Health Centers broke ground in November 2012, at sites in Gilbert, Queen Creek, Chandler, and East Mesa (Crimson and Baseline Roads). The Centers are anticipated to open for services in 2013 at a total cost of approximately \$45.2 million. Each of the new Centers will reflect the community needs and follow a model first demonstrated at the Banner Health Center in Maricopa which opened in May 2012. Patient appointments at the Maricopa Center have already exceeded projections over its first two weeks of operation.

Depending on the community, this may include Family Medicine, Internal Medicine, Pediatrics and Obstetrics and Gynecology. In

addition, rotating physician specialists will be scheduled onsite to meet patient needs. Under the same roof, there is access to general lab and imaging services reserved exclusively for patients of the Centers. Conference space is built into each Center for purposes of community education, as well as to provide telemedicine capabilities allowing the site to participate in high-tech consultations.

### Banner Desert among top hospitals in the nation

Banner Desert Medical Center has been rated by the Leapfrog Group as one of the top hospitals in the nation. The Leapfrog Group is a national consumer organization that advocates for safety and wise consumer choices of hospitals. Leapfrog's annual hospital survey measures participating hospitals on patient safety and quality in three areas: how patients fare, resource use and management structures in place to prevent errors.

### Ronald McDonald House set to open in Mesa

Banner Desert and Cardon's Children's Medical Center, located at Southern and Dobson, have announced a Ronald McDonald House to open on campus in late 2013 for families of sick children that live in other parts of the state and out of state. This will be the first Ronald McDonald house in the Southeast Valley, and the third in the metro Phoenix area.

Cardon CEO Rhonda Anderson said the new house will help decrease the stress levels of patients' families. "One of the most important parts of the healing of a child is their family's involvement. One of the things families need support in, is a place of comfort, a home away from home."

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



## Goldwater Library coming to Mesa

Plans for the establishment of the Barry and Peggy Goldwater Library and Archives in downtown Mesa were announced in October 2012. The \$30 million research and education center in the heart of Arizona's third-largest city is expected to contain not only the Goldwater archives but papers from other Arizona politicians. The Library will also showcase artifacts from Goldwater's life, his trajectory having paralleled that of Arizona's statehood while deeply influencing national and global politics.



Construction is scheduled to begin in February 2014 with an opening scheduled for January 2016. For information, visit [www.barrygoldwaterlibrary.org](http://www.barrygoldwaterlibrary.org).

## Mesa, Arizona official travel resource now recognized as Visit Mesa

Mesa Convention & Visitors Bureau (Mesa CVB) announced the organization's official name change to *Visit Mesa* as part of the destination's re-branding efforts following a national trend by other destination marketing organizations (DMOs) across the country.



"We are leaders in marketing Mesa, Arizona to visitors and this change is a small but critical step as we work toward increasing awareness of this flourishing destination," said *Visit Mesa* President & CEO Marc Garcia.

The name change to *Visit Mesa* mirrors strategies that have been in place for more than a decade. The organization's national advertisements and marketing campaigns have long been identified with *Visit Mesa*.

For a complimentary 2013 Official Mesa Visitors Guide, call 480.827.4700 or order online at [www.VisitMesa.com/visitors/visitor-guides/](http://www.VisitMesa.com/visitors/visitor-guides/).

## New studies credit Cactus League with major economic impact

Arizona's spring training baseball industry contributes \$632 million to the state's economy each year, according to a pair of new studies released by the non-profit Cactus League Baseball Association.

The studies considered the direct impact of spring training baseball when 15 Major League teams are in the state preparing for their upcoming regular seasons. For the first time, the Association also compiled the impact of the teams' year-round use of their facilities and the community activities that occur at those facilities the remainder of the year after spring training ends.

The Arizona Office of Tourism, along with industry partners Arizona Commerce Authority and the Arizona Sports and Tourism Authority, collaborated with the Cactus League to fund the spring training study. Conducted by Tucson-based FMR Associates, the study estimates \$422 million in direct economic benefit to the state. The figure jumped \$112 million from the last study conducted in 2007 which reported a total of \$310 million. It represents spending by "out-of-area" fans only.

The second study, conducted by Elliott D. Pollack & Company, examined the impact of the teams' use of facilities during the regular and off-season periods, as well as other tournaments and events booked by host communities the remaining months of the year. The impact is estimated to be at least \$210 million a year, based on 2011 data. For more information, visit [www.cactusleague.com](http://www.cactusleague.com).

## Mesa's Fiesta District benefits from private sector investment

Several new businesses are opening in the Fiesta District and many others have started renovations to improve their properties:

- **LongHorn Steakhouse** opened its first Arizona restaurant in Mesa with plans for an additional four to six locations in the Phoenix area during the next two years. The Mesa restaurant opened in December at 1434 S. Alma School Road and employs between 80 and 100 workers in its 6,300 sq. ft. space.



"LongHorn Steakhouse identified Mesa and the greater Phoenix area as a market with long-term growth potential because it is a dynamic, growing community with lots of families," said Erica Jaeger, spokeswoman for the steakhouse.

LongHorn is owned and operated by restaurant chain Darden Restaurants Inc., which operates Red Lobster, Olive Garden

and Yard House. The company operates more than 400 LongHorn restaurants across 38 states. For more information, visit [www.longhornsteakhouse.com](http://www.longhornsteakhouse.com).

- **The Poca Fiesta Shopping Center** at Alma School and Southern is undergoing major renovations, which include the additions of new tenants **Big Lots** and **Blast Fitness**.
- **Hilton Phoenix/East Mesa**, 1011 W. Holmes Avenue, is renovating its 260 guest rooms and revamping its business center. The project is expected to be completed by the end of 2012.
- **Dobson Ranch Inn and Suites**, 1666 S. Dobson Road, is also undergoing improvements. The property landscaping and lighting are being redone.



For information, visit [www.mesaaz.gov/economicdevelopment/fiestadistrict.com](http://www.mesaaz.gov/economicdevelopment/fiestadistrict.com).

## Students tackle airport issues, gain real-life experience

Aviation students at regional universities are gaining real-world experience while completing course requirements through a partnership with Mesa's Falcon Field Airport.

This fall, students from Arizona State University's Aviation Management Technology program have worked in two project teams to address airport needs. The program has a capstone requirement for students to work as part of a team to address current airport management issues. One of the student consulting teams has been working to develop recommended minimum standards for on-airport fuel and aviation service providers, as well as policies for self-fueling of aircraft and co-op fueling ventures. A second team has drafted minimum standards for flight training activities, including flight schools and independent flight instructors; aircraft maintenance and repair services; and mobile aircraft washing services.

These are not the first university projects that Falcon Field has supported. Last year an Embry Riddle student team researched and developed a strategic plan for general airport management and business development, and an ASU team proposed ideas for promoting aviation to youth.

In addition to university projects, Falcon Field hosts the Mesa Public Schools' Aviation Camp for middle school students every summer and offers tours to school and scout groups.

"We want to spark their interest in aviation and help students see the pathway for achieving their dreams through a career in aviation," Nystrom said. For information, visit [www.mesaaz.gov/falcon\\_field](http://www.mesaaz.gov/falcon_field).

**City of Mesa  
Office of Economic  
Development**

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

**EVENTS**

**JANUARY**

**8**  
**Business Roundtable/ Lunch with Mayor Smith**  
Waxie Sanitary Supply | 4136 E. McDowell Rd.,  
Mesa, AZ 85215 | 11:30am – 1pm  
[www.mesachamberofcommerce.org](http://www.mesachamberofcommerce.org)

**16**  
**2013 East Valley Governor's Breakfast**  
Hilton Phoenix East/Mesa | 1011 W. Holmes  
Ave. | 7am  
<http://business.chandlerchamber.com>

**21**  
**Martin Luther King, Jr. Holiday**  
City offices closed

**24**  
**Mesa Mayor Scott Smith's State-of-the-City Breakfast**  
Phoenix Hilton East/Mesa | 1011 W. Holmes  
Ave. | 7am  
[www.mesachamber.org](http://www.mesachamber.org)

**AAED Legislative Luncheon**  
Senate Lawn | 11am – 12pm  
[www.aaed.com](http://www.aaed.com)

**26**  
**12th Annual Historic Home Tour**  
Mesa Historical Museum  
2345 N. Horne | Mesa, AZ 85203  
10-4 pm  
[www.visitmesa.com](http://www.visitmesa.com)

**26-29**  
**International Economic Development Corporation Leadership Summit**  
Orlando, Florida  
[www.iedc.com](http://www.iedc.com)

**FEBRUARY**

**18**  
**President's Day Holiday**  
City offices closed

**MARCH**

**8**  
**2nd Fridays Discover U Weekend Kick-Off**  
Downtown Mesa  
[www.mesaeducatesu.org](http://www.mesaeducatesu.org)

**9**  
**Business 2 Baseball**  
**Mesa Discover U - Higher Education Day**  
Hohokam Stadium | 1:05pm  
[www.mesaeducatesu.org](http://www.mesaeducatesu.org)

**Mesa Rocks**  
Downtown Mesa | 3-9pm  
[www.downtownmesa.com](http://www.downtownmesa.com)

**Multi-family housing  
developments abound in  
Mesa's core neighborhoods**

Mesa is proving to be an attractive place for multi-family housing developments with three new developments currently under construction.

- Encore on First Avenue is a five story, 81-unit urban building designed to provide independent living for seniors. Located near the southwest corner of 1st Avenue and Center Street in downtown Mesa, Encore provides residents with easy access to the Mesa Arts Center, light rail, and the unique retail shops and restaurants in Mesa's downtown core. Encore is expected to be completed by October 2013.



- Downtown Mesa also welcomes a mixed-use development on the historic Escobedo site located at University Drive and Hibbert. Escobedo at Verde Vista will include 70 new energy-efficient apartments with features for the disabled and on-site resident services. Escobedo was built in the early 1940s and originally housed British and U.S. Air Force pilots during World War II. To honor its past history in the community, the development preserves four "legacy" units of Escobedo from demolition. These buildings will include a multi-purpose building for a before-and-after school program, a computer lab and training center, a theater and fitness center and a museum to celebrate the dynamic history of the neighborhood.



- La Mesita Apartments broke ground in December at 2254 W. Main Street and is phase-one of a three-phase redevelopment project in west Mesa. Phase one, expected to be completed in December 2013, will include an 80-unit affordable housing

facility with community space. The La Mesita campus, when completed, will include a new service building, a three-story 16-unit emergency housing building and play area for children. Phase two construction will begin in 2013. A New Leaf, based in Mesa, partnered with Native American Connections to build the La Mesita Apartments.

All three high-quality projects will offer affordable housing to key population groups. The projects' close proximity to light rail and other public transit, as well as neighborhood services, are expected to act as catalysts for other key projects in Mesa's core.

**Mesa's Surf & Ski  
turning 45**

Surf & Ski Screen-printing is celebrating its 45th anniversary. Surf & Ski occupies 16,000 sq. ft. at 137 W. Main Street in Downtown Mesa. The company, which has local and national clients, produces custom screen-printed T-shirts and other apparel and embroidery. Owner, Gary Brown, also sells a plethora of specialty and promotional items with a selection of over 500,000 possibilities.

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

**Allegiant offering  
new flights**

Allegiant Airlines will begin new service to St. Cloud, Minnesota December 15 and to Provo, Utah beginning February 15, 2013. The airline will have two flights each week between Mesa and St. Cloud as well as between Mesa and Provo. For more information, visit [www.allegiant.com](http://www.allegiant.com).

