

COUNCIL STRATEGIC PLANNING MINUTES

March 27, 2025

The City Council of the City of Mesa met in a Strategic Planning Session at The Post, 26 North Macdonald, on March 27, 2025, at 8:00 a.m.

COUNCIL PRESENT

Mark Freeman
Scott Somers
Rich Adams
Jennifer Duff
Alicia Goforth
Francisco Heredia
Julie Spilsbury

COUNCIL ABSENT

None

OFFICERS PRESENT

Christopher Brady
Scott Butler
Holly Moseley
Jim Smith

1. Mayor's welcome.

Mayor Freeman conducted a roll call.

Mayor Freeman welcomed the Council and staff. He explained that staff will review the City's 2024 Strategic Priorities and accomplishments and encouraged the Council to collaborate and share ideas about the direction of the City of Mesa (COM).

2. Hear a presentation and discuss Law and Ethics:

2-a. Legal and ethical issues, including open meeting law, conflict of interests, use of staff and resources, and election issues.

City Attorney Jim Smith displayed a PowerPoint presentation. **(See Attachment 1)**

Mr. Smith explained the Open Meeting Law (OML), emphasizing the importance of adhering to the posted meeting agendas for public transparency. He reviewed the posting requirements and clarified that even with a posted notice, discussing City business at social events like ribbon cuttings is prohibited. He pointed out that the Council District Coordinators have been provided with an OML handbook for future reference and gave examples of possible serial meeting violations, reminding the Council to be mindful of similar situations. He highlighted the "Call to the Public" agenda item and reviewed best practices for responding to questions or a personal attack. (See Pages 2 through 4 of Attachment 1)

Mr. Smith reviewed the OML regarding gifts and conflicts of interest and explained the documentation requirement to complete and return appropriate forms to the City Clerk's office. (See Pages 5 through 9 of Attachment 1)

Mayor Freeman thanked staff for the presentation.

3. Hear a presentation, discuss, and receive an update on the City Council Strategic Priorities:

- 3-a. City Council Strategic Priorities, including strategic priorities and related projects to accomplish the priorities.

City Manager Christopher Brady commented that staff will be providing presentations about each of the accomplishments that were associated with the 2024 Council Strategic Priorities. **(See Attachment 2)**

Assistant City Manager Scott Butler reminded Council of the importance of Community Health and Safety. He quoted a 23% reduction in fatal car accidents and highlighted a decrease in gun-related violence, specifically homicides, which dropped to 16 from 34 incidents the prior year. He announced that Mesa Police is one of the best in the country for solving homicide cases with an 88% average, compared to the 57% national average.

Mr. Butler discussed the investment in employee wellness programs to support mental and physical health to ensure that officers are getting the resources and services needed. He identified the addition of the full ambulance transport responsibilities and completion of the Fallen Firefighter Memorial Park and Honor Wall. He stressed the importance of the health and safety advancements that have been added to prevent cancer and assist with keeping the employees healthy, and noted the recharge rooms, red light therapy, and gear washers. (See Pages 2 through 5 of Attachment 2)

Assistant to the City Manager Andrea Alicoate highlighted the Skilled and Talented Workforce Strategic Priority. She expressed her appreciation to the Education and Workforce Development Roundtable for their hard work and continued support. She displayed an illustration of the updated Strategic Focus Plan. She identified the investments made in the Family Resource Center, Gateway Library and Read Runner, Mesa College Promise, Mesa Business Builder, internal workforce development programs, and an updated City workforce development plan. (See Pages 6 through 8 of Attachment 2)

Deputy City Manager and Chief Financial Officer Michael Kennington stressed the importance of financial transparency and effective communication with Mesa residents, businesses, and community partners. He mentioned the Popular Annual Financial Report, which was published on the City website, as a more user-friendly analysis of where revenues come from and how money is spent. He highlighted the efforts made to encourage citizen involvement during the budget process. (See Pages 9 and 10 of Attachment 2)

Public Information and Communications Management Assistant II Jessica Brodersen discussed the investments made in the delivery of public information and identified the updated City website that was launched in November 2024. She reported that enhanced search engines and other digital tools have improved the user experience and made it easier for staff to engage with the citizens. She stated that the social media metrics have increased significantly and reported an overall positive sentiment toward Mesa. (See Pages 11 through 13 of Attachment 2)

Deputy City Manager Candace Cannistraro identified the accomplishments made in 2024 toward the Neighborhoods and Placemaking Strategic Priority, explaining that while a lot of work has been done, there is still a lot that needs to be done to support the desired outcome. (See Pages 14 through 16 of Attachment 2)

Deputy City Manager Marc Heirshberg highlighted the accomplishments of the Sustainable Environment Strategic Priority and emphasized the City's proactive and responsible approach to sustainability. He provided an update of the Balanced Housing Plan, acknowledging the monthly entitlements coming in, and that 537 were approved through zoning cases. He discussed several successful projects and initiatives that were established in 2024 and pointed out plans to enhance sustainability. (See Pages 17 and 18 of Attachment 2)

Downtown Transformation Manager Jeff McVay offered information supporting the Thriving Economy Strategic Priority and discussed the progress made on downtown transformation. (See Pages 19 and 20 of Attachment 2)

Economic Development Director Jaye O'Donnell presented the Economic Development Strategic Priority accomplishments from 2024. She reported key economic development metrics, including the number of businesses and jobs added in Mesa, and noted the strong momentum for attracting quality retail partners. She stressed the importance of the continued workforce development programs and pointed out the current education attainment statistics, median household income and median home values. (See Pages 21 through 24 Attachment 2)

Additional discussion ensued regarding the median income and housing prices in Mesa in comparison to surrounding cities.

Ms. O'Donnell reiterated the importance of building a strong Mesa brand both regionally and nationally, and to identify champions who can assist in getting the message out that Mesa is a great place to live, work and play. (See Pages 25 and 26 of Attachment 2)

Mayor Freeman thanked staff for the presentation.

(Mayor Freeman declared a recess at 9:20 a.m. The Council Strategic Planning Session resumed at 9:32 a.m.)

Mayor Freeman opened the floor for questions and discussion regarding the presentations received on the 2024 Strategic Priorities. He pointed out that Community Health and Safety was the first strategic priority presented.

Councilmember Spilsbury expressed her appreciation to the COM Police and Fire and Medical departments and voiced her concerns about the perception of the crime and safety in Mesa.

Councilmember Duff pointed out that a portion of the existing programs established to assist people experiencing homelessness were funded by American Rescue Plan Act (ARPA) funding which is expiring. She stressed the importance of continuing these services.

Councilmember Heredia suggested sharing data to demonstrate the positive impact of these programs on the community and to highlight how continued investment will benefit the city.

Discussion ensued regarding crime data and funding of services aimed at keeping people off the streets.

Responding to a question from Mayor Freeman, Mr. Brady emphasized the importance and commitment to employee health. He highlighted the employee wellness center, which has recently moved to a new, larger and more convenient location. He explained the plans to expand health services such as physical therapy. He added that the Mesa Police Records Department is currently using part of the building due to the construction of police headquarters.

Mr. Butler confirmed that the health benefits and incentives encourage employee retention, as well as cost savings on insurance for the COM and employees. He discussed early cancer and diabetes detection, and other preventative programs that are available at the COM Wellness Center.

Mr. Brady confirmed that there are approximately 4,200 employees at the COM and identified the benefits of providing employees with the Wellness Center doctors and the investing in the wellness of the employees. He pointed out that after 20 years of service, employees receive lifetime benefits.

In response to a question from Mayor Freeman, Mr. Brady reported that the COM started an internal ambulance service due to reduced coverage by the previously contracted private provider. He acknowledged that the program requires a lot of staff but is expected to fund itself over time.

Responding to a question from Vice Mayor Somers, Mr. Brady stated expansion of the ambulance service would not be considered until all the needs of the program were determined. He explained that the Real Time Crime Center was financed using ARPA dollars that are no longer available. He reiterated that, due to the budget cuts across the COM, any funding to expand programs would require cancellation of an existing program.

Vice Mayor Somers expressed his desire to add key performance indicators to each strategic priority to provide a way to measure and determine progress in each area and to ensure the needs of the citizens are being met.

In response to a question from Mayor Freeman, Mr. Kennington explained that the feedback received from the poll of the residents of Mesa was for public awareness and not specifically about primary or food taxes. He stated that a frequently asked question page will be added to the website.

4. Councilmembers to discuss and provide direction on their current and future priorities and policies for the City with the City Council Strategic Priorities as a guide for the discussion.

Mr. Brady encouraged each Councilmember share their comments on the Strategic Priorities to find common ground for further discussion.

Councilmember Duff provided comments, ideas, and direction as follows:

- Placemaking and defining the COM brand and image.
- Integrate technology to become a city of the future by using Artificial Intelligence (AI).
- Update the redevelopment standards and City Code to streamline the process to allow for flexibility and empower our staff to make decisions.

Discussion ensued regarding possible COM branding and how to market it.

Assistant to the City Manager Ian Linssen provided a brief overview of the technological opportunities available and the investment required to organize the data to be utilized citywide.

Councilmember Adams provided comments, ideas and direction as follows:

- Continue to attract high quality companies to the area by investing in Economic Development.
- Prioritize funding and resources to the Real Time Crime Center.
- Remain competitive in Public Safety recruitment.
- Manage the infill projects to be respectful and compatible with the existing neighborhoods.
- Examine regulations to businesses to help achieve expansion without the minutia.
- Continue fiscal responsibility without cutting essential services.
- Availability of affordable housing.
- Responsibility when dealing with homelessness.

Councilmember Spilsbury provided comments, ideas, and direction as follows:

- Create a fentanyl task force to prioritize the efforts toward the opioid epidemic.
- Continuation of funding toward homelessness and programs for vulnerable citizens.
- Increase youth engagement.
- Recreation Center in District 2.
- Activate the downtown storefronts.
- Arts and innovation corridor.
- Make infill development easier to redevelop the empty shopping centers.
- Status of projects such as the tree initiative and the central reuse pipeline and other projects funded by grants.

Councilmember Heredia provided comments, ideas, and direction as follows:

- Improve the perception of Mesa.
- Better communication with citizens on projects such as why they are being done and timelines.
- Lead with data to tell the story of the future of the COM.
- Placemaking.
- Redevelopment zones.
- System efficiencies to avoid setbacks during development and to utilize technology to simplify the process and decrease costs.
- Coordinate studies citywide to identify connections and eliminate overlap.
- Identify and improve City facilities.

Councilmember Goforth provided comments, ideas, and direction as follows:

- Be intentional to find ways to successfully deliver basic services required by the City Charter and what the citizens expect while being fiscally responsible.
- Placemaking to become a city where people can live, work, and play.
- Improve policies, processes, and personnel.
- Build canal paths and improve bike and pedestrian paths.

Vice Mayor Somers provided comments, ideas, and direction as follows:

- Fiscal sustainability.
- Updated processes to eliminate bottlenecks.
- Coordinate capital improvement projects to avoid unnecessary construction.

- Hold ourselves and private partners accountable for lack of project completion.
- Growth paying for itself to avoid burden on the ratepayers.
- Diversified economy to produce high wages and high value jobs.

Mayor Freeman provided comments, ideas, and direction as follows:

- Deliver quality core services as the population increases.
- Ensure community spaces are safe and well connected.
- Branding at entry points in the COM.
- Work, eat, live, and play.
- Regenerate the older shopping centers and parking lots.

Mr. Brady confirmed that the most discussed topics will be considered Council priorities. He explained that this process is intended to guide group direction and prioritization.

Councilmember Duff pointed out that half of the fentanyl flows directly through Arizona and suggested that there be a presentation on what is being done beyond education.

Discussion ensued regarding tracking key performance indicators under each category.

Mr. Brady acknowledged the request for additional information regarding the opioid settlement funds, including their status and the plans for distribution.

Additional discussion ensued regarding the upcoming budget priorities.

Discussion ensued relative to the efforts being made in the COM to decrease fentanyl overdose deaths.

Councilmember Duff reiterated that the decisions made now are going to affect what happens in the future and pointed out the importance of using the data to make decisions. She pointed out the importance of creating an arts and innovation district in the downtown area to create a hub and vortex around digital arts to attract dynamic business to the COM. She reiterated the upcoming opportunities to leverage the partnership with Arizona State University, as well as the updates to the Convention Center and local hotels, to intentionally attract these industries to our community.

Councilmember Adams suggested focusing on the egregious code offenders instead of smaller offenses.

Councilmember Heredia pointed out that while considering ways to make budget cuts, making strategic investments to spend money now could save money later.

Mayor Freeman provided a summary of the services offered by the City and acknowledged the difficult decisions ahead, emphasizing the need to utilize City assets to support its programs.

(Mayor Freeman declared a lunch break at 11:20 a.m. The Council Strategic Planning Session resumed at 12:33 p.m.)

Mayor Freeman reviewed the following common topics and priorities identified during the discussion and Council discussed each topic:

- Infill and Redevelopment

A major focus on modernizing infrastructure, streamlining redevelopment processes, updating outdated codes, and ensuring growth benefits the community.

- City Identity and Branding

Shaping Mesa's identity through public art, downtown activation, neighborhood improvements, and creating vibrant, people-oriented spaces.

- Technology and Innovation

Utilizing AI, smart city strategies, and data-driven decision-making to improve City services, streamline processes, and support small businesses.

- Public Safety and Community Well-Being

Addressing crime prevention, supporting police and fire services, managing homelessness, and tackling issues like the fentanyl epidemic.

- Placemaking

Creating activity centers, connection points outside of neighborhoods to live, work, eat and play.

- Economic Drivers

Prioritizing high-value and high-quality jobs, supporting small businesses, balancing in-fill development with housing needs, and ensuring homeownership opportunities.

- Fiscal Responsibility and Public Services (Charter Focus)

Ensuring financial sustainability, responsible spending, investment in core services like public safety, and eliminating inefficiencies in city processes.

- KPI and Data Context

Ensuring there is context, follow up and KPIs to provide accountability and long-term results for Strategic Priorities.

Mr. Brady explained that each topic will be reviewed further to determine performance measures, and an action plan will be presented to the Council as discussed.

Mayor Freeman thanked the Council for the productive discussion.

5. Adjournment

Without objection, the City Council Strategic Planning Session adjourned at 2:29 p.m.

MARK FREEMAN, MAYOR

ATTEST:

HOLLY MOSELEY, CITY CLERK

I hereby certify that the foregoing minutes are a true and correct copy of the minutes of the Strategic Planning Session of the City Council of Mesa, Arizona, held on the 27th day of March 2025. I further certify that the meeting was duly called and held and that a quorum was present.

HOLLY MOSELEY, CITY CLERK

sr
(Attachments – 2)

Legal Issues for Elected Officials

Jim Smith, City Attorney
Council Strategic Planning Session
March 27, 2025



Open Meeting Law Refresh



Is It On The Agenda

- Ask this question: Is it reasonably related to the item on the agenda? Or stated another way, would the public have reasonable notice that you might ask about it based on the agenda language?
- Take the time to look at the agenda language.
- Don't say
- Associated discussion ok and often necessary to make an informed decision, but when does it go too far.

Social Event Notice Does Not Allow a Meeting or Discussion

- Social events where a quorum of Council may be present may be noticed by the City Clerk—the notice does not allow a quorum of Council to have a discussion on something that may come before Council.



Open Meeting Law Refresh



- Quorum – on a topic that may come before the Council.
 - No polling or relaying discussions through staff
 - No serial discussions with a quorum.
 - Staff can brief Councilmembers individually (discuss recent AG opinion), but cannot relay the discussions.
 - And quorum for a Council Committee is 2.
- “Call to the Public” (Items from Citizens Present): After all the citizens speak, you could: ask staff to review the matter, ask for it to be put on a future agenda, or *respond to criticism at the end (e.g., personal attack on you or Council as a whole).*



Open Meeting Law Refresh



Exception for Certain Events for the Speaker at the Microphone

- ARS 38-431.09(B) . . . it is not a violation of this article if a member of a public body expresses an opinion or discusses an issue with the public either at a venue other than at a meeting that is subject to this article, personally, through the media or other form of public broadcast communication or through technological means if:
 - 1. The opinion or discussion is not principally directed at or directly given to another member of the public body.
 - 2. There is no concerted plan to engage in collective deliberation to take legal action.
- State of the City—for the speaker at the microphone; and for different reasons: Groundbreaking/Ribbon-cutting Events, Award/Retirement Events.
- Coffee with a Cop, community meetings – no exception
- District Forum – the A.G.’s Office did not apply and did not answer whether this exception would apply to district forum events.

Updates



District Coordinator Training

- Training on Open Meeting Law, Gifts, & Conflict Issues
- Updates and Ongoing Issue assistance
 - Details are important to conflict assistance

Conflicting off Items

- Fill out City Clerk's form every time you conflict off an item
- Can only abstain if you declare a conflict



Gifts



Are there ethical issues with accepting the gift?

- Seek to avoid the appearance of impropriety
- Consider if there is a matter *pending or proposed* -- you can ask Planning Department and City Manager's Office.
- Factors you may want to consider:
 - How are my decisions likely to be perceived by others?
 - Is the gift from someone with business before the City? (timing)
 - What is the value of the gift? (nominal versus more than nominal)
 - Is the gift for all versus an individual? Can it be shared? (e.g., holiday gift to share with office vs. individual gift/benefit before decision, or banquet for many vs. individual dinner with developer) What if an employee took the gift... ?



Gifts



- **Entertainment Ban Statute:** No sporting or cultural event tickets/admissions from a person who is paid to influence or lobby legislation (more broadly worded than lobbyist) if there is a matter *pending or proposed*. A.R.S. § 41-1232.08(B).
- **Ethic Handbook Disclosure Requirement:** If the gift is an athletic or entertainment ticket/activity or if the gift exceeds \$50 and gift was given by someone that has business before the City or that may come before the City, need to disclose.
 - Must file a Disclosure Statement with City Clerk within two business days of accepting the gift or getting back in town when traveling.
- **Note of Caution:** If it is unlawful to accept a ticket under the Entertainment Ban Statute, filing the disclosure statement with the City Clerk does not make it lawful.



Conflict of Interest



- You have a conflict if you or your relative has a non-speculative pecuniary (financial) or proprietary (ownership) interest, either direct or indirect, in the matter; unless it is a “remote interest.”

-Remote Interest—defined by statute A.R.S. § 38-502(10); the most common are:

- Non-salaried officer of a nonprofit corporation
- Recipient of public services generally available (e.g., utilities, roads)
- Insignificant Stock Ownership & Mutual Fund Exception
- Relative – is an employee, 25+ size org., “does not assert control or decision-making authority over the entity’s management or budget decisions.”



Conflict of Interest



- Relatives – Conflict applies the same whether it is you or your relative. Relative = your spouse, child, child's child, parent, grandparent, brother or sister (whole or half) and their spouses and the parent, brother, sister or child of a spouse.
- Not a Legal Conflict: a general feeling of sympathy or bias does not create a legal conflict of interest, but you may want to avoid the appearance of a conflict (e.g., voting on matter involving a best friend).
- What to do if you or a relative has a financial interest in an issue before the Council:
 - Do not participate in discussion or action on the issue.
 - Briefly explain on the record that you are conflicting off (conflict vs. conflicting off to avoid the appearance of a conflict).
 - Complete a Public Officer Disclosure Form available in the City Clerk's Office.



City Attorney's Office



mesa·az

2025 Council Strategic Planning Session

March 27, 2025

Strategic Priorities and Accomplishments

Scott Butler, Assistant City Manager

Andrea Alicocate, Assistant to the City Manager

Mike Kennington, Deputy City Manager

Ana Pereira, Communications Director

Candace Cannistraro, Deputy City Manager

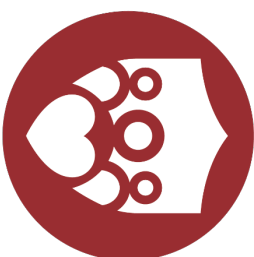
Marc Heirshberg, Deputy City Manager

Jeff McVay, Downtown Transformation Manager

Jaye O'Donnell, Economic Development Director



Community Health and Safety



**Community
Health & Safety**

Mesa is committed to safe and secure neighborhoods, parks, and businesses. We deliver outstanding public safety and community health through responsive, compassionate and inclusive services.

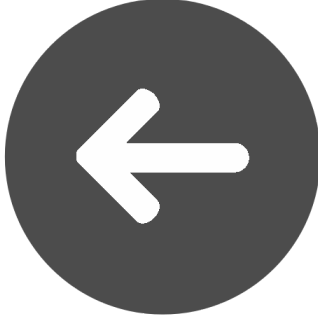


2024 Accomplishments: Police Department

Community Health and Safety

Reduction

23% Reduction of Fatal
Car Accidents



Decrease in gun related
violence—especially
homicides - due to crime
gun reduction strategies

Increase



Expansion of Officer **wellness programs**
for **mental** and **physical** health, including
mandatory clinician visits for all officers
and extensive support for families



2024 Accomplishments: Fire and Medical Community Health and Safety

- Mesa assumed **full Ambulance Transport** responsibilities within the City
- Completion of the **Fallen Firefighter Memorial Park and Honor Wall**



2024 Accomplishments: Fire and Medical

Community Health and Safety

Healthy and Safety Advancements – Cancer Prevention



Recharge Rooms



Redlight Therapy



Gear Washers

Skilled and Talented Workforce



**Skilled & Talented
Workforce**

Every Mesa resident has access to exceptional education and the opportunity for employment success. We are forging a future-ready workforce through business and education partnerships and robust workforce training and development.

2024 Accomplishments

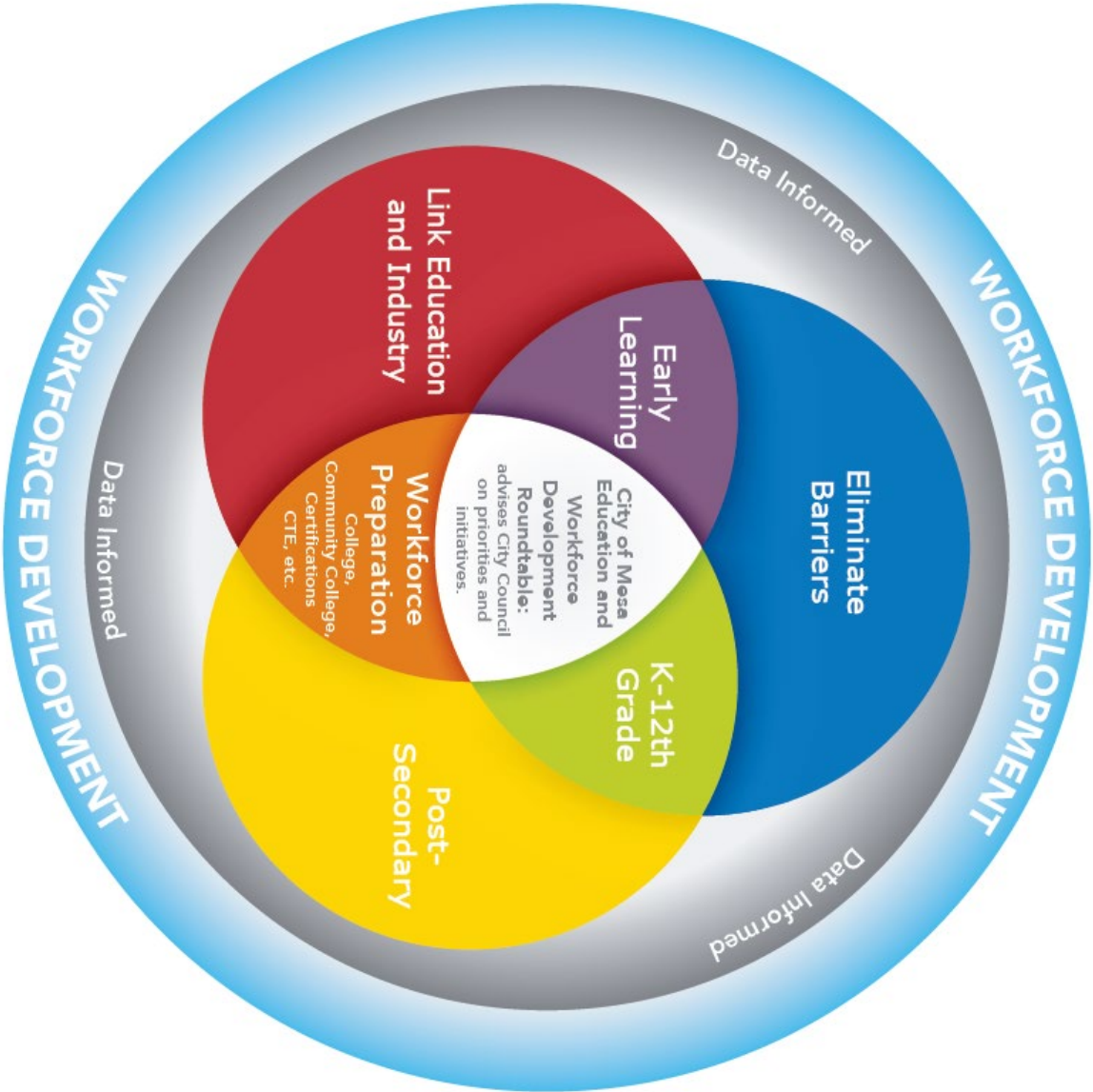
Skilled and Talented Workforce

- Mesa Family Resource Center
- Mesa Gateway Library & Read Runner
- Mesa College Promise Sustainable Funding
- Job Fairs & Mesa Business Builder Support
- Internal Workforce Development Programs
 - *Relaunch Executive Manager Program*
 - *Internships/ Job Shadowing/ Career Mentoring*
- Updated City Workforce Development Plan
- Updated Education & Workforce Roundtable Strategic Focus Areas



Education & Workforce Roundtable

Strategic Focus Areas 2025



Strong Community Connections



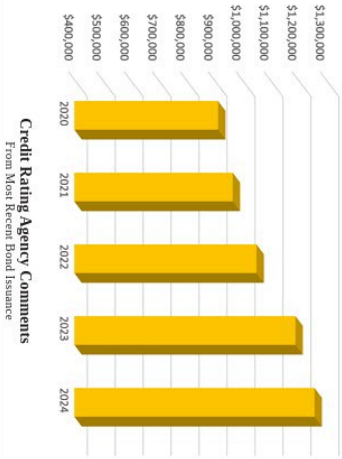
**Strong Community
Connections**

Mesa inspires community confidence by emphasizing the importance of transparency, providing services the Mesa Way, and pursuing communications and engagement with all Mesa residents, businesses and community partners.

2024/2025 Priorities and Accomplishments

Strong Community Connections

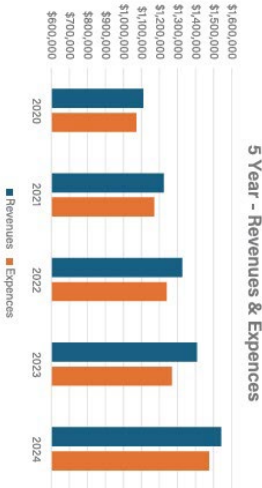
- Financial Transparency
- One Page FY 2024 Citywide Financial Highlights
- Mesa Community Open Houses
- Develop a process to receive citizen input during budget



FitchRatings
"Fitch believes the city retains the highest level of financial resilience and gdp-closing capacity"

S&P Global
"Very strong financial management policies and practices including robust forecasting practices and formal reserve targets"

MOODY'S
INVESTORS SERVICE
"The City of Mesa's credit profile benefits from historically solid financial operations and coverage of liquidity levels"



FINANCIAL SERVICES DEPARTMENT
P.O. BOX 1466 MESA, ARIZONA, 85211-1466
(480) 644-2275
WWW.MESAZ.GOV

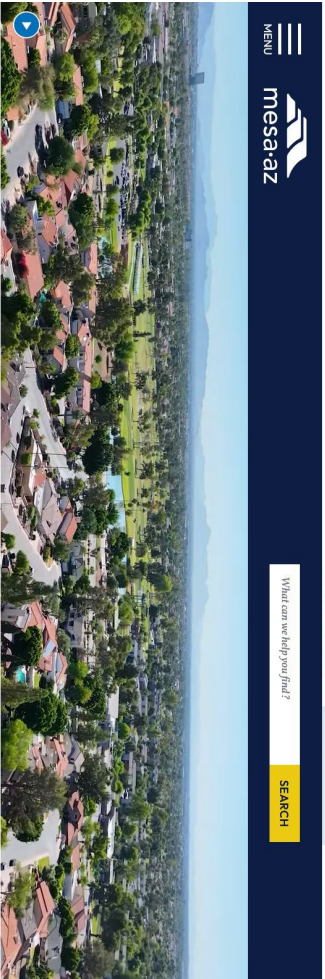
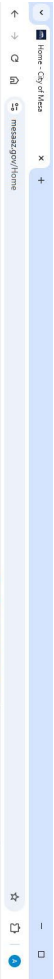
Scan QR code to view full FY24 annual financial reports



mesa·az

2024 Accomplishments

Strong Community Connections



Wednesday, February 26



New Mesaaz.gov launched on Nov. 18, 2025

- Robust forms tool
- Improved search engine
- Better user experience

2024 Accomplishments

Strong Community Connections



3.3M
Interactions

15% Positive

81% Neutral

4% Negative

2024 Accomplishments

Strong Community Connections

4.08K

Media Mentions

Sentiment Breakdown

8.2% Positive

81.1% Neutral

10.7% Negative



Neighborhoods & Placemaking



Neighborhoods & Placemaking

Mesa's neighborhoods and community spaces are well-connected, clean, safe and welcoming. They are economically and socially dynamic places, are culturally vibrant and attractive, and are served by quality infrastructure.



2024 Accomplishments

Neighborhoods & Placemaking

- City Hall Opening
- Red Mountain Sports Fields Opening
- Idea Museum Phase One Opening
- Groundbreaking for Gateway Library
- Community Clean Up Program Implemented
- Merry Main Street Enhancements – Characters, Mesa Arts Center lights, Historic Ornaments
- DMA Partnership on first annual Noon Year’s Eve event



2024 Accomplishments

Neighborhoods & Placemaking

- Successful bond election for new and refurbished recreation amenities, and idea Museum improvements
- Adoption of the Balanced Housing Plan
- Signal Butte Water Treatment Plant Expansion
- Re-zoning of the former Fiesta Mall site
- Adoption of the General Plan
- Adaptive Reuse Ordinance



Sustainable Environment



**Sustainable
Environment**

Mesa proactively and responsibly reduces urban heat, carbon emissions, and waste by protecting and conserving our valuable water supplies, environment, and other natural resources.



2024 Accomplishments

Sustainable Environment

- Trees are Cool/Urban Heat Mitigation
- Central Mesa Reuse Pipeline
- Water Conservation
- City Fleet - Electric Vehicles and charging infrastructure
- Energy Conservation measures
- Community Engagement



Thriving Economy



Mesa's economy is strong, diverse and sustainable. We foster an environment for successful business retention and growth, and the intentional creation of entrepreneurial, high-quality jobs.

2024 Accomplishments

Thriving Economy: Urban Transformation

- Downtown Façade Improvement Program
- Downtown Restaurant Incubator
- Residential Development ⁴
 - 254 Residential units added 2010-2020
 - 1,178 Residential units added since 2020
 - 464 Residential units under construction
 - 1,915 Residential units in planning/negotiation
- 3.7% population increase (2022-2023)
 - 22% population increase since 2015
- 11 new local business

| 20



⁴ Overview of Downtown Development Projects

2024 Accomplishments

Thriving Economy – Economic Development

- Key Economic Development Metrics - FY2024
 - 50 projects and 2,625 new jobs announced - \$61,300 / year
 - Jobs makeup: 63% manufacturing, 25% transportation/warehousing; 8% technology
 - \$5B capital investment
 - 7.1M sq ft developed or absorbed
 - 80% of square footage is manufacturing (spec construction excluded)
 - National and international companies selecting Mesa
 - **FY2025 YTD:** 2,383 jobs; \$66,400 average annual wage; \$2.39B cap inv

2024 Accomplishments

Thriving Economy – Economic Development

- Key Economic Development Metrics - FY2024 – FY2025
- **Quality Retail Attraction Strategy: Strong momentum**
 - 116+ leads, 64 qualified prospects, 10 “locates”
 - “First of its kind in Mesa”: Gallery Park – Tempo by Hilton; Revel Surf at Cannon Beach w/ hotels; Medina Station w/ elevated restaurants and Dick’s Sporting Goods; Dink and Dine at Riverview
 - Marriott brand at Gateway East, two hotels at AAG, Cambria groundbreaking in Aug, and Eastmarket - developer is Common Bond
 - Tradeshow activities, meetings with brokers and developers
 - Refreshing “Mesa Retail” website, launching “Mesa Retail” newsletter, and Mesa lifestyle awareness campaign this fiscal

2024 Accomplishments

Thriving Economy – Economic Development

- Key Economic Development Metrics - FY2024
 - **Small Business Services and Entrepreneurship**
 - 165 Mesa businesses utilized \$349,000 in training and education
 - 874 businesses active on Mesa HUUB
 - Opened Mesa Business Builder @ The Studios at Mesa City Center – more than 4,000 visitors in FY2025 YTD
 - **Workforce Development and Talent Attraction** - Enhanced integration of services and collaboration with the Office of Education and Workforce Development



2024 Indicators & Considerations

Thriving Economy

- Mesa Residents and The Future:

Educational Attainment



43.4% Associates or Higher
22.3% Bachelors or Higher



Median Household Income



Median Home Value

* May 2024 number - BLS

Sources: BLS 7/2024, ESRI Community Analyst 2024

2025 Looking Forward

Thriving Economy

- Key collaboration and opportunities:
 - Continued collaboration between **Economic Development, Development Services and Urban Transformation**
 - Enhance employment areas by creating “places” and amenities – Housing and retail are part of this discussion.
 - Protect designated employment areas and existing employment corridors.
 - Identify opportunities for transforming sites and buildings for adaptive reuse, repurposing the uses and refreshing key areas.
 - Enhance the focus on the Redevelopment Areas (RDA) and leverage transit-oriented development (TOD) strategies, create new policies to attract development.
- Encourage density and infill.



2025 Looking Forward

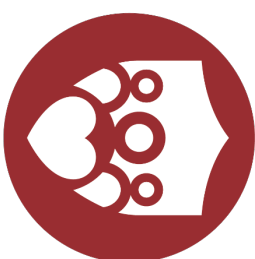
Thriving Economy

- Opportunities: **Marketing and Messaging**
 - Tell Mesa’s story. Continue to establish a strong Mesa brand, regionally and nationally
 - Momentum creates a stronger marketing foundation – every event, announcement, presentation, news story, solidifies the “Brand”
 - Promote Mesa’s strengths through ALL our audiences, ALL platforms. Leverage our efforts and align our messaging.
 - Coordinate the message: progressive, open for business, leaders in development, creative solutions for business.
 - Identify Mesa champions who can help tell our story

research.n



Community Health and Safety



**Community
Health & Safety**

Mesa is committed to safe and secure neighborhoods, parks, and businesses. We deliver outstanding public safety and community health through responsive, compassionate and inclusive services.



Skilled and Talented Workforce



Skilled & Talented Workforce

Every Mesa resident has access to exceptional education and the opportunity for employment success. We are forging a future-ready workforce through business and education partnerships and robust workforce training and development.



Strong Community Connections



**Strong Community
Connections**

Mesa inspires community confidence by emphasizing the importance of transparency, providing services the Mesa Way, and pursuing communications and engagement with all Mesa residents, businesses and community partners.

Neighborhoods & Placemaking



Neighborhoods & Placemaking

Mesa’s neighborhoods and community spaces are well-connected, clean, safe and welcoming. They are economically and socially dynamic places, are culturally vibrant and attractive, and are served by quality infrastructure.



Sustainable Environment



**Sustainable
Environment**

Mesa proactively and responsibly reduces urban heat, carbon emissions, and waste by protecting and conserving our valuable water supplies, environment, and other natural resources.



Thriving Economy



Mesa's economy is strong, diverse and sustainable. We foster an environment for successful business retention and growth, and the intentional creation of entrepreneurial, high-quality jobs.

