



# Mesa Economic Development.



Council Economic Development Committee.

June 8, 2026



## Our vision.

Mesa, Arizona will be regarded as a premier location for companies and investors seeking an innovative, dynamic city to enhance their competitiveness.

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01

A diverse and sustainable economy.

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02

A leadership team who supports a regional, national, and global approach to economic development.

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03

A partnership between industry and government.

# Advancing business. Growing quality jobs.

Our mission.

# Mesa's Office of Economic Development (OED) works to enhance Mesa's economy.



Promoting a culture of quality.



Supporting the creation of higher wage jobs.

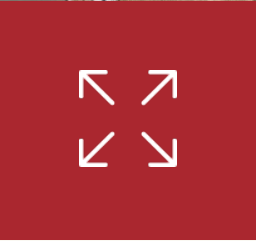


Promoting direct investment.



Increasing prosperity of our residents.

# Our lines of service.



Business attraction, retention and expansion.



Entrepreneurship and small business development.



Redevelopment and revitalization.



Workforce development and talent attraction.

# Industries of opportunity.



- Healthcare
- Biotechnology
- Medical Devices



- Advanced Manufacturing Sector-Wide



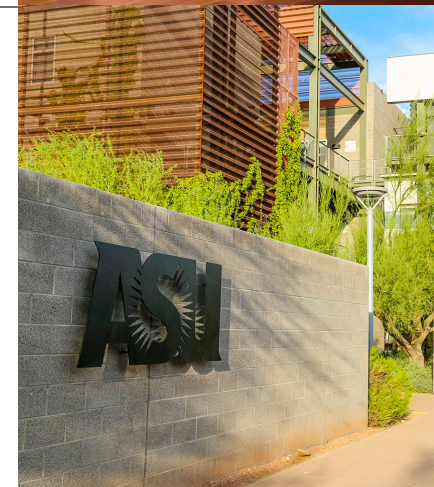
- Aerospace
- Aviation
- Defense



- Retail
- Hospitality
- Entertainment



- Technology
- Semiconductors
- Electric Vehicles



- Education

01

# Attraction: Foreign Direct Investment.

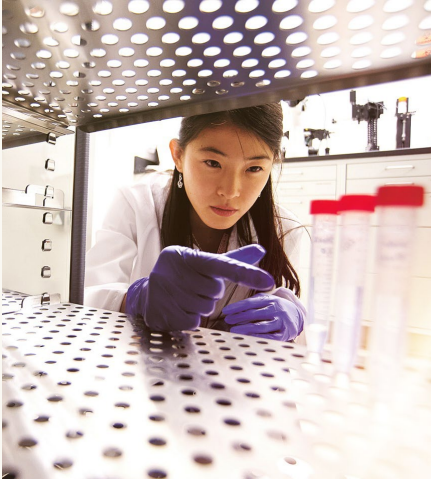


## Foreign Direct Investment – Strategy.

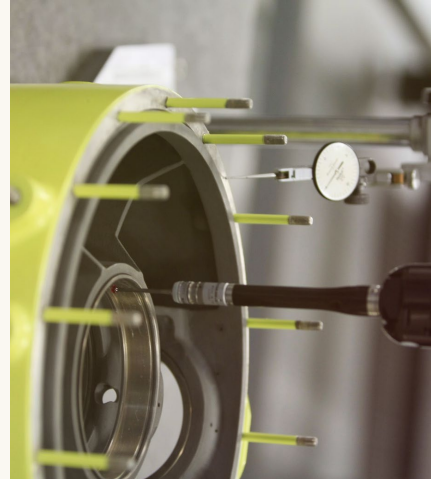


- Focuses on attracting **export-oriented, capital-intensive industries**
- Leverages Mesa's core competitive advantages
- Positions Mesa to compete for international firms seeking **U.S. manufacturing, research and development, logistics, and technology investment locations**

# Foreign Direct Investment - Top Industry Clusters.



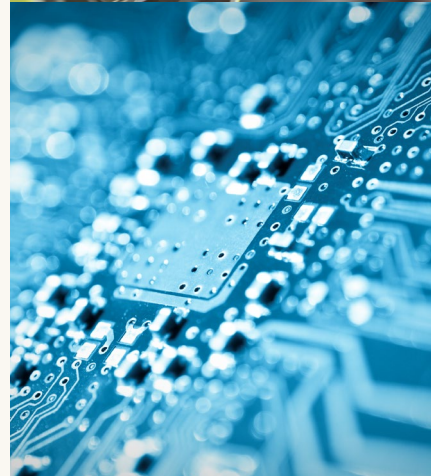
- Bio / Pharma / Life Sciences
- Medical Devices



- Advanced Manufacturing Sector-Wide



- Aerospace
- Defense



- Semiconductor Supply Chain



- Clean Energy Technologies



- VTOL
- Mobility
- Autonomous Vehicles

## Foreign Direct Investment – Top Markets for Mesa.

### → **Country and Key Sector Alignment**

- Japan – aerospace, semiconductors
- Taiwan – semiconductor supply chain
- Germany – automation, advanced manufacturing
- Canada – aerospace, mining technologies
- South Korea – battery technology, electronics

02

# Quality Retail Attraction.



## Retail Attraction – Strategy.



- Focuses on attracting **high-quality, elevated hospitality, entertainment, restaurant and retail brands**
- Leverages Mesa's **eight distinct retail districts** and demographic advantages
- Positions Mesa as a **location of choice** with retail brokers, developers and concepts

## Retail Attraction Performance Metrics.

<b>Initiative</b>	<b>FY25 Actuals</b>	<b>FY26 To Date</b>	<b>FY26 Goal</b>
<b>Retail Capital Investment</b>	<b>\$62M</b>	<b>\$201M</b>	<b>\$30M</b>
<b>Retail Prospects Generated</b>	<b>32</b>	<b>30</b>	<b>30</b>
<b>Retail Locates</b>	<b>6</b>	<b>8</b>	<b>8</b>
<b>Retail Jobs Created</b>	<b>100</b>	<b>195</b>	<b>160</b>
<b>Retail Square Footage Absorbed</b>	<b>78,000 SF</b>	<b>260,000 SF</b>	<b>30,000 SF</b>
<b>Retail Newsletter Subscribers</b>	<b>-</b>	<b>251</b>	<b>275</b>

# Milestones: FY25 and FY26 YTD Successes.

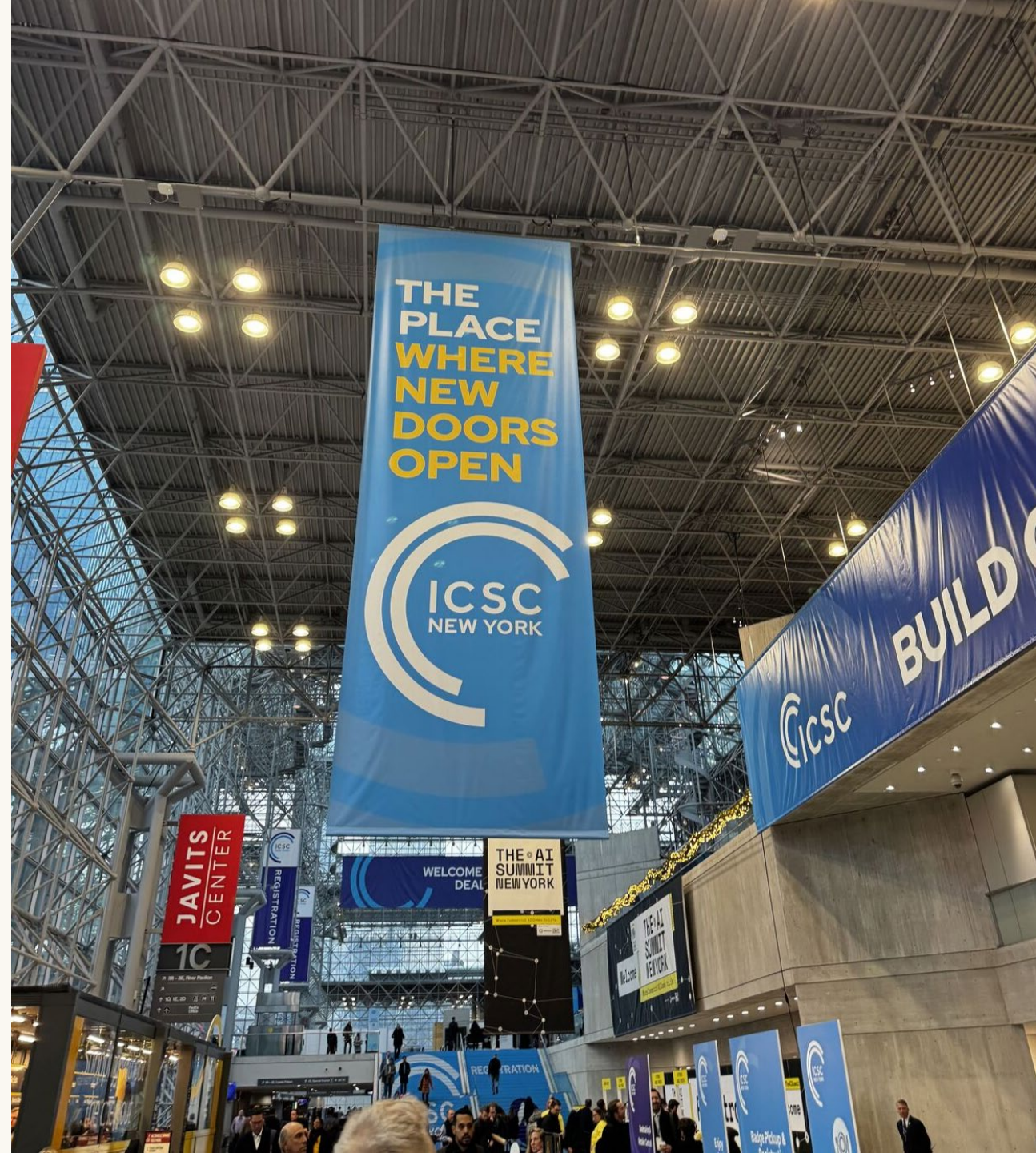
## → **Companies / Brands / Developments**

- Gateway Auto Mall
- Gallery Park / Tempo by Hilton, Homewood Suites
- Aldi
- Brick Road Coffee
- Fiesta Palms Redevelopment / Angry Chickz
- Medina Statios / OHSO, Cold Beer & Cheeseburgers
- Cambria Hotel
- Eastmarket / Sprouts, First Watch
- Mekong 88 – Dragon Lounge
- SpringHill Suites
- C2 Tactical

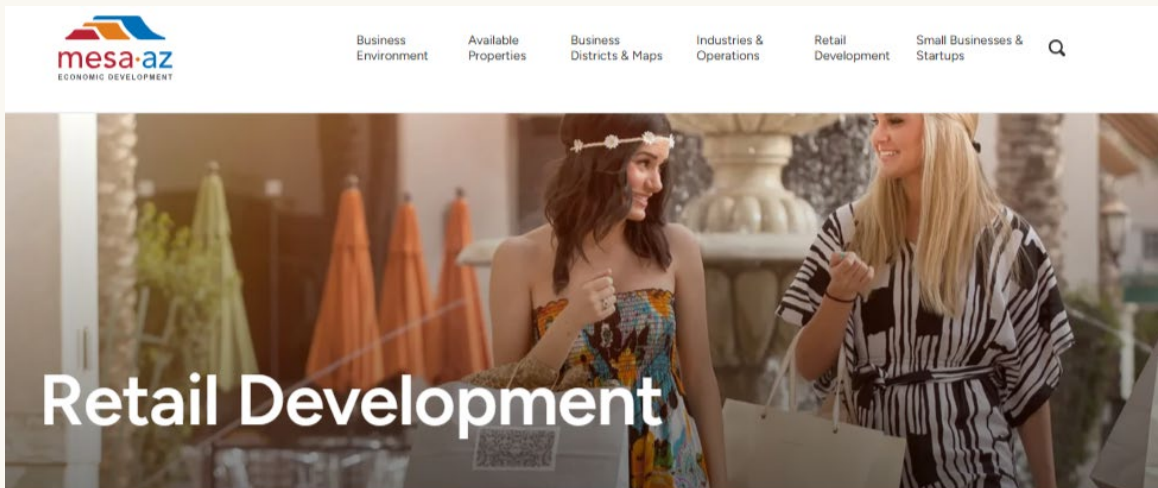
# Milestones.

## → Marketing and Business Development

- Quarterly Newsletter
- Broker/Developer Meetings
- Direct Outreach
- International Council of Shopping Centers (ICSC)
  - ICSC Western - 12 meetings
  - ICSC New York - 8 meetings
  - ICSC Las Vegas - 10 meetings
- Marketing material update and refresh
- B2C Campaigns



# Milestones: Website and Collateral.



Home / Retail Development

## Mesa has a Place for You

Mesa's neighborhoods are as diverse as its 523,000+ residents. From entertainment and sports districts to family-focused communities, desert luxury, and reimagined historic areas — Mesa's retail corridors offer it all. Whether you're a retailer, broker, or developer, Mesa has a place for you and is ready to help your business thrive.

Contact Us

Download Brochure

Subscribe to our Newsletter



### A Ready Market

Mesa's growing population, workforce, and regional draw make it a strong market for everything from daily essentials to flagship retail.



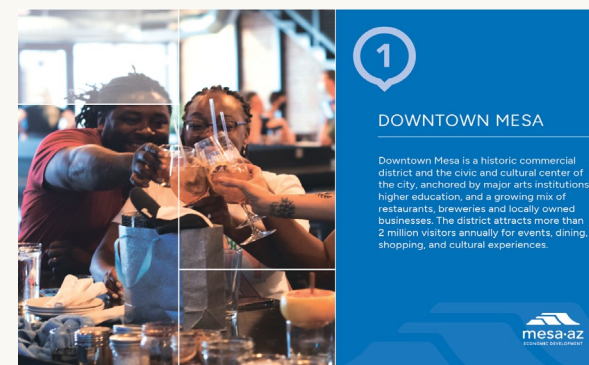
### Placemaking Momentum

Mesa is revitalizing downtown and key corridors with walkability, culture, and dining — setting the stage for destination retail.



### A Partner in Retail Growth

Mesa's team is responsive and ready to help retail concepts open, expand, and thrive.



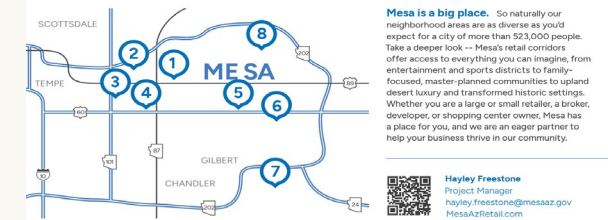
### DOWNTOWN MESA

<b>Population</b>	<b>Age</b>
Average 2026: 117,296 2031: 120,889	Median 34 Average 36
<b>Household Income</b>	
Average 2026: \$96,787 Median: \$66,327	
<b>Daytime Population</b>	
Average 1-Mile 2026: 36,042 3-Miles: 180,315 5-Miles: 369,661	

**Visitor Highlights**

- \$97K** average income of visitors in the area
- 126 min** average time spent at area shopping locales
- 7M** unique visitors annually to area shopping locales
- 2M** unique visitors annually Out of Market visitors annually

Demographic Sources: ESRI, City of Mesa, Nacor - 2026



**Key Activators**

- Arizona Museum of Natural History
- Mesa City Hall
- Mesa Arts Center
- Idea Museum
- Mesa Convention Center
- Mesa Amphitheater
- Mesa Arizona Temple
- The Nix Theater
- Papa John's Biergarten
- Level 1 Arcadia Bar
- Level 2 Arcadia Bar
- Level 3 Arcadia Bar
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- Level 49 Arcadia Bar
- Level 50 Arcadia Bar

**Intersection Traffic Counts**

- Country Club/Main St: 43,800
- Mesa Dr/Main St: 40,750

**Investment & Growth**

- Over \$1B in Main Street investment driven by light rail and a five-mile extension
- Culdesac announced ±1,000 units and 50,000 SF of retail/commercial in a car-light community

Trade Area Source: ESRI, City of Mesa - 2026

## AN EVER-EVOLVING CANVAS OF CREATIVITY AND COMMERCE

**A Ready Market**  
Downtown Mesa serves a dynamic and growing customer base, including residents, office workers, and regional visitors. With a mix of historic charm, entertainment venues, and specialty retail, the area draws shoppers looking for both everyday needs and distinctive experiences.

**Placemaking Momentum**  
Downtown Mesa is a vibrant, walkable destination where retail, dining, and entertainment coexist. The district's ongoing revitalization supports experiential concepts that benefit from extended visits and active community participation.

**A Partner in Retail Growth**  
Mesa supports retail growth in Downtown Mesa through direct collaboration with business owners, developers, and property managers. From site selection and permitting, to operational support, the city helps businesses open, expand, and succeed.

**Daytime Employee Clusters**

- 4,585** Government, Social, Advocacy Services & Education
- 2,919** Retail, Hospitality, Tourism & Recreation
- 3,547** Business & Consumer Services
- 2,227** Healthcare

**Real Estate Stats**

- 44K** available retail SF
- 6.0%** vacancy rate
- \$19.04** market rent per SF
- \$299** market sale per SF

Real Estate Stats and Daytime Employee Clusters Source: MIA, Collier - 2025

## Milestones: B2C Paid Advertising.

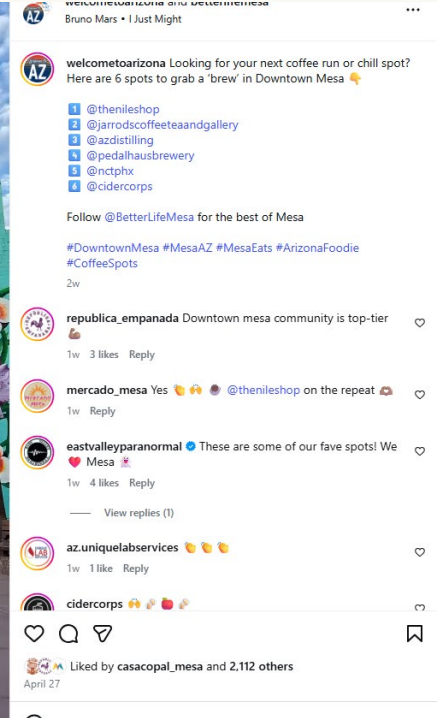
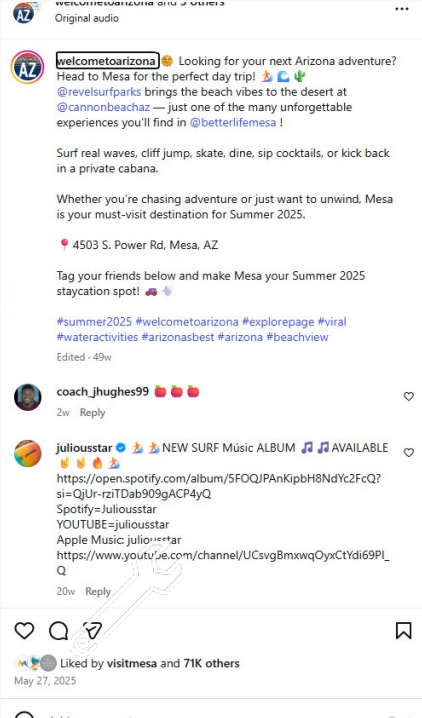
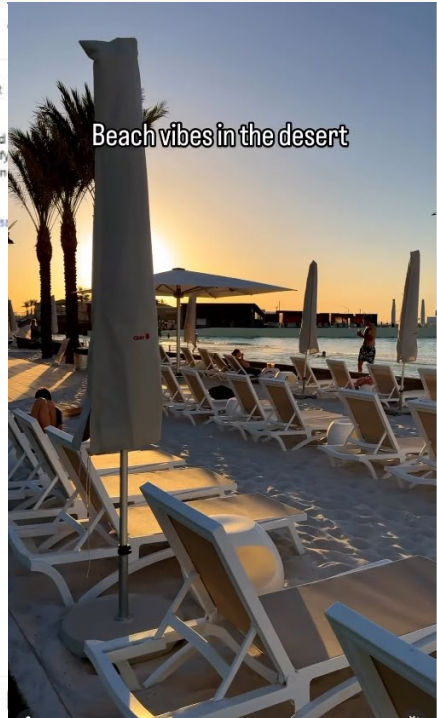
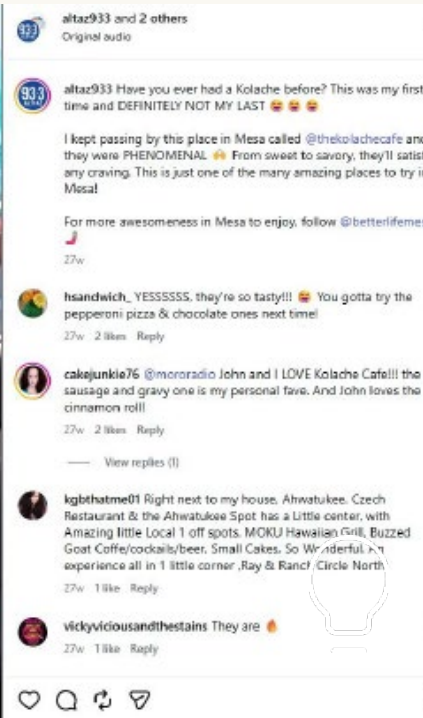


- Source: City of Mesa Office of Economic Development campaign analytics, 2025–2026.

## Influencer Impact

- 25+ Posts across Meta, Instagram, and TikTok
- Resulting in growing followers from 92 → 2,500 Instagram followers

# Social Media Ads.



## Next Steps.

### → Active Projects

- Longbow Area
  - Hotel
  - Sunshine Acres
  - Recker and Longbow SWC
  - 12 West Parcel
- Dana Park Improvement/Expansion
- Gateway Crossing
- Rush Fun Plex
- Gallery Park
- A.T. Still Retail
- Cannon Beach Hotel

### → Continued Attraction Efforts

- Quarterly Newsletter
- Broker/Developer Meetings
  - Quarterly updates with local brokers
- International Council of Shopping Centers (ICSC)
  - ICSC Western
  - ICSC Retail Forward
  - ICSC Las Vegas
- Direct Outreach
- B2C Campaigns

03

# FY26 by the Numbers. Year to Date.



# FY26 Business Attraction by the Numbers.

<b>Successes</b> Closed, FY26 year-to-date		<b>Active</b> Prospective pipeline		<b>Leads</b> Potential prospects	
Locates	<b>42</b>	Projects	<b>55</b>	Prospects	<b>131</b>
Square feet absorbed	<b>6.72M</b>	Square feet absorbed	<b>11.47M</b>	Square feet absorbed	<b>18.9M</b>
Capital investment	<b>\$2.49B</b>	Capital investment	<b>\$9.24B</b>	Capital investment	<b>\$20.45B</b>
Net new jobs	<b>3,310</b>	Net new jobs	<b>8,108</b>	Net new jobs	<b>26,501</b>
Average annual wage	<b>\$74,442</b>	Average annual wage	<b>\$74,103</b>	Average annual wage	<b>In review</b>
<b>RETAIL LANE</b>		<b>RETAIL LANE</b>		<b>RETAIL LANE</b>	
Projects	<b>8</b>	Projects	<b>23</b>	Projects	<b>43</b>
Square feet	<b>282.9K</b>	Square feet	<b>1.14M</b>	Square feet	<b>247.2K</b>
Capital investment	<b>\$201M</b>	Capital investment	<b>\$3.30B</b>	Capital investment	<b>\$29.2M</b>
Net new jobs	<b>195</b>	Net new jobs	<b>7,529</b>	Net new jobs	<b>242</b>

# FY26 by the Numbers.

## REAL ESTATE CONTEXT: MESA INDUSTRIAL AND FLEX

YoY Submarket context, CoStar, Mesa jurisdiction. Commercial data shown for trend; levels verified against the project base.

**45.9M**

INVENTORY SF

▲ 5.2%

**4.3M**

12-MO ABSORPTION

▲ 138.9%

**21.6%**

VACANCY RATE

▼ 5.8%

**2.0M**

UNDER CONSTRUCTION

▼ 13.3%

**\$15.03**

ASKING RENT SF

▲ 3.4%

The active non-retail pipeline alone represents **11.47M square feet** of prospective absorption, close to the **11.3M square feet** of available industrial and flex space in the market. Strong recent absorption alongside elevated vacancy points to available capacity, with conversion shaped by site readiness, infrastructure, and product fit. *Analyst inference, City Economic Development analysis.*

## SEVEN YEARS AGO · 2019 Q2

Mesa industrial and flex, CoStar. The market was roughly half today's size and very tightly occupied.

**20.9M**

INVENTORY SF

**0.49M**

12-MO ABSORPTION

**6.3%**

VACANCY RATE

**0.88M**

UNDER CONSTRUCTION

**\$8.38**

ASKING RENT SF

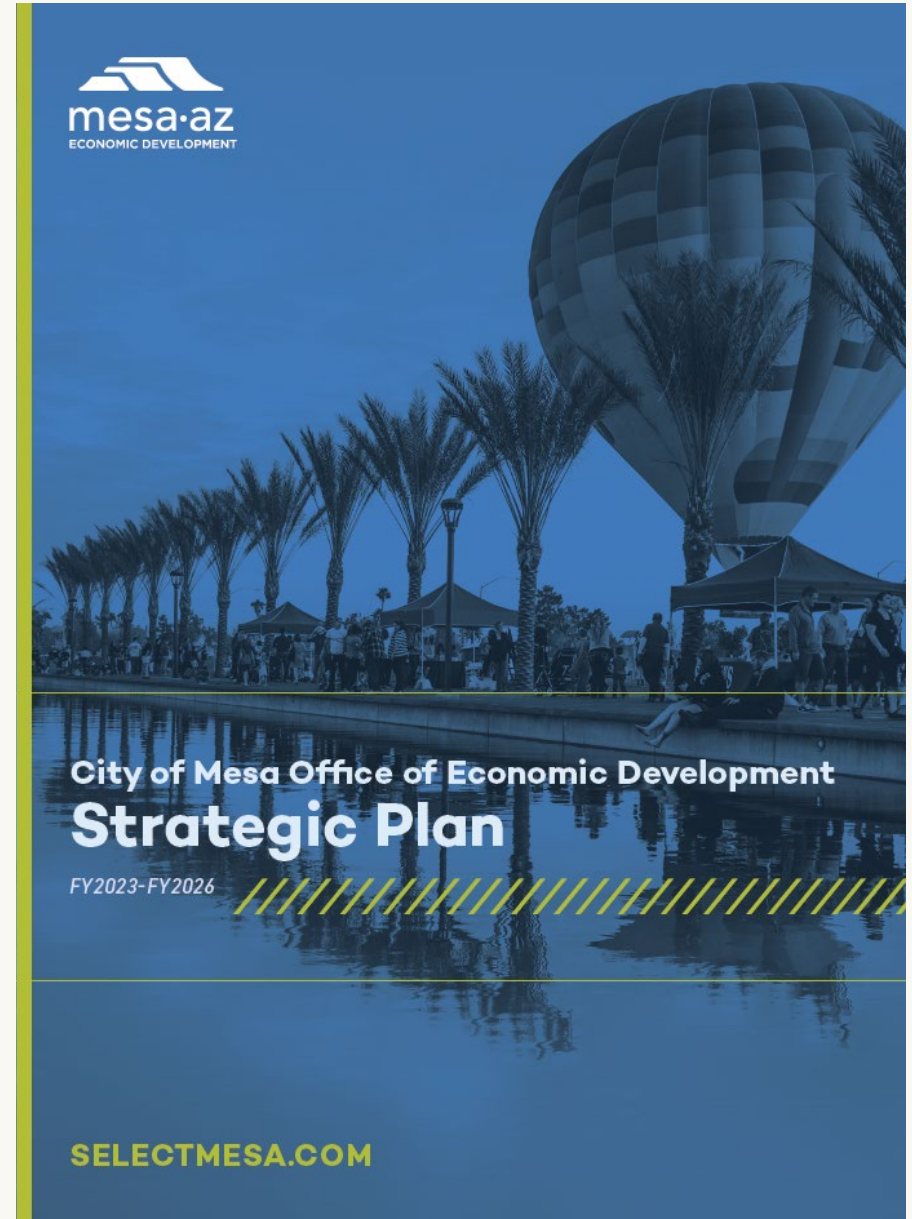
04

# City of Mesa Economic Development Strategic Plan.



Strategic Plan.

**Define Mesa's long-term vision and economic priorities, providing a clear roadmap to align resources, guide decision-making, and achieve measurable results.**



## Scope of Work (FY27-29 Strategic Plan).

- Economic & Market Analysis
- Business District & Redevelopment Area Positioning
- Business Attraction
- Entrepreneurship
- Workforce Development
- Strategy & Implementation Plan
- Metrics & Performance
- Funding & Resource Strategy
- Marketing & Communications Alignment

# Request for Proposal Process.



**OCTOBER 2025**  
**Solicited for RFPS.**



**DECEMBER 2025**  
**12 responses.**



**DECEMBER 2025**  
**Three interviews.**



**JANUARY 2025**  
**Selected Hickey Global.**

# HICKEY

A NEW ERA IN SITE SELECTION

## EXECUTING CORPORATE ESG GOALS

Creating a Scorecard for Location Strategies  
& Real Estate Portfolio Alignment

2023 ESG REPORT



## Hickey Global.

- Full-service economic development consulting firm supporting private, public, and non-profit economic development organizations around the world
- Services: Research & Analytics, Strategy & Business Development, Insights & Incentives, Organizational Development, Workforce Development
- Sister company to Hickey & Associates – global leader in site selection, location strategy, credits & incentives advisory, and labor analytics

## Schedule.

- Phase 1 (Kick off and Discovery) | Jan 30 – Feb 27
- Phase 2 (Stakeholder Engagement) | Mar 6 – Apr 24
- Phase 3 (Economic & Market Analysis) | Feb 13 – May 1
- Phase 4 (Business Development & Workforce) | Mar 13 – May 29
- Phase 5 (Strategy Development & Implementation) May 1 – Jul 3
- **Phase 6 (Final Document) | Jun 20 – Jul 31**
- **Council Presentation – August / September 2026**

# Stakeholder Engagement.

## Roundtables

# 70 Participants

- City and Infrastructure
- Talent Pipeline
- Development Partners
- Membership Partners
- Business & Industry

## Interviews

# ~20 Participants

- Mayor & Council
- Employers
- Utility Providers
- State & Local Partners



## Next Steps.

- Draft Complete June 30
  - Staff & City Manager Review of Draft (July)
  - City Council 1:1s – Review of Draft (July/Aug)
  
- City Council Presentation August / September 2026

A collage of urban scenes. The top left shows a palm tree and a traffic light against a bright sky. The top right shows a blurred train with a 'POM' sign and overhead power lines. The bottom left shows a close-up of a car's side mirror and door. The bottom right shows a blurred train with a white arrow pointing right.

Questions/Comments?

# Stay connected.

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