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Economic Reporter

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

THIRD QUARTER 2014

Mesa recognized for economic development excellence

In May, the Arizona Association for Economic Development (AAED) awarded both the City of Mesa's Office of Economic Development (OED) and the Economic Development Director, William J. Jabjiniak, the Economic Development Distinguished by Excellence (EDDE) award.

Mesa's OED was recognized as AAED's Large Organization of the Year, while Jabjiniak was honored as Economic Developer of the Year – Large Community. The honors were presented during an awards dinner at the AAED Spring Conference in Tucson. The prestigious EDDE awards honor individuals and companies who have made significant contributions to advancement of the organization and also to the economic growth within the state of Arizona.

Jabjiniak was cited for leading a team focused on business attraction, retention and expansion, workforce development and revitalization, which under his direction, has successfully attracted, expanded or assisted in 134 projects.

"His achievements in Mesa include attracting Apple, Inc., retaining the Chicago Cubs, retaining MD Helicopters at Falcon Field, expanding Banner Health's facilities, the attraction of five new higher education institutions, the acquisition of Arizona Laboratories for Security and Defense and attracting Able Engineering," said Joyce Grossman, AAED's Executive Director.

Grossman stated in the last two years alone, Mesa's OED has assisted in creating and retaining more than 3,600 jobs and generated nearly \$2 billion of capital investment in Mesa.

Learn more at www.tinyurl.com/MesaEDDEawards.



Metso Minerals Industries to relocate equipment repair facility to Mesa

Metso Minerals Industries, Inc. has announced the relocation of its industrial equipment repair and field service facility to southeast Mesa. The company will construct a 44,000 sq. ft. facility and will create an estimated 40 new jobs.



The facility, located at 8223 E. Pecos Rd., will service mining industry customers around the state. The state-of-the-art facility will be used as a combination machine shop, weld shop, mechanical rebuild shop and a field service team center to support, repair and rebuild process equipment used in the mining industry across the southwestern U.S.

Metso is a leading process performance provider, with customers in the mining, construction, oil and gas industries. Metso employs approximately 16,000 professionals in 50 countries. www.metso.com

Mesa's Apple project honored by Site Selection and Area Development magazines

Two of America's leading site selection magazines, *Site Selection* and *Area Development*, have recently recognized the Apple manufacturing project, located in the Elliot Road Technology Corridor, as one of the top deals of 2013.

Apple Inc. purchased the 1.3 million sq. ft. former First Solar building where its manufacturing partner, GT Advanced Technologies, will manufacture components for Apple. The project is creating approximately 700 new permanent jobs and will use 100 percent renewable energy.

Site Selection made the announcement in its May issue describing the project as a "rallying cry in the Silicon Desert" – a nickname for the Phoenix-Mesa metro area's strong technology hub.

Area Development announced in its June issue that Arizona received a Silver Shovel Award – key to Arizona's award was the Apple project.

Learn more at www.tinyurl.com/SiteSelMag and www.tinyurl.com/AreaDevMag.

Economic Development Advisory Board

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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 E. First St.). All meetings are open to the public.



The Quick Job *by Bill Jabjiniak*

Elliot Road Technology Corridor offers companies “the complete package”

The Phoenix-Mesa metro area is becoming a hot bed for tech companies, recently being ranked 9th on a *Forbes* list of cities with the fastest growing information sectors. In addition, *TechAmerica Cyberstates* just ranked Arizona among the top 10 states for high-tech manufacturing employment.

With more than 1,000 acres of shovel-ready land, the Elliot Road Technology Corridor is well positioned to maximize the opportunities from this national attention. Few locations in the Western U.S. can compare to Mesa’s rapidly developing Corridor. And soon, the City will add an important ingredient to the Corridor – The Corridor Zoning Overlay.

The Corridor Zoning Overlay

The City of Mesa is currently developing a special zoning overlay ordinance for the Corridor. The ordinance would not change existing zoning on any of the privately-owned parcels within the Corridor, but would create an “overlay” zone, designated light industrial. If someone wanted to change a parcel to light-industrial zoning, Mesa would grant that zoning automatically with the submission of the proper paperwork. No public hearings or City Council action would be required. The zoning overlay will cut entitlement risk and allow development projects to turn around quickly for a zoning change.

Robust Infrastructure

The Corridor is located adjacent to major Salt River Project (SRP) transmission lines (500kV, 230kV and 69kV) and the Browning receiving station, perfect for companies needing large amounts of redundant, dedicated power. The Corridor is also served by SRP’s dark fiber network, the largest independent fiber network in Arizona.

The Corridor boasts competitively-priced gas, plenty of water, a 24-inch sewer line (well situated for high-tech and industrial users), easy freeway access

to Loop 202 and I-10, and is within five minutes of the Phoenix-Mesa Gateway Airport, which provides commercial and air cargo services.

Corridor-based companies may also take advantage of the Mesa Foreign Trade Zone, which can provide qualified companies with Federal and State tax benefits.

Quality Workforce

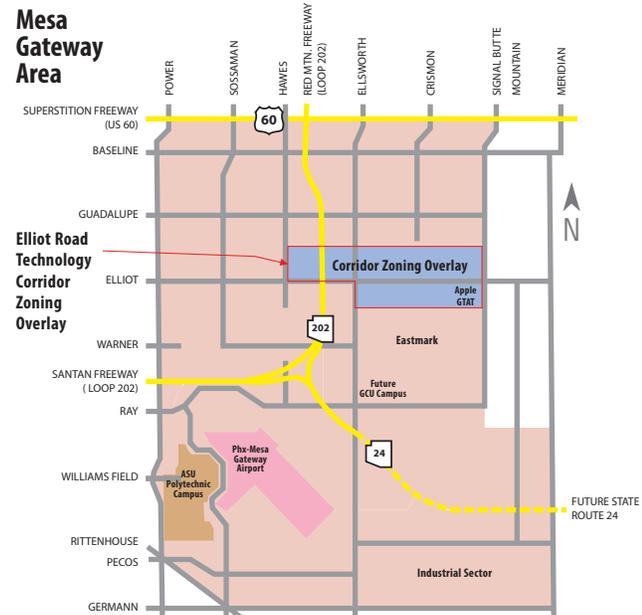
Just minutes away, the Corridor has access to a pipeline of tech-savvy workers at Arizona State University’s Polytechnic Campus with 11,000 students and the forthcoming Grand Canyon University with a future 10,000 students.

What’s more, the Phoenix-Mesa metro area ranked 3rd in the nation for producing college graduates in Computer Engineering, Programming and Database Administration.

Competitive Operating Costs

The area compares well to other tech markets for total operating costs. In a recent operating cost comparison by the Greater Phoenix Economic Council, Seattle was 14 percent higher than Phoenix-Mesa in total costs and San Jose was 29 percent higher.

Visit www.mesaaz.gov/economic/techcorridor for more details.



Phoenix-Mesa Gateway Airport hosts heavy hitters

Phoenix-Mesa Gateway Airport plays host to world's largest cargo plane

In May, Phoenix-Mesa Gateway Airport (PMGA) showed its strength as a cargo destination by playing host to the world's highest gross weight production cargo plane, the Russian-built Antonov AN-124, which can carry up to 150 tons of cargo.



PMGA's extra strong tarmac and 10,400 foot runway are more than sufficient for the 450-ton Antonov, which needs 6,200 feet to take off. To see the Antonov at PMGA, visit www.tinyurl.com/AntonovAtGateway.

Aviation executives get high-level view of PMGA

In April, PMGA, City of Mesa, Salt River Project and Able Engineering hosted 30 aviation executives for helicopter tours of Mesa, the East Valley and PMGA. The tour included a visit to Able's \$20 million headquarters and aviation maintenance, repair and overhaul (MRO) facility. The purpose of the tours was to showcase the many expansion opportunities at PMGA for aviation companies attending the MRO Americas 2014 Convention being held in Phoenix. www.mesaaz.gov/economic, www.srpnet.com

Gateway Airport terminal expansion complete

PMGA has recently completed its terminal expansion project. The terminal expanded six times in as many years and accommodated 5.9 million total passengers during that time. The terminal grew from four gates and roughly 25,000 sq. ft. to 10 gates and 116,000 total sq. ft. Cost for the expansion project was \$32 million. www.phxmesagateway.org

Boeing wins \$104M contract to produce Apache helicopter parts for US Army



The U.S. Army has recently awarded Boeing a \$103.8 million contract to produce parts for Apache Helicopters. The parts will be produced at Boeing's facility located in Mesa. Boeing's Mesa facility was recently ranked by the Phoenix Business Journal as the third largest manufacturer in the Phoenix-Mesa metro area. Learn more at www.tinyurl.com/MesaBoeing3rdLargest.

Opening of State Route 24 to drive growth in Gateway area

The new section of State Route 24, which provides a direct connection between the Loop 202 (Santan Freeway) and Ellsworth Rd., opened in early May 2014. Construction of the \$73 million project began in March 2012. The City of Mesa accelerated the start of construction by several years through a transportation-bonding program.

The program allowed Mesa to borrow money through the bond market, transfer the money to ADOT for construction, then repay the bonds with money the City will receive from Maricopa County's Prop 400 sales tax. This approach allowed the State and City to save millions of dollars. Mesa was able to avoid inflationary costs of building the freeway five to 10 years from now, and because of the recession, many contractors competed for the work resulting in bid prices coming in below engineering estimates.

Transportation projects and freeway access, such as State Route 24, drive economic development. The highway will facilitate further development of key Gateway area projects including the Eastmark Development, Gateway Airport east-side terminal, Grand Canyon University's new campus, the Elliot Road Technology Corridor and the Mesa Gateway Industrial Sector. www.tinyurl.com/StateRoute24

Able Engineering wins Arizona Economic Impact Project of Year by NAIOP

Able Engineering, one of Arizona's fastest growing aerospace companies, recently received the National Association of Industrial and Office Properties (NAIOP) Economic Impact Project of the Year award.



Able Engineering was being recruited by other states when Mesa officials convinced Able to expand at Phoenix-Mesa Gateway Airport. The Airport, in partnership with the City of Mesa, built a 191,000 sq. ft. facility for \$20 million and leased it back to Able. The arrangement allowed the company to focus its capital on manufacturing equipment, rather than bricks and mortar. The company invested more than \$10 million in high-tech machinery and hired more than 400 high-wage workers. www.ableengineering.com

Chief Executive magazine ranks Arizona 7th best for doing business

Chief Executive magazine recently ranked Arizona as the 7th best state for doing business in its 10th annual survey. More than 500 CEOs responded with their views of the best and worst states for business. Business leaders were asked to grade states, with which they were familiar, on a variety of measures that CEOs themselves have said are critical including the tax and regulatory regime, the quality of the workforce and the quality of the living environment. Learn more at www.tinyurl.com/AZ7thBest.

Mesa Educates

Higher Education Roundup

Albright College

Albright's popular Degree Completion Program offers a unique cohort learning style for its students. Students begin their courses at the same time and location, and continue until they complete their degree. Classes are accelerated, five to seven weeks in length, and are offered continuously throughout the year.

Albright College was recently approved to offer three new bachelor's degree programs: Digital Communications, Game and Simulation Development, and Information Systems and Management. The college will begin these programs in fall 2014. Albright will also continue to offer majors in Business Administration, Applied Psychology and Information Systems.

Albright's current students have completed approximately 75 percent of the program and Albright will have the first set of Mesa graduates next spring. These students had completed two years of college before enrolling at Albright to finish their bachelor's degree. All are working adults with significant work and family responsibilities. They have been able to manage these responsibilities while going to school full-time in the evening to earn their bachelor's degrees. Mesa.albright.edu



A.T. Still University

ATSU-SOMA, ASDOH celebrate commencement ceremonies

A.T. Still University's School of Osteopathic Medicine in Arizona (ATSU-SOMA) and Arizona School of Dentistry & Oral Health (ATSU-ASDOH) celebrated their 2014 graduating classes in June.

One hundred doctors of osteopathic medicine graduated, marking the fourth graduating class for ATSU-SOMA.

Seventy-two ATSU-ASDOH students crossed the stage receiving their Doctor of Dental Medicine degree, 23 of whom simultaneously completed the Master in Public Health program through ATSU's School of Health Management.

ATSU-SOMA hosts aspiring healthcare professionals

ATSU-SOMA recently hosted 40 high school students from the "Volunteer Program" at Dignity Health's Gilbert Mercy Medical



Center site. The program provides an opportunity for teenagers to get an inside look at what it's like to work in the healthcare industry.

Students participated in a simulation lab, a therapy demonstration in osteopathic manipulative medicine, and were given the chance to tour the University's new Virtual Anatomy Lab. It features a 56-seat lab presented in a virtual setting and offers the same anatomy practicum, but without actual cadaver dissection.

Organizations who inspire youth to become healthcare leaders are encouraged to contact ATSU-SOMA for an array of educational opportunities. For more information, contact Jay Crutchfield, MD FACS, assistant professor, at jcrutchfield@atsu.edu or call 480.245.6263. www.atstu.edu

Benedictine University

Benedictine University at Mesa will begin offering a Bachelor of Business Administration in Accounting and a Bachelor of Science in Computer Science in fall 2014. Through its National Moser Center for Adult Learning, Benedictine will also offer the University's first accelerated undergraduate degrees for adults in Arizona in Criminal Justice and Accounting.

Benedictine, who has partnered with Mesa Community College (MCC) to offer other scholarships and an easy transfer process for MCC students after

they earn associate degrees, will award two \$10,000 scholarships through the Shouan Pan Benedictine Values

Award. To be eligible for the award, applicants are required to have earned an associate's degree from MCC with a 3.25 or higher cumulative GPA and be an incoming full-time, degree-seeking student at Benedictine University at Mesa beginning with the fall 2014 semester.



Benedictine University®

AT MESA

Benedictine University at Mesa started its first group of MBA classes on June 24 and is accepting applications for future MBA cohorts. Twenty-four students have enrolled in Benedictine’s \$10K MBA program at its Mesa branch campus. Future groups are forming now and interested individuals are invited to attend a virtual information session at 12:00 PM on the following dates: Wednesday, July 9; Thursday, July 24; and Friday, August 15.

The virtual information session is an easy way to ask questions and get more detailed information about the program, admissions criteria and delivery from a live admissions counselor online. Both phone and Internet connections are necessary to participate. In addition, on-ground open houses will be held at 6:00 PM on July 23, and August 13, at Gillett Hall, located at 225 E. Main St. in Downtown Mesa.

Benedictine University at Mesa recently opened the John O. Whiteman Student Success Center, which is designed to help students succeed by offering mentoring, providing access to internships and networking, hosting leadership and character development workshops, and organizing service learning and civic involvement activities.

The center is named after Arizona native John Whiteman, president of the Whiteman Foundation – a philanthropic organization that has a history of supporting education and arts initiatives, who provided the founding donation to establish the center. Learn more at www.ben.edu/mesa or call 602. 888.5533.

Northern Arizona University

Northern Arizona University’s (NAU) degrees and the 2NAU joint-admission program now allow students to transfer more credits from Mesa Community College (MCC). Students may earn up to 90 credits from MCC then complete the final 30 credits at NAU through local and/or online classes. The final 30 credits focus on the student’s chosen field of study. Programs include Law Enforcement Management, Humanities, Intelligence Studies, Emergency Management, Public Administration and Technology Management.

Most of the 90/30 degree programs are interdisciplinary degrees which means students can tailor their education to one of several career fields of interest. Learn more at www.ec.nau.edu/HowToContactUs.aspx or by contacting Bobbie Crouse at 602.776.4680 or at bobbie.crouse@nau.edu.

Upper Iowa University

Upper Iowa University (UIU) has designed a master’s program with the needs of today’s “teacher leaders” in mind. Today’s teacher leader needs to have a deep understanding of curriculum, assessment and instruction and needs to understand student development and professional development. Today’s teacher leader needs to have the skills to collaborate with students, parents and colleagues. Teachers understand the complexities and challenges of the classroom and have much to offer in shaping a vision of 21st Century schools. Many



schools are tapping the talents of teachers to serve on leadership teams, professional learning communities, and in the roles of department chairs, peer coaches and master teachers.

For those interested in participating in this master’s program, please contact Dr. Connie Greiner at UIU Mesa Center at 480.834.4620. www.tinyurl.com/UIU-MesaCampus

Mesa receives international prestige for “How Mesa Became a College Town”

The City of Mesa has been honored with the prestigious J. Robert Havlick Award for Innovation in Local Government. The Alliance for Innovation presented Mesa with the award for the City’s higher education recruitment initiative, “How Mesa Became a College Town.” The initiative was selected and recognized at the Transforming Local Government Conference awards luncheon April 23 in Denver and was presented to Mesa City Council at their May 19 meeting.

“I’m proud of the Mayor and Council’s vision, City management support, and our team’s commitment and hard work in bringing these legacy institutions of higher learning to Mesa,” City Economic Development Director William J. Jabjiniak said. “This effort has been integral in strengthening our Downtown, creating quality jobs and providing our citizens with greater access to a variety of quality educational choices.”

Mesa’s award submission was selected following a rigorous review process. The higher education recruitment initiative was led by Deputy Director Jaye O’Donnell and the team in Mesa’s Office of Economic Development.

The Alliance for Innovation is an international network of progressive governments and partners committed to transforming local government by accelerating the development and dissemination of innovations. The Alliance seeks out innovative practices, challenges existing business models, exchanges knowledge, and provides products and services that helps its members perform at their best. www.TransformGov.org

Learn more about Mesa’s Higher Education Initiative at www.tinyurl.com/MesaEducationInitiative, Mesa Educates U at www.facebook.com/MesaEducatesU, and www.MesaEducatesU.org.

NEDCO Light Rail Business Extension Program



The Neighborhood Economic Development Corporation (NEDCO) has just completed its third year of the Light Rail Business Assistance Program. NEDCO has worked with small businesses along the light rail construction line to help the businesses become stronger and more resilient during construction.

More than 230 businesses have received over 2,000 hours of customized assistance by NEDCO consultants. NEDCO also holds five training workshops per month that provide businesses with access to experts and networking opportunities. Some businesses even credit the workshops for getting their business off the ground. “Republica Empanada would not have happened if it wasn’t for the assistance NEDCO offers,” said Marco Maraz, owner of Republica Empanada.

In addition to providing direct business assistance, NEDCO developed a grassroots advertising campaign that was executed by the



businesses themselves. NEDCO also worked to leverage the City’s investment by securing additional grant funding. “The Downtown Alleyway Project is a perfect example of how NEDCO has been able to leverage City funds”, said Councilmember Chris Glover (District 4), “The organization secured a \$60,000 grant from Local Initiatives Support Corporation (LISC) Phoenix, and business owners matched that with an additional \$190,000, to improve the rear facades of their buildings facing the alleyways. These are exactly the type of programs the City should be funding, ones that leverage our investments.”

Mayor Alex Finter announces Falcon Strategic Visioning Commission

For more than 75 years, Mesa’s Falcon Field Area has led the nation in aviation innovation. From the early 1940s when WW II U.S. and British cadets trained over the skies of Mesa, until today when multi-million dollar, cutting-edge aircraft continue to set the standard in aviation; the Falcon Field area is one of Mesa’s most dynamic and dense zones of employment and economic opportunity.

Within 5.5 square miles, Falcon Field businesses sustain nearly 12,000 jobs, which generate more than \$2.3 billion in economic impact annually to the city, region and state.

To accelerate the pace of economic progress and ensure that the Falcon Field area continues to excel and grow, Mayor Alex Finter announced the formation of the Falcon Strategic Visioning Commission.

The Commission’s purpose is to develop a strategic vision for the Falcon Field area and their charge is twofold. First, they will identify area strengths, opportunities, untapped growth sectors, barriers to success and potential beneficial relationships. Second, they will recommend a strategic economic vision to the City Council that sets a clear course for the City of Mesa and its business community partners to follow.

Mayor Alex Finter appointed seven Commission members to a one-year term. The members are Rich Adams (chair), Gerald Blomquist, Mike Haenel, Craig Kitchen, Tannis McBean, Rosa Roy and Otto Shill.

The major anchor in the employment area is Falcon Field Airport, home of Boeing and MD Helicopter.

Recently, Falcon Field Airport began more than \$4 million in improvements to maintain high-quality, safe facilities by using Federal and state grants to help fund additional runway guard lights at runway intersections, the second phase of ramp pavement reconstruction, and additional tie-down anchors and pavement markings. A pavement overlay project will also begin this summer. The Airport’s main runway will be milled and re-paved, and markings will be repainted.

“Falcon Field Airport is an integral part of Mesa’s aerospace, aviation and defense cluster,” stated Jaye O’Donnell, Deputy Director of Mesa’s Office of Economic Development. “Maintaining and improving this important asset is critical to our economic development efforts.” Learn more at www.mesaaz.gov/falcon_field

For information on the Commission, contact City of Mesa Mayor’s Chief of Staff, Kathy Macdonald, kathy.macdonald@mesaaz.gov or 480.644.3002.



City of Mesa launches web microsites and grows social media presence

Two new microsites launched

The City of Mesa Office of Economic Development (OED) is pleased to announce the creation of two new web microsites promoting the Medical Device cluster and the Elliot Road Technology Corridor.

The Medical Device microsite promotes Mesa as an ideal place for medical device companies to locate featuring available locations, quality workforce, and data that compares competitive metropolitan areas. www.mesaaz.gov/economic/medicaldevice

The Mesa Technology Corridor microsite promotes the area along Elliot Rd., between Signal Butte Rd. and Hawes Rd., as a prime location for technology companies. The Mesa Technology Corridor is where

Apple recently located with its manufacturing partner, GT Advanced Technologies, to manufacture components for Apple. www.mesaaz.gov/economic/techcorridor

Growing social media presence

Mesa's OED is seeing success in its social media efforts. Since July 2013, Mesa's OED Twitter followers have increased 44 percent with 2,510 followers, and OED's LinkedIn Group has grown to 782 members over that same time period, an increase of 32 percent. To follow Mesa OED on Twitter, go to www.twitter.com/MesaEconDev. To join the Mesa OED LinkedIn group, visit www.tinyurl.com/MesaEconDev.

Learn more about the City of Mesa Office of Economic Development at www.mesaaz.gov/economic.

Innovation in Manufacturing Grant Competition 2014

The Arizona Commerce Authority is conducting an Advanced Manufacturing Grant Competition to support and grow southern and central Arizona's Aerospace and Defense industry and its supply chain.

The grant competition opened June 23 and funds projects that develop innovative new tools and technologies for integrated approaches that both improve productivity and reduce energy consumption of older generation machine tools. Multiple competitive awards (up to \$75,000 each) totaling \$300,000 will be made this year.

Proposals are being solicited in the following three topic areas: Integrated Lean and Green Energy Improvement Tools; "Bolt-On" CNC Machine Tool Sensing and Control Technologies; and Simulation-Based Machine Tool Energy Use Optimization.

Contact Bennett Curry for more information at 602.845.1246 or bennettc@azcommerce.com, or visit www.tinyurl.com/InnovAdvMfgGrant.

Mesa company finds therapeutic uses for ultrasound technology

Mesa-based Guided Therapy Systems (GTS) is broadening the applications of its ultrasound technology to musculoskeletal applications. The initial purpose for the technology was oncological, but additional research has uncovered other uses that include non-invasive face lifts and other aesthetic applications. The University of Arizona is conducting a clinical study that could show the ability of ultrasound technology to repair muscle and tendon damage. An example is the possibility of repairing plantar fasciitis, a painful injury to the bottom of the foot.

GTS was founded in 1994 and went on to start Ulthera and Xthetix, both with a focus on aesthetic applications. www.guidedtherapy.com

Mesa-based Ulthera files for \$86M IPO

Ulthera, Inc., a Mesa-based, global medical device company has filed an \$86 million initial public offering with the U.S. Securities and Exchange Office.

Ulthera sells FDA-cleared ultrasound energy systems for the non-invasive lifting of eyebrows and skin around the neck. The company has 160 employees and reported \$11.8 million in net income, on \$82.2 million in sales, for the fiscal year ending December 31, 2013 according to its S-1 filings. www.ulthera.com



Auer Precision Awarded Tier 1 Supplier of Year

Auer Precision, Inc., a provider of contract manufacturing services in the medical, life sciences, alternative energy and semiconductor industries, has been awarded the Accelerate3 Diagnostics Tier 1 Supplier of the Year Award for 2014.

Auer was selected as a result of its work in the development of stamping and assembly technologies for production of consumable cassettes for Accelerate Diagnostics, Inc.'s specialized products. Accelerate is an in-vitro diagnostics company focused on developing and commercializing innovative systems for the rapid identification and antibiotic susceptibility testing of infectious pathogens.

Learn more at www.auerprecision.com.

Southwest Airlines supports Mesa Chamber with \$50 vouchers for new members

The Mesa Chamber of Commerce's corporate partner, Southwest Airlines, will be donating \$50 vouchers, good toward the purchase of airfare for new members and those who refer new members to the Mesa Chamber of Commerce. The program is limited to 100 vouchers granted on a first come, first served basis. For details, contact the Mesa Chamber of Commerce at 480.969.1307.

www.mesachamberofcommerce.org



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www.mesaaz.gov/economic

EVENTS



JULY

- 4 Independence Day Holiday**
City offices closed
- 4 Arizona Celebration of Freedom**
Mesa Convention Center
263 N. Center St.
6-10:30 PM
Fireworks at 9:45 PM
www.AZCelebrationofFreedom.org
- 8 AAED Luncheon**
Speaker: Michael J. Lacey
Director of Arizona Department
of Water Resources
2901 N. 7th St., Phoenix, AZ
11:30 AM – 1:15 PM
Register: tinyurl.com/AAEDLunch

SEPTEMBER

- 1 Labor Day Holiday**
City offices closed
- 19 Mesa Chamber Golf Tournament**
Las Sendas Golf Club,
7555 E. Eagle Crest Dr., Mesa, AZ
6:30 AM – 1:00 PM
Register:
www.tinyurl.com/MesaChamGolf



Visit Mesa: Summer Spotlight on the Sports Industry

While the summer months are traditionally recognized as Mesa's 'off season,' when it comes to visitor activity, it's quite the opposite for the city's sports community. Visit Mesa, the destination marketing arm for the City of Mesa, plays host to a series of summer sports tournaments and competitions that keep Mesa hotels buzzing with out-of-towners and the city's sports venues hopping. The summer months are ideal for attracting both the Sports and SMERF markets (Social, Military, Educational, Religious, Fraternal associations and organizations) that plan their annual events typically when more attendees can travel.

The summer season kicked off in May when the city welcomed the Western Athletic Conference (WAC) Men's Division I Baseball Championships. No stranger to Mesa, WAC previously held tournaments at Hohokam Stadium but this year they were able to enjoy the new confines at Cubs Park.

"The impact youth sports groups have on our summer economy is notable, especially considering how competitive summer travel is already and our close proximity to competitors in California and along the West Coast," said Sports Sales Manager Josh Todd. "We work hard to fill venues the entire calendar year in Mesa. Arizona is a draw for families that wait all year long to get to our city for summer competition and relaxation."



Every weekend in June the city will be host to sporting events that draw in a national audience. On one weekend alone, Visit Mesa and City officials will welcome 130 baseball teams to compete on Mesa fields. According to data gathered by Visit Mesa, the average stay for summer tournament goers is 2.3 nights in Mesa hotels, and does not include extended stays for those guests that tack on extra nights to explore the region. To ensure overnight stays, Visit Mesa works with the hotel community to contract for these events and book attendees' room nights with Mesa hotels.

Visit Mesa and the City of Mesa Parks and Recreation Department host the following events this summer:

- May: Arizona Invitational Swim Meet; NJCAA Track & Field Championships; WAC Men's Baseball Championships
- June: Game Day USA; Power Soccer Nationals; USA Select Baseball
- July: Prospect Wire; Perfect Game

This fiscal year to date (July 2013 – May 2014), Visit Mesa's sports team has tracked nearly 28,000 room nights booked in Mesa hotels. To learn more, contact Visit Mesa Sports Sales Manager Josh Todd at 480.682.3650 or Josh@VisitMesa.com.

Josh Utterback, MBA, MRED



Josh Utterback joined the Economic Development Team as an Economic Development Specialist in February of 2014. Prior to joining the Office of Economic Development,

Josh worked at Salisbury Development as a Development Coordinator. Previous to Salisbury, Josh worked at Northwestern Mutual Financial Network as a financial representative.

Josh was born and raised in Arizona. He earned a bachelor's from Wheaton College (IL) in Business/Economics and Bible Theology. In addition, he holds a Master of Real Estate Development (MRED) and an MBA, both from Arizona State University (ASU). In his spare time, Josh loves spending time with his wife and two children. His other interests include fly-fishing, hiking, and supporting ASU athletics.

Contact Josh at 480.644.3963 or Josh.Utterback@mesaaz.gov.

Follow Us

You can follow us and engage in economic development discussion at the following locations:

-  • Twitter @MesaEconDev
-  • LinkedIn @ City of Mesa Office of Economic Development
- www.mesaaz.gov/economic