

ECONOMIC DEVELOPMENT ADVISORY BOARD MINUTES

August 5, 2025

The Economic Development Advisory Board of the City of Mesa met in the boardroom at 120 North Center Street, on August 5, 2025, at 7:30 a.m.

BOARDMEMBERS PRESENT

J. Steven Beck
Kurt D. Ferstl
Michelle Genereux
Charles Gregory
Amanda Kay
Anthony Ruiz
Andrew Schreiner
Susan Stephensen

BOARDMEMBERS ABSENT

Frank Sanders (excused)

STAFF PRESENT

Jaye O'Donnell
Brent Stoddard
Maribeth Smith
Rob Stirling
Amanda Elliott
Nick Juszczak

EX-OFFICIO MEMBERS PRESENT

Mark Freeman, Mayor
Scott Butler, City Manager
Richard Blake *
Sonny Cave
Mark Drayna
Sally Harrison
Natascha Ovando-Karadsheh

EX-OFFICIO MEMBERS ABSENT

GUESTS

Cole Cannon
Adam Saks
Karla Moran

(*Participated in the meeting via video conference equipment)

1. Call meeting to order.

Chair Michelle Genereux called the meeting to order at 7:32 a.m.

2. Items from Citizens Present.

There were no items from citizens present.

3. Introduction of new board members.

Chair Genereux acknowledged Brent Stoddard, a new Assistant City Manager, who shared his background in economic development from his previous role in Glendale. Ms. Genereux welcomed new board members Steve Beck with COBE Real Estate, Andrew Schreiner with Nammo Defense Systems, and Susan Stephensen with HonorHealth. It was noted that Rick Blake and Mark Drayna transitioned to ex-officio board members and will also represent Mesa on the Greater Phoenix Economic Council Board of Directors.

4. Approval of minutes from the June 3, 2025, Economic Development Advisory Board meeting.

It was moved by Board member Amanda Kay, seconded by Vice Chair Kurt Ferstl, that the June 3, 2025, Economic Development Advisory Board meeting minutes be approved.

Upon tabulation of votes, it showed:

AYES – Beck-Ferstl-Genereux-Gregory-Kay-Ruiz-Schreiner-Stephensen

NAYS – None

ABSENT – Sanders

Chair Genereux declared the motion carried unanimously.

5. Hear a presentation on Cannon Beach / Rever Surf Park, followed by a discussion.

Developer Cole Cannon and Adam Saks, COO, provided an update on Cannon Beach, which includes Revel Surf and Swell MFG, the inventors of the proprietary wave technology. The retail pads on Power Road are fully leased, with a deliberate focus on attracting mom-and-pop or unique local tenants rather than national chains. The industrial flex space will feature family-oriented entertainment options including an arcade, bowling alley, KTR, movie theater, activity rooms, and a “mini city” designed for children aged 2–10. The overall project is marketed as a holistic destination offering something for all age groups, with 90% of the customer base seeking a beach vibe and only 10% being active surfers. The park employs approximately 80 people, with additional employment through retail and amenities on site.

A 10,000 square foot med spa is under construction, and the next phase is expected to feature the East Valley’s first 4-star hotel. Hotel renderings were shared and were inspired by the Seabird Inn in Oceanside. Hotel access will include a resort fee that provides beach access and four wristbands.

In response to a question regarding water use, Mr. Cannon shared that the project has achieved a 94% reduction in water use by converting a former alfalfa field to this mixed-use development.

Economic Development Director Jaye O'Donnell shared that the project had placed Mesa on the map as a destination. Cannon Beach hosted a Surf Park Central conference, after opening in January, and developers from across the world attended to discuss the development process.

Mr. Cannon shared data that surfers were shown to be high-spending visitors and that there were three similar parks in the U.S. and 21 globally, with more under development. In response to a question, the costs of admission/experiences were shared. Restaurants and retail are open to the public without admission. Corporate memberships are available, and a 15% beach pass discount is offered to city employees with valid ID.

Mr. Cannon shared his appreciation for the flexibility the City has shown throughout the project. (See pages 1-23 in Attachment 1)

Chair Genereux thanked Mr. Cannon and Mr. Saks for their presentation.

6. Hear a presentation from Salt River Project, followed by a discussion.

Karla Moran, Economic Development Manager with Salt River Project (SRP), presented the history and an overview of the nation's largest not-for-profit public power utility which provides water and power to more than 2 million people in central Arizona. As a customer-funded utility (not investor-owned), customers pay costs upfront. Ms. Moran provided a comprehensive overview of SRP's current position, challenges, and future strategies.

The utility is seeking to double its peak capacity over the next 5–10 years in response to high industrial growth and manufacturing demands. Challenges include vacant industrial buildings increasingly being converted to high-demand manufacturing uses and equipment lead times (e.g., substations) that can take up to four years.

SRP's service area covers both water and power, and it is seeing transformational changes in the energy mix—targeting gas plants through 2030 and increased solar and battery use in outlying areas. Infrastructure challenges include federal/state land restrictions and long approval timelines.

The East Valley is seeing 8,000 MW of load requests. The Southeast Power Link, completed in 2024, is fully allocated. SRP is now using an updated cluster study process to assess and manage large customer interconnection requests. 24 major projects are currently in the queue totaling 7.2 GW. Distribution capacity for spec buildings is being closely monitored to ensure advertised capacity is available. Seven critical questions are now being used in project assessments to help define energy needs early and estimate rates.

Director Jaye O'Donnell thanked SRP for addressing a national issue and emphasized the value of understanding their process.

In response to a question about battery investments, Ms. Moran replied that SRP has customer and business programs in place and agreements with developers.

Board member Natascha Ovando-Karadsheh raised concerns about the affordability of doubling capacity. Ms. Moran explained that SRP uses a mix of debt service and customer charges, with no investor shareholders. Another utility is currently seeking a 24% rate increase; SRP's bond-funded model limits such spikes.

Board member Sonny Cave inquired about political resistance to renewables in some counties. Ms. Moran replied that SRP is actively engaging those communities to clarify project scopes.

Chair Genereux inquired about managing relationships with small vs. large customers. Ms. Moran shared that SRP uses key account managers and partners with cities on expansions.

City Manager Scott Butler reinforced the importance of the relationship between Mesa and SRP in supporting advanced manufacturing and job growth.

Ms. Moran concluded by highlighting SRP's current pace of growth, three distribution expansions this year and eight planned for next year. Long-term solutions, including pumped hydro and DOE-backed nuclear studies, are being explored. (See pages 1-24 in Attachment 2)

Chair Genereux thanked Ms. Moran for the presentation.

7. Economic Development Director's current events summary including conferences attended and survey highlights.

Director Jaye O'Donnell highlighted recent announcements including Hadrian, an advanced manufacturing company building AI-powered factories, Moses Lakes Industries, a global leader in advanced performance chemical solutions for the semiconductor industry, and Apex Power Conversion, a developer and manufacturer of power conversion systems for renewable energy and storage integration. Ms. O'Donnell outlined upcoming business development activities, including an international sales mission to Taiwan with the Arizona Commerce Authority, and various conferences in September and October.

Economic Development Advisory Board members were surveyed regarding future meeting topics, and the results were discussed. Key programs, priorities, and industries were identified. State and regional points of view were requested as well as foreign direct investment and trade efforts were of interest. (See pages 1-6 of Attachment 3)

8. Introduction of new business to be discussed at a future meeting.

Board member Sally Harrison inquired if a strategy was in place to attract supply chain companies that support current industry to fill Mesa's supply of speculative industrial development.

9. Schedule of meetings.

The next Economic Development Advisory Board meeting is scheduled for September 2, 2025.

10. Adjournment.

Without objection, the Economic Development Advisory Board meeting adjourned at 8:50 a.m.

I hereby certify that the foregoing minutes are a true and correct copy of the minutes of the Economic Development Advisory Board meeting of the City of Mesa, Arizona, held on the 5th day of August 2025. I further certify that the meeting was duly called and held and that a quorum was present.

Submitted by:



Jaye O'Donnell
Economic Development Director

“If I asked the people what they wanted, they would have asked for faster horses.”

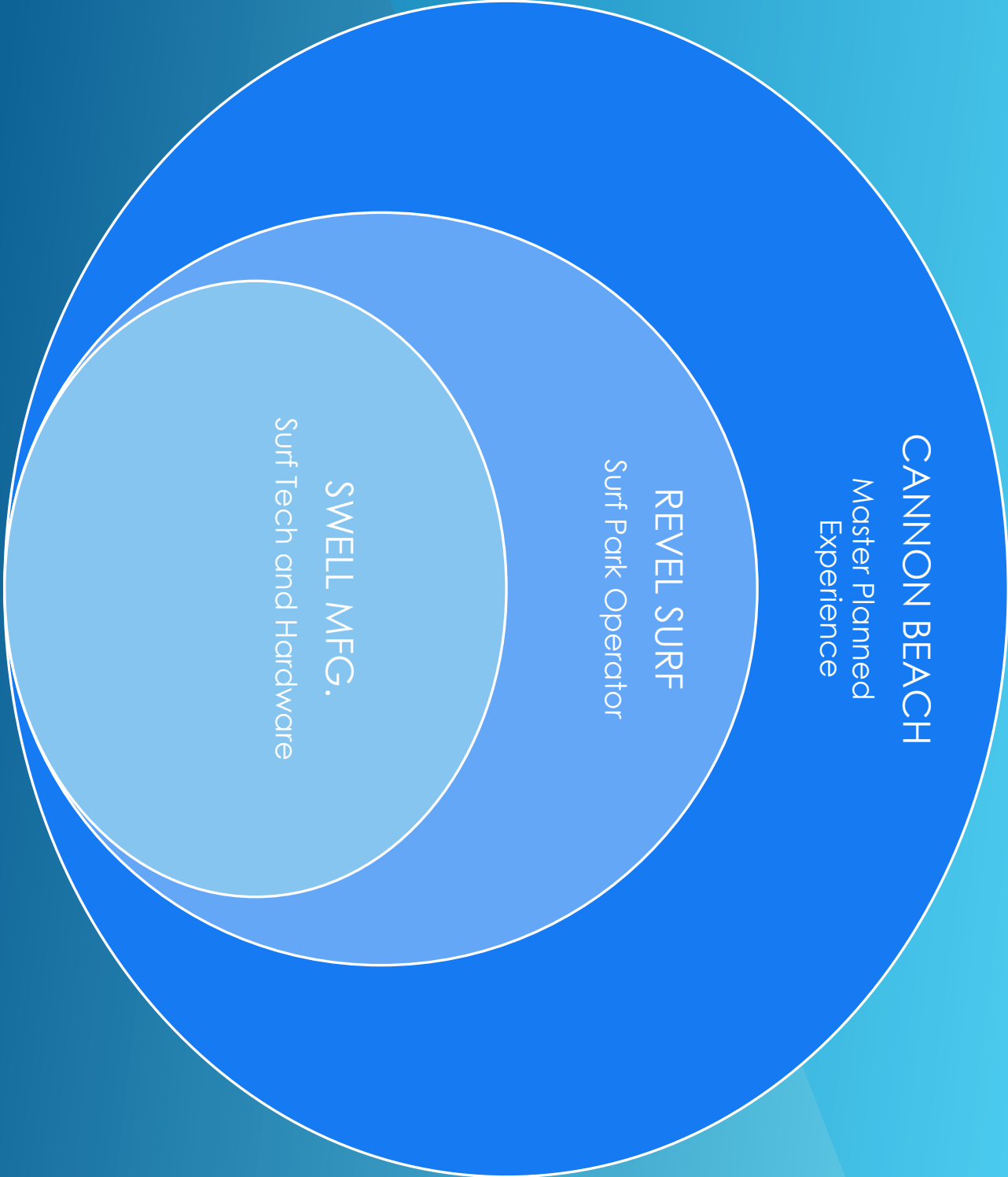
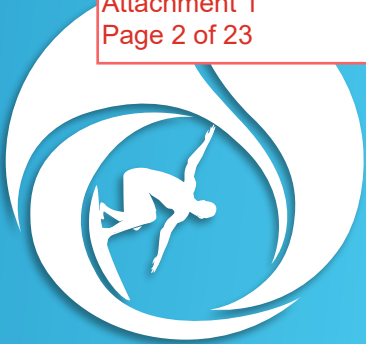
-Henry Ford. -[falsely credited]

CANNON BEACH

REVEL SURF

SWELL MFG.







illustrative master plan

**\$300,000 Total
Build Out Cost All In.**

**\$110M Spent to
Date**

MESA, ARIZONA

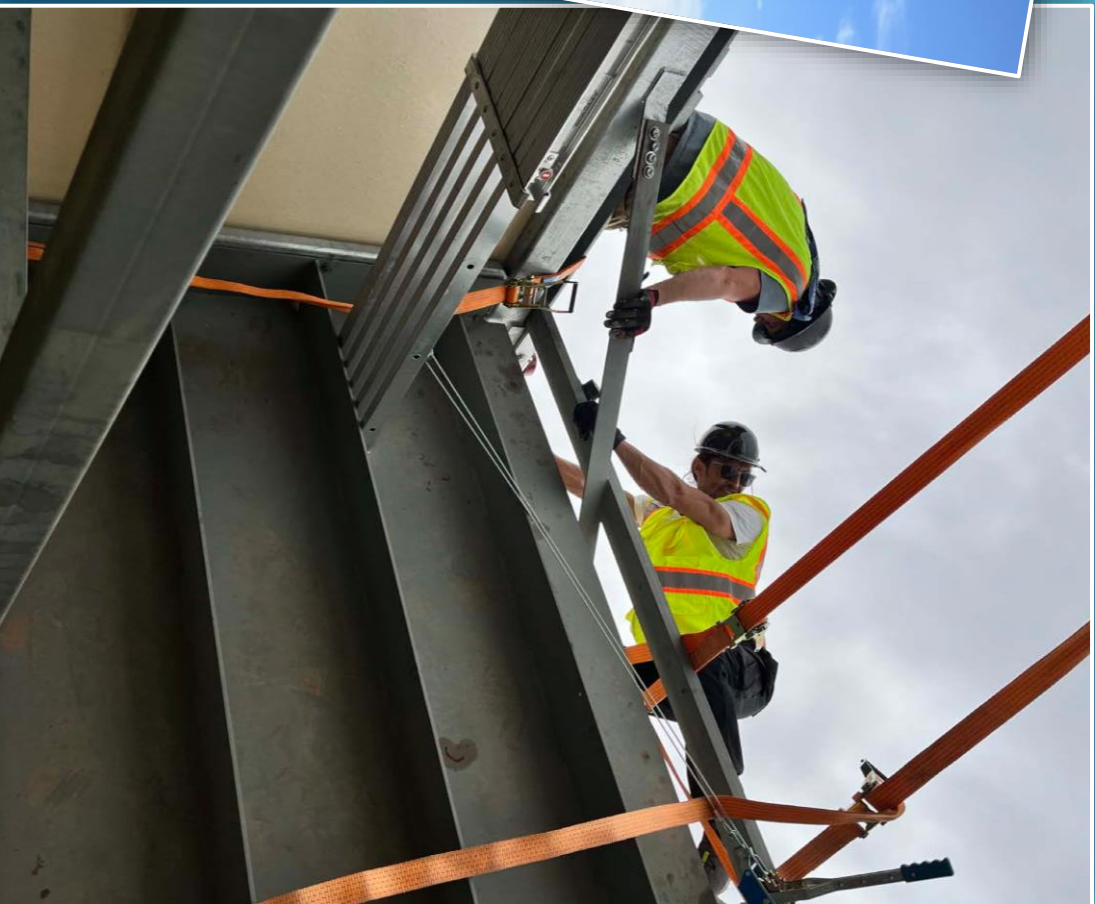
- 37 acres
- State of the Art Mixed-Use
- Stay and Play Premier Destination
- Active Entertainment Attractions
- Retail
- Dining
- Hospitality
- Office
- Surfing and Cliff Diving Experience

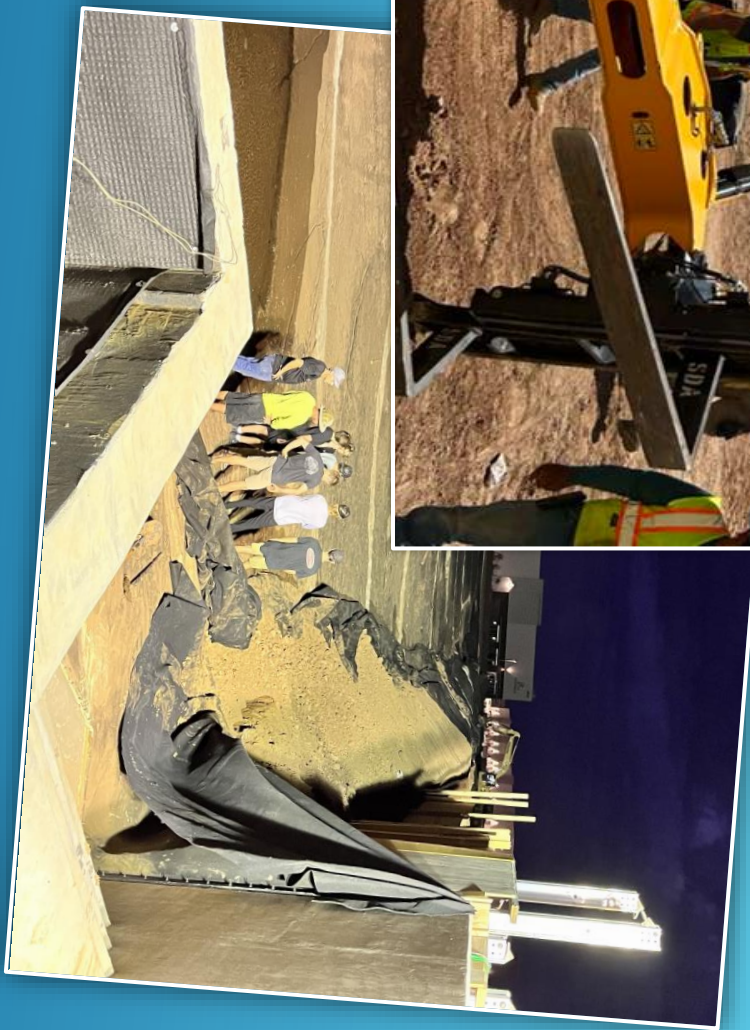
Spring 2025



- **PROTOTYPE
MODEL**
- **2021**
- **MATT'S
BACKYARD**
- **COLE'S KIDS**

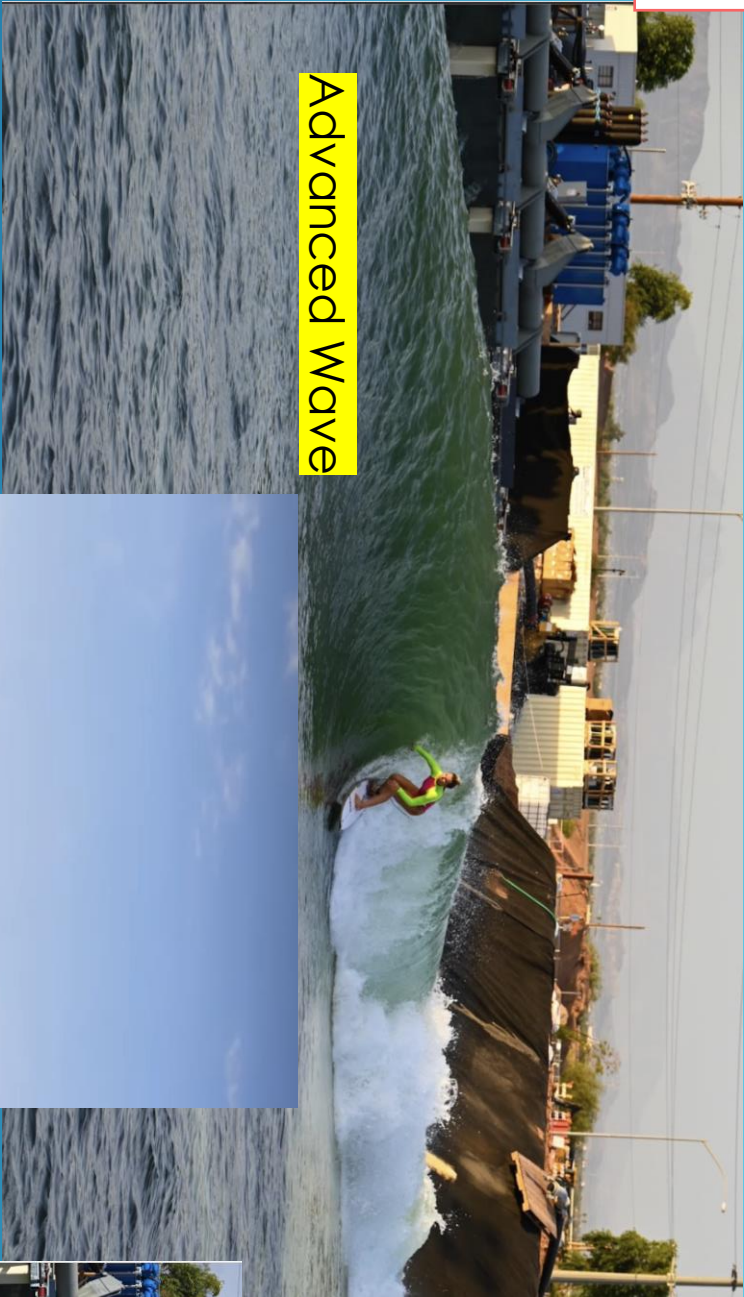
OWNER BUILDERS



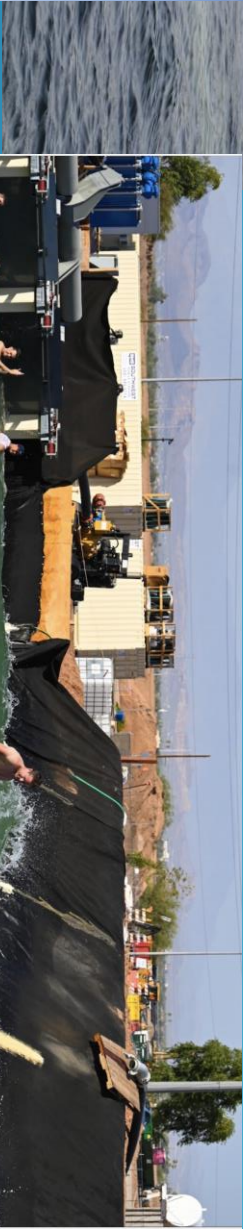


EVERY SUCCESS WAS BUILT ON
PREVIOUS FAILURE

Y 2022 RESULTS OF TEST WAVE



Advanced Wave



Beginner Wave (most popular)



The Vibe

WATER USE

93M annual gallons historically



94%
Reduction
in Water**



5.5M annual gallons



1 acre-foot = 325,851
504 acre-feet (164,000,000 gallons) = Avg. AZ
Annual Golf Course consumption.*
5 acre-feet (1,629,255) Alfalfa Consumption
Annually

Filling the lagoon..... 3,038,648 one time
Evaporation loss..... 4,522,591 annual
Misc. Uses (showers, drip lines)..... 1,000,000 annual

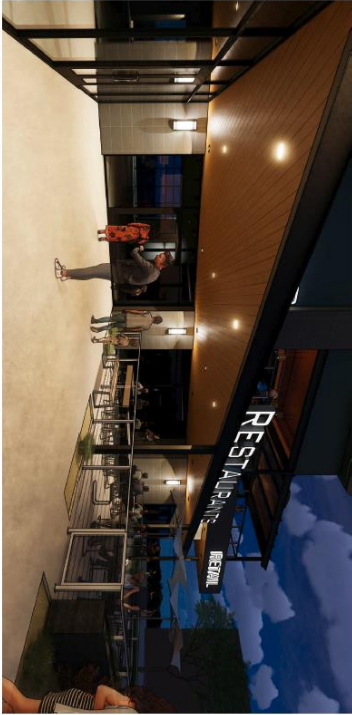
TOTAL: 5,500,000 annual



*AZ Department of Water Resources; US Golf Association 459 ac.ft
** When all hotels/office/restaurants considered 77% reduction.



View Facing East Side - Night



View Towards Main Entrance To Restaurant - Night



View At Upper Deck - Night



CANNON BEACH MED SPA



BRK
THROUGH

KTR
INDOOR ACTION SPORTS PLAYGROUND

360
KARTING



PROGRESS...

170 employees in this building alone.



CANNON BEACH HOTEL

150 KEY

FULL-SERVICE RESTAURANT

4-STAR ★ ★ ★ ★ HOSPITALITY

NICEST HOTEL IN SOUTHEAST VALLEY

CALIFORNIA MEETS ARIZONA

\$12.800,000 ANNUAL REVENUE FORECASTED





CANNON BEACH HOTEL - MESA, AZ

Lobby

FLOOR
Porcelain Tile
Wood
Accent Tile

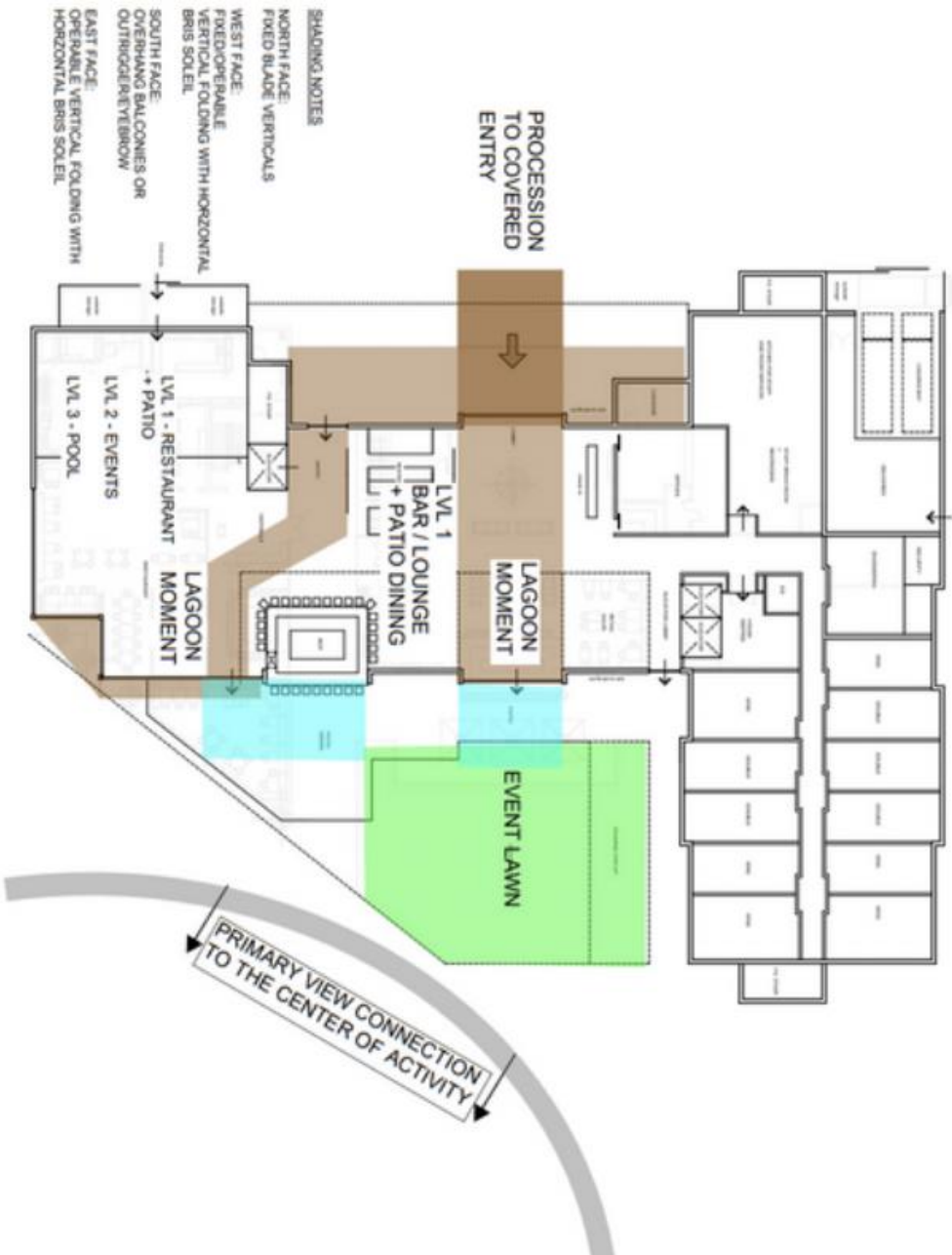
WALLS
Porcelain Tile
Wood Paneling
Paint

CEILING
Wood
Painted Soffits

CABINETRY
Reception Desk
Wood & Concrete
Refrigerator
Wood & Metal

MISC
Columns
Porcelain Tile
Wood Tambour
Metal

MENDIL + MEYER / 08.15.2024



CANNON BEACH

lifestyle + adrenaline

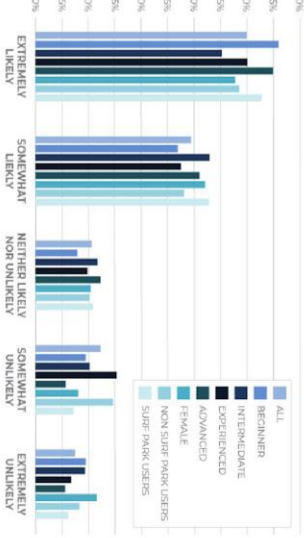
SURFERS SPEND MONEY

4.6 HOW LONG DO SURF PARK VISITORS WANT TO STAY?

In 2015, 2016 and 2022 participants were asked, "If you were to take a vacation to a surf park, what would the likely duration of your trip be?" The differences between the anticipated length of stay at a surf park has not really changed over time and is fairly standard across user groups with all averaging 3 - 3.5 days with the exception of women in 2022 who dropped marginally below 3 days to 2.8 days.

Roughly 70% of each user group would be extremely likely or somewhat likely to stay onsite when taking a vacation to a surf park (see Figure 32). Most participants had a preference for staying in a lodge (limited number of rooms, kitchen facilities rather than a restaurant), followed by a hotel and a self contained villa (see Figure 33).

Figure 32. Likelihood of Staying Onsite Overnight
HOW LIKELY ARE YOU TO STAY OVERNIGHT ONSITE?



3.1 OUTDOOR RECREATION PARTICIPATION & VALUE

The U.S. Bureau of Economic Analysis (2022) category "Other Conventional Water Activities" consisting of boarsailing & windsurfing, SCUBA diving, snorkeling, stand-up paddling, surfing, tubing, wakeboarding, water skiing, and whitewater rafting

HAS INCREASED 133% SINCE 2017

from
US\$3.9 BILLION
to
US\$9.1BILLION



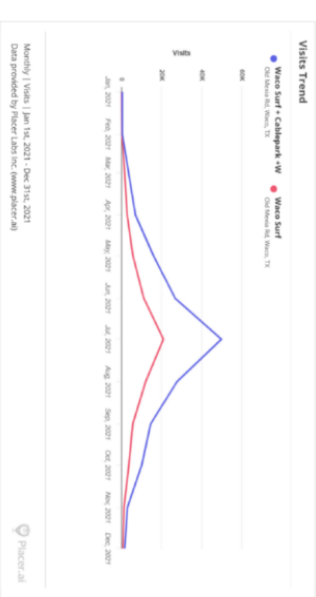
KEY FINDINGS

- Surf park vacations are anticipated to be of **3-3.5 days** with a preference for onsite, higher end accommodation.
- Visitors are likely to arrive at a surf park with 2-9 companions, 2-4 of whom will surf.
- Visitors to a surf park are more likely to rent a surfboard than a wetsuit.
- Willingness to pay for 10 perfect waves has **increased 206% - 307%** since 2015.
- Actual average **daily spend in a surf park is 21% higher** than survey participants think they will spend. Actual averages range from \$220 to \$380.
- Women, less experienced surfers, and those who are yet to visit a surf park are most concerned about the sustainability of surf parks.
- The efficiency of wave generating technology is the least important sustainability factor to the surf market, water use and conservation is the most important.
- **The market wants access to environmental education** opportunities to engage with environmental issues, and demonstrably sustainable surf parks.
- The market as a whole is, on average, **willing to pay an additional 13.75%** for a demonstrably sustainable surf park experience.

COVID CHANGED US: WACCO SURF AS A CASE STUDY

ing to owners, 70% of guests were out-of-staters.

Monthly chart, seasonality plays a large role in markets where the weather can impact demand for suit rentals and other workarounds help to create potential year-round demand, summer is the Factors such as this need to be considered within an analysis. The data within the heat map showed that approximately 62% of the visitors to Waco Surf traveled to the property from a hotel, indicating that majority of the visitors live further away from the Waco and Austin areas, and that approximately one-third of the overall visitors traveled more than 250 miles to the property. This is attributable to the current scarcity of surf parks within the U.S. and demonstrates the proclivity for a man-made surf lagoon to have a wide spread draw.

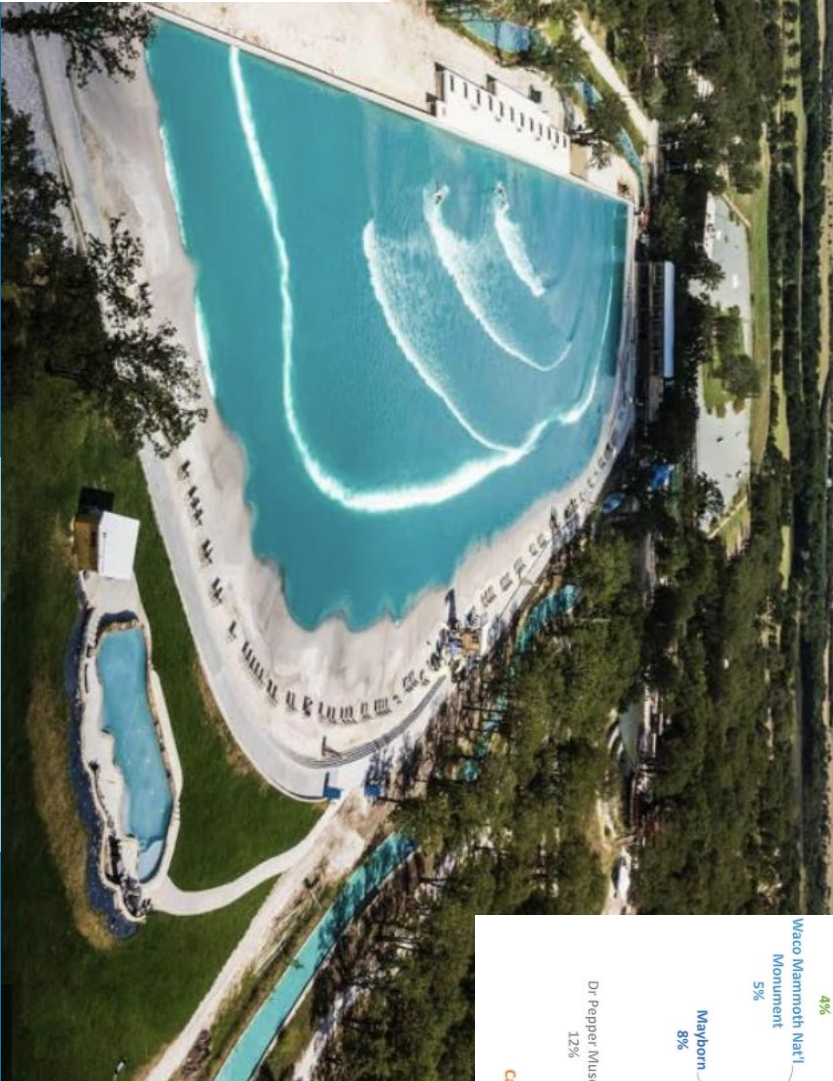
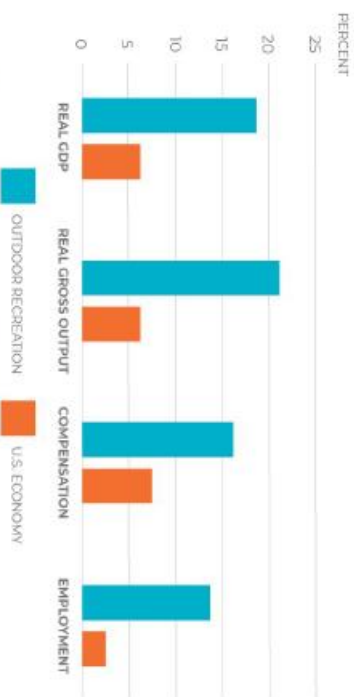


Monthly Visits - Surfing Lagoon (red) vs Entire Property (blue)



Figure 3. Outdoor Recreational Value

CHANGE IN OUTDOOR RECREATION,
COMPARED WITH U.S. ECONOMY, 2021



Top Attractions Last 3 Months

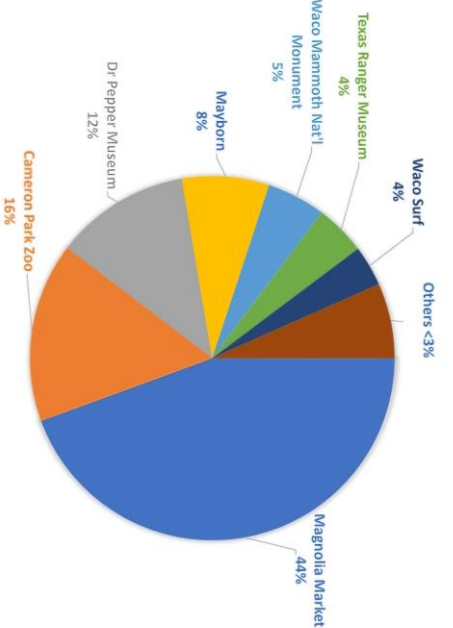




Table 3.
**Selected State-to-State Flows Involving Neighboring States:
2021**

Origin state	Destination state	Number of movers
New York.....	New Jersey.....	91,421
California.....	Arizona.....	69,432
Florida.....	Georgia.....	49,163
Illinois.....	Indiana.....	37,764

Source: U.S. Census Bureau, 2021 American Community Survey, 1-year estimates.



Economics of Hotel.

PROJECT BENEFITS TO MESA



VERY CONSERVATIVE

SUMMARY - DIRECT IMPACTS @ \$242/ADR			
	10 Year Total	20 Year Total	
Property Tax	617,439	1,446,896	
Sales Tax - Total*	1,159,738	2,340,646	
General Fund	795,775	1,605,540	
Quality of Life	165,438	334,139	
Streets	198,526	400,967	
Transient Hotel Tax - Total	6,804,702	15,949,652	
City of Mesa	1,944,201	4,557,044	
City of Mesa - LTL	4,860,501	11,392,609	
Total	\$ 8,581,879	\$ 19,737,195	

*Property Tax is only City of Mesa's portion.

EXPECTED

MESA SUMMARY - DIRECT IMPACTS @ \$400/night ADR			
	10 Year Total	20 Year Total	
Property Tax*	617,439	1,446,896	
Sales Tax - Total	1,159,738	2,340,646	
General Fund	795,775	1,605,540	
Quality of Life	165,438	334,139	
Streets	198,526	400,967	
Transient Hotel Tax - Total	11,247,441	26,363,062	
City of Mesa	3,213,555	7,532,303	
City of Mesa - LTL	8,033,887	18,830,758	
Total	\$ 13,024,619	\$ 30,150,604	

*Property Tax is only City of Mesa's portion.

EST. JOB COUNT MESA: Headcount

Revel Surf Co.	80
Family Entertainment Cente	60
Cannon Beach Hotel:	100
Marriott Aloft Hotel	50
Cannon Beach Managemen	10
Retail on Power:	200
Gym	55
Restaurant Row	200
Office (100,000 feet):	
TOTAL:	755



e Economics.

RECT BENEFITS TO MESA



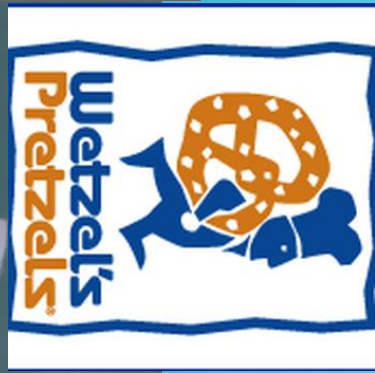
MESA SUMMARY - INDIRECT/DIRECT BENEFIT @ \$242/night ADR			
	10 Year Total	20 Year Total	
Direct (Cannon Beach)	192,151,795	390,274,392	
Indirect (CB's purchases - supply ch	46,316,797	97,742,298	
Induced (CB's customer's/employee:	75,052,613	155,478,511	
Total	\$ 313,521,205	\$ 643,495,202	

- Wetzel's Pretzels
- Nautical Bowls
- Ruby Snap Cookies
- The Yard Milkshake Bar
- Surf City Sandwich
- Creekside Tacos
- Sketchy Skate Shop – the only surf shop in AZ
- George's Sports Bar
- Buena Papa Fry Bar
- Bosa Donuts
- Tenants in Flex Building to the South of Restaurant Row:
- KTR - Action Center
- Cloud 7 Family Entertainment Center
- Brkthrough
- Mini City

MESA SUMMARY - INDIRECT/DIRECT BENEFIT @ \$400/night ADR			
	10 Year Total	20 Year Total	
Direct (Cannon Beach)	255,619,499	539,037,384	
Indirect (CB's purchases - supply ch	64,087,755	139,395,936	
Induced (CB's customer's/employee:	102,978,403	220,934,227	
Total	\$ 422,685,656	\$ 899,367,547	

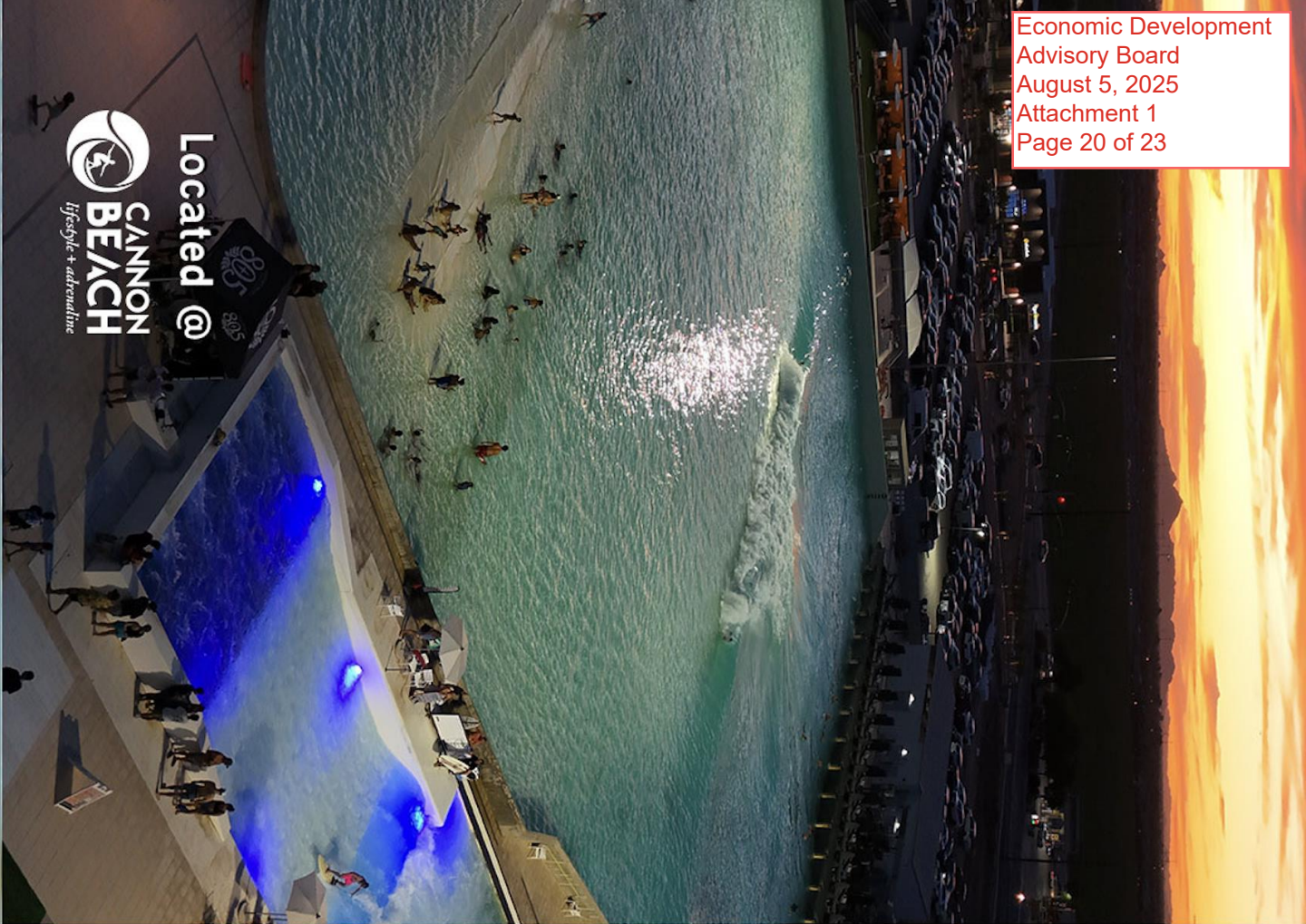
- Taqueria Factory
- Schlitzkys
- Perspire Sauna Studios
- Russo's NY Pizza
- 4EverYoung MedSpa
- Panda Nails
- Moku Hawaiian Grill
- Wow Wow Hawaiian Lemona
- Boba Time
- Ananda Salon (Aveda)
- Skin Center Live Hydration
- Live Hydration Wellness-
- Guru Palace
- Two Hands Corn Dogs
- Peach Cobbler Factory
- Fresh Monkee
- Seven Brothers Burgers
- Cannon Beach Med Spa





Tenant Line-Up





Located @



CORPORATE MEMBERSHIP

SURF | SKATE | DIVE | DINE | HANG

CORPORATE PARTIES | EMPLOYEE OUTINGS | HOSPITALITY

25K 50K 100K

DISCRETIONARY BANK WITH ALL

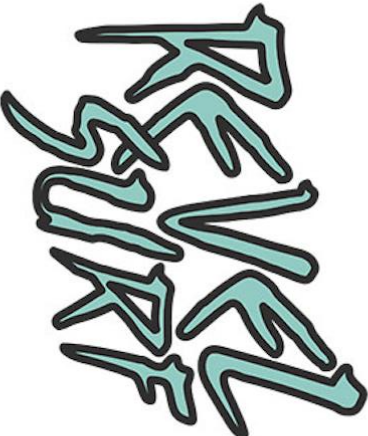
SERVICES BOOKED AT MEMBERSHIP RATES

4503 S. Power rd. Mesa, AZ 85212

REVELSURF.COM



Located @



CITY EMPLOYEE DISCOUNT

**15% OFF
BEACH PASS**

SHOW CITY ID AT CHECK IN

4503 S. Power rd. Mesa, AZ 85212

REVELSURF.COM

THE PROCESS VIDEO

QUESTIONS?



SRP's Power System City of Mesa

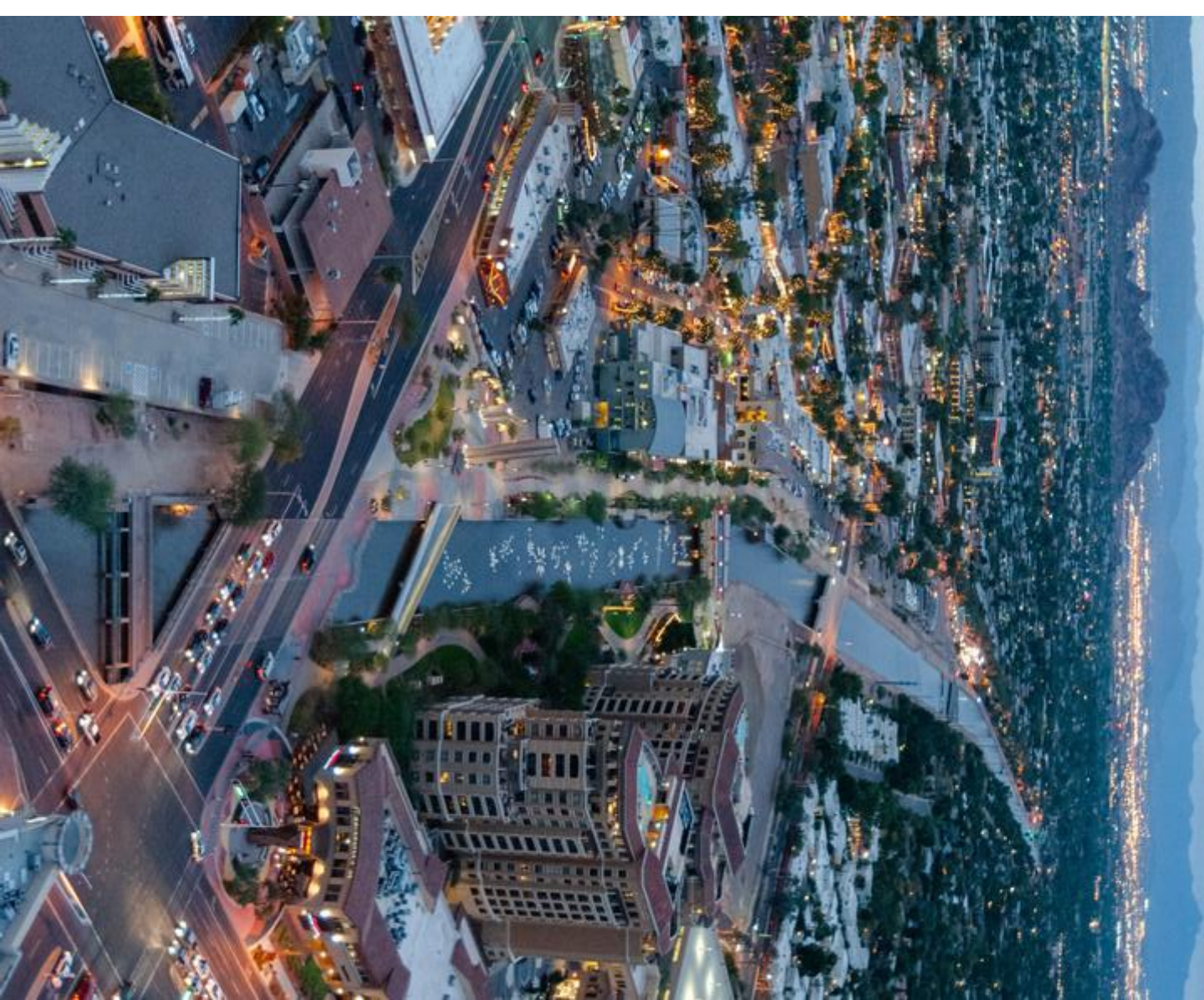
Economic Development Advisory Board

August 5, 2025

about SRP

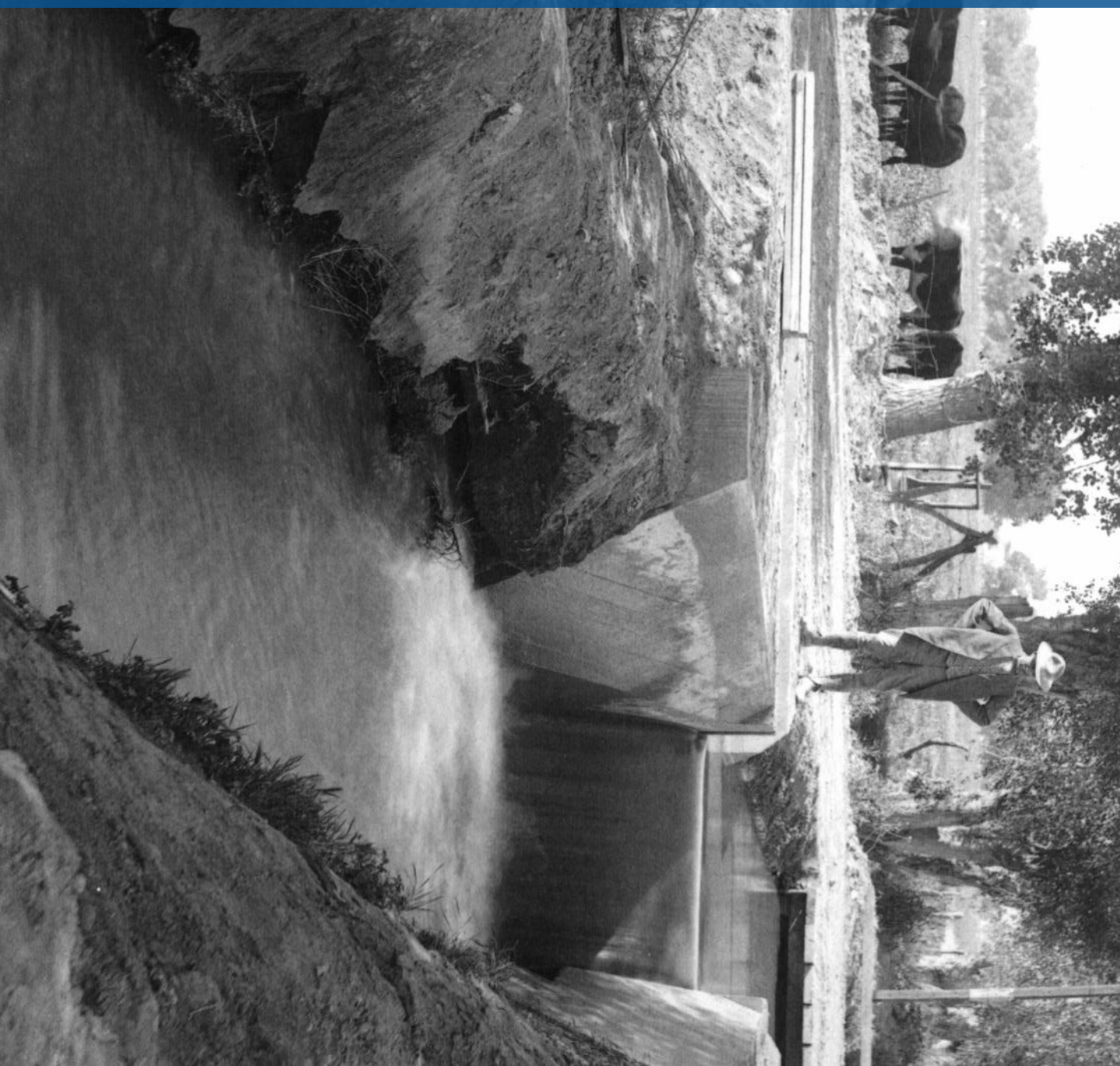
One of the nation's largest not-for-profit public power utilities

- Provide water and power to more than 2 million people in central Arizona
- Not-for-profit, community-based
- Peak demand ~ 8,200 MW
- Number of employees ~ 5,400

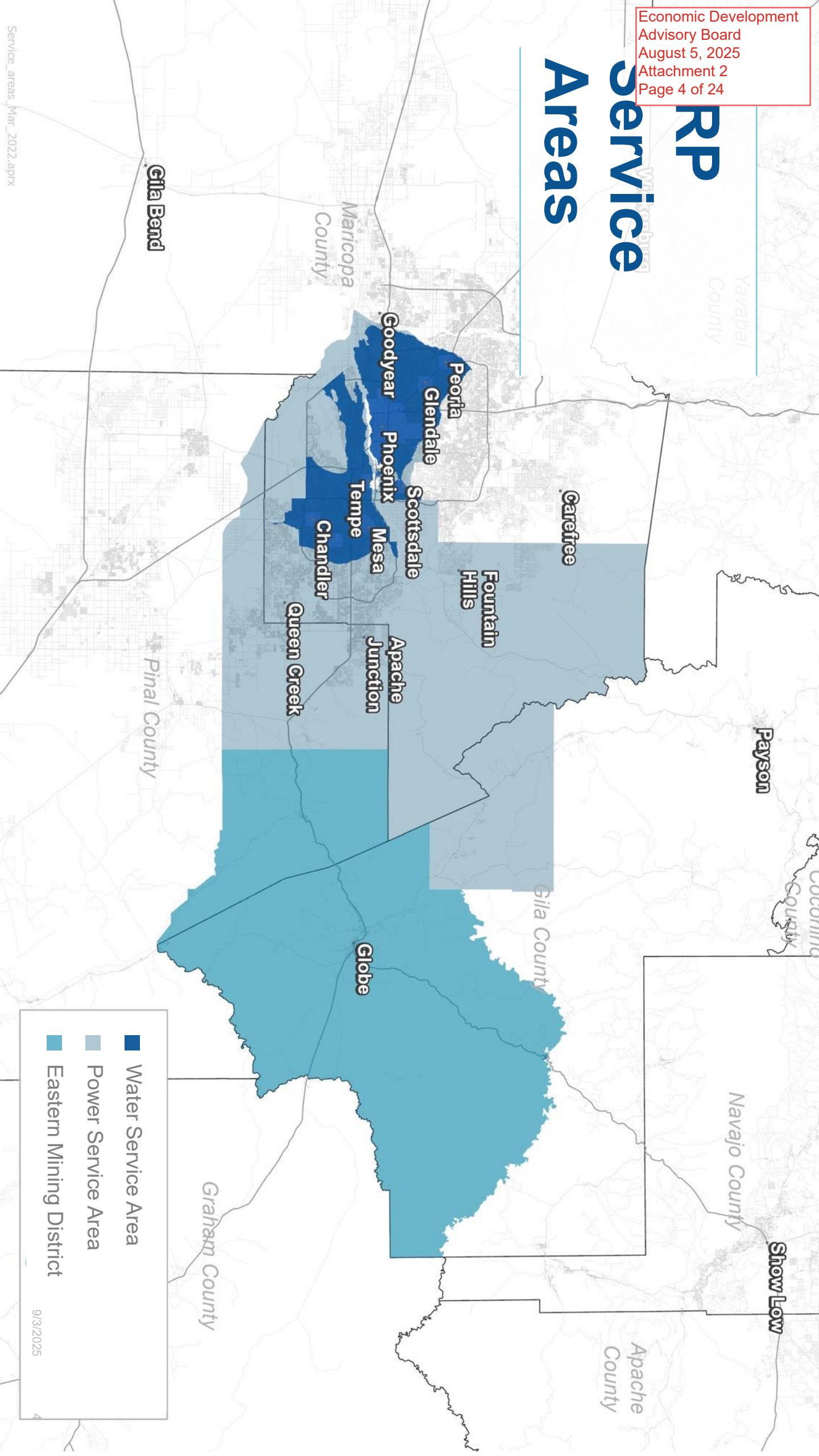


istory

- Serving the Valley since 1903
- Operates a Federal Reclamation Project (one of the first five in the United States) that includes storage reservoirs on the Salt and Verde Rivers and a water delivery system in the Valley
- SRP's first power service to the Valley was 1909



RP Service Areas



- Water Service Area
- Power Service Area
- Eastern Mining District

RP Economic Development Team



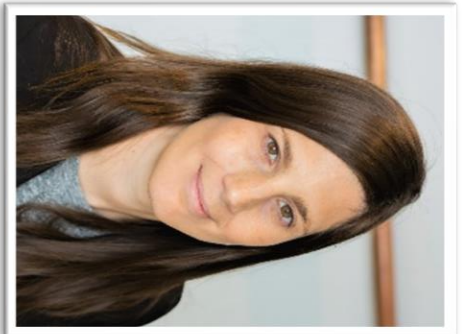
Karla Moran

- Economic Development Manager
- Phone: (602) 236-2396
- E-mail: Karla.Moran@srpnet.com



Marc Valenzuela

- Sr. Economic Development Project Manager
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- E-mail: Marc.Valenzuela@srpnet.com



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Erica Roelfs

- Sr. Economic Development Project Manager
- Phone: (602) 236-2567
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Matthew Laudone

- Sr. Economic Development Project Manager
- Phone: (602) 236-5131
- E-mail: matthew.laudone@srpnet.com

Why bring the utility in early on projects?

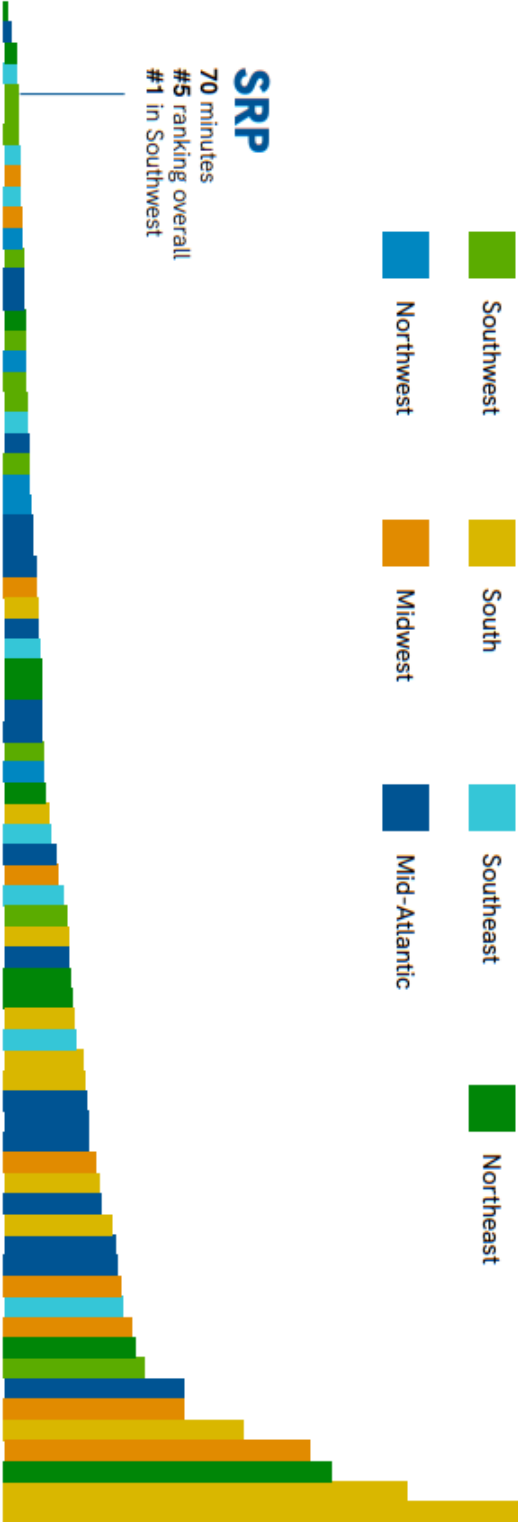
- Manages customer and community expectations
- Reviews by engineers and planners
- Determines best way to serve the customer
- Determines potential effects to system
- Helps the customer understand potential costs and timelines
- Ensure we are bringing power into growing areas

SRP Reliability Ranking

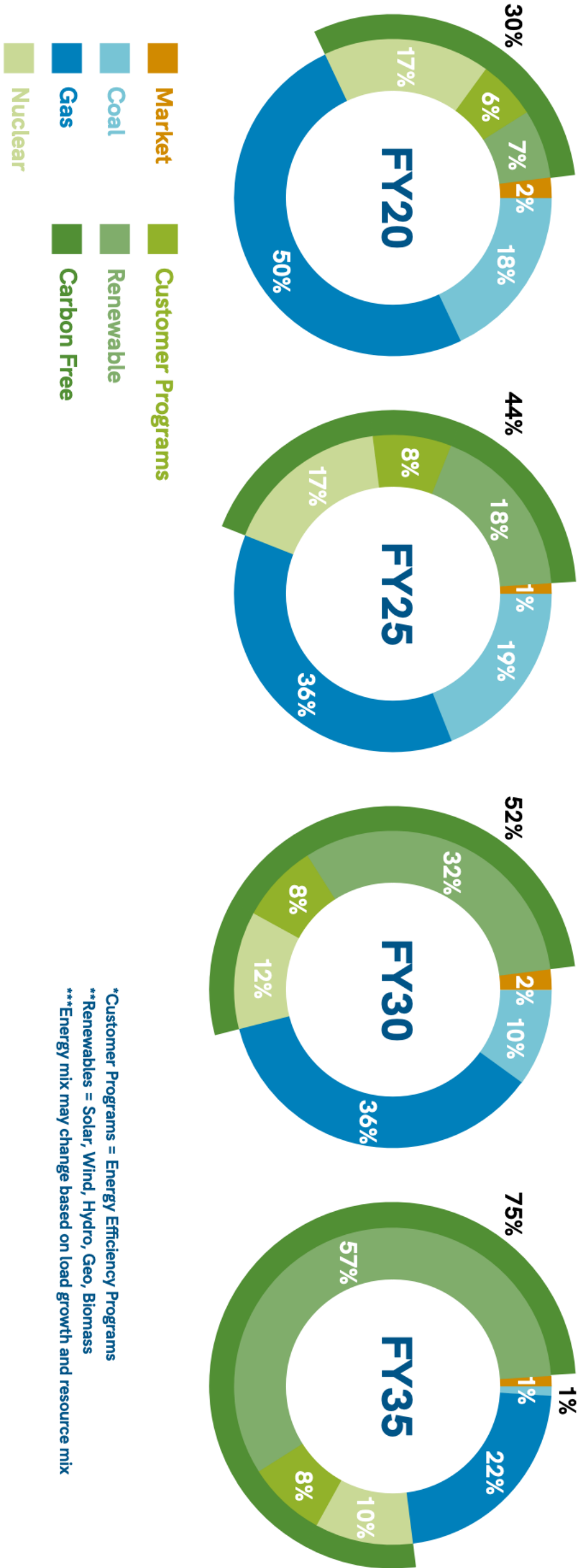
AVERAGE NUMBER OF MINUTES A CUSTOMER WAS WITHOUT POWER DURING THE CALENDAR YEAR

SAIDI (SYSTEM AVERAGE INTERRUPTION DURATION INDEX) 2023

Participating North American Electric Utility Source: The U.S. Energy Information Administration (EIA), a governmental entity under the U.S. Department of Energy, gathers data from utilities across the country, which are required to file EIA 861 or 861S forms. This information represents the length of time the average customer was without power during the calendar year for each of the participating utilities. SRP has the lowest SAIDI score among large utilities in the Southwest Region and was in the top five across the U.S. Based on the 2023 calendar year, SRP's SAIDI score was 70 minutes, which is significantly below the median of 203 minutes.

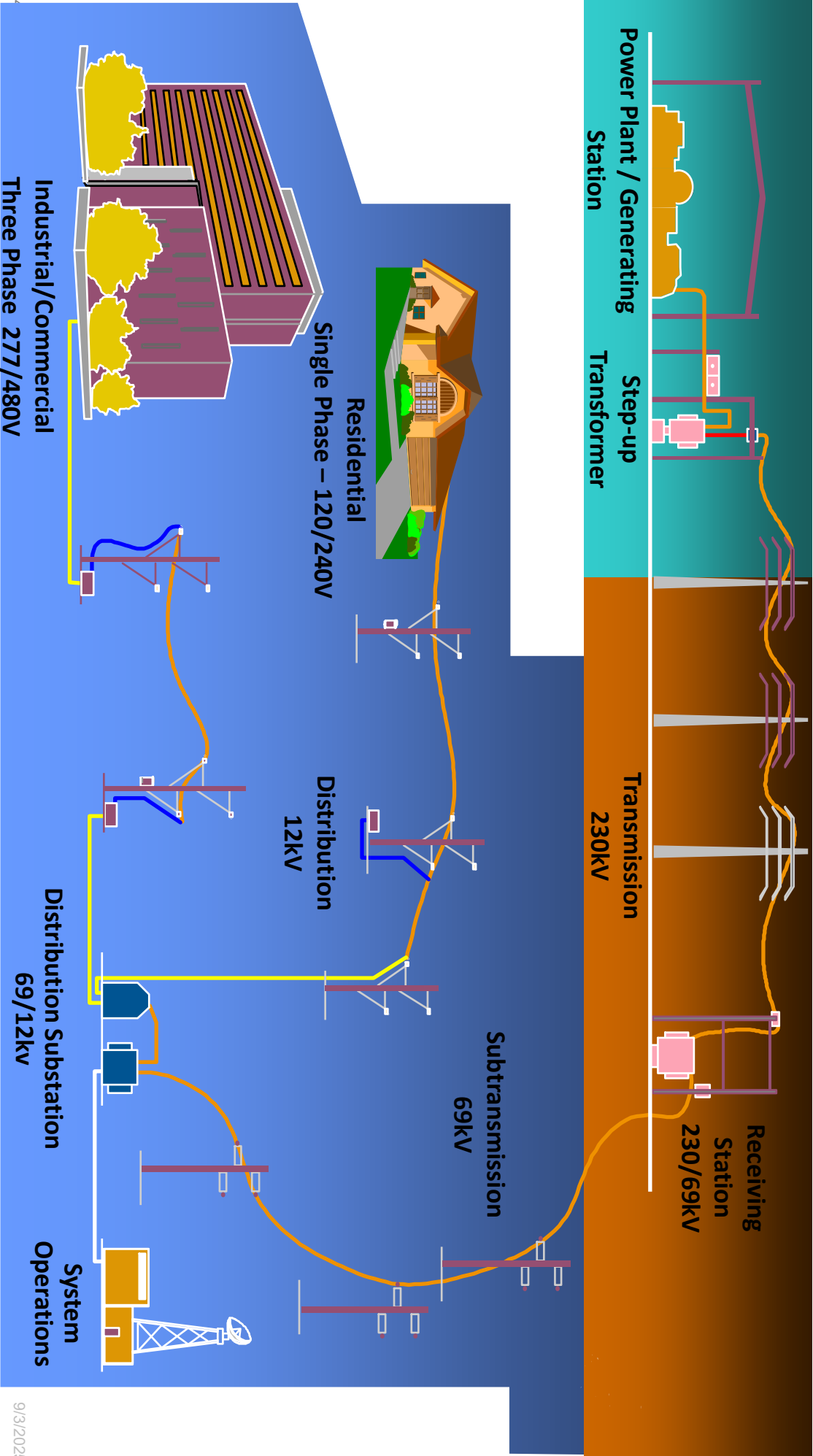


Informational Change in SRP's Energy Mix



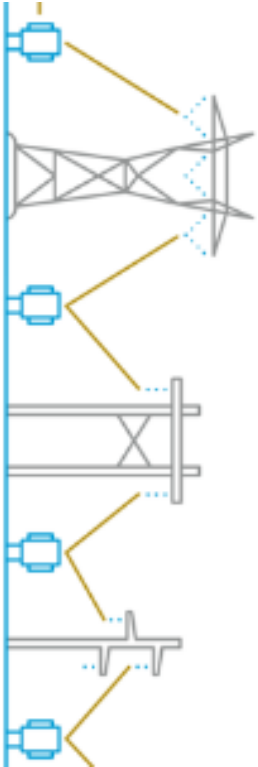
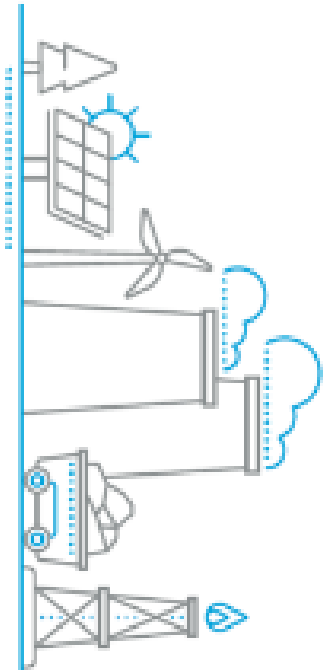
Delivering Power

How electricity gets to the customer

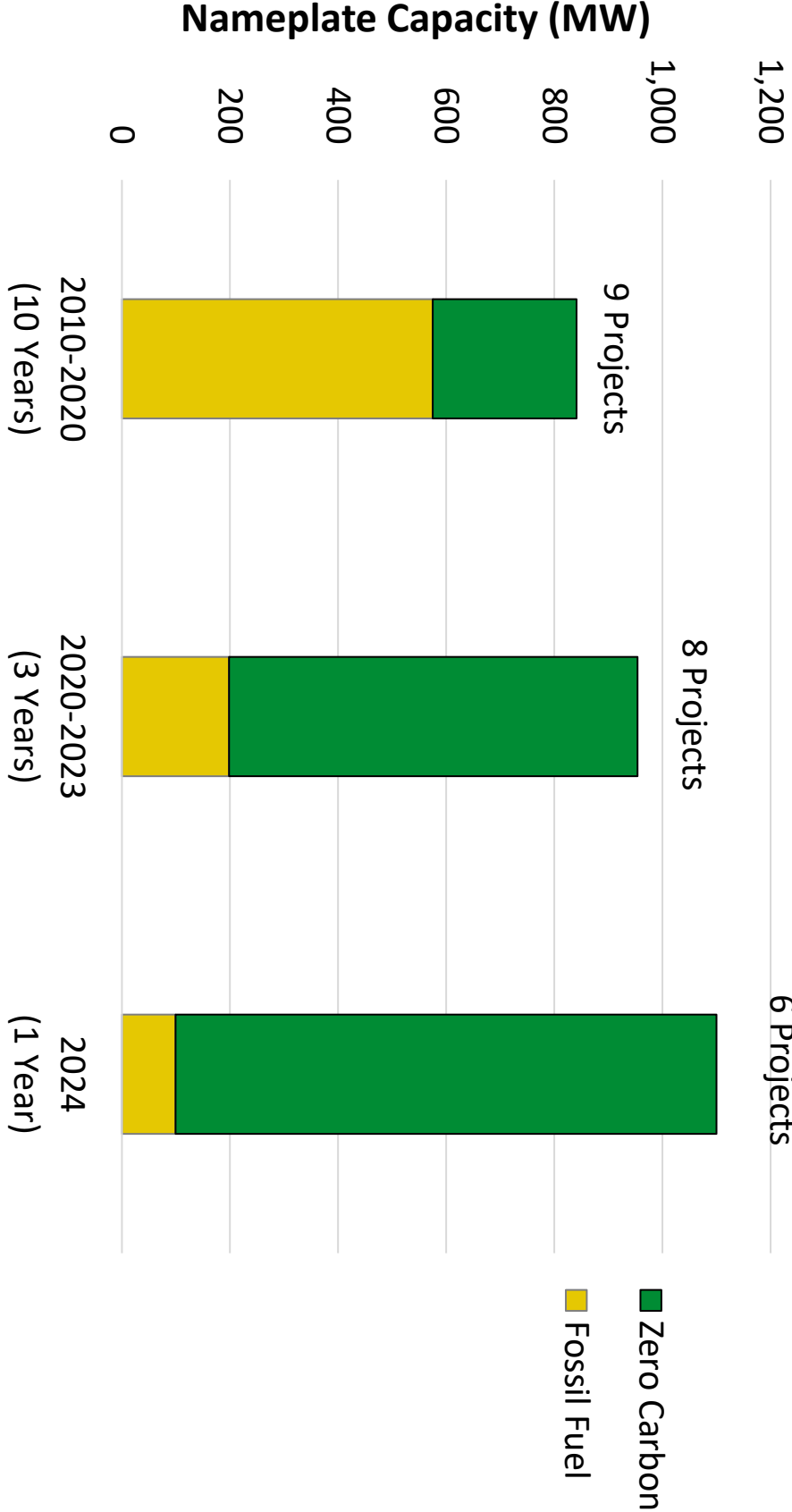


Takeaways from Integrated System Plan

- SRP will need to more than **double resource capacity** in the next decade
- Renewables **and** firm capacity are part of **least-cost portfolio** in all scenarios
- **Hundreds of miles** of transmission and **nearly twice** the transformers are needed

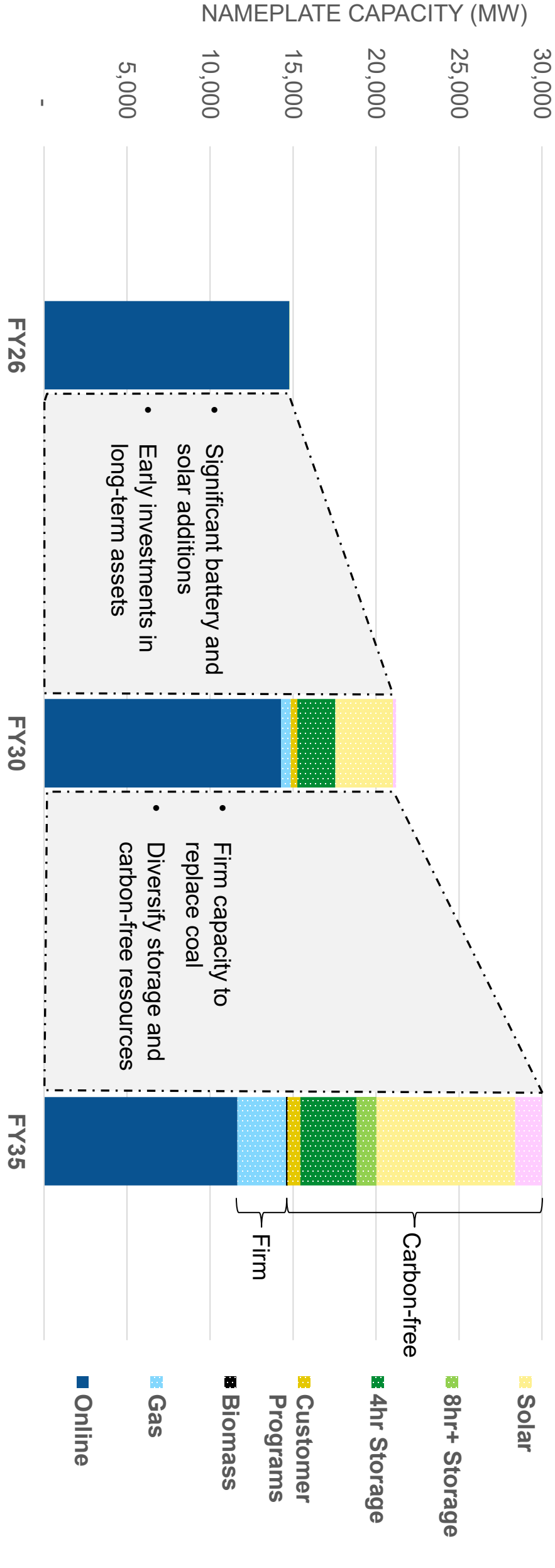


P is adding new resources at an unprecedented pace...



and the pace will need to continue

SRP's 2025 Resource Plan



Challenges Bringing on New Resources

- Renewable options such as wind and solar facilities are facing major opposition in counties like Navajo, Apache, and Pinal.
- Renewable solutions don't meet the capacity demands over certain hours such as 10pm to 8am
- Siting Natural Gas Generation has been challenging in the past due to permitting requirements and lack of gas pipeline capacity in the market.
- SRP will need more public support to bring on new resources to meet the growing demands of Greater Phoenix.

Levels Service for Power Delivery

Power Service Levels & Requirements

Standard Service



Enhanced Service



Dedicated Substation



Projects with power demand

<5.7 MW

- Typically served by shared circuits if there is available power capacity.

Projects Require:

- Potential new or upgraded equipment, or nearby infrastructure work.

Customer Responsible for:

- Cost of any necessary equipment or infrastructure work (e.g., additional transformers, etc.).

Projects with power demand

over 5.7 MW and under 10 MW

- If there is available power capacity
- Served by two dedicated distribution-level power circuits extended to the site.
- The ultimate power load is dependent on power study work.

Projects Require:

- Trenching & conduit to the nearest distribution substation with capacity.
- If required, a new bay may be added to nearest substation with capacity.

Customer Responsible for:

- Applied monthly facilities charge
- Cost of line extension to site, substation expansion (if required)
- Trenching and conduit
- Easements, permitting and acquisition

If there is available Power Capacity:

Projects with power demand 10 MW - 100 MW

- Dedicated substation served by the 69kV transmission system.

Projects with power demand ≥100 MW

- Dedicated substation served by the 230kV transmission system.

Projects with power demand ≥500 MW

- Dedicated switchyard served by the 500kV transmission system. Customer is responsible for constructing, owning & operating substation connected to switchyard.

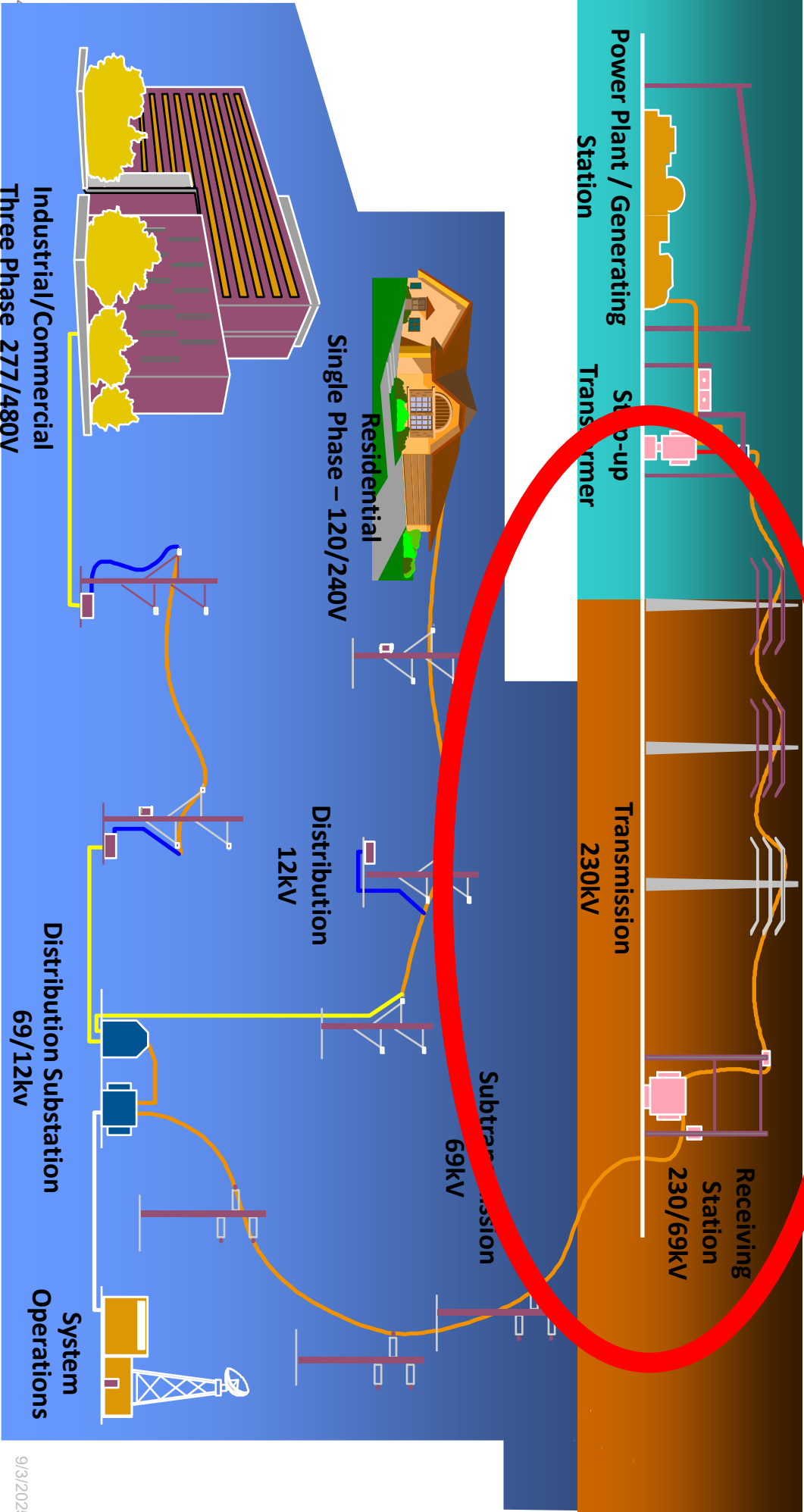
Projects Require (at all three levels):

- Transmission analysis to review system impacts & capacity.
- Proximity to transmission lines (does not guarantee capacity)
- Dedicated substation constructed on project site.
 - Required footprint for 69kV substation: ≥300 X 300 sq ft
 - Required footprint for 230kV/500kV substation: Varies on size of equipment

Customer Responsible for (at all three levels):

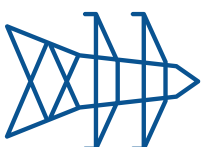
- Cost of the dedicated substation/switchyard.
- Transmission line extension to the site. Certificate of Environmental Compatibility (CEC) may be required.
- Easement acquisition.
 - 69kV line extension: 30-ft. easement for each singular pole line or 80-ft. easement for double-pole installs to connection point.
 - 230kV line extension: 100-ft. easement for each pole line to connection.
 - 500kV line extension: 200-330-ft. easement for each pole line to connection.

How electricity gets to the customer- Transmission Level



Constraints on Transmission

- There are condensed areas with large volumes of requests;
 - For example, in the East Valley alone we are seeing over 8000MW of load requests.
- More Infrastructure:
 - In 2018, SRP sited the Scott Receiving Station and Southeast Power Link.
 - Construction ended in 2024 bringing additional capacity to the area.
 - All this new capacity is already allocated to end users which is requiring SRP to expand and site additional infrastructure to meet the new requests.
- Timeline for procurement of equipment to expand the system is in some instance over 4-5 years out and adding new substations and 500kV lines is an 8–10-year process.



RP Updated Large Customer Interconnection Process

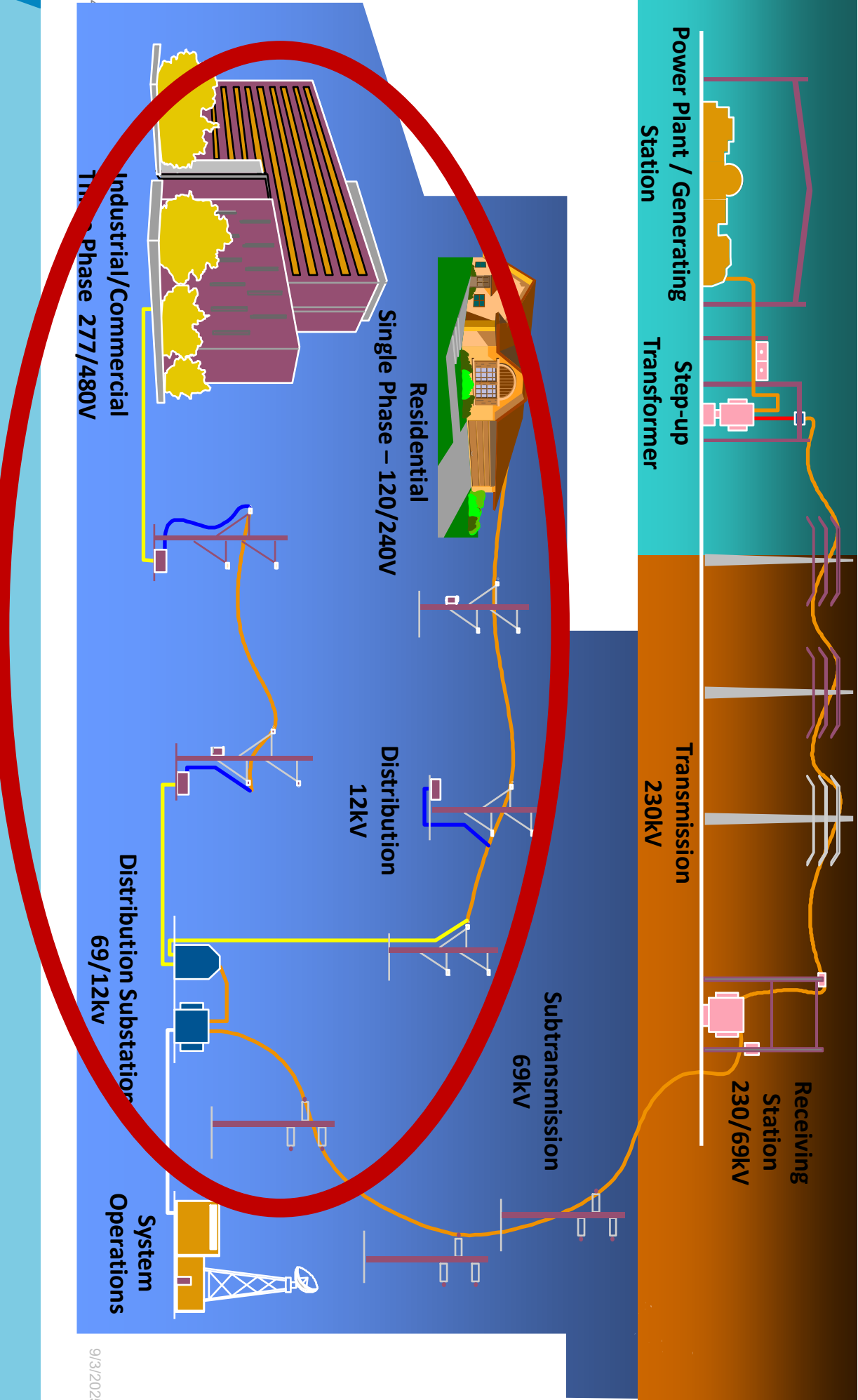
Updated Cluster Study Process

- Driven by the large volume of projects and load requests in the queue.
- Improves efficiency and accuracy for transmission-level retail power load requests.
- Allows for clearer timelines, costs and capacity by reducing project variables.

New Process

- Customer Application for Transmission Level Electric Service
- Cluster Load Impact Study
- Conceptual Scope
- Agreement for Electric Service (E67 Contractual Requirements), if required

How electricity gets to the customer- Distribution Level



Constraints on the Distribution

- Manufacturing Projects have rapidly increase in the past couple of year. Load request between 2-9MW.
- Buildings across SRP's territory are being advertised as having full SES capacity available,
 - National Electrical Code only allows 80% of their nominal capacity when used with continuous load so if you need 3000AMPS, then only 1600kVA is connected.
 - SRP doesn't plan for 100% capacity of installed infrastructure
 - SRP does not reserve capacity on shared circuits.
- Shared Circuits = Shared Infrastructure

Gathering the Right Information

Project Assessment & Rate Estimates

Questions to Ask Each Prospect:

Site location (address, intersection)

- Type of operation
- **Peak demand** in kilowatts (KW) or megawatts (MW) and power factor
- Load ramp schedule (target year/initial MW load; target year/ultimate MW load)
- Energy consumption in kilowatt hours (KWh) or megawatt hours (MWh)
- Hours of operation
- Redundant needs (is a dual feed required for additional reliability?)

How this helps:

- Determines the best way to serve the customer and prepare energy cost estimates
- Customer service requirements, especially peak demand, are critical to determine line capacities and ability to serve
- Accurate anticipated load data is needed to assure the addition of the new customer doesn't harm other customers
- Well-defined customer requirements can present opportunities to explore other service options (demand vs. connected load)

thank you!

City of Mesa Office of Economic Development

Economic Development Advisory Board Member Survey 2025

Jaye O'Donnell
Director

August 5, 2025



Survey Results



- Programs & Priorities with 50% or higher interest
 - Redevelopment/Revitalization Efforts
 - Quality Retail Attraction
 - OED Marketing & Business Development Plan for FY26
 - Quarterly Business Development Update
 - OED Business Retention & Expansion Program
 - Small Business / Entrepreneurship Services

Survey Results



- Industries with 50% or higher interest
 - Semiconductor & Supply Chain
 - Aerospace / Defense / Aviation
 - Healthcare / Medical Device Manufacturing / Bioscience
 - Climate Tech
 - Education
 - Electric Vehicle & Supply Chain
 - Digital / AI Technology



Survey Results

- Local, Regional, State, National, & International Points of View

- ACA & GPEC

- FDI & Trade Efforts

- Tours

- Mesa Gateway Airport & on airport companies



- (Mesa Manufacturers) CMC Steel, Dexcom, FUJIFILM, Niagara,

Super Radiator Coils

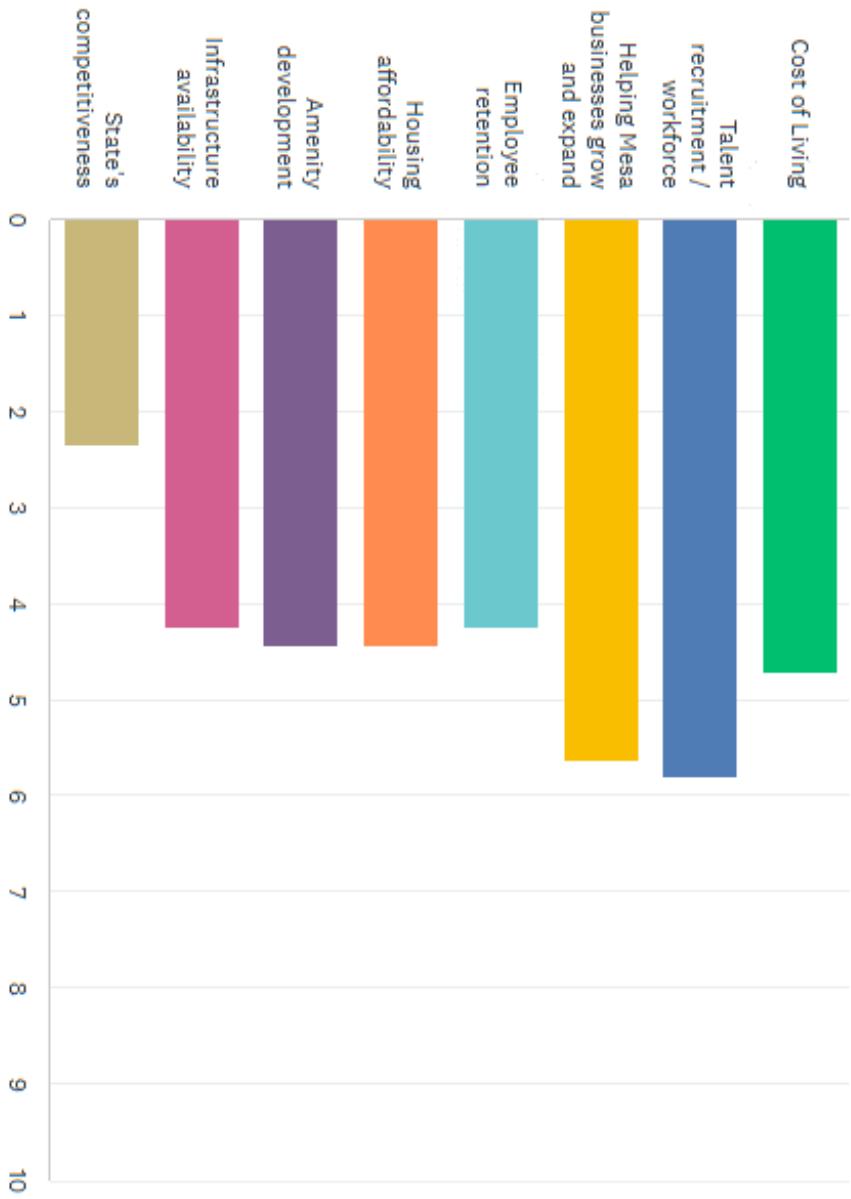


mesa·az
ECONOMIC DEVELOPMENT

Survey Results



■ Biggest challenges facing Mesa currently?





QUESTIONS / COMMENTS?