



2010

Economic Development Department Annual Report

Purpose.

This report is designed to provide a summary of actions taken to advance economic development in Maricopa during the 2010 fiscal year based on prior established goals and to introduce plans for future efforts. The activities discussed below will be addressed in the context of the Objectives and Activities set forth at the start of the fiscal year.

Objective 1: Continue initiatives and programs to attract new and retain existing jobs and economic development projects.

ACTIVITY 1: Continue implementation of marketing strategy and recruitment program for attracting desirable employers.

Utilizing a comprehensive and coordinated marketing strategy, the department has continued to raise awareness of the community as a place to do business. Targeted advertising placements were made in publications with audiences including developers, retailers and site selection consultants.

Along with direct mail activity, special events, press releases and significant work with national media inquiries, Maricopa's outreach resulted in an estimated 6 million+ impressions.

The site selection database, www.MaricopaProspector.com, was visited by 1,826 unique visitors in fiscal year 2010.

The third annual Maricopa Economic Outlook event was held in December 2009, attracting more than 100 attendees from the external business community including commercial brokers, developers and business principals.

A monthly e-newsletter, focused on sharing economic development information, has been distributed regularly since September 2006, averaging an open rate of 35 percent since inception. By the end of the 2010 fiscal year, the direct subscriber list had grown to 1,538 individuals.

ACTIVITY 2: Attract anchor institutions to ensure that the City's economic growth is based on strong foundations and to foster the provision of requisite health care and higher education offerings for Maricopa's residents.

Higher Education: While efforts in completing site selection have been ongoing for some time, the presence of a significant higher education investment in Maricopa became official in August 2010 when Central Arizona College revealed the location of its impending purchase of 217 acres for a future Maricopa campus. At full build-out the campus will be capable of serving up to 15,000 students.

Health and Wellness: The City continues to advance relationships with medical center developers and is exploring locations and partnership opportunities for a potential project launch in the 2011 fiscal year.

In addition to a focus on anchor institutions, in fiscal year 2010 City representatives met directly with, or prepared proposal responses for over 50 targeted industry prospects, from retailers to educational institutions, hospitals and high-tech manufacturing companies.

ACTIVITY 3: Meeting and trade show presence.

Staff and Council members participated in the 2009 International Council of Shopping Centers Western Dealmaking trade show as well as the Annual International Trade Show in May 2010. These events provided the City with a total of 24 direct meetings (an increase from 19 in the previous year) with retail development prospects.

In addition, attendance at the Medical Device & Manufacturing Show along with partner organizations GPEC, CAREDF, Arizona Public Service and the State Department of Commerce, facilitated direct contact with more than 80 potential business leads for the community as did participation at the Biotechnology Industry Organization Convention which exposed Maricopa to over 15,000 attendees.

ACTIVITY 4: Enhance retention and expansion efforts and results for existing businesses and entrepreneurs.

A strong local Chamber of Commerce is vital to the growth of small and entrepreneurial business in the community. The Economic Development Department has worked very closely with the Maricopa Chamber of Commerce since the Chamber's inception. Fiscal year 2010 saw two joint City Council/Chamber Board summits and increased partnerships in event management.

The Maricopa Business Retention and Expansion Program (est. 2006) oversaw the direct interview of 11 companies in the 2010 fiscal year and received targeted mailed survey responses from an additional 46.



Fall 2009 Entrepreneurship Program graduating class.

Activity Towards Fiscal Year 2010 Goals.

GOAL: Continue initiatives and programs to attract new employers and retain existing jobs and economic development projects.	
Number of prospects generated and direct contacts made at national trade show events	114
Number of City-released notices to media regarding economic development	15
Total media impressions generated	6 M +
Regional organization events attended or participated in	59
Number of prospect leads received from partner organizations	72
Number of entrepreneurs & small business clients directly assisted	41
Estimated number of jobs attracted, created or retained	31
GOAL: Continue implementation of the City of Maricopa internal programs for Economic Development.	
Commercial sites listed in online database	42
Average prospect response time with site proposals	24-48 hours
Grant funds received	\$92,000
Number of classes/seminars/presentations provided	15
GOAL: Facilitate Maricopa's physical infrastructure development.	
New square footage created and occupied	13,400

More significantly, the department directly assisted a total of 41 entrepreneurs and small businesses, either through direct contact or via a United States Department of Agriculture Rural Business Enterprise Grant of \$30,000. This grant allowed for the creation of Maricopa's first ever entrepreneur training program, which provided targeted assistance to those looking to launch or expand their own businesses. The program saw 29 participant graduates and the creation of eight permanent jobs with an total payroll of \$261,000.

Heritage (Redevelopment) District Citizen Advisory Committee Marches Forward Thanks to Grant Funds.

The City of Maricopa, to improve the quality of life in the community and encourage private investment and revitalization in the City's core, in 2009 completed and adopted a Redevelopment District Area Plan. Based on recommendations in the Plan as well as comments from Redevelopment District Citizens Advisory Committee members, grant funds were sought for an initial cleanup effort and received from the Gila River Indian Community in September 2009.

During the three weeks of bulk garbage cleanup, the following amounts of trash were removed from the locations listed:

- 444414 W. Maricopa Ave., 61.83 tons
- 19916 N. Condrey Ave., 20.34 tons
- Roosevelt and Lexington, 52.17 tons

Volunteers working with the Recycling Association of Maricopa noted the following amounts of recyclable materials removed from the Redevelopment District Area at the conclusion of the effort:

- Tires Removed: 783 (171 with rims) + 62 Bike Tires
- Appliances Removed: 26 (8 with refrigerant)
- Electronics Removed: 62 (49 TVs/ Monitors)
- Car/Truck Batteries: 5
- Miscellaneous Scrap Metal Removed: approximately 44 cubic yards

To complete this cleanup, 159 volunteer hours were generated and more than 25 residents participated directly in efforts.

Special request projects were also accepted via resident submittal, with a focus on activities that could improve upon or remove blighted conditions. They included:

1. Construction of ADA-accessible ramp to a Redevelopment District Area home for a local disabled veteran, as well as widening of interior home doorways and the addition of stairs to the back of the home for safety issues.
2. Purchase of gravel roadway material to be used to smooth alleyways behind homes in Old Town 1 and also diminish the negative impacts of dust and dirt to the residents in the area.
3. Complete demolition and removal of blighted trailer and shed (pictured below) on personal property in Old Town 1 per request of the property owner.
4. Repainting of resident home, including necessary repairs of fascia trim.



Spring 2010 volunteer cleanup event.

ACTIVITY 5: Support workforce development training.

To ensure that adequate support for Maricopa's workforce is available in the local area, discussions regarding future partnerships for development of targeted training programs have taken place with Central Arizona College as well as other secondary and higher education programs. Numerous City departments have participated in mentorship through high school internship programs.

Objective 2: Continue implementation of the City of Maricopa internal programs for Economic Development.

ACTIVITY 1: Complete Redevelopment Plan and begin implementation.

Adopted unanimously by the City Council on July 7, 2009, Redevelopment District Area Plan activities have been significant. The Citizens Advisory Committee was established in October 2009, made up of appointed resident and business owners in the District. A \$50,000 grant award was received from the Gila River Indian Community (details above), and the area was officially branded and will be marked with wayfinding signs, made possible through an Arizona Department of Commerce grant award of \$5,000. Efforts in the 2011 fiscal year will include additional cleanup and blight removal efforts and the creation of design standards for the District.

ACTIVITY 2: Create a fully developed and appropriately equipped Economic Development Department to perform tasks needed to improve the local economy.

In March 2010, by unanimous Council approval, the Economic Development Manager was appointed to the position of Economic Development Director. The Director holds certification as an economic developer with the International Economic Development Council, as a certified economic development finance professional with the National Development Council, a Masters of Administration from Northern Arizona University, and serves as an elected board member for the Arizona Association for Economic Development.

This modification was also reflected in the organizational chart, assigning media, marketing, communications and public information offices to the department. In addition, a draft organizational chart for additional economic development specialist assistance in future fiscal years was developed. Future department annual reports will reflect the many activities of these divisions.

ACTIVITY 3: Establish the Maricopa Economic Development Corporation and begin fundraising activities.

The Maricopa Economic Development Alliance (MEDA), created as a 501(c)(3) nonprofit and separate entity from the City, has already raised

more than \$20,000 in private contributions and recruited its first executive director. The organization's mission is to "encourage the formation, attraction, development, growth and retention of business and investment that strengthens the economic vitality of Maricopa."

MEDA's first critical task in serving the City will be through a contract to complete an Economic Development Strategic plan for the city, developed through significant community input with the assistance of a professional firm. The contract was executed in May 2010 and is anticipated to be completed by April 2011.

ACTIVITY 4: Determine feasibility and provide significant participation in the establishment of an incubator for new businesses.

A business incubator could be a significant contributor to the growth of local business entities. Future partnerships with MEDA, the Maricopa Chamber, and Central Arizona College's Small Business Development Center, in accordance with the results of the Economic Development Strategic Plan, will be tasked with addressing the need for these services and identifying methods of funding.

Objective 3: Facilitate Maricopa's physical infrastructure development.

ACTIVITY 1: Enhance economic development by entitling land for the purpose of new commercial and industrial development.

A significant step in the development of the City's first employment corridor, 68 acres of property were purchased in 2010, which resulted in the removal of the majority of feed lot uses and required property remediation. A cluster study has been completed identifying specific industry types suitable to Maricopa as well as targeted business prospects for future recruitment. This property and data will play a critical role in the development of the City's Economic Development Strategic Plan.



City of Maricopa Economic Development Annual Report 2010

For more information on Maricopa's economic development efforts or any items discussed in this report, contact the department at economicdevelopment@maricopa-az.gov, call 520.316.6812 or visit **MaricopaMatters.com.**



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