



## MEDA Six Month Progress Report Highlights FY 2021-22

Maricopa City Council Worksession  
Tuesday, January 18, 2022

# MEDA Six Month Progress Report Highlights FY 2021-22

## Objective 1: Generate Leads and Prospects for Maricopa

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### Partners for Deal Generation



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### Business Development Associations for Relationship Building and Deal Generation



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Participated in Six Industry-Hosted Site Selection / Business Development Conferences



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### Objective 1: Generate Leads and Prospects for Maricopa

#### Business Development Contacts

Target Group	Contacts Made Q1	Contacts Made Q2
Commercial Real Estate Brokers: City of Maricopa	2	0
National Site Location Consultants: Site Selectors Guild	0	15
National Site Location Consultants: Southern California	0	0
National Site Location Consultants: United States	8	20
Canadian Arizona Business Council	0	2
Urban Land Institute: Southern California	0	0
Commercial Real Estate Brokers: Greater Phoenix	6	1
ULI Commercial and Retail Council	0	25
Greater Phoenix Economic Council (GPEC): Virtual Executour of Site Location Consultants	0	0
CoreNet Global	0	25

# MEDA Six Month Progress Report Highlights FY 2021-22

## Prospect Activity Referred to City from ED Partners: July 1, 2021 – December 31, 2021

Prospects and Jobs	Project Type
<div>64</div> <div># of Prospects from ED Partners</div>	<div>16</div> <div>Light Manufacturing</div>
<div>30k</div> <div># of Jobs Represented</div>	<div>7</div> <div>Administrative / Back Office</div>
<div>\$58k</div> <div>Average annual wages</div>	<div>41</div> <div>Manufacturing</div>

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## Prospect Activity Referred to City from ED Partners: July 1, 2021 – December 31, 2021

Space and Land Required	Project Space Footprint
24 Existing Building	24 <5,000 sq. ft. to 100,000 sq. ft.
17 Build to Suit	14 100,000 sq. ft. to 250,000 sq. ft.
23 Existing Space / Build to Suit	7 250,000 sq. ft. to 500,000 sq. ft.
100 % Requiring Ready to Go Space or Sites	19 500,000+ sq. ft.

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## MEDA Prospect Proposals Submitted: July 1, 2021 – December 31, 2021

Prospects and Jobs	Project Type
<div>29</div> <div># of Prospect Proposals Submitted</div>	<div>7</div> <div>Light Manufacturing</div>
<div>14k</div> <div># of Jobs Represented</div>	<div>1</div> <div>Administrative / Back Office</div>
<div>\$62k</div> <div>Average annual wages</div>	<div>21</div> <div>Manufacturing</div>

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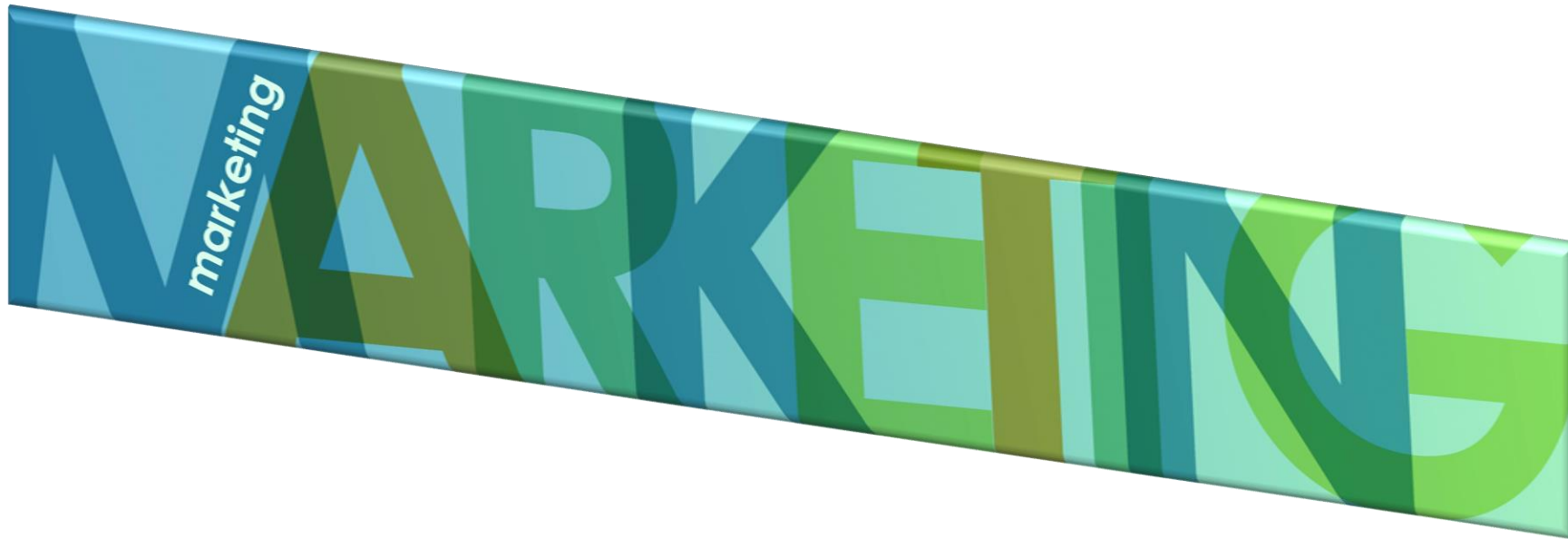
## MEDA Prospect Proposals Submitted: July 1, 2021 – December 31, 2021

Space and Land Required	Project Space Footprint
5 Existing Building	5 <5,000 sq. ft. to 100,000 sq. ft.
12 Build to Suit	8 100,000 sq. ft. to 250,000 sq. ft.
12 Existing Space / Build to Suit	3 250,000 sq. ft. to 500,000 sq. ft.
100 % Requiring Ready to Go Space or Sites	13 500,000+ sq. ft.

## MEDA Six Month Progress Report Highlights FY 2021-22

### Objective 2: Promote and Market Maricopa as a Prime Business Location

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#### Major MEDA Marketing Highlights for July 1 – December 31, 2021

- Developed, designed / updated and produced 25 marketing deliverables, including:
  - Agribusiness & Agriculture Technology Key Economic Sector Brief
  - Selection Magazine Ad: GPEC Special Section
  - Prospect presentations: Introduction to Maricopa
  - Business Locations Magazine: Featured Locations Listing
  - Points of interest map: Maricopa, electric vehicle (EV) manufacturing, semiconductors
  - Utility capacity templates
  - Maricopa Flood Resilience Brief and Executive Summary
  - Branding Manual
  - Best Practices “manual”
  - Annual Progress Report for FY 2020-21

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### Major MEDA Marketing Highlights for July 1 – December 31, 2021

- LinkedIn
  - Research and curate articles, news items, custom campaigns, etc.
  - Developing posts
  - Targeted digital ads
  - Data analysis

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## Objective 2: Promote and Market Maricopa as a Prime Business Location

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### Major MEDA Marketing Highlights for July 1 – December 31, 2021

- Conducted comprehensive research and data updates to:
  - Website
  - Prospect Collateral Toolkit
  - Key Economic Sector Briefs
  - Site Spec Sheets
  - City of Maricopa Rankings
  - State of Arizona Rankings
- Researched and developed Data Privacy Policy

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## Objective 2: Promote and Market Maricopa as a Prime Business Location

### Major MEDA Marketing Highlights for July 1 – December 31, 2021

- Collateral Materials/Reports

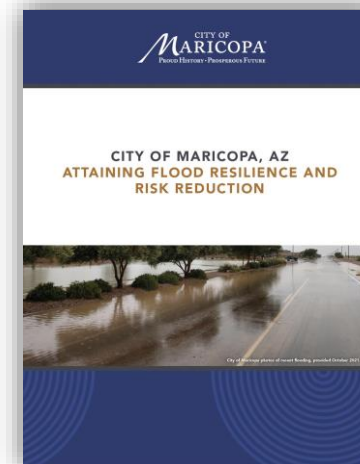
#### Agribusiness & Agriculture Technology Key Economic Sector Brief



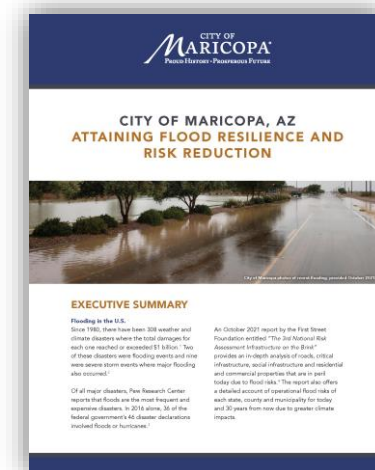
#### Site Selection Magazine Ad



#### Flood Resilience Brief



#### Flood Resilience Executive Summary



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### Major MEDA Marketing Highlights for July 1 – December 31, 2021

- Ongoing research on emerging and dominant trends impacting business locations
- Participation in and connection to CEO organizations

## MEDA Six Month Progress Report Highlights FY 2021-22

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#### Major MEDA Marketing Highlights for July 1 – December 31, 2021

- Website Analytics: (Q1 vs Q2, FY 2021-22)

METRIC	JUL-SEP 2021 (Q1)	OCT-DEC 2021 (Q2)
Web Page Views	9,042	6,988
Bounce Rate	8.22%	9.96%
Average Time Spent on Website	1m, 14s	1m, 21s
Average Number of Pages Visited per Session	3.05	3.09
Number of First-Time Visitors	2,281	1,768
Number of Repeat Visitors	372	223
Type of Device	Mobile (50.7%) Desktop (47.5%) Tablet (1.7%)	Desktop (62.6%) Mobile (36.0%) Tablet (1.4%)

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#### Major MEDA Marketing Highlights for July 1 – December 31, 2021

- LinkedIn Analytics: (Q1 vs Q2, FY 2021-22)

METRIC	JUL-SEP 2021 (Q1)	OCT-DEC 2021 (Q2)
Impressions	950,808	908,306
Clicks	322	309
Followers	116	124



**Maricopa Economic  
Development Alliance**

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**Champions for Economic Growth and Prosperity**

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**[www.MaricopaEDA.com](http://www.MaricopaEDA.com)**