



# City of Maricopa

## Legislation Details (With Text)

**File #:** CON 17-18    **Version:** 1    **Name:** GPEC Annual Contract FY 17-18  
**Type:** Contract    **Status:** Passed  
**File created:** 5/18/2017    **In control:** City Council Regular Meeting  
**On agenda:** 6/6/2017    **Final action:** 6/6/2017

**Title:** The Mayor and City Council shall discuss and possibly take action to approve an updated agreement between the Greater Phoenix Economic Council and the City of Maricopa, in an amount not to exceed \$27,464.00, and will be funded from General Fund, Economic Development, Membership and Dues (10011616-55510). Discussion and Action.

**Sponsors:** Denyse Airheart

**Indexes:**

**Code sections:**

**Attachments:** 1. Contract, 2. Exhibit A, 3. Exhibit B, 4. Exhibit C, 5. Exhibit D, 6. Exhibit E, 7. Exhibit F, 8. PowerPoint

Date	Ver.	Action By	Action	Result
6/6/2017	1	City Council Regular Meeting	Approved	Pass

The Mayor and City Council shall discuss and possibly take action to approve an updated agreement between the Greater Phoenix Economic Council and the City of Maricopa, in an amount not to exceed \$27,464.00, and will be funded from General Fund, Economic Development, Membership and Dues (10011616-55510). Discussion and Action.

This contract represents an ongoing relationship with as well as service delivery from the Greater Phoenix Economic Council (GPEC).

GPEC works in partnership with 23 member communities and over 170 private-sector investors to attract and grow quality businesses and advocate for economic competitiveness in the region. As an independent 501(c)(3) non-profit corporation, GPEC receives approximately 40 percent of funding from the public sector and 60 percent from the private sector; public sector funding is based on population. The City of Maricopa (City) contract amount of \$27,464.00.00 is calculated by utilizing a per capita rate of \$0.5752, based upon the 2016 Office of Employment and Population Statistics, Arizona Department of Administration population estimate, which listed the City as having a population of 47,746.

In addition to satisfying the Scope of Services in the Fiscal Year (FY) 2017-18 agreement, the City's work with GPEC and benefit from partnership in the past year has been significant:

1. The City had the opportunity to respond, along with all other member communities, to all GPEC prospect inquiries generated that we could satisfy minimum site requirements for.
2. Staff participated on a monthly basis in the GPEC Economic Development Directors Team meetings; these meetings are designed to provide educational opportunities, discussion forums for timely topics, and debriefs of prospect activities and GPEC initiatives
3. Staff was able to participate in numerous beneficial events facilitated by GPEC allowing for exposure to key corporate leaders in the Valley and greater information and understanding of influential projects
4. GPEC staff has supported the City's economic development efforts by offering technical assistance, time and expertise throughout the year by providing research data on employment trends
5. GPEC launched the Community Partnership Program (CPP) to further enhance support for

communities, which provides open dialogue between leadership from municipalities and GPEC to align current strategies in creating a more competitive region.

6. Mayor Christian Price and Economic Development Director Denyse Airheart attended the bi-annual executive mission trip to DC to individually participated in the Economic Competitiveness and Foreign Direct Investment Track.

7. As a benefit of our partnership with GPEC, the City also receives a user license with CoStar, a national real estate listings and analytics database which is a critical data tool for the City's economic development efforts and would cost the City over \$5,000 to purchase independently

#### FY17 - 18 Action Items

1. Utilize analytic tools and data to drive business attraction strategies, as a way to increase directly sourced prospects in alignment with advance industries.
2. Advance competitiveness priorities through regional collaboration
3. Partner with GPECs member communities to evaluate community planning necessary for future projects, and enhance industry selling strategies through the development of cohesive messaging around the regions unique value propositions.
4. Target audiences through strategic media placement and digital formats to enhance greater Phoenix's brand and drive lead generation for business attraction.
5. Implement strategies to heighten recognition of the Greater Phoenix region in targeted industries and markets identified by the Metro Phoenix Global Investment Plan.

This item will be presented by Denyse Airheart, Economic Development Director.

Staff recommends the Mayor and City Council approve an updated agreement between the Greater Phoenix Economic Council and the City of Maricopa, in an amount not to exceed \$27,464.00, and will be funded from General Fund, Economic Development, Membership and Dues (10011616-55510).