

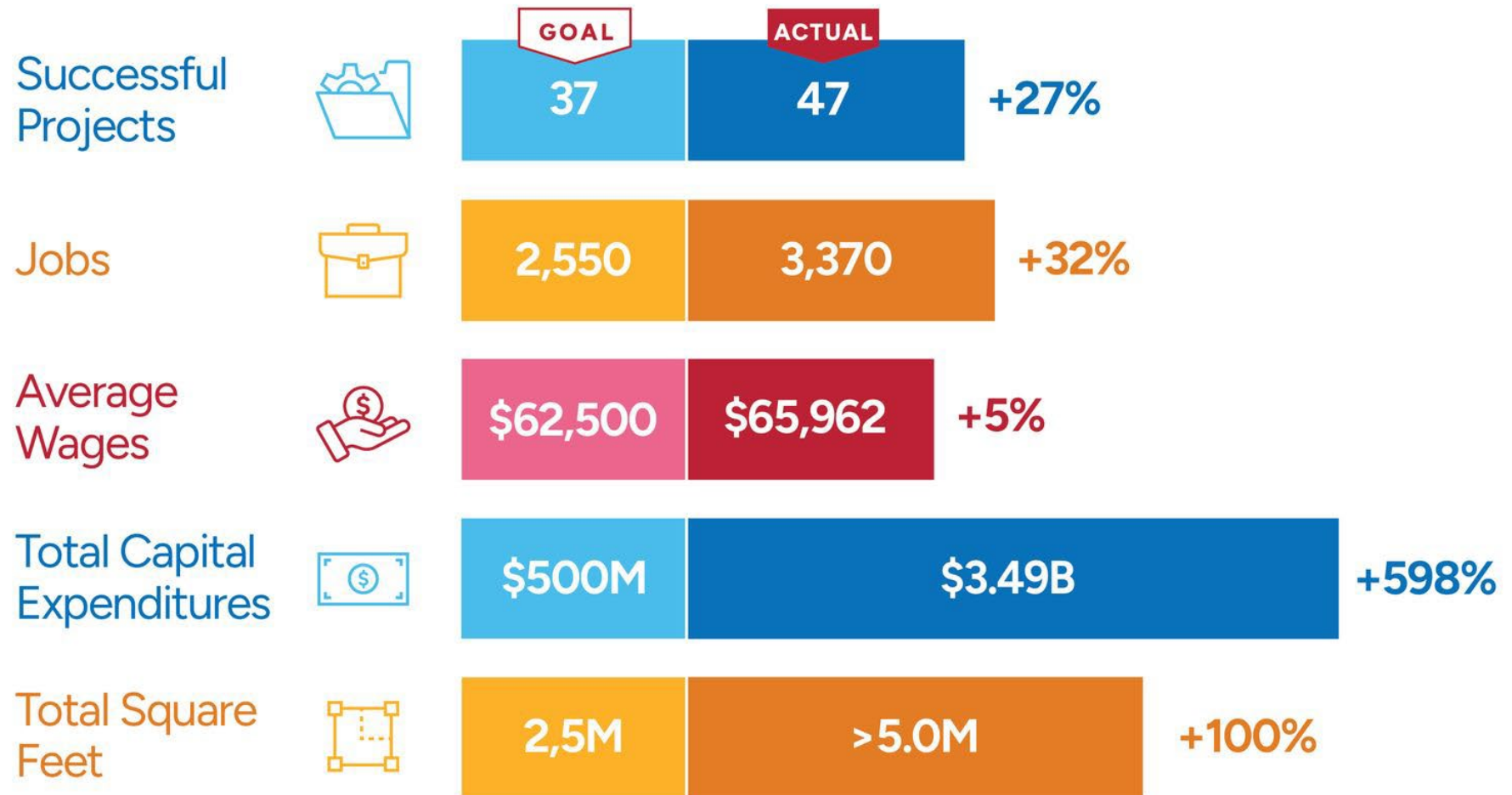


# The View From Here

**Office of Economic Development  
FY 2025 Highlights and Look Ahead**

**Mesa City Council  
Strategic Planning Session  
Sept. 18, 2025**

# Business Attraction Successes



# Business Attraction Successes

Hilo Industries    Niagara Water  
BEMO    Crawford Mechanical Services    Nucleus Radio Pharma  
Google    KoMiCo    Urbix  
Jerit Automation    Metso Outotec    IS Clinical  
Avanti Windows & Doors    Hims & Hers

# Small Business & Entrepreneurship



**150+** **BUSINESSES  
RECEIVED**

\$278,000+ WORTH OF ONE-ON-ONE  
PROFESSIONAL ADVISING  
AND CONSULTING SERVICES



MESA HUUB DIGITAL PLATFORM  
REACHED A MILESTONE OF

**1,000** **PARTICIPATING  
BUSINESSES**



THE BUSINESS ADVOCATE HAD

**8,500** **SUBSCRIBERS**

WITH 47% AVERAGE OPEN RATE



MESA BUSINESS BUILDER @  
THE STUDIOS HOSTED

**5,400+** **ATTENDEES  
IN YEAR ONE**



# Marketing Results

**359M+**

EARNED MEDIA IMPRESSIONS

**2,105,248**

IMPRESSIONS ON LINKEDIN

**16%** 

IN LINKEDIN FOLLOWERS  
FROM 7,589 TO 8,803



LAUNCHED A  
RETAIL AWARENESS  
CAMPAIGN

**1,500+**

FOLLOWERS ON  
INSTAGRAM IN FIRST  
THREE MONTHS

# Retail Strategy Update

- Retail development plays a vital role in economic growth and community well-being.
- Mesa has realized success in business growth and population growth.
- Need to better align retail offerings with the city's increasing income and evolving community needs.
- Promote Mesa as a retail destination both locally and nationally (B2C).
- Recruit retailers and retail development (B2B).

# The Solution/Strategy – B2C

- Developed and launched a consumer-facing campaign showcasing Mesa's unique attractions, personifying fun and vibrancy.

**“More to Mesa.”**

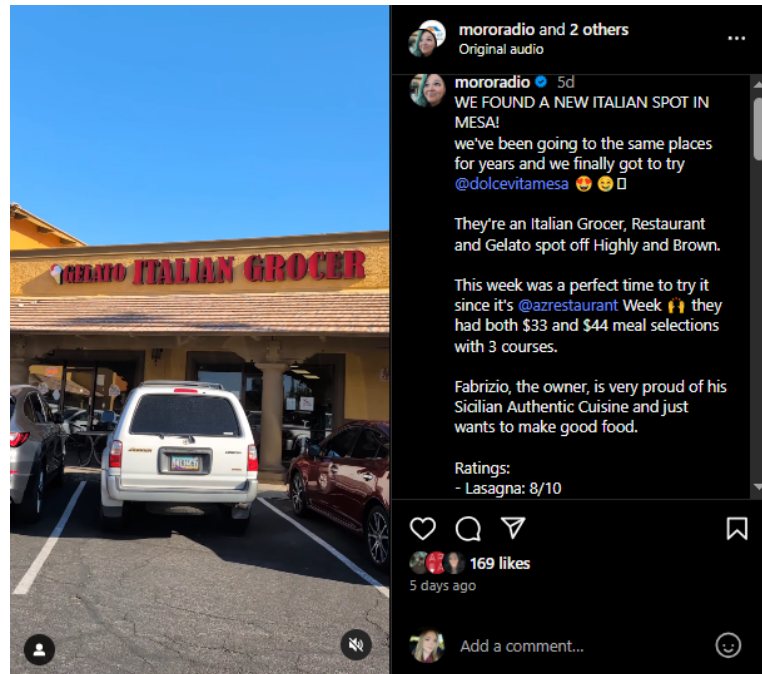
- Implemented a regional multi-channel media plan leveraging digital ads, social media, broadcast advertising, out-of-home advertising, and influencer marketing.
- Promoted and supported local events and engagement opportunities to increase foot traffic and community awareness.

# B2C Campaign Platform

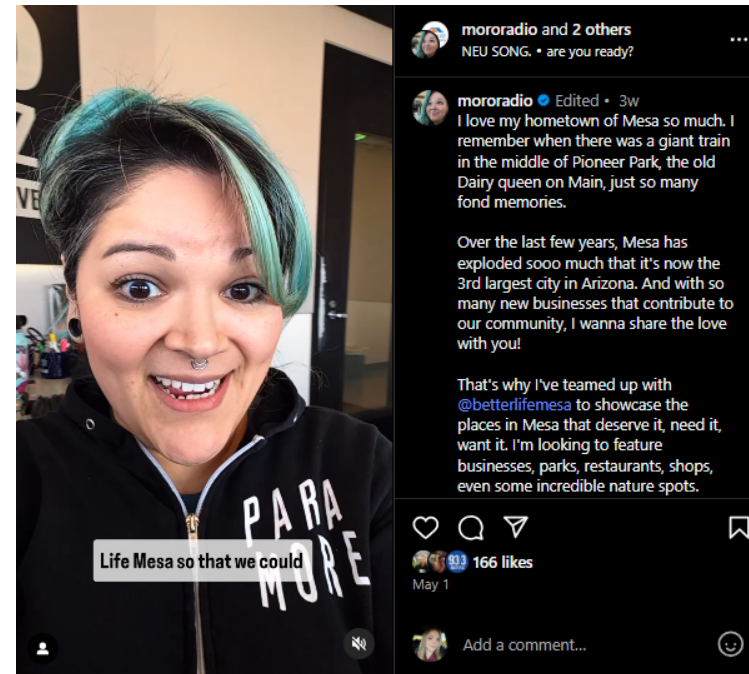
- Welcome to Arizona

## INSTAGRAM VIDEOS (Influencers)

- Mo! (from 93.3 radio)



<https://www.instagram.com/reel/DJ9hXabJKCr/?igsh=cDA1aDdhcmY0OTM0>



<https://www.instagram.com/p/DJINkigBxQY/?hl=en>



# B2C Campaign Platform

## INSTAGRAM GOALS

- Highlight Mesa's diverse retail scene
- Drive traffic through timely content
- Support small business visibility
- Provide a landing site for consumer campaigns

## INSTAGRAM PAGE RESULTS FROM CAMPAIGN

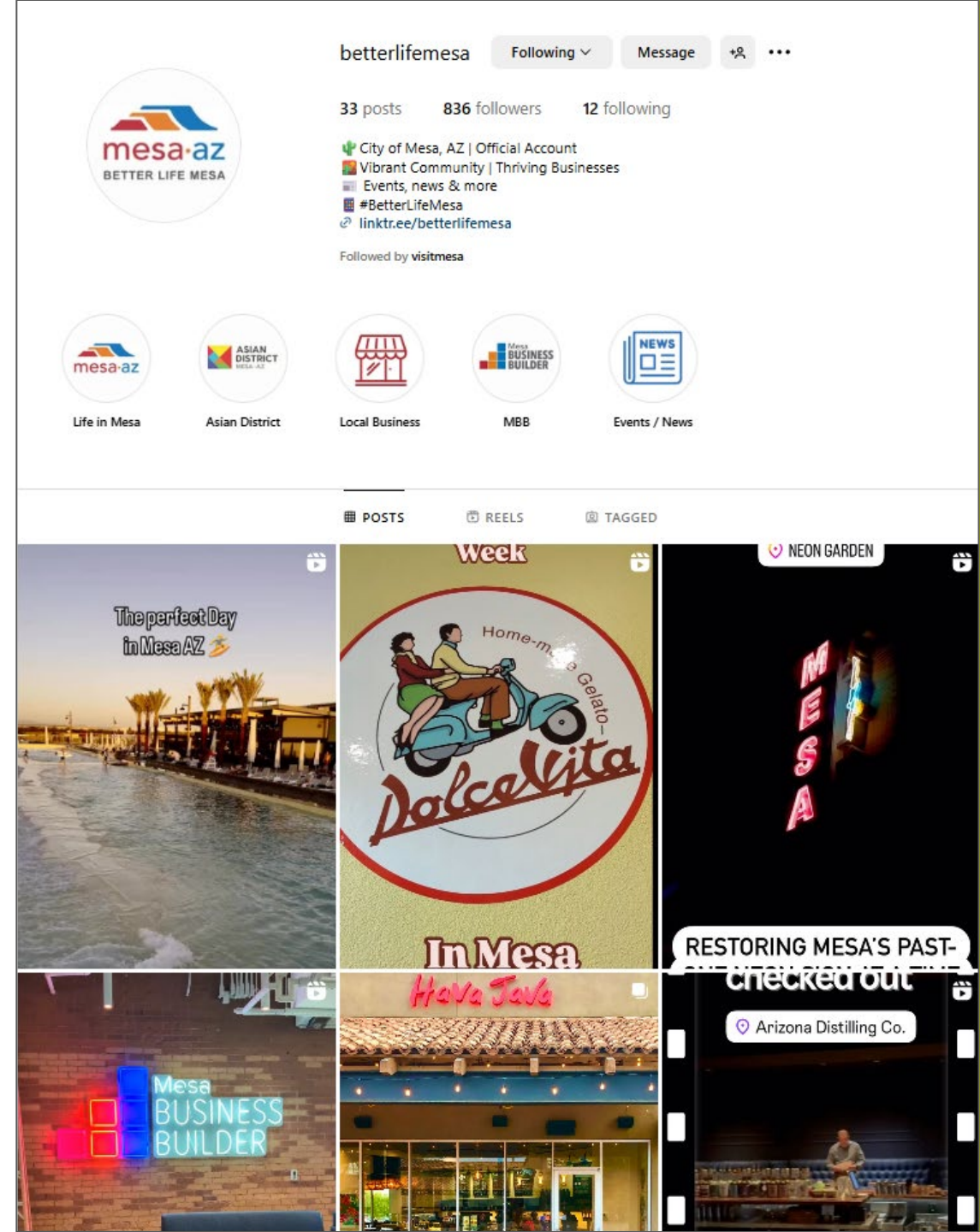
- 90 followers on 4/16/2025
- 1,772 followers as of 8/28/2025

**969%**

increase in 4 months!



@BetterLifeMesa





# The Solution/Strategy – B2B

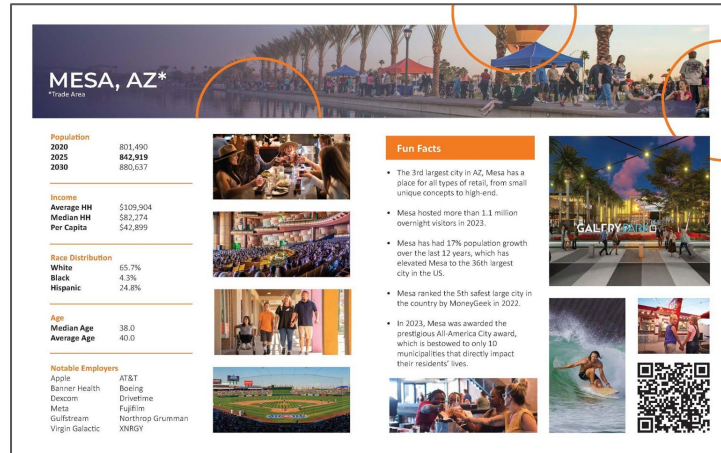
- Developed and launched a B2B-facing campaign emphasizing Mesa's unique opportunities with the message

**“Mesa. More Than A Market. A Movement.”**

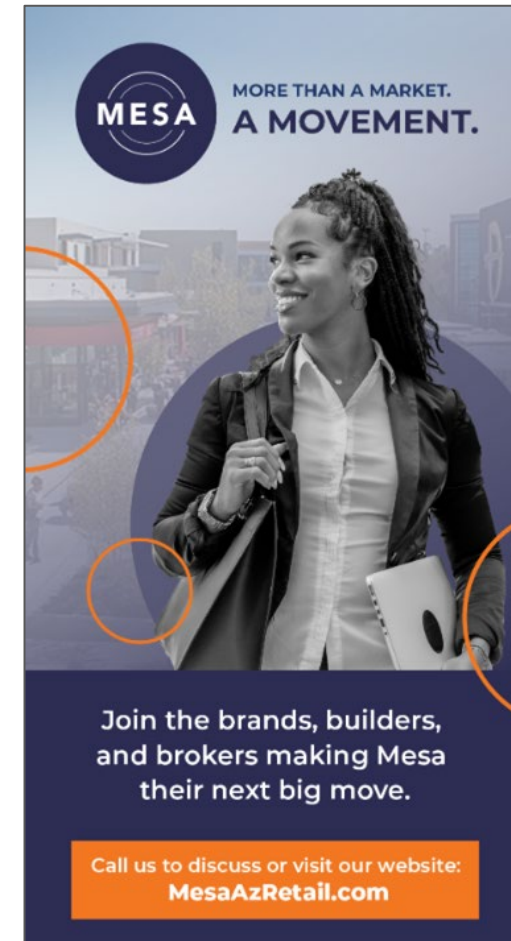
- Developed high-quality sales, presentation materials, ad campaigns.
- Developed a quarterly newsletter to include news, updates, retail market insights, available properties, etc.

# B2B Campaign Platform

## PRINT COLLATERAL



## PRINT AD



## DIGITAL ADS



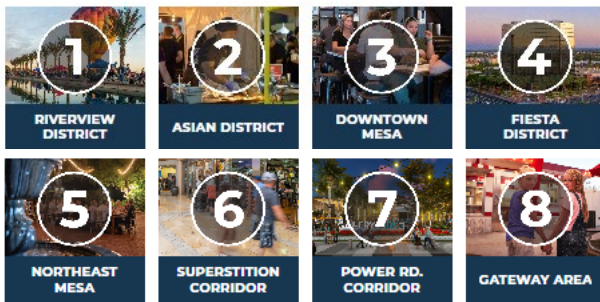
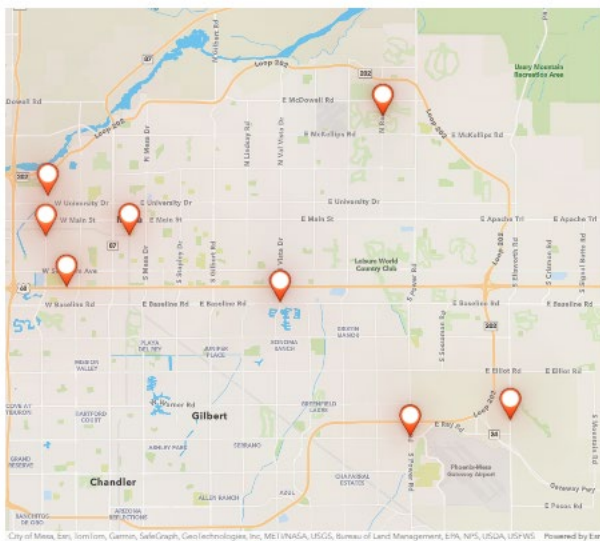


MORE THAN A MARKET.  
A MOVEMENT.

## Mesa's Retail Development Opportunities

Retailers, brokers, developers - Mesa has a place for you!

Mesa is a big place. So naturally our neighborhood areas are as diverse as you'd expect for a city of more than 500,000 people. Take a deeper look -  
- Mesa's retail corridors offer access to everything you can imagine, from entertainment and sports districts to family-focused, master-planned communities to upland desert luxury and transformed historic settings. Whether you are a large or small retailer, a broker, developer, or shopping center owner, Mesa has a place for you and we are an eager partner to help your business thrive in our community.



# B2B Campaign Platform

◀ HOME PAGE

DISTRICT PAGES ▶

[www.MesaAzRetail.com](http://www.MesaAzRetail.com)

MORE THAN A MARKET.  
A MOVEMENT.

## Riverview District

Retailers, brokers, developers - Mesa has a place for you!

The spring training home of the Chicago Cubs, the Riverview District, is a year-round sports, entertainment, and shopping district. Growing with the new developments of UNION and Wrigleyville West, Riverview is alive with major employers, lifestyle amenities, events, and activities, and is a premier recreation destination from morning to night. Riverview is truly the gateway to the East Valley at the intersection of Loops 101 and 202, pulling from Mesa, Tempe, Scottsdale, and Phoenix.

	2020	2025	2030
Population	199,942	204,653	210,208
Income	Avg. HH \$91,901	Med. HH \$66,989	Per Capita \$37,360
Race Distribution	White 53.3%	Black 5.8%	Hispanic 32.0%
Age	Med. Age 33	Avg. Age 36	
Traffic Counts	Loop 202/101 Interchange to Dobson Rd. - 134,000 Loop 202/101 Interchange to 7th St./Rio Salado Pkwy - 116,000 Dobson Rd./Rio Salado Pkwy - 41,500		



Mesa Riverview

- High visibility at SEC of Loop 202 and Dobson Road
- More than 1.1M SF of leasable space anchored by Walmart, Home Depot, Ross
- Adjacent to Chicago Cubs Spring Training Facility



Chicago Cubs lead MLB in Spring Training Attendance

- 227,570 attended spring training games
- Averaging 12,643 per game
- [READ MORE HERE](#)



# Office of Economic Development Fiscal Year 2026 Look Ahead

# Our Mission

## CITY OF MESA OFFICE OF ECONOMIC DEVELOPMENT

Mesa's Office of Economic Development (OED) works to enhance Mesa's economy by:

- promoting a culture of quality
- supporting the creation of higher wage jobs
- promoting direct investment
- increasing prosperity of our residents

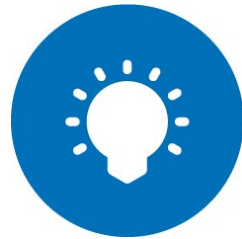
*Advancing Business. Growing Quality Jobs.*



# Lines of Service



Business Attraction,  
Retention &  
Expansion



Entrepreneurship /  
Small Business  
Development



Redevelopment /  
Revitalization



Workforce  
Development /  
Talent Attraction

Support Services



Marketing & Communications



Data & Research

# Industries of Opportunity

## INDUSTRIES / SECTORS

- Healthcare / Biotechnology / Medical Devices / Pharma
- Aerospace / Aviation / Defense
- Technology / Semiconductors / Climate Tech / Electric Vehicles
- Advanced Manufacturing
- Education
- Retail / Tourism / Hospitality

# OED Goals

1

## Grow Mesa's economy

Attract new and expand existing companies in Mesa to create and retain quality jobs.

2

## Mesa is known nationally as a premier location for companies to land, grown and prosper

Increase Mesa's visibility and improve Mesa's image to create additional momentum and reach new audiences in key industry segments and critical talent pipelines.

3

## Build a resilient community

Increase capacity for attracting quality development citywide and for driving equitable economic development.

# Challenges and Opportunities

## DEFINING SHORT-TERM AND LONG-TERM PRIORITIES AND ACTIONS

- Power Capacity and Distribution
- Industrial Inventory
- Policies Affecting Market Stability and Certainty
- Targeted Lead Gen / Partnerships / New Markets
- Signature Projects and Continued Focus on High Quality, Impact Efforts
- Continued Coordination between DSD, OED, OUT, and others
- Elevating Mesa's Story and Wins

# FY26 Action Items – Attraction

## Strategic Realignment



International Strategy



Supply Chain Clusters



Bio and Pharma Opportunity Analysis



Accelerate Retail Lead Gen

## Marketing & Business Development



Retool & Relaunch Broker Roadshow



Partner Communications  
and Regional Collaboration






Expand CRE Relationships






# FY26 Action Items – Small Business



## Program Innovation

-  Creative Skills Workshops
-  Capital Assets Workshop
-  Mid-Size Business Scaling

## Events & Engagement

-  Increased Event Offerings
-  New Event Programming
-  Partner Awareness Campaign

## Specialty Spaces & Marketing

-  MBB @ The Studios Open Hours
-  Expanded Outreach

# FY26 Action Items – Redevelopment

## Tool Creation & Refinement



Redevelopment Toolkit



Marketing & Outreach

## Project Focus Areas



Longbow Parkway



Fiesta Reimagined



Superstition Springs Mall



Infill Sites

# FY26 Action Items – Retail

## Enhanced Consumer Campaign



Outreach to New Audiences



Themed Storytelling

## Business Development



Strategic Efforts



Elevated Experiences



Partnerships with Developers and Property Owners on Vision, Concepts, and Targeted Outreach

# FY26 Action Items – Marketing & Business Development

## Brand Launch & Digital Presence



Launch OED Brand Refresh



Launch Updated Website



Enhanced Tradeshow Marketing & Prospect Mining

## Storytelling & Engagement



AZTech Week Stories - Cross Departmental / Citywide



Narrative-Driven Social Media



Update Company Executive Video & Quote Testimonial Library

# FY26 Action Items – Workforce Development

## Continued Collaboration and City of Mesa Workforce Strategy Update

Services to Community

Community &  
Human  
Services  
Education &  
Workforce  
Job Seeker  
Resources

Services to Businesses

Economic  
Development  
Business  
Resources

Department and Community Partnerships



# AEDO Reaccreditation



Accredited Economic Development Organization (AEDO)  
Recertification Process - Document Review and Site Visit  
Spring 2026

# Mesa Economic Development Strategic Plan FY 2027-2029



## RFP for Economic Development Strategic Plan

### Deliverables:

- Three-year plan with goals, objectives and recommended tactics for FDI, domestic attraction, redevelopment, entrepreneurship / small business, and workforce development.
- Analysis of Mesa's Industries of Opportunity and Emerging Industries including Supply Chain Analysis
- Business Development Tactics: Target prospect list
- Recommended Performance Metrics to align with Plan

Completion by May/June 2026

# DISCUSSION

# Stay Connected With Us

- [SelectMesa.com](http://SelectMesa.com)
- [MesaBusinessBuilder.com](http://MesaBusinessBuilder.com)



Mesa-Economic-Development



BetterLifeMesa



MesaBusinessBuilder