

**Overview of the
Metropolitan Business Plan Initiative- All Teams Meeting April 2012
for the
City of Mesa Economic Development Advisory Board
May 15, 2012**

GREATER PHOENIX REGION

Metropolitan Business Plan Initiative- All Teams Meeting April 2012



Steven Shope, Ph.D. – GPEC Economic Council
Amy St. Peter - MAG



GREATER PHOENIX STORYLINE

CONVERSION FROM LOW-COST CONSUMPTION
ECONOMY TO HIGH-VALUE EXPORT SECTORS



OVERVIEW OF HIGH-LEVEL STRATEGIES

- **Strategy One:** Advance renewable energy & energy efficiency technology innovation & adoption.
- **Strategy Two:** Become a region know for excellence in remote operations technologies & the industries that use them.

LEAD INITIATIVE #1: CLEAN ENERGY DEVELOPMENT CENTER

MARKET ANALYSIS

- Huge global market growth in energy efficiency, technology, and services.
- Need to better define multiple and emergent dynamics of industries.
- Range of local competencies in diverse sectors needs to be engaged and supported.



CLEAN ENERGY DEVELOPMENT SECTOR

Strategy: Continually provide firm-driven, value-added research and services by sector.



Institutional form: A market-driven organization with technical and finance staff who can provide services.

CLEAN ENERGY DEVELOPMENT CENTER- RISKS

- Sector competitiveness.
- Financial sustainability of institution.
- Policies not in alignment.



LEAD INITIATIVE #2: CENTER OF EXCELLENCE

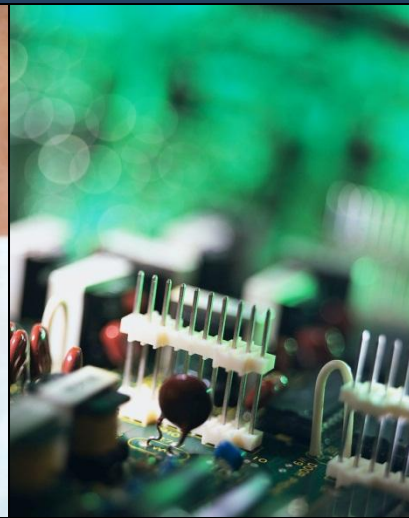
MARKET ANALYSIS FOR AN UNMANNED SYSTEMS CENTER OF EXCELLENCE

- The region has significant activity in UAS, a growth market.
- The underlying technologies connect to other sectors with a wide variety of commercial applications.
- There are many existing and pending research and training institutions relevant to UAS technologies.



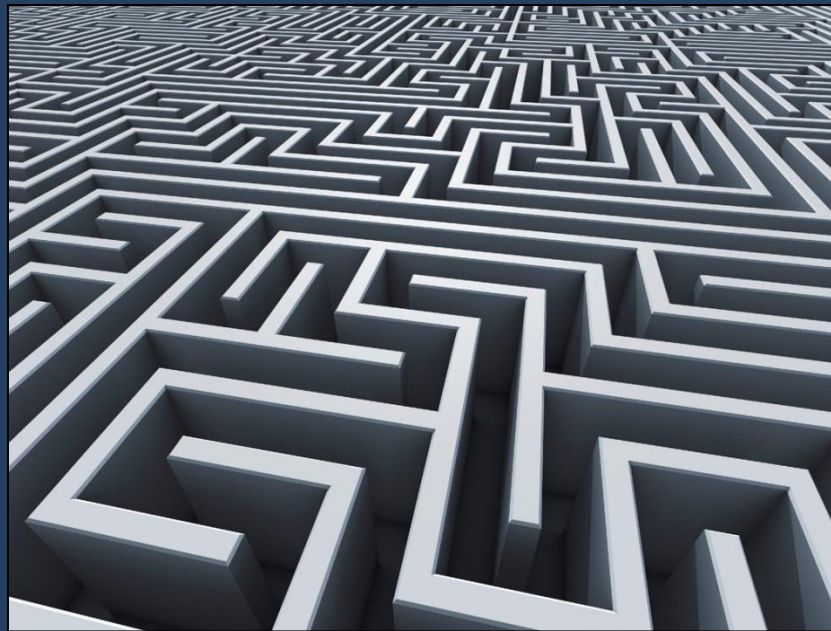
CENTER OF EXCELLENCE FOR UNMANNED SYSTEMS

- Facilitate the transfer of unmanned systems technology knowledge, products, and services from defense into the commercial sector via the following sectors:
 - Robotic & Remote medical.
 - Information technology (IT) & Cyber Warfare.
 - Sensors.
 - Data/sensor analysis.



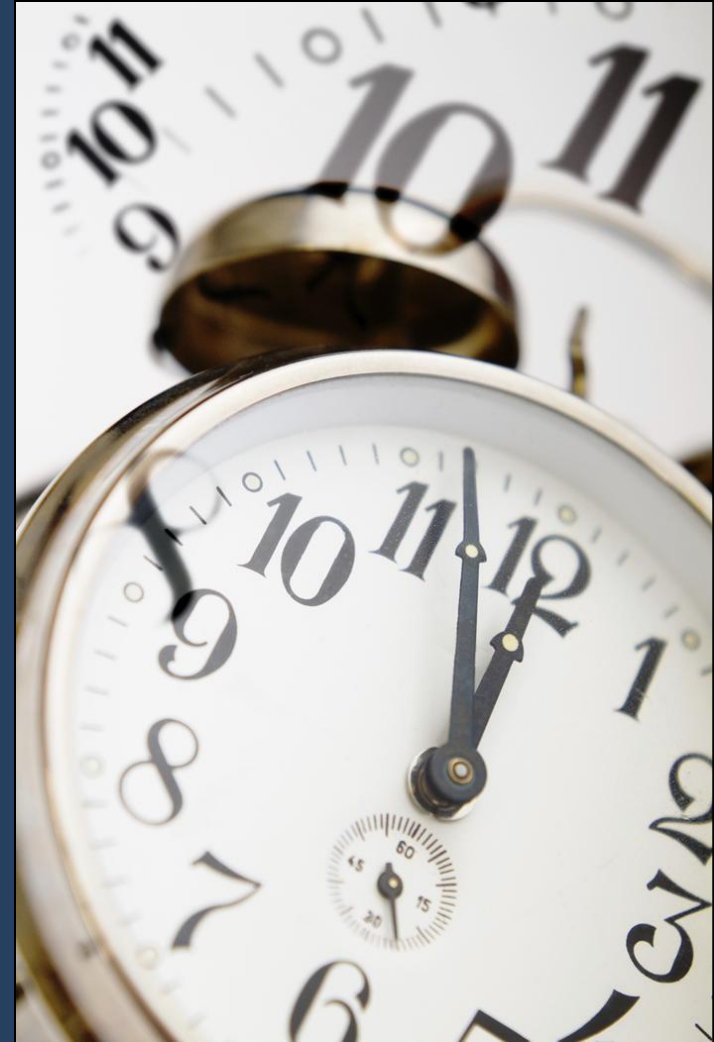
CENTER OF EXCELLENCE- RISKS

- Determine competencies and coordinate activity.
- Federal policies and regulations may inhibit transfer to other industries.
- Inconsistent industry standards may emerge.
- Market competitiveness and transferability may not be viable.



QUESTIONS AND NEXT STEPS

- Better understand and coordinate with existing efforts such as ACA.
- Engage firms to better understand technology applications and needs.
- Organize Arizona's industry leadership and identify champions.



END