

Fiscal Year 2022

Mesa City Council Budget Presentation
Office of Economic Development
4.8.2021

Mesa Office of Economic Development (OED)

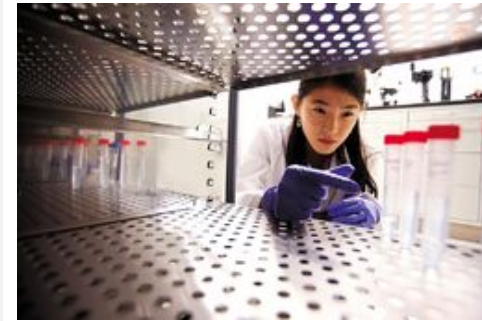
Mission:

Enhance Mesa's economy, by promoting a culture of quality, supporting the **creation of quality jobs, promoting direct investment**, increasing prosperity, and improving life for residents.

We promote Mesa as a premier location for business, targeting key industries that provide high wage jobs and future sustainability for the community.

Lines of Service:

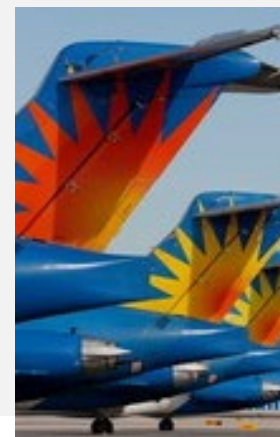
- Business Attraction, Retention & Expansion
- Entrepreneurship / Small Business Development
- Redevelopment / Revitalization
- Workforce Development / Talent Attraction



Mesa Office of Economic Development

Budget Summary

	FY 19/20	FY 20/21	FY 20/21	FY 21/22
Core Business Processes	Year End Actuals	Adopted Budget	Year End Estimate	Estimated Budget
Expenditures				
Economic Development				
Building a Sustainable Community	\$965,204	\$1,083,767	\$1,008,075	\$1,433,914
Creating and Retaining Quality Jobs	\$2,648,016	\$2,760,103	\$2,700,411	\$2,801,641
Economic Investment Projects	\$2,642,767	\$3,522,130	\$3,512,130	\$3,456,116
Expenditures Total:	\$6,255,986	\$7,366,000	\$7,220,616	\$7,691,671



Mesa Office of Economic Development

FY 2022 Budget Enhancements

- NEW Mesa Business Builder Small Business Assistance Program - \$300,000
- Co-Star Commercial Real Estate Database Licensing - \$13,256



City of Mesa Small Business Assistance

Existing online services, resources, cooperative marketing and financial assistance, workspace, workshops, events

- Mesa Business Resource Guide
- Mesa HUUB Digital Platform
- Business Export Assistance Program
- Size Up Mesa – Market Analysis Tool
- LaunchPoint
- Mesa Al Fresco and Mesa Open Air
- Partnerships with Providers
- Downtown Small Bus. Attraction Utility Rate
- Site Search Mesa
- Mesa Business Connection
- PHX East Valley E-Week
- AzLABS
- Think Spot

Mesa CARES Small Business Technical Assistance Program (TAP) Highlights



Program Highlights June – December 2020:

- Partnered with **12 local non-profits** and **35 sub-contractors** to deliver **\$1.04 million** in technical assistance to **250+ businesses**
- **Delivered 3,300+ hours** of 1:1 assistance - coaching and analysis in business planning/strategy, finance, marketing / sales, e-commerce, restaurant ops, and more.
- **Produced/Aired 70+ webinars** in marketing/PR, finance, social media, e-commerce, legal, strategic planning, HR, and more.



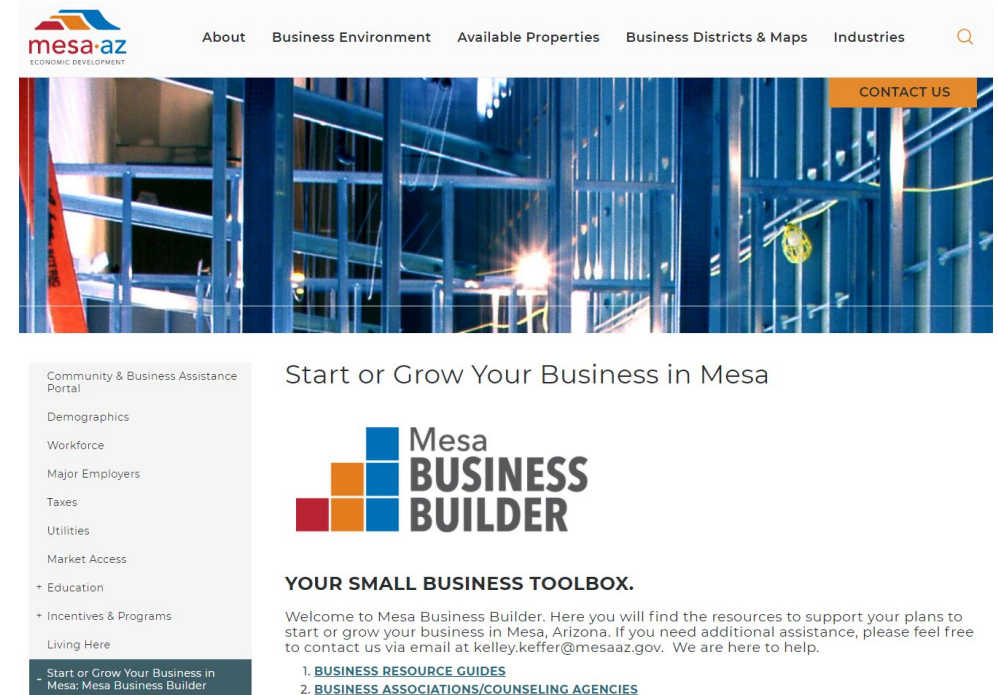


Your small business toolbox.

Where do we go from here:

- Launched Mesa Business Builder and the NEW website MesaBusinessBuilder.com
- Generate awareness about the EXISTING programs, services, and tools
- Re-imagine how we utilize the Mesa HUUB digital platform created through Mesa CARES funding

Moving forward, maximizing momentum



NEW Mesa Business Builder Small Business Assistance Program

\$300,000 Enhancement

- Next Gen of Small Business Assistance Program
- Mesa HUUB Community Platform is the “Foundation”:
 - “Platform” subscription + Engagement services, New Webinar Content and Specialty Training Classes and Grants (Restaurant Survival Series, Computer Literacy, Mesa Al Fresco) - \$140,000
- One-on-One Customized Technical Assistance and Case Management Tool:
 - Free and low-cost training and education delivered by subject matter experts - \$160,000





New Small Business Assistance Program Outcomes

- Continued partnership with non-profit agencies and consultants
- Number of businesses assisted **depends on budget and type of support needed**
- Minimum of 100+ “**new**” clients each year, plus 250+ existing businesses already on the platform
- Data collection and reporting to include sales/revenues, number of employees pre/post program, confidence level and improved knowledge of business practices

Co-Star Real Estate Database Licensing

\$13,256 Enhancement

- Co-Star Licenses
- Commercial real estate tool that OED uses to respond to leads, proposal preparation, strategic planning, market research, trend data and analysis, vacancy rates, real estate pricing, and more.



Mesa OED – Project Successes

FY 2021 Project Successes: (sample of total)

- Amazon Delivery Station
- Auer Medical
- CMC Steel – Arizona II Expansion
- Dexcom Mesa Regional Expansion
- ElectraMeccanica
- Niagara Bottling Expansion
- Top Aces Corp Military Pilot Training



FY21 Performance Measures

City of Mesa - Office of Economic Development:

		FY 20/21 YTD		
#	Performance Measure	Annual Goal	Actuals	% Annual Goal
1	Jobs Created and Retained	2,000	1,469	73%
2	Average Annual Wage (\$)	\$47,511	\$57,430	121%
3	Capital Investment (\$)	\$400,000,000	\$870,782,081	218%
4	New or Renovated Commercial Square Footage (SF)	600,000	1,835,524	306%

Source: OED Performance Measures recorded as of March 31, 2021.



QUESTIONS / COMMENTS

