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Economic Reporter

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

SECOND QUARTER 2013

Arizona Laboratories for Security & Defense Announces New Tenants at Industry Defense Forum



In March, at an industry defense forum, the City of Mesa announced the renewal of an existing lease and the recruitment of two new tenants for

Arizona Laboratories for Security & Defense (AZLabs). AZLabs is the former Mesa Air Force Research Lab (AFRL), located adjacent to Phoenix-Mesa Gateway Airport. The City has operated AZLabs under an interim lease since June, 2011, and has been in negotiations with the Air Force to acquire the property through an Economic Development Conveyance (EDC). The three entities will occupy approximately 4,500 sq ft of the facility and due to the sensitive nature of security protocol, the names of the tenants cannot be disclosed.

Alion Science and Technology, a McLean, Virginia based defense contractor, has been providing property management and business recruitment services and coordinated the event along with the participation of the National Defense Industry Association (NDIA). “Government-Industry Collaboration: The Key to Maintaining the Nation’s Security in Time of Fiscal Austerity” was organized to promote Arizona’s premier research and development (R&D) facility which possesses the capacity to accommodate sensitive research programs. The Forum’s featured speakers included the Honorable Scott Smith, Mayor of the City of Mesa, Lt. Gen. John F. Regni, USAF (Ret.) and Lt. Gen. Richard E. “Tex” Brown USAF (Ret.). Dr. Dee H. Andrews, USAF Senior Scientist (Ret.) moderated a Cyber Security Panel. The forum was attended by a regional mix of 85 industry, academia and government representatives with an affiliation to the aviation and aerospace industry.

The unclassified by-invitation event was co-hosted by the City of Mesa, Arizona Commerce Authority (ACA), Greater Phoenix Economic Council (GPEC), and Tucson Regional Opportunities, Inc. (TREO). For information, visit www.azlabs.org.

“This is My Mesa” General Plan 2040 Update



Mesa is your home; it is your community. “This is My Mesa” is an ongoing effort to provide citizens with the opportunity to express their ideas about the future of Mesa looking forward almost 30 years to the year 2040 and imagine the type of community they would like to have. This program was developed to engage the community in the current update of the 2040 Mesa General Plan.

The City of Mesa General Plan sets forth the vision, goals, and development policies for the city. It is used by the City Council, staff, developers, and citizens to make decisions on land development, transportation improvements, parks and open space, economic development, public facilities, and more.

Visit www.thisismymesa.org to communicate input. Comments received through September 2013 will be taken into consideration in the update of the City’s General and Transportation Plans which will be adopted in spring 2014. “This is My Mesa” gives the residents the opportunity to help steer the future of our community.



Economic Development Advisory Board

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Southwest Business Credit Services

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Mitzi Montoya, ASU College of Technology & Innovation

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EX OFFICIO

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Jeffrey Crockett - Chair, GPEC Representative, Brownstein Hyatt Farber Schreck, LLP

Steve Shope, GPEC Representative, Sandia Research

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

Baseball provides backdrop for business development

For the past several months, the City of Mesa has buzzed with the sound of business development for big league baseball. With construction in full force for the new spring training complex at Riverview for the Chicago Cubs, recruitment efforts to backfill Hohokam Stadium, have been equally intense.

OAKLAND A'S MOVING IN TO HOHOKAM

Mesa City Council formally approved an agreement with the Oakland Athletics. The unanimous vote followed the deal announced late February between the City of Mesa and the A's on a 20-year agreement for the team to train in Mesa, beginning in 2015.



This agreement achieves multiple economic development goals to retain the Major League Baseball spring training activity at Hohokam and Fitch Park and also to expand the fan base visiting Mesa. The Chicago Cubs will vacate Fitch Park and Hohokam Stadium at the end of 2013, which will allow the City of Mesa to upgrade the facilities in 2014. Mesa will now host two spring training teams with updated and new stadiums, making it a premiere destination for Cactus League spring training baseball.

Visit www.mesaaz.gov/bettermesa/oakland.aspx for more information.

CHICAGO CUBS STADIUM GOES VERTICAL

The new City of Mesa Chicago Cubs Spring Training project reached a significant project point with the start of vertical placement of steel girders and rafters. People passing by the site will now gain perspective of the scale of the project. The 144-acre project remains on target for a December 2013 completion. To showcase the progress of the project, the Cubs and City hosted a guided tour in March to more than 30 representatives from local and Chicago-area media outlets.



For more construction progress, visit <https://www.huntconnect.com/cubsspringtraining/Pages/default.aspx>.

THANK YOU TO SPONSORS OF MESA'S BUSINESS 2 BASEBALL

Mesa's Business 2 Baseball (B2B) event series in March was a tremendous success with the City hosting more than 300 attendees from Mesa businesses, the broker and developer community and prospects considering Mesa for expansion.

business2baseball

The sixth annual B2B Chicago Cubs Spring Training networking events were presented by Hunt Construction and Populous Architects at Hohokam Stadium, March 7, 9, and 19. Companies developed new and existing relationships, met the Mayor and City Council, and learned about Mesa's business development opportunities.

Business 2 Baseball 2013 was co-sponsored by Southwest Gas; Downtown Mesa Association; SRP; CenturyLink; and DWL Architects. It is great to work together on business development projects and we are pleased for these key partnerships. The City of Mesa appreciates the sponsors' support!

For information about future event sponsorships, please contact Jaye O'Donnell at 480.644.3457 or jaye.odonnell@mesaaz.gov.

Shrink Utility Costs and Grow Your Business

Utility costs make up a large part of monthly business expenses. Arizona's lower cost per kilowatt hour certainly makes us more attractive for small businesses operating on very thin profit margins. Energy efficient buildings result in lower utility bills; simple logic would indicate that with reduced expenses, businesses will have a greater chance of success.



Dorian and Kathy Lenz, co-owners of Cheba Hut, a '70s-themed sub shop in Mesa, are saving money after recent energy efficient renovations. Taking advantage of rebates from SRP, they switched the whole shop from T12 to T8 fluorescent lighting. The restaurant owners are now saving \$1,750 a year on their electric bill, freeing up cash to invest in a new beer and wine bar addition to their business.

SRP has a program to help businesses of all sizes manage their energy use and save money. James Moffett, President of Crescent Crown in Mesa, stated that their experience "led us to design our Mesa facility around the rebates offered by SRP"

The 2012 International Energy Conservation Code is the most cost effective method of obtaining energy efficiency. Many energy efficiency retrofits and upgrades to new construction provide more than adequate return on investment. Design and building techniques that reduce energy consumption save businesses and residents money.

Energy efficiency reduces the demand on infrastructure and generation facilities and can contribute to deferring additional generating resources. With this in mind, SRP has over 25 rebate programs, for energy efficiency; because it makes good business sense.

Visit www.savewithSRPbiz.com and U.S. Department of Energy – Energy Efficiency & Renewable Energy – Building Life-Cycle Cost Programs http://www1.eere.energy.gov/femp/information/download_blcc.html.

Fiesta District Streetscape Project To Begin Mid-April

The long awaited redevelopment of Southern Avenue will culminate with the first signs of construction in mid-April. This marks the beginning of the Southern Avenue streetscape project which will narrow and beautify the main east-west arterial street serving the Fiesta District.

In March, the City Council awarded the \$9.8 million contract, giving the final approval to begin the much anticipated project. The construction calls for narrowing Southern Avenue from six-lanes to four-lanes, creating two lanes in each direction.

The project is designed to encourage walkability and includes wider sidewalks along with significant landscape enhancements to provide shade and mitigate the urban heat island. The redevelopment effort embraces improved pedestrian linkages while creating a unique sense of place by visually unifying the project area. New amenities will be installed, which include benches, street lighting, pedestrian lighting, trash cans, bike racks, and monument entry signs at Alma School Road and west of Sycamore Street.

The Southern Avenue improvements between Dobson to Alma School Roads are anticipated to leverage the \$50 million worth of public and private investment currently underway or recently completed in the district. The streetscape improvements are anticipated to be completed in the spring of 2014.

For more information: <http://tinyurl.com/cq2oksv>.

Taps Signature Cuisine & Bar Opens In Mesa's Fiesta Region

Executive Chef Don Newman opened Taps Signature Cuisine & Bar in Mesa located at 1010 W. Southern Ave. in Mesa's Poco Fiesta Shopping Mall.

"Taps is a chef-driven restaurant and bar that specializes in a friendly neighborhood approach to hospitality, from-scratch signature and creative cuisine, live musical entertainment and a well-rounded wine and microbrew selection," said Chef Don Newman. "We work to deliver a menu based on our guest's palates, as well as a high-end approach to recipes, execution and plating, without any of the pretension."

Council Member Dennis Kavanaugh said, "Taps is a great addition to the Poca Fiesta Shopping Center on the NE corner of Alma School and Southern and will provide a great dining and entertainment option for the area, it is yet another example of new private investment in the Fiesta District."

For more information, visit www.tapsbars.com, www.facebook.com/tapsbars or call 480.464.7004.



Higher Education Roundup!



Discover U Weekend A Success

On March 8-9, Mesa colleges and universities participated in Discover U Weekend. This unique event provided an opportunity for community members and prospective students to engage with Mesa's new and established education institutions while experiencing some of Mesa's signature events and attractions. One of the weekend highlights was having representatives from each college and university on the mound to throw out the first pitch before Saturday's game against the Cleveland Indians. Dan Falabella from Albright College threw out the first pitch and even Winston the Blue Jay from Westminster College and Thor the Thunderbird from Mesa Community College made an appearance.

For more information about the educational opportunities in Mesa, visit www.MesaEducatesU.org!

Albright College

Albright College is looking to bring a new major in Information Systems and Management (ISAM) to its Mesa campus. Currently offered at its main campus in PA, graduates of this program have been employed as Systems Administrators, Information Systems Managers, Systems Analysts, and Database Managers. This program provides students with both the technical skills and the business knowledge necessary to excel in information systems and business environments. Business managers who require a foundation in information systems, information systems professionals who need to better understand business principles to succeed in leadership and management roles, and those who aspire to become well-versed in both disciplines should pursue this degree. The curriculum meets the recommendations of the Association for Computing Machinery, an organization which sets standards for such programs. Visit mesa.albright.edu.

Arizona State University Polytechnic Campus

ASU's College of Technology and Innovation (CTI) on the ASU Polytechnic campus is introducing new degrees in Manufacturing Engineering and Information Technology (IT) available to students this fall. The Manufacturing Engineering program will give students an applied education in a hands-on, experiential, team-based learning environment. Students will experience a strong emphasis on practical work through the engineering 'project spine' – a real-world project each semester, culminating with a two-semester college-wide capstone project on multi-disciplinary teams. The new IT degree is a flexible, project-driven program focused on computerized acquisition, modeling, representation and retrieval of digital data documents.

CTI will also host its annual Innovation Showcase, an exciting exhibit of student projects, on Wednesday, May 1, at the Polytechnic campus. Students work on year long projects with industry and community partners to help solve real-world problems that impact the world around them. The Innovation Showcase is an opportunity for the public to get a glimpse of the change-making underway at the Polytechnic campus. Check out <http://www.asu.edu/colleges/polytechnic.html>.

A.T. Still University

Mesa-based A.T. Still University's (ATSU) School of Osteopathic Medicine has partnered with Pennsylvania's Wright Center for Graduate Medical Education to launch a multi-state, family medicine residency program physicians are calling the first of its kind. Typically, an individual hospital or medical center both hosts and manages its residency program. The ATSU-Wright Center collaboration will place as many as 29 residents per year at community healthcare centers spanning five states and Washington, D.C., according to the university, while being centrally managed.

Backed by more than \$4 million in grant funding, the program will focus specifically on preparing future doctors to treat vulnerable or underserved rural and urban populations in team-based practices that emphasize keeping entire communities healthy.

In February, A.T. Still University's Arizona School of Dentistry & Oral Health (ATSU-ASDOH), in partnership with Arizona Dental Foundation, hosted its 8th annual Give Kids A Smile event which provided over 360 underserved Valley children with various dental treatments free-of-charge. ATSU-ASDOH students provided treatment under the supervision of faculty and volunteer dentists to Mesa, Apache Junction and Phoenix-area elementary schoolchildren. The 2013 event marked a record-breaking year for ATSU-ASDOH.

On March 1, ATSU celebrated the grand opening of the AFA Balance & Hearing Institute, an ATSU center of excellence funded by the Audiology Foundation of America, designed to be a center for teaching and learning. ATSU's Arizona School of Health Sciences students seeking their Doctor of Audiology Degree are able to directly assist licensed audiologists in patient care.

For information, visit www.atsu.edu.

Arizona College opens a second campus in Mesa

Arizona College, formerly Arizona College of Allied Health, opened its first East Valley campus in Mesa in January. The Mesa campus offers a variety of diploma and degree programs in the medical/healthcare industry sectors.

The new 24,000 sq ft facility, located at 163 N. Dobson Road, complements the College's Glendale campus and offers a convenient alternative for students residing in the East Valley. Current offerings include diploma programs in Medical Assisting, Dental Assisting, Pharmacy Technician, and Health Information Specialist (medical billing and coding), as well as degree programs in Medical Assisting and Health Information Technology.

Nick Mansour, Arizona College president said, "We chose to open the campus in Mesa to be near our students and other educational institutions, and because of the City of Mesa's support for new educational institutions like us. The building was ideal given its size and easy access to major freeways and public transportation, including the light rail." The new campus can accommodate over 400 students.

The College's Mesa facility currently employs 15 full-time employees and is anticipated to grow its employment to 50 in the next three years. For over 20 years, Arizona College has been serving students who want hands-on training for careers in healthcare.

For more information, visit <http://www.arizonacollege.edu>.

Benedictine University at Mesa

The last few months have been exciting for Benedictine University (BenU) at Mesa!

In March it was announced that Mesa Mayor Scott Smith will address the University's 120th Commencement Convocation on Saturday, May 11, at the school's main campus in Lisle, Illinois.

BenU announced classes offered at the Mesa campus will be lecture-free. Turning away from a traditional model, faculty will champion a curriculum that is focused on application, decision-making and problem-solving. Professors will use innovative techniques in the classroom to challenge students to actively learn, utilize technology and apply acquired knowledge.

BenU at Mesa also announced a "Memorandum of Understanding" with the Maricopa County Community College District to simplify the transfer process, making it easier for area students who have earned an associate's degree to transfer to BenU to continue their education.

Lastly, BenU at Mesa began hiring experienced faculty for their new branch campus to support initial offerings in fine arts, criminal justice, communication arts, psychology, theology, nutrition, management and organizational behavior, and religious studies.

Classes start on the Mesa Campus fall 2013. Visit www.ben.edu/mesa to learn more.



Mesa Community College (MCC) online degrees

MCC recently received formal notification from the Higher Learning Commission (HLC) Institutional Actions Council that they have been approved to expand distance learning education to include 100% total degree programs. This was in response to an application that was submitted in the fall of 2012.

While MCC has offered online classes for several years, students now have the opportunity to complete a degree fully online. With this approval, MCC will offer more than 20 different online Associate degrees and Certificates of Completion.

The college currently offers more than 500 eLearning classes through internet, hybrid or web-enhanced delivery methods, allowing students convenient and flexible options to advance their education. Enrollment for both summer and fall 2013 semesters is currently open.

For more information about the new online degree offerings at MCC, please call 480.461.7700 or visit mesacc.edu/elearning.

Wilkes University

Wilkes University embraces community service as part of its mission as demonstrated by a team of students from the University's Sidhu School of Business and Leadership visited Mesa to contribute time and talents to the community for a week. Five business students worked with Save the Family Foundation of Arizona on a housing project and the Southeast Shakespeare Company to help develop a marketing plan. In addition to these service activities, students met with local employers and business officials and attended Discover U Weekend. The team of students was accompanied by Dr. Jeffrey Alves, dean of the Sidhu School for Business and Leadership. Dr. Alves also gave a talk on "Is Entrepreneurship Relevant?" during a Tech Talk series hosted by HeatSync Labs. Visit www.wilkes.edu and www.heatsynclabs.com.

Westminster College

On Thursday, April 18, Mesa employers are invited to a special luncheon hosted by Westminster College to learn what their interns and graduates can offer to companies. Employers will find out what career development services Westminster provides, how the College's internship program works, and how they can utilize interns and post open positions for their businesses when the new Mesa campus opens this fall.

Employers often comment on the strong work ethic, adaptability, and the development of communication, critical thinking, and leadership skills that are characteristic of Westminster graduates. These qualities are why 95 percent of Westminster graduates are placed in their first job or professional school within six months of graduation. Over 50 percent of all Westminster students also complete an internship before they graduate.

The luncheon will be held at noon at the One Oh One Gallery at 101 W. Main. Interested employers should contact Abigail Manwell at 573.592.5382 or Abigail.Manwell@westminster-mo.edu.

The 2013 Fireball Run Adventurally Selects Mesa



Mesa has been selected as one of eight destinations for the 2013 Fireball Run Adventurally and its Race to Recover America's Missing Children. The 2013 theme is All Stars & Movie Cars. The Adventurally will begin on September 20, 2013 in Longmont, CO and will finish September 28, 2013 in Riverside, CA. The series is scheduled to be in Mesa on September 26, 2013. The Fireball Run Adventure series is virtually streamed to a world audience and filmed as part of an online television series. Forty celebrity driving teams will compete in the eight day, 2,500-mile trivia game. Each team will also campaign to garner awareness for a missing child from their respective hometown.



The celebrity teams move about the country in a quest to solve clues related to points-of-interest, history and culture of a host city. The winning team will receive notoriety, bragging rights and a plastic

road sign. The 2013 celebrity participants will include Astronaut Jon McBride, Lamborghini Legend Valentino Balboni, Ray McClelland the host of the Speed Channel's Car Warriors and Rock Hall of Fame President Terry Stewart.

The producers of the Fireball Run Adventurally selected our City due in large part to the Mesa Arts Center. This will provide an opportunity to bring national exposure to Mesa's cultural attractions. The Mesa Chamber of Commerce will select the City locations and challenges for the celebrity teams to find and/or solve. The public will have an opportunity to meet the celebrity teams when they make their trek through our town. All inquiries related to Mesa's involvement in the 2013 Fireball Run Adventurally should be directed to the Chamber.

For information, visit www.mesachamber.org.

Visit Mesa Unveils New Brand: Mesa City Limitless

Visit Mesa, formerly Mesa Convention & Visitors Bureau, unveiled the makings of a new destination marketing brand - Mesa City Limitless - at a Mesa City Council study session in March. Mindset, Inc. was selected to lead the branding efforts as part of an initiative to elevate awareness of - and appeal for - Arizona's third-largest city.

"The branding effort we are undertaking is about repositioning Mesa in a way that accurately reflects everything our city now offers the visitor," said Visit Mesa President & CEO Marc Garcia. "We are monitoring the conversations out there and finding Mesa visitors are continually impressed by the limitless array of activities and distinct



experiences they are discovering in our region. We need a brand and an executable campaign that reflects the genuineness of our destination."

Prior to the brand management selection process, Visit Mesa conducted an audit that solicited feedback from previous visitors as well as from the city's visitor industry stakeholders asking them to describe what Mesa is today. Creative Director Jeff Miraglia of Mindset, Inc., conducted the brand audit and interviewed about 60 stakeholders including every City Council member, before coming up with the brand.

The brand strategy and new creative will be tested in Mesa's target feeder cities including Southern California, Chicago, Denver, Seattle and Calgary, Alberta, Canada prior to launching this summer.

For information, visit www.visitmesa.com.

Mesa Lands Women's Professional Golf Event

Visit Mesa, the new name of the former Mesa Convention and Visitor's Bureau, brought the inaugural VisitMesa.com Gateway Classic to Longbow Country Club in February. The tournament was the season opener for the Symetra Tour - Road to the LPGA, billed as the largest development tour in the world for female pro golfers.

"I think the LPGA Symetra is a great fit to Mesa," said Marc Garcia, president of Visit Mesa. "These young ladies are just about to hit the big leagues and I think Mesa is in a position to make it big time as a visitor destination. We are setting the stage for booking events in Mesa and to host a full-blown LPGA event in the future."

The tournament is part of Visit Mesa's overall strategy of using sports events to elevate Mesa's profile and boost tourism. Recently Mesa has hosted several major swimming tournaments and the summer of 2012 was the site of National Junior Disability Championships, a prelude to the international Paralympics in London.

Log on to www.visitmesa.com.

Mesa Arts Center Plan Would Create Year-round Gathering Place

Cindy Ornstein, Mesa's Arts and Culture Director, announced in February 2013 a multifaceted plan to turn the Mesa Arts Center into a daylong, year-round creative gathering place. The plan involves a makeover of the north end of the arts center campus and a prospective grant from a national arts funder that would allow anyone visiting the center to become an artist, author or poet in his or her own right. There are three elements:

- A northward facing outdoor stage will be built just south of Main Street for arts demonstrations and performances. The



Mesa Arts Alliance, a private, non-profit support organization, is the principal donor for the \$488,000 project.

- A café-style environment is planned that incorporates interactive multi-media screens, on-site interfaces for creating poetry and art on those screens, engagement with community groups and artists to generate material to be shown there, and a number of other potential interactive components, along with food and beverage sales on weekends. The idea is to create a “21st century cafe society” to enhance downtown Mesa’s burgeoning cultural atmosphere. The City of Mesa is one of only 104 finalists selected out of more than 1,200 proposals submitted to ArtPlace. Funded projects will be announced by the end of May 2013.
- In an additional phase of development, the north plaza area of the campus would be made more suitable for festivals, private parties and outdoor dining, with an expansion of the open paved area and the addition of seating, landscaping and potentially additional features, such as projection art on the outside of the buildings.

ArtPlace is different from Artspace, a Minneapolis group that is considering building an arts-oriented development incorporating live-work space for artists in the downtown Mesa area. A market study for that project will begin in the fall, funded from private donations.

Cindy Ornstein hopes the first two elements of the improvements to the MAC’s north plaza area will be ready to welcome the first light-rail passengers when they arrive in downtown Mesa in late 2015.

For information about ArtPlace, visit www.artplaceamerica.org.



Light Rail spurs fourth Mesa housing proposal

Amcal Multi-Housing, Inc. of Agoura Hills, California, is proposing the fourth new Mesa housing project with close proximity to the light rail. The plan, a four-story 82-unit apartment complex, is immediately adjacent to the Sycamore Street light-rail station.

If approved by the Arizona Department of Housing, Sycamore Station Apartments would be financed by federal tax credits that are designed to encourage development of low-income housing. The tax breaks allow developers to charge lower rents and still make a profit. The department has focused in recent years on developments with access to public transit focusing on this criterion component last year resulted in three low-income housing projects for Mesa.

The three projects underway are 81 units of low-income senior



mesachamber
OF COMMERCE

housing near Center Street and First Avenue; 124 units called Escobedo at Vista Verde redeveloping the Escobedo complex; and 80 units of workforce housing replacing most of La Mesita Family Shelter on West Main Street.

For information, visit www.metrolightrail.org/centralmesa.

Mesa Chamber of Commerce proactively engaged

The Mesa Chamber of Commerce’s Business Expansion Council (BEC) is engaging in support of growth and success of the Mesa business community. In 2012, the BEC provided the business community educational opportunities, participated in business retention efforts, secured grant funding to provide support to the Local Initiatives Support Corporation (LISC) efforts on behalf of businesses located along the light-rail project and worked directly with the City of Mesa as a partner in the Start-Up Mesa Business Success Connection.

In partnership with the City of Mesa Office of Economic Development (OED), the BEC looks to be a support organization to the City of Mesa’s efforts. The BEC’s key strategies are to help transition the mid to large corporations and sizable higher education organizations to Mesa, and to support the growth of the start-up and existing small business community.

To take advantage of the assistance available, the BEC encourages the business community to join the Mesa Chamber of Commerce and become involved with the economic development activities of our city.

For information, visit www.mesachamber.org.

**City of Mesa
Office of Economic
Development**

PO Box 1466
20 East Main Street, Suite 200
Mesa, Arizona 85211-1466

Phone: 480.644.2398
Fax: 480.644.3458

www.mesaaz.gov/economic

EVENTS



APRIL

20 Celebrate Mesa

Pioneer Park
526 E. Main St., Mesa
3-6pm | www.mesaaz.gov/parksrec

**21-24 Greater Phoenix Economic
Council (GPEC)**

Executive Mission
Washington, D.C.

26 101st Annual Leadership Awards

Hilton Phoenix East/Mesa, 1011 W. Holmes Ave.
5-8:30pm | www.mesachamber.org

MAY

1-3 AAED 2013 Spring Conference

Loews Ventana Canyon Resort
7000 N. Reseda Drive, Tucson, AZ 85750
www.aaed.org

**14 Roundtable Lunch w/
Mayor Scott Smith**

Waxie Sanitary Supply, 4136 E. McDowell Road
11:30am-1pm | www.mesachamber.org

27 Memorial Day Holiday

City offices closed

JUNE

1 Eastmark Grand Opening

10100 E. Ray Road
10am-5pm | www.eastmark.com

**10 2013 Salt River Project (SRP)
Forum – East Valley Rising**

For more info email: msterling@evp-az.org
3:30-6:30pm | www.evp-az.com

**29 Southwest Ambulance Arizona
Celebration of Freedom**

Downtown Mesa
6-11pm | www.azcelebrationoffreedom.org

**Phoenix-Mesa Gateway
Airport continues ascent**

**> Jane Morris named new executive director
of Phoenix-Mesa Gateway Airport**

Former Phoenix Sky
Harbor International
Airport executive Jane
Morris has been named



the new executive director of Phoenix-Mesa
Gateway Airport. She retired in June 2012 as a
deputy city manager for the City of Phoenix and
is replacing Lynn Kusy the former Executive
Director of Gateway. Mr. Kusy retired March 14,
2013 after serving 20 years as Gateway's executive
director.

“Jane is a gifted executive with strong credentials
whose leadership at the City of Phoenix helped
expand its airport and city infrastructure,” said
Mesa Mayor Scott Smith. “The Airport Board of
Directors decided that her experience made her
the ideal candidate to lead Gateway Airport at this
moment in time when we are highly focused on
growing our passenger service amenities.”

> Gateway Airport boasts 44% increase

For the first time in the history of Phoenix-Mesa
Gateway Airport, the number of passengers in
2012 exceeded one million. Total passenger count
was 1,377,205, a 44 percent increase over 956,665
passengers in 2011. “We’re ecstatic about these
numbers,” recently retired Executive Director
Lynn Kusy said. “We didn’t expect an upturn this
sharp, but it seems like we keep saying that year
after year”. Most of the increase was attributed
to Allegiant Air, which flies to more destinations
than the airport’s other two airlines. Spirit Airlines
began serving Gateway February 2012 and
Frontier Airlines began flights in November 2012.
Allegiant began flights at Gateway in October
2007. In 2010, passenger count was 804,340; in
2009, it was 579,059; and 2008 was 357,165.



Expanding its role as one of the nation’s fastest-
growing hub airports, Phoenix-Mesa Gateway
Airport added Honolulu, Hawaii and Provo,
Utah to its destination itinerary and improved
the passenger terminal experience by increasing
the volume of ticketing counters from 12 to
31 stations. Next, the fifth and final piece of
expansion construction on the passenger-terminal
is scheduled to begin and will increase the number
of gates from eight to 10 by November 2013.

For information, visit
www.Phxmesagateway.org.

Staff Profile



Kelley Keffer became
a member of the
Mesa Economic
Development team
in December 2012.

As the Management
Assistant II, she provides critical support to
the Director, Deputy Director and staff in
department operations.

Prior to joining the City of Mesa, Kelley
served as the Project Director for The
National Center for American Indian
Enterprise Development Small Business
Administration (SBA) programs in Mesa.
Before coming to Mesa, she served more
than six years as the Director of the Small
Business Development Center (SBDC) for
Mohave County at Mohave Community
College, as well as Associate Faculty teaching
entrepreneurship and small business
management.

Kelley earned a Bachelor of Business
Administration – Management from Walsh
College. She is a certified business counselor
and also holds instructor certifications in
NxLevel, FastTrac, and Profit Mastery for
entrepreneurs. She plans to pursue a Master
in Business Administration with a leadership
emphasis.

Originally from the Metropolitan Detroit
area, Kelley is involved in youth activities
with her children including Little League
baseball, and is attempting to master
gardening in the East Valley climate.

Kelley may be reached at 480.644.6958 or by
emailing her at kelley.keffer@mesaaz.gov.