



City Council Report

Date: February 12, 2024
To: City Council, Economic Development Committee
Through: Christopher J. Brady, City Manager
From: Jaye O'Donnell, Economic Development Director
Elyce Gobat, Project Manager
Subject: Update on Citywide Retail Attraction Strategy

Purpose and Recommendation

The purpose of this presentation is to provide an update of the progress and next steps of the retail attraction strategy by consultants, The Retail Coach. To date, the consultant has conducted market and data analyses to understand the consumers in each district trade area and what types of opportunities exist there for retail growth and development. There is no recommendation or decision to be made at this time.

Background

For many years, the City of Mesa Office of Economic Development (OED) has focused on attracting companies that bring high-paying jobs to improve the lives of its residents. The City has seen exponential growth in industrial buildings, as well as an influx of brand name companies in manufacturing, technology, and aerospace industries. As Mesa has grown, both in population and income, there has been an increased focus on growing high quality retail and restaurant establishments in the City.

This past fiscal year, City Council allocated \$100,000 for retail attraction efforts within the city and the hiring of a consultant to help both develop a strategy and recruit prospective retail businesses. OED issued an RFP in August and entered into a contract with The Retail Coach on November 15, 2023. Since then, The Retail Coach has conducted a site visit to Mesa, met with various stakeholders, and begun compiling data to tell Mesa's story to retailers.

Discussion

Within the context of this presentation, the Mesa City Council Economic Development Committee will have an opportunity to ask questions regarding the potential for retail attraction, discuss desired outcomes, and review next steps for the retail attraction strategy.

Alternatives

Alternatives are not applicable at this time.

Fiscal Impact

No financial dispensation is requested. Overall, development of the retail attraction strategy will boost Mesa's sales tax revenue by attracting high quality retailers and encouraging Mesa residents to shop locally.

Coordinated With

The Retail Attraction Strategy is a citywide effort. Groups including the Mesa Chamber, Downtown Transformation Office, Downtown Mesa Association, and Visit Mesa have provided feedback and suggestions, as they will all be affected by the outcome of this strategy. These groups are in support of creating the strategy and its future potential for Mesa.