



## Investing in GPEC | City of Maricopa

### Community Benefits Report

The Greater Phoenix Economic Council (GPEC) is a performance-driven, public-private partnership. GPEC partners with the City of Maricopa, Maricopa County, 22 other communities and more than 170 private-sector investors to promote the region's competitive position and attract quality jobs that enable strategic economic growth and provide increased tax revenue for Maricopa.

GPEC and our partners help increase the quality and quantity of transactions in the region by:

- Marketing industry-specific business cases to showcase our competitive advantages.
- Expanding prospecting activities in California and other domestic markets.
- Securing international investment.
- Capturing opportunities in emerging technology around solar and healthcare.
- Connecting prospects with local R&D expertise.
- Addressing gaps in the market such as speculative buildings, technology parks and accelerators, and venture capital.

This report summarizes the significant benefits and return on investment GPEC delivers to the City of Maricopa and this region.

#### Maricopa Revenue Return (5-Yr Trend): 10:1

##### Maricopa Investment

Funding Request for FY15: \$26,540  
(ADOA 2013 Population)

Previous Funding for FY14: \$25,853  
(AZ Stats 2012 Population)



##### Driven Results

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.
- Commute patterns and retail studies show that employees of 'locates' live and spend their incomes in all Greater Phoenix communities. Thus, when a company selects a Greater Phoenix location, all communities benefit with increased tax revenues.
- 437 jobs region-wide<sup>1</sup> for Maricopa residents from GPEC-assisted locates



##### Return on Investment (5-Yr Trend)

- **\$10 of direct revenue<sup>2</sup> for every \$1 invested.**
- **\$16 of total revenue<sup>3</sup> for every \$1 invested.**
- **\$15.2 million** in new consumer spending<sup>1</sup> generated by new Maricopa jobs and employed Maricopa residents. An addition of \$14.0 million created by multiplier effects, results in total consumer spending of \$29.2 million.
- **\$1.2 million** in new Maricopa direct revenues<sup>1</sup> (boosted to \$1.8 million when including related multiplier effects of \$651,015).

<sup>1</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.

<sup>2</sup>Includes property, sales and utility taxes, as well as state-shared and other local revenues.

<sup>3</sup>Includes direct revenues plus those generated by related supplier and consumer jobs.

## Regional Results Summary\*

	FY14	FY13	5 Year Total
<b>Payroll Generated</b>	\$147.9M	\$303.2M	\$1,018.0M
<b>Jobs</b>	3,325	6,954	23,835
<b>High-wage Jobs</b>	1,745	2,506	10,335
<b>Average Salary</b>	\$44,473	\$43,594	\$42,709
<b>Qualified Prospects</b>	202	215	1,014
<b>Earned Media Reach</b>	982.8M	1,048.1M	2,905.8M
<b>Assisted Locates</b>	26	32	144
<b>Capital Investment</b>	\$1,758.5M	\$456.7M	\$3,823.1M

\*Through June 3, 2013

### Targeted Opportunities

Maricopa advances GPEC's mission of attracting quality companies to the region by:

- Responding to 'E-Track' prospect requests.
- Participating in prospect community visits.
- Hosting ExecuTours, tailored events for high-level decision-makers.
- Prospecting at trade shows, conferences and sales missions to expand the project pipeline.

### Competitive Intelligence

GPEC offers Maricopa access to unique tools and expertise:

- Comprehensive demographic, labor, targeted industry information and marketing assistance.
- CoStar real estate database.
- MetroComp operating cost-comparison software for 50 markets.
- Community Building Consortium.
- Greater Phoenix Consensus Impact Model analysis.

### Community Leadership

Leadership is critical to ensuring the success of your community, GPEC and the region's economic vitality.

Engagement Opportunity	Maricopa Involvement
<b>GPEC Board of Directors</b>	Mayor Christian Price
<b>Economic Development Directors Team (EDDT)</b>	Micah Miranda, Denyse Airheart, Michael Winer

### GPEC Next

Operating as a more comprehensive and innovative practice, GPEC Next pursues opportunities with greatest potential for the region through deeper collaboration with our stakeholders, communities and partners. By integrating international attraction and an emerging technologies focus with GPEC's core domestic competency, we will satisfy the market's needs for a stronger, better, proactive regional economic development organization. GPEC Next will achieve a thorough understanding of our competitiveness, realize a streamlined, direct-selling approach to competitor and global markets, and make dynamic improvements to the region's business climate.