

TOURISM

OUTDOOR RECREATION
SPORTS TOURISM
ARTS & CULTURE



mesa

MAKE YOUR MARK IN MESA, AZ

Welcome to Mesa, Arizona, the nation's 35th largest city, and an integral part of one of the most dynamic regions in the country. With countless places for new discoveries, competitive sports, wild-west adventures and farm-to-table cuisine, Mesa is a city that knows no bounds. From urban to rural, mountain peak to desert floor, arts and culture to wildlife and nightlife, each and every guest is given unparalleled access to one of the richest arrays of visitor offerings in the country. A geographic wonderland, Mesa borders the Tonto National Forest and the iconic Superstition Mountains, allowing visitors to experience the wide-open and true Arizona vacation.



Spring Training Lets Baseball Fans Have a Ball in Arizona

“The Cubs Sloan Park — a miniature Wrigley Field with its iconic red marquee, brick backstop and steel-framed light towers — have helped transform Mesa, Ariz., into a Chicago-themed baseball mecca year-round.” – Charlie Vascellaro, Chicago Tribune

Mesa, Arizona is an Awesome City for Outdoor Lovers

“What makes Mesa an awesome city for outdoors lovers like me? Lots as I discovered . . . including easy access to the Lower Salt River, four lakes within spitting distance, the world-class, unbelievably scenic Apache Trail, mountain and road biking, hiking trails with attendant bird life and wildlife in both the Superstition Mountains and Utery Mountain Regional Park . . . and skies so dark that with the right telescope you can see the rings of Saturn.” – Leigh McAdam, HikeBikeTravel

The Gourmet Oasis in the Arizona Desert You Have to Taste to Believe

“From freshly pressed olive oil to peach pie to fruits and veggies galore, the Mesa Fresh Foodie Trail is a culinary mother lode just outside Phoenix.” – Liza Weisstuch, Budget Travel

Bustling Mesa Has Something for Everyone

“This Maricopa County gem is a bustling city (larger than the cities of Cleveland, Atlanta and Miami) with a small-town, throwback vibe. It’s characterized by farm-to-table excursions, recreational opportunities that span spectacular mountains, sprawling deserts and sparkling lakes, kitschy ghost towns, modern craft breweries . . .” – Flash Parker, USA Today



Mesa is a golfer's paradise. Practice your putt on one of Mesa's many world-renowned golf courses set against the natural beauty of rugged mountains and blue western skies. Mesa offers a setting for golf enthusiasts second to none.

MESA OFFERS AMAZING AMENITIES

Mesa, Arizona currently boasts 63 hotels and 5,455 rooms, representing accommodations in the major brand categories including Best Western, Choice Hotels, Hilton, Holiday Inn, Hyatt, La Quinta, Marriott, and Sheraton, plus accommodations rich in tradition and southwestern hospitality like the Arizona Golf Resort.

Mesa's unique venues offer one-of-a-kind meeting facilities that are sure to impress. In Downtown Mesa, just 20 minutes from Phoenix Sky Harbor Airport, the Mesa Convention Center is a full-service meeting and event facility. The center offers 19,000 square feet of exhibit area with an additional 19,000 square feet of flexible meeting space. Fifteen meeting rooms offer a wide variety of sizes and configurations and the adjacent 275-room Delta by Marriott Phoenix Mesa makes accommodations easy. The Mesa Amphitheatre is part of the Center and is ideal for casual concerts, events, and small or large gatherings of up to 4,950. Visit Mesa offers complimentary services and assistance to meetings and event planners, helping streamline the planning process.

Also located in Downtown, the Mesa Arts Center (MAC) is the largest arts center in Arizona and the only center offering comprehensive professional performing arts, visual arts, and arts education programming on one state-of-the-art campus. Receiving more than 425,000 visitors per year, the campus is comprised of three buildings (212,775 square feet) on seven acres, four theaters seating 99 to 1,600, Mesa Contemporary Arts – a five gallery visual arts complex, meeting spaces, a lecture hall, and 14 visual and performing arts studios.

Mesa's neighbor, Phoenix, is America's fifth-largest city. A panorama of urban sophistication, the Phoenix-Mesa metro area is sprinkled with resorts and spas that soothe souls, state-of-the-art stadiums and arenas worthy of the world's biggest sports spectacles, thousands of restaurants with inspired cuisine, and hundreds of golf courses that beckon players year-round. The Phoenix Convention Center recently completed a \$600 million expansion with 900,000 square feet of convention space. The 26-mile Light Rail transportation system connects Downtown Mesa with Downtown Tempe, the Sky Train at Phoenix Sky Harbor International Airport, Central Phoenix, and beyond.





Mesa is a strategic location with access to an abundance of freeways and two airports, Falcon Field and the Phoenix-Mesa Gateway. Additionally, Valley Metro's Light Rail serves a 26-mile line from north Phoenix to Downtown Mesa. Companies in Mesa also have easy access to Union Pacific and BNSF Railroad terminals located in the Phoenix-Mesa Metro area.

AVERAGE DAILY FREEWAY COUNTS

A STATE ROUTE 202
SR202/101 Interchange to
Dobson Exit

164K in 2017

185K in 2030

B STATE ROUTE 101
SR 101/202 Interchange to
8th Street/Rio Salado

118K in 2017

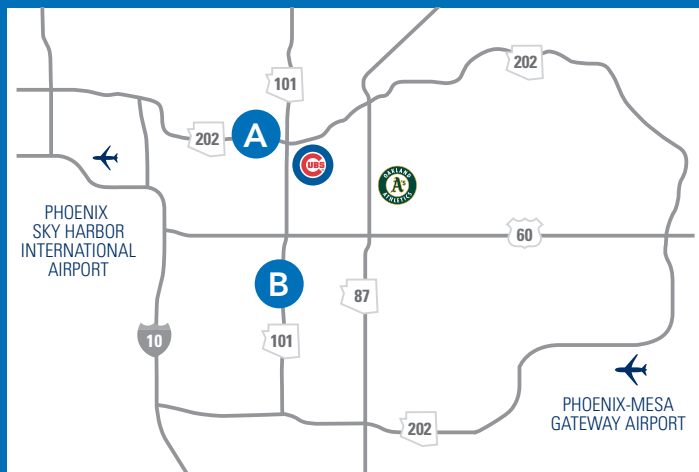
339K in 2030

PHOENIX-MESA METRO AREA

34.2 Million

Population within a 400 Mile Radius of Mesa, AZ

ESRI 2018





AIRPORTS

Mesa boasts two airports—each offering a diverse portfolio of aerospace, defense, aviation, and other high-tech industries, plus the operations to support activities such as cargo, maintenance and repair operations, and research and development. Current activity and demand in and around both airports' employment centers in Mesa, along with future growth in population, enhanced infrastructure, and increased business development, will drive opportunities for product in or above the full-service category.

Phoenix-Mesa Gateway Airport (IWA, AZA)

- Allegiant, California Pacific, Flair Air, Swoop, and WestJet fly to nearly 50 destinations in the U.S. and Canada.
- Today over 1,500,000 people live within a 30-minute drive of Phoenix-Mesa Gateway Airport with another one million expected in the next decade.
- By 2020, Phoenix-Mesa Gateway will serve 1.5 to 2 million commercial passengers annually.
- By 2030, Phoenix-Mesa Gateway will have more than 100,000 high-value jobs within two miles.

Falcon Field Airport (FFZ)

- Falcon Field Airport is owned and operated by the City of Mesa and is one of the most active general aviation airports in the United States in terms of based aircraft and annual aircraft operations.
- More than 90 businesses are based here, including The Boeing Company (Apache Helicopter), MD Helicopters, and CAE Oxford Aviation Academy.
- The Falcon District employs over 18,000 people in many companies and has more than 600 acres available for business development.

Phoenix Sky Harbor International Airport

- 43.9 Million Passengers (2017)
- 13th Busiest Airport in the U.S.



METRO LIGHT RAIL BY THE NUMBERS:

- 16.5 million boarding in 2017
- 2.2 million boarding's in Mesa in 2017
- 6 planned extensions creating a 66-mile system

VALLEY METRO PROVIDES LIGHT RAIL SERVICE FROM PHOENIX TO DOWNTOWN MESA.

CONNECTING TO MESA: VALLEY METRO LIGHT RAIL

The Valley METRO Light Rail mass transit systems extends from Phoenix to Downtown Mesa carving past three museums, two liberal arts colleges, the renowned Mesa Arts center, numerous retail shops, restaurants, coffee shops, bars, yoga studios, and distinctive boutiques and businesses.

The Gilbert Road extension was recently completed and provides rail access to many more retail amenities and employment centers.

THE ARIZONA VISITOR

- 43.9** Million overnight visitors
- 1.12** Million overnight visitors to Mesa
- \$22.7** Billion in direct travel spending in Arizona
- \$14.7** Billion in direct travel spending in the Maricopa County Region
- 187,100** Jobs created through travel spending in Arizona with earnings of \$6.9 billion
- 85%** Of non-residents' purpose of their trip is leisure
- \$269** Million in spending by visitors to Mesa
- 4.2** Nights, average length of stay in Mesa
- 3.6** Nights, average length of stay in Arizona
- 2.5** Persons, average travel party size
- 45** Average age of the Arizona visitor

Source: Visit Mesa, 2018

2017 COMPARISONS TO 2016

\$120.54 2017 ADR (Metro Phoenix)
+1.8% Increase over 2016

PHOENIX-MESA METRO ADR GREATER THAN

\$111.74 U.S. Mountain Region
\$102.43 Non-metro Arizona
\$113.12 Arizona Average

LODGING PERFORMANCE 2017 COMPARED TO 2016

MESA	ARIZONA
+4.6% ADR	+4.0% ADR
+9.3% REV PAR	+6.3% REV PAR
+4.6% OCCUPANCY	+2.1% OCCUPANCY



MESA EVENTS

Mesa serves as the host for a variety of exciting and unique events, including:

- Chicago Cubs & Oakland A's Cactus League Spring Training
- AJGA Heather Farr Classic
- Cal-Pac Baseball Championship
- Citrus Classic Winter Swim Training
- Copperstate Fly-in Aviation & Education Expo
- CycloMesa
- Dia de los Muertos Festival
- Downtown Mesa Festival of the Arts
- El Tour de Mesa
- MACFest
- Mesa Music Festival
- Mesa Sprint Triathlon
- Mesa-Phoenix Marathon
- MLK Celebration, Parade and Festival
- NJCAA National Women's Golf Championship
- Notre Dame Clover Cup
- Roy Track Memorial Mesa Pow Wow
- Southwest Maker Fest
- Spark! Mesa's Festival of Creativity
- USA Swimming TYR Pro Swim Series
- USA Synchro Western Zones Championships
- USA Water Polo Mountain Zone Regionals
- WAC Baseball Championship



DOWNTOWN MESA FESTIVAL OF THE ARTS

PHOENIX-MESA METRO VENUES AND EVENTS

SLOAN PARK

Chicago Cubs Spring Training
capacity: 15,000

HOHOKAM STADIUM

Oakland Athletics Spring Training
capacity: 10,500

SUN DEVIL STADIUM

Arizona State University Football
capacity: 71,706

WELLS FARGO ARENA

Arizona State University men's and women's basketball, volleyball, gymnastics, wrestling
capacity: 14,198

FIESTA BOWL BLOCK PARTY

Largest New Year's Eve celebration in Arizona Downtown Tempe

TALKING STICK RESORT ARENA

NBA Phoenix Suns, WNBA Phoenix Mercury, Arizona Rattlers Arena Football, as well as concerts, conventions, travel shows
capacity: 18,422

CHASE FIELD

MLB Arizona Diamondbacks, MonsterJam, AMA Supercross, Cactus Bowl, concerts, tradeshow
capacity: 49,800

STATE FARM STADIUM

NFL Arizona Cardinals, NFL Super Bowl, Fiesta Bowl, BCS Bowl, NCAA Final Four, WrestleMania, expos, concerts, band championships
capacity: 63,400

RAWHIDE WESTERN TOWN

Arizona's largest Western themed attraction hosts multiple special events throughout the year

WILD HORSE MOTOR SPORTS PARK

15 major spectator events including National Hot Rod Association (NHRA) drag races, Motocross, Lucas Oil Boat Races

ISM RACEWAY

Two annual NASCAR races
capacity: 67,000

TOURNAMENT PLAYERS CLUB OF SCOTTSDALE

Waste Management Phoenix Open
attendance for 7-day event: 425,000+
late Jan/early Feb

PF CHANG'S ROCK N' ROLL MARATHON

Phoenix, Tempe, Scottsdale
attendance: 36,000+ runners; 100,000+ spectators
mid-Jan

MESA-PHOENIX MARATHON

Mesa
Feb

FORD IRON MAN ARIZONA

Tempe Town Lake, Papago Park
participants: 2,500
Nov

PHOENIX CONVENTION CENTER

900,000-square-foot meeting and event space. One of the top 20 convention venues in the United States.

WESTWORLD OF SCOTTSDALE

Over 100 events annually including the Barrett Jackson Auto Show and Auction (Jan), and the All Arabian Horse Show (Feb)
annual attendance: 650,000+

ARIZONA RENAISSANCE FESTIVAL

30 acres with a 4,500-seat arena
attendance: 250,000
Feb through early April

GILA RIVER ARENA

NHL Phoenix Coyotes, Professional Bull Riders (PBR) Built Ford Tough Series, as well as concerts
capacity: 19,000

MARICOPA COUNTY PARKS

- Estrella Mountain Regional Park
- McDowell Mountain Regional Park
- South Mountain Park
- Papago Park
- Utery Mountain Regional Park
- San Tan Mountain Regional Park

MESA FILM FESTIVAL

2019 will host Mesa's inaugural film festival which will include 180 films at the Mesa Convention Center.

BUSINESS ENVIRONMENT

PHOENIX-MESA METRO

LABOR

\$49,500	Annual Mean Wage
\$140	Unemployment Insurance (Average cost per employee)
4.9%	Unionization Rate (National average 10.5%)

TAXES

2.0%	City Sales Tax
5.6%	State Tax
0.7%	County Tax
5.0%	Bed Tax
4.9%	Corporate Income Tax
3.52%	Individual Income Tax (average of brackets)

Sources: US Bureau of Labor Statistics 2018
Union Coverage & Membership Database 2018

MEDIAN HOUSEHOLD INCOME

\$63,334	in Mesa/East Valley
\$59,124	Metro Phoenix
\$58,100	National

Source: ESRI Community Analyst, 2018

PHOENIX-MESA METRO AREA MAJOR EMPLOYERS

- American Express Co.
 - Apple Inc.
 - Avnet *
 - Bank of America
 - Banner Health *
 - The Boeing Co.
 - Best Western International *
 - Century Link
 - Charles Schwab & Co.
 - Dignity Health
 - Discount Tires *
 - Empire Southwest *
 - Fender Musical Instrument Corp. *
 - Freeport-McMoRan *
 - General Dynamics
 - GoDaddy.com Inc. *
 - Humana
 - Insight Enterprises *
 - Intel Corp.
 - HonorHealth *
 - JPMorgan Chase & Co.
 - Knight-Swift Transportation *
 - Mayo Clinic
 - MD Helicopters *
 - Microchip Technology *
 - Nammo Talley
 - Niagara Bottling
 - Northrop Grumman
 - ON Semiconductor *
 - PetSmart *
 - Pinnacle West Capital Corp. *
 - PING Golf/Karsten Manufacturing *
 - Salt River Project *
 - Shamrock Foods *
 - Sonora Quest Laboratories *
 - Sprouts Farmers Market *
 - U-HAUL *
 - Ulthera, a Merz Company
 - Verizon Wireless
 - Vanguard
 - Viad Corporation *
 - Wells Fargo
- * Corporate Headquarters

POPULATION GROWTH

PHOENIX-MESA METRO

	Mesa	Phx-Mesa Metro	Arizona
2000	400,002	3,251,876	5,130,632
2010	439,599	4,192,887	6,392,017
2018	501,137	4,814,090	7,132,147
2023	538,232	5,226,364	7,634,872

Source: ESRI, Community Analyst, 2018



SHERATON MESA AT WRIGLEYVILLE WEST

MLB CACTUS LEAGUE

The Arizona Cactus League has been in existence since 1947 and contributes an estimated \$644 million annually in economic impact in the state of Arizona.



CHICAGO CUBS

The Chicago Cubs Spring Training Facility at Mesa Riverview was completed in Spring of 2014. The stadium includes fixed seating and berm style seating for 15,000 fans. The nearby Riverview Park features numerous artistic water and lighting elements plus an “adventure play” area with unique climbing features, a splash pad and other play elements. Sloan Park hosted its first Spring Training Season in 2014 with record-breaking numbers and acclaimed success. The average attendance at Cubs Park was 14,321 per game during the inaugural season, making it the largest spring training per game attendance in Cubs history. In fact, Sloan Park now holds the Top 12 spots for largest single-game crowds in Cactus or Grapefruit League history. The 2017 Cubs Springs Training season also set the single season attendance record with 251,899 fans in 17 contests.

Mesa Spring Training Facilities

- 15K Seats in Sloan Park
- 10.5K Seats in Hohokam Stadium

CHICAGO CUBS ATTENDANCE

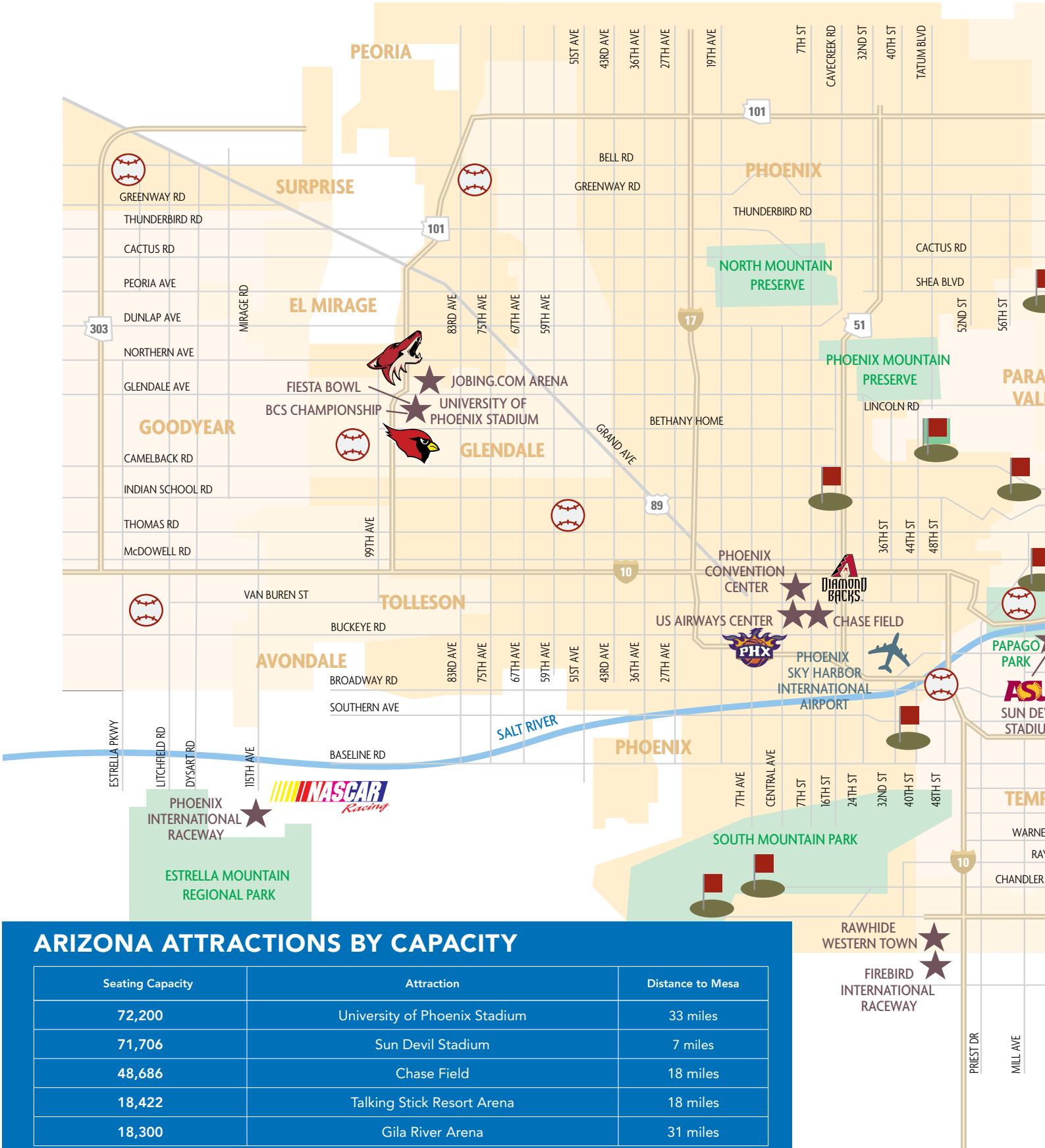
	2019	2018	2017	2016	2015	2014	2013
Total Attendance for Cubs Team	250,893	222,023	251,899	225,663	222,415	214,815	148,296
Average attendance per game	13,939	13,876	14,818	15,044	14,828	14,321	8,239

OAKLAND ATHLETICS

The Oakland Athletics have also found a new home in Mesa. The A’s recently renovated Hohokam Stadium and Fitch Park to serve as their spring training headquarters beginning with the 2015 Cactus League season. The improvements to Hohokam Stadium included refurbished seating, a state-of-the-art scoreboard, a remodeled clubhouse and more. With the addition of outfield berm seating

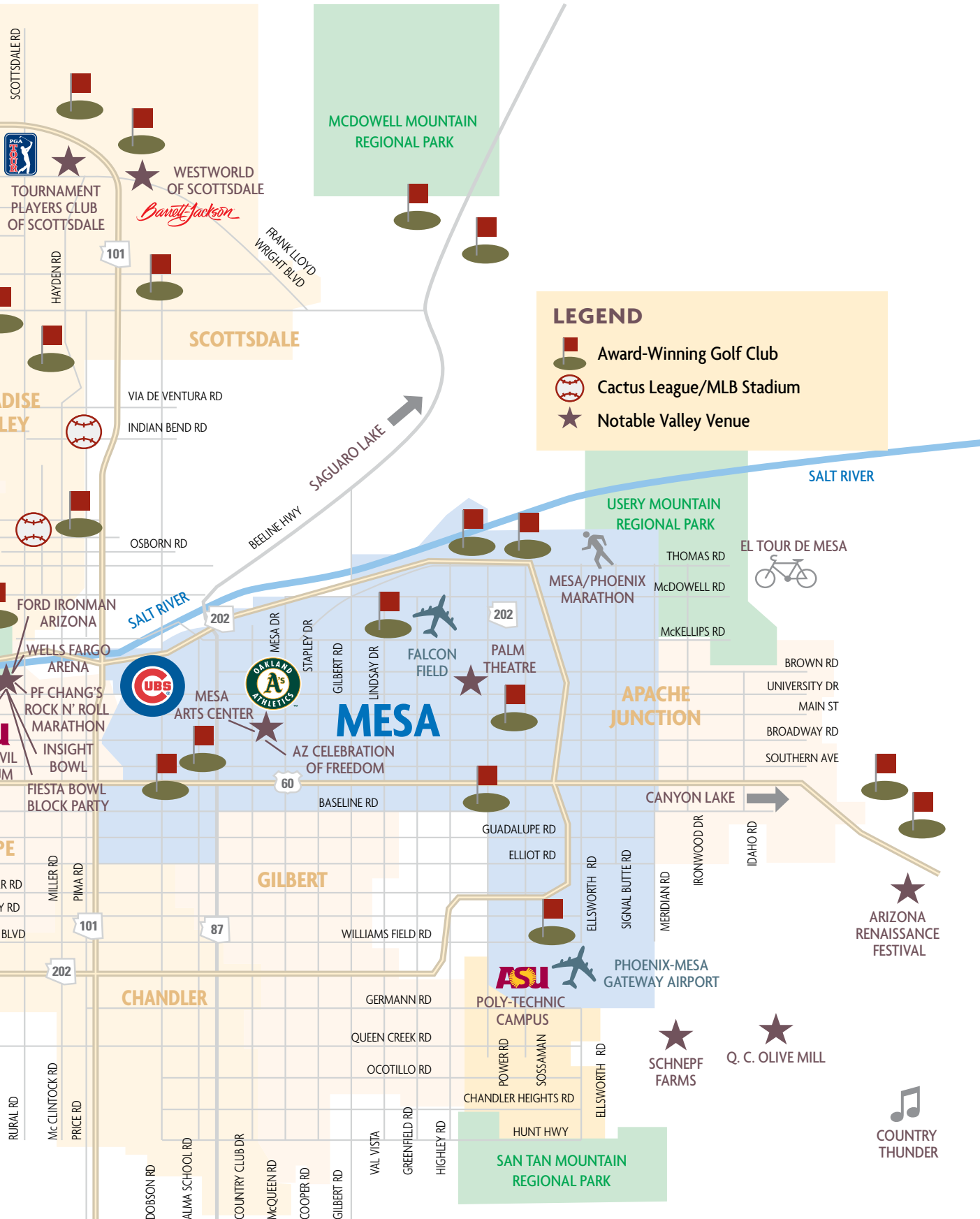
and increase of 1,000 new reserved seats, capacity of the stadium is 10,500. Mesa now hosts two spring training teams with updated and new stadiums, making it a premiere destination for Cactus League Spring Training baseball.

PHOENIX-MESA METRO AREA VENUES






ARIZONA ATTRACTIONS BY CAPACITY

Seating Capacity	Attraction	Distance to Mesa
72,200	University of Phoenix Stadium	33 miles
71,706	Sun Devil Stadium	7 miles
48,686	Chase Field	18 miles
18,422	Talking Stick Resort Arena	18 miles
18,300	Gila River Arena	31 miles



LEGEND

-  Award-Winning Golf Club
-  Cactus League/MLB Stadium
-  Notable Valley Venue



Empowered to Help Build Your Business

The City of Mesa Office of Economic Development works closely with clients throughout all phases of the development process and looks forward to helping you build and grow your company in Mesa.

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