



Talent ▶ Growth ▶ Opportunity

City of Mesa Council Session

May 5th, 2016



Why PHX EAST VALLEY ?

National Marketing



How is this initiative possible?

The City of Mesa's annual investment of \$15,000, coupled with 25 other committed project investors, has allowed the PHX East Valley Economic Initiative to embark on a 3-year comprehensive **public relations and marketing campaign** with an annual budget of \$200,000.

The campaign is designed to supplement the efforts of GPEC and ACA* to promote the PHX East Valley as a premier location for business, to a national audience of site selectors, consultants and company decision makers.

PHX East Valley Campaign highlights the business infrastructure, dynamic growth, and assets found in our region that allow us to continue to thrive.

*The PHX East Valley campaign is designed to **supplement** the efforts of GPEC and ACA through a National PR Branding Campaign.

PHX East Valley campaign focuses on:

- ▶ **Elevating PHX East Valley breaking news** to national media outlets for additional media coverage
- ▶ **Crafting PHX East Valley centric media pitches** and press releases highlighting the assets found throughout our region
- ▶ **Hosting Media Fam Tours**, that will compel national, spot market and targeted influencer media to visit the Valley and see first-hand the economic development that is driving advanced business expansion, specialized job growth, innovation and quality of life in the PHX East Valley.
- ▶ **Cooperative Marketing** efforts that include exposure at national tradeshow, online advertising and organic reach through Blog, Newsletter and Social Media.

RESULTS AND DELIVERABLES TO DATE:

- ▶ 20-Member Marketing Committee comprised of project investors meets bi-monthly
- ▶ Development and distribution of regional PHX East Valley profile highlighting the Demographics, Employment/Workforce, Cost of Doing business, Education & more. (print and electronic)
- ▶ Development of a regional website: www.phxeastvalley.org with an average of 1,200 monthly visitors
- ▶ Public Relation campaign, including familiarization tours showcasing the region to national reporters resulting in \$5,178,615 earned media value and 193,473,365 media impressions
- ▶ Implementation of an Online Marketing Campaign
- ▶ Active social media presence: Facebook, Twitter, Google+, LinkedIn
- ▶ Distribution of regional news and other developments through Blog and Monthly Newsletter
- ▶ Presence at national tradeshow that have allowed municipalities to participate at a lower, pooled cost



What is the City of
Mesa's ROI?

The Multiplier Effect

The Phoenix East Valley awaits the implications of landing Apple's \$2-billion command center; Boeing uses cost competitiveness to thread the sequestration needle.



Photo courtesy of Boeing

by MARK AREND

Light Rail a Catalyst for Mesa Growth

Posted on August 8, 2015 by **webmaster** in **Economic Development** // 0 Comments



Photo credit: Maria Polletta/The Arizona Republic

Articles that **ONLY** mention Mesa, no other community
Audience: 47,155 | Value: \$58,700.00

CITY OF MESA ROI – PR CAMPAIGN

➤ PR Campaign (Articles published with Mesa Mentions)

<u>Date</u>	<u>Outlet</u>	<u>Headline</u>	<u>Audience</u>	<u>Value</u>	<u>Quoted (Y/N)</u>	<u>Yes Quoted</u>	<u>Media Type</u>	<u>Source</u>	<u>Photo (Y/N)</u>	<u>Spokesperson Quoted</u>	<u>Tone (Pos/Neg)</u>
4/27/2015	TIME	How Intel and Boeing are Helping These Kids Learn STEM Skills	17,540,415	\$701,616	Y	1	Online	Pitched	Y	Roc Arnett	Pos
5/1/2015	Site Selection	The Multiplier Effect	45,157	\$58,000	Y	1	Print	Pitched	Y	John Giles	Pos
5/12/2015	Education World	STEM News Roundup: Entire Region in Arizona Focused on STEM	604,643	\$24,185	Y	1	Online	Organic	N	Mary Baldwin	Pos
5/14/2015	GlobeSt.com	EVP Puts East Valley on the Map	97,341	\$3,894	Y	1	Online	Pitched	Y	Roc Arnett	Pos
8/8/2015	AZBEX	Light Rail a Catalyst for Mesa Growth	1,999	\$700	N	0	Online	Pitched	Y		Pos
8/12/2015	Schools.com	15 actions to take this fall for a successful school year	28,643	\$1,145	Y	1	Online	Pitched	N	Patrick Burkhardt	Pos
1/18/2016	AZ Big Media	What is the 2016 Commercial Real Estate Outlook?	32,150	\$1,286	Y	1	Online	Organic	Y	Roc Arnett	Pos
2/22/2016	Commerical Executive Magazine	PHX East Valley Fueling Arizona's Economic Growth in 2016	1,999	\$700	Y	1	Online	Pitched	Y	Mike Hutchinson	Pos
3/9/2016	Globe St.	East Valley Fuels 2016 Economic Growth	46,911	\$1,876	Y	1	Online	Pitched	Y	Mike Hutchinson	Pos

Published Articles above have HEAVY emphasis on Mesa

Audience: 18,339,258 | Value: \$793,402.00

Articles **outlined in orange** ONLY mention Mesa, no other community

Audience: 47,155 | Value: \$58,700.00

Lavidge 2014-2015 OVERALL ROI

- Media Audience: 193,473,356
- YTD Earned Media Value: \$5,178,615
- Number of Placements: 124
- ROI: 52:1

CITY OF MESA ROI – PR CAMPAIGN

Current Mesa Related Media Pitches/Tradeshow Interview Opportunities

Media Pitches:

- ▶ Transportation Trade Magazine Opportunity (pitch highlighted Mesa Light Rail extension and new plans for expansion, information session was held with Shea Joachim)
- ▶ Wall Street Journal/ Forbes Aviation Report (pitch highlighted updated on Boeing activity in Mesa for 2016 & Then & Now development of PHX Mesa Gateway; how transforming an Air Force Base to success economic driver)

Tradeshow Interview Opportunities:

- ▶ CoreNet Global: PHX East Valley secured a media interview with Group C. Media Inc. Follow up efforts for future opportunities is still ongoing.
- ▶ AdvaMed: PHX East Valley secured media interviews with MedTech Intelligence, Med Device Daily, Medical Design Technology, NeuroTech Business Report, The MedTech Strategist, Med Device Online. Vlog was published via MedTech Intelligence with Joan Koerber-Walker (Audience: 2,000 | Value: \$700)
- ▶ HAI Heli-Expo: PHX East Valley secured media interviews with AMT Magazine/ Royal Aeronautical Society for the City of Mesa's participation at this tradeshow. Currently following up for future media opportunities.
- ▶ NAIOP CRE Conference: In the process of securing the media list for the upcoming conference happening September 25th-28th in Scottsdale, AZ. All 6 PHX East Valley communities plus SRP will be participating.

CITY OF MESA ROI – PR CAMPAIGN

PR Campaign (Familiarization Tours)

April 2015 Familiarization Tour:

- ▶ **Number of Media Attendees: 7**
 - ▶ Kathy Tulumello- Arizona Republic | Kristena Hanses- Arizona NPR | Tania Katan- AZTechBeat | Kristian Seemeyer- Real Estate Forum | Mark Arend- Site Selection Magazine | Frank Gruber Tech Cocktail | Tim Bjarin - TIME Magazine
- ▶ **Key Media Coverage from Fam Tour**
 - ▶ Site Selection: The Multiple Effect
 - ▶ TIME.com: How Intel and Boeing are helping kids learn STEM Skills
- ▶ Mesa Locations Visited: Boeing and Able Engineering



CITY OF MESA ROI - ONLINE CAMPAIGN

► Online Advertising (August 2015 - April 2016)

- Total Spent: \$4,253.52
- Impressions: 1,733,113
- Top Target Markets: California, Midwest, Southwest
- Regional ROI: 6,388 total conversions (clicks to website, links provided)

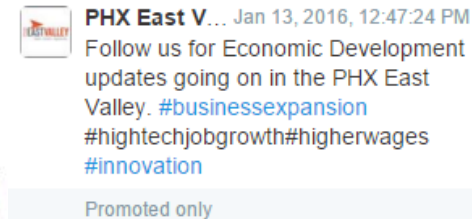
Sample Ads linked to PHX East Valley Website ran through Google Ad Words, Twitter Ads, Facebook Ads & LinkedIn Sponsored Posts



Learn More 
www.phxeastvalley.org Talent • Growth • Opportunity

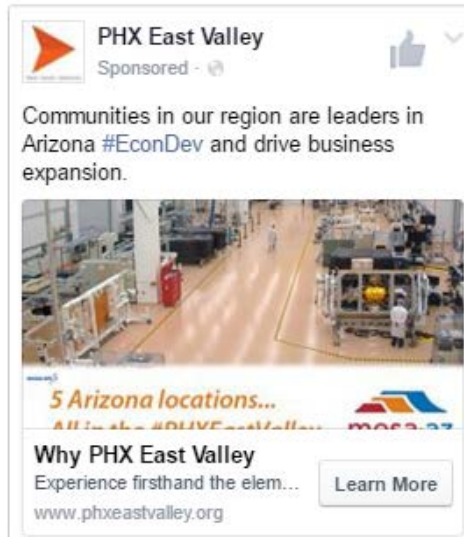


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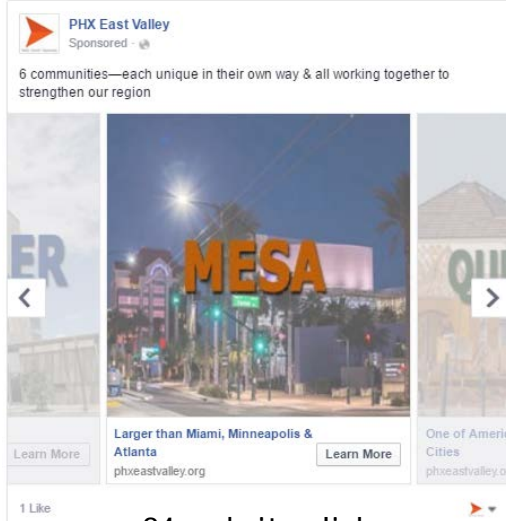


CITY OF MESA ROI - ONLINE CAMPAIGN

Online Campaign (Sampling of Mesa-Related Ads Displayed Below)



75 website clicks
7,079 impressions
(March Campaign)



94 website clicks
6,852 impressions
(February Campaign)



699 impressions
(January Campaign)



1,415 impressions
(February Campaign)

3,983 impressions
(Jan - April Campaign)

CITY OF MESA - ADDITIONAL EXPOSURE

Social Media

- ▶ Active on Facebook, Twitter, LinkedIn, Google Plus.

Newsletter

- ▶ Sent monthly highlighting business expansions, relocations and innovative startups that position our region for advance growth and exposure.

Blog | Hot off the Press *via* PHXEastValley.org

- ▶ Blog posts and Hot off the Press Articles provide continued exposure to a wide audience through direct links in both online campaigns and social media posts.



FOUR BUSINESSES BRING NEW JOBS TO MESA

November 17, 2015 [Economic Development](#) [Mesa](#) [PHXEastValley](#) [Press Releases](#) [Workforce](#)



MESA MAYOR JOHN GILES TALKS DOWNTOWN

December 11, 2015 [Blog](#) [Reverse Real Estate](#) [Economic Development](#) [Mesa](#) [PHXEastValley](#)



CITY OF MESA - ADDITIONAL EXPOSURE

Mesa Community Page on PHXEastValley.org:

- Overview
- Demographics
- Economic Profile
- Key Mesa Businesses
- Key Industries
- Page drives traffic to Mesa Economic Development webpage on City of Mesa's website

PHX EAST VALLEY
Talent • Growth • Opportunity

PHX EAST VALLEY
WHY PHX EAST VALLEY ADVANTAGES SEE YOURSELF HERE MEDIA CENTER GROW START UP CONTACT

OVER 40,000 STUDENTS ENROLLED AT HIGHER EDUCATION INSTITUTIONS LOCATED IN MESA

COMMUNITY CLOSE-UP

MESA
Boasting a population of nearly 500,000, Mesa is the 38th largest city in the United States and the largest in the PHX East Valley. Larger than Miami, Minneapolis, Atlanta and St. Louis, Mesa covers 133 square miles inside the Phoenix-Mesa metro area with a total population of 4.3 million, projected to reach six million by 2030. Smart companies such as Apple, Boeing, Mitsubishi, FUJIFILM, CMC Steel, Esurance, MD Helicopters, NAMMO Talley, Cessna, TRW, Embraer, Auer Precision and Bridgestone have large operations in Mesa.

Mesa's key industries of opportunity include Healthcare, Education, Aerospace/Aviation/Defense, Technology and Tourism. Building on Mesa's strengths, quality infrastructure, talented workforce, projected growth and global market trends, the City of Mesa is already realizing significant benefit in each industry space.

As a premier business destination, Mesa offers a diverse and sustainable economy, an educated workforce and a true pro-business partnership between government and industry. Mesa helps businesses grow with:

- Thousands of acres available for future development
- Tremendous utility infrastructure with affordable electricity, robust natural gas, abundant water, large industrial wastewater capacity and significant telecom
- Two airports, light rail and multiple freeway corridors
- 2,200-acre Foreign Trade Zone, Military Reuse Zone and low-cost financing programs
- 40,000 students enrolled in higher education at ASU Polytechnic, A.T. Still University (medical/dental schools), Mesa Community College and 12 additional institutions of higher learning
- Spring Training home to Major League Baseball's Chicago Cubs and Oakland Athletics
- 40 golf courses, 60 hotels
- 60+ miles of hiking and biking trails

MESA ECONOMIC PROFILE

DEMOGRAPHIC BREAK DOWN

POPULATION	MEDIAN AGE	EDUCATION
462,376	35.5	34.32% Associates Degree or higher

KEY INDUSTRIES

- Healthcare
- Education
- Aerospace / Aviation / Defense
- Technology
- Tourism

CONSIDER MESA



What's Next?

NOW, NEXT YEAR & BEYOND

GROW

- ▶ Continue to grow content and media outreach exposure through:
 - ▶ PR Campaign
 - ▶ Online Campaign
 - ▶ Organic Reach
 - ▶ Tradeshows
 - ▶ Media Fam Tours

MAXIMIZE

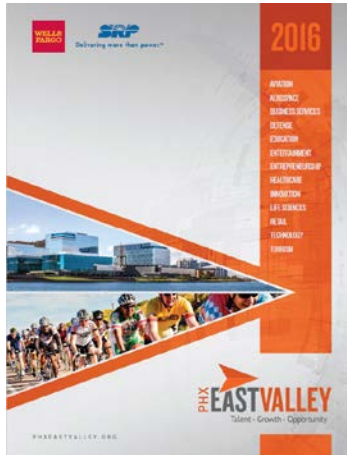
- ▶ Increase paid media efforts and public relations outreach to an even broader national audience

IMPLEMENT PROJECT INITIATIVE INTO EVP DUE STRUCTURE

- ▶ All EVP Members will contribute financially to the Economic Development Initiative as we continue to place the #PHXEASTVALLEY on the map.

WE ARE A RESOURCE

- ▶ We encourage you to use our developed website: www.phxeastvalley.org
- ▶ Take advantage of our Economic Profile



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Thank you for your continued support!

