



# **GREATER PHOENIX** **ECONOMIC COUNCIL**

CITY OF MARICOPA | JULY 17, 2018



**Greater Phoenix**  
ECONOMIC COUNCIL



# THE GREATER PHOENIX ECONOMIC COUNCIL

# ABOUT

Our mission is to attract and grow quality businesses and advocate for Greater Phoenix's competitiveness. We are supported by Maricopa County, 22 cities and towns, and more than 150 private-sector investors.

**SINCE  
1989**

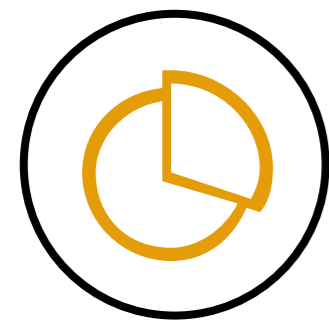


# GPEC SERVICES



## IN-DEPTH MARKET DATA & ANALYSIS

Analysis of current wage rates, labor force, skill levels based on occupation and industry, etc.



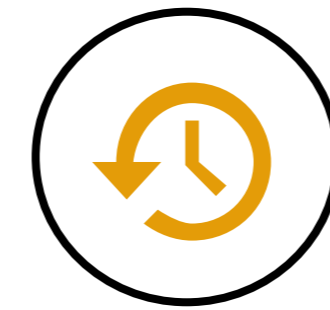
## OPERATIONAL COST ANALYSIS

Comparisons across major markets with analysis of transportation, real estate, tax incentives, labor costs, etc.



## CONNECTIVITY TO KEY RESOURCES

Introductions to colleges, universities, workforce assets, state and local regulatory authorities, job training programs, startup resources, business leaders, etc.



## SPEED TO MARKET SUPPORT

City permitting, entitlements and certificates of occupancy



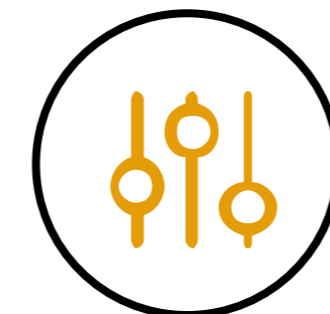
## SITE-SELECTION ASSISTANCE

Listing of value-based assets, unique buildings and shovel-ready sites



## ECONOMIC IMPACT ANALYSIS

Evaluation of your project's economic impact and community benefit



## ECONOMIC POLICY COMPETITIVENESS

Annual review of current economic development program offerings



# GPEC & THE CITY OF MARICOPA



# CITY OF MARICOPA

## REGIONAL RESULTS SUMMARY

	FY 18*	FY 17	5 YEAR TOTAL
<b>Payroll Generated</b> (in millions of dollars)	\$535.3	\$377.1	\$1,837.8
<b>Jobs</b>	8,306	8,130	34,832
<b>High-wage Jobs</b>	4,843	3,190	15,736
<b>Average Salary</b>	\$64,446	\$46,386	\$52,763
<b>Qualified Prospects</b>	278	267	1,277
<b>Assisted Locates</b>	41	42	190
<b>Capital Investment</b> (in millions of dollars)	\$1,107.7	\$1,471.7	\$4,128.2

\*As of June 21, 2018

## RESULTS THROUGH REGIONAL SUCCESS

<p>The City of Maricopa benefits from site location projects and GPEC activities that occur across the region. Economic development projects create value by generating public and private revenues.</p>	<p>When a company selects a Greater Phoenix location, all communities benefit with increased tax revenues.</p>
<p>Commute patterns and retail studies show that employees of 'locates' live and spend their incomes in all Greater Phoenix communities.</p>	<p>GPEC-assisted locates have created <b>755</b> region-wide<sup>3</sup> for Maricopa residents over the past 5 years.</p>

1Includes property, sales and utility taxes, as well as state-shared and other local revenues.  
 2Includes direct revenues plus those generated by related supplier and consumer jobs.  
 3Includes jobs filled by Maricopa County residents at GPEC-assisted locates and jobs created by the multiplier effects of supplier and consumer spending. Revenue estimates are from the Greater Phoenix Consensus Impact Model. In 1999, GPEC and our members developed the region's first-ever consensus-based revenue and economic impact model. Based on nationally accepted multiplier data provided by IMPLAN, the model is customized to calculate economic and revenue benefits for GPEC's members and the State of Arizona.



# 5-YEAR TREND ON REVENUE RETURN



**\$10**

of direct revenue for every \$1 invested<sup>1</sup>

**\$19**

of total revenue for every \$1 invested<sup>2</sup>

REVENUE RETURN  
**10:1**

**\$24.2M**

in new consumer spending<sup>3</sup> generated by new Maricopa jobs and employed Maricopa residents. An addition of \$21.6 million created by multiplier effects, results in total consumer spending of \$45.8 million.

**\$1.3M**

in new Maricopa direct revenues<sup>3</sup> (boosted to \$2.6 million when including related multiplier effects of \$1.3 million).

**Current Funding in FY18:**  
**\$27,463**  
(AZ Office of Economic Opportunity  
2016 Population)

<sup>1</sup>Includes property, sales and utility taxes, as well as state-shared and other local revenues.  
<sup>2</sup>Includes direct revenues plus those generated by related supplier and consumer jobs.  
<sup>3</sup>Revenue estimates are from the Greater Phoenix Consensus Impact Model. In 1999, GPEC and our members developed the region's first-ever consensus-based revenue and economic impact model. Based on nationally accepted multiplier data provided by IMPLAN, the model is customized to calculate economic and revenue benefits for GPEC's members and the State of Arizona.

# FISCAL YEAR 2018



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# ACTION ITEMS

01

Develop and utilize unique analytic tools and methodologies to drive both marketing approaches and identification of business development outreach targets.

02

Advance competitiveness priorities through regional collaboration.

03

Partner with GPEC's member communities to evaluate community planning necessary for future projects, and enhance industry selling strategies through the development of cohesive messaging around the region's unique value propositions.

04

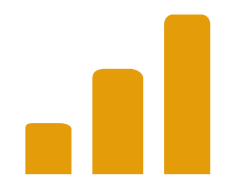
Target key audiences through strategic media placement and digital platforms to enhance Greater Phoenix's brand and drive lead generation for business attraction.

05

Implement strategies to heighten recognition of the Greater Phoenix region in targeted industries and markets identified by the Metro Phoenix Global Investment Plan.



# FY2018 PROSPECT ACTIVITY



The business development team has been busy working with nearly **300 active prospects**



Approximately **20%** of prospects are international



Since July, the Business Development team has added more than **250 new prospects**

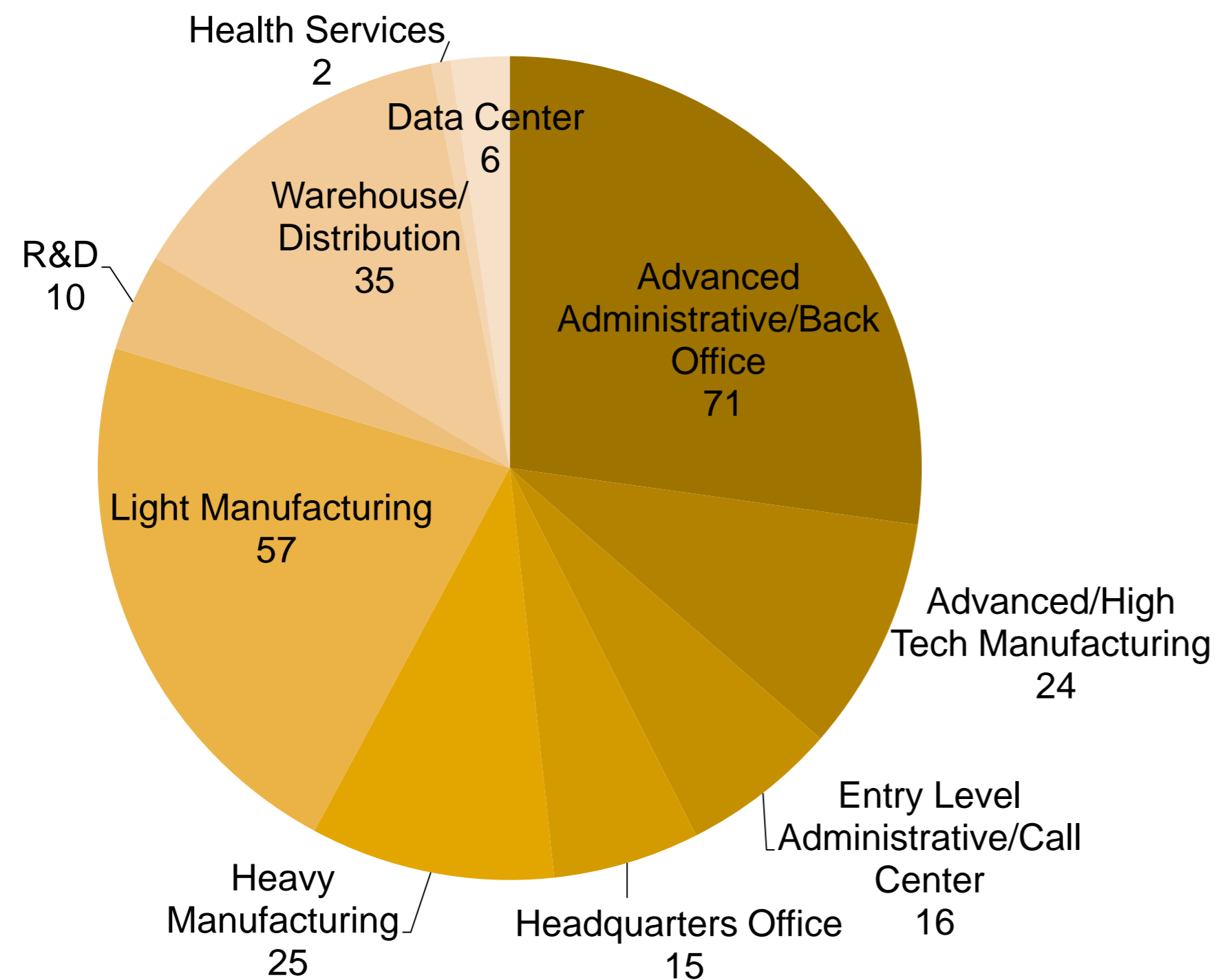
# FY2018 PROSPECT ACTIVITY

ACTIVE PROSPECTS	297
FY18 PROSPECTS	261
CAPITAL INVESTMENT POTENTIAL	\$14.7B
JOB POTENTIAL	61,102
SQUARE FOOTAGE POTENTIAL	65,085,212

*As of May 31, 2018*

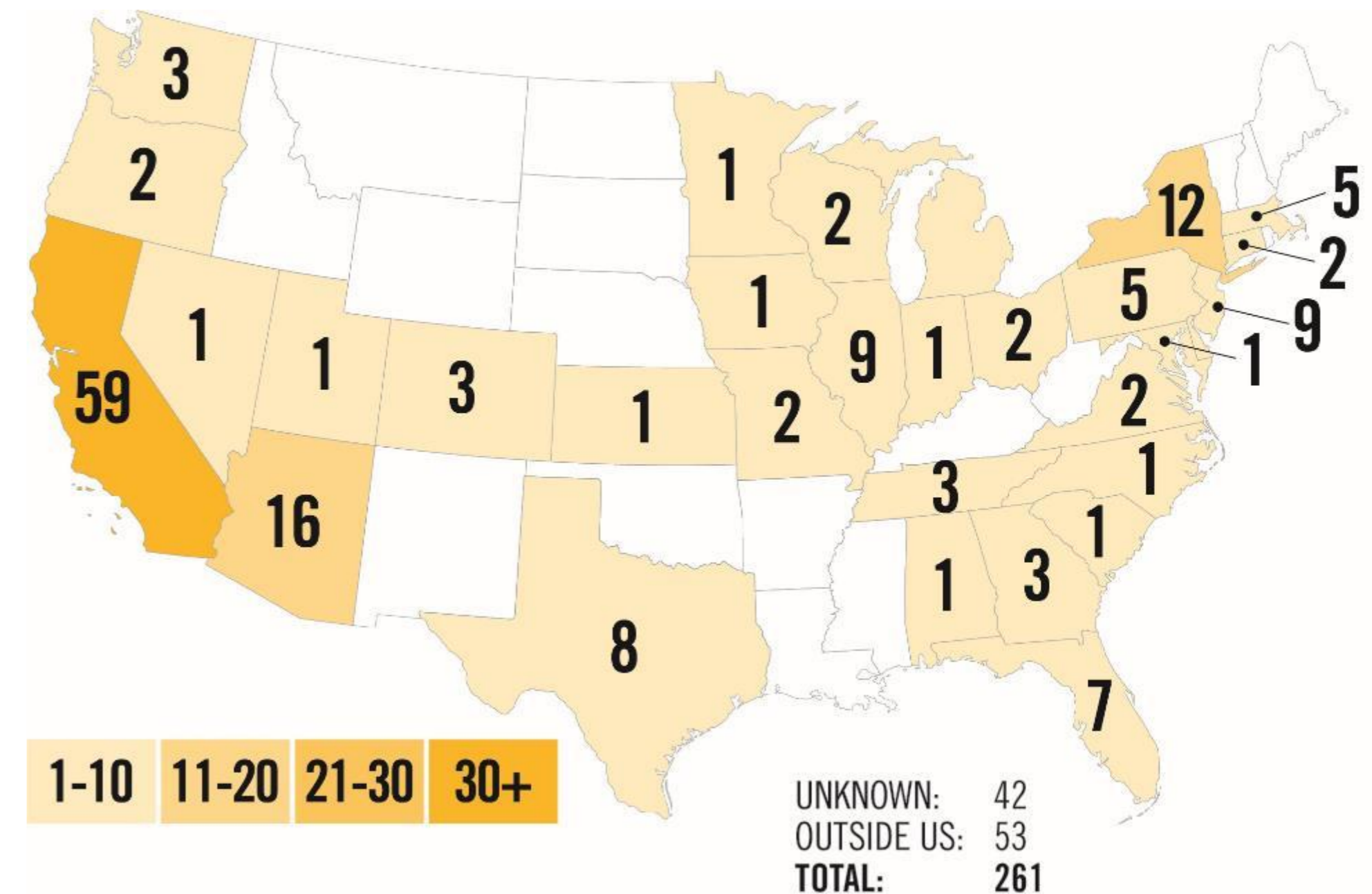
# FY2018 YEAR TO DATE ACTIVITY

PROSPECTS BY OPERATION TYPE



- 71 adv. administrative prospects in FY18; up from 51 in FY17.
- 15 headquarters prospects in FY18; up from 11 in FY17.
- 106 manufacturing prospects in FY18; up from 104 in FY17.

PROSPECTS BY REGION OF ORIGINATION

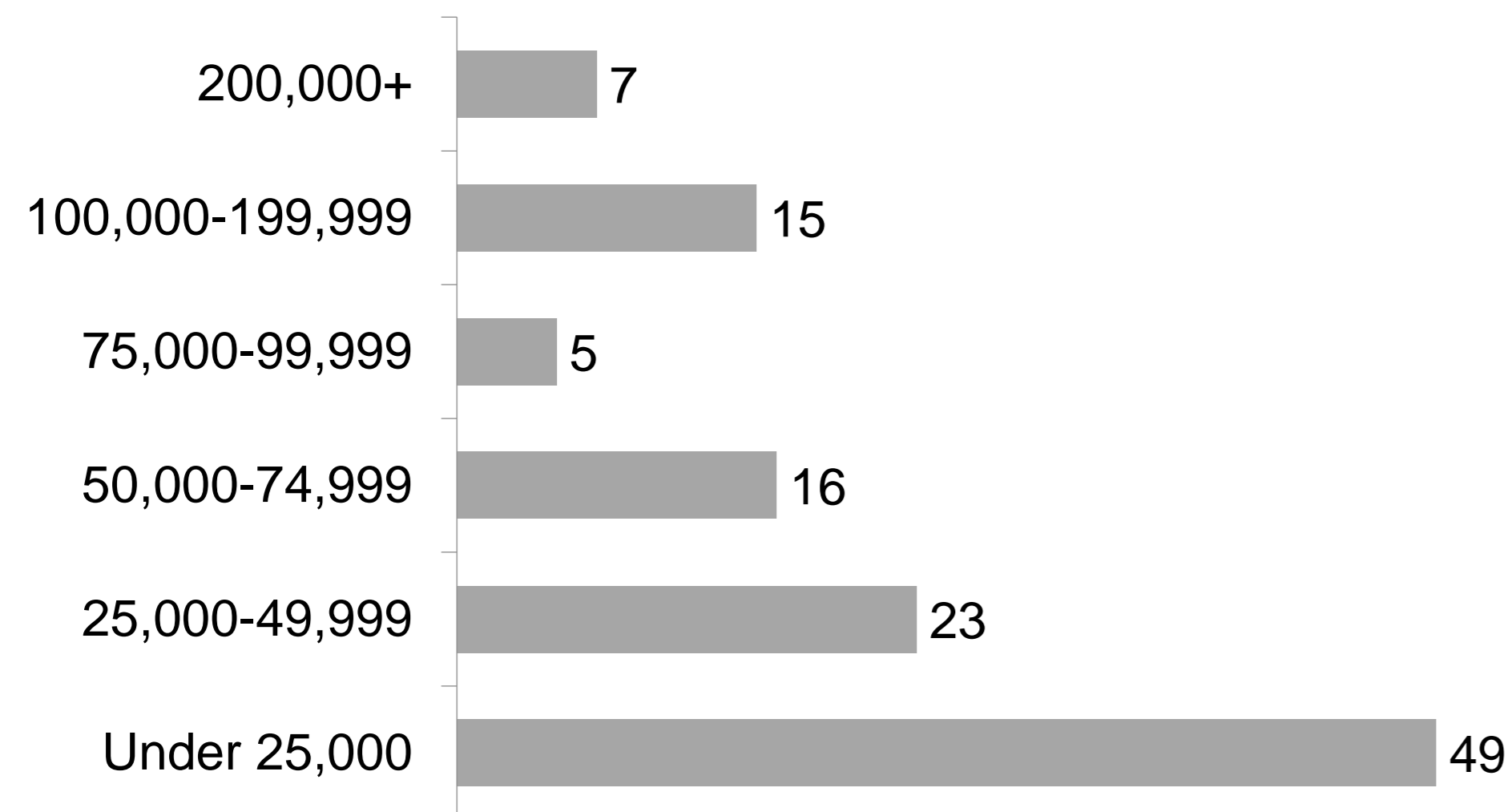


- 23% of prospects are from California.
- 53 international prospects, including 11 from Canada, 5 from China, 5 from Israel and 15 from Europe.

# FY2018 PROSPECT ACTIVITY

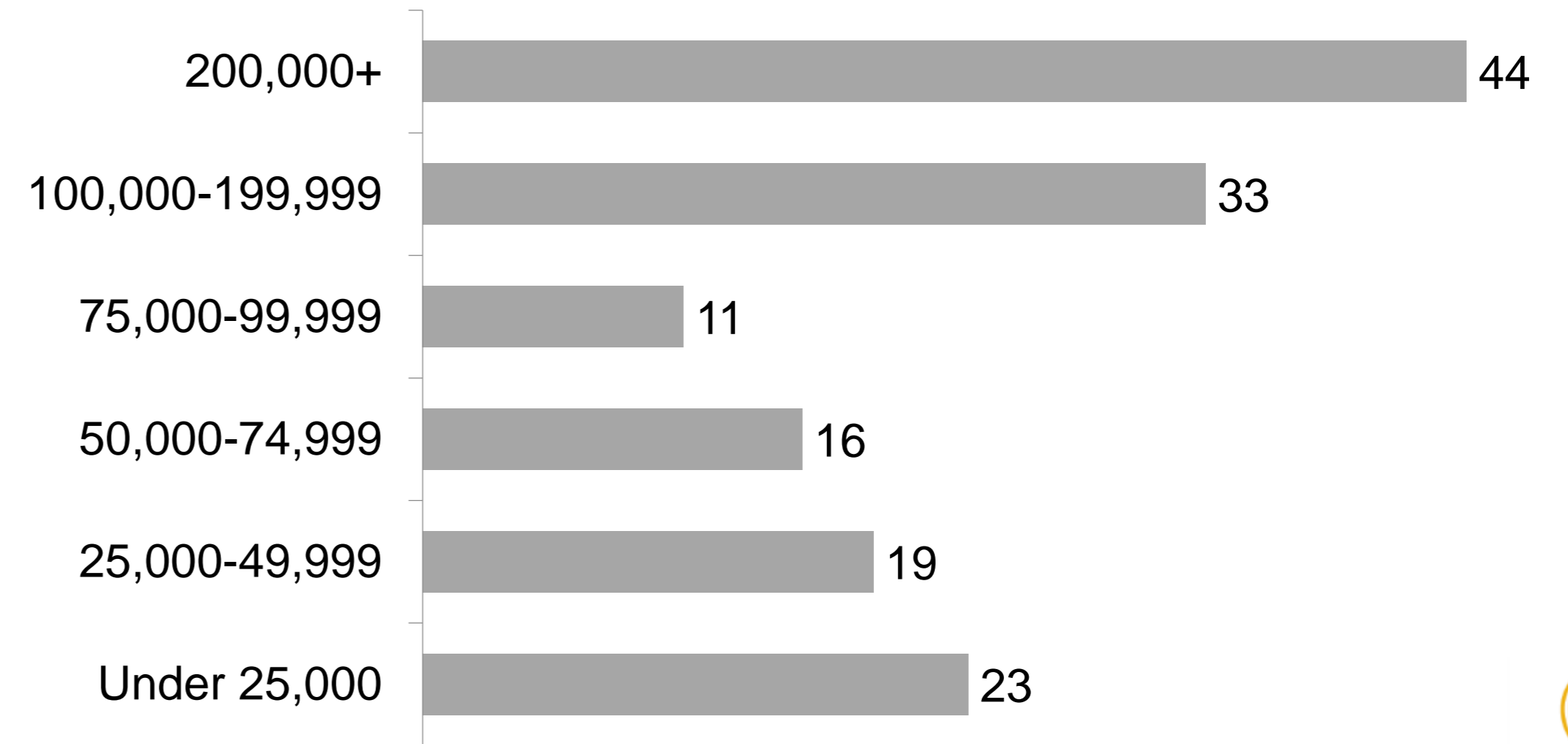
## OFFICE PROSPECTS

- 115 office prospects YTD in FY18; up from 106 in FY17.
- 7 prospects over 200,000 SF in FY18; down from 11 in FY17.
- 49 prospects under 25,000 SF in FY18; the same as in FY17.
- 100 are looking for existing space, 8 build to suit, 7 no preference.



## INDUSTRIAL PROSPECTS

- 146 industrial prospects YTD in FY18; up from 122 in FY17.
- 44 prospects over 200,000 SF in FY18; up from 32 in FY17.
- 23 prospects under 25,000 SF in FY 18; down from 29 in FY17.
- 82 are looking for existing space, 24 build to suit, 40 no preference.





# GREATER PHOENIX SMART REGION



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# CITIES AS THE DRIVERS OF THE MODERN ECONOMY

- Globally cities are engines of economic growth with capacity and tools to enhance regional competitiveness.
- Nationally cities are challenging conventional thinking and capitalizing on new opportunities by making intentional long-term investments.
- GPEC and its communities are developing strategies to promote strategic investments in economic drivers of the knowledge economy.

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# SMART REGION VISION

Smart Cities use technology to solve city challenges from transportation to health and well-being. The smartest of these understand that it is not a single project that makes them “smart”, rather it is the process of using technology to continually improve government efficiency, enhance citizen well-being, and solve complex problems.

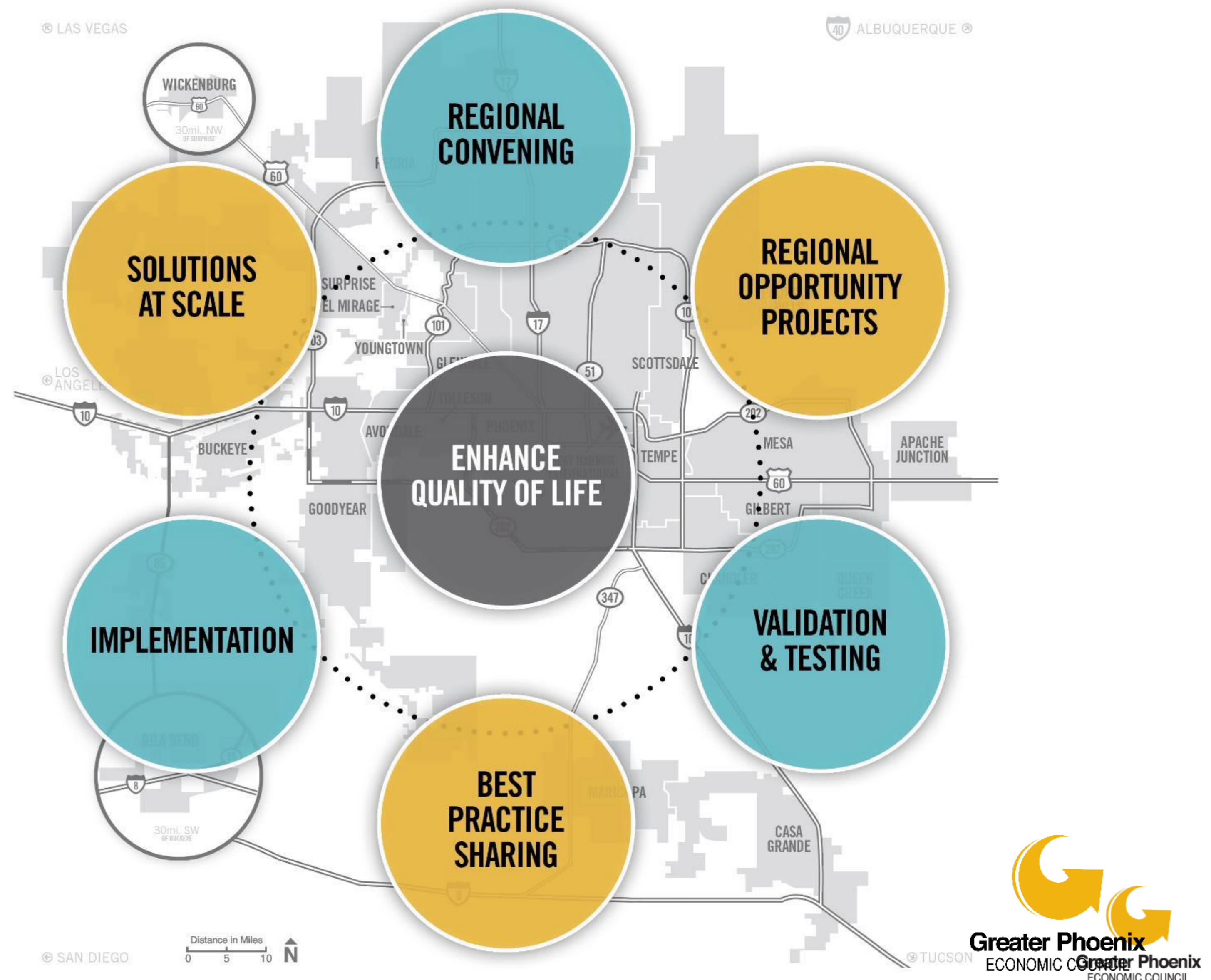
The Smart Region Initiative is designed to build a system and framework that takes the approach of the smartest cities and leverages the scale and testing capabilities of the entire region. The Smart Region Initiative plays to the region’s legacy of collaboration to build a system that strengthens and enhances existing smart city approaches.





# GREATER PHOENIX: A SMART REGION

The Smart Region plan is about intentionally collaborating with regional partners to adopt and scale solutions that transform Greater Phoenix. This transformation brings together diverse stakeholders to enhance quality of life and well-being for all residents.




# THE BENEFITS OF COLLABORATION

- Creating economies of scale in a connected region
- Enhanced services to residents
- Cost savings for communities in delivering urban services
- New revenue opportunities for communities
- Economic development from related innovations
- Enhances reputation of the region
- Faster vetting and implementation through cooperative testing across the region
- Increased opportunity to attract and grow technology companies
- Reinforce *The Connected Place* identity

# THANK YOU

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**GREATER PHOENIX:**  
WHERE TALENT IS BRED, COMMUNITY IS BUILT AND BUSINESS THRIVES