



CITY OF MARICOPA

PROUD HISTORY • PROSPEROUS FUTURE

2011 Annual Report Economic Development Department

Purpose

This report is designed to provide a summary of actions taken to advance economic development in Maricopa during the 2011 fiscal year. The activities discussed below will be addressed in the context of the Goals and Objectives set forth at the start of the fiscal year.

About the Department

Services include City wide marketing, business advocacy and technical assistance, incentive and toolkit development, business attraction and prospect generation, small business development and relationship building. The Public Information and Media Services offices facilitate all media inquiries, produces and reviews all City publications and advertising placements, manages all aspects of video production and Maricopa20, and maintains and develops the City website and all social media platforms.

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

ACTIVITY 1: Continue marketing strategy and recruitment program to attract desirable employers.

Initiated to allow for the exposure of more groups to the community, participants have enjoyed three "Talk & Tee" tours which will continue on a quarterly basis. (www.maricopamatters.com/Talk&Tee.html). In addition, the Fourth Annual Economic Outlook Event was held in December 2010, again attracting more than 85 attendees in the development, brokerage and business communities.

Targeted advertising placements were made in a number of industry publications. These, along with press releases and editorial features, generated an estimated 17 million + impressions. The City's economic development e-newsletter continues

to prove a strong medium with total subscribers increasing by seven percent.

ACTIVITY 2: Promote community to target industries as well as new retail development opportunities through presence at meetings and trade shows.

The economic downturn of 2009 and 2010 caused significant delay in retail development. However, Maricopa's market remained strong with an average commercial occupancy rate of 93%. Many area properties have experienced receivership and bankruptcy proceedings, yielding with significant interest from investment and development firms which placed two formerly postponed projects back in the planning stages.

Staff and members of Council participated in the 2010 International Council of Shopping Centers (ICSC) Western Dealmaking trade show as well as the Annual ICSC International Trade Show in May 2011.

Vision Statement:

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 local, regional, national and international businesses.

These shows provided the City with a total of 26 direct meetings (an increase from 24 in the previous year) with retail development prospects.

Business attraction efforts were not limited to retail. In partnership with the Arizona Commerce Authority and the Greater Phoenix Economic Council, Maricopa was represented at the CoreNet Global Summit (resulting in a direct post-show site visit); Site Selectors Roundtable (9 direct meetings with national site selectors resulting in two significant leads); and the Biotechnology International Trade Show (186 booth leads and 30 direct contacts).

Leadership activities are beneficial methods for gaining community recognition. In 2011, the City's Economic Development Director became a certified Ambassador with the Greater Phoenix Economic Council, entitling the City to a presence at exclusive events and programs above general membership. The Director was also honored to be appointed to the Arizona Association for Economic Development's Executive Board, serving as Secretary/Treasurer for the state wide industry association.

ACTIVITY 3: Attract anchor institutions to ensure that the City's economic growth is based on strong foundations, offering a sustainable balance of services to the community.



The goal of establishing the presence of a significant higher education investment in Maricopa continues to approach reality following Central Arizona College's purchase of 217 acres for a future Maricopa campus. Ground breaking is expected by spring 2012, with a Phase I development of 72,000 sq. ft. The full campus buildout will consist of 720,000 sq. ft. and will house a total campus population of 31,000.

The City's most significant announcement of the year came in February 2011 when it executed a development agreement with Banner Health for the Maricopa Health Center. The Health Center will begin as a 40,000 sq. ft. facility with expansion plans up to 85,000 sq. ft. It will initially provide primary care, pediatric and OB/GYN, specialty care and imaging with extended and weekend hours. Phase I of the project alone will yield \$129 million in direct and induced economic impact to the community in its first 10 years of operation. Ground breaking for the project occurred on July 23, 2011 with an estimated opening in Summer 2012.

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

For the second year in a row, the City provided local businesses with opportunities for success through the GrowthVentures training program, delivered by Stealthmode Partners. The 2010/11 program has also seen significant success, graduating 23 businesses and creating an anticipated 18 new jobs and over \$500,000 in projected gross revenue in the community.

Effectiveness Measures for Economic Development Department Activities	2010	2011
Number of prospects generated and direct contacts made at national trade show events	114	126
# of prospect leads received from partner organizations	72	86
# of meetings held with existing or prospective businesses	new data	170
Regional organization events attended or participated in	59	71
Estimated number of jobs attracted, created or retained with City assistance	31	63
Average hourly wage of job attracted, created or retained with City assistance	\$12.19	\$15.83
Estimated new commercial capital investment created with City assistance	\$287 K	\$1.1 M
New commercial square footage constructed	13,400	19,100
Average commercial occupancy rate	94.5%	92.8%
# small businesses and/or entrepreneurs directly assisted	41	53
Grant funds received	\$92k	\$50k

HERITAGE DISTRICT

Creating a future rooted in legacy

Objective 2, Activity 1: Continue execution of Redevelopment District Area Plan.

Thanks to the second Gila River Indian Community State Shared Revenue Grant awarded to the Heritage District in the amount of \$50,000, the area in the 2011 fiscal year saw:

- Removal of 10,000 tires from the area
- Demolition and removal of a highly visible blighted structure
- Completion and Council Adoption of Design Guidelines for the District, illustrating how all new projects should be designed
- Removal of 400 cubic yards of refuse from one property and an additional District-wide cleanup event benefitting all residents
- Committee initiation of request for changes to the City Code for the prevention of future blight in the District



In December 2010, the “12 Days of Holiday Shopping” feature was launched on Maricopa20 and the City’s website and YouTube channel. The program featured local businesses, at no cost to them, and reinforced the importance of shopping locally. Due to the popularity of the program the feature was renamed Business Beat in January of 2011 and now showcases a Maricopa business each week.

ACTIVITY 3: Support the growth of the Maricopa Economic Development Alliance (MEDA).

MEDA’s first critical task in serving the City was through a contract to complete an Economic Development Strategic Plan developed through significant community input with the assistance of a professional firm. The plan was completed and unanimously adopted by the City Council in June 2011 and can be viewed online.

BUSINESS BEAT

In addition to the aforementioned distribution, a link is sent to the participating business for them to add to their website or distribute to their email list. This contributed significantly to the 5,256 YouTube views generated in 2011, a 25-fold increase from 2010, and overwhelming positive participant survey results.

Objective 2: Continue implementation of the City’s internal programs for economic development success.

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

Maricopa is aggressively developing a strong economic development department, as evidenced through support organization-wide as well as the commitment to bring two new team members on board during the 2012 fiscal year. These new additions will focus on coordination and data collection/analysis assistance. This will be critical to the City’s ability to focus on the execution of the Economic Development Strategic Plan, target industry attraction efforts and improved community outreach.

Objective 3: Facilitate Maricopa’s physical infrastructure development.

ACTIVITY 1: Entitle land for the purpose of new commercial and industrial development and explore opportunities for incubator development and/or speculative industrial space, with or without City participation.

City leadership has moved forward rapidly with the purchase and planning of City-owned properties in multiple locations throughout the community. Focal projects will be the immediate utilization of a portion of the City Center area for private development (10 acres) as well as site plan design and infrastructure development for a 50+ acre property within the Heritage District.





Mayor
Anthony Smith



Vice Mayor
Edward Farrell



Councilmember
Marvin Brown



Councilmember
Carl Diedrich



Councilmember
Marquisha Griffin



Councilmember
Julia Gusse



Councilmember
Alan Marchione

Objective 4: Enhance Maricopa's visibility through advancement of marketing, communications and public information efforts.

ACTIVITY 1: Ensure residents are informed about and satisfied with municipal services.

Held in February 2011, the Town Hall gave members of the community a chance to hear preliminary plans for the new City Hall Complex and Multi-generational Center. The group was able to participate in focus groups to provide input as to what features they would like the facilities to have.

A new Communications Policy was approved by the City Council on April 5, 2010. The new policy includes defined systems for media relations and communications as well as policies on social media and external website links.

ACTIVITY 2: Maintain and continually improve information delivery via various media outlets.

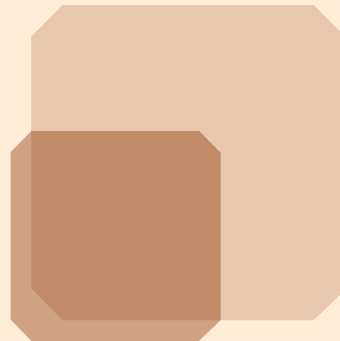
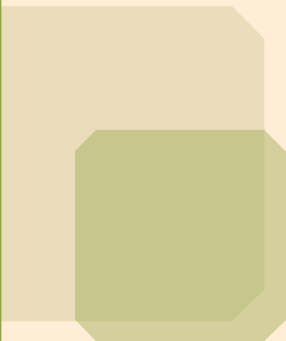
In a world of digital communications, the City has worked to ensure it is proactively reaching out to residents through a variety of mediums. It has been highly successful, and in less than a year has reached subscriber rates the same as or in excess of rates per capita for significantly more established and larger communities.

Social Media Reach	2010	2011
# City website unique visitors	N/A	100,486
# Twitter followers	170	816
# Facebook fans	N/A	233
# YouTube views	210	5,256

ACTIVITY 3: Provide community opportunities for getting to know the City and measurably increase perception of City communication efforts.

Two successful leadership academies introduced citizens to the inner workings of their municipal government, with 22 graduating participants. The academy provided an opportunity for participants to have a dialogue with department directors on various points of interest.

The MyMaricopa print newsletter, produced by the department, was sent to every home in Maricopa six times. During registration periods it also includes the Parks & Recreation Activity Guide which, in electronic format, is consistently the top downloaded document on the City website.



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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.