

COUNCIL MINUTES

June 12, 2025

The City Council of the City of Mesa met in the Study Session room at City Hall, 20 East Main Street, on June 12, 2025, at 7:40 a.m.

COUNCIL PRESENT

Mark Freeman
Francisco Heredia
Rich Adams
Scott Somers
Julie Spilsbury

COUNCIL ABSENT

Jennifer Duff
Alicia Goforth

OFFICERS PRESENT

Lisa Anderson
Scott Butler
Jim Smith

Mayor Freeman conducted a roll call.

Mayor Freeman excused Councilmembers Duff and Goforth from the entire meeting.

1. Review and discuss items on the agenda for the June 16, 2025, Regular Council meeting.

All of the items on the agenda were reviewed among Council and staff and the following was noted:

Conflict of interest: None

Items removed from the consent agenda: None

In response to a question from Vice Mayor Somers regarding Item 4-a, **(Ray Road Improvements - Ellsworth Road to Hawes Road)**, on the Regular Council meeting agenda, City Engineer Lance Webb explained that the City intends to begin the Ray Road project in mid-August and will take approximately 13 months to complete. He mentioned an additional project on Ellsworth Road will be presented to Council on July 8, 2025.

Responding to a question from Councilmember Heredia regarding Item 4-l, **(Three-Year Term Contract with Two-Year Renewal Options for Pavement Preservation Services for the Transportation Department (Citywide))** and 4-j, **(Three-Year Term Contract with Two-Year Renewal Options for Pavement Preservation Materials for the Transportation Department (Citywide))**, on the Regular Council meeting agenda, Deputy Transportation Director Orlando Otero explained that the City maintains a year-long forecast of pavement service improvements, which can be shared for residents to view upcoming projects. He mentioned the work is scheduled in advance, ranging from a few weeks to several months.

In response to a question from Vice Mayor Somers, Mr. Otero reported that the type of road treatment used depends on the materials involved and that it could take one to two years for the treatment to fully blend with the existing street surface.

Responding to a question from Councilmember Spilsbury regarding Item 4-k, **(Five-Year Term Contract for Office Supplies and Related Products Departments and Strategic Alliance for Volume Expenditures (S.A.V.E.) Cooperative Members (Citywide))**, on the Regular Council meeting agenda, Procurement Administrator Kristy Garcia outlined the benefits and purpose of the S.A.V.E. contract.

Vice Mayor Somers acknowledged staff's efforts to reduce costs and highlighted their participation in a reserve auction, resulting in a 51% reduction in the bid and saved the City hundreds of thousands of dollars.

In response to a question from Vice Mayor Somers regarding Items 5-a, **(Modifying fees and charges for the Solid Waste and Environmental and Sustainability Departments. (Citywide))**; Item 5-b, **(Modifying and adding new fees and charges for the Arts and Culture Department. (Citywide))**; Item 5-c, **(Modifying and adding new fees and charges for the Development Services Department. (Citywide))**; Item 5-d, **(Modifying and adding new fees and charges for Falcon Field Airport. (Citywide))**; Item 5-e, **(Adding new fees and charges for the Municipal Court. (Citywide))**; Item 5-f, **(Modifying fees and charges for the Economic Development Department. (Citywide))**, on the Regular Council meeting agenda, Office of Management and Budget Assistant Director Samuel Schultz discussed the new fees and charges and stated that the majority of the fees will not affect residents directly.

Responding to a question from Vice Mayor Somers regarding Item 5-g, **(Approving and authorizing the City Manager to enter into an Addendum to the Amended and Restated Community Maintenance Agreement between the City of Mesa and the Eastmark Community Alliance, Inc. for Phase 3 and 4 of the Great Park. (District 6))**, on the Regular Council meeting agenda, Parks, Recreation, and Community Facilities Director Andrea Moore verified that, in accordance with code, parks are not required to have fences around park parcels, and noted that the wall was constructed nearly concurrently with that phase of the park. She noted that, since the walls are for the residents' homes, the Community Association or individual homeowners are responsible for the wall maintenance throughout Mesa.

In response to a concern from Councilmember Adams regarding Item 5-i, **(Approving and authorizing the City Manager to enter into a three-year Agreement with Visit Mesa, Inc., for the distribution of a portion of the City's transient lodging tax proceeds for the promotion of tourism and destination marketing in Mesa, Arizona and in accordance with A.R.S. §9-500.06. (Citywide))**, on the Regular Council meeting agenda, City Manager Scott Butler stated that the relationship between the City of Mesa (COM) and Visit Mesa has significantly improved over the past year, with Visit Mesa meeting all City requests and working collaboratively with City staff. He mentioned that the City previously had five-year agreements with Visit Mesa; however, given the recent positive developments in the relationship, transitioning to a three-year agreement was a logical step. He emphasized that the agreement includes an out-clause exists to protect the City should the relationship shift unexpectedly, while also offering Visit Mesa greater predictability and stability going forward.

Vice Mayor Somers expressed his concerns about the three-year agreement with Visit Mesa and indicated a preference for a two-year term. He commented that he would like to further discuss the terms.

Councilmember Spilsbury conveyed her support of the three-year term, noting that Visit Mesa has demonstrated significant good faith efforts.

Dennis Kavanaugh, Visit Mesa chairperson, addressed Council concerns regarding the length of the agreement. He mentioned that all of Visit Mesa's competitors in the Arizona Destination Marketing Organization (DMO) network have five-year agreements, which provide clients with the stability and certainty needed to book events years in advance. He highlighted the extensive work completed over the past year and a half in response to requests from the City, staff, and consultants, resulting in many positive working relationships.

Marc Garcia, President and CEO of Visit Mesa, acknowledged Visit Mesa's award-winning team and programs. He highlighted some of the improvements made and clarified that several policies in question already existed, such as the conflict-of-interest policy, an annual financial audit, and several governance policies. He mentioned his organization continues to sell, market, and tell the great story that the COM has to offer and welcomes guests from all over the world.

Responding to multiple questions from Councilmember Heredia, Mr. Kavanaugh outlined Visit Mesa's strategic plan to promote the COM through social media, encourage residents to utilize local amenities and facilities, and attract events and meetings that generate tourism.

Mr. Garcia added that the goal is to drive incremental tax revenue growth for the City via hotel stays and visitor spending beyond lodging, while maintaining a focus on putting residents first.

Councilmember Adams expressed his support and confidence in Visit Mesa with Mr. Kavanaugh's leadership.

Mayor Freeman remarked that the COM has a strong working relationship with Visit Mesa and, with appropriate guardrails and a solid audit process in place, he believes a three-year agreement is appropriate, with potential to consider a five-year agreement in the future.

In response to a question from Mayor Freeman regarding Item 5-h, **(Approving and authorizing the City Manager to enter into an Intergovernmental Agreement (IGA) with the City of Scottsdale to provide mutual back-up ambulance services. This IGA will allow City of Mesa Fire and Medical Department and City of Scottsdale to provide back-up ambulance services for each other across their Certificate of Necessity boundaries upon request, when additional ambulances are needed and resources are available. (Citywide))**, on the Regular Council meeting agenda, Fire Chief Mary Cameli provided an overview of the IGA with the City of Scottsdale, a state requirement for cities to assist other municipalities. She mentioned that the COM has several IGAs with neighboring Valley cities and emphasized that having an IGA in place is critical to ensure timely support when assistance is needed.

In response to a concern from Vice Mayor Somers, Chief Cameli replied that the City has a removal policy in place to ensure a balanced distribution of ambulances across Mesa, and she will provide relevant data once it becomes available.

In response to a question from Vice Mayor Somers regarding Item 8-b, **(Proposed amendments to Chapter 6 of Title 9 and Chapters 30, 66, and 87 of Title 11 of the Mesa City Code pertaining to Land Divisions. The text amendments include but are not limited to repealing Mesa City Code Title 9, Chapter 6 (Subdivision Regulations) in its entirety and replacing it with a new Mesa City Code Title 9, Chapter 6 titled "Land Division Regulations"; repealing**

Mesa City Code Title 11, Zoning Ordinance, Section 11-30-6 (Lots and Subdivisions) in its entirety and replacing it with a new Section 11-30-6 titled "Lots and Land Divisions"; amending Mesa City Code Title 11, Zoning Ordinance, Section 11-66-2(C); and amending Mesa City Code Title 11, Zoning Ordinance, Chapter 87 (Definitions). (Citywide)), on the Regular Council meeting agenda, Development Services Deputy Director Robert Apodaca explained the buy-in agreement and the obligation of the water and sewer lines for parcels. He confirmed that the parcels may be located within either the city or county, and that the City has a defined service delivery area.

City Attorney Jim Smith clarified that the code was modified a year or two ago to increase flexibility and allow more equity in the calculation of the buy-in agreement. He advised that several cities have similar codes.

Responding to a question from Mayor Freeman regarding Item 6-a, **(ZON24-01020 "SWC Sossaman and Main" 3.5± acres located at southwest corner of South Sossaman Road and East Main Street. Rezone from Limited Commercial (LC) to Multiple Residence-2 with a Planned Area Development Overlay (RM-2-PAD) and Site Plan Review for a 45-unit multiple residence development. Elliot Barken, owner; Jon Gillespie, Rose Law Group, applicant. Legal Protest - An affirmative vote of three-fourths of the members of City Council is required to adopt this Ordinance, pursuant to A.R.S. §9-462.04(H). (District 2))**, on the Regular Council meeting agenda, Mr. Smith explained that since Item 6-a is for introduction only, the three-fourths voting requirements do not apply; however, on July 1, 2025, when presented for adoption, five votes will be required. He shared the legal protest process.

In response to a question from Councilmember Spilsbury, Mr. Smith stated that a legal protest must be filed at least a week prior to adoption.

2-a. Hear a presentation, discuss, and provide direction on the development project known as "Medina Station" generally located at the southeast corner of East Southern Avenue and South Signal Butte Road, including a proposed retail development tax incentive agreement.

Economic Development Director Jaye O'Donnell introduced Deputy City Attorney Kelly Whittemore and displayed a PowerPoint presentation. **(See Attachment 1)**

Ms. O'Donnell discussed the purpose of the Medina Station project and presented the site location boundaries, size, and property types. (See Pages 2 of and 3 Attachment 1)

Ms. O'Donnell reviewed the development agreement (DA) project area, pointing out that Parcels A and B comprise 40 acres of commercial development and are owned by Target and Simon Commercial Real Estate (CRE). She noted that Parcels C and D are planned for residential use, with a proposed 700 units. She added that the full buildout of commercial area consists of \$117 million in capital investments. She described "restaurant row" to include five commercial pads of restaurants and retailers. (See Pages 4 and 5 of Attachment 1)

Ms. Whittemore highlighted the key points of the DA and explained the infrastructure and the terms for reimbursements. (See Pages 6 and 7 of Attachment 1)

In response to a question from Vice Mayor Somers, Ms. Whittemore commented that there is no reimbursable public infrastructure on the north side of the Medina Station residential property; however, a portion of the Arizona Department of Transportation (ADOT) owned right-of-way (ROW) related to the commercial area is eligible for drainage grading reimbursement. She

expanded by saying that the developer must coordinate directly with ADOT, and ADOT must retain ownership and control of the area to qualify for a public infrastructure reimbursement.

Ms. Whittemore provided an overview of the construction tax reimbursements and the requirements for the Medina Station project. (See Page 8 of Attachment 1)

Ms. O'Donnell defined the industry terms for restaurants, which were provided by the Retail Coach, and the possibility of attracting current Downtown Mesa restaurants who are interested in expanding.

Responding to a question posed by Vice Mayor Somers, Ms. Whittemore clarified that non-dedicated sales tax is deposited into the General Fund (GF) and is not allocated to specific purposes, unlike dedicated sales taxes. She explained that the 0.8% dedicated tax is divided into 0.30% for street maintenance, 0.25% for quality of life, and 0.25% for public safety. She indicated this portion of the tax remains with the City and cannot be reimbursed to a developer. She confirmed that both construction and retail sales tax reimbursements exclude the dedicated portion, which supports public safety, streets, and quality of life.

Ms. Whittemore outlined the retail sales tax reimbursement process and emphasized the statutory requirements associated with the DA. (See Pages 9 and 10 of Attachment 1)

Joshua Simon, Founder and CEO of Simon CRE, discussed the strategies and incentives to attract full-service, sit-down restaurants to East Mesa, which have a different demographic than surrounding cities. He said he appreciates the City's efforts and looks forward to the project opening in July 2026.

Ms. Whittemore reviewed the next steps to ensure the project continues to move forward. She noted that Council will have the opportunity to see the independent third-party review, as well as the DA terms at the July 1, 2025, Council meeting. (See Page 12 of Attachment 1)

In response to a concern posed by Vice Mayor Somers, Ms. Whittemore explained the agreement requires restaurants brought to the property to be located outside a 10-mile radius, with the exception of O.H.S.O. Brewery, which is already located in Mesa Gateway Airport.

Responding to a question from Mayor Freeman, Ms. Whittemore explained that 60% of the ADOT drainage grading costs are eligible for reimbursement due to their connection to commercial development, while the remaining 40% are not, as they may be attributable to the residential portion of the property.

In response to a question from Vice Mayor Somers, Planning Director Mary Kopaskie-Brown explained that a major site plan amendment will be presented to Council regarding the removal of Pad K, which is located in front of the Dick's Sporting Goods and is not designated for restaurant use.

Ms. O'Donnell summarized the third-party economic impact analysis, noting that the projected \$26.9 million in revenue to the City outweighs the \$6.36 million in reimbursements. She emphasized that the project supports Mesa's retail attraction strategy and brings unique amenities and anchor tenants to the area, with the restaurant row concept offering a distinctive draw for both Mesa and the broader region. (See Page 11 of Attachment 1)

Mayor Freeman thanked staff for the presentation.

2-b. Hear a presentation, discuss, and provide direction on the Arizona Museum of Natural History Facility Study.

Arizona Museum of Natural History Administrator Simon Tipene Adlam introduced Spencer Downey, Consultant with Gallagher & Associates (G&A) Strategy & Design, and displayed a PowerPoint presentation. **(See Attachment 2)**

Mr. Downey provided an overview of G&A, a fully integrated museum planning and design firm, highlighting the firm's accomplishments and diverse portfolio of clients and subject matters. (See Pages 2 through 5 of Attachment 2)

Mr. Downey discussed the findings from last year's report and described the scope of the work involved. He added that the museum's facility limitations are preventing opportunities to reach its maximum impact for residents and tourists. (See Pages 7 and 8 of Attachment 2)

Mr. Downey reviewed the market analysis for audience types and compared the local market capture rate. He mentioned that Mesa offers many opportunities for tourists seeking a variety of activities, entertainment, and recreation; however, there is a need to improve efforts to attract visitors to the Arizona Museum of Natural History (AZMNH). He reported on the market outlook and shared the strategies for growth opportunities. (See Pages 9 through 14 of Attachment 2)

Mr. Downey provided an overview of the benchmarking analysis, which included 32 museums nationwide focused on natural history, science and STEM, as well as 12 local museums within a 60-mile radius. He identified the evaluation criteria and key challenges that the AZMNH is facing in growing its primary revenue generating areas. (See Pages 15 through 17 of Attachment 2)

Responding to a question from Councilmember Spilsbury, Mr. Adlam replied that previously the rooftop area was considered private event space; however, due to a lack of capacity to operate the space efficiently or economically, it is no longer sustainable.

In response to a question from Councilmember Adams, Mr. Downey provided examples of up-charge experiences, which capture approximately 20% to 30% of visitors. He noted that additional examples are provided in the full report.

Mr. Downey explained that the AZMNH has only three earned revenue business lines, which rank well below the average of local and national peers. He added that this limited structure restricts the ability to diversify revenue streams and impacts the museum's ability to operate sustainably and efficiently. He pointed out challenges such as the lack of amenities and limited visitor experiences, which hinder public engagement and reduce potential returns on investment. (See Pages 19 and 20 of Attachment 2)

Mr. Downey reviewed how museums typically balance space allocation and noted that AZMNH devotes 60% of its footprint to exhibits, significantly higher than the national average of 37%. He mentioned that overallocation limits opportunities for public-facing amenities, private event space, and integrated research and collection space. He cited national projects examples where smaller exhibit spaces still offer rich visitor experiences through immersive digital elements, interactive features, and environmental design. (See Pages 22 through 29 of Attachment 2)

Mr. Downey presented options for enhancing the AZMNH through a more efficient building design, additional event space, improved visitor experiences, and future growth. He compared both options, stating that each offers a viable path forward to improve the museum's current state, and summarized the benefits and limitations. (See Pages 30 through 35 of Attachment 2)

Mr. Adlam advised that he is seeking Council's direction on the AZMNH and explained that the next phase will be concept and program design, as well as a full economic impact report over the next fiscal year. He noted that the cost is approximately \$600,000, of which \$340,000 has been secured through private funding.

In response to multiple questions from Councilmember Spilsbury, Mr. Adlam described the proposed type of improvements and the layout for the building, which would be to build vertically on the existing site. He stressed the importance of investing in cultural assets alongside the City's downtown development from an urban planning standpoint. He mentioned that in regard to the historic nature of the original building, the intention is to preserve the territorial jail in the museum, which was constructed in 1883. He confirmed that no bond funds for the museum were included in the latest bond cycle. He noted that the project is in its third year of a 13-year project and elaborated on the strategies, construction, and design of the next phases.

Responding to a question posed by Councilmember Heredia, Mr. Adlam discussed the various types of funding sources for the project.

In response to a question from Councilmember Heredia, Mr. Downey provided examples of previous projects that G&A upgraded that were funded by bonds, sponsorships, foundations, corporate, and private donors. He mentioned G&A continually explores a wide range of funding sources to support its efforts.

Discussion ensued regarding the next steps, funding sources, the economic impact to Downtown Mesa, and the advantages of partnerships.

Mayor Freeman expressed his support for the AZMNH upgrade project; however, he does not want to create a lot of indebtedness to Mesa's community and believes the Foundation's chair should be responsible to raise the remaining funds.

Mr. Adlam shared the project timeline and next steps. He stated that staff will return to Council next year with additional details on the building and potential financing options.

Mayor Freeman stated that the consensus of the Council is to move forward with the AZMNH project.

Mayor Freeman thanked staff and Mr. Downey for the presentation.

2-c. Hear a presentation, discuss, and provide direction on allowing Park Model Recreational Vehicles and Manufactured Homes as Accessory Dwelling Units (ADUs) in the City of Mesa.

Assistant Planning Director Rachel Phillips introduced Fire Marshal Shawn Alexander, Development Services Deputy Director John Sheffer, and displayed a PowerPoint presentation. **(See Attachment 3)**

Ms. Phillips provided background on Accessory Dwelling Units (ADUs), which have been permitted in Mesa since 1939. She mentioned recent text amendments were made to encourage their use as a tool for affordable housing and in response to newly passed state legislation. (See Page 2 of Attachment 3)

Ms. Phillips reviewed the types of structures currently permitted as ADUs and discussed the potential for allowing additional housing types in the future. (See Pages 3 and 4 of Attachment 3)

Fire Marshal Alexander outlined the design and safety standards for park model recreational vehicles (RVs) and manufactured homes, noting that park model RVs have different requirements than single-family homes. He emphasized that RVs are exempt from Department of Housing and Urban Development (HUD) regulations, which apply to manufactured homes, and must comply with standards set by the American National Standard Institute (ANSI) or the National Fire Protection Association (NFPA), the latter applying more to self-propelled RVs. (See Pages 5 and 6 of Attachment 3)

Discussion ensued regarding the safety of using RVs as permanent residences, along with clarification of the terms and definitions associated with various housing types.

Responding to a concern from Councilmember Spilsbury, Fire Marshal Alexander commented that RVs are not designed to be used as a permanent residence.

Planning Director Mary Kopaskie-Brown presented a summary of the various housing types and the corresponding building codes and standards required for each. She noted that the chart was informed by Fire Marshal Alexander's extensive research. She discussed the three tiers of codes that apply based on the housing type. (see Page 13 of Attachment 3)

Discussion ensued regarding standards for various housing types, including RVs; the importance of proper notification of design standards by manufacturers; the need for clearer distinctions of housing types; and applicable design and safety requirements.

In response to a question from Councilmember Adams, Mr. Smith advised that liability is not a concern, as adopting an ordinance allowing park model RVs and manufactured homes as ADUs is a legislative act, and the City has a strong legal defense against any potential liability.

Ms. Kopaskie-Brown requested clarification from Council on the additional work and research needed.

Responding to multiple questions from Councilmember Spilsbury, Ms. Kopaskie-Brown replied that the June 2, 2025, code change pertained to an ordinance affecting RV and manufactured home subdivisions. She clarified that individuals who own their land in a subdivision may construct a conventional home on their land, which is not permitted in RV or mobile home parks. She added that the amendment was necessary to address issues related to subdivision regulations.

In response to a question from Councilmember Spilsbury, Mr. Sheffer clarified that conventional construction follows the same residential code used for all standard homes and is permitted in subdivisions. He stated a conventional home can be built on a cleared lot, and additions may be permitted in certain cases; however, constructing a home on top of a chassis is not permitted.

Mayor Freeman directed staff to research RVs and other housing types based on Council discussion and report back with their findings.

Mayor Freeman thanked staff for the presentation.

2-d. Appointments to various boards and committees.

It was moved by Vice Mayor Somers, second by Councilmember Heredia, that the Council concur with the Mayor's recommendations and the appointments be confirmed. **(See Attachment 4)**

Upon tabulation of votes, it showed:

AYES – Freeman–Somers–Adams–Heredia–Spilsbury

NAYS – None

ABSENT – Duff–Goforth

Mayor Freeman declared the motion passed unanimously by those present.

3. Acknowledge receipt of minutes of various boards and committees.

3-a. Museum and Cultural Advisory Board meeting held on March 27, 2025.

3-b. Planning and Zoning Board Study Session meeting held on May 14, 2025.

3-c. Planning and Zoning Board Public Hearing meeting held on May 14, 2025.

3-d. Transportation Advisory Board meeting held on February 18, 2025.

It was moved by Councilmember Adams, seconded by Vice Mayor Somers, that receipt of the above-listed minutes be acknowledged.

Upon tabulation of votes, it showed:

AYES – Freeman–Somers–Adams–Heredia–Spilsbury

NAYS – None

ABSENT – Duff–Goforth

Mayor Freeman declared the motion passed unanimously by those present.

4. Current events summary including meetings and conferences attended.

Mayor Freeman and Councilmembers highlighted the events, meetings, and conferences recently attended.

5. Scheduling of meetings.

City Manager Scott Butler stated that the schedule of meetings is as follows:

Monday, June 16, 2025, 5:15 p.m. – Study Session

Monday, June 16, 2025, 5:45 p.m. – Regular meeting

6. Convene an Executive Session.

It was moved by Vice Mayor Somers, seconded by Councilmember Heredia, that the Council adjourn the Study Session at 10:33 a.m. and enter into an Executive Session.

Upon tabulation of votes, it showed:

AYES – Freeman–Somers–Adams–Heredia–Spilsbury

NAYS – None

ABSENT – Duff–Goforth

Mayor Freeman declared the motion passed unanimously by those present.

- 6-a. Discussion or consideration of employment, assignment, appointment, promotion, or salaries of a public officer, appointee, or employee of the City Council [A.R.S. §38-431.03(A)(1)]; and discussion or consultation for legal advice with the attorney(s) of the City Council [A.R.S. §38-431.03(A)(3).

1. Reappointment of City Magistrate Umayok Novell.

7. Reconvene the public meeting and provide direction on the reappointment for the position of City Magistrate.

(At 11:08 a.m., the Executive Session adjourned, and the Study Session reconvened.)

It was moved by Councilmember Spilsbury, seconded by Councilmember Heredia, that the Council approve the reappointment of Magistrate Novell to her second two-year term.

Upon tabulation of votes, it showed:

AYES – Freeman–Somers–Adams–Heredia–Spilsbury

NAYS – None

ABSENT – Duff–Goforth

Mayor Freeman declared the motion passed unanimously by those present.

8. Adjournment.

Without objection, the Study Session adjourned at 11:09 a.m.


MARK FREEMAN, MAYOR

ATTEST:


LISA ANDERSON, DEPUTY 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 12th day of June 2025. I further certify that the meeting was duly called and held and that a quorum was present.



LISA ANDERSON, DEPUTY CITY CLERK

lr
(Attachments – 4)



MEDINA STATION

June 12, 2025

Kelly Whittemore - Deputy City Attorney

Jaye O'Donnell - Economic Development Director



Purpose

Discuss background of the Medina Station project and the major terms and conditions for a proposed development agreement to provide developer with a retail sales tax incentive for the reimbursement of public infrastructure.

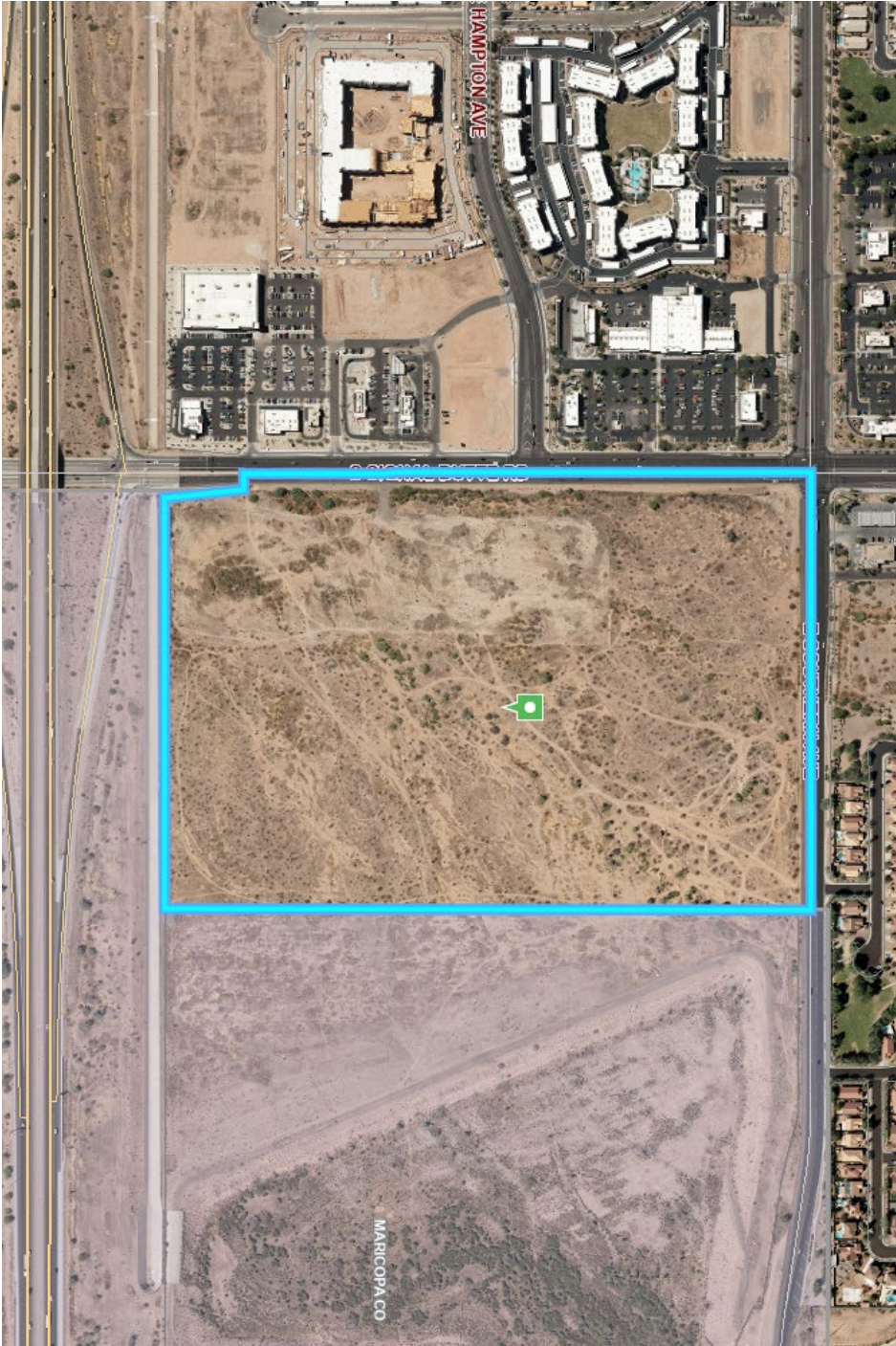


Location

North of US 60 and south of
E. Southern Ave on the east
side of Signal Butte Road

Total site is approximately
64 acres

- Residential (24 +/- acres)
- Commercial (40 +/- acres)



Destination at Gateway

PREVIOUSLY APPROVED DA AND PROPOSED DA

ZONING & CURRENT DA

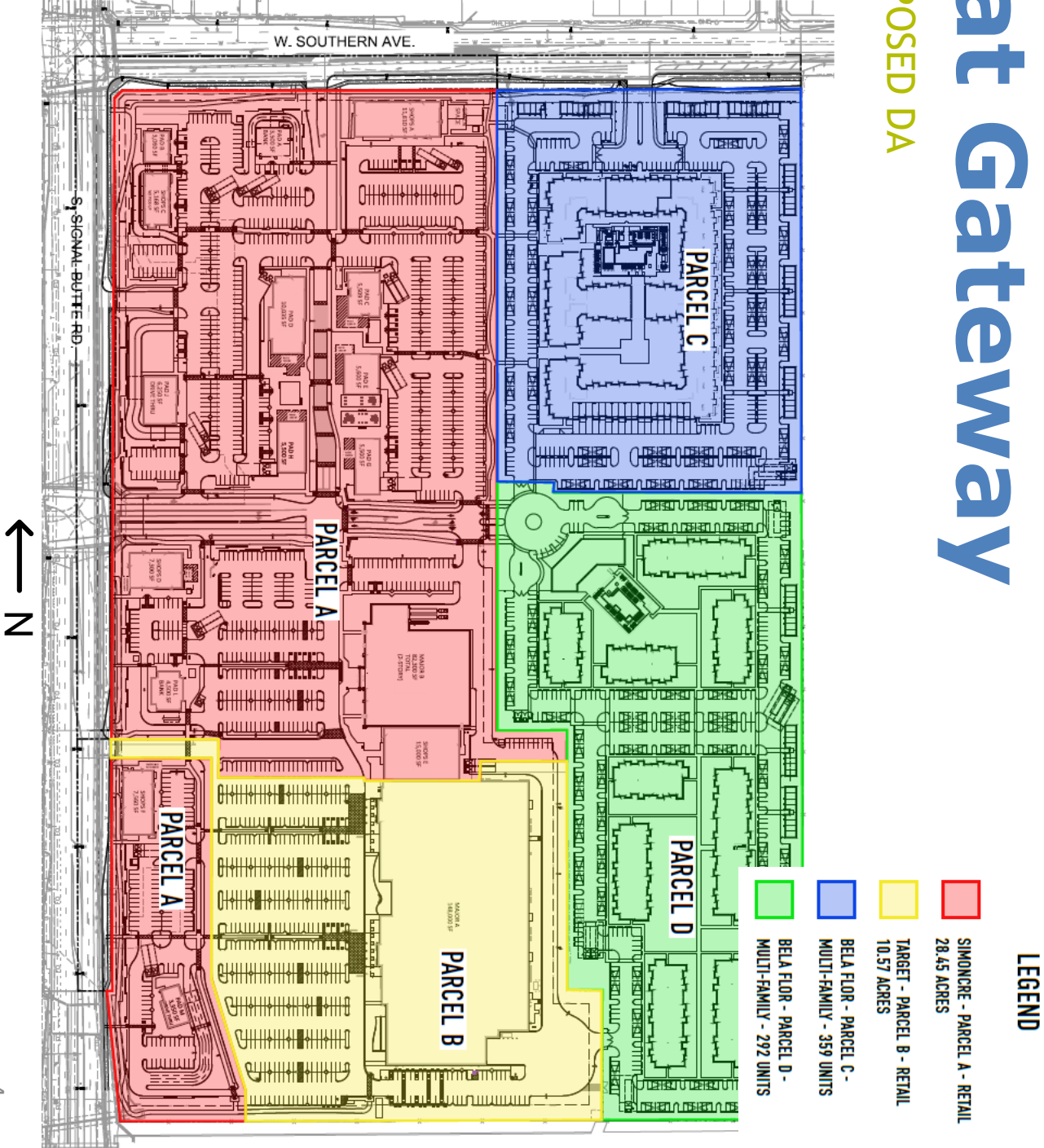
- 2025 Annexation (ANX23-00690) and Development Agreement (DA24-00032) limiting land uses of all 64 +/- acres
- Limited Commercial PAD (LC-PAD), Council Use Permit
- Use DA includes limitations on drive-thrus, service stations, and auto repair

PROPOSED DA

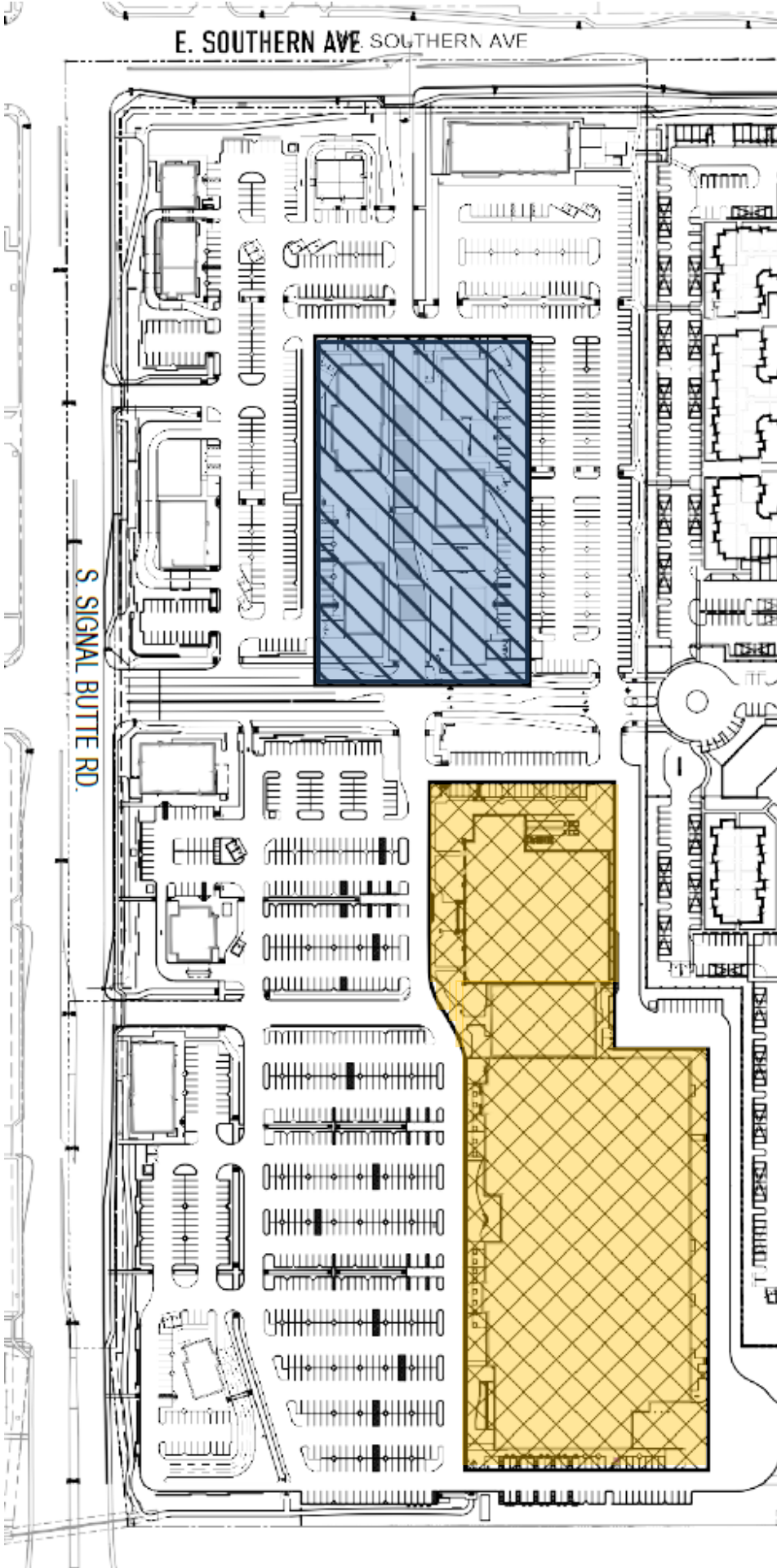
- DA Project Area = Parcel A + B *Only* (40 +/- acres) for Commercial Development; property owned by Target and SimonCRÉ
- Tax Reimbursement for Public Infrastructure for Commercial Uses - Retail Anchors (including Dick's Sporting Goods and Target) and Restaurant Row



mesa·az
ECONOMIC DEVELOPMENT



Restaurant Row & Retail Anchors



Overview of DA Structure

- Reimbursement of taxes up to \$6,360,696 for dedicated public infrastructure (City and ADOT) if Developer completes all the following minimum requirements:
 - Six months from DA effective date to obtain building permits for public infrastructure
 - One year to complete public infrastructure which must be designed, bid, and built per applicable law, including A.R.S. Title 34
 - Dedication of the public infrastructure (City and ADOT)
 - Required dedications of right of way to City prior to dedication of public infrastructure
 - Dick's Sporting Goods must complete construction and be open to the public within 48 months of the effective date of the DA
- Construction Sales Tax and Retail Sales Tax Reimbursement: additional Construction Sales Tax available (subject to cap) if open all five restaurants on Restaurant Row

Eligible Infrastructure

PROPOSED PUBLIC INFRASTRUCTURE

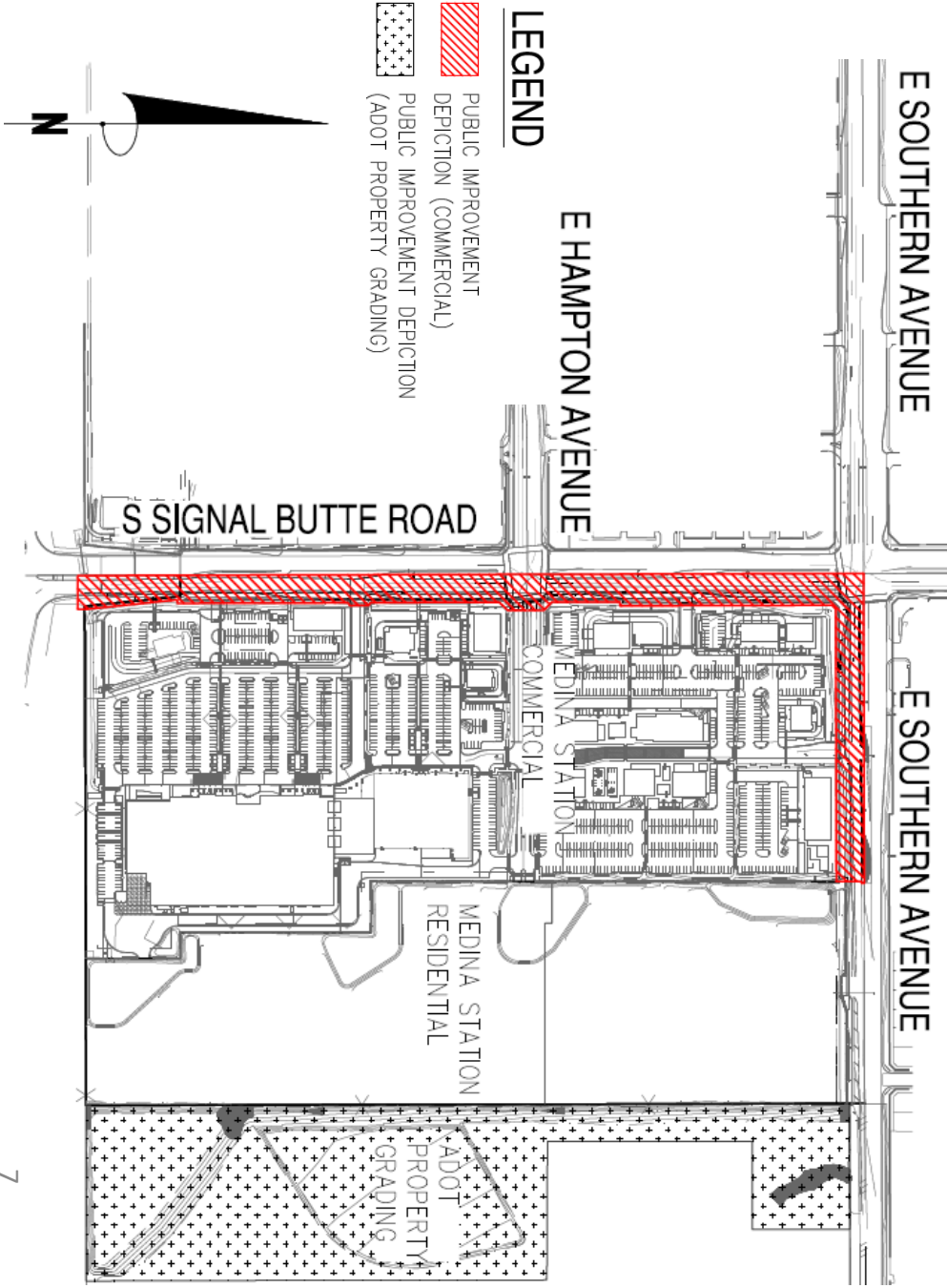
Requires investment in public infrastructure that includes:

- Pavement
- Curb, Gutter, Sidewalks and Driveways
- Streetlights
- Traffic Signals
- Water Line*
- Sewer Line*
- Storm Drain*
- Staking & Testing
- ADOT property drainage

*Only on S. Signal Butte Road and not on E. Southern



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ECONOMIC DEVELOPMENT



Construction Tax Reimbursement

- Eligible Construction Tax: 100% of the 1.2% non-dedicated general fund sales taxes received by City for Construction Contracting for the Project
- Eligible Reimbursement One: Dick's Sporting Goods
 - Completion of Conditions Precedent
 - One-time payment of Eligible Construction Tax collected from the Effective Date of DA through 60 days after Dick's Sporting Goods is open to the public
- Eligible Reimbursement Two: Restaurant Row
 - Completion of Conditions Precedent and all five Restaurant Row establishments must complete construction and be open to the public within 48 months of the DA Effective Date
 - Restaurant Requirements:
 - Mid-class, high-quality, or contemporary casual full-service restaurant
 - As of the DA Effective Date: fewer than 100 locations nationally and first of that trade name operating in Mesa within a 10-mile radius of the property, except for Mesa-Gateway Airport
- Total maximum reimbursement period will begin on the Effective Date of DA through twelve months after fifth Restaurant is open to the public (subject to reimbursement cap of \$6,360,696)

Retail Sales Tax Reimbursement

- Eligible Sales Tax: 50% of the 1.2% non-dedicated general fund sales taxes received by City for taxable activities for any Restaurants on Restaurant Row and the Retail Anchors
- Requires Completion of the Conditions Precedent
- Economic Incentive Period: Ten-year period beginning from the date Dick's Sporting Goods is open to the public
- Does not require completion of Restaurant Row, but not doing so reduces the amount of taxes collected by the City which reduces amount available for reimbursement
- Subject to the maximum reimbursement cap of \$6,360,696

Statutory Requirements: Findings & Economic Impact Analysis

- Per A.R.S. § 9-500.11, Council Must Find:
 - The proposed sales tax incentive (project) will raise more revenues than the amount of the incentive (reimbursement) during the term of the agreement; and
 - Development would not locate in Mesa in the same time, place or manner in the absence of a tax incentive.
- Statute requires independent third-party review of the Council findings (economic analysis)
- A.R.S. § 42-6010 requires that construction and sales tax incentives offered to retail businesses be provided only as reimbursement for public infrastructure dedicated to, and accepted and controlled upon completion of the project by the City, County, State (ADOT), or a Private Utility
- Two Council Meetings Required
 - Notice of Intent Resolution
 - Resolutions for approval of the Development Agreement and the Council findings (requires a 2/3 vote of the Council)



Third Party Economic Impact Analysis

- Performed by Applied Economics
- Includes economic analysis and impact summary with projected sales tax, City tax revenues, public improvements, total economic impact, job creation, annual labor income, and construction activity
- Revenues to the City: The project would generate a significantly greater amount of sales tax revenues than the total amount of the rebate
- Final analysis report will be provided to City Council in conjunction with the resolution requiring the City Council findings

Estimated Tax Reimbursement (Full Build-Out Scenario)									
Reimbursement to Developer by 2027					\$6.36M				
Revenues to City by 2037					\$26.9M				
Estimated Tax Reimbursement (Minimum Conditions Scenario)									
Reimbursement to Developer by 2027					\$1.7M				
Revenues to City by 2037					\$5.4M				

The minimum conditions scenario is where the developer meets the conditions precedent but there is no development beyond Dick's Sporting Goods, and the 100% completion scenario is where all 328,425 square feet of new retail space is built.

Next Steps

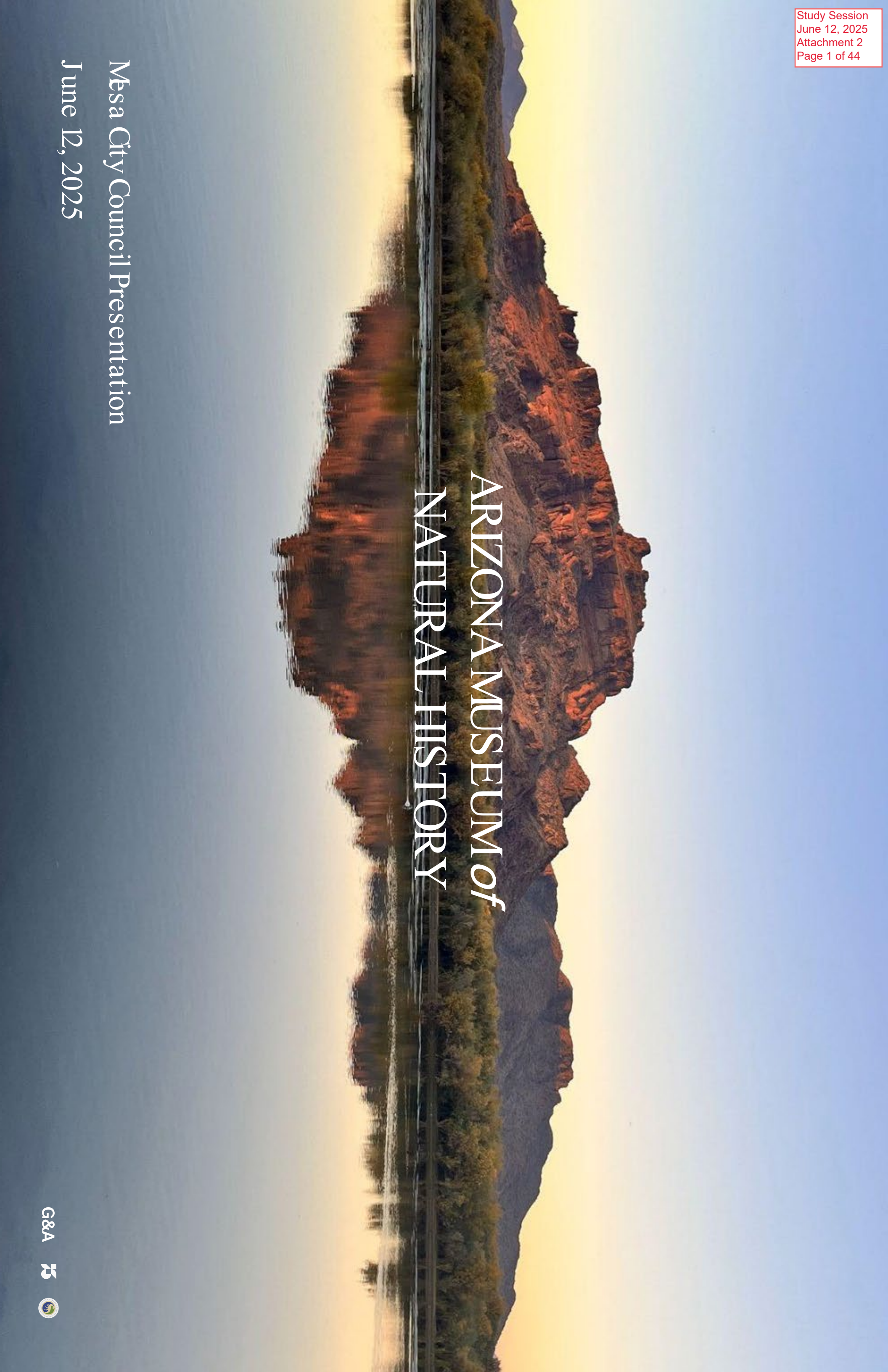
June 16, 2025 City Council Meeting

- Notice of Intent Resolution

July 1, 2025 City Council Meeting

- Development Agreement Resolution
- City Council Findings Resolution





ARIZONA MUSEUM of NATURAL HISTORY

Mesa City Council Presentation

June 12, 2025

G&A Strategy & Design

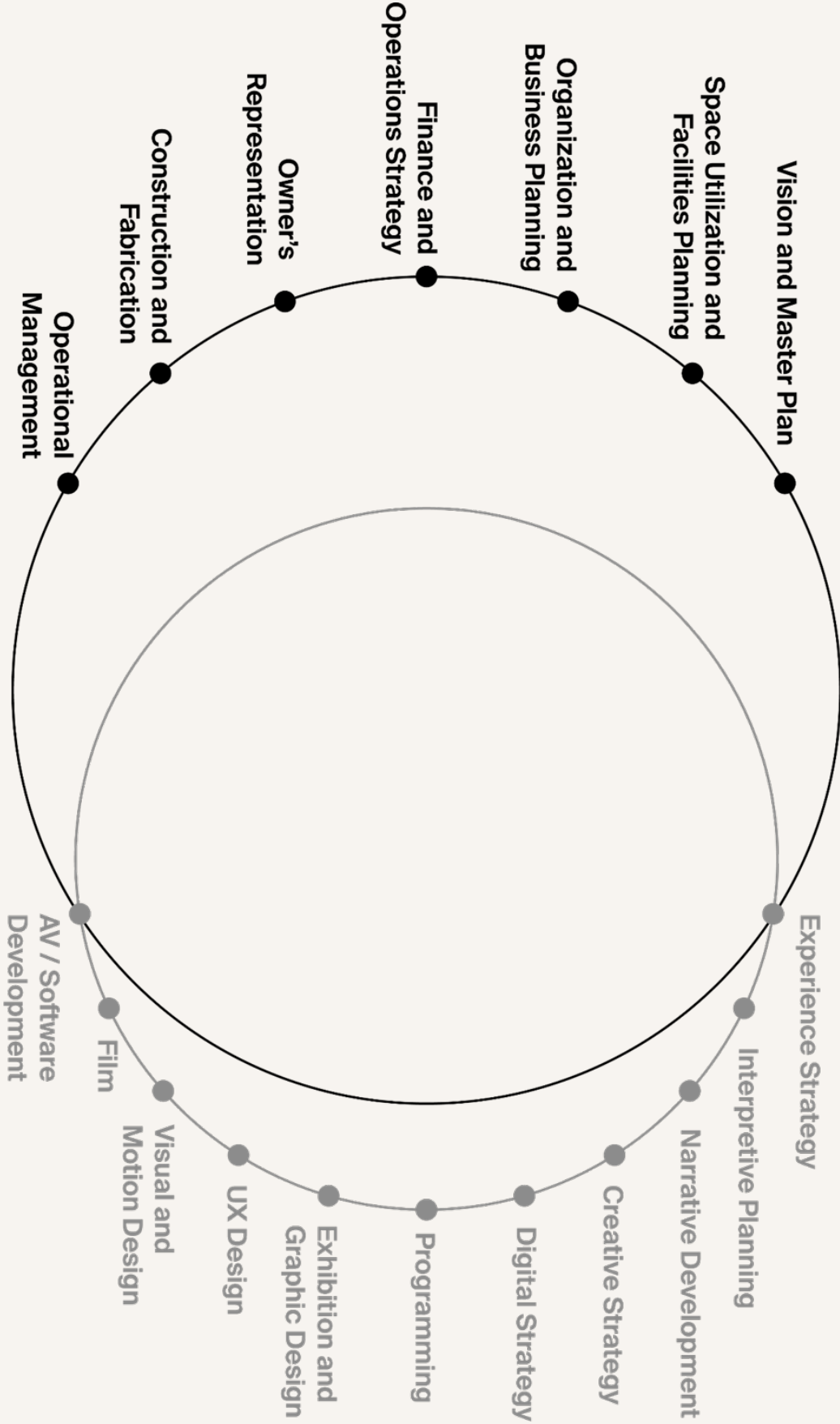
G&A synthesizes physical and digital spaces to produce immersive storytelling experiences that engage, entertain, and create measurable impact.

Our services encompass the full scope of a project, including Stakeholder Engagement to help us (and you!) to make the best decisions throughout each of these elements of the work.

G&A

Experience is everythingSM

Our Services





Reach

We have completed:

750 Projects To-Date

Clients

30% of our work comes from repeat clients

30 States + 24 Countries

Awards

With more than:

250 Awards

Design Excellence

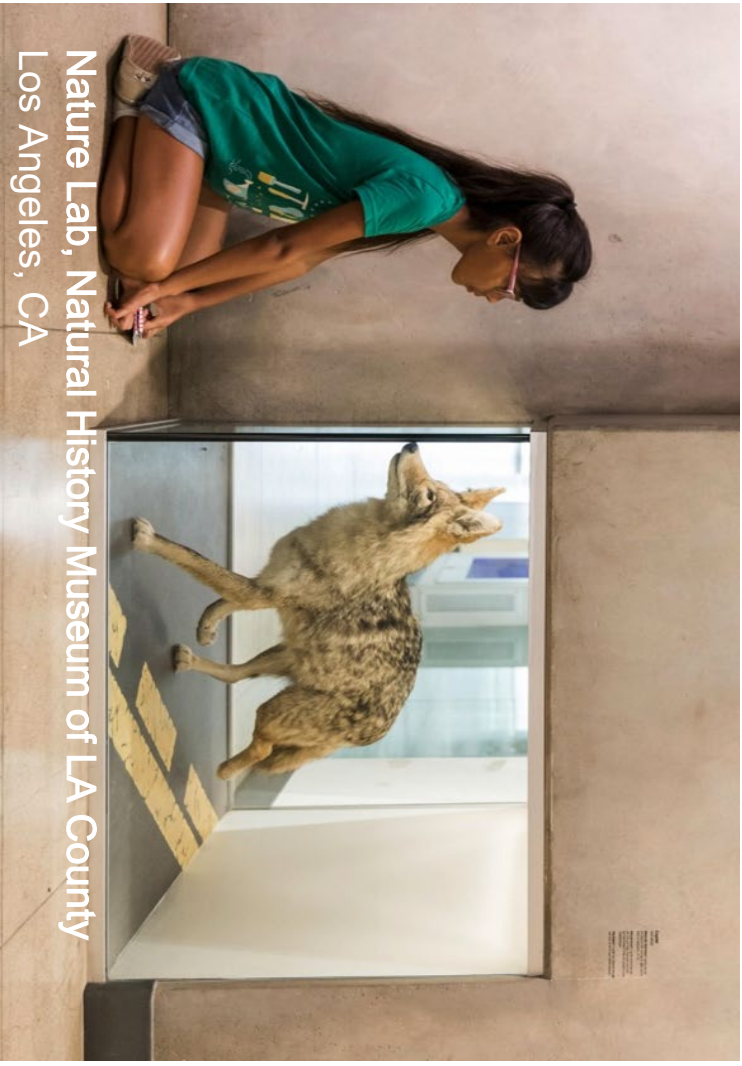
For more than:

26 Years

Our projects have been recognized repeatedly for their ingenuity, creativity, and immersive storytelling.



The Witte Museum
San Antonio, TX

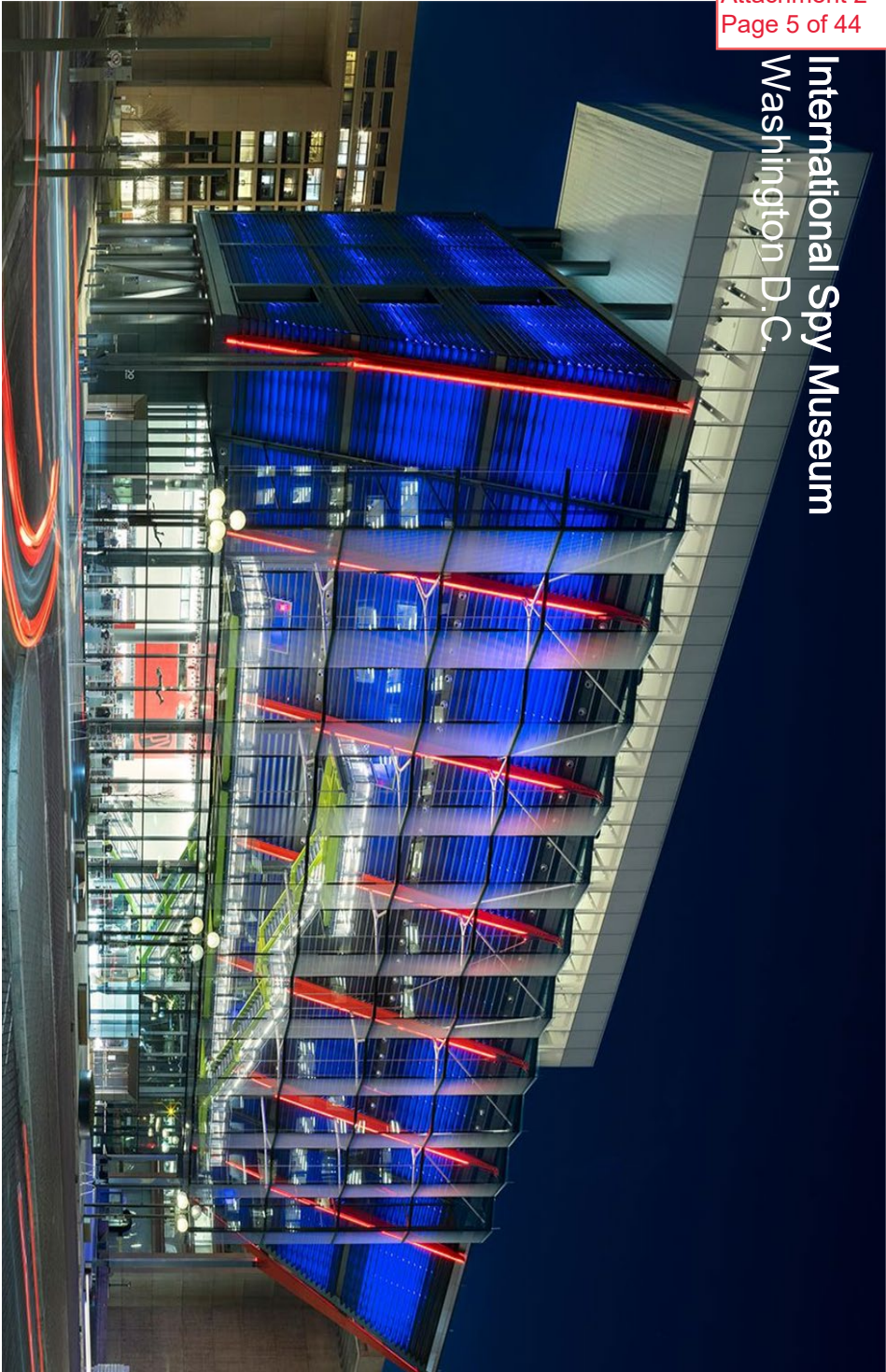


Nature Lab, Natural History Museum of LA County
Los Angeles, CA



Sant Ocean Hall, Smithsonian National Museum of
Natural History
Washington, D.C.

International Spy Museum
Washington D.C.



The Bell Museum of Natural History
St. Paul, MN



Cleveland Museum of Natural History
Cleveland, OH



Part One
EXECUTIVE SUMMARY

G&A, *in partnership with* Jones Studio, Karen Wise, Mimi Quintanilla, *and in close collaboration with* the AZMNH Museum Team, *is pleased to present* this Final Report of the AZMNH Master Plan. This Final Report

includes a summary of the findings and recommendations from each area of research and planning

2. **A detailed report** of the the findings and recommendations from each area of research and planning:

- ★ Business Case & Plan
- ★ Architecture & Facility Feasibility
- ★ Audience & Community Engagement
- ★ Research & Collections
- ★ Interpretive Planning
- ★ Educational Programming
- ★ Experience Design

The museum is an important asset for the people and city of Mesa, but facility’s limitations inhibit its opportunities for impact for residents, tourists, and nationally

Strengths

→ AZMNH is a museum that **operates from the heart**, with a dedicated and passionate staff who are committed to bringing a love of science and culture, through the lens of Arizona’s history and prehistory, to the families and students of Mesa

→ AZMNH is **a museum with multiple unique and intangible assets at its disposal**

- ♦ A story unique to Arizona that can’t be found or replicated anywhere else on the planet
- ♦ The name recognition and brand power of being Arizona’s Natural History Museum
- ♦ An extremely strong resident population and tourism base to pull from in one of the largest and fastest growing markets in the nation—with more growth to come
- ♦ A reputation and institution beloved by its core audience base

Weaknesses

→ However, the **current museum experience and operational results do not fully reflect or leverage the museum’s unique strengths and extraordinary location**

→ AZMNH underperforms in terms of **visitation, revenue generation, and experience** offering relative to its local Valley peers as well as national peers

→ The current **AZMNH facility is not fit for purpose**—creating a cascade of challenges for a successful and sustainable future for the institution—and has **undoubtedly impacted its ability to maximize its Return on Investment and Return on Impact**

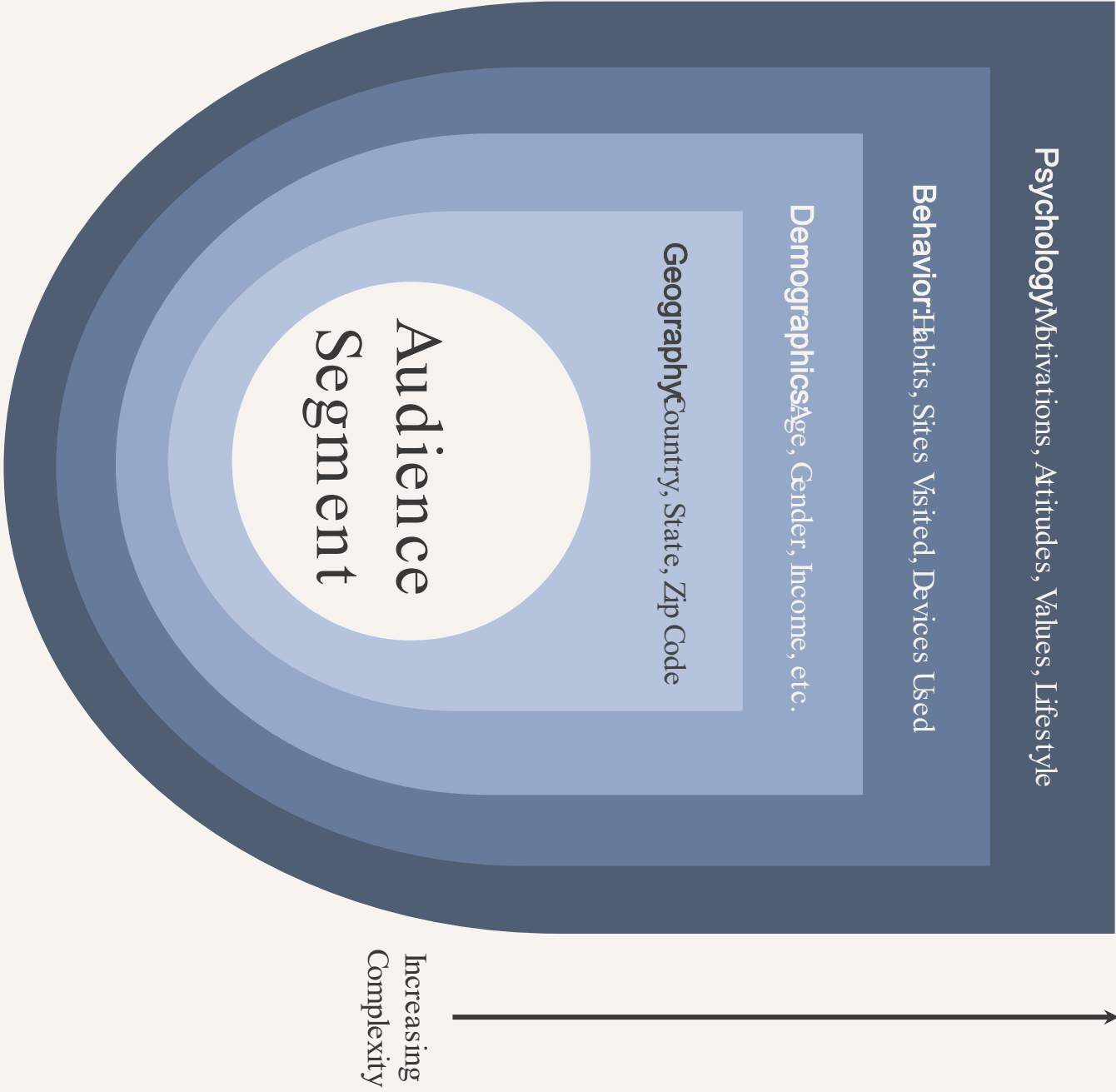
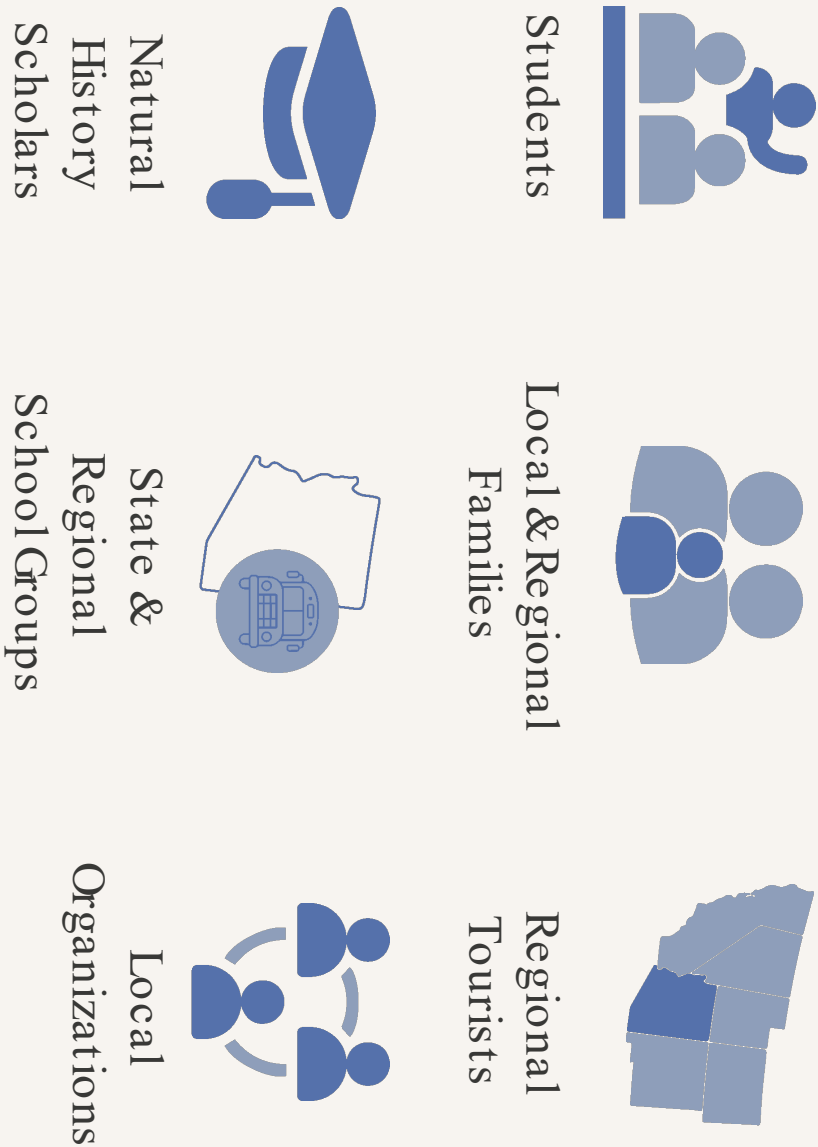


Business Case & Plan

- 9 Market Analysis
- 15 Benchmarking
- 21 Space Program & Capital Cost
- 30 Development Options

Market Research for Audience Types

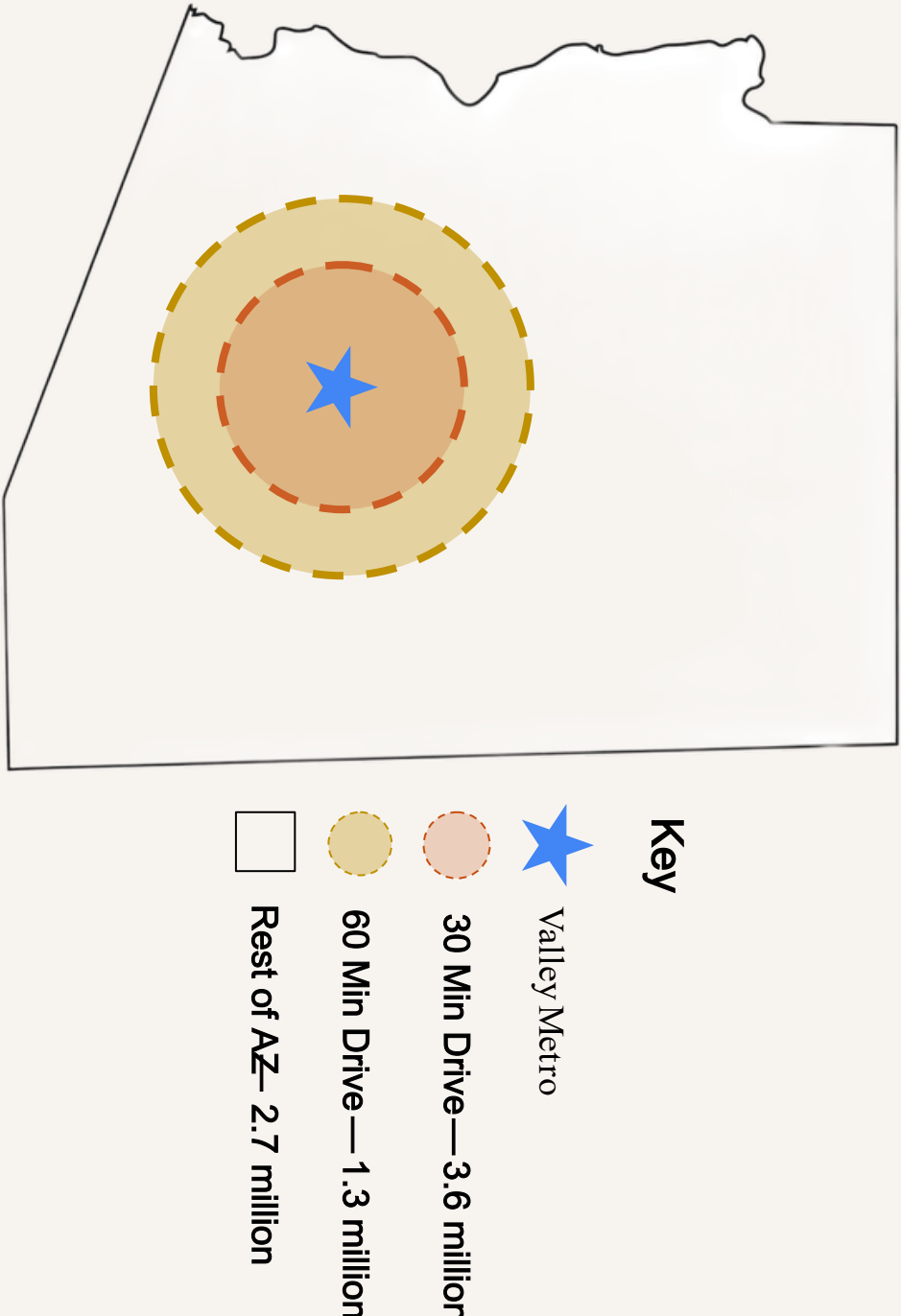
Analyzing AZMNH’s diverse audience types and their unique preferences for experience, duration of visit, values, objectives, and educational outcomes, will shape the project’s development and influence the Arizona Museum of Natural History’s future operating model.



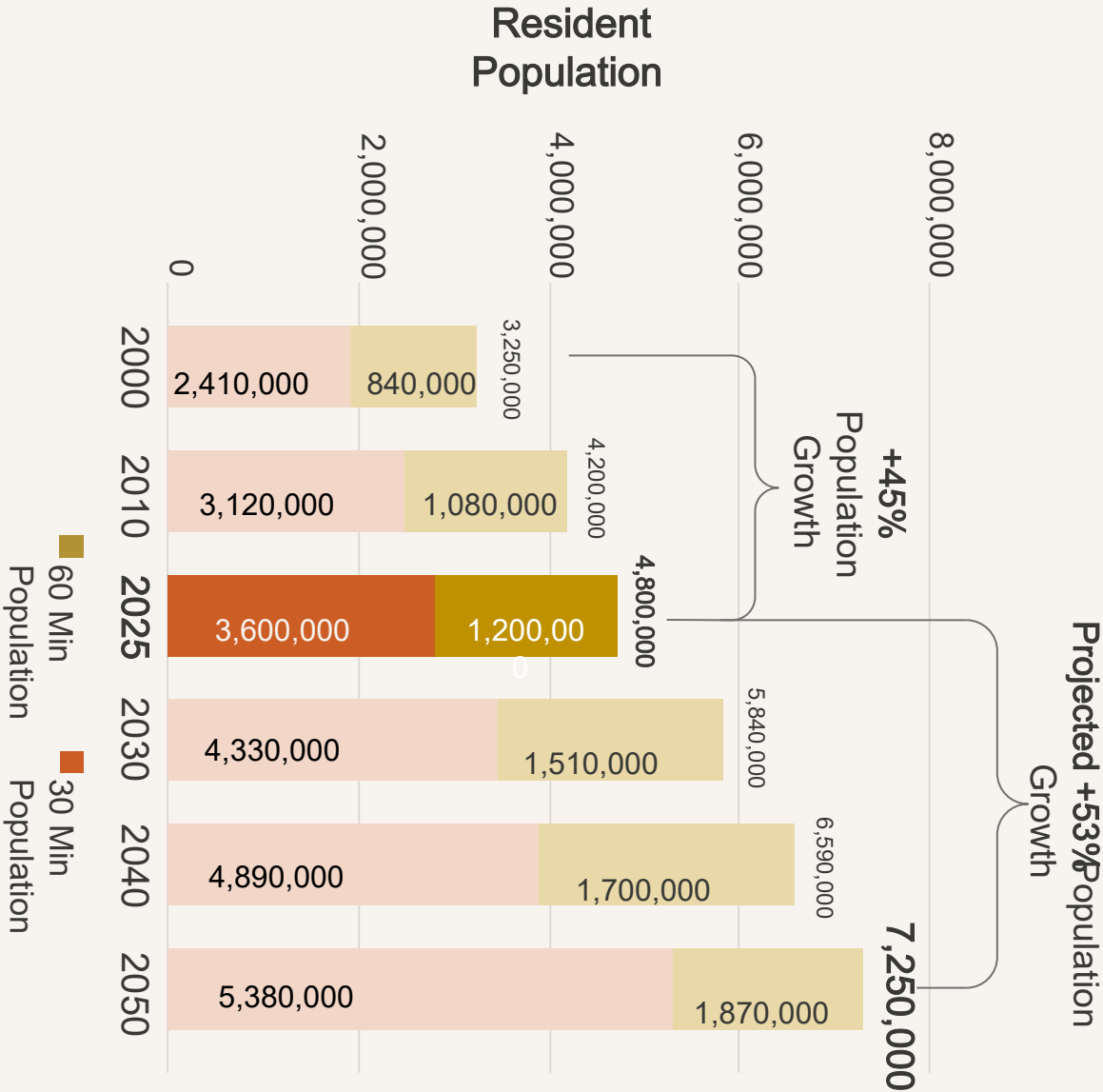
Local Audiences

AZMNH has a robust local market of residents to draw from, not only in Mesa, but in the surrounding metro area containing most of the state’s population and expected growth

Approximately 65% of AZ residents are within a 60 min drive of the Arizona Museum of Natural History



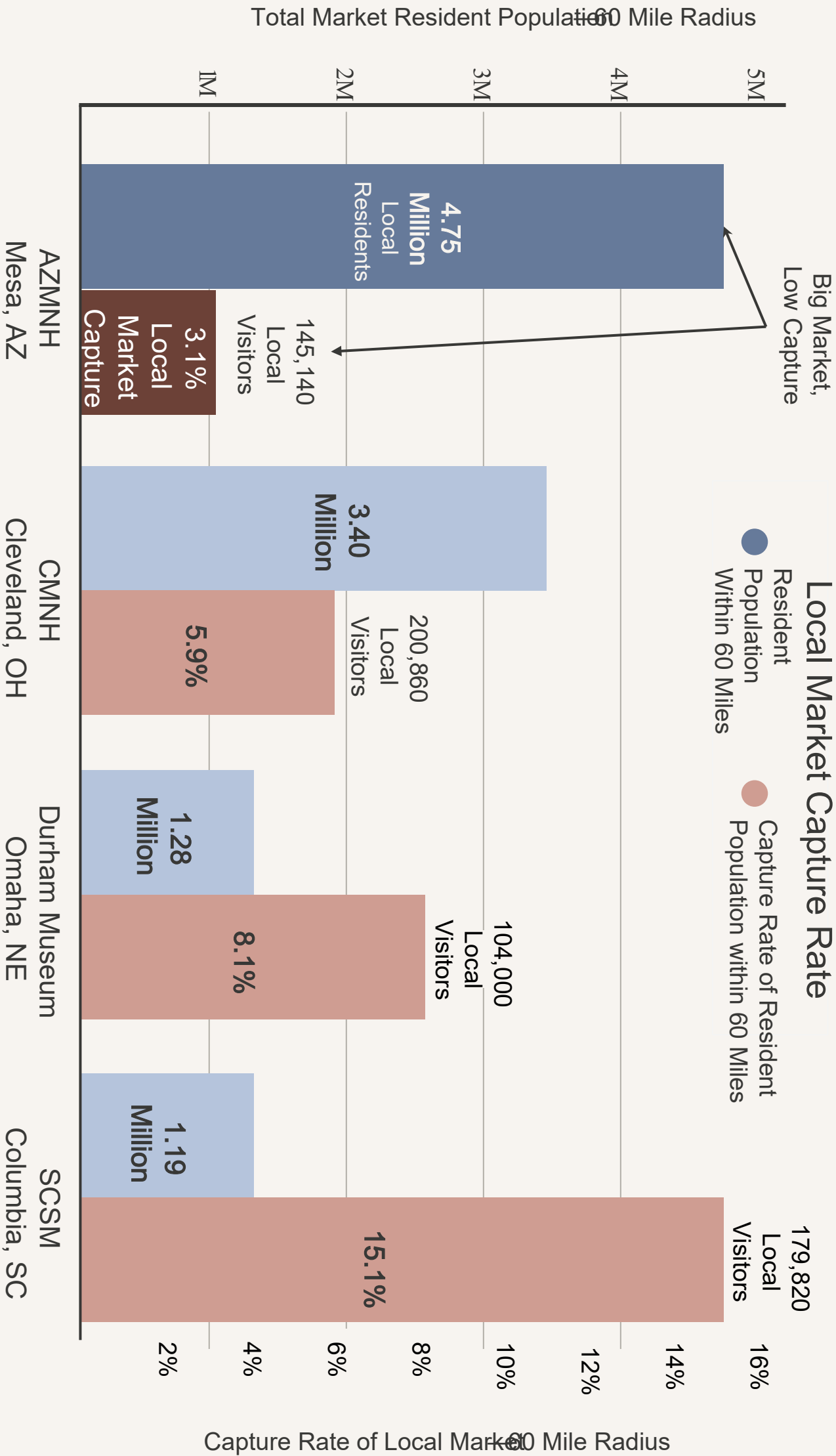
The Valley Metro of 2050 is projected to have as many residents as Houston, Dallas, the Bay Area, and Philadelphia do today



Sources: U.S. Census; Arizona Office of Economic Opport

Local Visitation Performance

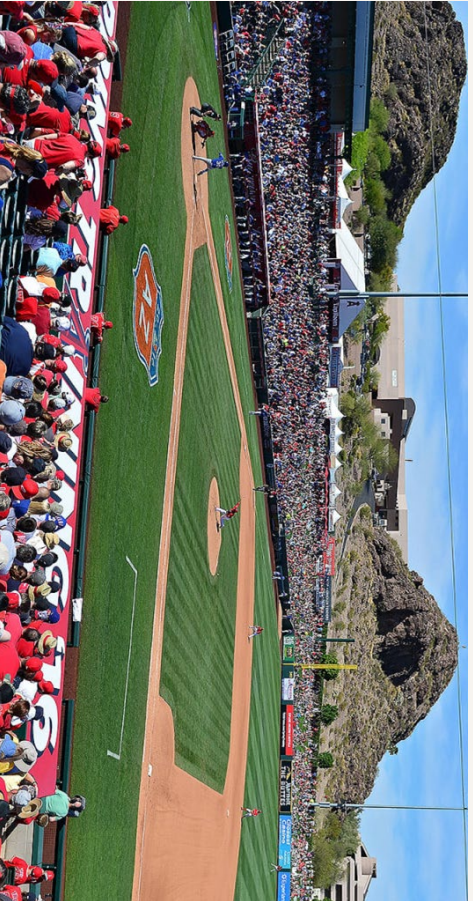
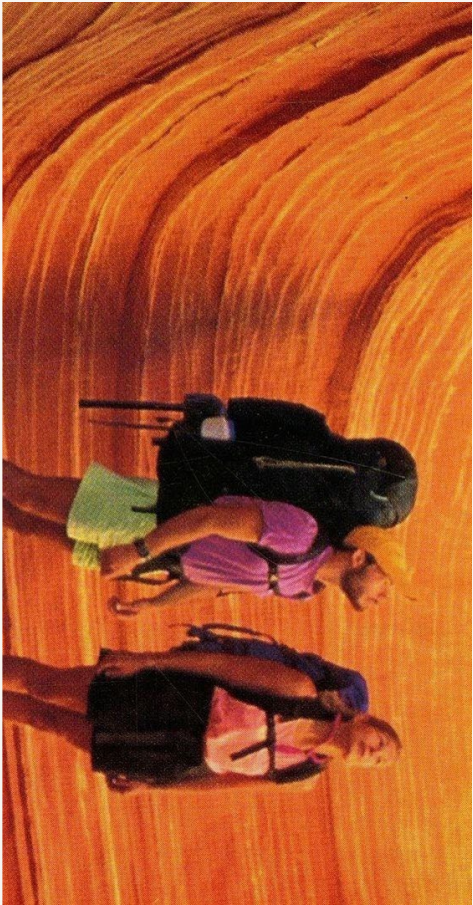
However, when you look at AZMNH's Local Resident Capture Rate —e.i. AZMNH's Total Visitation from Residents within 60 Miles divided by the Total Population within 60 Miles—it reveals that there is substantial opportunity to grow local visitation within its nearly 5 Million resident base



Sources: U.S. Census; Various Annual Reports; Various Inter

Tourist Audiences

The Valley brings in over 46 million tourists, engaged in outdoor activities, sporting events, and other recreational and entertainment activities during their visits, but only 13% report visiting museum’s on their trip —far lower than other tourist activities in the region.



Outdoor Activities / Recreation
50% of tourist participation

Sports Events /Activities
31% tourist participation

Social/Nightlife/Resort/Casino
Over 40% tourist participation

Sources: U.S. Census; Arizona Office of Economic Opportunity; Visit P

Market Outlook

01

The Valley’s resident market has a Tourism to The Valley is provides proven track record of growth over additional upside for future the last 25 years providing confidence that the market can accommodate the growing resident

03

provide an experience unique to Arizona that its tourists cannot get at their local museum back home

02

However, visitation has not reflected the opportunity AZMNH’s resident market provides and they currently underperform their national peers in total visitation as well as visitation relative to market size

04

The rapid growth of the semiconductor industry and other STEM industries in the market provide additional support for market growth as well as opportunities for corporate partnerships and sponsorship not currently leveraged at the Museum



Business Case & Plan

- 9 Market Analysis
- 15 Benchmarking
- 21 Space Program & Capital Cost
- 30 Development Options

Benchmarking

Business Case

Our benchmarking analysis looks at numerous facets of the comparable museum sample set, however, everything starts with market size...

Competition/Status

Relative position to cultural institutions operating in the market (e.g., Market Leaders)

Location

Proximity to population centers, schools, tourist attractions, etc.

Size

Amount of exhibit space or scope/ scale of storytelling

Theme/Content/Experience

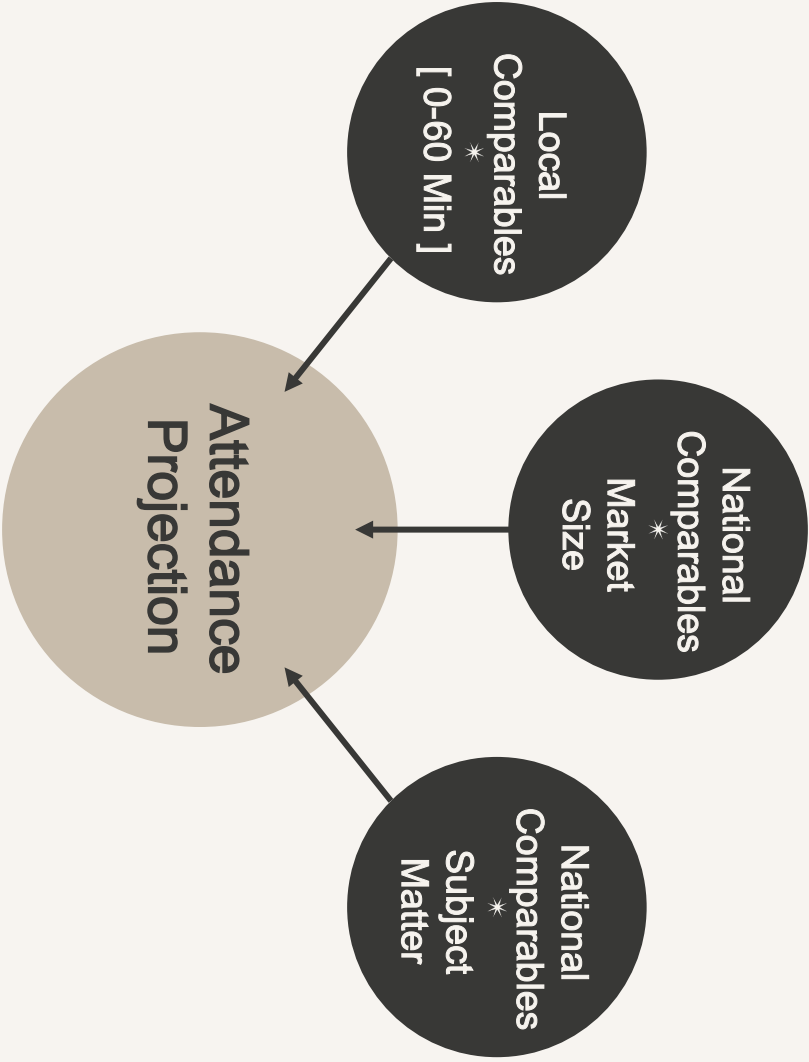
The partial and/ or total similarity of a museum's subject matter to The AZMNH

Total Potential Audience

Total Potential Audience (TPA) is the combination of a market's total local resident population and total annual tourists

Target Audience Segments

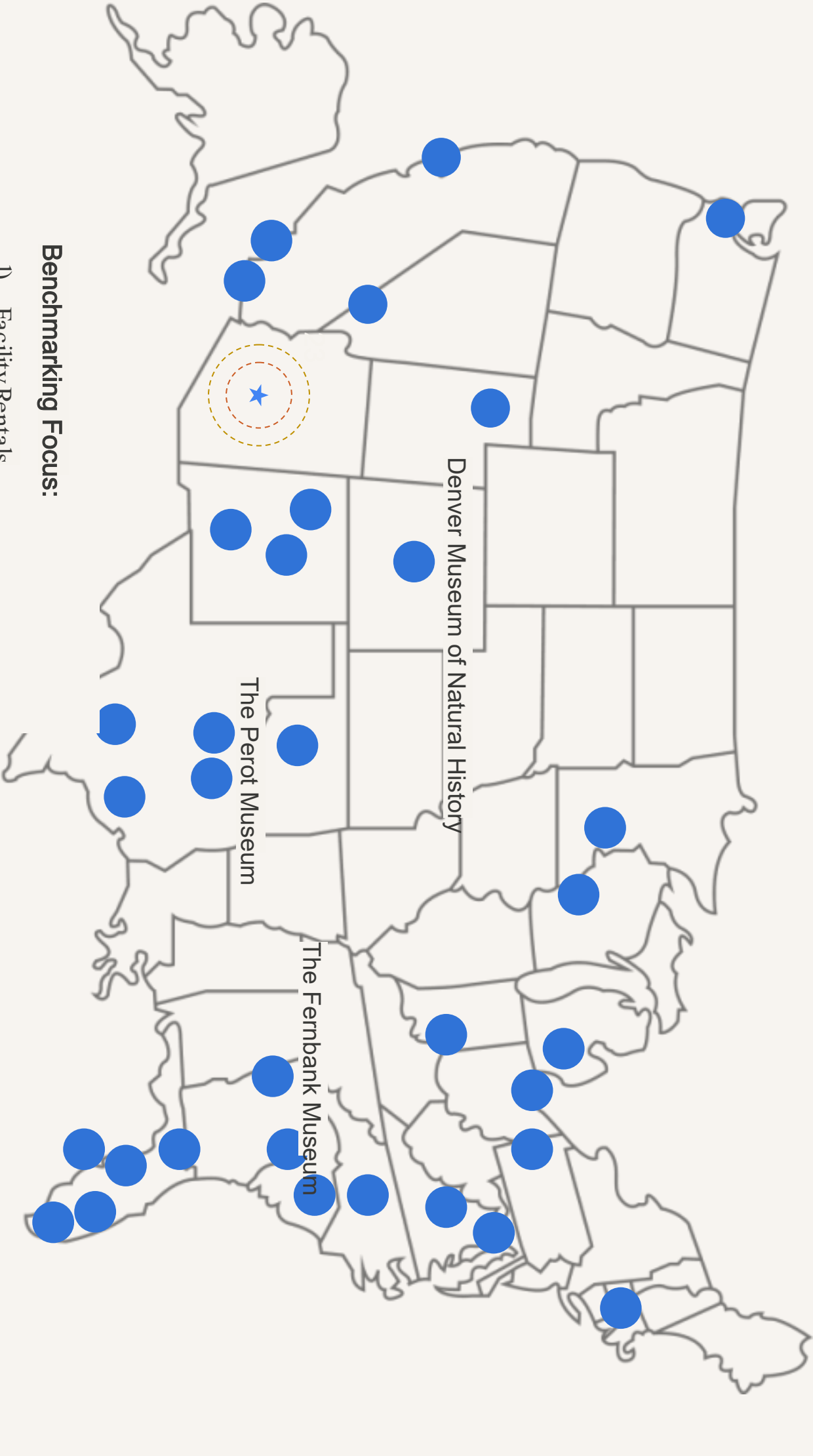
Similarity of positioning towards potential audience segments (e.g., residents, tourists, students, military)



National Benchmarks

Our national benchmarking analysis looked at samples across a variety of market sizes in the U.S. and found:

- 01AZMNH underperforms as a science-based institution in a market of its size.
- 02The museum does not provide the visitor experience offerings and amenities that a best-in-class science-based museum typically offers.
- 03The museum is not maximizing revenue opportunities.



Local Benchmarks

Our analysis of the local market for event space, food amenities, and upcharge experiences tells a similar story to our national analysis—AZMNH does not currently meet the expectations of the typical museum visitor

Select Comparables*

★ AZMNH

- 1

Museum of Northern Arizona
- 2

Wildlife World Zoo & Aquarium
- 3

Musical Instrument Museum
- 4

Casa Grande Ruins National Mbnument
- 5

Boyce Thompson Arboretum
- 6

Sonoran Desert Museum
- 7

Heard Museum
- 8

Phoenix Art Museum
- 9

Children's Museum of Phoenix
- 10

Arizona Science Center
- 11

Desert Botanical Garden
- 12

Phoenix Zoo
- 13

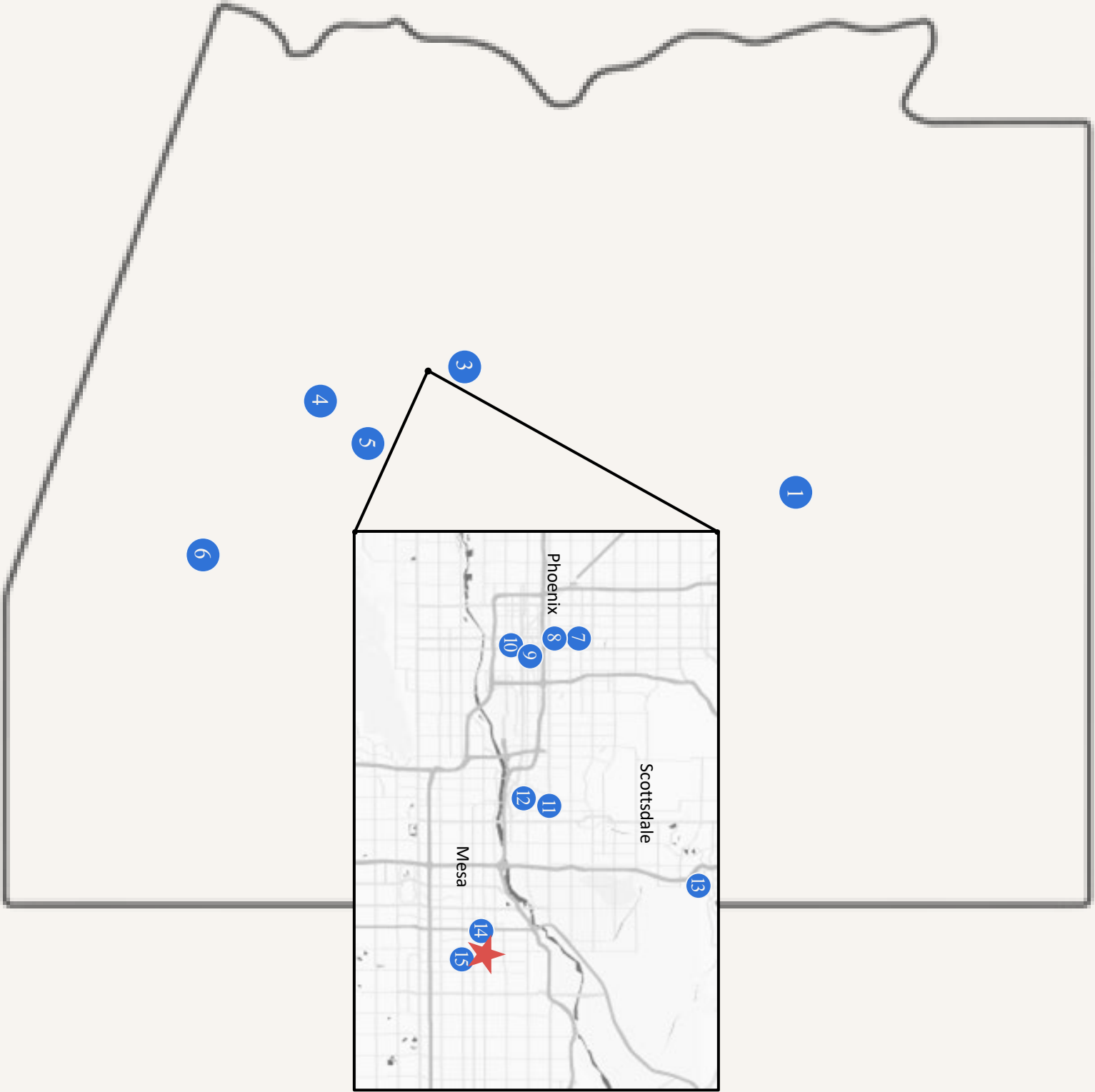
Pangaea Land of the Dinosaurs
- 14

i.d.e.a. Museum
- 15

Mesa Arts Center

Benchmarking Focus:

- 1) Facility Rentals
- 2) F&B Offering
- 3) Upcharged Experiences
- 4) Revenue Streams
- 5) Space Program, Allocation, and Uses



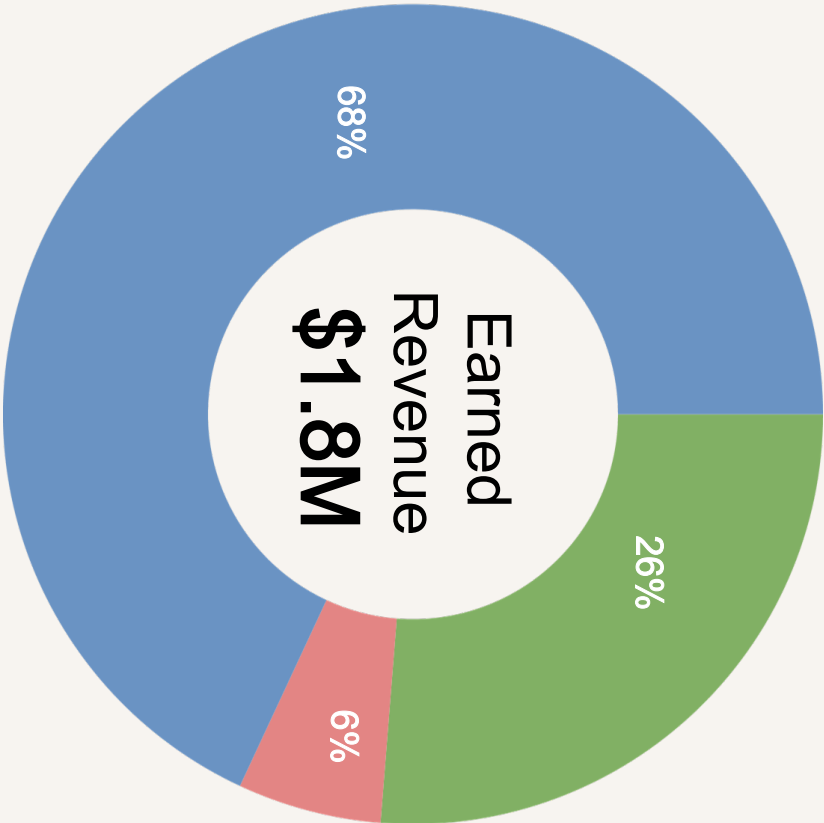
Earned Revenue Streams

Mbst of AZMNH's comparables have more diverse offerings and are less dependent on one single earned revenue source.

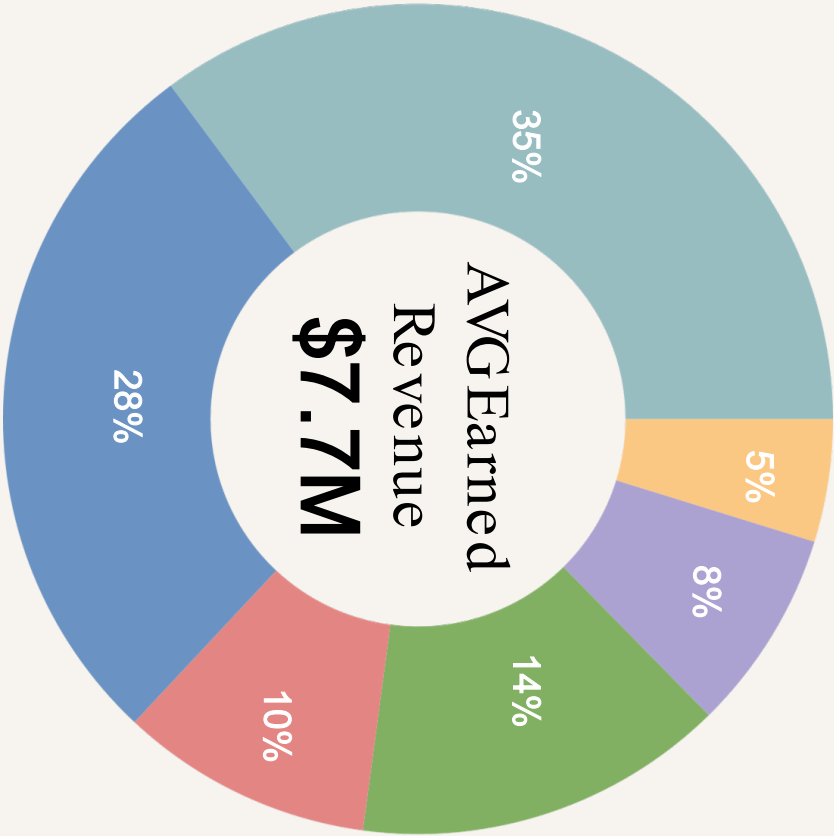
Average Earned Income for Local & National Comparables



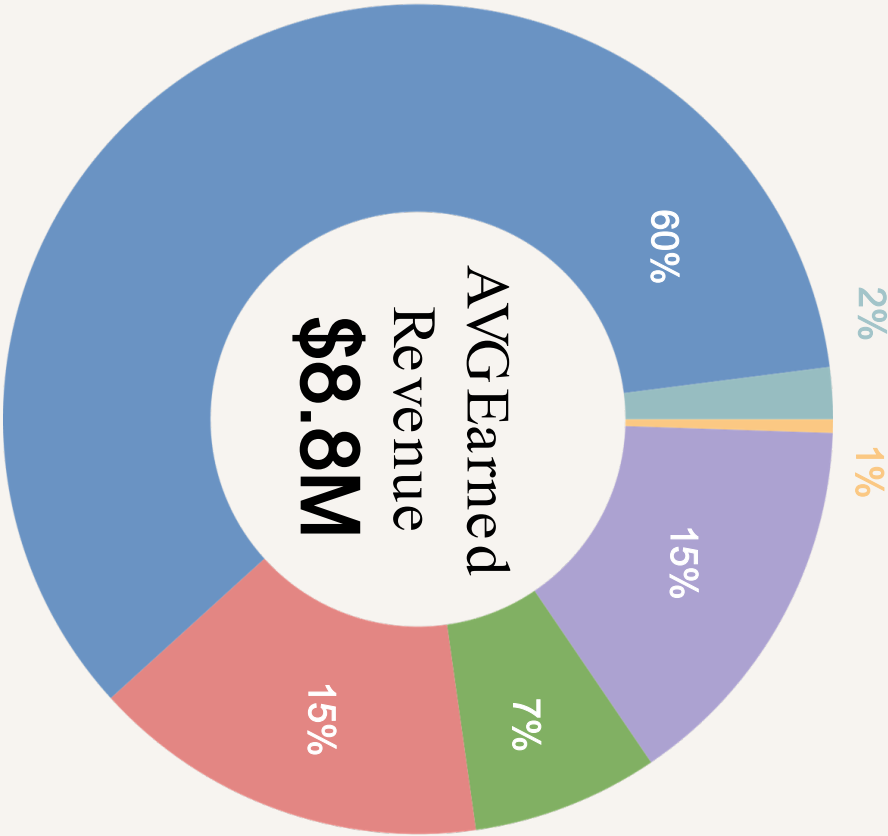
Arizona Museum of Natural History



Local Phoenix Metro Comparables



National Natural History & Science Comparables

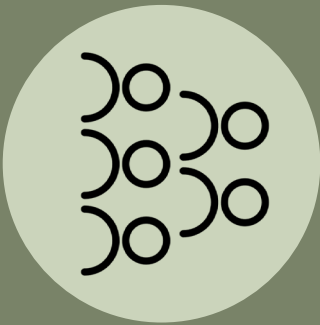


Source: Tax Form 990s, Audits, and Annual Reports from Various Institutions

AZMNH lacks many of the amenities and earned revenue streams that its comparables offer



Does not offer facility rentals



Does not offer F&B or cafe amenities



Does not offer upcharged experience



Too reliant on undiversified revenue model



Building limits ability to fully integrate research assets with educational programming and experience



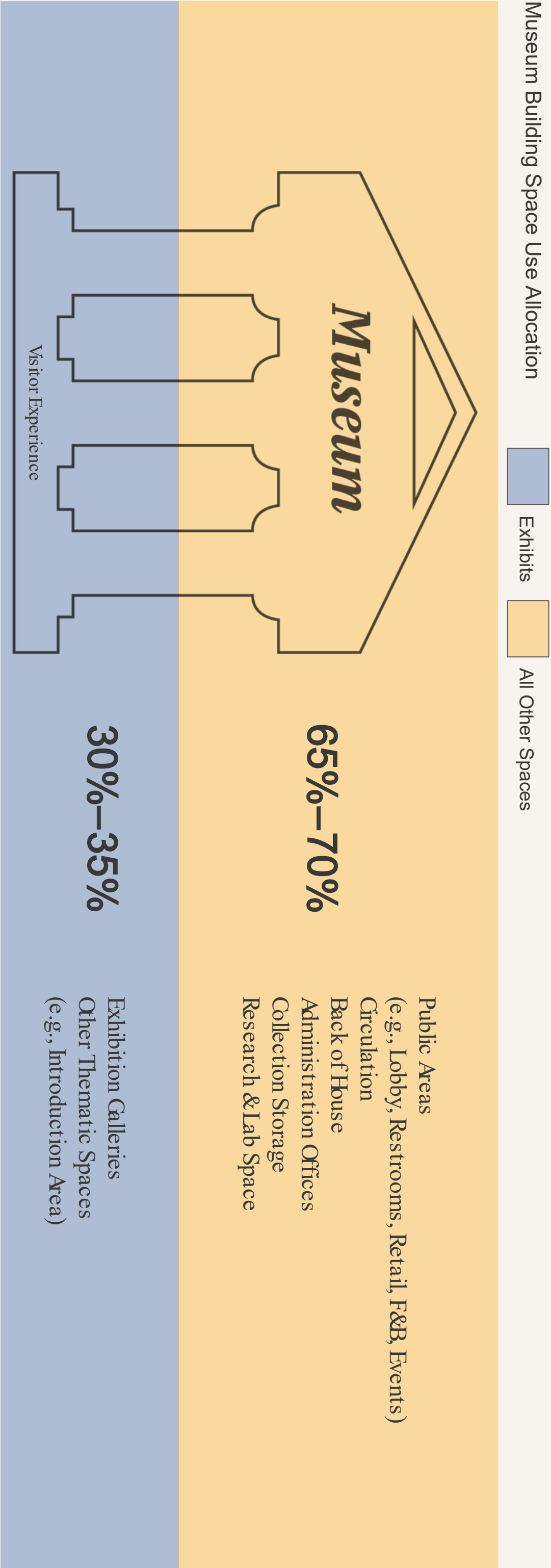
Business Case & Plan

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It is critical to consider both development & operational investments when considering size.
- 30 Development Options

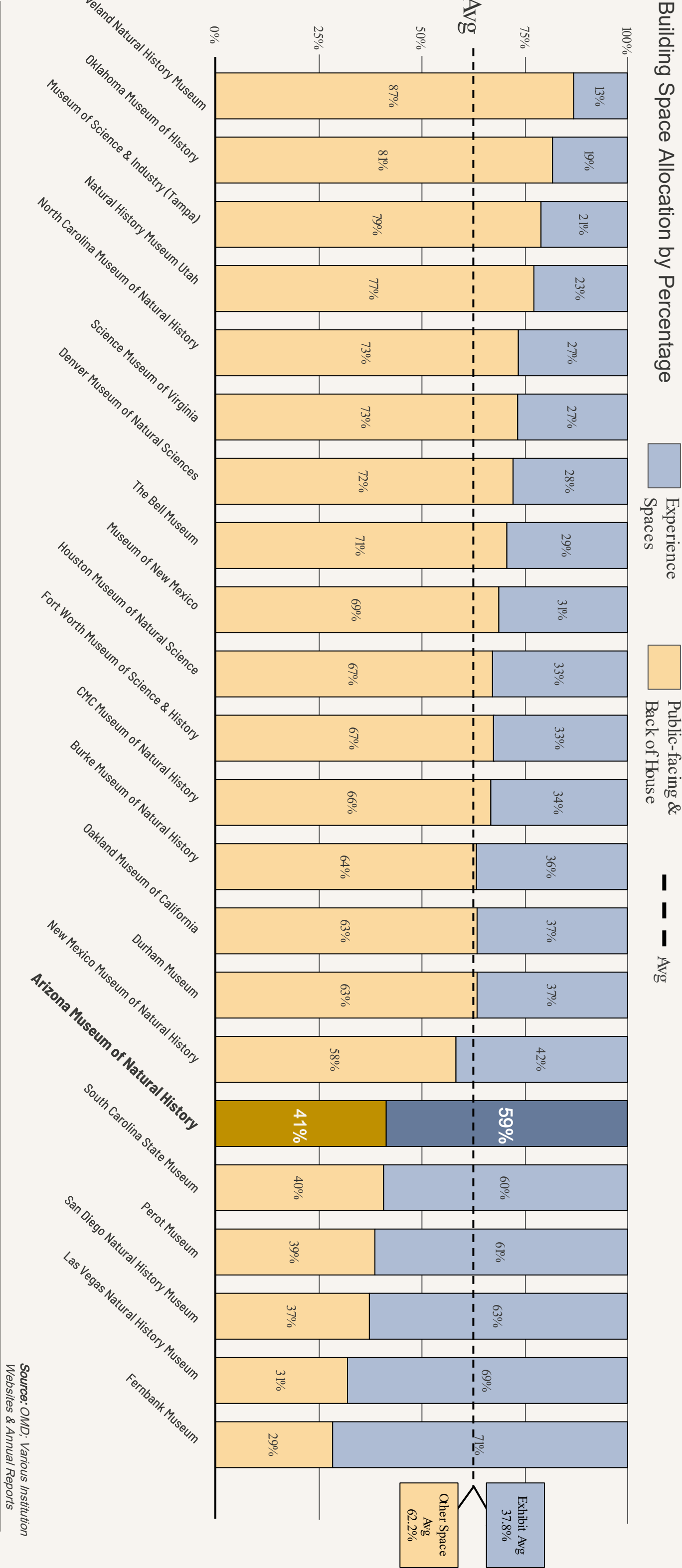
Space Allocation

Museums typically balance their space allocation across three key areas: Experience, Public-facing Spaces, and Back of House Spaces, with each museum’s situation influencing the mix based on individual need



Space Allocation

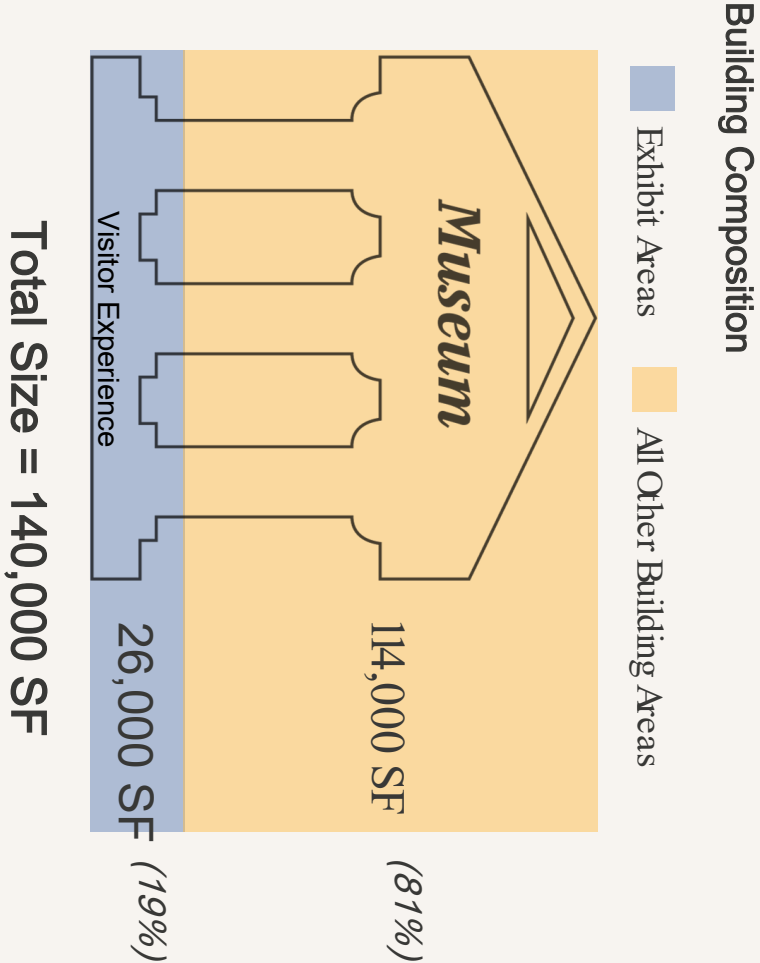
In benchmarking AZMNH, the analysis is found that AZMNH was overallocated in experience space, at the expense of space available for public-facing amenities and research and collection



The International Spy Museum

New Building (Existing Museum) - 2015 —2018
History Museum
Physical Experience Design / Media Interactives
Washington, D.C.

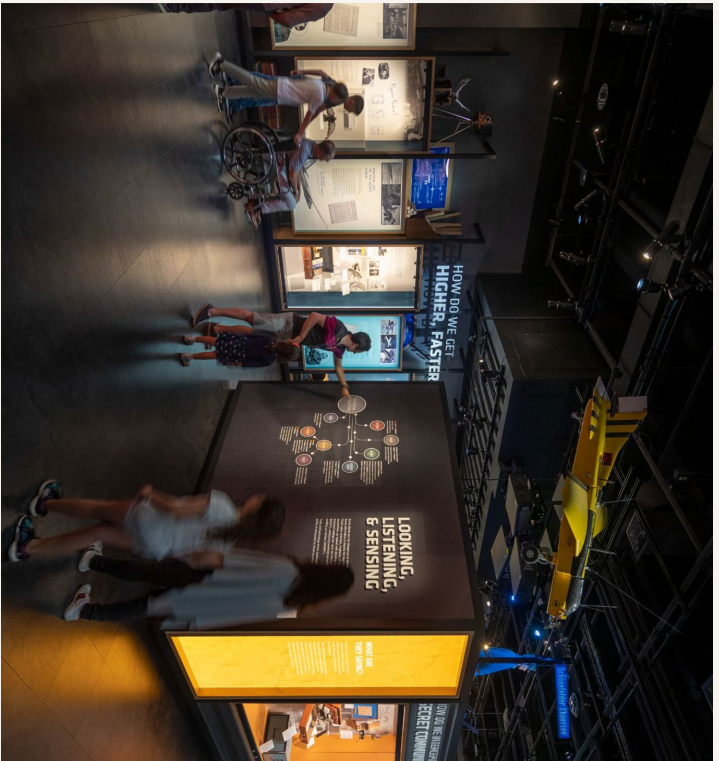
Total Project Budget:
Time of Completion (2018) \$162,000,000
Adjusted to 2024 Dollars \$199,260,000

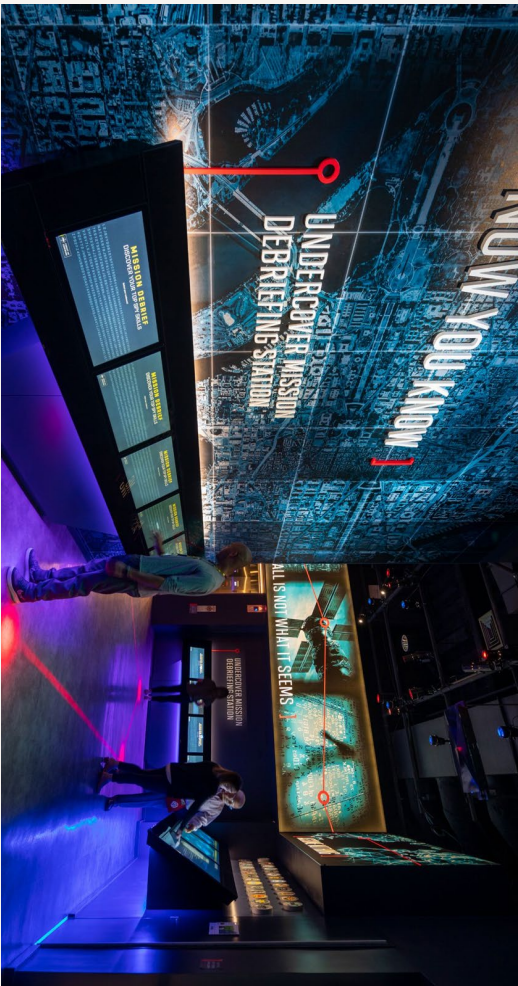




Environment & Exhibits

- *Gamified interactive experience which builds a cohesive thread for individual visitors throughout their experience*
- *Extensive digital and analog interaction design*
- *Customized theatrical lighting*





Digital Media & Interactives

- *Four immersive signature pieces (6-8 min dwell time, groups of 2-10).*
- *Hunt for Bin Laden is the first multiplayer branching narrative experience. Distilled tremendous amount of CIAled content into participatory & theatrical experience.*
- *Red Teaming includes significant custom projection mapping, voting & CG & filmic experience synchronization.*
- *21st Century Eavesdropping is a gamified "signal hunt" w/ film cutscenes in an immersive environment.*
- *Infinity room film experience*
- *Openended user experience design*

The Bell Museum

New Building (Existing Museum): 2014 —2018

Natural History Museum

Physical Experience Design / Signage / Wayfinding

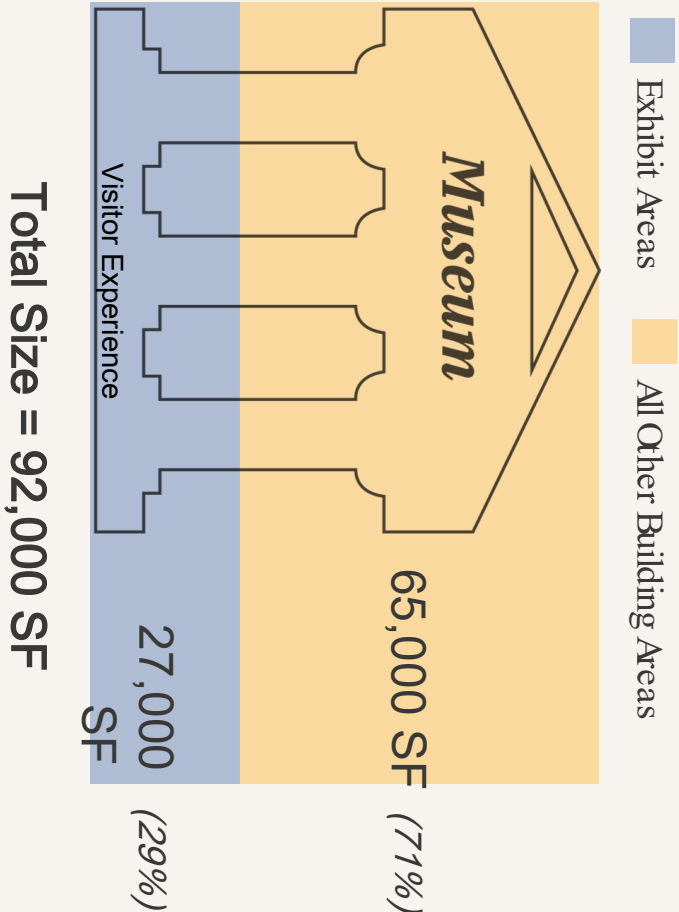
St Paul, MN

Total Project Budget:

Time of Completion (2018) \$79,000,000

Adjusted to 2024 Dollars \$95,590,000

Building Composition

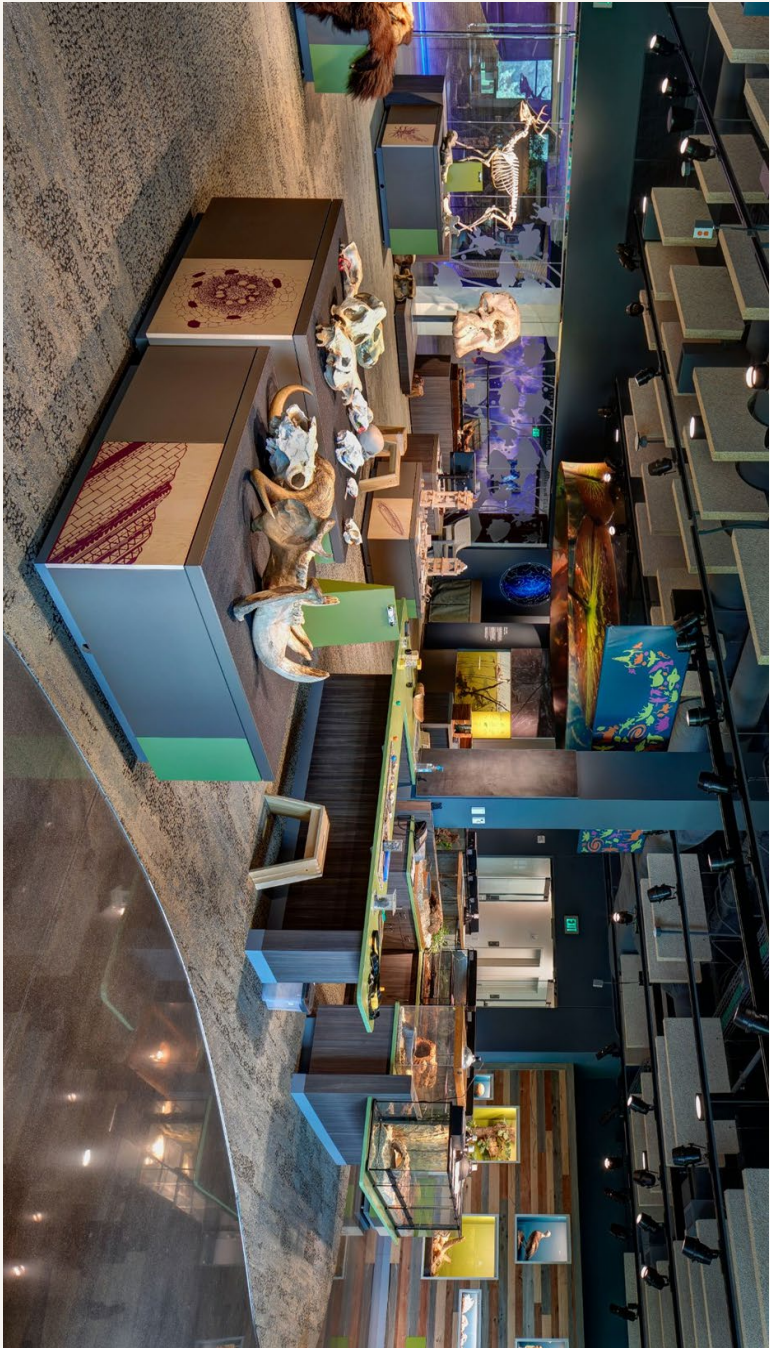
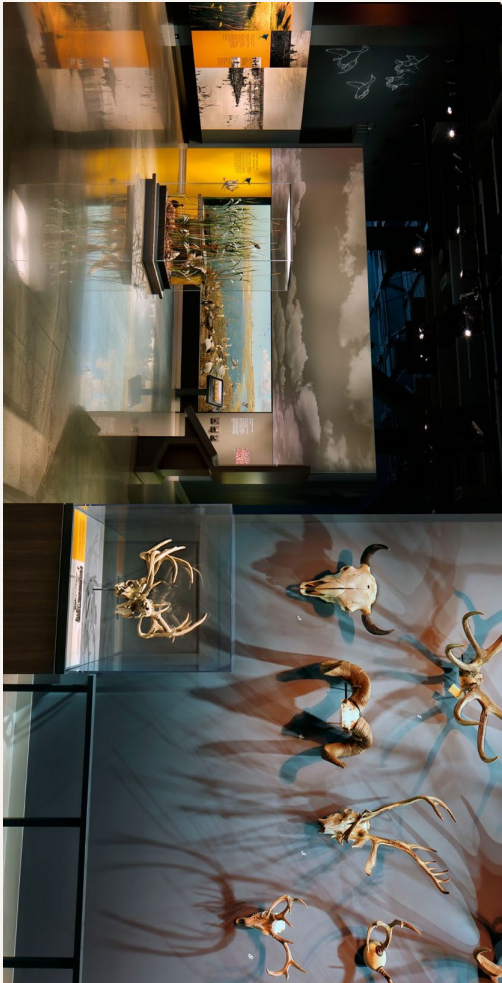


INNESS CASE: BUILDING & SPACE PROGRAM



Environment & Exhibits

- Graphics substrates were primarily switched to high pressure laminate graphics to meet budget.
- A signature exhibit item was “field notes” done by a local illustrator directly to the perimeter walls throughout the museum, we did not have to do any production work for these graphics.
- This was Design/Build which had an enormous impact on fabrication detailing. Huge modifications and VE were needed at the end of Design Development Phase.



INNESS CASE: BUILDING & SPACE PROGRAM



- Media & Digital Interactives
- *AV development was by Cortina.*
 - *All dioramas had similar touchscreen treatments.*



Business Case & Plan

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Future Options

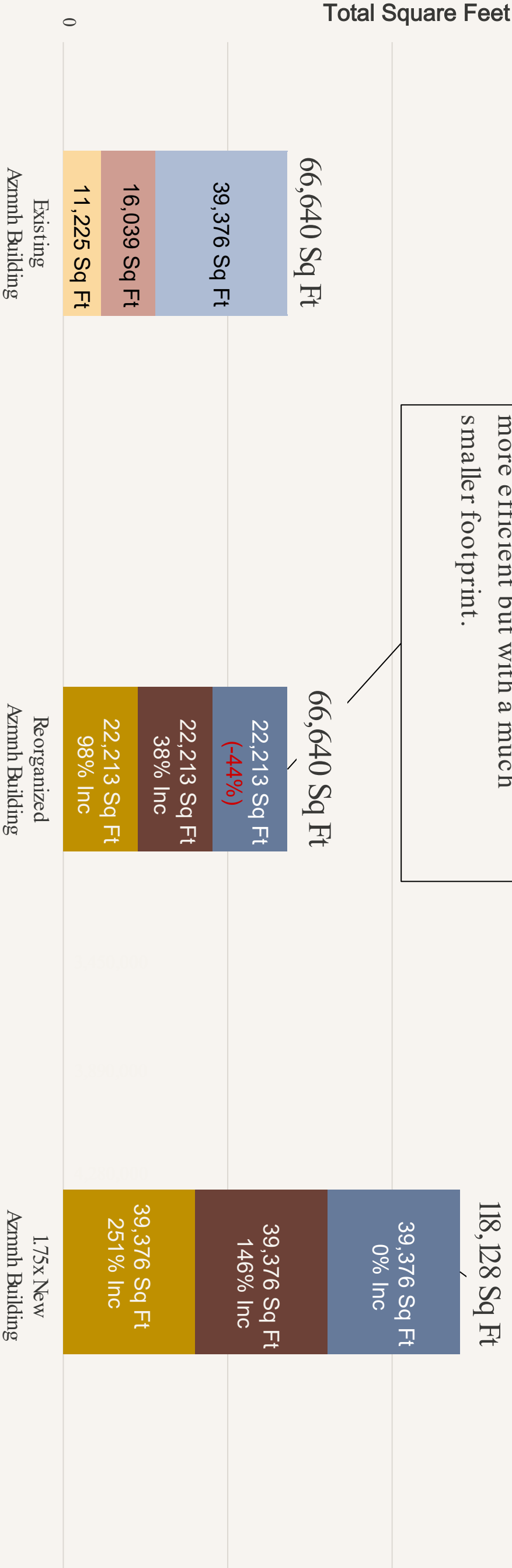
The AZMNH future space allocation plan must align with AZMNH’s strategic vision and available capital funding.

Legend

- Exhibits Sq Ft
- Front of House Sq Ft
- Back of House Sq Ft

Existing Building —Reorganized
A major renovation of the existing building would likely result in a more efficient building with more event space, but would come at the cost of the exhibit space, which would be more efficient but with a much smaller footprint.

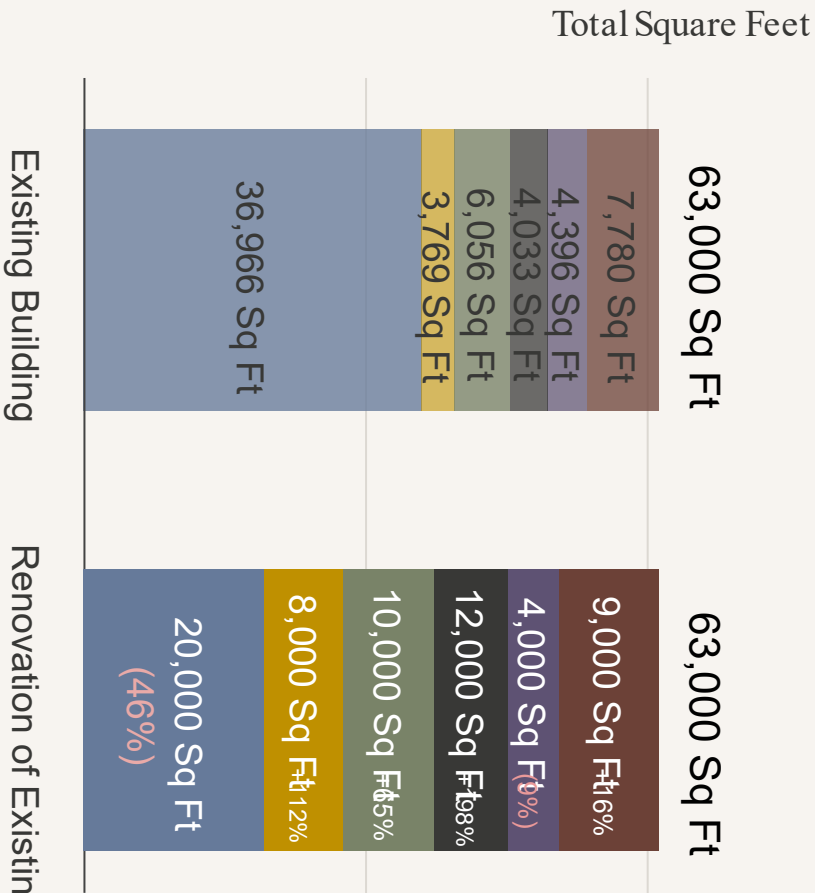
New Building —1.75x Increase
If a new building is pursued, the total footprint should be increased by at least 75%; this increase would be mostly centered around adding public spaces and adequate back of house space, while creating a more efficient exhibit space to increase the dwell time and value of the experience without increasing its size.



Building Renovation

A renovation of the existing building would provide AZMNH with an efficient space program capable of increasing visitation, revenue, and impact, but the building’s small footprint will limit potential growth.

Space Comparison



Legend

- Exhibits
- Lobby & Visitor Amenities
- Education/Flex
- Research & Collection
- Admin Spaces
- All Other Back of House

Note: 11,342 sq ft of offsite space will be utilized for admin and back of house needs under both options

Renovation Option

Total Capital Cost: \$83.9M

Total Sq Ft: 74,342 Sq Ft

Total Cost/Sq Ft: \$1,130 per Sq Ft

Note:Project Costs as of 2024 Dollars

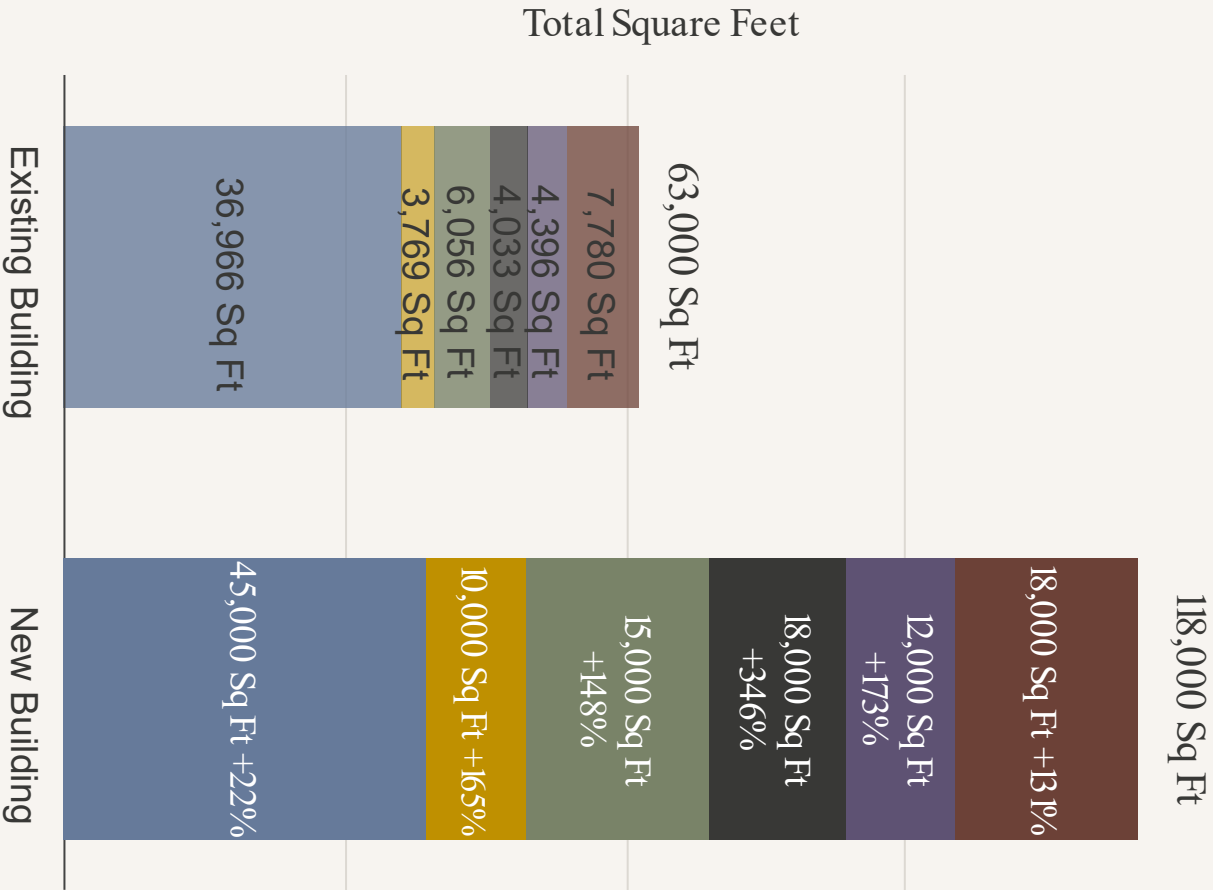
A renovation of the existing building provides AZMNH with:

- A small but high-quality, high-density experience; limited space for macro artifacts and signature experiences (skeletons, scale recreations, dinosaur mountain).
- Lobby capacity capable of hosting most private event group sizes.
- Education space with expanded capacity and integrated with R&C spaces.
- R&C space capable of integration into visitor experience and education space and support space capable of expanded but still limited scientific and mission oriented activities.
- Central admin with space for most of AZMNH staff needs; some staff will be located off-site and any future staff growth will likely require acquiring additional off-site office space.

New Building Development

A new building would provide AZMNH with a right-sized space program and robust visitor experience with space for growth to pursue an ambitious mission and impact, research goals, and an expanded audience beyond Mesa.

Space Comparison



Legend

- Exhibits
- Lobby & Visitor Amenities
- Education/Flex
- Research & Collection
- Admin Spaces
- All Other Back of House

Note: 11,342 sq ft of offsite space will be utilized for admin and back of house needs under both options

New Building Option
Total Capital Cost: \$169.6M
Total Sq Ft: 129,342 Sq Ft
Total Cost/ Sq Ft: \$1,310 per Sq Ft

Note: Project Costs as of 2024 Dollars

A new building development provides AZMNH with:

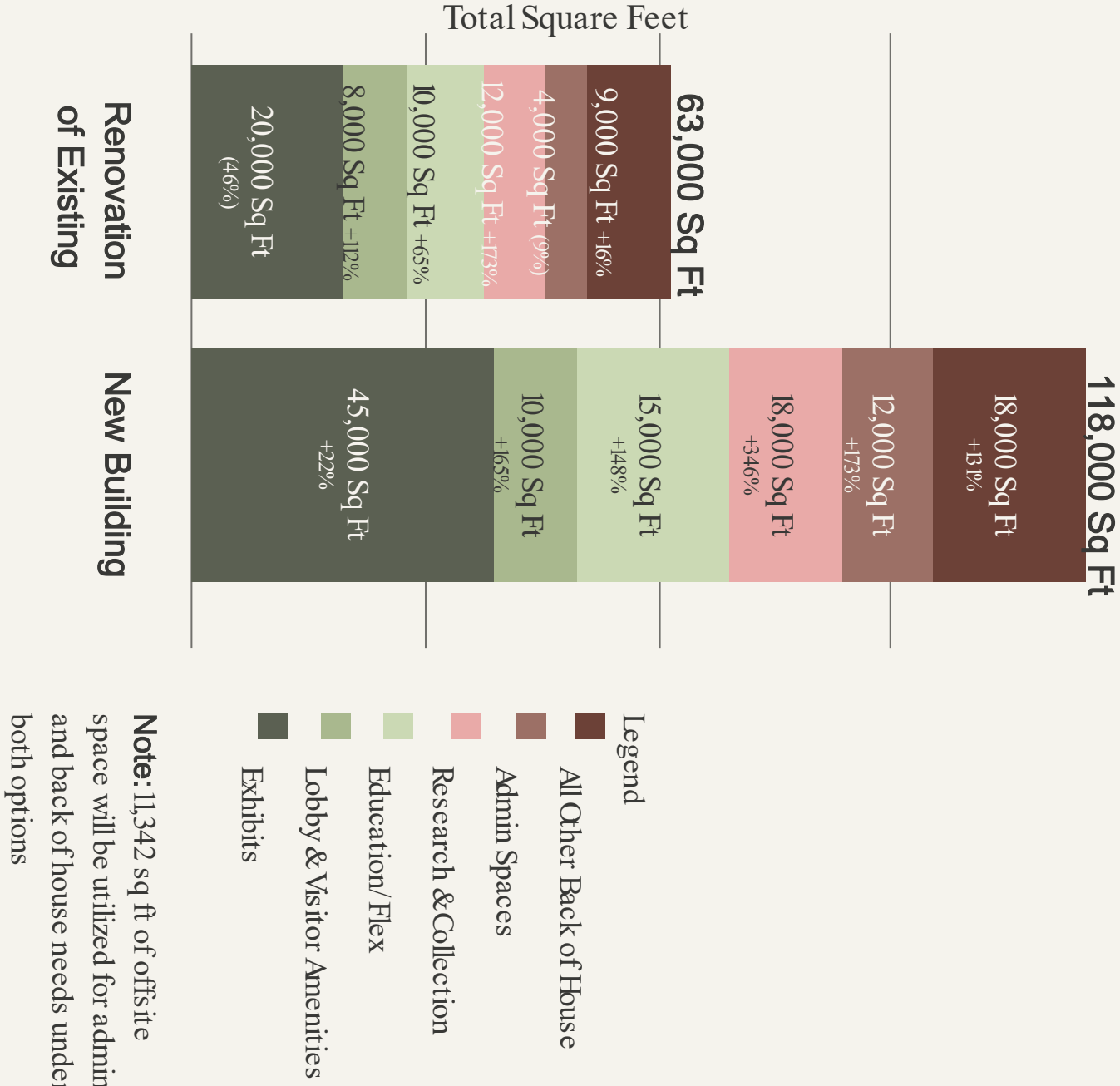
- Robust experience, space for macro artifacts, space for macro artifacts, and unconstrained visitor experience.
- Lobby with top tier-event space and ample public gathering space.
- Fully enabled education space integrated with R&C spaces and capacity fit for market and the future.
- R&C space capable of integration into visitor experience and education space and support space capable of next-level mission and scientific impact.
- Admin areas with sufficient space for growth and the ability to centralize all staff into a single building.

Option Comparison

Option Comparison	Renovation Option	New Building Option	<i>Option Difference</i>
Total Building Sq Ft	74,342	129,342	<i>55,000</i>
Total Project Budget*	\$83,920,000	\$169,580,000	<i>\$85,660,000</i>
Cost Per Sq Ft	\$1,130	\$1,310	<i>\$180</i>

Renovation Option	Building Area	New Building Option
High quality but smallest footprint of the national comparable set; limited space for signature experience and limited space for macro artifacts	Exhibits & Experience	High quality and in line with visitor expectation for experience size; space macro artifacts and signature or upcharged experience
Lobby to host high-quality events, proper retail store & F&B space	Lobby & Visitor Amenities	Grand lobby capable of major events, lobby with other functional uses (programs, field trip staging, event programs)
Education space with capacity to serve market & flex space to expand programs	Education & Flex Space	Education space with capacity to serve market & future growth; enough space to add makerspace or learning labs; flex space capable of hosting large program and event groups
R&C Space capable of serving current needs and growth; R&C spaces integrated with experience and education to enhance visitor experience	Research & Collections	R&C Space capable of serving current needs & ambitious growth to put AZMNH on a state and national stage; space fully integrated with education & exhibits to enhance visitor experience
Efficient and co-located admin spaces for most of staff with some staff remaining off-site and little room for staff growth on-site; back of House space capable of supporting all building needs	Admin & Back of House	Efficient and co-located admin space with all staff in-building and space for future growth in building; back of house space capable of supporting all building needs

Space Comparison



In Summary, a renewed AZMNH achieves the following for the City of Mesa:

- 1) Economic Impact & Job Creation to the City
- 2) More efficient and income generating operating model
- 3) Transformative cultural asset for local residents
- 4) Distinct one -of-a-kind tourist attraction
- 5) Nationally significant Natural History Museum



Thank you

APPENDIX

National Benchmarks

AZMNH underperforms the average attendance and capture rate of the sample across all market sizes.

AZMNH RANKED....

- 27th out of 33 museums in attendance.
- 28th out of 33 in capture rate, which is the measurement of what percentage of their available resident base they convert to visitors.
- This is despite having the 11th largest resident base.

Museum / Attraction									Attendance		Capture Rate	
Tier	City	Subject	Annual Visitors	30 Min Population	30-60 Min Population	60 Min Population	Capture Rate	Average	Median	Average	Median	
6M+ Residents	Perot Museum	Natural History	670,000	4,810,000	2,890,000	7,700,000	8.7%	624,286	408,000	9.0%	6.6%	
	Fort Worth Museum of Science and History	Science	270,000	2,710,000	4,650,000	7,360,000	3.7%					
	Oakland Museum of California	Natural History	135,000	3,380,000	3,900,000	7,280,000	1.9%					
	Houston Museum of Natural Science	Natural History	1,950,000	5,170,000	1,900,000	7,070,000	27.6%					
	Harvard Museum of Natural History	Natural History	237,000	2,890,000	3,620,000	6,510,000	3.6%					
	Maryland Science Center	Natural History	700,000	2,230,000	4,260,000	6,490,000	10.8%					
	Fernbank Museum	Natural History	408,000	3,200,000	2,990,000	6,190,000	6.6%					
	Museum of Discovery and Science	Science	456,000	2,770,000	2,970,000	5,740,000	7.9%					
	Frost Museum of Science	Natural History	600,000	2,990,000	2,130,000	5,120,000	11.7%					
	Detroit Historical Society	History Museum	200,000	2,950,000	1,950,000	4,900,000	4.1%					
4M-6M Residents	Arizona Museum of Natural History	Natural History	175,000	2,790,000	1,940,000	4,730,000	3.7%	464,000	528,000	9.4%	9.8%	
	Museum of Science and Industry	Natural History	600,000	2,150,000	2,130,000	4,280,000	14.0%					
	Burke Museum of Natural History & Culture	Natural History	96,000	2,370,000	1,550,000	3,920,000	2.4%					
	Denver Museum of Nature & Science	Natural History	1,252,300	2,740,000	960,000	3,700,000	33.8%					
	Bell Museum	Natural History	246,000	2,660,000	1,020,000	3,680,000	6.7%					
	San Diego Natural History Museum	Natural History	380,160	2,390,000	920,000	3,310,000	11.5%					
3M-4M Residents	Cleveland Natural History Museum	Natural History	375,000	1,540,000	1,580,000	3,120,000	12.0%	469,892	375,000	13.3%	11.5%	
	Write Museum	Natural History	350,000	2,110,000	620,000	2,730,000	12.8%					
	Museum of Natural History & Science (CMC)	Natural History	332,393	1,530,000	1,240,000	2,770,000	12.0%					
	Natural History Museum of Utah	Natural History	262,000	1,360,000	1,190,000	2,550,000	10.3%					
	North Carolina Museum of Natural Sciences	Natural History/Science	724,000	1,430,000	1,180,000	2,610,000	27.7%					
	2M-3M Residents	Carnegie Museum of Natural History	Natural History	900,000	1,370,000	1,110,000	2,480,000	36.3%	439,732	341,197	17.0%	12.4%
	Las Vegas Natural History Museum	Natural History	70,000	2,180,000	30,000	2,210,000	3.2%					
	Museum of Science & History	Science/History	145,000	1,100,000	590,000	1,690,000	8.6%					
	Science Museum of Virginia	Science Center	300,000	1,030,000	600,000	1,630,000	18.4%					
	Oklahoma Museum of History	History	185,000	1,220,000	350,000	1,570,000	11.8%					
	1M-2M Residents	Durham Museum	General/History	220,000	860,000	460,000	1,320,000	16.7%	203,400	185,000	14.0%	14.8%
	South Carolina State Museum	Natural History	167,000	670,000	460,000	1,130,000	14.8%					
	New Mexico Museum of Natural History & Science	Natural History	211,322	800,000	190,000	990,000	21.3%					
	Santa Barbara Museum of Natural History	Natural History	200,000	200,000	720,000	920,000	21.7%					
	Las Cruces Museum of Nature and Science	Natural History/Science	169,126	170,000	740,000	910,000	18.6%					
	0 - 1M Residents	Florida Museum of Natural History	Natural History	210,000	290,000	610,000	900,000	23.3%	286,090	210,000	34.3%	21.7%
	Museum of New Mexico	General/History	640,000	130,000	610,000	740,000	86.5%					
	Average of Sample			427,000	1,981,000	1,566,000	3,548,000	16.0%				
	Median of Sample			285,000	2,130,000	1,145,000	2,945,000	11.9%				
	Source: U.S. Census Bureau; Online Museum Database; Various Institution Websites & Annual Reports											

Facility Rental

AZMNH is 1 of 4 museums in the 33 museum sample set that do not offer rental spaces for private events.

- The 29 museums that offer rentals typically offer 7 rental space options.
- These rental spaces can serve a wide range of event types and can range from 25 to 6,000+ guests, with the average capacity ranging from 85 to 1,200.
- Mbst museums offering rentals were able to accomodate an event with 400+ guests which should be considered the optimal capacity for a major museum.
- These 29 museums are often also designed to maximize this revenue stream, offering as many spaces as possible and with buildings often built with private events in mind.

Tier	Museum / Attraction	City	Subject	Offers Rentals	Rentable Spaces	Capacity Range
6M+ Residents	Perot Museum	Dallas, TX	Natural History	YES	6	25 - 1500
	Fort Worth Museum of Science and History	Fort Worth, TX	Science	YES	14	100- 450
	Oakland Museum of California	Oakland, CA	Natural History	YES	5	50 - 900
	Houston Museum of Natural Science	Houston, TX	Natural History	YES	18	20 - 900
	Harvard Museum of Natural History	Boston, MA	Natural History	YES	10	30 - 300
	Maryland Science Center	Baltimore, MD	Natural History	YES	5	100- 1,500
4M - 6M Residents	Fernbank Museum	Atlanta, GA	Natural History	YES	10	100- 600
	Museum of Discovery and Science	Fort Lauderdale, FL	Science	YES	3	100- 2,000
	Frost Museum of Science	Miami, FL	Natural History	YES	7	80 - 3,000
	Detroit Historical Society	Detroit, MI	History Museum	YES	5	100- 1,000
	Arizona Museum of Natural History	Mesa, AZ	Natural History	NO	NA	NA
	Museum of Science and Industry - Tampa	Tampa, FL	Natural History	YES	14	100 - 2,500
3M - 4M Residents	Burke Museum of Natural History & Culture	Seattle, WA	Natural History	YES	3	80 - 250
	Denver Museum of Nature & Science	Denver, CO	Natural History	YES	7	40 - 650
	Bell Museum	St. Paul, MN	Natural History	YES	5	60 - 600
	San Diego Natural History Museum	San Diego, CA	Natural History	YES	7	60 - 1,800
	Cleveland Natural History Museum	Cleveland, OH	Natural History	YES	9	85 - 440
	Witte Museum	San Antonio, TX	Natural History	YES	5	75 - 1,000
2M - 3M Residents	Museum of Natural History & Science (CMC)	Cincinnati, OH	Natural History	YES	5	20 - 6,000
	Natural History Museum of Utah	Salt Lake City, UT	Natural History	YES	3	80 - 1,500
	North Carolina Museum of Natural Sciences	Raleigh, NC	Natural History/Science	YES	9	120 - 1,500
	Carnegie Museum of Natural History	Pittsburgh, PA	Natural History	YES	3	120 - 200
	Las Vegas Natural History Museum	Las Vegas, NV	Natural History	NO	NA	NA
	Museum of Science & History	Jacksonville, FL	Science/History	YES	10	90 - 250
1M - 2M Residents	Science Museum of Virginia	Richmond, VA	Science Center	YES	8	100 - 500
	Oklahoma Museum of History	Oklahoma City, OK	History	YES	2	300 - 500
	Durham Museum	Omaha, NE	General/History	YES	7	150 - 600
	South Carolina State Museum	Columbia, SC	Natural History	YES	6	40 - 1,000
	New Mexico Museum of Natural History & Science	Albuquerque, NM	Natural History	YES	9	36 - 1,500
	Santa Barbara Museum of Natural History	Santa Barbara, CA	Natural History	YES	3	50 - 300
0 - 1M Residents	Las Cruces Museum of Nature and Science	Las Cruces, NM	Natural History/Science	NO	NA	NA
	Florida Museum of Natural History	Gainesville, FL	Natural History	NO	NA	NA
	Museum of New Mexico	Santa Fe, NM	General/History	YES	10	0 - 0
Average of Sample						
					7	85 - 1,185
					7	85 - 900

Source: U.S. Census Bureau; Online Museum Database; Various Institution Websites & Annual Reports

Upcharged Experiences

AZMNH is 1 of 13 museums in the 33 museum sample set that does not offer upcharged experiences or does not include an upcharged experience as part of a higher priced, all-inclusive ticket.

- These experiences are not only capable of generating revenue and provide an experience that draws attendance and can capture 20-30% of existing visitors, but they are also typically expected of any quality institution.
- An upcharge experience priced at the market average add-on ticket price of \$9 and capturing 25% of AZMNHs existing audience would lead to a 32% increase in AZMNHs total earned revenue.
- While Dinosaur Mountain is a unique and signature experience, it is too core to the existing experience to be considered an upcharge.

*Upcharged caliber experience included in a higher priced, all-inclusive ticket

Tier	Museum / Attraction	Offers Upcharge	Annual Visitors	Adult Ticket Price	Upcharge Price Range	Options
6M+ Residents	Perot Museum	YES	670,000	\$25.00	\$8.00	T. Rex: The Ultimate Predator, 3D Film
	Fort Worth Museum of Science and History	NO*	270,000	\$16.00	NA	Omni Theater
	Oakland Museum of California	YES	135,000	\$19.00	\$6.00	Special Exhibits
	Houston Museum of Natural Science	YES	1,950,000	\$25.00	\$9-\$12	Butterfly center, planetarium, giant theater
	Harvard Museum of Natural History	NO	237,000	\$15.00	NA	
	Maryland Science Center	YES	700,000	\$26.95	\$5.00	IMAX
4M - 6M Residents	Fernbank Museum	YES*	408,000	\$25.95	\$5.00	Big Screen Theater
	Museum of Discovery and Science	YES	456,000	\$27.00	\$5.00	IMAX
	Frost Museum of Science	NO*	600,000	\$29.95	NA	Planetarium, Aquarium
	Detroit Historical Society	NO	200,000	\$10.00	NA	Tours
3M - 4M Residents	Arizona Museum of Natural History	NO	175,000	\$16.00	NA	
	Museum of Science and Industry - Tampa	YES	600,000	\$14.00	\$5-\$8	Sky Trail Ropes Course, Mini Golf, VR, Planetarium
	Burke Museum of Natural History & Culture	NO	96,000	\$22.00	NA	
	Denver Museum of Nature & Science	YES	1,252,300	\$24.95	\$7-\$10	Infinity theater, Planetarium
2M - 3M Residents	Bell Museum	YES	246,000	\$15.00	\$10.00	Planetarium
	San Diego Natural History Museum	YES	380,160	\$24.00	\$5.00	IMAX
	Cleveland Natural History Museum	YES	375,000	\$25.00	\$7.00	Birdly Simulator, Planetarium, 3D Theater
	Write Museum	YES	350,000	\$16.00	\$25.00	Rock art tours
IM - 2M Residents	Museum of Natural History & Science (CMC)	YES	332,393	\$22.50	\$10.00	OMNIMAX
	Natural History Museum of Utah	NO	262,000	\$22.85	NA	
	North Carolina Museum of Natural Sciences	NO	724,000	\$0	NA	WRAL 3D Theater
	Carnegie Museum of Natural History	NO	900,000	\$25.00	NA	
0 - IM Residents	Las Vegas Natural History Museum	NO	70,000	\$14.00	NA	
	Museum of Science & History	YES	145,000	\$19.95	\$6.00	Daily programs
	Science Museum of Virginia	YES	300,000	\$17.50	\$5.00	Dome
	Oklahoma Museum of History	NO	185,000	\$12.50	NA	
Average of Sample	Durham Museum	NO	220,000	\$15.00	NA	
	South Carolina State Museum	YES	167,000	\$9.00	\$5-\$8	1 or 2 shows
	New Mexico Museum of Natural History & Science	YES	211,322	\$8.00	\$7.00	Dyna Theater
	Santa Barbara Museum of Natural History	YES	200,000	\$19.00	\$15.00	Sea Center
Median of Sample	Las Cruces Museum of Nature and Science	NO	169,126	\$0	NA	
	Florida Museum of Natural History	YES	210,000	\$0	\$7-\$14	Insects Up Close, Butterfly Rainforest
	Museum of New Mexico	NO	640,000	\$12.00	NA	

Source: U.S. Census Bureau; Online Museum Database; Various Institution Websites & Annual Reports

Facility Rental

AZMNH is the only museum and attraction among its local peers not offering a private event space.

- The Valley market museums and attractions offer more private event spaces on average than the national market.
- This means AZMNH is particularly disadvantaged in its market. Not only do private events offer revenue opportunities, but they also provide an opportunity to enhance the museum’s visibility and convert private event guests to general admission guests in the future.

Museum / Attraction	City	Museum Type	Offers Event Space	Annual Visitors	Rentable Spaces	Capacity Range
Phoenix Zoo	Phoenix, AZ	Zoo	YES	1,400,000	13.0	1005,000
Arizona Museum of Natural History	Mesa, AZ	Natural History	NO	175,000	-	-
Arizona Science Center	Phoenix, AZ	Science	YES	300,000	10.0	50 - 5,000
Mesa Arts Center	Mesa, AZ	Art Center	YES	430,000	6.0	35 - 1,570
Children's Museum of Phoenix	Phoenix, AZ	Children's	YES	360,000	9.0	25 - 400
Pioneer Living History Museum	Phoenix, AZ	Living History	YES	60,000	4.0	50 - 300
Heard Museum	Phoenix, AZ	Art	YES	200,000	10.0	50 - 1,000
Musical Instrument Museum	Phoenix, AZ	Specialty	YES	200,000	8.0	50 - 1,000
Phoenix Art Museum	Phoenix, AZ	Art	YES	285,920	7.0	50 - 1,500
ODYSEA Aquarium	Scottsdale, AZ	Aquarium	YES		12.0	25 - 1,500
PANGEA	Scottsdale, AZ	Dinosaur Attraction	YES		1.0	1050
Butterfly Wonderland	Scottsdale, AZ	Butterfly Garden	YES		3.0	30 - 190
Paradise Earth (Planned)	Scottsdale, AZ	Indoor Rainforest	YES		TBD	TBD
Average of Local Comp Set 404,000				8.0		40 - 1,480
Median of Local Comp Set 293,000				8.0		40 - 1,000

Source: U.S. Census Bureau; Online Museum Database; Various Institution Websites & Annual Reports

Upcharged Experiences

AZMNH is 1 of 5 museums out of it's 13 local peers that does not offer an upcharged experience.

- The Arizona Science Center—AZMNH's biggest competitor being visited by 65% of AZMNH guests according to internal surveys—has 5 different upcharge experiences.
- AZMNH's second-largest competitor is the combination of the Arizona Boardwalk attractions—over 50% AZMNH visitors attended Pangaean and/or Odyssey.*
- Arizona Boardwalk attractions have upcharged experiences, and multiple combo ticket options, pairing 2 or more of the experiences.

Museum / Attraction	Offers Upcharge	Annual Visitors	Adult Ticket Price	Upcharge Options	Upcharge Price Range	Options
Phoenix Zoo	YES	1,400,000	\$37.95	5	\$2-\$139	Backstage Animal Tours, Discovery Tour, Premium Adventure, Guided Tour, Custom Guided Tour
Arizona Science Center	YES	300,000	\$29.95	5	\$5-\$45	Vertical Venture, SkyCycle, MakersSpace, Creative Challenge, MidMake
Heard Museum	YES	200,000	\$22.50	1	\$22.00	Private Tour
Musical Instrument Museum	YES	200,000	\$20.00	1	\$10.00	Traveling Exhibit
Phoenix Art Museum	YES	285,920	\$28.00	1	\$8.00	Films
ODYSEA Aquarium	YES		\$49.95	2	\$50-\$70	Audio Tour, Animal Encounters
PANGEA	YES		\$20.95	1	\$6.00	Fossil Panning
Paradise Earth (Planned)	YES		TBD	TBD	TBD	Live Animal Encounters, 3D Theater, Animatronics, Night Time Experience, Others TBD
Arizona Museum of Natural History	NO	175,000	\$16.00	-		
Mesa Arts Center	NO	430,000	-	-		
Children's Museum of Phoenix	NO	360,000	\$17.00	-		
Pioneer Living History Museum	NO	60,000	\$12.00	-		
Butterfly Wonderland	NO		\$29.95	-		3D Theater, Live Animal Encounters
Average of Local Comp Set		448,000	\$23.50	2	\$50	
Median of Local Comp Set		243,000	\$21.50	1	\$14	

Source: U.S. Census Bureau; Online Museum Database; Various Institution Websites & Annual Reports

F&B Amenities

AZMNH is 1 of 3 out of its 13 local peers not offering any food service amenity.

- Food service amenities range from full-scale restaurants to cafes to vending machines.
- Mbst museums only offer 1 F&B option, occasionally a 2nd option is available, however, it is usually a reduced offering amenity.

Museum / Attraction	F&B Offering	Annual Visitors	Adult Ticket Price	# of Offerings	F&B Offerings
Phoenix Zoo	YES	1,400,000	\$37.95	8	Crossroads Cafe, Farm Cafe, Jungle Java, Keg Corner, Kettle Korner, Safari Snacks, Savanna Grill, Sunset Tree
Arizona Science Center	YES	300,000	\$29.95	2	Concessions Stand, Fresh Food Vending Machines
Children's Museum of Phoenix	YES	360,000	\$17.00	1	Museum Cafe
Heard Museum	YES	200,000	\$22.50	1	Courtyard Cafe
Musical Instrument Museum	YES	200,000	\$20.00	2	Cafe Allegro, Beats Coffee Bar
Phoenix Art Museum	YES	285,920	\$28.00	1	"Temporary Cafe"
ODYSEA Aquarium	YES		\$49.95	1	Starbucks
PANGEA	YES		\$20.95	1	Pangaea Cafe and Pub
Butterfly Wonderland	YES		\$29.95	1	Butterfly Wonderland Café
Paradise Earth (Planned)	YES			TBD	The Roost
Arizona Museum of Natural History	NO	175,000	\$16.00	-	
Mesa Arts Center	NO	430,000	-	-	
Pioneer Living History Museum	NO	60,000	\$12.00	-	
Average of Local Comp Set		489,000	\$23.00	2	
Median of Local Comp Set		286,000	\$20.50	1	

Source: U.S. Census Bureau; Online Museum Database; Various Institution Websites & Annual Reports

PARK MODEL RECREATIONAL VEHICLE/ MANUFACTURED HOME AS ACCESSORY DWELLING UNITS

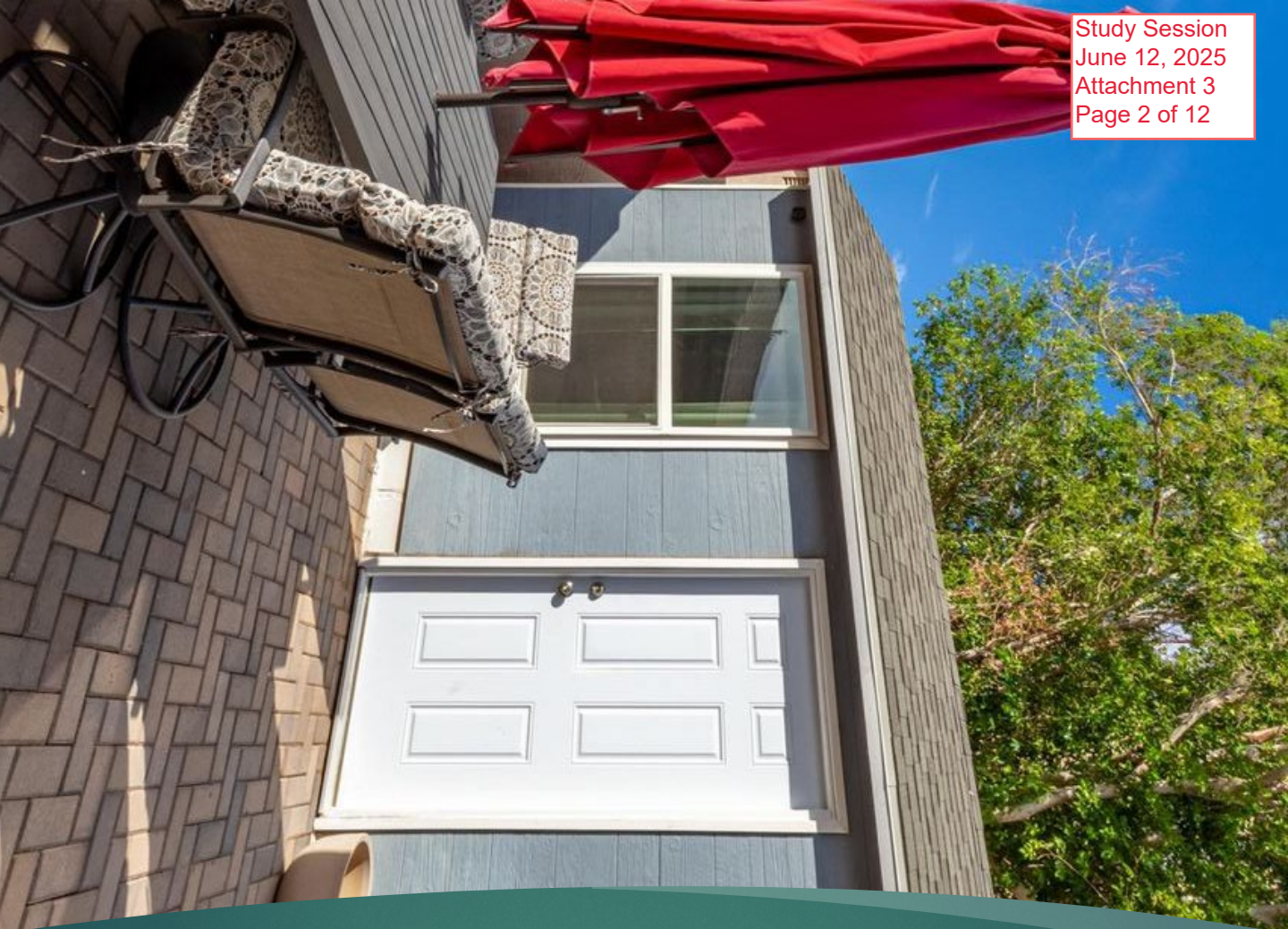
June 12, 2025

Mary Kopaskie-Brown, Planning Director

John Shefter, Building Official and Development Services Deputy Director

Shawn Alexander, Division Chief/Fire Marshal

Rachel Phillips, Assistant Planning Director



BACKGROUND

2

- Mesa has allowed ADUs since approximately 1939
- February 2025 - Community and Cultural Development Committee (CCD)
 - Discussion on Manufactured Homes and Recreational Vehicle Subdivisions
 - Requested Park Model Recreational Vehicles/Manufactured Homes as ADUs at Committee
- March 2025 – CCD recommended discussion be brought to full City Council

WHAT IS ALLOWED TODAY

3

Conventionally Built Dwelling Unit



- Built on site
- International Residential Code
- Certificate of occupancy issued by the City

Factory Built Dwelling Unit



- Built in a factory and assembled on site
- International Residential Code
- Regulated by Arizona Department of Housing

OTHER HOUSING TYPES TO CONSIDER

4

Park Model Recreational Vehicle



- Built in a factory and moved on site
- American National Standards Institute (ANSI) standards
- Title through Motor Vehicle Department

Manufactured Home



- Built in a factory and moved on site
- Housing and Urban Development (HUD) standards
- Arizona Department of Housing approval

PARK MODEL RECREATIONAL VEHICLE - DESIGN CONSIDERATIONS

5

- Designed for recreational use - not as a primary residence or permanent occupancy
 - Temporary living quarters for recreational, camping, or seasonal use
 - Temporary utility connections
- Designed with lighter materials to be permanently mounted on chassis with wheels

Manufacturer's Notice

Manufacturer of this unit certifies that it is a Park Model Recreational Vehicle designed only for recreational use, and not for use as a primary residence or for permanent occupancy. The manufacturer of this unit further certifies that this unit has been built in accordance with ANSI A 119.5-15 consensus standard for Park Model Recreational Vehicles.

ARK MODEL RECREATIONAL VEHICLE - SAFETY CONSIDERATIONS

6



Fire Safety Standards

- Must include one smoke alarm, CO alarms, and at least one fire extinguisher near fuel-burning appliances
- Minimum two exits (door, window, or hatch)
- Sleeping area - two exit paths (minimum 13" wide)
- Interior wall/ceiling materials need a flame-spread index ≤ 200



Fuel Load and Fire Behavior

- Ventilation when using the cooking appliance(s) - avoid dangers of asphyxiation
- Lightweight paneling, foam insulation, and upholstered furniture ignite readily, speeding flame spread

MANUFACTURED HOME - DESIGN CONSIDERATIONS

7

- Designed as a primary residence and permanent occupancy
 - Permanent utility connections
- Structure transportable in one or more sections and built on a permanent chassis
 - Designed as a dwelling with or without a permanent foundation

MANUFACTURED HOME - SAFETY CONSIDERATIONS

8



Fire Safety Standards

- Limit how quickly interior finishes can burn
- At least one smoke alarm in living room and one in each bedroom
- Two exit doors - one within 35 feet of each bedroom
- Stricter limits than RV Park Models for walls and floors in key spots
- Require barriers that block fire from moving between spaces



Fuel Load and Fire Behavior

- Homes built after 1976 are better at keeping a fire in room where it starts
- Homes tend to be smaller, which could mean rapid fire growth to flashover compared to other homes

OTHER CONSIDERATIONS

9

Opportunities

- Expand housing diversity
- May be more affordable- additional site preparation cost are not factored into base cost
- Fast deployment
- Reduced construction disturbance in neighborhood
- Newer models - energy efficient

Constraints

- Mobile if not fixed on foundation- setback compliance
- Financing and insurance
- Neighborhood compatibility
- Lifespan and Replacement - not designed for long-term occupancy

MUNICIPAL COMPARISON

Municipality	Alternative Construction Permitted			Notes
	Recreational Vehicles	Park Model Recreational Vehicle	Manufactured Homes	
Apache Junction	No	No	No	
Queen Creek	No	No	No	
Scottsdale	No	No	No	
Chandler	No	No	Yes	- Requires International Code Council Certification - Subject to design standards
Phoenix	No	No	Yes	- Subject to design standards - Permanently affixed or foundation required
Tempe	No	Yes	Yes	Permanently affixed or foundation required
Gilbert	No	Yes	Yes	Permanently affixed or foundation required



QUESTIONS

SUMMARY OF HOUSING TYPES

Constructed in Factory and Transported to Site					
	Recreational Vehicle	Park Model Recreational Vehicle	Manufactured Home	Factory Built	Constructed On-Site
					
Also Known As	Travel Trailer	Mobile Tiny Home	Mobile Home (Before 1976)	Modular Pre-Engineered Tiny Home	Site-Built Stick-Built
Building Code	American National Standards Institute	American National Standards Institute	Department of Housing and Urban Development	International Residential Code	International Residential Code
Building Standards	• Constructed off-site and transported to site • Built on a portable chassis • Receives title through MVD	• Constructed off-site and transported to site • Built on a portable chassis • Receives title through MVD	• Constructed off-site and transported to site • Built on a permanent chassis • Receives title through MVD	• Constructed in sections off-site and transported to site • Assembled on-site on a permanent foundation • Certificate of occupancy from ADOH	• Constructed on-site • Built on a permanent foundation • Receives a certificate of occupancy from the City of Mesa
MZO Permitted Locations	• In designated RV Parks & Subdivisions	• In designated RV Parks & Subdivisions	• In designated MH Parks & Subdivisions • In RV Parks & Subdivisions with approval of a Special Use Permit	• Outside MH & RV Parks & Subdivisions	• Outside MH & RV Parks & Subdivisions
Allowed as an ADU	No	No	No	Yes	Yes
Insurance	Specialized due to transportation and construction	Specialized due to transportation and construction		Typical home insurance	Typical home insurance



20 E Main St Suite 750
PO Box 1466
Mesa, Arizona 85211-1466

June 12, 2025

TO: CITY COUNCILMEMBERS

FROM: MAYOR MARK FREEMAN

SUBJECT: Appointments to Boards and Committees

The following are my recommendations for appointments to the City of Mesa Advisory Boards and Committees:

Board of Adjustment – Seven-member board including new appointments.

Janice Paul, District 5. Ms. Paul is retired from Bullhead City with significant experience in Planning and City Management. She holds a Bachelor of Social Work and a Master of Environmental Planning from Arizona State University. Her first term will expire June 30, 2028.

Design Review Board – Seven-member board including new appointments.

David Winstanley, District 6. Mr. Winstanley is an independent consultant for aerospace engineering after 35 years at Honeywell Aerospace serving as director of the mechanical chief engineers office. He earned a bachelor's degree and master's degree in mechanical engineering from Purdue University. His first term will expire June 30, 2028.

Shelly Girouard Udall, District 5. Ms. Girouard Udall is an experienced and licensed KB-2 general contractor and residential real estate agent. She obtained a Bachelor of Science in History and Political Science from Arizona State University and a Master of Arts in Elementary Education from the University of Phoenix. Her first term will expire June 30, 2028.

Economic Development Advisory Board – Nine-member board including new appointments.

J. Steven Beck, District 1. Mr. Beck is the President and Associate Broker at COBE Real Estate. He holds a bachelor's degree in international business management from Utah Valley University and a Master of Real Estate Development from Arizona State University. His partial term will expire June 30, 2026.



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Susan Stephensen, District 1. Ms. Stephensen is the East Valley local government affairs director at HonorHealth. She holds a bachelor's degree in business management from Brigham Young University and a master's degree in business administration from the University of Phoenix. Her first term will expire June 30, 2028.

Andrew Schreiner, District 1. Mr. Schreiner is the president and general manager of Nammo Defense Systems. He earned a bachelor's degree in global business with a focus in finance from Arizona State University West and a master's degree in business administration from Grand Canyon University. His partial term will expire June 30, 2026.

Historic Preservation Board – Seven-member board including new appointments.

Lamont Slater, District 4. Mr. Slater is the faculty chair of humanities, philosophy, and religious studies at Rio Salado College. He holds a Ph.D. in humanities from Salve Regina University, an MLA in humanities disciplines and cultural studies from St. Edward's University, and a Bachelor of Arts in Political Science from Morris Brown College. His first term will expire June 30, 2028.

Library Advisory Board – Nine-member board including new appointments.

Megan Sterling, District 1. Ms. Sterling is the executive director of community relations for the Tempe Union High School District. She holds a Bachelor of Arts in English from the University of California, Irvine, and is a 2012 Mesa LTD graduate. She is a dedicated volunteer at the Mesa Public Library and previously served on the Library Advisory Board. Her first term will expire June 30, 2028.

Museum & Cultural Advisory Board – Eleven-member board including new appointments.

Jania Davis, District 5. Dr. Davis is a family psychiatric mental health nurse practitioner at SoulSpark, LLC. She earned a doctorate from Arizona State University. Her first term will expire June 30, 2028.

Parks & Recreation Board – Eleven-member board including new appointments.

Alexis Zaring, District 4. Ms. Zaring is an environmental program administrator at the Arizona Department of Transportation. She earned a Bachelor of Science in Environmental Engineering with a minor in Leadership Communications from Missouri University of Science and Technology and a Master of Arts in Applied Community Development from Future Generations University. Her first term will expire June 30, 2028.



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mesaaz.gov

Sean Lunny, District 2. Mr. Lunny is a portfolio manager at Stoker Ostler. He holds a Master of Science in Investment Management and Financial Analysis from Creighton University, a Bachelor of Science in Business Management from the Marriott School of Management at Brigham Young University, and he obtained his Certified Financial Planner certification from Arizona State University. His first term will expire June 30, 2028.