

Semi-Annual Report to City Council

MEDDA

Maricopa Economic Development Alliance

City Council Report

Who and What is MEDA?



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Ingredient Variables: Creating a Diamond:

- Carbon Elements (coal, coke, charcoal, graphite)
- Intense Heat
- Intense Pressure
- Distance under the earth's mantle
- Location / Environment

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MEDA

**MEDA is the tip of
the spear**



**City of
Maricopa**

**Chamber of
Commerce**

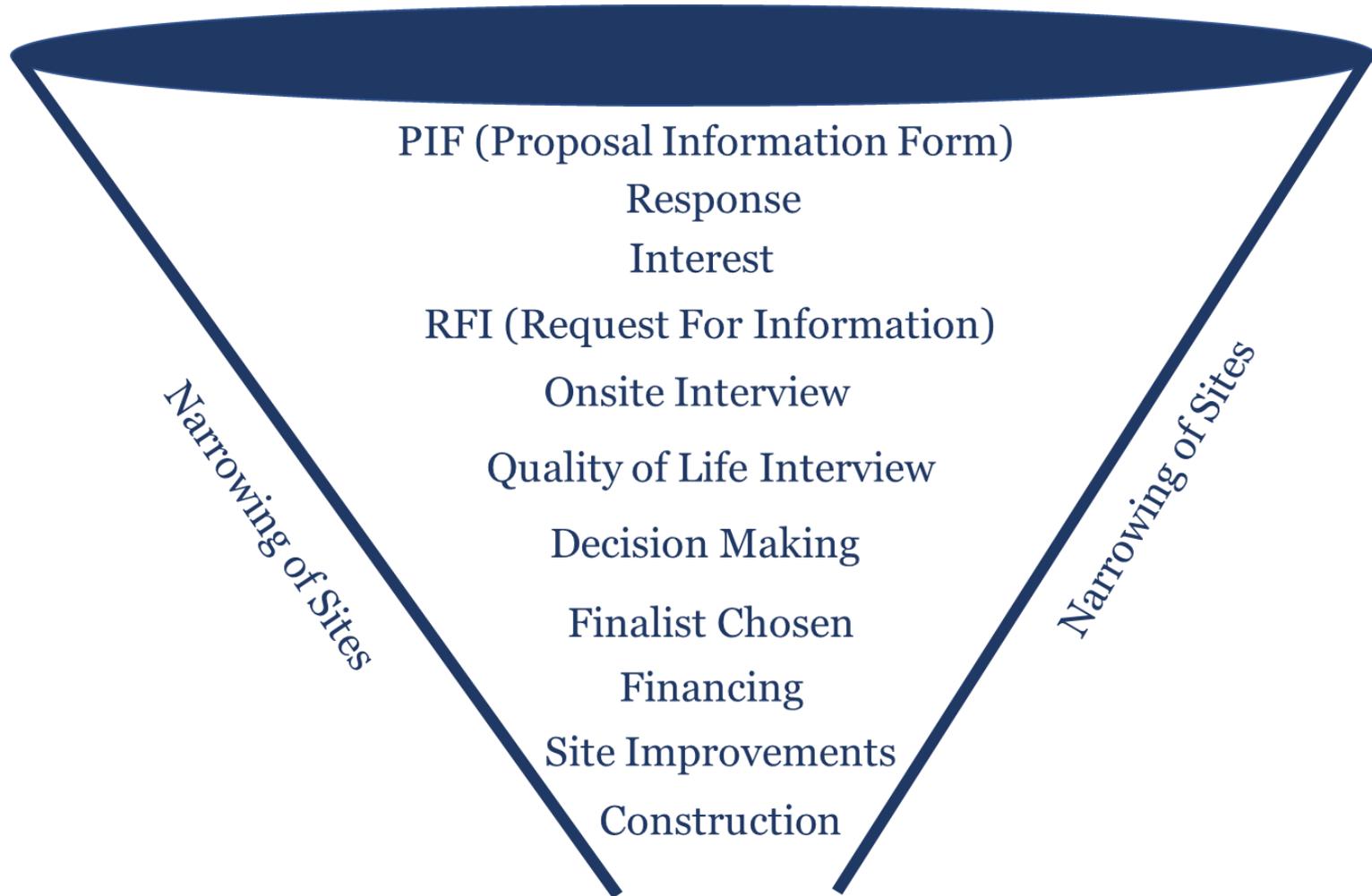


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PIF's for First & Second Quarter

- Q1 – Received 42, responded to 21. These 21 responses included a potential of 6,367 jobs with average annual wages of over \$66,181.
- Q2 – Received 26, responded to 11. These 11 responses included a potential of 3,883 jobs with average annual wages of over \$67,988.

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WITH TEAMWORK: COMPANY LOCATES HERE!

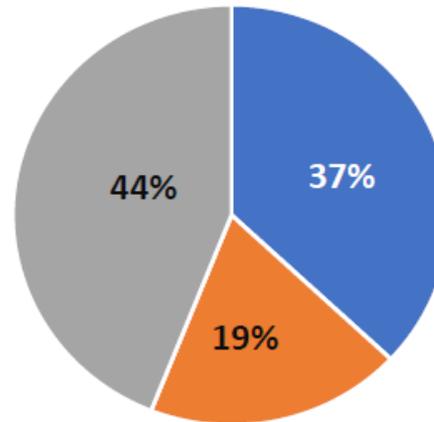
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Lack of Existing Buildings:

# of Jobs	Ave. Wage	Wage Impact	CapEx (\$M)
16,848	\$53.775	\$1,017,157,290	\$2,994

	Percentage	No. of Projects
Existing OR Build to Suit	37%	55
Build to Suit	19%	28
Existing Building	44%	64

Jan 1 - Nov 17, 2022 Projects



■ Existing OR Build to Suit ■ Build to Suit ■ Existing Building

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Teamwork includes Site Selectors

What is a Site Selector?

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Critical Location Factors:

Property Size and Configuration:

Amount of available land and overall site dimensions to accommodate building layout flexibility and both Phase 1 and Phase 2 requirements.

Surrounding Land Use Suitability:

Suitability of immediate neighbors; avoidance of residential areas, commercial non-industrial, and other non-compatible characteristics impacting brand/image.

Transportation Access/Site Highway Access:

Primary site access points, capability for multiple entrance points for separate truck and employee traffic, flow of traffic and potential congestion points, access to interstates and market access to customers and suppliers.

Utilities (Electric, Water, Sewer, Natural Gas):

Proximity of major utilities to the candidate site and ability to meet the project's required timeline; confidence in utility company's ability to deliver required upgrades and highly reliable capacity long term.

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Critical Location Factors Continued:

Overall Ease of Implementation/Low Timeline Rise:

Avoidance of factors that may impact overall project implementation and cause execution delays; ability for the site and community to meet Project Maximus's stated operational goals in the short and long term.

Access to Workforce:

Community's ability to appropriately support the initial staffing of the project and overall talent pipeline to support long-term sustainability. Initial desktop review.

Community Fit:

Level of support and assistance expected from the community; how much does the community want Project Maximus and will they be a successful long-term partner.

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North American Search Area



ID	State / Province	Sites / Sub Regions
1	Quebec	<ul style="list-style-type: none">Montreal Region
2	Michigan	<ul style="list-style-type: none">MarshallBattle Creek
3	Ohio	<ul style="list-style-type: none">ToledoDaytonCincinnati
4	Tennessee	<ul style="list-style-type: none">MemphisClarksville
5	Mississippi	<ul style="list-style-type: none">Marshall County (outside Memphis)Lee County (Tupelo)Columbus
6	Alabama	<ul style="list-style-type: none">Muscle ShoalsHuntsvilleBirmingham

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Sales Pursuit Timeline

Date	Activity
February 2016	First Contact (at my desk, in shorts and T-shirt) 😊
March 2016	First Proposal Submitted
April 2016	Revisions, back and forth
July 2016	1 st S. Korea Sales Presentation (on spec.)
August – November 2016	Wait...wait...wait....anticipation is stressful
December 2016	They're back! Off to S. Korea (on spec., 2 finalists)
January – May 2017	Wait...wait...wait...but do a little free work
July 2017	It's a Win (we think)
August 2017	Hercules Signed Agreement (for sure)
Sept 2017 through December 2018	Hercules engagement; goes on hold early 2019
March/April 2021	Maximus Begins; Signed Agreement April (3 Amendments)
May 2022	Maximus Announced *wait till end of presentation

Over 25 different proposal iterations, \$50,000 of investment in busdev travel, and some great Korean barbecue!

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Traveling to drive awareness:

June – December 2022 attended 7 major sales missions/conferences

- Site Selectors
- Economic Development Professionals
- Developers
- Presidents & CEO
- Real Estate Industry Network



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Target Group	Contacts Made				Total
	Q1	Q2	Q3	Q4	
ADOT - State Transportation Board Meetings	60	85			145
Arizona League of Cities & Towns	150				150
Canada Arizona Business Council - CABC	35	27			62
Commercial Real Estate Brokers - City of Maricopa	3	12			15
Commercial Real Estate Brokers - Metro Phoenix	20	19			39
CoreNet Global		68			68
EconoMix		87			87
Maricopa & Pinal County Business Organizations	180	135			315
NAIOP - Local		26			26
NAIOP - National		82			82
National Site Location Consultants - Fall Forum (East Coast)	85				85
National Site Location Consultants - Site Selectors Guild		40			40
National Site Location Consultants - United States (Annual) (Texas)					0
SemiCon (Semi-conductors) West Conference (West Coast)	85				85
Southern Arizona Leadership Council (SALC)	15				15
Urban Land Institute - Local		50			50
Urban Land Institute - National		81			81

Total Contacts Made

633

669

0

0

1345



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What is ahead for MEDA?

- Continued outreach/travel to Site Selectors, etc.
- Marketing MEDA/City of Maricopa partnership
- Answering and driving all possible leads
- Continued evolution/expansion of available local business sites
- Aligning all efforts with the strategic direction of the City
- Drive awareness/targeted marketing
- Transportation infrastructure advocacy
- Applying for Grants
- Build additional relationships



Full Steam Ahead!

