mesa·az
OFFICE OF THE CITY CLERK

COUNCIL MINUTES

May 5, 2016

The City Council of the City of Mesa met in a Study Session in the lower level meeting room of the Council Chambers, 57 East 1st Street, on May 5, 2016 at 7:33 a.m.

COUNCIL PRESENT	COUNCIL ABSENT	OFFICERS PRESENT
John Giles	None	Christopher Brady
Alex Finter		Jim Smith
Christopher Glover		Dee Ann Mickelsen
Dennis Kavanaugh		
David Luna		
Dave Richins		
Kevin Thompson		

1-a. Hear a presentation and discuss the East Valley Partnership business efforts relating to the City of Mesa.

Mike Hutchinson Interim President and CEO of the East Valley Partnership (EVP), displayed a PowerPoint presentation **(See Attachment 1)** highlighting the EVP initiative efforts. He also introduced Town of Gilbert Mayor John Lewis, who will be serving as President and CEO of EVP beginning in July 2016.

Mr. Hutchinson provided a short synopsis of the EVP key elements and how the organization was established, which originated from discussions during the Phoenix-Mesa Gateway Airport Urban Land Institute Study (ULI) in 2006. He explained that the EVP's goal is to emphasize national branding for the east valley. He also reported that the EVP is entering into its second year and has over 30 organizational partners.

Mr. Hutchinson, in addition, indicated that the City's annual investment of $15,000, along with other contributions, has allowed the EVP to embark on a 3-year comprehensive public relations and marketing campaign. He also stated that the campaign is designed to supplement the efforts of the Greater Phoenix Economic Council (GPEC) and the Arizona Commerce Authority (ACA) to promote the Phoenix-East Valley as a premier location for business. (See Page 5 of Attachment 1)

Responding to a question from Councilmember Richins, Mr. Hutchinson stated that the City's total contribution is approximately $45,000 over three years. He pointed out that the City is entering into its third year of contributing to the EVP.

Responding to a question from Councilmember Richins, Mr. Hutchinson reported that the City's annual membership is $12,500.

Mr. Hutchinson continued with the presentation and highlighted the campaign focuses as follows:

- Elevating Phoenix East Valley breaking news to national media outlets
- Crafting Phoenix East Valley centric media pitches and press releases
- Hosting Media Fam Tours
- Cooperative marketing efforts

Mr. Hutchinson reported that the Marketing Committee meets bi-monthly and displayed a list of program deliverables to date. (See Page 8 of Attachment 1)

Mr. Hutchinson highlighted the City's return on investment and illustrated various published articles (i.e., Mesa Light Rail Station, Boeing) that emphasized the City of Mesa. He also reported on other public relation campaigns that involved media exposure, national tradeshows, and social media activities. (See Pages 10 through 17 of Attachment 1)

Mr. Hutchinson briefly highlighted the EVP's website and encouraged everyone to view and download the economic profile available online, which provides statistics and facts of the east valley. (See Page 20 of Attachment 1)

Councilmember Thompson commented that he was happy to hear about the focus of the EVP since he was concerned about any competition with local Chambers of Commerce in the east valley.

Councilmember Richins stated that the amenities being offered by the EVP should already be included under a regular membership. He stated the opinion that besides outreach, the EVP's partnership with the City in the last two years has not provided sufficient return for the amount the City has invested.

Mr. Hutchinson responded by saying that the issue is to get national marketing efforts started. He stated that local chambers do great work but not on a national level.

Mayor Lewis stated that when the EVP idea was presented to the Town of Gilbert on national branding and marketing, their response was to join because the City of Mesa had been the regional partner that led the way for the Phoenix East Valley Partnership.

Discussion ensued relative to the Phoenix East Valley Partnership funding structure.

Mayor Giles thanked Mr. Hutchinson and Mayor Lewis for the presentation.

1-b. Hear a presentation and discuss an update on the Higher Education Initiative.

Angela Creedon Assistant Vice President of Arizona State University (ASU) provided a brief update on the ASU Higher Education Initiative. She also introduced ASU Vice President Rick Naimark, who was prepared to assist with the presentation.

Ms. Creedon thanked Council for their support and for inviting ASU into the community. She said that she is hopeful that the vision that was jointly established will come to fruition. She stated that over the last few months ASU staff has worked hard to ensure that the programs being

implemented in the City of Mesa will be complementary to ASU, downtown and to other higher education institutions located in the City.

Ms. Creedon stated that ASU President Michael Crow is excited about the partnership and commended the City on how visionary it has been in support of higher education, which ultimately helps graduate students join the workforce and supports economic development efforts.

Mr. Naimark displayed a PowerPoint presentation that highlighted the educational programs **(See Attachment 2)** that would be offered at the Mesa campus, which include the following:

- Performing and Media Arts Zone
- Professional Education Center
- Gaming and Sensory Technology Institute
- Early Childhood Education and Research Hub
- Creativity and Commerce Core

Mr. Naimark reported that there are a lot of overlaps and interaction between the different programs that could change over time and noted that there will be new programs being offered in the City that are not offered at any of the ASU campuses.

Mr. Naimark pointed out that ASU is looking at bringing a K-12 Preparatory Academy to Mesa and has great interest in working with Mesa Public Schools on that initiative. He also stated that the downtown area will be a great place for student and faculty housing with the potential of housing developments and taking advantage of light rail.

Mr. Naimark discussed the various Performing and Media Arts Zone programs (i.e., film and media production, music performance, etc.) in partnership with the Mesa Arts Center. (See Pages 2 through 7 of Attachment 2)

Mr. Naimark, in addition, highlighted the Gaming and Sensory Technology programs that will include applied sensory technology, human-computer interaction and smart building research gaming. He stated that digital technology and gaming for physical and mental rehabilitation are the way of the future, which would bring growth and opportunity to Mesa.

In response to a question from Councilmember Luna, Mr. Naimark indicated that programs will include labs for early pre-kindergarten education.

Mr. Naimark reported that there will be various specialized programs implemented to attract students from all over the world. He added that ASU will also provide professional certificate programs (i.e., Police, Fire, etc.); partnering with the Osher Lifelong Learning Institute to provide service in Mesa for those 50 and over; and a business analytics program.

Mr. Naimark further highlighted the Creativity and Commerce Core program, which provides the opportunity for creative space for entrepreneurs to showcase their ideas and services. He added that similar centers have been established at SkySong, the Polytechnic campus and in Chandler. (See Pages 20 through 22 of Attachment 2)

City Manager Christopher Brady commented that in the next few weeks, staff will be developing an Intergovernmental Agreement (IGA) for Council to review, which will also include the programs discussed today as well as the building sites and finance options.

Discussion ensued relative to acquiring a site and tenant improvement responsibilities.

Councilmember Thompson spoke in support of the Launch Point program and stated that he would like to see a more hands on approach relative to programming resources.

Ms. Creedon announced that ASU has hired a staff member that will focus on entrepreneurship and ways to improve Launch Point.

Vice Mayor Kavanaugh stated that he appreciates the introductory comments about the potential for collaboration with student and faculty housing because it presents a very unique opportunity for partnerships with all the other institutions of higher education in downtown Mesa. He also pointed out the potential partnership between ASU and Mesa Community College relative to the performing arts program, which could allow for the transition of those students to move to a nearby campus. He indicated that the gaming sensory program is a specialized concentration that is not available in Arizona; that it is one of the hottest items in both economic development and education; and that it has a high level of interest from high school students. He added that the program could draw interest from students and businesses looking to locate to Mesa and partner with the universities in helping develop those programs.

Councilmember Finter concurred with Vice Mayor Kavanaugh and stated that global investment is moving towards this type of technology, which could place the City on the cutting edge and provide a distinction to the Mesa campus.

Councilmember Luna indicated his appreciation for the teacher college and noted that his peers at Mesa Public Schools are excited about the ASU initiative.

Mayor Giles commented that the ASU initiative resonates with the Mesa community and indicated his support for the programs presented, which compliments the City's focus on innovation and economic development.

(At 8:33 a.m. Mayor Giles excused Councilmember Glover from the remainder of the meeting)

Development and Sustainability Project Manager Jeff McVay introduced Phil Weddle of Weddle Gilmore, who was prepared to assist with the presentation.

Mr. Weddle displayed a PowerPoint presentation **(See Attachment 3)** and provided a brief overview of the design for the Mesa City Center and ASU Campus. He stated that he is a strong believer that this project has the potential to play a transformational role in downtown Mesa. He added that the project could bring significant economic and social benefits to the City.

Mr. Weddle illustrated drawings of City parcels and the location of the urban plaza that will serve as the anchor for the ASU campus, which surrounds the Mesa City Plaza building. (See Pages 2 and 3 of Attachment 3)

Mr. Weddle highlighted the proposed plan that would integrate three new buildings and one existing City building (IT Building) for university programs. (See Page 4 of Attachment 3) He added that building A and B would include ground level restaurants and commercial lease space.

Mr. Weddle reported that the general master plan is to create a civic plaza space that serves as the heart of the campus for day to day activities (i.e., community celebrations, events, etc.,). He noted that there are several opportunities for future potential commercial development.

In response to a question from Mayor Giles, Mr. Weddle stated that future commercial development is anticipated to be on the north corner of City Hall and east of Centennial Way. He stated that the dash lines on the photos (See Page 4 of Attachment 3) are intended as future development opportunities.

Mr. Weddle continued with his presentation and briefly illustrated a picture of Building A and stated that the design connects to the current Main Street architectural design. (See Page 6 of Attachment 3) He stated that the architectural design for the Performing Arts Program would allow for a transparent structure and provide a connection to the Mesa Arts Center. He noted that there is an opportunity for commercial retail space on the ground level as well as a green space adjacent to the City Plaza.

Mr. Weddle, in addition, highlighted the proposed plans for buildings B and C that will be located adjacent to the Performing Arts Center and will include a shaded area of green space, a covered terrace and possibly a projection space for movies in the park, film festivals, etc. He noted that the area will build a stronger connection to City Hall and serve ASU students as well as the broader community.

Mr. Weddle reported that relative to parking space design, he is proposing to remove the vast majority of surface parking space and create new structure for approximately 250 parking spaces. (See Pages 10 and 11 of Attachment 3)

Councilmember Thompson expressed concern relative to providing adequate parking and noted that he would like to keep onsite parking available for staff and customers.

Mr. Weddle responded by saying that 250 parking spaces are scheduled to remain onsite. He indicated that the parking design diagram shows a potential for 300 spaces. He added that below grade level structure parking is a more expensive option.

Responding to a question from Mayor Giles, Mr. Weddle responded by saying that the 250 parking spaces would be for public use and would provide convenience parking for customers. He stated that permit parking would be available to students and those parking spaces would be structured parking located within a four-minute walk from the campus.

Mr. Naimark commented that ASU will participate in figuring out parking solutions. He noted that students are more likely to walk a little further than Mesa customers.

Discussion ensued relative to the parking spaces in downtown Mesa.

In response to a question from Councilmember Thompson, Mr. Weddle responded by saying that ASU and staff are currently working on a cost estimate for the project and will be presenting that information to the Council at a future meeting.

City Manager Christopher Brady commented that staff will be working with ASU to negotiate building level standards and then provide Council a range of cost per square foot and other calculations.

Mayor Giles thanked everyone for the presentation.

1-c. Hear a presentation, discuss and provide direction on a summary wrap-up of the FY 2016/17 budget.

Office of Management and Budget Director Candace Cannistraro displayed a PowerPoint presentation **(See Attachment 4)** and provided a summary of the fiscal year 2016/2017 budget. She offered a brief summary of what has been discussed over the last couple of months relative to: Financial Forecast, Annual Budget, Capital Improvement Program, Enterprise Fund, Utility Rates and Council Priorities.

Ms. Cannistraro commented that currently staff is wrapping up discussions in preparation for the final budget adoption. She noted that the City experienced some savings in FY 14/15 that allowed for a larger reserve balance. She added that it does not contribute to the ongoing revenues but it does serve as a temporary reprieve while working on the new fiscal budget.

Ms. Cannistraro stated that some of the changes to the proposed budget include increased security in the light rail corridor through the expansion of the current light rail bike patrol in the amount of $799,000 as well as a park ranger position in Pioneer Park in the amount of $102,000.

Councilmember Thompson commented that he would prefer adding additional officers in Districts 5 and 6 due to the increase in calls for service instead of placing extra patrol officers in the light rail corridor.

Mr. Brady responded by saying that staff is seeking Council's feedback relative to the proposed budget items. He suggested that positions could be designated and/or changed at a later date depending on Council's priorities.

Vice Mayor Kavanaugh commented that he supports public safety funding but that there will be a need for additional discussion relative to an increase in public safety funding. He concurred with Councilmember Thompson regarding the need for additional officers. He stated that the case has been made for the additional light rail officers with the expansion of the light rail system. He noted the number we are talking about today is what was anticipated when the light rail opened, but instead we started with much less. He stated that he understands that a highly visible public safety presence is critical and commended staff for adding it in the budget recommendation. He said that there is a need to look at the broader context of what the City can do relative to allocations for Fire and Police.

Councilmember Finter commented that he understands that there are many challenges in response times and minimal staffing. He stated that bike patrols were discussed mid-budget and have made a significant impact on crime issues. He asked if there are other ways through technology, utilizing municipal security officer or the park ranger in order to save money and still meet some of the needs.

Mr. Brady thanked Council for their feedback and stated that this is exactly what staff needed today. He stated that the only item listed that does not change funding in the general fund is the Code Compliance Officer. He stated that all other allocations were from prior discussions. He acknowledged that there is a great need in public safety, which staff can address outside of this budget. He cited, by way of example, that the City is projected to spend almost $11 million dollars more than what we are going to receive in resources; but that it has helped that there were savings from last year's budget. He noted that the proposed budget estimates over $7.8 million in expenditures. He stated that staff is strategically working to figure out how to get back and have

current revenues and current expenditures match. He stated that staff wanted to understand how Council wanted to establish those priorities in this year's budget.

Discussion ensued relative to planning of reserve funds.

Mayor Giles noted that he endorses staff's plan to hire six additional police officers due to the great need in public safety services. He suggested prioritizing the areas where those officers are needed.

Councilmember Thompson concurred with Mayor Giles and indicated his support in providing additional officers and allowing staff to decide how to utilize them.

Ms. Cannistraro continued with the presentation and stated that she understands that there are outstanding items such as public safety needs that will not be able to be addressed in the FY16/17 budget. She reminded Council that as things come up during the year, items can get prioritized but that staff would require feedback from Council as to whether to include them or not when adopting the budget. She confirmed that what Council is recommending is to include six sworn officers in the FY16/17 budget, but not designate them for bike patrol at this time.

In response to a question from Mayor Giles, Ms. Cannistraro responded that the proposed budget includes an additional six sworn police officers for the Crisis Response Team for a total of 12 sworn positions in the FY16/17 budget.

Mr. Brady stated that in the first proposed FY16/17 budget presented to the Council, it included six sworn officers for the Crisis Response Unit and stated that if it is Council's preference, those could be listed as undesignated positions. He added that adjustments could be made at a later date.

Vice Mayor Kavanaugh commented that Council previously discussed the needs and priorities for the Crisis Response Unit and the need for increased security along light rail. He stated that there is significant support for both of those identified areas. He stated that he does not agree with the idea of undesignated positions and stated that critical needs that have been discussed within the police department, with the Council and the Public Safety Committee. He also stated that there is a larger discussion in terms of adequate personnel for both our Fire and Police Departments that is going to be part of a continuing discussion.

Discussion ensued relative to the need for additional police officers and for the Police Department to assign patrol areas.

In response to a question from Mayor Giles, Ms. Cannistraro responded by saying that the positions do not change the numbers from a budgetary standpoint; that the only change would be due to one time costs for equipment.

In response to a question from Mayor Giles, Mr. Brady responded by saying that the recommendation of a Park Ranger at Pioneer Park could be brought back at a later time once improvements have been completed at the park.

Discussion ensued relative to an increase in funding for Historic Preservation Services in the amount of $50,000 for a contract employee.

Ms. Cannistraro explained the changes to the Human Services funding and asked if Council was in full support of adding an additional $50,000 for the Utility Assistance Program. She stated that additional funding would bring the total funding to $876,000 for services and administrative operations.

Mayor Giles indicated his support to add an additional $50,000 to Human Services funding.

Councilmember Finter also indicated his support but stated that he would like to see further discussion relative to the Human Service funding process.

Vice Mayor Kavanaugh commented that he supports the funding items being presented, but asked staff to consider looking at ways to allocate resources for code compliance as well as animal control. He commended staff on their response to the Arizona Museum of Natural History (AzMNH) Foundation's request for additional funds to help with the cost of a Volunteer Coordinator.

Mayor Giles commented that those are issues that deserve additional discussion and that he remains torn between funding additional code enforcement officers or implementing a robust program to address blight.

Mr. Brady explained that CDBG funds that were allocated for officers were moved to the outreach component and asked Council for their feedback.

Councilmember Richins commented that the use of CDBG funds for code enforcement officers could limit their activities in other areas. He stated that the vision of the program is to utilize code officers to enforce and then following up with community outreach. His concern remains that there will be more enforcement than outreach. He recommended not changing the process and revisiting the issue next year. He commended Council for their engagement and noted that there were various decisions made that have increased budgetary pressure (i.e., purchasing properties) and stated that Council just can't do it all. He added that Council has to weigh all the proposals against those committed to in the past. He cited, by way of example, the active parks projects and stated that he supports funding $50,000 to the human service programs but that he also understands the need for additional officers.

Mayor Giles suggested waiting until next year to hire additional code compliance officers.

Councilmember Thompson concurred with Mayor Giles and stated that he attended a conference about Opengov financial software, which could be used to review financial data during the budget process.

Discussion ensued relative to allocating sworn officers as opposed to designating them to the light rail corridor; funding the Volunteer Coordinator position by utilizing the additional revenue produced by the (AzMNH) and not using general funds; and that there is a need to review the volunteer coordination process.

Ms. Cannistraro stated that the tentative adoption of the budget will be on Monday, June 6th.

Mayor Giles thanked staff for the presentation.

Ron Peters, a Mesa resident, spoke about historic preservation and funding the Colonnade Removal Program. He stated that there is a commercial strengthening in the downtown

commercial core, and helping downtown businesses become successful would be beneficial to the ASU initiative. He stated that additional funding from the City will assist with the cost of removing the colonnade.

Manager of Downtown Transformation Jeff McVay commented that since the original proposal of $90,000, the Downtown Mesa Association Board has voted to donate $15,000 to the program. He added that the City's portion would be $75,000.

Councilmember Richins recommended sending the item to a Council Sub-committee for additional discussion and possibly development of a policy.

2. Information pertaining to the current Job Order Contracting projects.

(This item was not discussed by Council.)

3. Hear reports on meetings and/or conferences attended.

Councilmember Luna: Luna Landing at Falcon Field Airport

4. Scheduling of meetings and general information.

City Manager Christopher Brady stated that the schedule of meetings is as follows:

Thursday, May 12, 2016 – Study Session

5. Adjournment.

Without objection, the Study Session adjourned at 9:43 a.m.

JOHN GILES, MAYOR

ATTEST:

DEE ANN MICKELSEN, CITY CLERK

I hereby certify that the foregoing minutes are a true and correct copy of the minutes of the Study Session of the City Council of Mesa, Arizona, held on the 5th day of May, 2016. I further certify that the meeting was duly called and held and that a quorum was present.

DEE ANN MICKELSEN, CITY CLERK

abg
(Attachments – 4)

PHX EAST VALLEY

Talent ▸ Growth ▸ Opportunity

City of Mesa Council Session

May 5th, 2016

Why PHX EASTVALLEY ?

National Marketing

PHX EASTVALLEY

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.

PHX EASTVALLEY
Talent • Growth • Opportunity

The campaign is designed **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.

PHX EASTVALLEY
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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 tradeshows, online advertising and organic reach through Blog, Newsletter and Social Media.

PHX EASTVALLEY
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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 tradeshows that have allowed municipalities to participate at a lower, pooled cost

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PHX EASTVALLEY

What is the City of Mesa's ROI?

SITE SELECTION MAGAZINE

ARIZONA

From Site Selection magazine, May 2015

POST THIS ARTICLE TO SOCIAL MEDIA

Tweet Share Share

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

AZBEX
Arizona Builder's Exchange

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

TY OF MESA ROI – PR CAMPAIGN

- PR Campaign (Articles published with Mesa Mentions)

Date	Outlet	Headline	Audience	Value	Quoted (Y/N)	Yes Quoted	Media Type	Source	Photo (Y/N)	Spokesperson Quoted	Tone (Pos/Neg)
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 Burkhart	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**

TY 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.

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TY OF MESA ROI – PR CAMPAIGN

SITE SELECTION

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.

by MARK AREND

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 Bajarin – 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**

TIME

How Intel and Boeing Are Helping These Kids Learn STEM Skills

A first grade class at Waggoner Elementary School in Tempe, Ariz. after completing the first-ever Intel volunteer-founded STEM and Supply Chain Outreach program.

An entire region of Arizona has made STEM education a core economic development tenant

As a tech analyst, one of the areas I'm highly interested in is STEM (science, technology, engineering and math) education. I have written columns in TIME about why the San Francisco 49ers and Chevron are willing to spend millions of dollars getting kids up to speed on STEM. Their

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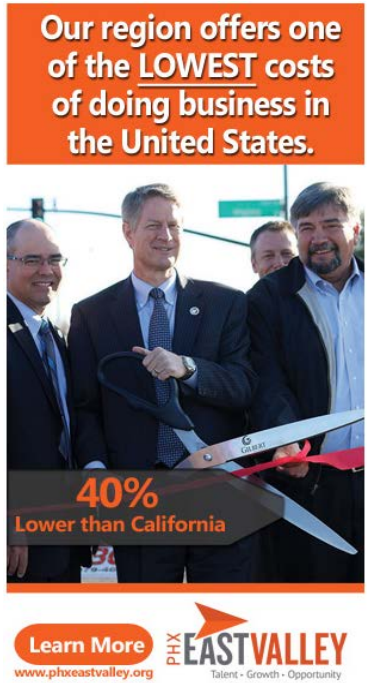
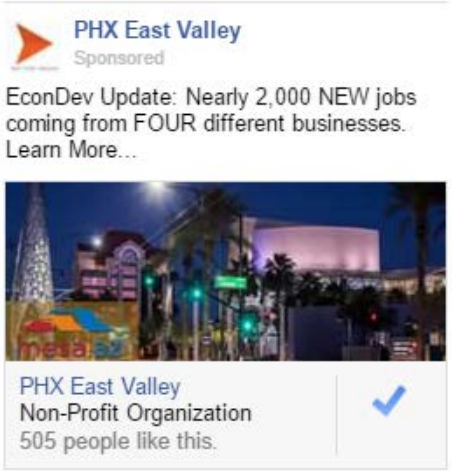
TY OF MESA ROI – ONLINE CAMPAIGN

- 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





PHX EASTVALLEY
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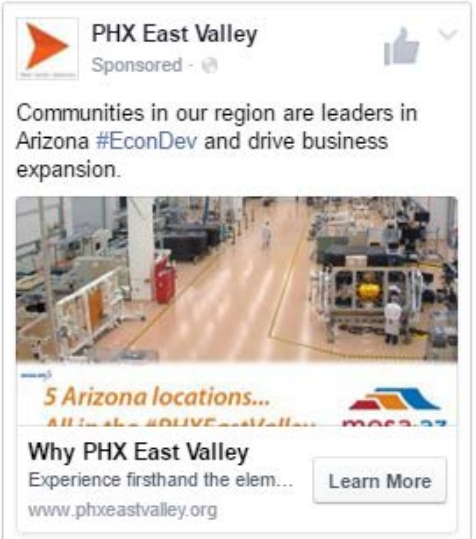
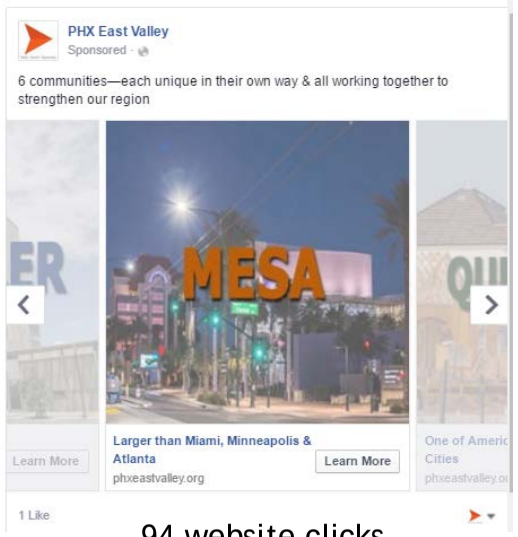
TY OF MESA ROI – ONLINE CAMPAIGN

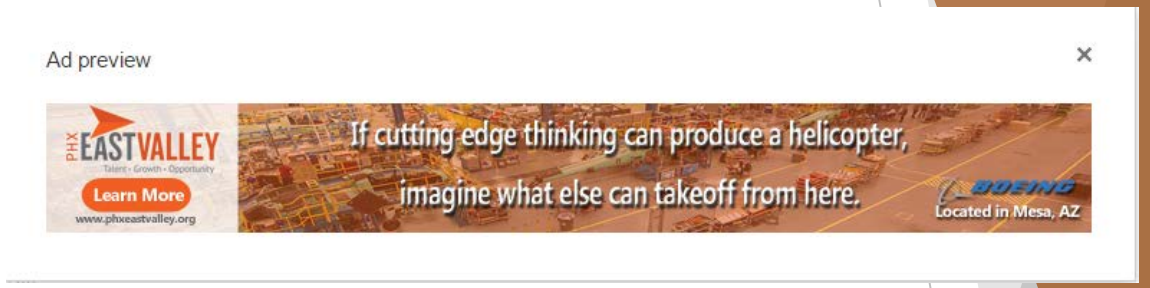
Online Campaign (Sampling of Mesa-Related Ads Displayed Below)



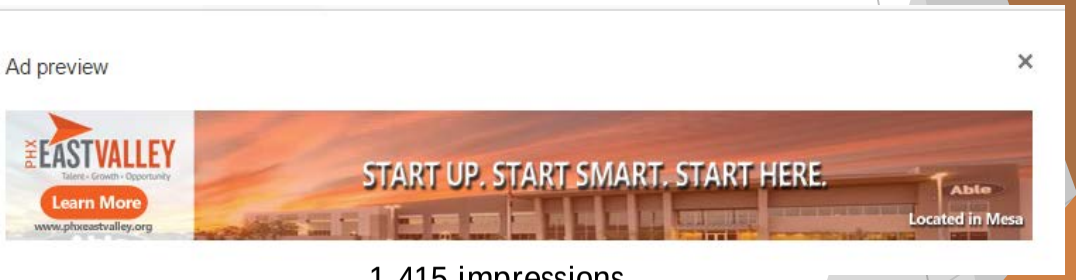
75 website clicks
7,079 impressions
(March Campaign)



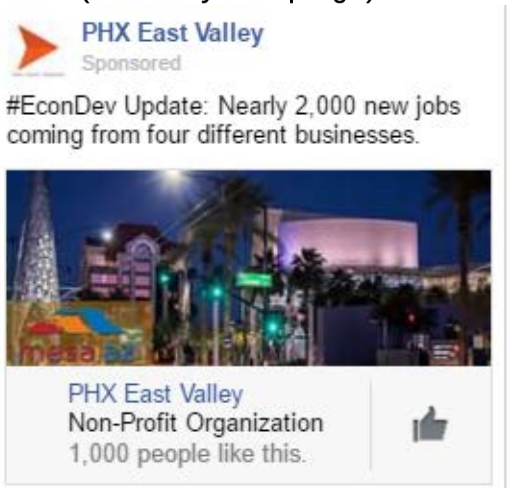
94 website clicks
6,852 impressions
(February Campaign)



699 impressions
(January Campaign)



1,415 impressions
(February Campaign)



3,983 impressions
(Jan - April Campaign)

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TY 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, Diverse Real Estate, Economic Development, Mesa, PHXEastValley

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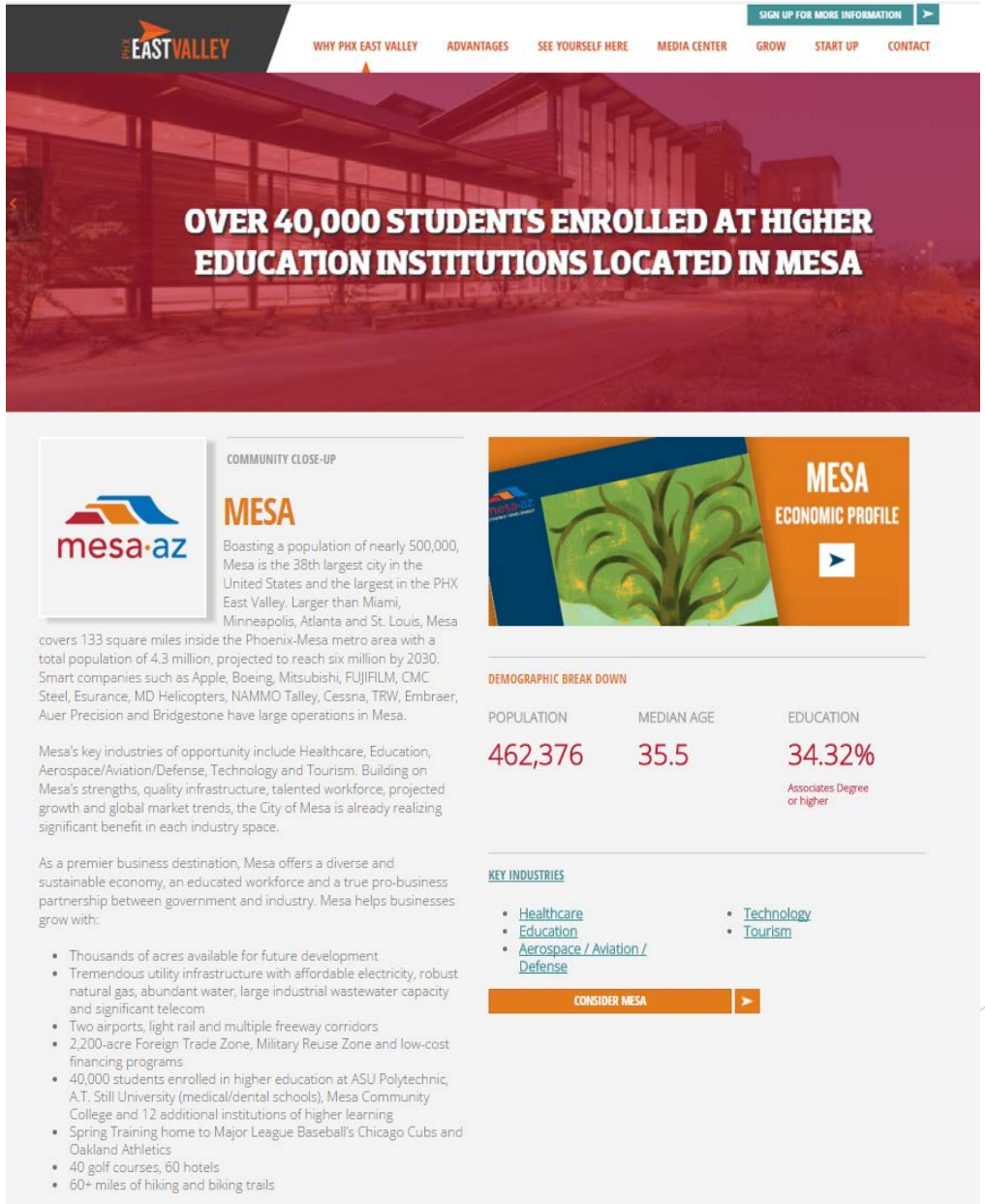
TY OF MESA - ADDITIONAL EXPOSURE

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



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What's Next?

OW, 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.

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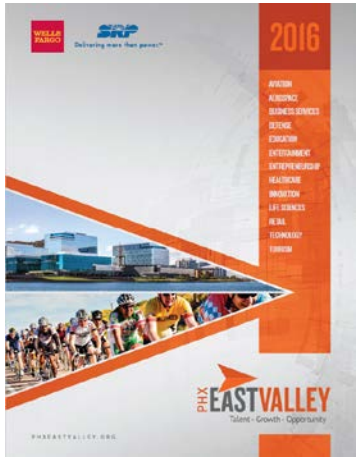
WE ARE A RESOURCE

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



Request additional copies or download the PDF version online

- Connect with us on Social Media

Follow us: @PHXEastValley

Follow: PHXEastValley

Like us: /PHXEastValley

+1: PHXEastValley

PHX EASTVALLEY
Talent · Growth · Opportunity

Thank you for your continued support!

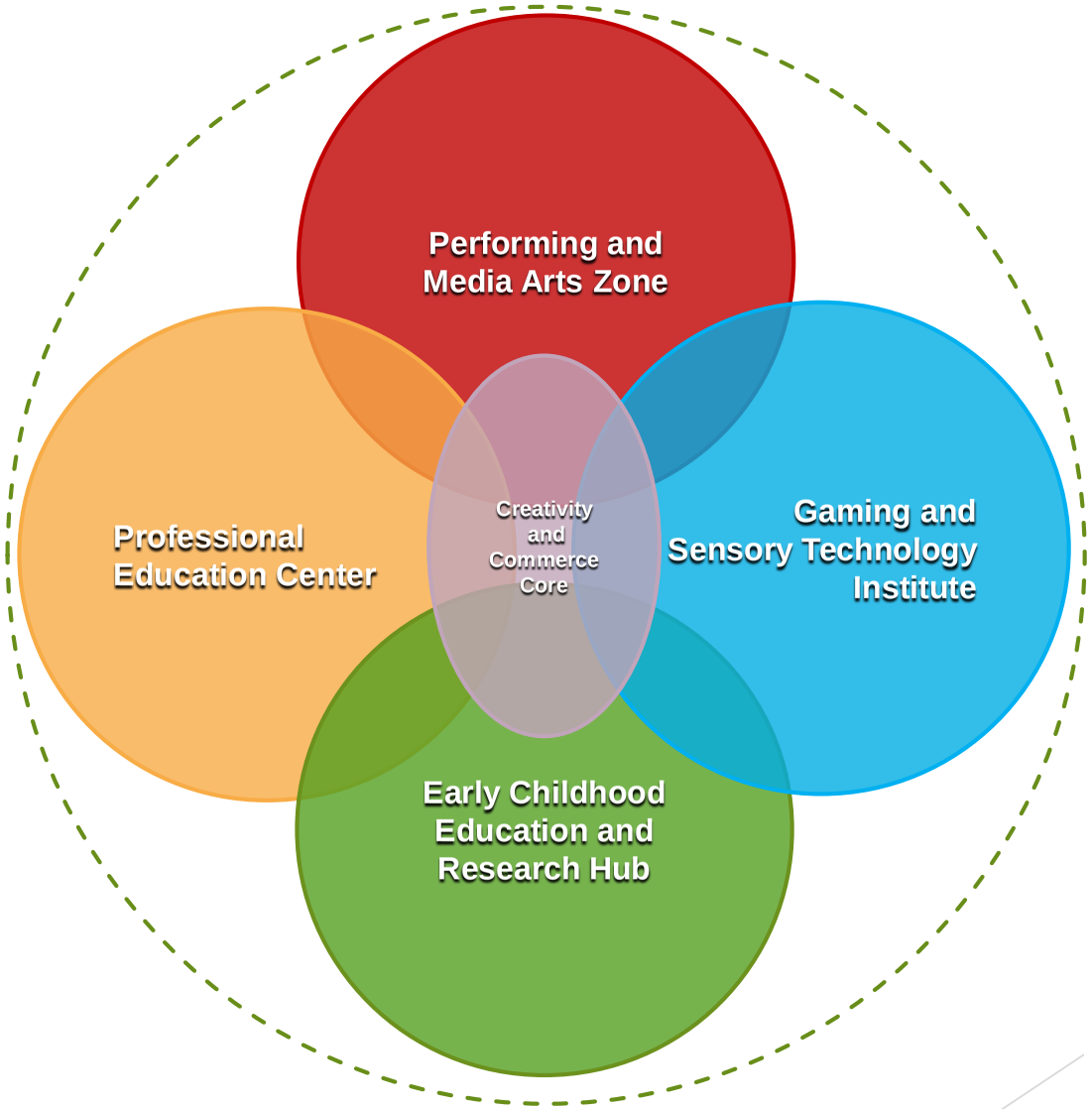
PHX EAST VALLEY

Talent ▸ Growth ▸ Opportunity

ASU-Mesa
Innovation, Arts and Education Center

ASU Prep Academy

Student and Faculty Housing District



ASU-Mesa
Innovation, Arts and Education Center

Performing and Media Arts Zone

Film and Media Production
Music Performance
Arts, Media and Engineering
Dance

RED

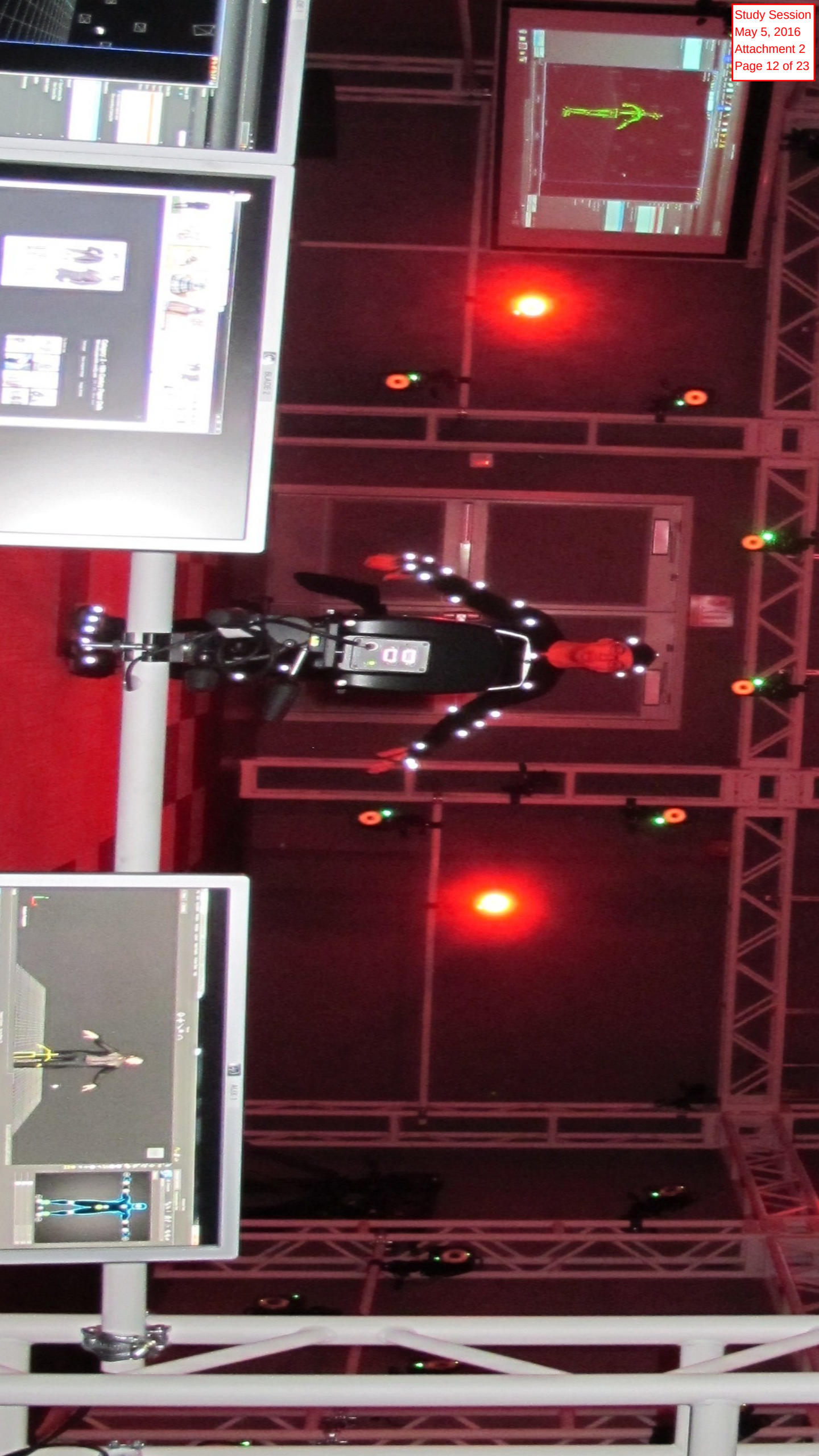
ASU-Mesa
Innovation, Arts and Education Center

Gaming and Sensory Technology Institute

Applied Sensory Technology
Human-Computer Interaction
Smart Building Research
Gaming

Lighting
Room Scheduling
Voice & Data
AV
Digital Signage
Energy
HVAC
Security

ENERGY
SIEMENS



ASU-Mesa
Innovation, Arts and Education Center

Early Childhood Education and Research Hub

M.Ed./Early Childhood
Center for Early Childhood Research

Lakeshore
Science Viewer
Magnify

ASU-Mesa
Innovation, Arts and Education Center

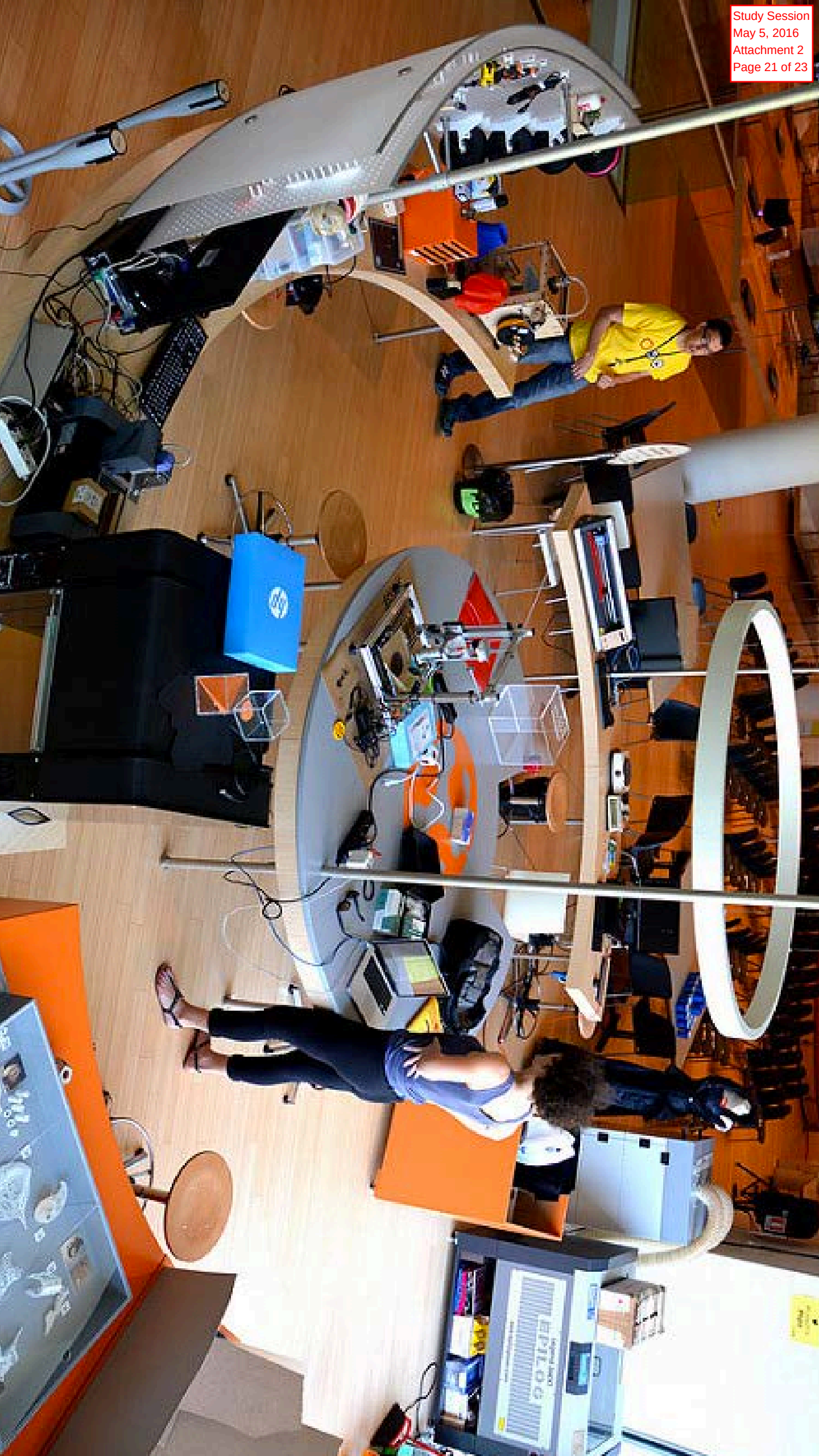
Professional Education Center

Specialized Degree Programs
Global Launch Language
Professional Certifications
Osher Lifelong Learning

ASU-Mesa
Innovation, Arts and Education Center

Creativity and Commerce Core

Digital Maker and Create Space
Entrepreneur Support/Showcase
Student Start-up Spaces
Young Alumni Start-up Spaces
Launch Point



SOCIAL DISTORTION

ASU Herberger Institute FOR DESIGN AND THE ARTS
ARIZONA STATE UNIVERSITY

ASU Mary Lou Fulton Teachers College
ARIZONA STATE UNIVERSITY

ASU-Mesa Innovation, Arts and Education Center

ASU Ira A. Fulton Schools of Engineering
ARIZONA STATE UNIVERSITY

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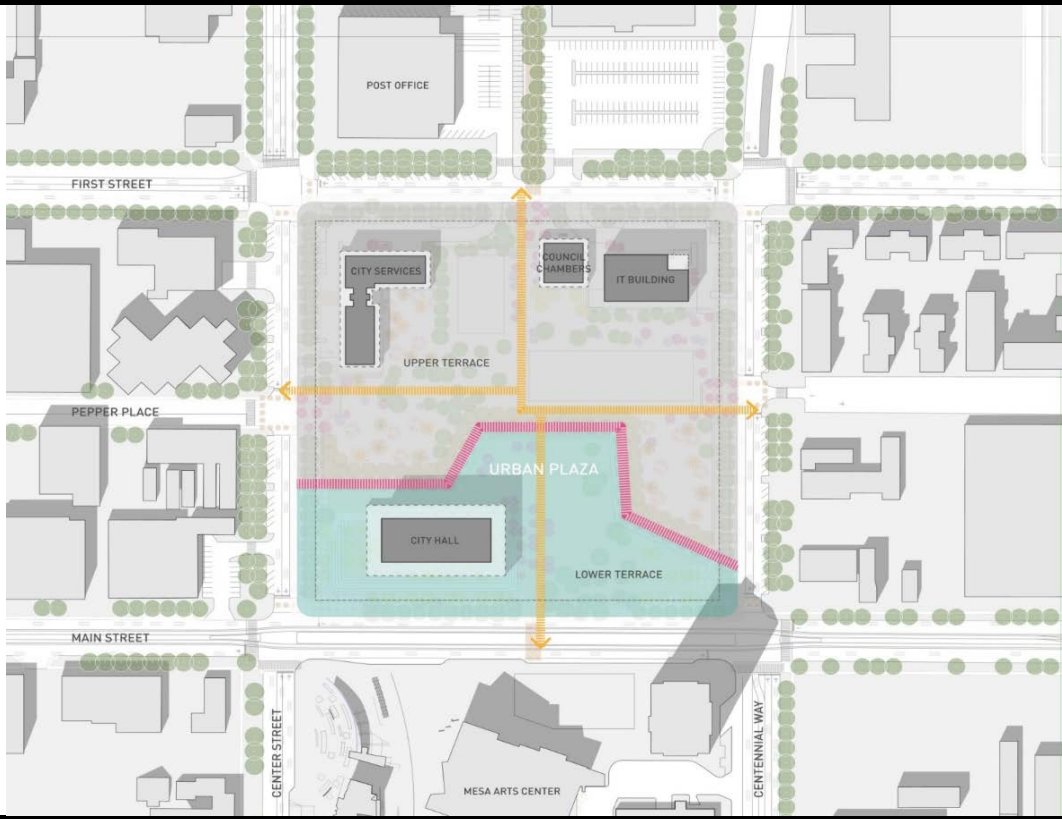
ASU W. P. CAREY SCHOOL of BUSINESS
ARIZONA STATE UNIVERSITY

ASU college of public service & community solutions
ARIZONA STATE UNIVERSITY

MESA CITY CENTER & COLWELL SHELOR WEST & WEDDLE GILMORE

MESA CITY CENTER

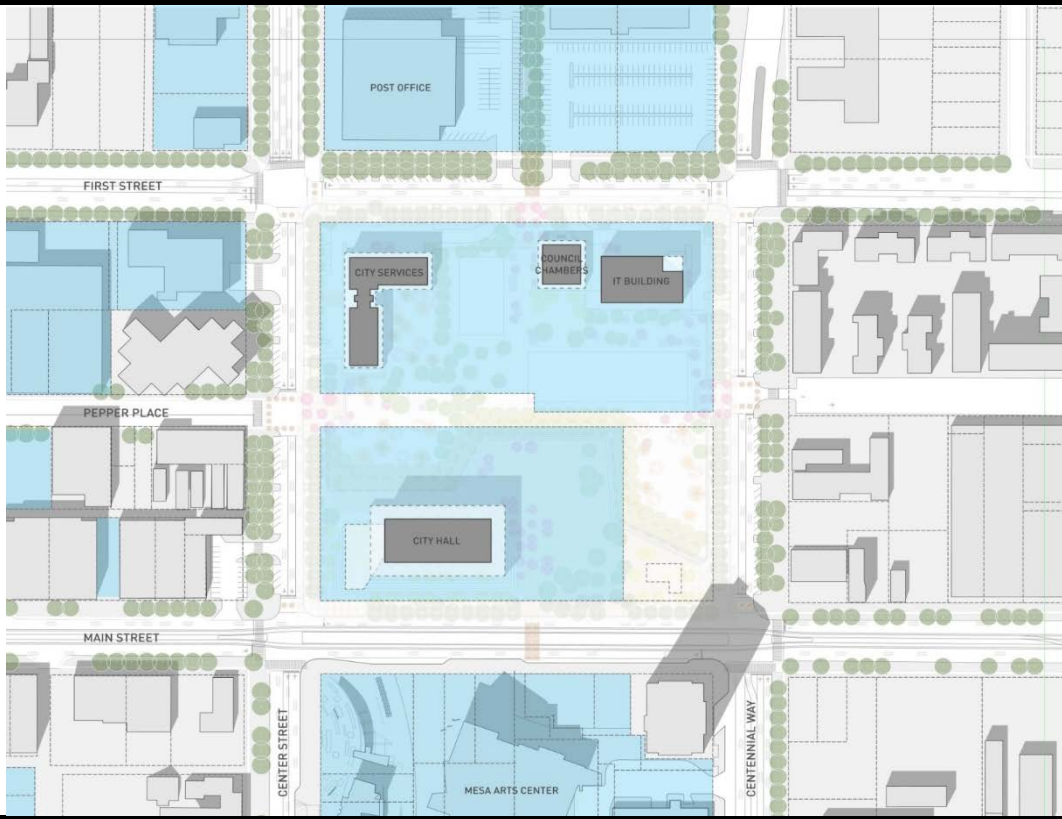
CIRCULATION



0' 50' 100' 200'

MESA CITY CENTER

CITY PARCELS



0' 50' 100' 200'

MESA CITY CENTER

EDUCATIONAL

BUILDING A

Floor Plate:	16,000 sf
Total Area:	75,000 sf | 60,000 sf
No. of Floors:	5 – New Construction

BUILDING B

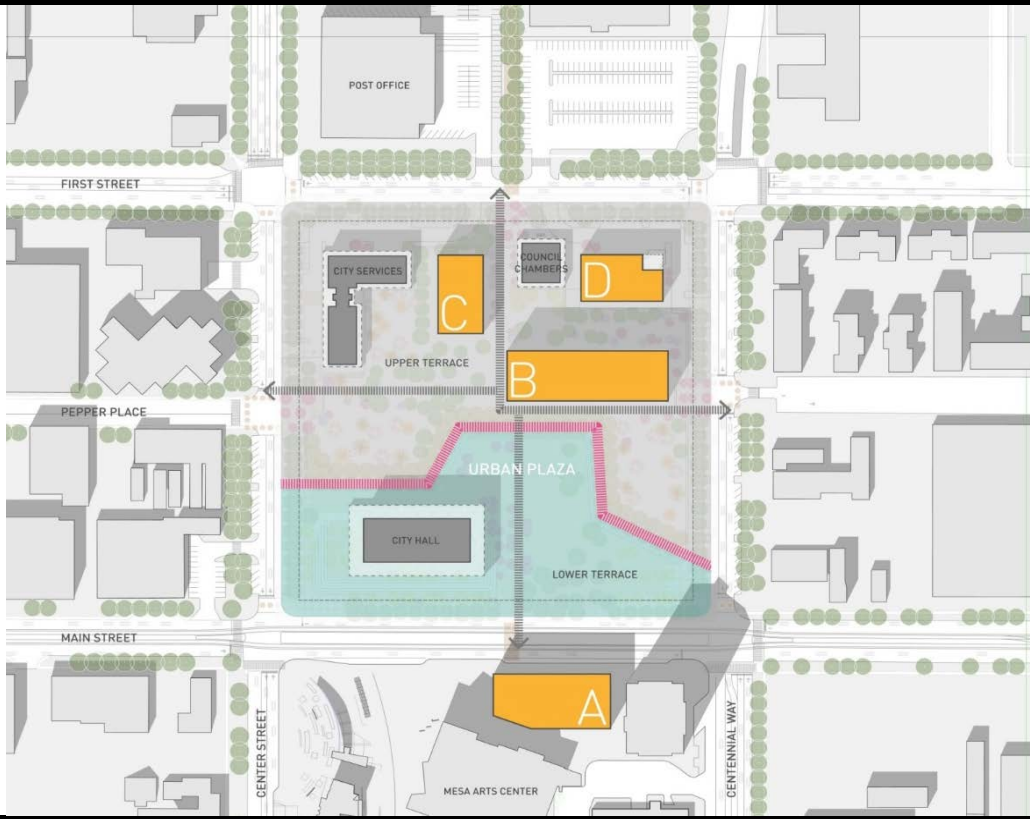
Floor Plate:	24,000 sf
Total Area:	100,000 sf | 80,000 sf
No. of Floors:	5 – New Construction

BUILDING C

Floor Plate:	15,000 sf
Total Area:	60,000 sf
No. of Floors:	4 – New Construction

BUILDING D

Floor Plate:	9,400 sf existing
Total Area:	18,800 sf existing
No. of Floors:	2 – Existing IT Bldg.



0' 50' 100' 200'

MESA CITY CENTER

ENLARGED SITE PLAN

BUILDING A – MAIN STREET VIEW

BUILDING A – PLAZA VIEW

BUILDINGS B & C – PLAZA VIEW

BUILDINGS B & C – EVENING VIEW

MESA CITY CENTER

PARKING

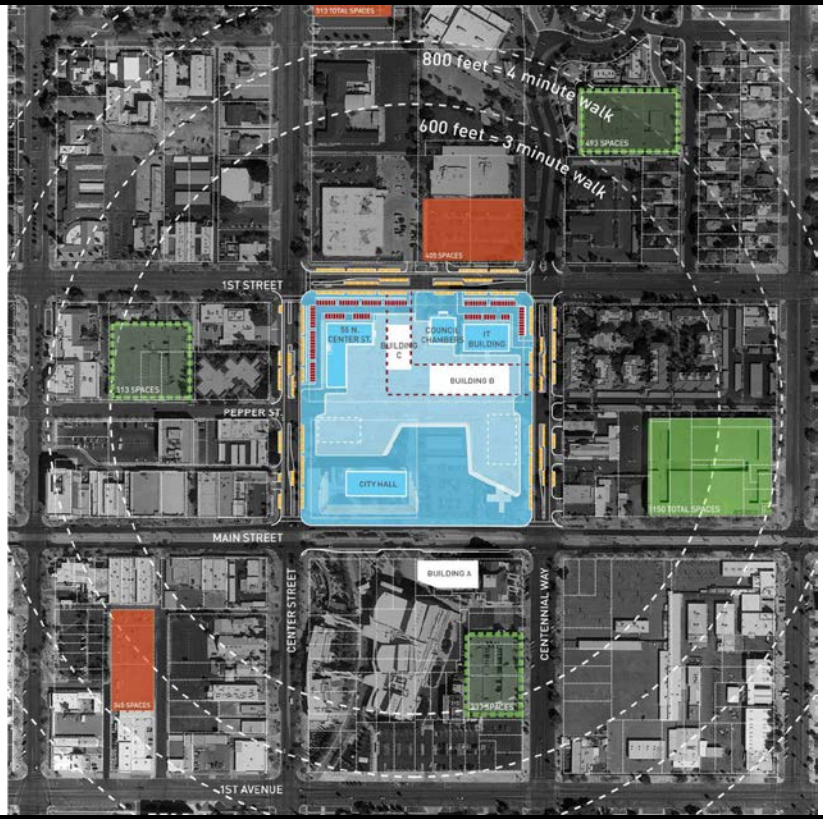
- Mesa City Center
- Proposed Buildings
- Leased Parking Garage
  1150 spaces
- Existing Parking Garages
  1343 spaces

NEW SURFACE

- On-Street Parking
  148 spaces
- On-Site Parking
  106 spaces

NEW STRUCTURES

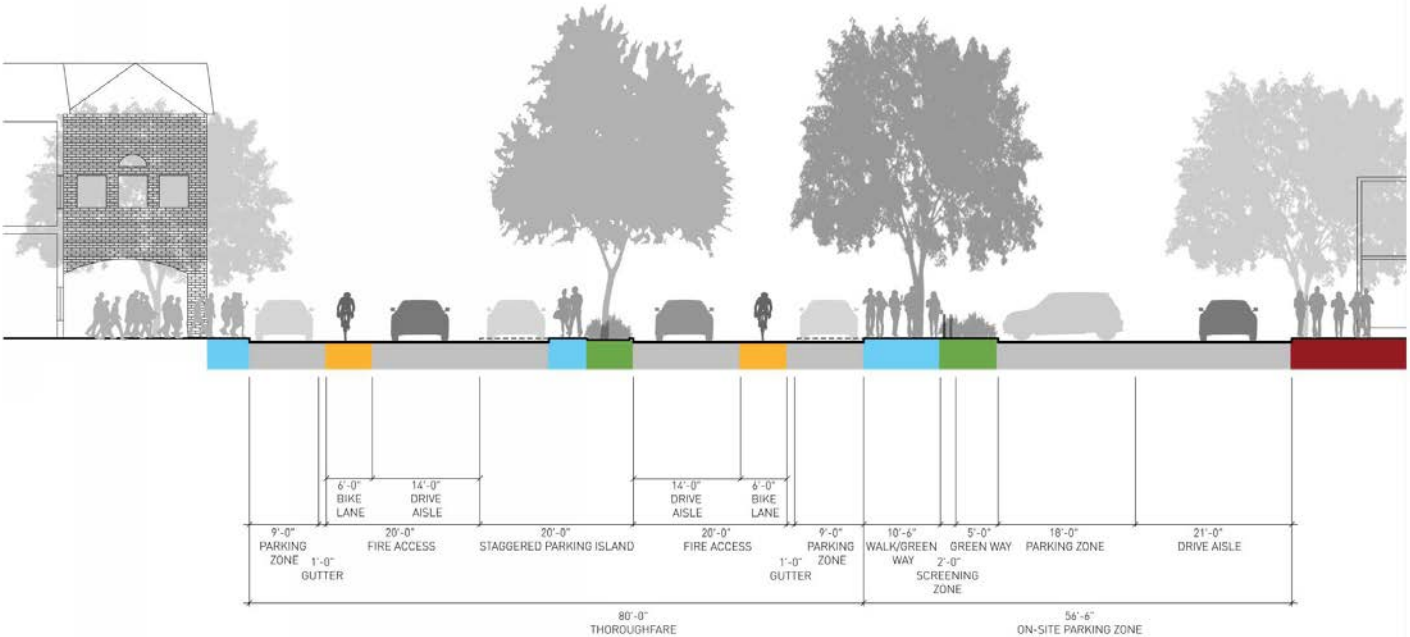
- Parking Structures
  1263 spaces
- Two-Story Underground Parking
  +/- 312 spaces



0' 100' 200' 400'

MESA CITY CENTER

SECTION THROUGH PARKING



Fiscal Year 2016/17
Budget Wrap-up

May 5, 2016

City of Mesa

Presented by the Office of Management and Budget

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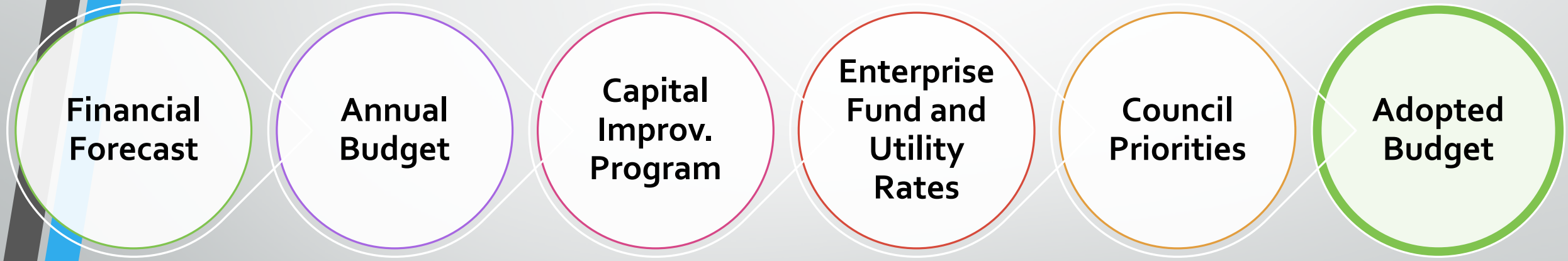
The FY 16/17 Budget Review Process



The Status

- FY 16/17 was intended as the second year of a two-year process to better align on-going expenditures with on-going revenues
- Realized operational savings in FY 14/15 has allowed for a temporary reprieve
- Annual budgets are reliant on savings to sustain services
- Departments are asked to review operations in pursuit of innovations that result in savings. Operational savings of 2% is targeted
- Expense pressure continues regarding current services in the public safety areas while demand for services also continues to grow

Change to the Proposed Budget

- **Light Rail Bike Patrol**
  - Increased security in the light rail corridor through the expansion of the current light rail bike patrol $799,000
  - Addition of a park ranger to assist in Pioneer Park $102,000

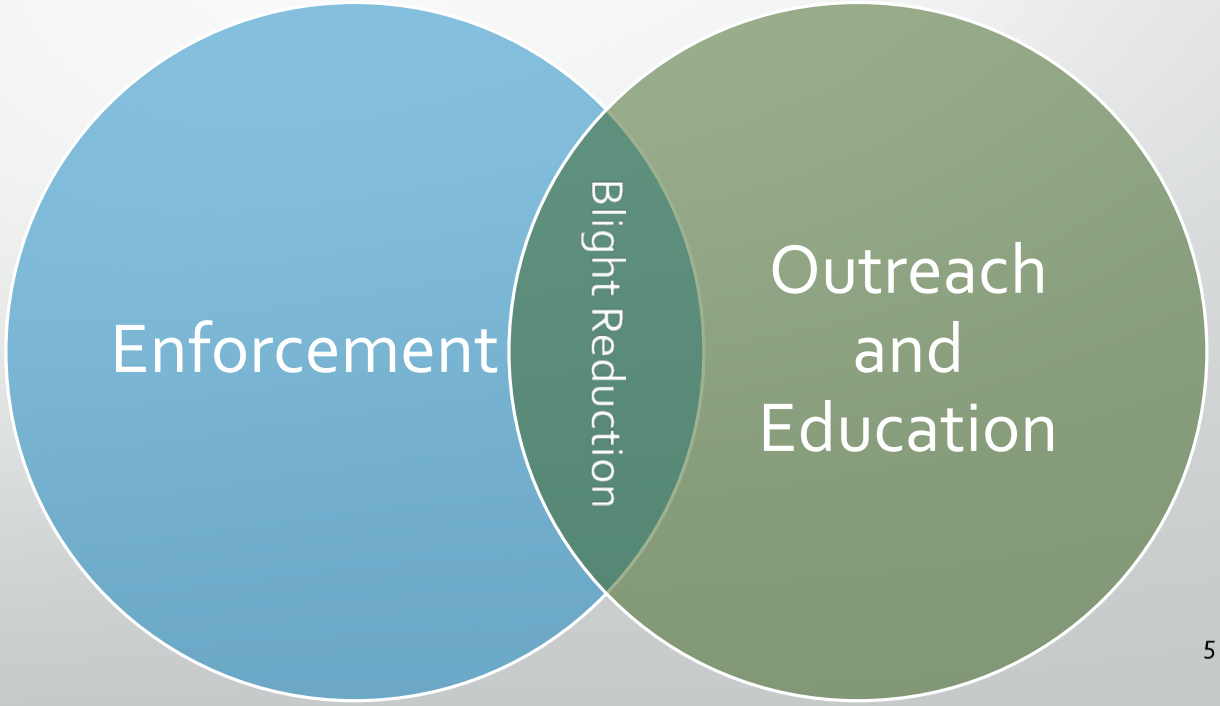
Photo published azcentral.com 9/25/15 – Jim Walsh

Change to the Proposed Budget

- The proposed budget included two additional Code Compliance Officers. The revised budget **converts** two existing CDBG funded code compliance officers to the general fund (allowing use of the CDBG funding for a pilot outreach program)

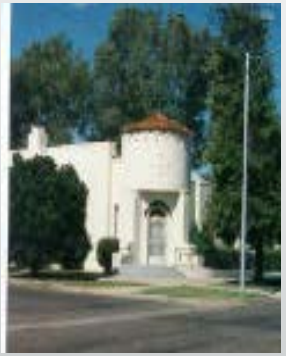
FY 15/16: 7 general fund officers, 3 CDBG officers (2 positions + 1 temp)

FY 16/17 revised proposal: 10 general fund officers (9 positions +1 temp), reallocation of CDBG funding to community outreach



Change to the Proposed Budget

- Increase funding available for Historic Preservation Services $50,000
  - Proposed budget included $15,000 of the $50,000



Change to the Proposed Budget

- Increase in Human Services Funding $50,000
  - Additional funding brings total to $876,000 for services and administration and $50,000 for utility assistance

The Adoption Timeline

May 16	- Capital Improvement Program, Public Hearing and Adoption
	- Utility Rate Adjustments, Public Hearing and Adoption
June 6	- Annual Budget, Tentative Adoption
June 20	- Annual Budget and Secondary Property Tax Levy, Public Hearing
	- Annual Budget, Final Adoption
July 5	- Secondary Property Tax Levy Adoption

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