

Falcon Field Economic Activity Area Strategic Plan

City of Mesa
Falcon Strategic Visioning Commission
Final Report
September 11, 2014



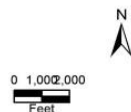
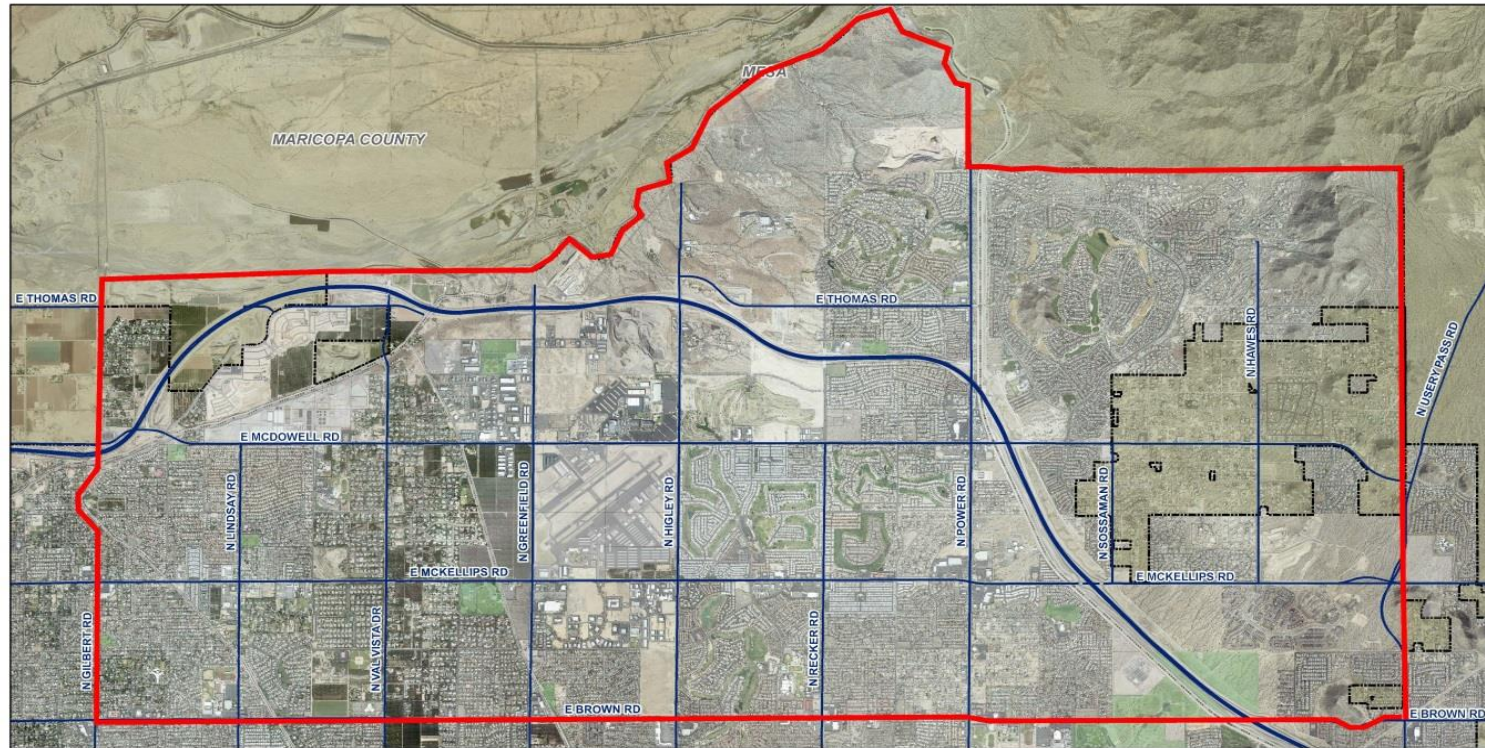


Commission Members

Falcon Strategic Visioning Commission

- **Rich Adams** – Chair, Southwest Business Credit Services
- **Gerald Blomquist**, MainSpring Capital
- **Mike Haenel**, Cassidy Turley
- **Craig Kitchen**, MD Helicopters
- **Tannis McBean**, The Vistas Pavilion, Las Sendas Golf Club
- **Rosa Roy**, Creative Human Resources Concepts LLC
- **Otto Shill**, Jackson White Law

Falcon Field Economic Activity Area





Overview

The Falcon Field Economic Activity Area

- One of Mesa's most dynamic, high value, dense zones of employment and economic opportunity
- 35 square miles
- More than 600 businesses, nearly 19,000 jobs
- Generate more than \$2.3 billion in economic impact annually to the City, region and State

Falcon Field Economic Activity Area



Visioning Process

Strategic Vision for FFEAA

*Recognized as a **vibrant aerospace, aviation, and defense** hub – a **premier location** for companies seeking a highly attractive, **competitive operating environment**.*

*Anchored by a general aviation airport and boasting a **high-tech workforce**, companies will regard the **FFEAA** as a **thriving destination** to grow their business.*



Strategic Recommendations

Business Development

- Primary attention on Aerospace/Aviation, Defense and Advanced Business Services sectors;
- Secondary industry is Tourism and Hospitality;



Strategic Recommendations

Business Development – Role of the City

- Engage FFEAA businesses through Business Retention and Expansion Outreach;
- Planning and Development staff investigate and implement plans that reduce process timelines, encourage development flexibility, improve customer service to businesses of all sizes;
- Create business development program to engage existing property owners and real estate brokerages to promote the value of developing in the FFEAA;



Strategic Recommendations

Branding and Marketing

- Develop a FFEAA branding strategy and marketing campaign;

Overall Coordination and Leadership

- Identify a specific City staff member from Economic Development to represent the City's effort to accelerate development within the FFEAA.



Questions / Comments

Communication Resources:

- www.mesaaz.gov/economic
- Twitter @MesaEconDev
- Newsletter *Mesa Economic Reporter*
- LinkedIn @ Mesa Office of Economic Development