

ECONOMIC DEVELOPMENT UPDATE

MAY 2016

Maricopa will be a leading regional partner, providing growth opportunities for new companies, entrepreneurs, and expanding companies by delivering high quality services, sites, and talent to businesses.



1. To be a regional leader in economic development with properly aligned resources and tools.
2. To be a community recognized by site selectors and companies in target industries as having a high quality real estate product.
3. To have effective marketing that positions the community as a top of mind destination among key target sectors and audiences.
4. To be known as a community with a unique quality of place within the region.

GOAL 1 PRIORITIES

1. **Align existing organizations.**
2. **Build organizational capacity.**
3. **Strengthen BRE program.**
4. **Support Entrepreneurs.**

GOAL 2 PRIORITIES

1. Partner in the development of office space.
2. Development a business park to attract light industry targets.
3. Include mixed-uses in development of City Center.

1. Leverage and expand existing local partners for an internal awareness campaign.

2. External marketing:
 - ✓ Leverage regional partners

 - ✓ Target marketing & recruitment

GOAL 4 PRIORITIES

1. Leverage educational & workforce partners.
2. Expand higher education.
3. Continue targeting retail and entertainment concepts.
4. Enhance place assets for tourism and talent attraction.

- ✓ Estrella Gin Business Park

- ✓ MCE business incubator

- ✓ Business Beat/Shop Local

- ✓ Business Resources

- ✓ Marketing
 - ✓ Trade Shows
 - ✓ MEDA
 - ✓ MAP

ESTRELLA GIN BUSINESS PARK

DELIVERABLE 3RD QTR 2015

NWC GARVEY AVE &
N ROOSEVELT AVE
MARICOPA, ARIZONA



AVAILABLE FOR LEASE OR BUILD TO SUIT
± 50 ACRES - MIXED USE BUSINESS PARK

Andy Markham, SIOR
Executive Managing Director
602.224.4408
Andy.Markham@cassidytruley.com

Marc Tuite
Vice President
602-224-4478
Marc.Tuite@cassidytruley.com

Charles Hall
Senior Vice President
602-224-4455
Charles.Hall@cassidytruley.com

2375 E. Camelback Rd, Suite 300
Phoenix, Arizona 85016
ph: 602.954.9000
fx: 602.468.8588
www.cassidytruley.com

**Cassidy
Turley** Commercial
Real Estate Services

 **BOYER**



ARIZONA SCITECH
MARICOPA
science city





BIZ BEAT

Business Beat is a weekly video series highlighting goods and services available right here in Maricopa.

Share your Business Beat video feature with social networks like Twitter and Facebook!

Watch your friends and network share with their friends!



MARICOPA 101 - WORKFORCE DEVELOPMENT



Join us Wednesday, April 20 for Maricopa 101: Workforce Development with special guest Joel Millman, Workforce Development Program Manager of Arizona@Work. Arizona@Work (formerly Arizona Workforce Connection) is a statewide workforce development network that assists employers of all sizes recruit, develop and retain the right employees for their business. Arizona@Work's services are free of charge, so come and see what they can do to help your business grow. Register today!

April 20, 2016

5:00 - 6:00 pm

Maricopa City Hall

39700 W. Civic Center Plaza

Zephyr Conference Room

[Click here to RSVP](#)



*MAP
Eligible
Event



ARIZONA@WORK™

Innovative Workforce Solutions



BIO
International
Convention

*The Global Event
for Biotechnology*




ICSC




MEDA
Maricopa Economic
Development Alliance



GROW YOUR BUSINESS IN MARICOPA

Would you like to be part of Arizona's fastest growing city? In 2000, Maricopa was home to 1,400 proud residents; today, it has grown to more than 46,000. Incorporated only eleven years ago, City leaders have worked vigorously to provide a pro-business operating environment where businesses can thrive.

- Young and educated labor pool with 46% holding a bachelor's or advanced degree
- Family-oriented atmosphere that draws new residents and seasonal visitors
- Between Phoenix and Tucson, with multi-modal connections to U.S. and global markets
- Large supply of properties with highway access and proximity to I-8 and I-10
- Comprehensive incentive packages for impactful projects



39700 W. Civic Center Plaza, Maricopa, AZ 85138 | 520.316.6990 | www.maricopamatters.com

UNBALANCED ECONOMIC SITUATION



=
1 Job per 2.3 Rooftops



Data Source: 2011-2013 American Community Survey, 3-Year Estimates 7,723 jobs 17,899 rooftops

BALANCED ECONOMIC SITUATION



=
1 Job per 1.23 Rooftops



Data Source: 2011-2013 American Community Survey, 3-Year Estimates

Note: Calculated by averaging job to housing ratios for Chandler, Gilbert, Goodyear, Maricopa, Mesa and Tempe

ECONOMIC DEVELOPMENT METRICS

Effectiveness Measures for Economic Development Department Activities	FY 13-14	FY 13-14	FY 13-14	FY 14-15	FY 14 - 15	FY 14 - 15
	Goal	Actual #	Actual %	Goal	Actual #	Actual %
# of meetings held with prospective businesses	158	124	78%	143	80	60%
# of Business Retention & Expansion visits conducted	50	20	40%	30	20	67%
# of small business and entrepreneur training program participants	83	128	154%	114	64	56%
Estimated number of jobs attracted, created, or retained with City assistance	49	99	202%	61	90	148%
Average hourly wage of job attracted, created, or retained with City assistance	\$22.15	\$9.55	43%	\$20.06	\$10.25	51%

*Goals are based on 3-year rolling averages

ECONOMIC DEVELOPMENT METRICS

Effectiveness Measures for Economic Development Department Activities	FY 13-14 Goal	FY 13-14 Actual #	FY 13-14 Actual %	FY 14-15 Goal	FY 14-15 Actual #	FY 14-15 Actual %
Estimated new commercial capital investment created with City assistance	\$6.0M	\$2.5M	42%	6.4M	\$3.50	55%
New commercial square footage constructed	30,280	22,347	74%	31,362	7,800	24%
Average retail occupancy rate	91.80%	93.50%	102%	92.20%	94.2%	102%
Average office occupancy rate	85.70%	91.30%	107%	89.30%	93.4%	105%
Average industrial occupancy rate	97.50%	97.70%	100%	97.30%	97.6%	100%
Total sales tax collections (retail, construction, and bed tax)	\$7.2M	\$8.7M	121%	\$7.8M	\$9M	115%

*Goals are based on 3-year rolling averages

- Sales Missions— Increased presence Agritech, MD&M, GPEC & ACA Roadshows
- Update to Econ Dev Strategic Plan FY15-16 & FY16-17
- Estrella Gin Business Park — Development Agreement, start of phase 1 construction
- Edison Road Extension construction completed
- Univ of Arizona/CAC/MHS education initiative
- MCE Business Incubator — exhaust Revolving Loan Funds by September
- Business License Update
- Shop Local Program — October, November, December
- Maricopa Advocate Program — Regular programming

- **Represent City**

- GPEC
- MEDA
- AAED
- MAG
- Chamber Board Member
- NACET Board Meeting
- CEDs

- **Monthly —**

- Business Beat
- MCE

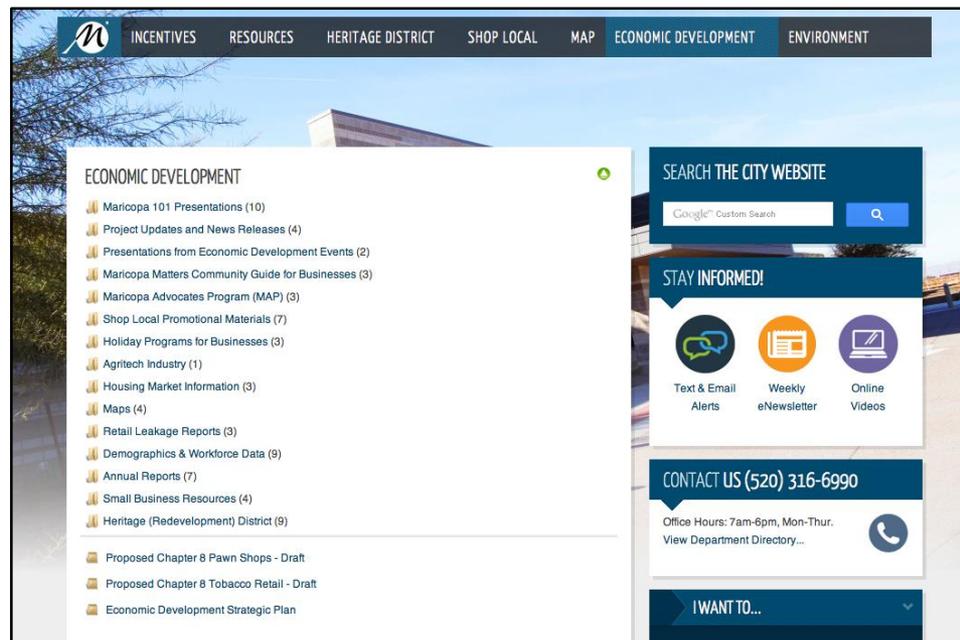
- **On Going Projects**

- Meet with Developers, Brokers, Stakeholders
- University of Arizona
- Estrella Gin Business Park
- Edison Road Extension
- Rural Grant Edison Road
- Heritage District
- Façade Improvement
- Maricopa Advocate Program (Special Event, Quarterly Event, Point inventory)
- Realtor Tour
- Marketing Materials
- Sales missions: ICSC, BIO, Road Shows

* Projects in gray would be impacted by Specialist

- **Weekly**
 - Data Resources
 - Social Media, News Articles
- **Monthly** — scheduling speakers, marketing program, day of preparation and follow up
 - Economic Newsletter
 - Business Beat
 - Maricopa 101
- **On Going Projects**
 - Revolving Loan Fund
 - Rural Grant Edison Road
 - Heritage District
 - Façade Improvement
 - Maricopa Advocate Program (Special Event, Quarterly Event, Point inventory)
 - Realtor Tour
 - Economic Summit
 - Marketing Materials
 - Support for all sales missions: ICSC, BIO, Road Shows, includes scheduling meeting

- Full Economic Development Strategic Plan, project updates, and event announcements online at www.maricopa-az.gov
- Updates in City Manager's weekly report



Thank You

Maricopa Economic Development Department

(520) 316-6990

economicdevelopment@maricopa-az.gov

www.maricopa-az.gov

www.maricopamatters.com