



CITY COUNCIL STRATEGIC PLANNING SESSION

February 12, 2015

The City Council of the City of Mesa held a Strategic Planning Session at the Fiesta Police Station, 1010 West Grove Avenue, on February 12, 2015 at 7:35 a.m.

COUNCIL PRESENT

John Giles
Alex Finter
Christopher Glover
Dennis Kavanaugh
David Luna
Dave Richins
Kevin Thompson

COUNCIL ABSENT

None

OTHERS PRESENT

Doug Griffen
Carl Lundblad

OFFICERS PRESENT

Christopher Brady
Debbie Spinner
Dee Ann Mickelsen

STAFF PRESENT

Jared Archambault
Scott Butler
Andrew Calhoun
Candace Cannistraro
Matthew Clark
Alex Deshuk
Diane Gardner
Bill Jabjiniak
Mike Kennington
Kari Kent
Jill Kotsur
Natalie Lewis
Ian Linssen
Jeff McVay

STAFF PRESENT (Cont.)

Randy Policar
John Pombier
Jennifer Ruttman
Alfred Smith
Jim Smith
Others

1. Welcome and introductions by City Manager Christopher Brady.

City Manager Christopher Brady thanked Mayor Giles, the Council and staff for attending the Council Strategic Planning Session. He introduced Interim Police Chief John Meza, who was prepared to address the Council.

Chief Meza welcomed everyone to the Fiesta Police Station, one of the Mesa Police Department's "points of pride." He stated that for those individuals who would like to tour the building, he would be happy to make arrangements to accommodate such requests.

2-a. Hear a presentation and discuss the purpose of the Strategic Planning Session.

Mr. Brady displayed a PowerPoint presentation (**See Attachment 1**) and briefly reviewed the various topics that would be discussed at today's meeting. (See Page 2 of Attachment 1) He reported that today, February 12th, was President Abraham Lincoln's birthday. He stated that in 1863, he signed the Arizona Organic Act, which established the Arizona Territorial government. He also noted that President Lincoln appointed Richard McCormick as Secretary of the Arizona Territory, who designed the Territorial seal. (See Page 6 of Attachment 1)

2-b. Hear a presentation, discuss and provide direction related to updates on Mesa's Light Rail, a review of key Central Main Plan strategies and images/illustrations related to the future possibilities for Downtown Mesa.

Development and Sustainability Project Manager Jeff McVay displayed a PowerPoint presentation (**See Attachment 2**) and provided a short synopsis of a number of graphs illustrating development along the light rail corridor between 2007 and 2014. (See Pages 2 through 9 of Attachment 2) He explained that the lines on the graphs represent the number of stories of the various developments situated within a quarter mile of the light rail in Phoenix, Tempe and Mesa. He also highlighted schematic drawings that demonstrate a "bird's eye view" of the development in Tempe and Mesa, as well as Phoenix. (See Pages 13 and 14 respectively of Attachment 2)

Mr. McVay, in addition, reviewed "before and after" photographs as it relates to the development of certain properties in Tempe and Phoenix after the completion of light rail. (See Pages 15 through 18 of Attachment 2) He pointed out that the development of the Tempe property increased the full cash value from \$3.2 million to \$39.1 million, whereas the value of the vacant Phoenix property, which was initially estimated at \$1.45 million, increased to more than \$20 million as a result of such development.

Mr. McVay further reported that U.S. real estate market trends indicate that there is a growing demand by Millennials and Baby Boomers for compact and walkable neighborhoods. He also said that transportation trends support such data, with an increased demand for alternative modes of transportation (i.e., walking, bikes, and mass transit) as opposed to driving.

Mr. McVay displayed a PowerPoint presentation (**See Attachment 3**) and discussed the Central Main Plan, which was adopted by the Council in 2012. He explained that the Plan is the guiding document for the development of the area, which is bounded by Country Club Drive to the west, Gilbert Road to the east, Broadway Road to the south and University Drive to the north. (See Pages 2 and 3 of Attachment 3) He stated that the planning area has been divided into five neighborhoods. He also reviewed the guiding principles of the Plan, including a community that is people friendly, prosperous, diverse, distinctive and environmentally conscious.

Mr. McVay additionally spoke regarding the Plan objectives, such as economic development and job creation; creating a flexible framework for private development; a walkable environment; a sense of place; and sustaining the environment. (See Pages 6 through 10 of Attachment 3) He also displayed a map of the Plan, which includes the recommended building form and development character for the area. (See Page 11 of Attachment 3) He further referenced a schematic drawing illustrating the relative development intensities that could potentially be created as a result of implementing the Plan's recommendations. (See Page 12 of Attachment 3)

Mr. McVay briefly highlighted a series of drawings that visualize the recommendations of the Plan. (See Pages 14 through 39 of Attachment 3) He stated that at staff's request, the drawings were prepared by Colwell Shelor, West 8 and Weddle Gilmore, the group that was selected to design the proposed City Center.

Mr. McVay noted that staff intends to make presentations to the Council at future Study Sessions in an effort to seek further policy direction relative to the Plan.

Mr. Brady stated that staff would also seek the Council's direction with regard to what role and strategies the City will play in the Plan's implementation.

2-c. Hear a presentation, discuss and provide direction on accomplishments and future plans related to Mesa's Economic Development Activity Areas.

Economic Development Director Bill Jabjiniak displayed a PowerPoint presentation (**See Attachment 4**) and reported that he was prepared to discuss five major employment areas in Mesa. He stated that the statistical data that would be used during his presentation was compiled by the Maricopa Association of Governments (MAG).

Mr. Jabjiniak indicated that MAG has identified 117,205 jobs in Mesa and determined that nine employment areas throughout the community have generated more than 70,000 jobs. (See Page 3 of Attachment 4) He highlighted a graph illustrating an occupational analysis of the different kind of jobs in Mesa as compared to Maricopa County. (See Page 4 of Attachment 4)

Mr. Jabjiniak remarked that with respect to the Falcon Field Economic Activity Area (FFEAA), last summer the Falcon Field Strategic Visioning Commission expanded the site to encompass more than just the area in and around Falcon Field Airport. (See Page 5 of Attachment 4) He offered a short synopsis of the recent accomplishments of the businesses located in the FFEAA, including Boeing, Timken and Special Devices. He added that although the FFEAA is home to a number of aerospace and defense companies, staff would endeavor to attract commercial and industrial businesses to the area as well.

Mr. Jabjiniak, in addition, highlighted the Fiesta District (See Page 8 of Attachment 4) and stressed the importance of the area, which is situated near the U.S. 60, the Loop 101 and the Loop 202. He also spoke regarding the recent successes in the District, including Centrica locating to the area; Mesa Community College; the renovation of Chevy's Restaurant; and the completion of the MPD's Fiesta Police Station. He indicated that staff was currently working with a developer who purchased the Macy's building at

Fiesta Mall and added that he hoped to return to the Council in the near future with a proposal for employment opportunities at the site.

Mr. Jabjiniak further discussed the Riverview area (See Page 11 of Attachment 4) and reported that staff has received significant inquiries from real estate brokers with respect to development opportunities in and around the Chicago Cubs' Park. He explained that the intersection of the Loop 101 and the Loop 202 is creating "a buzz" in the real estate market with respect to potential investments and development. He also displayed schematic drawings of the soon-to-open Sheraton Mesa Hotel and other developments in the area. (See Pages 12 and 13 of Attachment 4)

Mr. Brady pointed out that once construction of the Sheraton Mesa Hotel is completed, the developer will immediately begin work on phase two of the project.

Mr. Jabjiniak reviewed the Superstition Freeway Corridor East area (See Page 14 of Attachment 4), which includes entities such as A.T. Still University and Superstition Springs Mall. He noted that access to transportation is a key component to ongoing development in the area. He stated that recent accomplishments include the relocation of the Sports Authority from Power Road to Superstition Springs Mall. He also commented that DriveTime and Go Financial have invested in several buildings and anticipate employing more than 700 people over the next three years. He indicated that Kindred Healthcare has invested in a 90-bed facility located near Mountain Vista Medical Center and added that just south of that site is the future home of a Residence Inn by Marriott.

Mr. Jabjiniak reported that the Gateway area (See Page 17 of Attachment 4) continues to grow and expand with notable companies such as Able Engineering, Matheson, Bridgestone and Metso Minerals Industries. He explained that the Power Road Technology Corridor continues to attract attention from across the country. He commented that Fujifilm has expressed an interest in expanding its quality control laboratory operations and further stated that the Apple facility will serve as a global command center. He added that AZLabs is home to the Arizona Cyber Warfare Range.

Mr. Jabjiniak, in addition, displayed a series of maps and graphs illustrating where, in relationship to the five major employment areas, Mesa's workforce lives. (See Pages 20 through 23 of Attachment 4) He indicated that of an estimated 60,000 employees surveyed that live or work in Mesa, approximately 25% (14,930) work in Mesa but live elsewhere; 49% (28,900) live in Mesa but work in another community; and 26% (15,760) live and work in Mesa.

Mr. Jabjiniak concluded his presentation by stressing the importance of protecting Mesa's job centers and employment areas. He stated that Mesa exports twice as many jobs as it imports; lags the County average in high-wage categories; and attracts high value employers and creates quality jobs.

(A brief recess occurred at 8:38 a.m. The Council Strategic Planning Session resumed at 8:47 a.m.)

2-d. Hear a presentation, discuss and provide direction related to Mesa's demographics, revenue and economic trends.

GIS Specialist Jeff Miller displayed a PowerPoint presentation (**See Attachment 5**) and discussed various demographics in the City of Mesa related to the 2014 population pyramid; the median age and median income in 2010 as compared to 2014. (See Pages 4 through 8 of Attachment 5)

Mr. Miller, in addition, provided an extensive comparative analysis of Mesa's sales tax revenue between 2008 and 2014 (See Pages 10 through 16 of Attachment 5); building permits between 2007 and 2014 (See Pages 17 through 24 of Attachment 5); a 3D view of building permits between 2007 and 2014 (See Pages 25 through 29 of Attachment 5); building permit revenue generated between 2013 and 2014 (See Pages 30 and 31 of Attachment 5); foreclosures between 2009 and 2014 (See Pages 32 through 36 of Attachment 5); property valuation between 2007 and 2014 (See Pages 37 through 42 of Attachment 5); and completed Capital Improvement Program (CIP) projects between 2008 and 2014. (See Pages 43 through 50 of Attachment 5)

2-e. Hear a presentation, discuss and provide direction related to Mesa's 2015/16 Budget Forecasting and Trends.

Budget Director Candace Cannistraro displayed a PowerPoint presentation (**See Attachment 6**) that summarized the Strategic Budget for FY 2015/16. She briefly discussed the ways in which the City of Mesa continuously strives for excellence with respect to service, finances and performance. (See Page 4 of Attachment 6)

Ms. Cannistraro referred to a graph titled "State Budget: The Problem." (See Page 5 of Attachment 6) She explained that with the elimination of the temporary one-cent sales tax, the state is faced with a significant gap between their projected revenues and ongoing expenditures.

Ms. Cannistraro highlighted a graph illustrating the City's Adopted Budget – General Governmental between FY 2007/08 and FY 2011/12. (See Page 6 of Attachment 6) She pointed out that mid-year budget reductions were made in FY 2008/09 as a result of the downturn in the economy. She also reviewed the City's Forecasted Budget – General Governmental, between FY 2012/13 and FY 2019/20. (See Page 7 of Attachment 6) She commented that effective July 1, 2012, grants and restricted funding were no longer included in the General Governmental summary.

Ms. Cannistraro, in addition, displayed a document titled "General Governmental Resources," and offered an extensive analysis of City Sales Tax, State Shared Revenues and Enterprise Transfer to General Fund between FY 2007/08 through FY 2013/14 (Actuals), FY 2014/15 (Projected) and FY 2015/16 through FY 2019/20 (Forecast). (See Page 8 of Attachment 6) She also discussed three graphs illustrating the Actual, Projected and Forecasted revenues for the above-referenced categories through FY 2019/20. (See Pages 9 through 11 of Attachment 6) She pointed out that for the FY 2014/15, staff has projected an increase of \$2.3 million in Mesa Arts Center revenue that would be matched by an increase in expenses for additional events. She

noted that without such an adjustment, the revenues for FY 2014/15 would be projected at \$363.5 million, which equates to a \$6 million decrease from the adopted budget.

Ms. Cannistraro offered a short synopsis of a series of General Governmental budget issues and impacts as follows:

- Public Safety pension rates are increasing significantly more than anticipated, resulting in a 25% to 27% increase over current rates.
- The civilian pension rate is not increasing in the upcoming year.
- Central Mesa Light Rail will be operational in the Fall of 2015 (\$5 million in annual expenses, with \$3.6 million in annual cost net of anticipated revenues.).
- New operations and maintenance costs related to the opening of new parks (\$1.1 million in FY 2015/16).
- The implementation of sales tax collection legislation will have a financial impact on Mesa's FY 2015/16 budget (Estimated at \$760,000 ongoing and \$334,000 one-time monies).
- The proposed state legislation threatens to eliminate sales tax on residential rentals over the next four years (A \$10 million impact to the City when fully implemented).
- Proposed increases in funding for human services (\$100,000 per year for four years).
- Revenue receipts are anticipated to end the year \$6 million below budget.
- Expenses are anticipated to end the year slightly below budget.
- The ending reserve balance for FY 2014/15 is projected to be within the City's financial policies.
- Growth in revenues is not forecasted to keep pace with growth in expenditures.
- The importance of the FY 2015/16 ongoing budget being aligned with the anticipated ongoing resources.

Ms. Cannistraro reported that City departments have been asked to identify 5% of their base operating budget for discussions with the City Manager. She stated that such efforts are designed to find additional cost savings for the City. She added that the Mesa Police Department and the Mesa Fire and Medical Department, on the other hand, have been asked consider ways in which to pay for the increased public safety pension rates.

Ms. Cannistraro concluded her presentation by briefly highlighting the Tentative Budget Calendar. (See Page 15 of Attachment 6)

(A brief recess occurred at 10:11 a.m. The Council Strategic Planning Session resumed at 10:23 a.m.)

3. Participate in a facilitated, electronic brainstorming session by the full Council related to establishing shared City Council Strategic Initiatives and Priorities for Fiscal Year 2015/16.

Doug Griffen, founder and director of Advanced Strategy Center, introduced Carl Lundblad, who was prepared to assist him during this presentation.

Mr. Griffen conducted an electronic brainstorming exercise in which the Council utilized computers and identified ways in which to create an enduring and sustainable momentum of progress for the City.

Mr. Brady thanked the Council and staff for attending the Strategic Planning Session.

4. Adjournment.

Without objection, the Council Strategic Planning Session adjourned at 11:56 a.m.

JOHN GILES, MAYOR

ATTEST:

DEE ANN MICKELSEN, CITY CLERK

I hereby certify that the foregoing minutes are a true and correct copy of the minutes of the Council Strategic Planning Session of the City Council of Mesa, Arizona, held on the 12th day of February, 2015. I further certify that the meeting was duly called and held and that a quorum was present.

DEE ANN MICKELSEN, CITY CLERK

pag
(attachments – 6)



mesa•az

WELCOME!

COUNCIL STRATEGIC PLANNING 2015

Today's Agenda

- ❖ Introductions
- ❖ Warm-up “This Day in History”
- ❖ Downtown Central Main Plan Reviewed, Envisioned and Illustrated
- ❖ Citywide Economic Activity Areas Update
- ❖ 9:15 (BREAK)
- ❖ Citywide Maps and Data
- ❖ Budget Forecast
- ❖ Strategic Planning

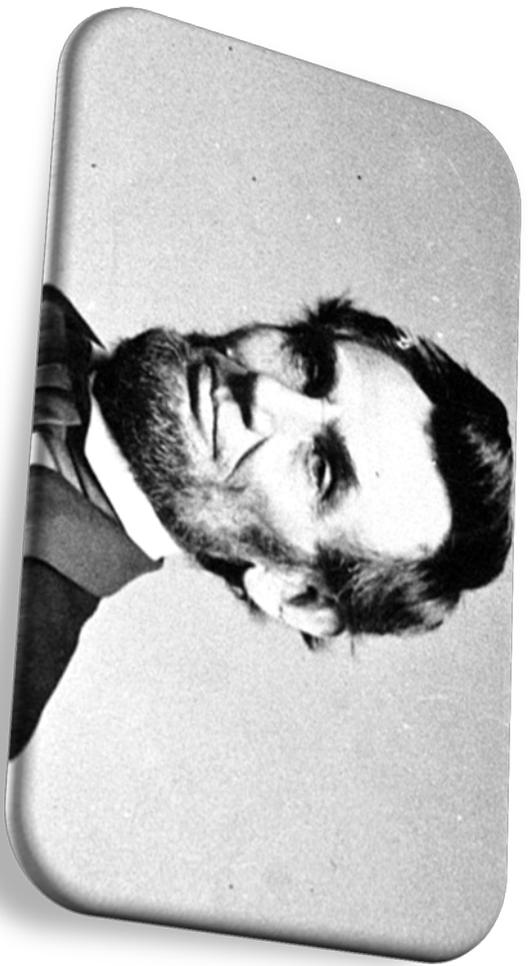


mesa·az

THIS DAY IN HISTORY

February 12th

1809 Abraham Lincoln born.....



a significant day for Arizona

Abraham Lincoln

- Signed the Organic Act in 1863 establishing the Arizona territorial government
- Appointed Richard McCormick as Secretary of the territory, who designed the territorial seal



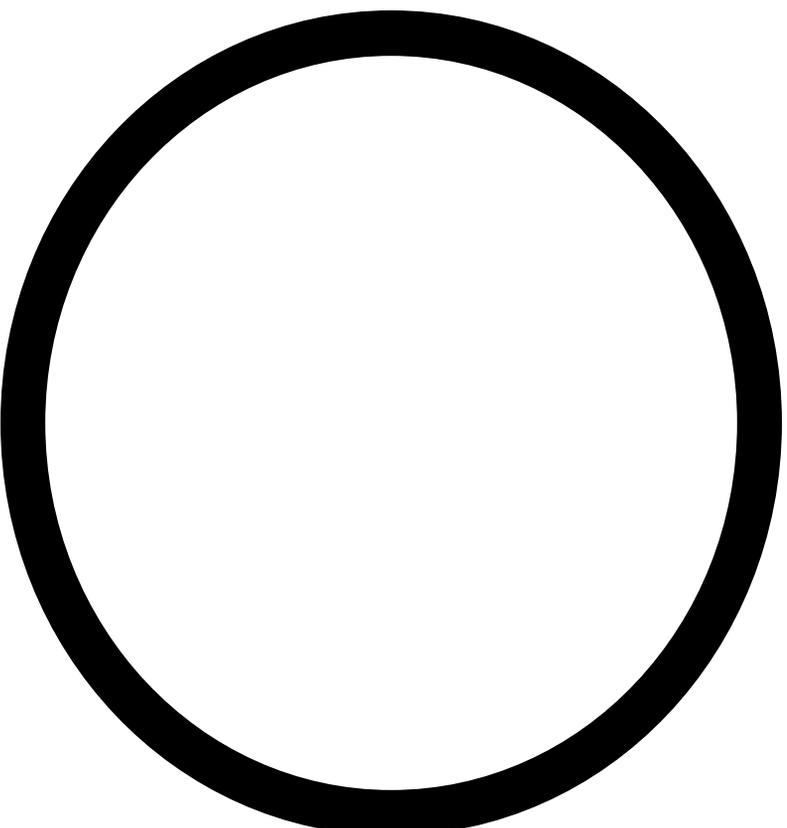


The Great Seal of Arizona

- Ditat Deus (God enriches) remains from original territory seal
- Scene represents Arizona's economic drivers
- Arizona's 6 C's!
 - Cattle
 - Cotton
 - Copper
 - Climate
 - Citrus
 - Cubs



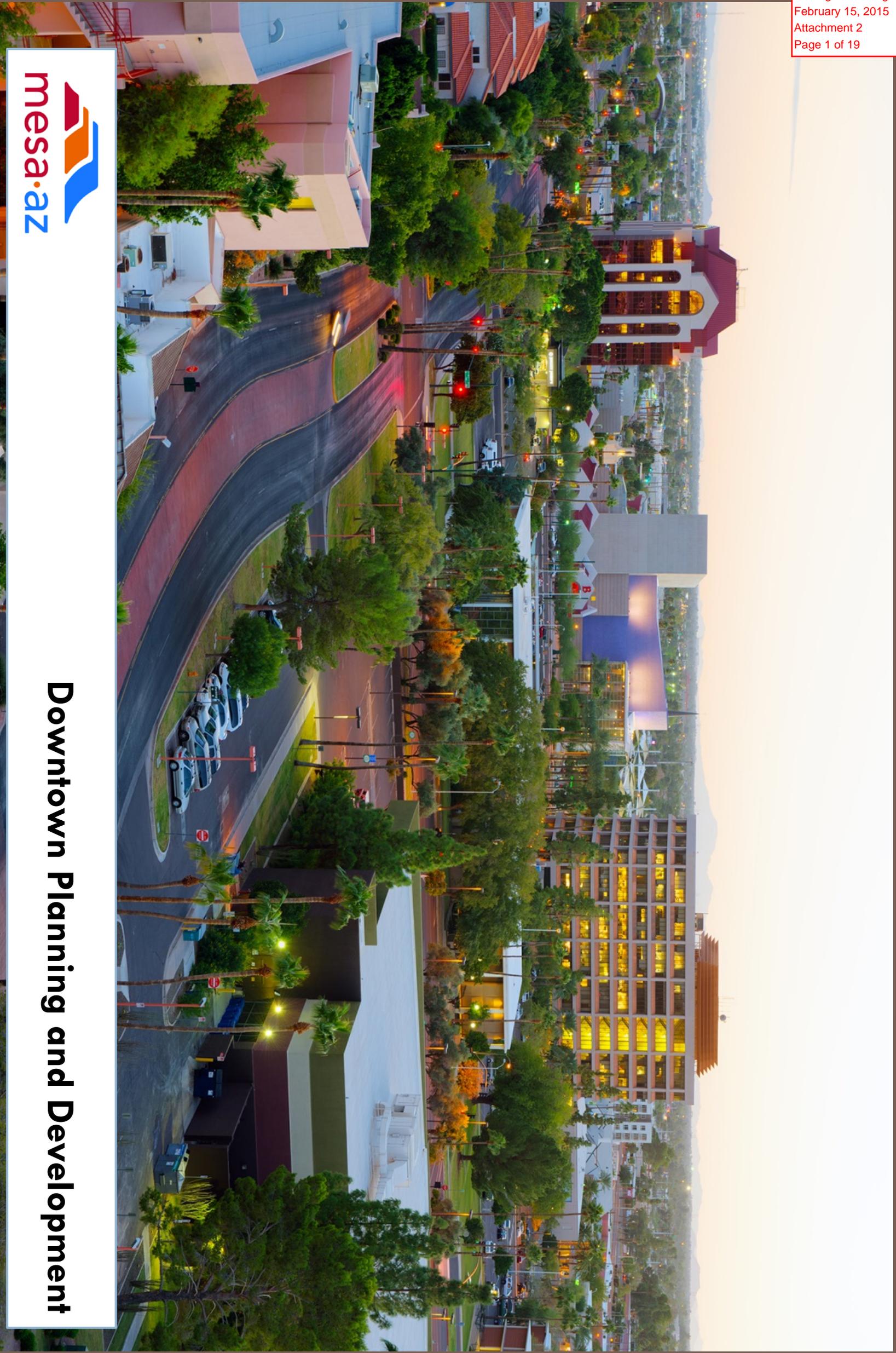
The Great Seal of Mesa



- “The best way to predict the future is to create it.”
- Abraham Lincoln

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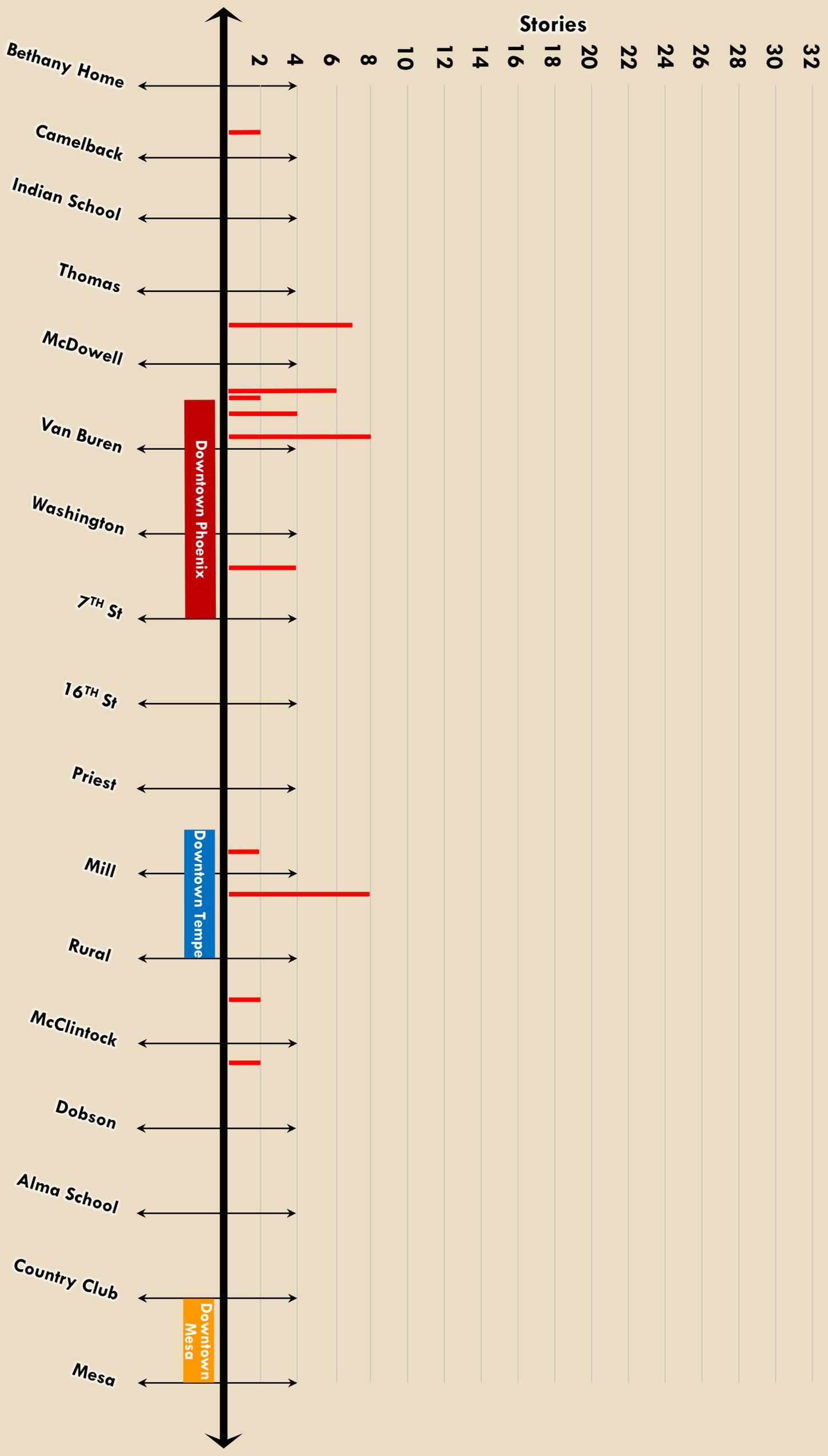


Downtown Planning and Development

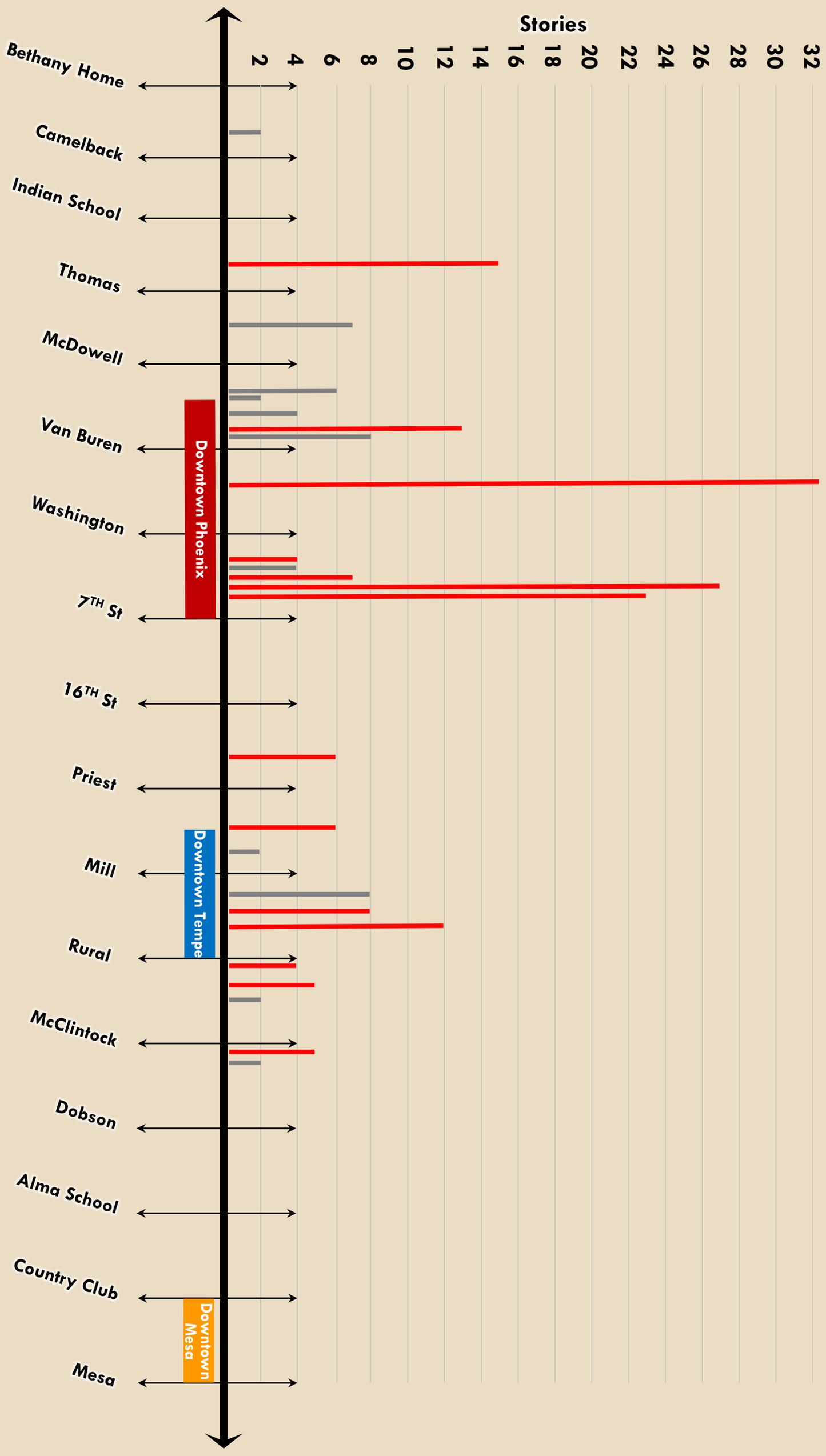
Council Strategic Planning – 2/12/2015

Jeff McVay, Development & Sustainability Project Manager

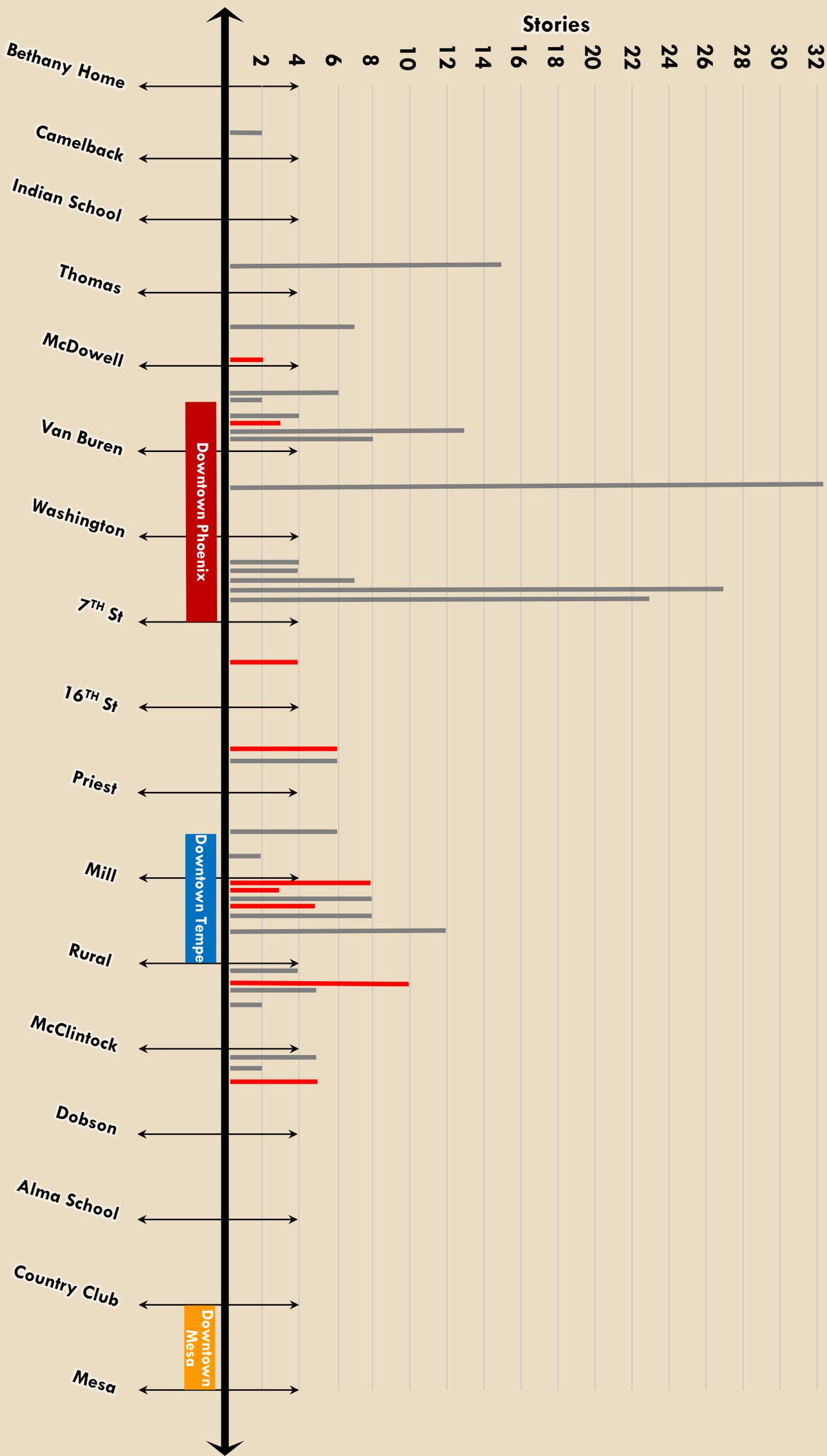
2007 Light Rail Corridor Developments



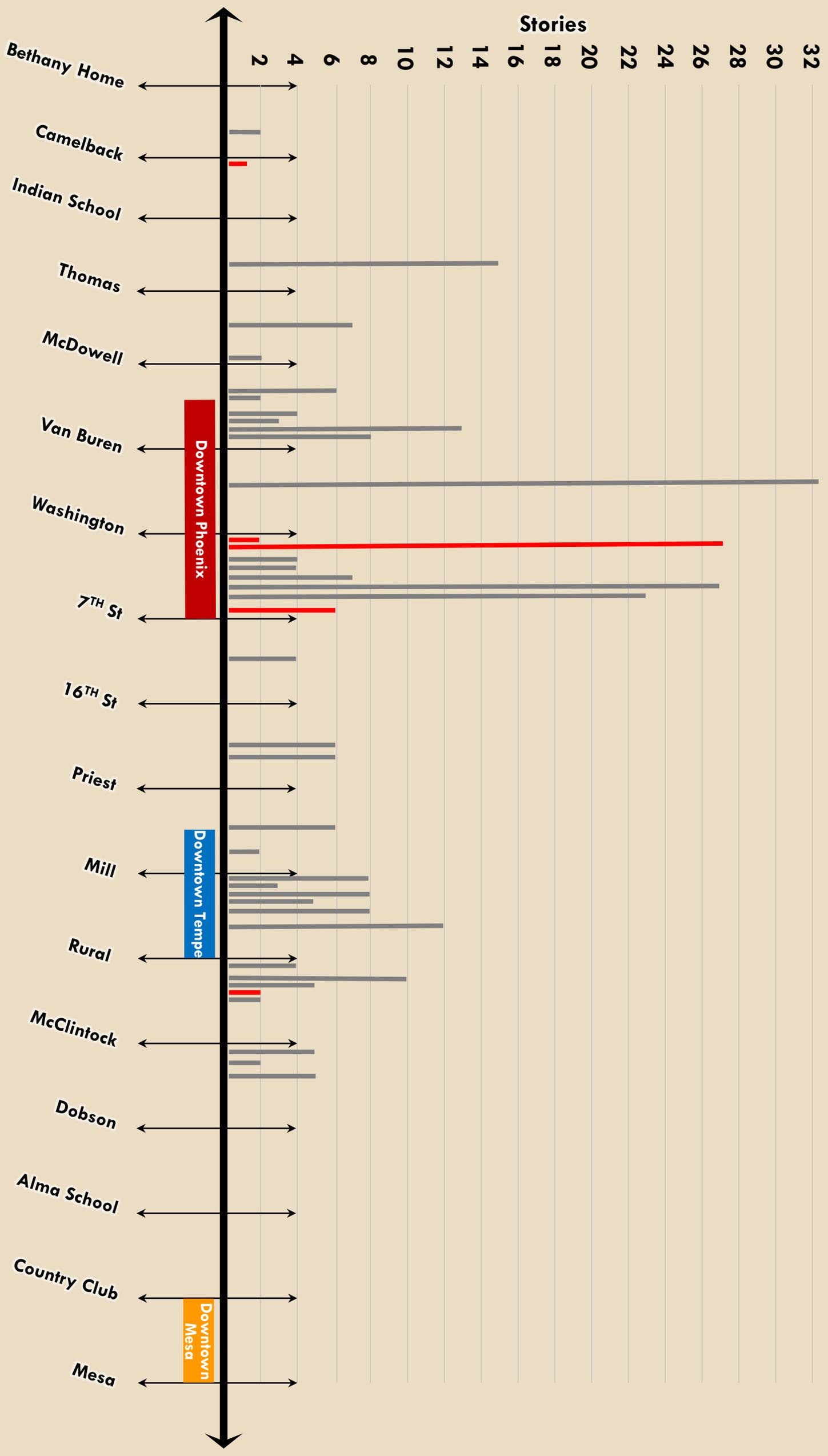
2008 Light Rail Corridor Developments



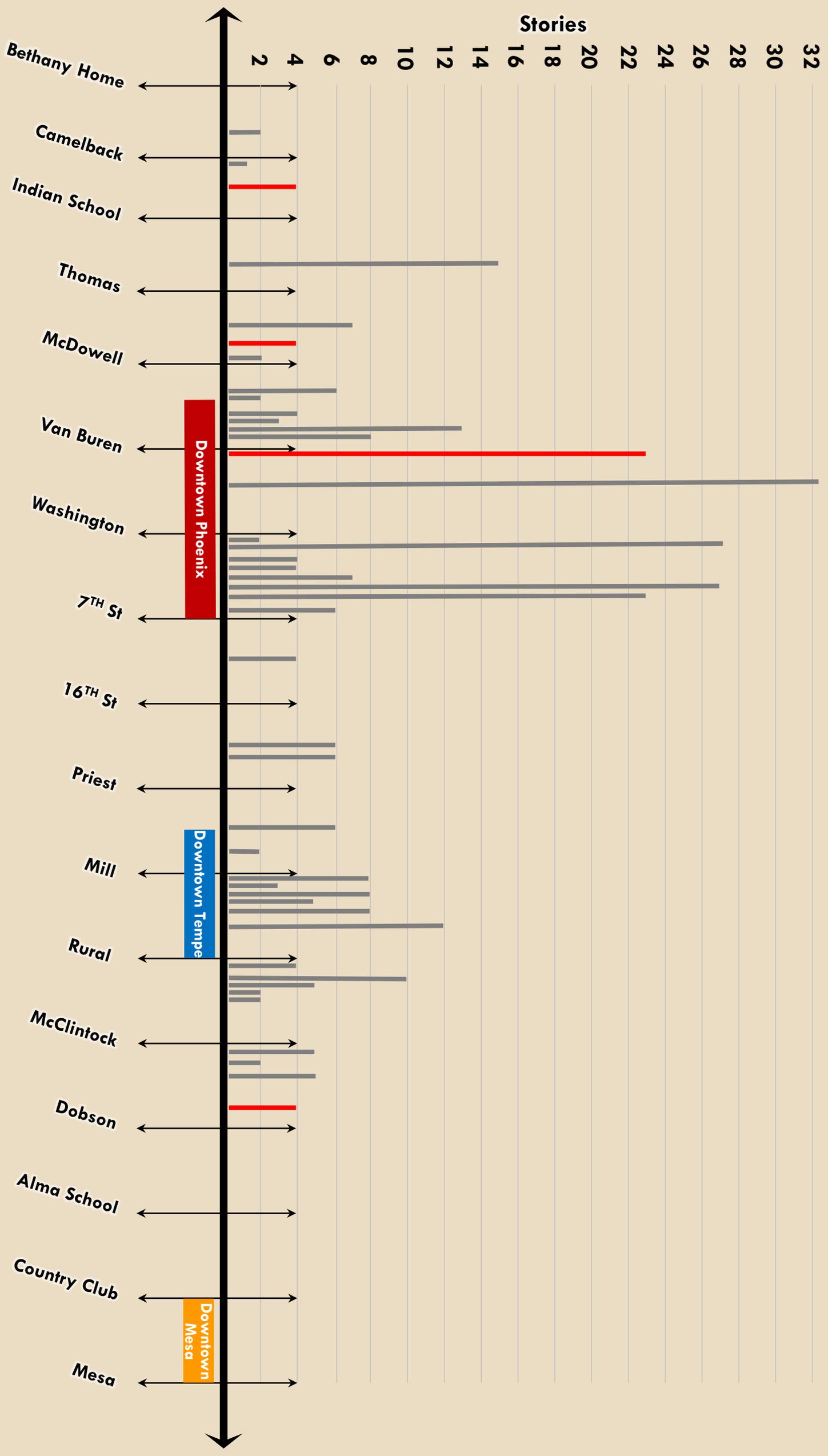
2009 Light Rail Corridor Developments



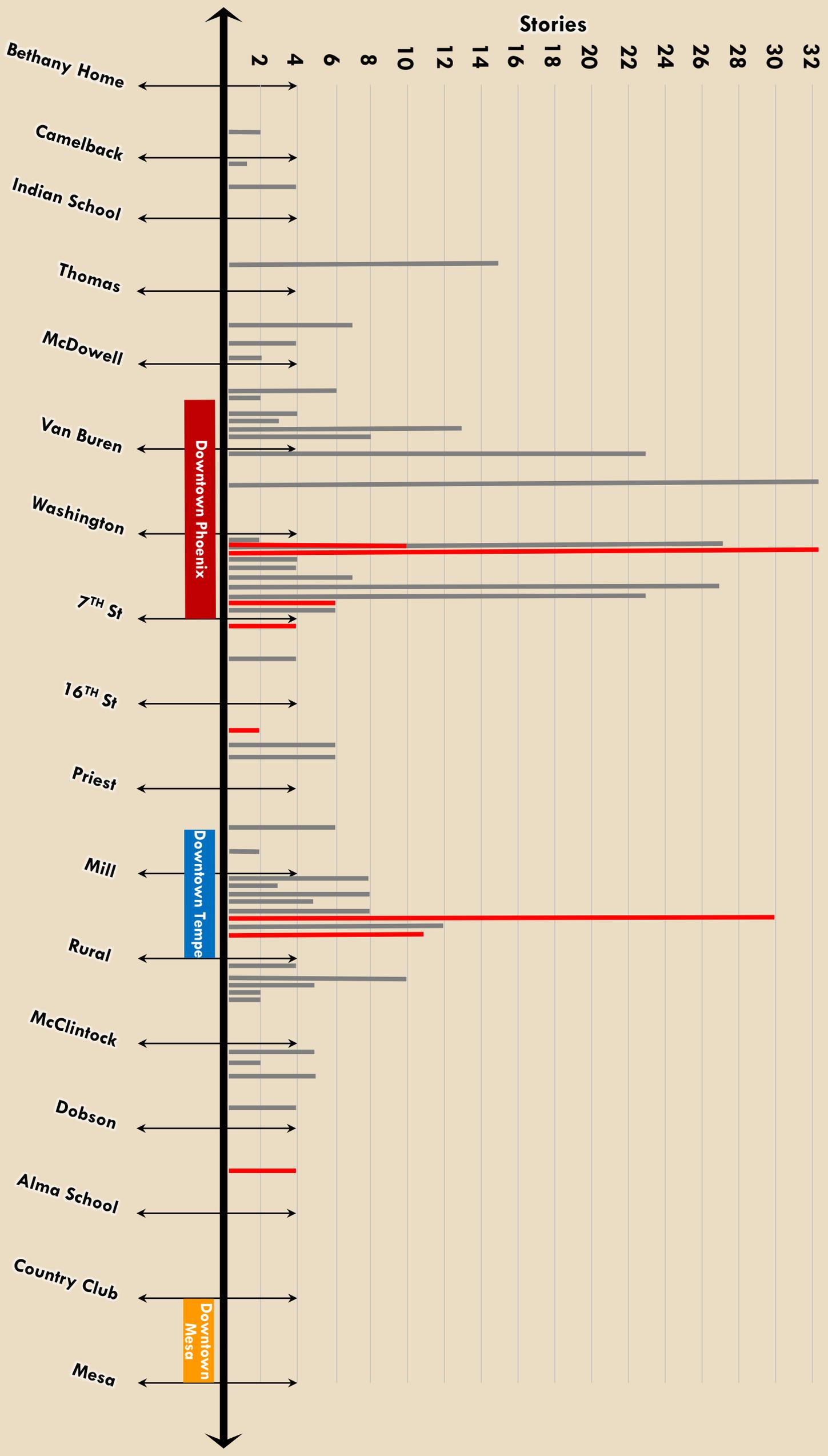
2010 Light Rail Corridor Developments



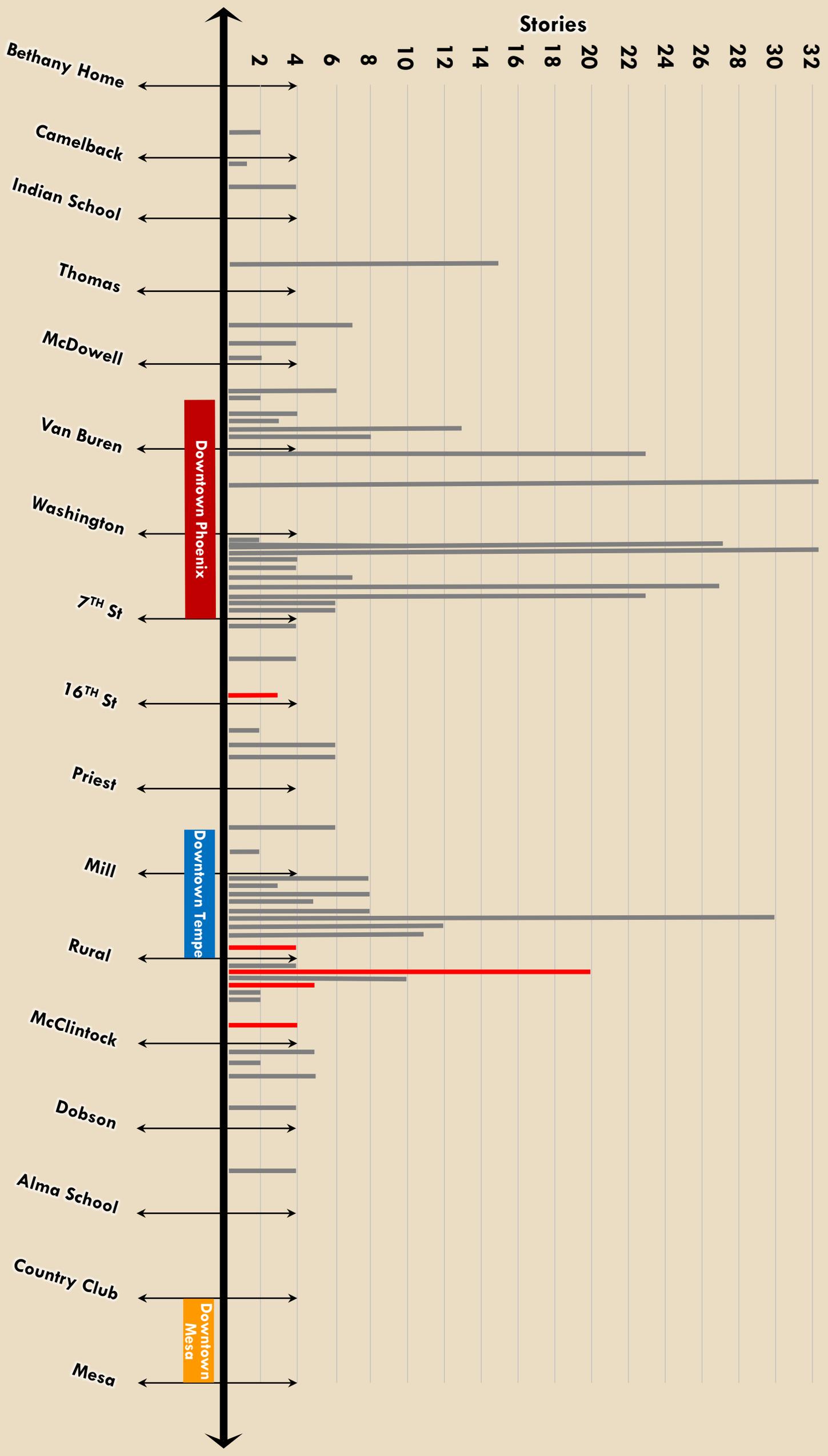
2011 Light Rail Corridor Developments



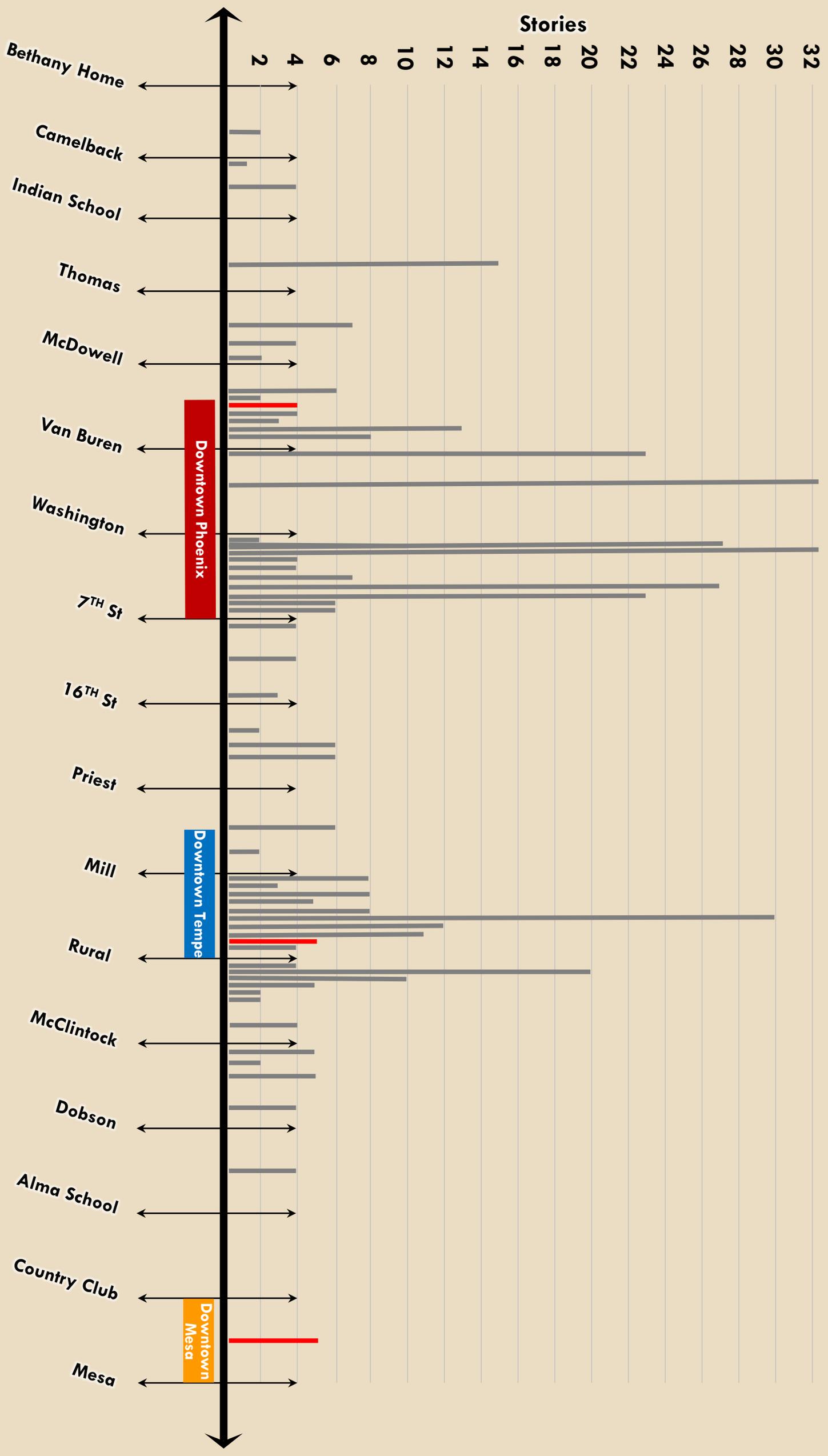
2012 Light Rail Corridor Developments



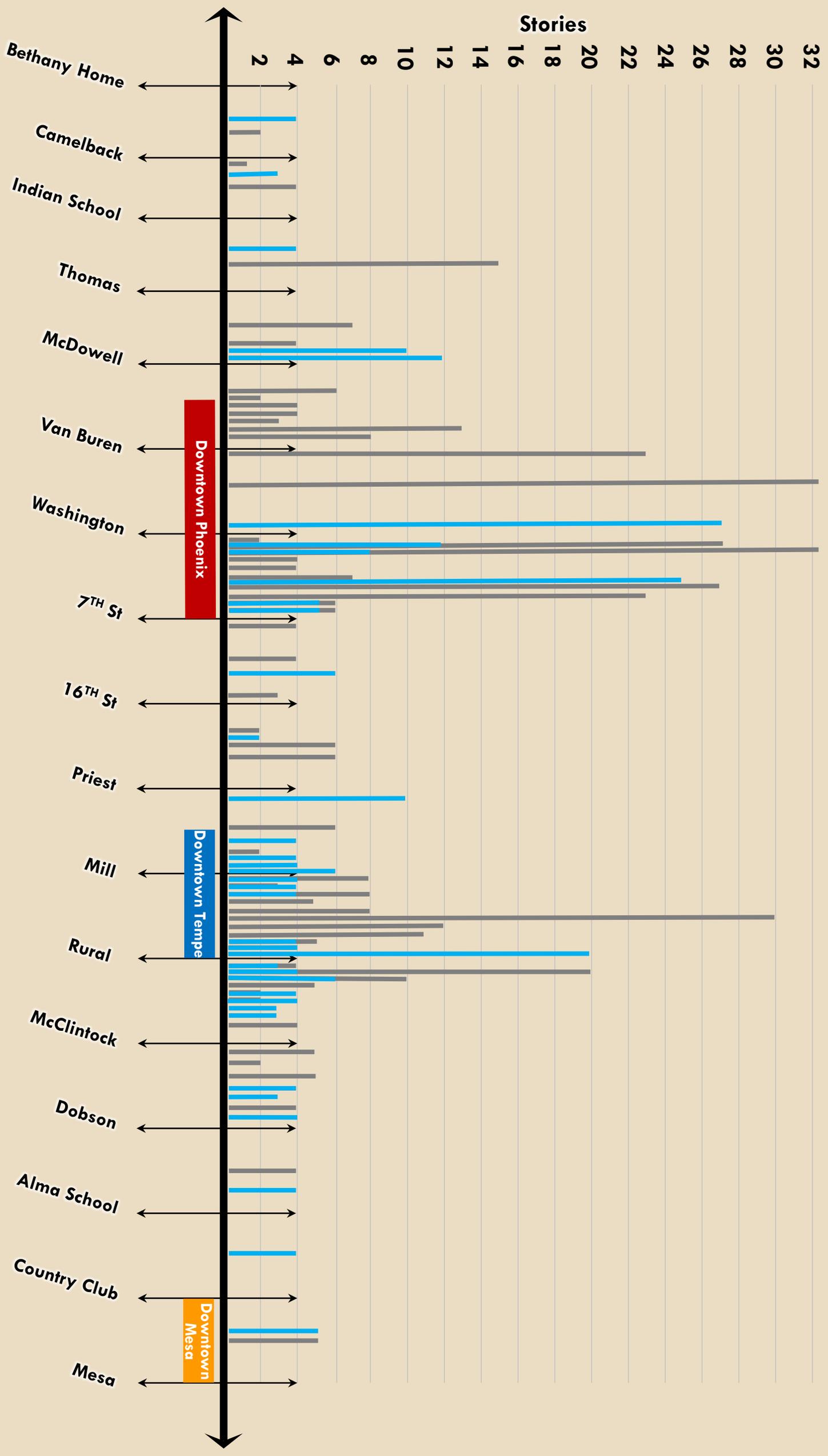
2013 Light Rail Corridor Developments



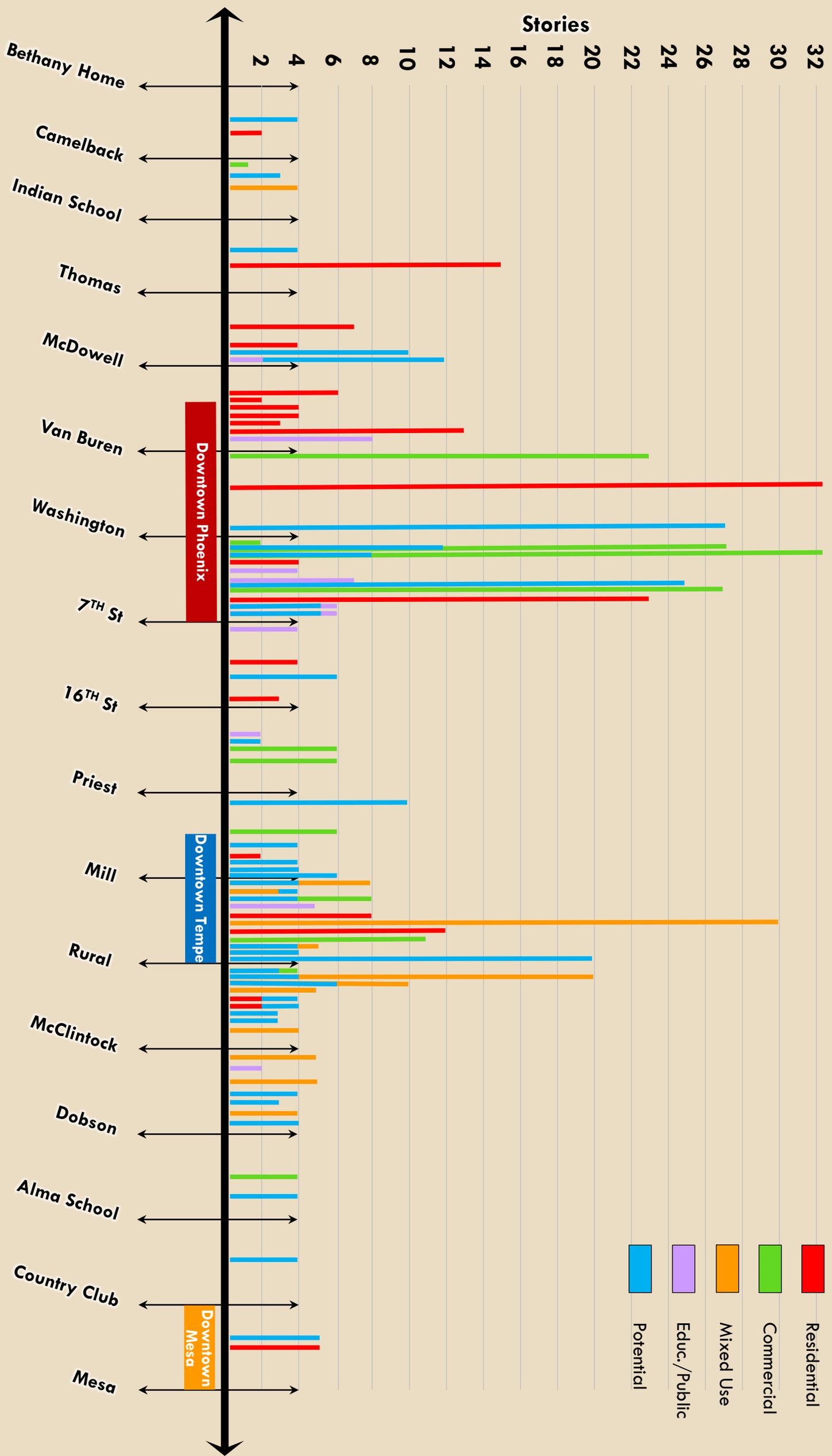
2014 Light Rail Corridor Developments



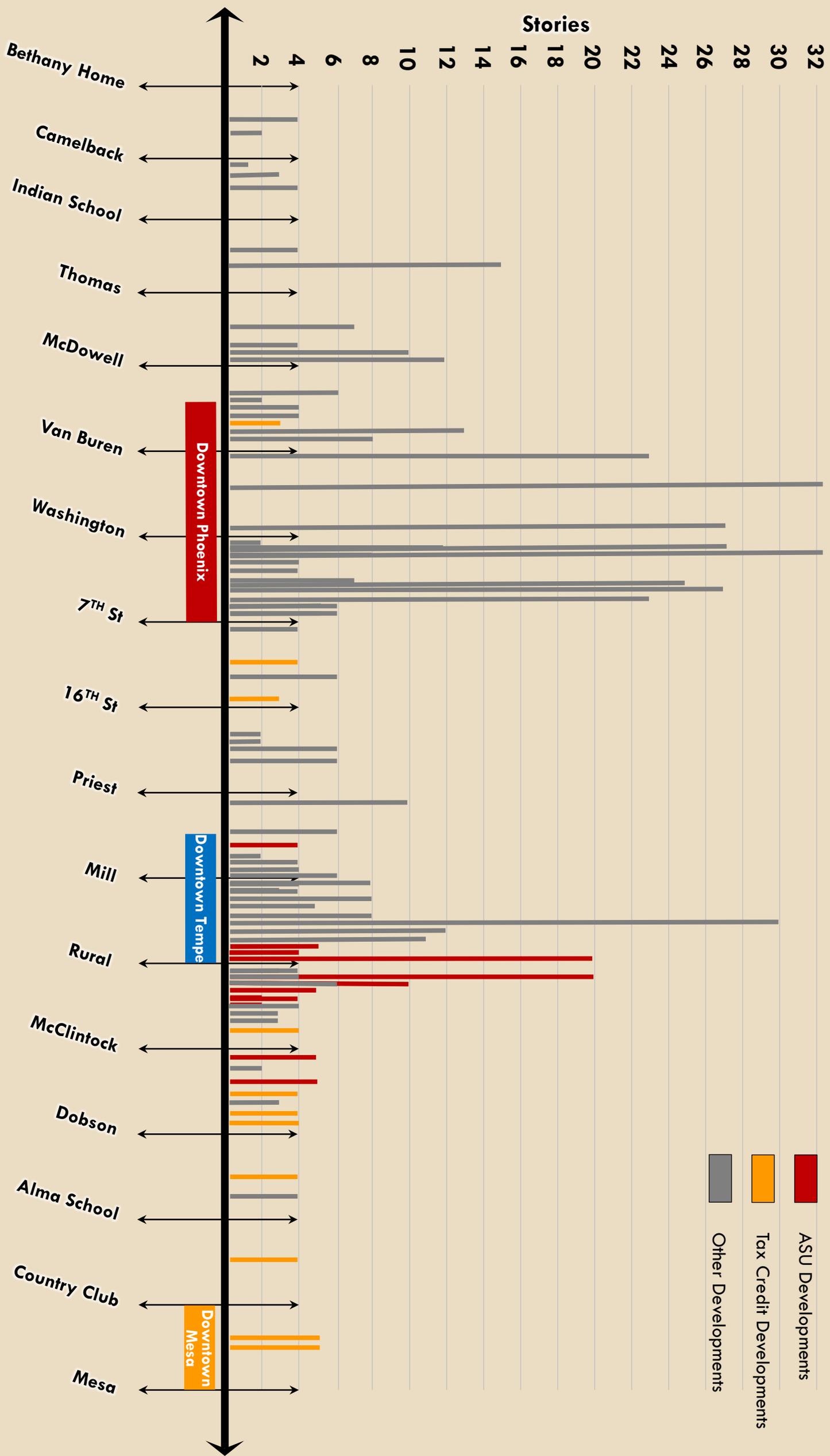
Future Light Rail Corridor Developments



Light Rail Development Classifications

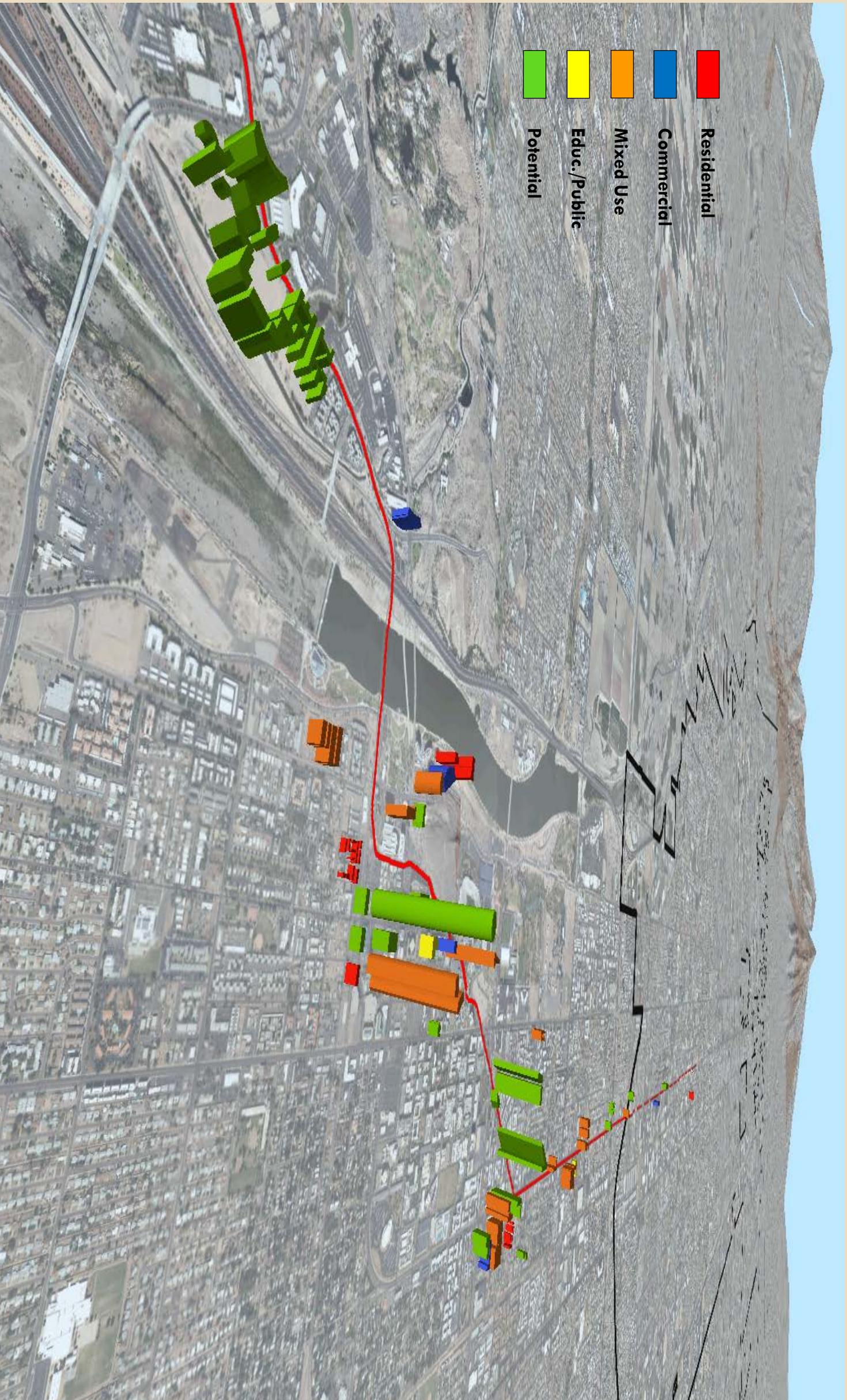


ASU/Tax Credit Funded Developments



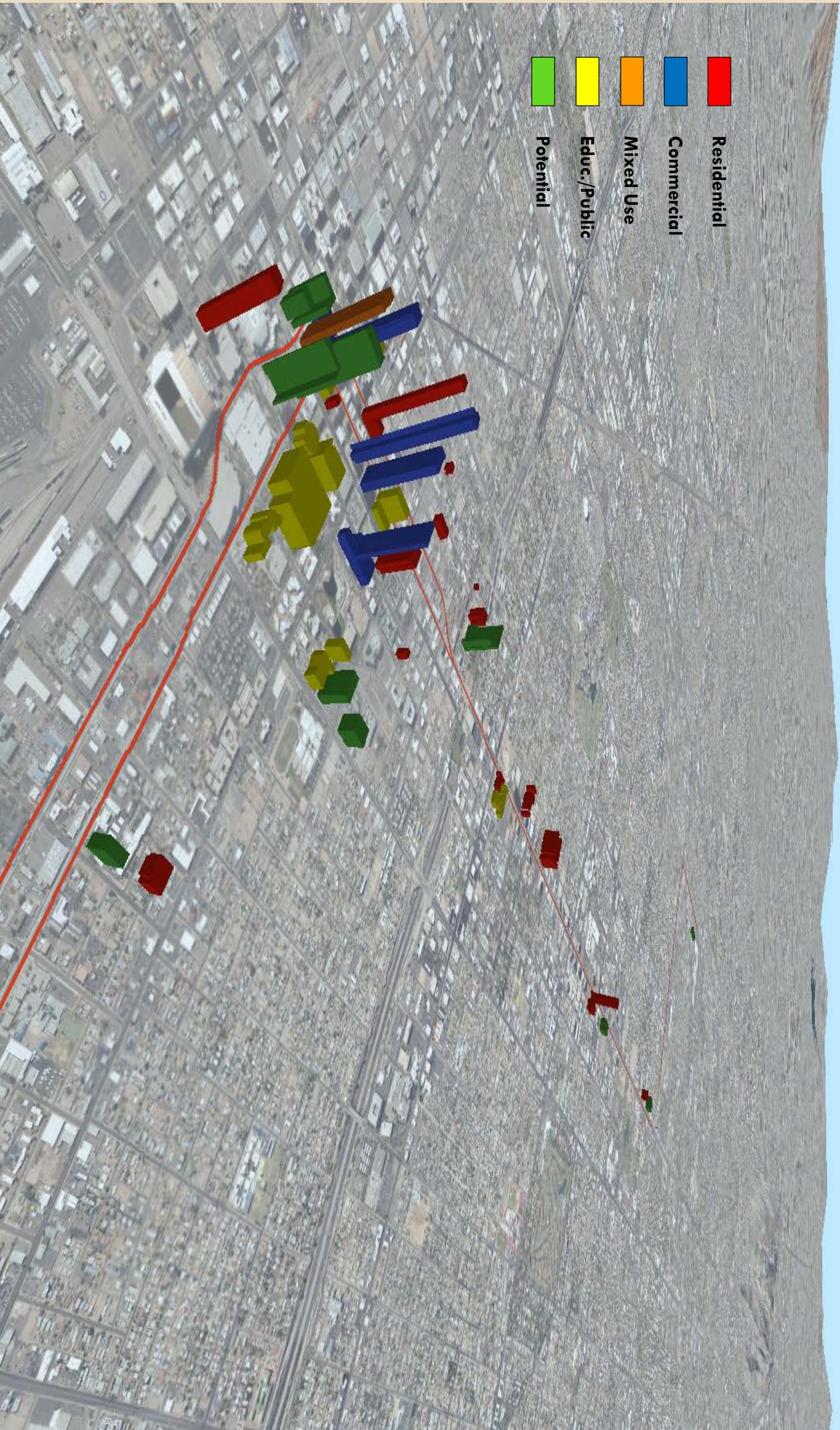
A Broader View...

Tempe and Mesa



A Broader View ...

Phoenix



Development examples - 1900 E. Apache Blvd.

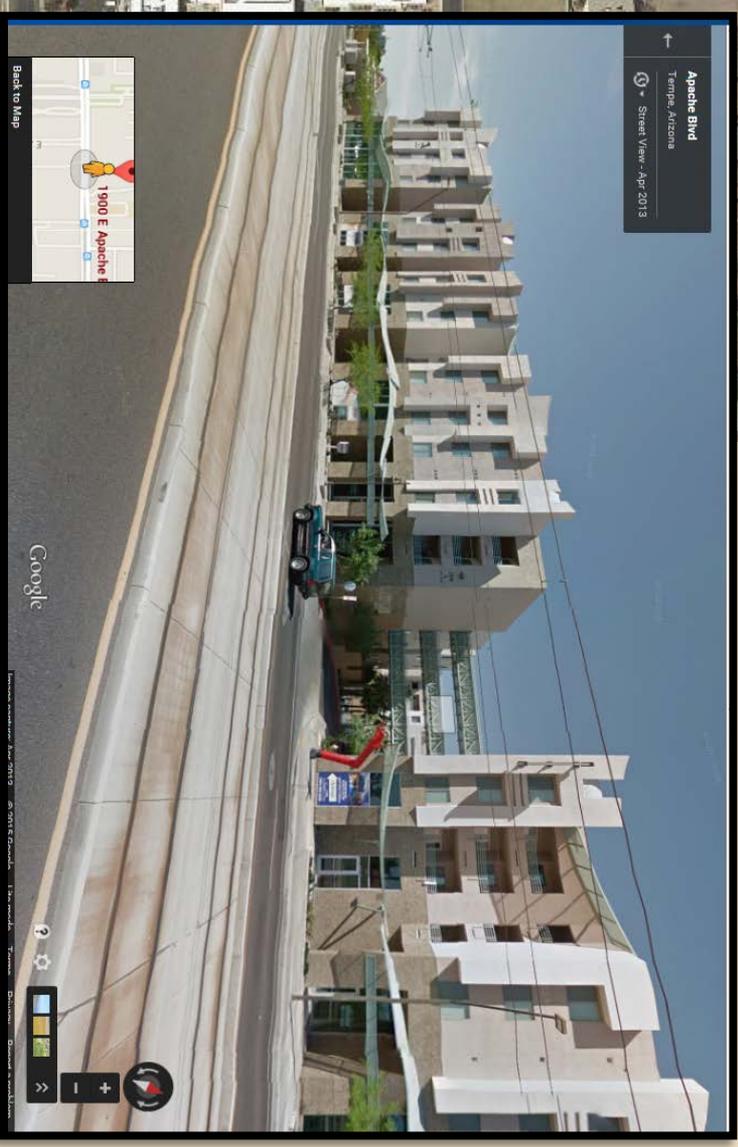


Approximately 6 acres

2007 - Campground on property

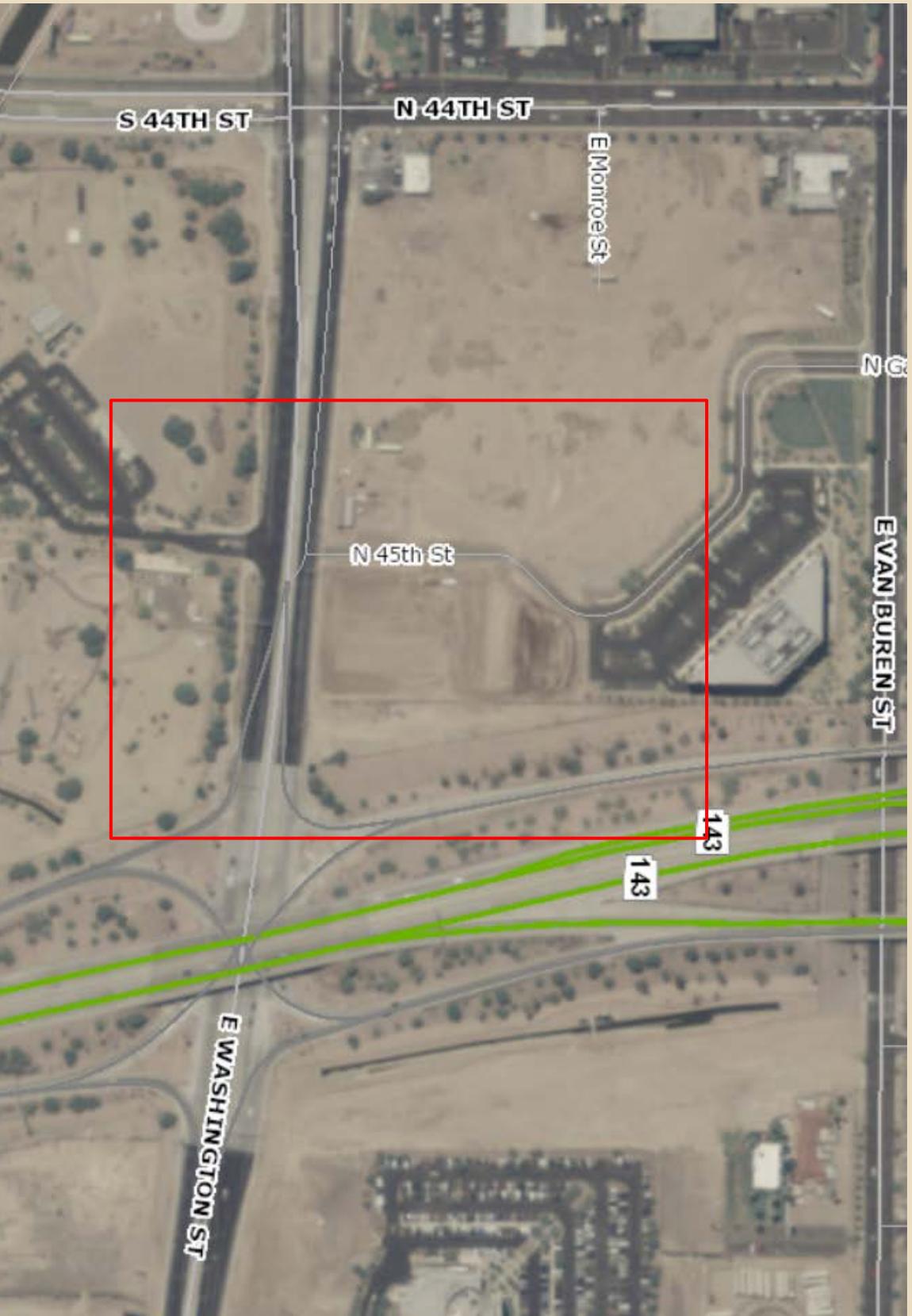
FCV – \$3,250,173

Development examples - 1900 E. Apache Blvd.



2015 – Campus Suites on the Rail
FCV – \$39,136,700

Development examples - 4600 E. Washington St.

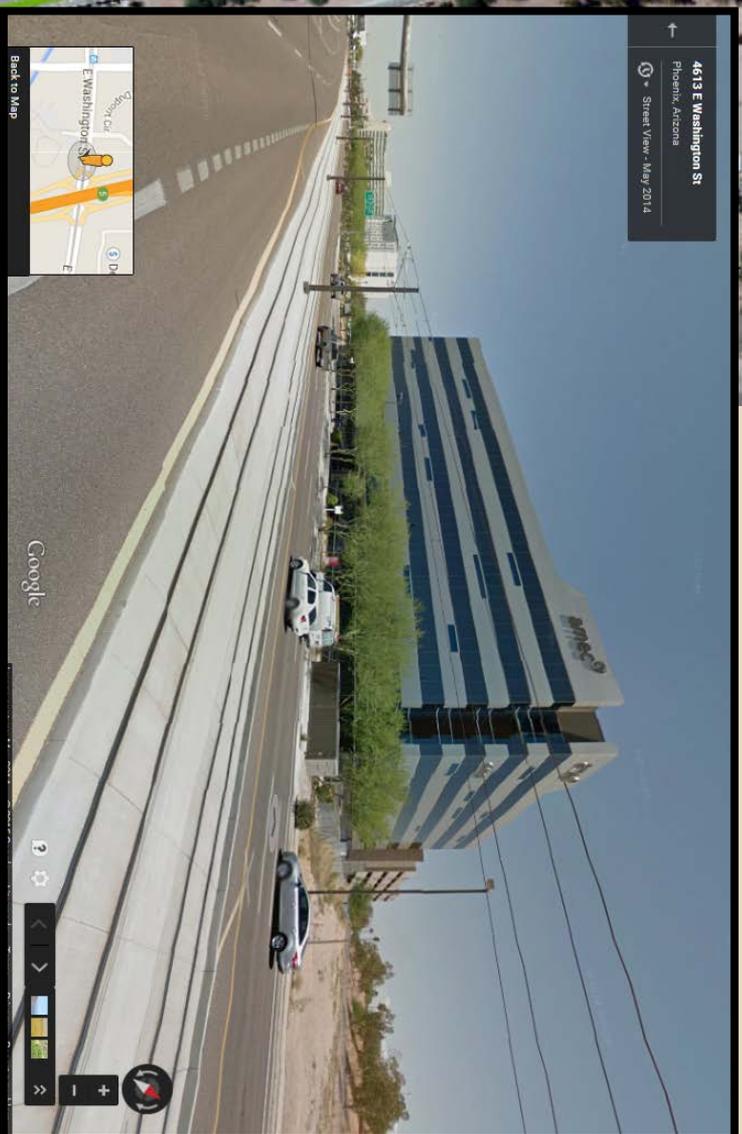


Approximately 2.5 acres

2008 - Vacant

FCV – \$1,453,628

Development examples – 4600 E. Washington St.



2015 - Copperpoint Mutual
FCV – \$20,152,357

Light Rail as Catalyst for Development

U.S. Real Estate

Market Trends

- **Demand Growing for Compact, Walkable Neighborhoods**
- **76% of millennials say walkability is important when choosing a neighborhood**
- **72% of Boomers would prefer shorter commute with smaller home over larger home with longer commute**

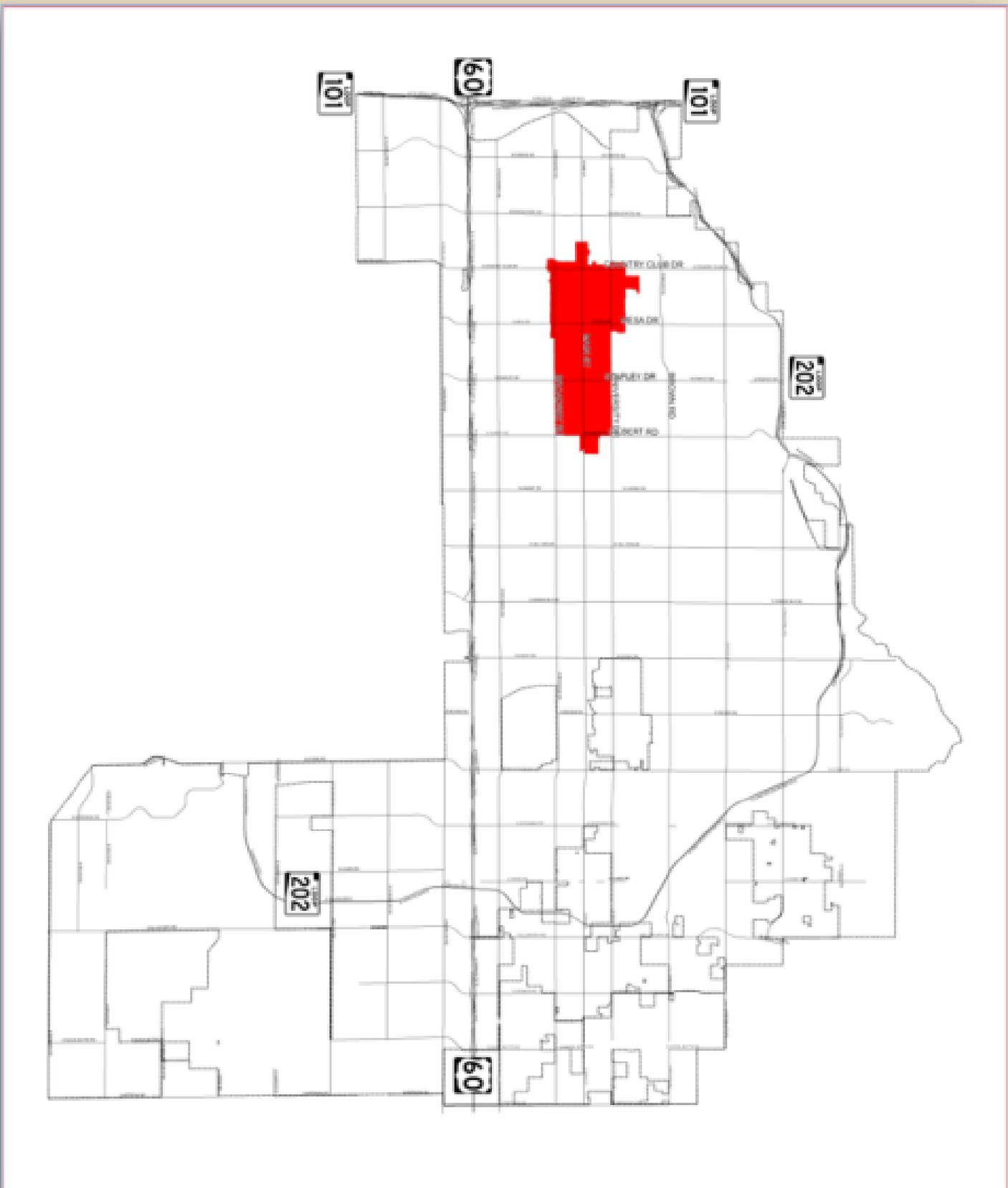
U.S. Transportation Trends

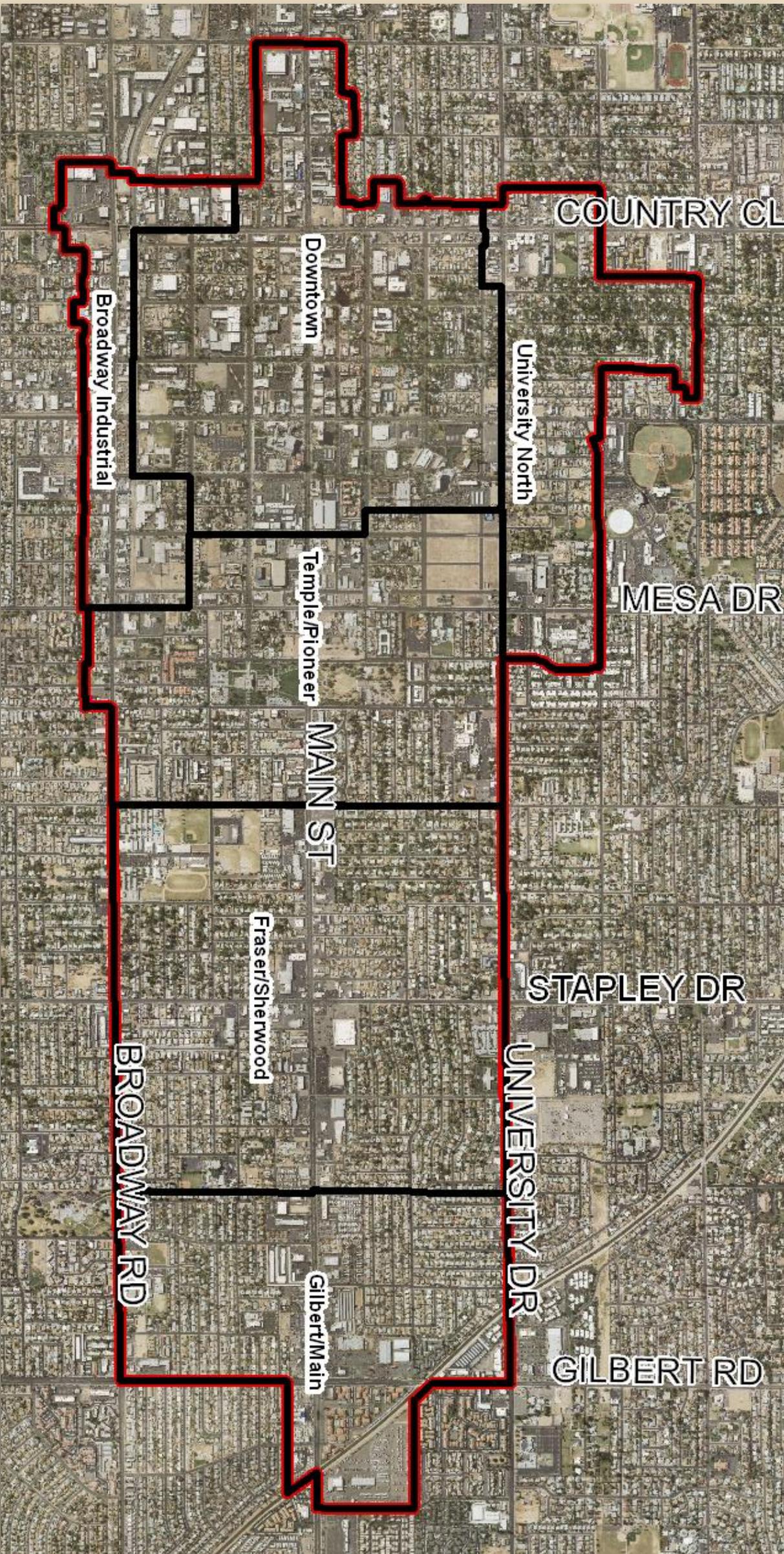
- **Demand Growing for Alternative Modes, Falling for Driving**
- **From 2001 to 2009:**
 - **Walking Trips +16% -- Biking Trips +24%**
 - **Transit Passenger Miles Traveled +40%**
 - **Per Capita Vehicle Miles Traveled (VMT) Peaked in '04:**
 - **Since '04, Overall Per Capita VMT -6%**
 - **Since '01, VMT for 16-34 year olds -23%**

Downtown Planning



Central Main Planning Area





Central Main Planning Area

Central Main: A Place for People - Alive With Options!

Imagine:

You work at a locally-owned business or a corporate office, or you teach aspiring minds at a higher education institution.

You can accomplish daily activities through a short walk or bicycle ride, a comfortable ride on an efficient transit system, or a drive on a well-maintained street network.

From home or work you can pick-up vegetables at the corner market or you can visit unique shops, browse art galleries, enjoy live performances, or explore award-winning museums.

You are able to indulge in local and ethnic cuisine from street vendors, casual eateries, or fine dining establishments.

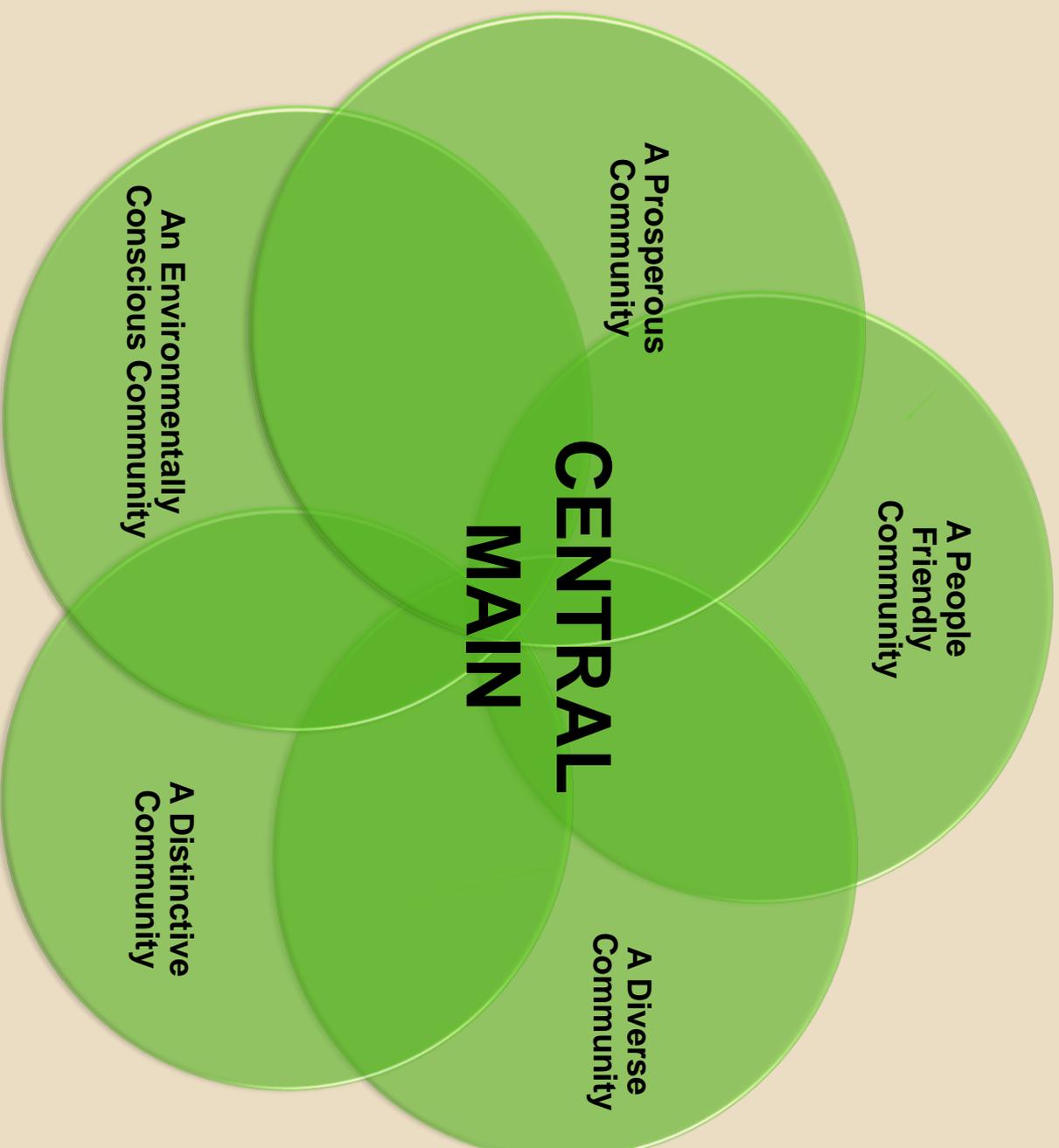
As a resident, you are able to live in your ideal neighborhood whether it is a quiet residential street or a bustling Downtown alive with activity.

Central Main:

*A Place for People -
Alive with Options!*



Guiding Principles



Plan Objectives

Economic Development and Job Creation

More rooftops – More people



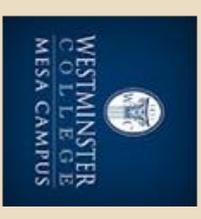
Multi-modal transportation network



Diverse mix of employment uses



Well-educated, skilled workforce



Plan Objectives

Flexible Framework for Private Development

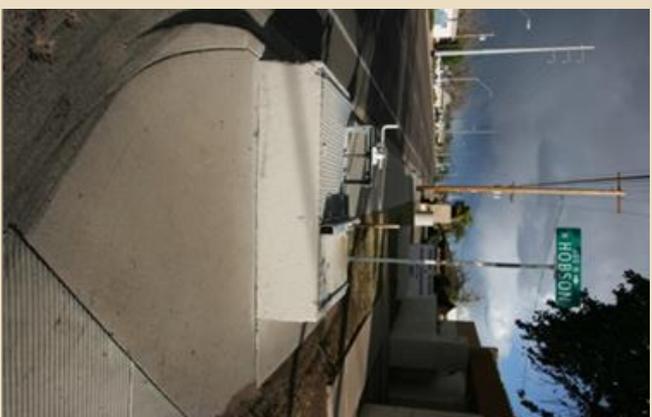
Create iconic buildings, landmarks, places



Plan Objectives

Walkable Environment

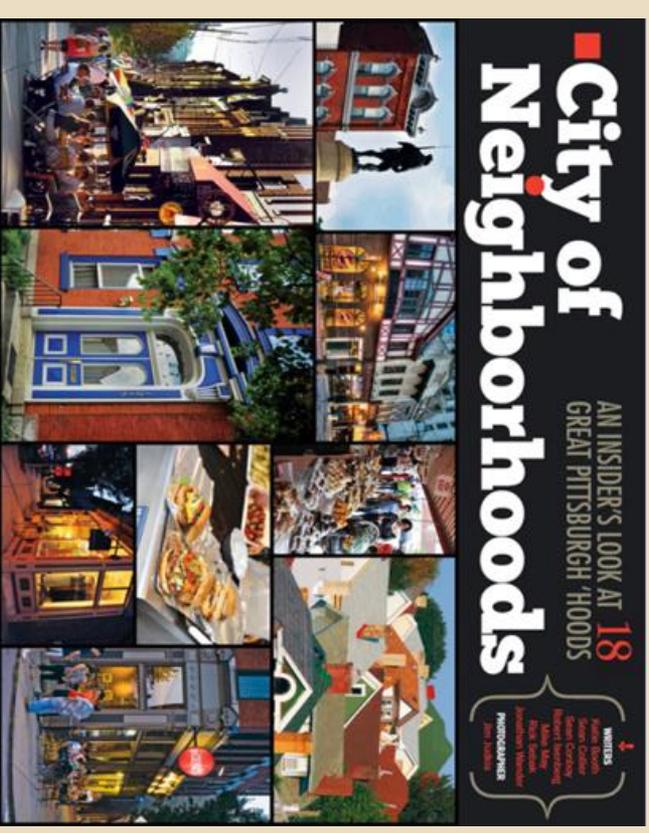
Safe, comfortable, and attractive public realm



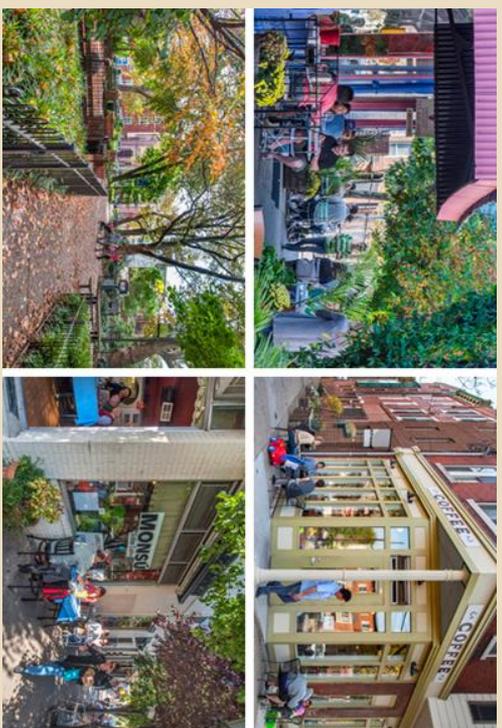
Plan Objectives

Sense of Place

Build and maintain high quality neighborhoods



Mix of uses and activities



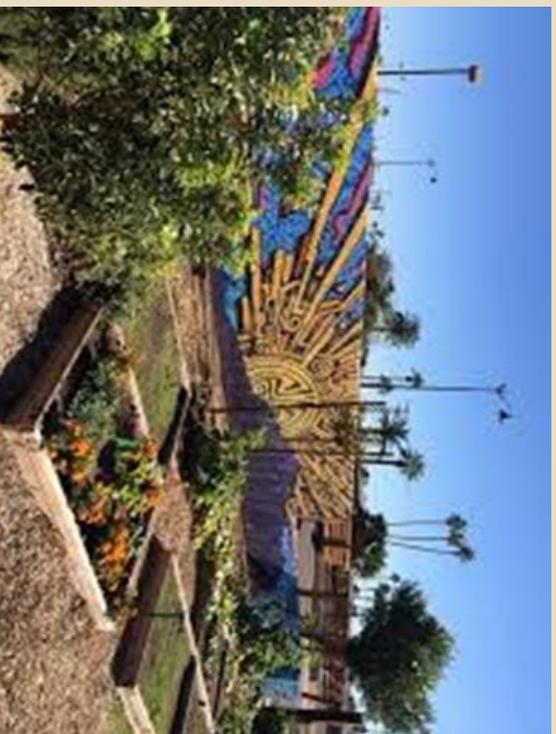
Plan Objectives

Sustaining the Environment

Environmental sustainability

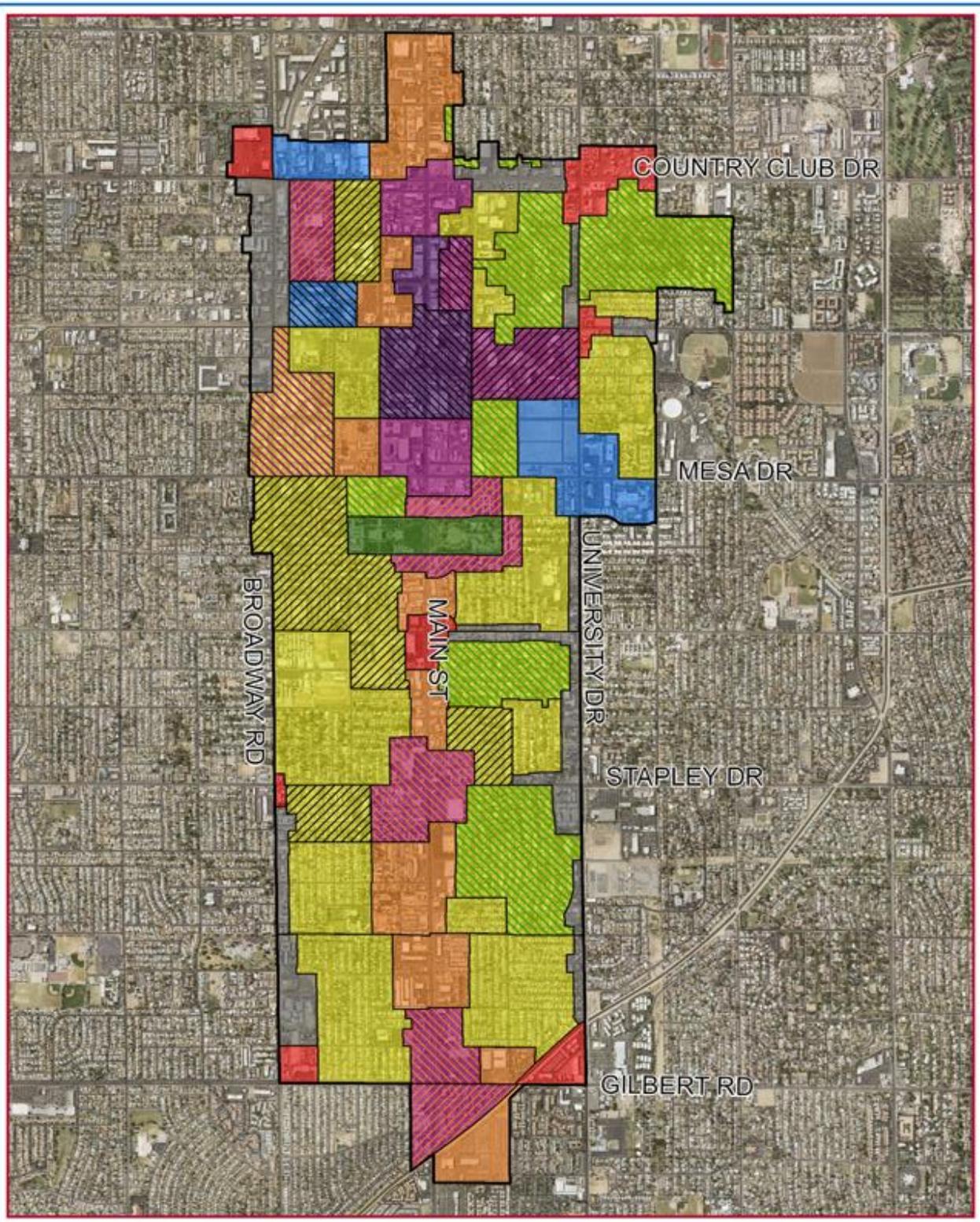


Healthy living environment



The Plan

Building Form and Development

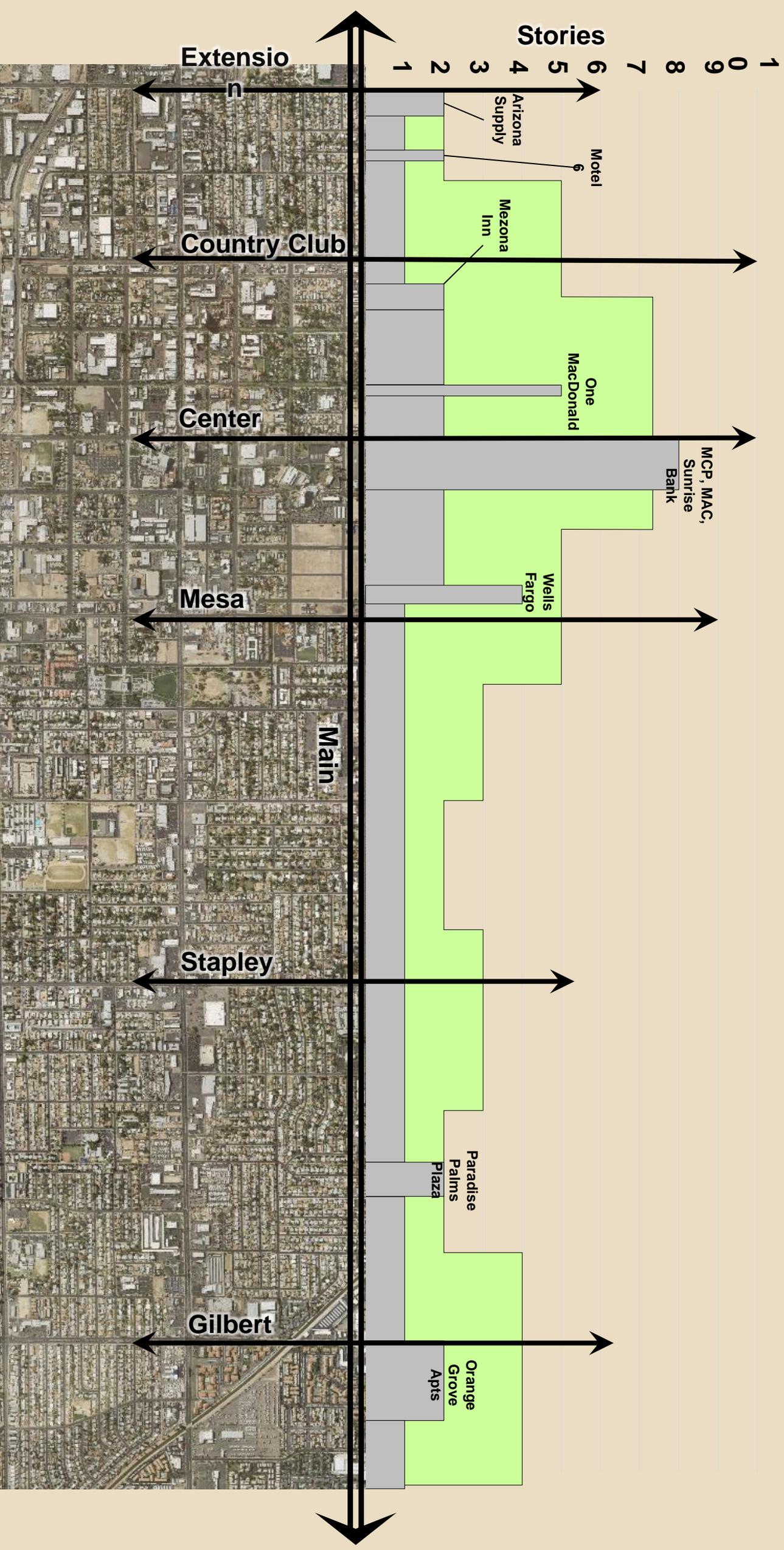


Map 9
 Central Main Street
 Area Plan
 - Recommended Building Form
 and Development Character -

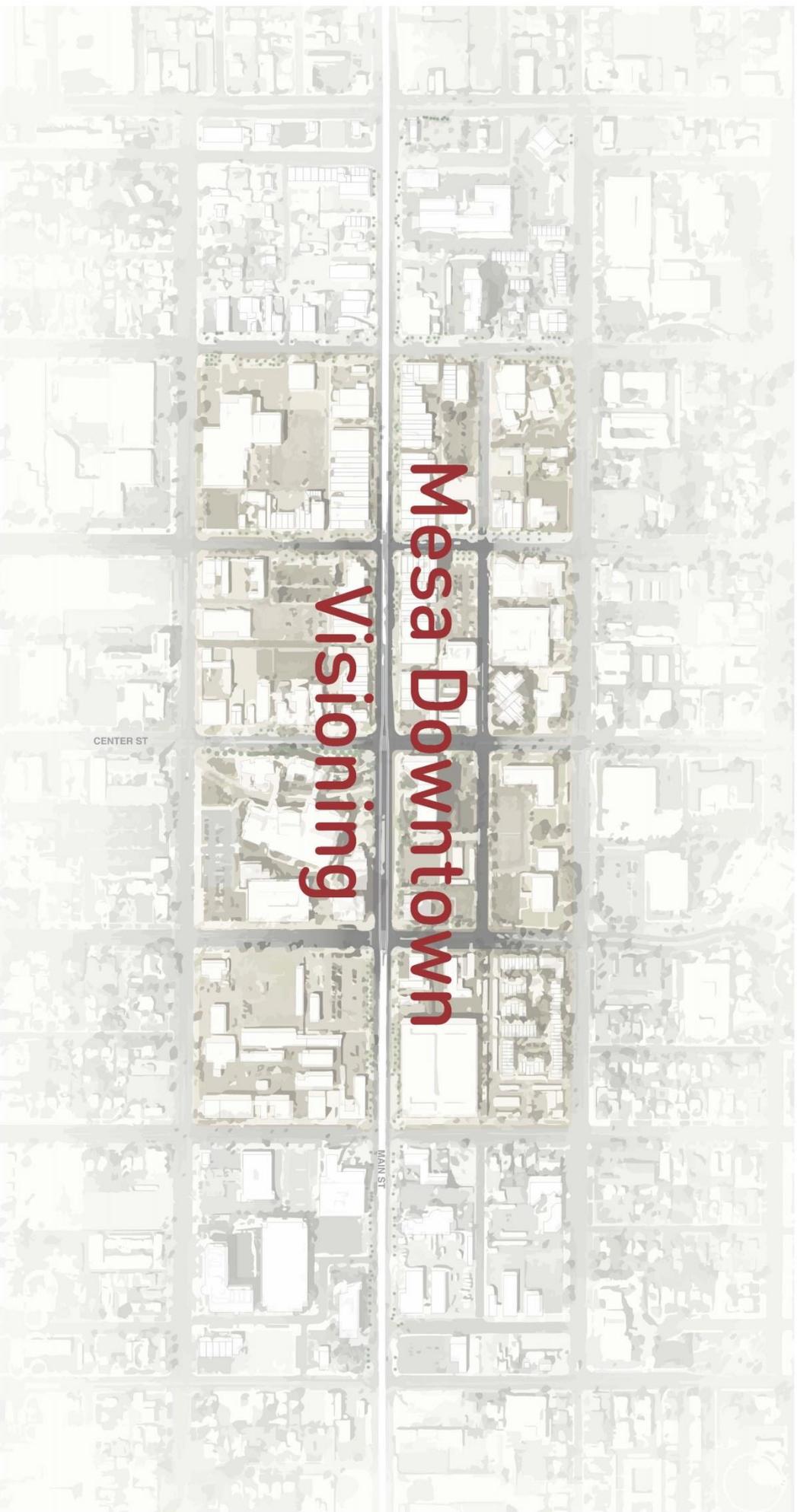
- Historic Downtown
- Modern Downtown
- Urban Gateway
- Museum District
- Convention District
- Education Village
- Transect Station Village
- Transect Adjacent Village
- Transect Adjacent - Residential
- Employment District
- Commercial/Mixed-Use Node
- Evolution Corridor
- Transformation Neighborhood
- Neighborhood Evolution
- Neighborhood Preservation
- Neighborhood Maintenance
- Pioneer Park/Temple

0 500 1,000 Feet
 N
 Created By: Mesa - Planning
 Print Date: 07/19/2011
 Source: City of Mesa
 The City of Mesa makes no claim concerning the accuracy of this map nor assumes any liability resulting from the use of the information herein.
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Relative Development Intensities



Central Main Plan Illustrated

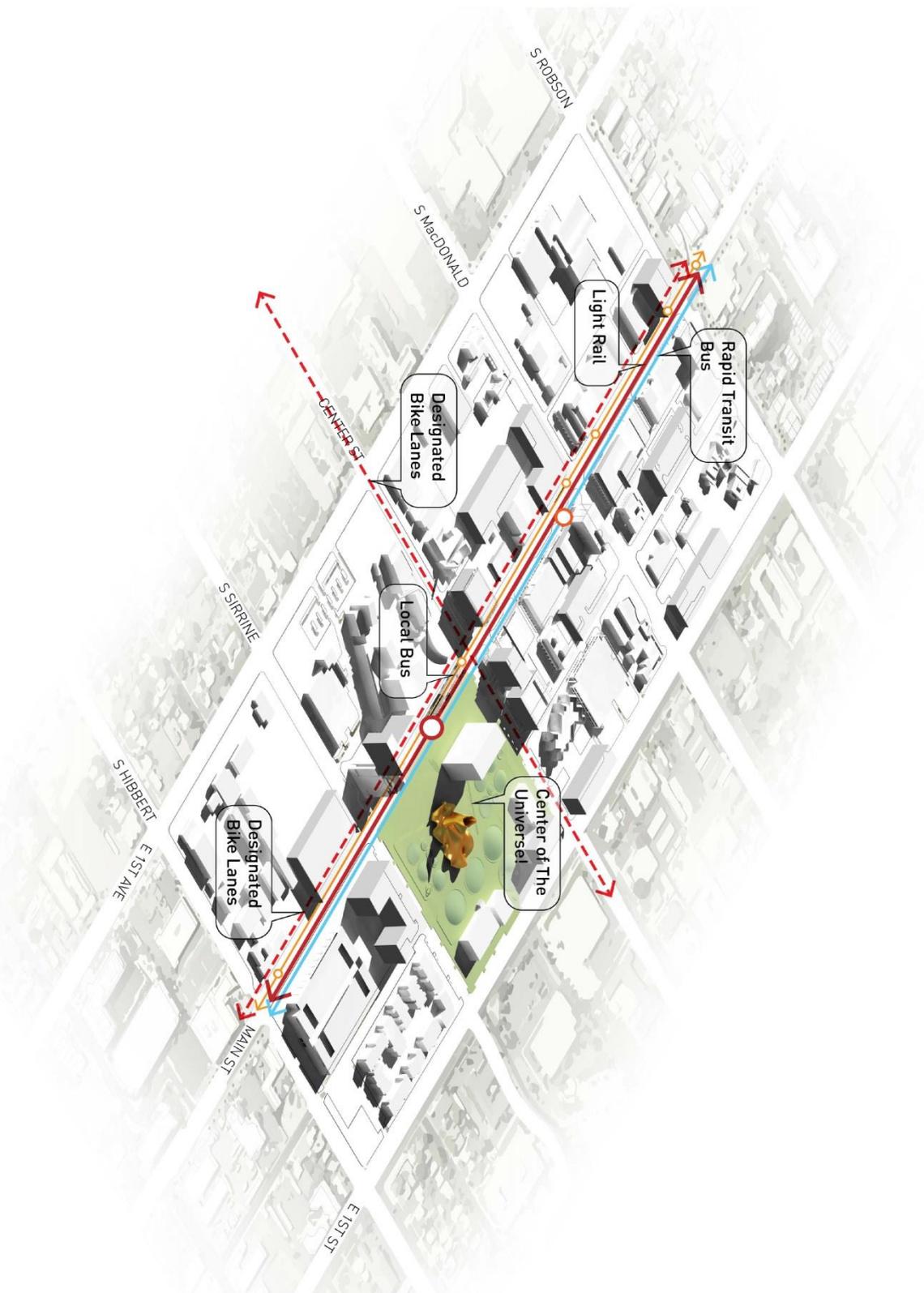
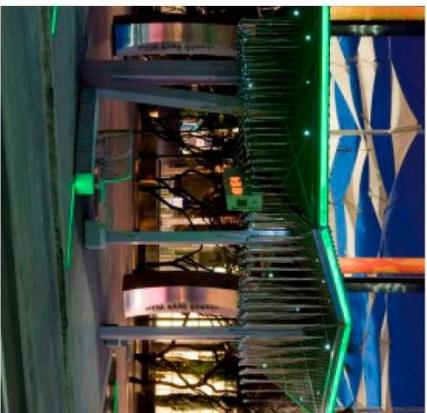


COLWELL SHELDON LANDSCAPE ARCHITECTURE

WEDDLE
GILMORE
black
rock
studio

Central Main Plan Illustrated

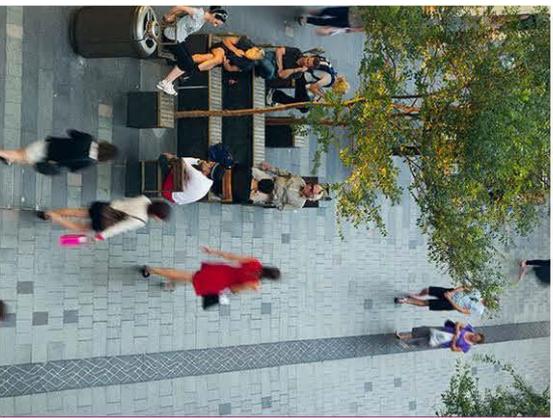
DISTINCT URBAN CORE Enhanced Mobility



Central Main Plan Illustrated

DISTINCT URBAN CORE

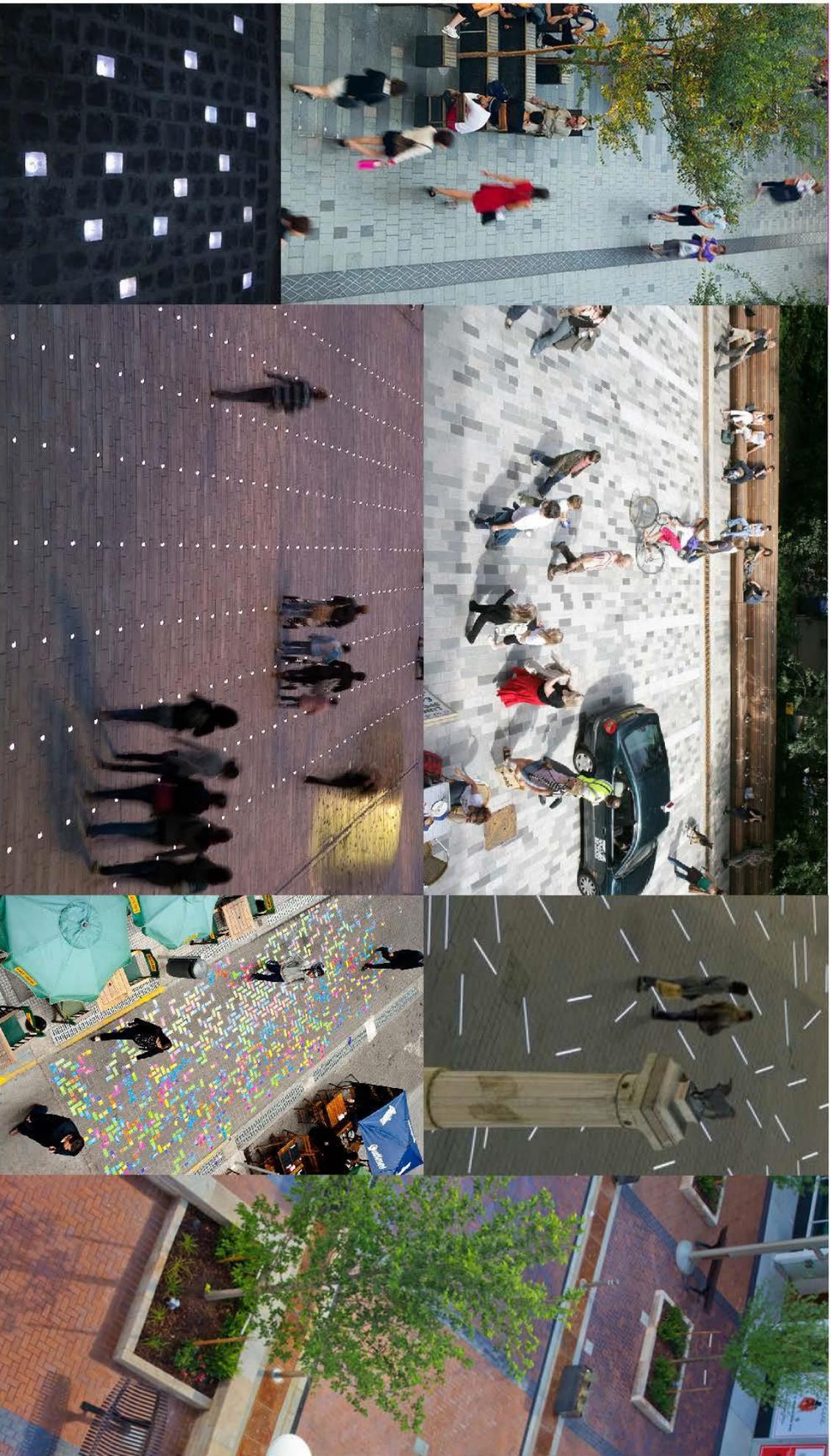
Unique identity • Distinct paving across Main St. • Nighttime activation



Central Main Plan Illustrated

DISTINCT URBAN CORE

Unique identity • Distinct paving across Main St. • Nighttime activation



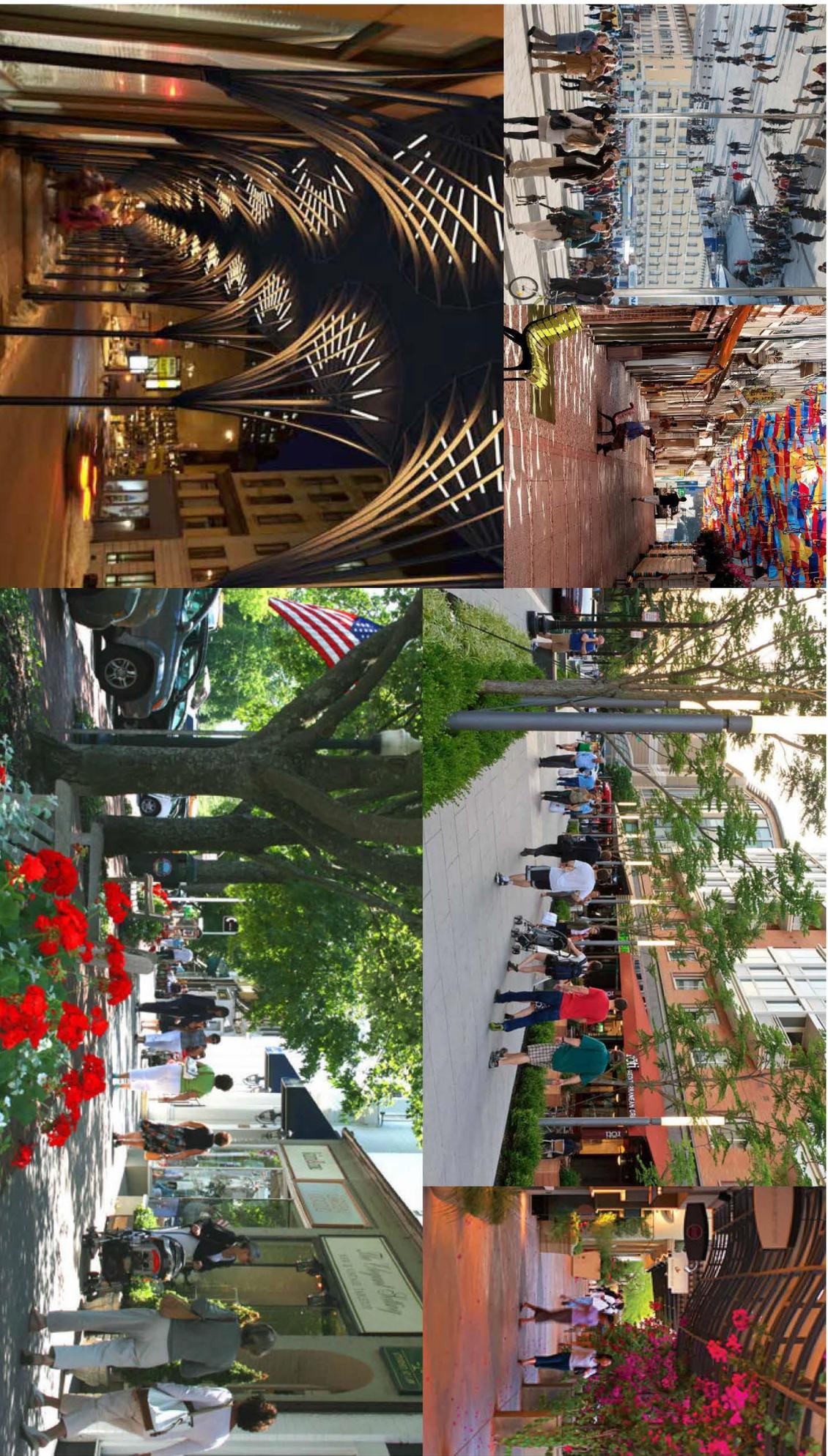
Central Main Plan Illustrated

DISTINCT URBAN CORE
Enhanced shade • People-friendly community • Walkable



Central Main Plan Illustrated

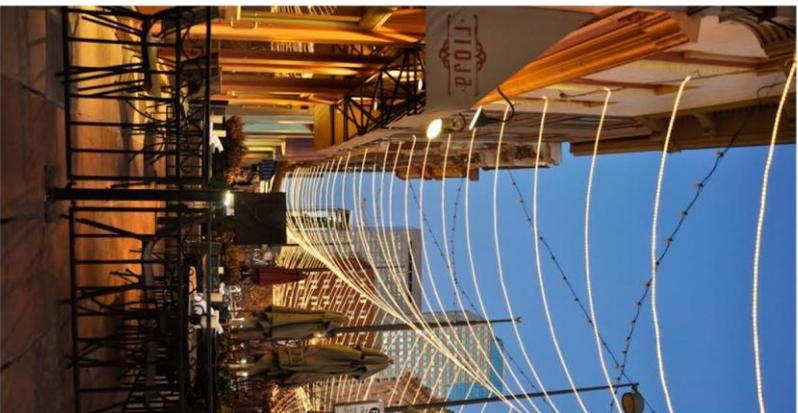
DISTINCT URBAN CORE
Enhanced shade • People-friendly community • Walkable



Central Main Plan Illustrated

DISTINCT URBAN CORE

Enhanced amenities • Water features • Seating • Cafes • Firepits • Art



Central Main Plan Illustrated

DISTINCT URBAN CORE

Enhanced amenities • Water features • Seating • Cafes • Firepits • Art



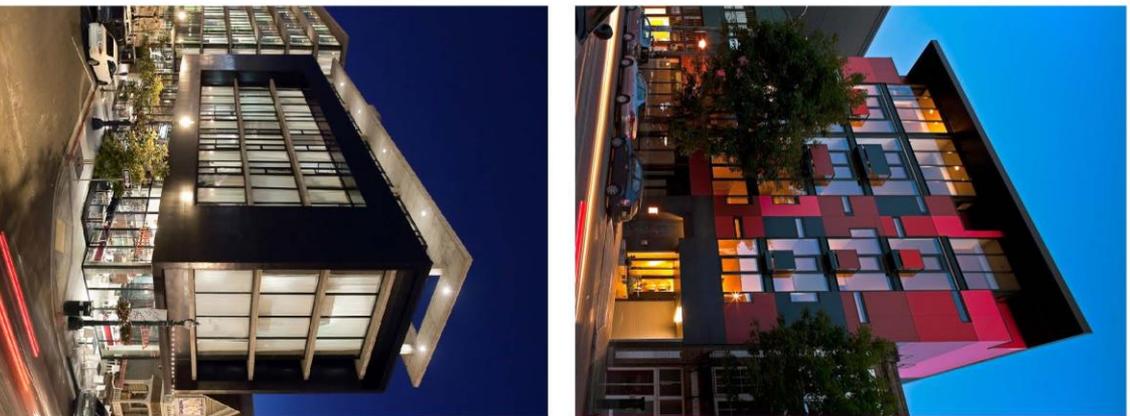
Central Main Plan Illustrated

NEW DEVELOPMENT



Central Main Plan Illustrated

MODERN DOWNTOWN
Mixed use development • Mid-high rise • Active urban environment



Central Main Plan Illustrated

MODERN DOWNTOWN
Mixed use development • Mid-high rise • Active urban environment



Central Main Plan Illustrated

HISTORIC DOWNTOWN

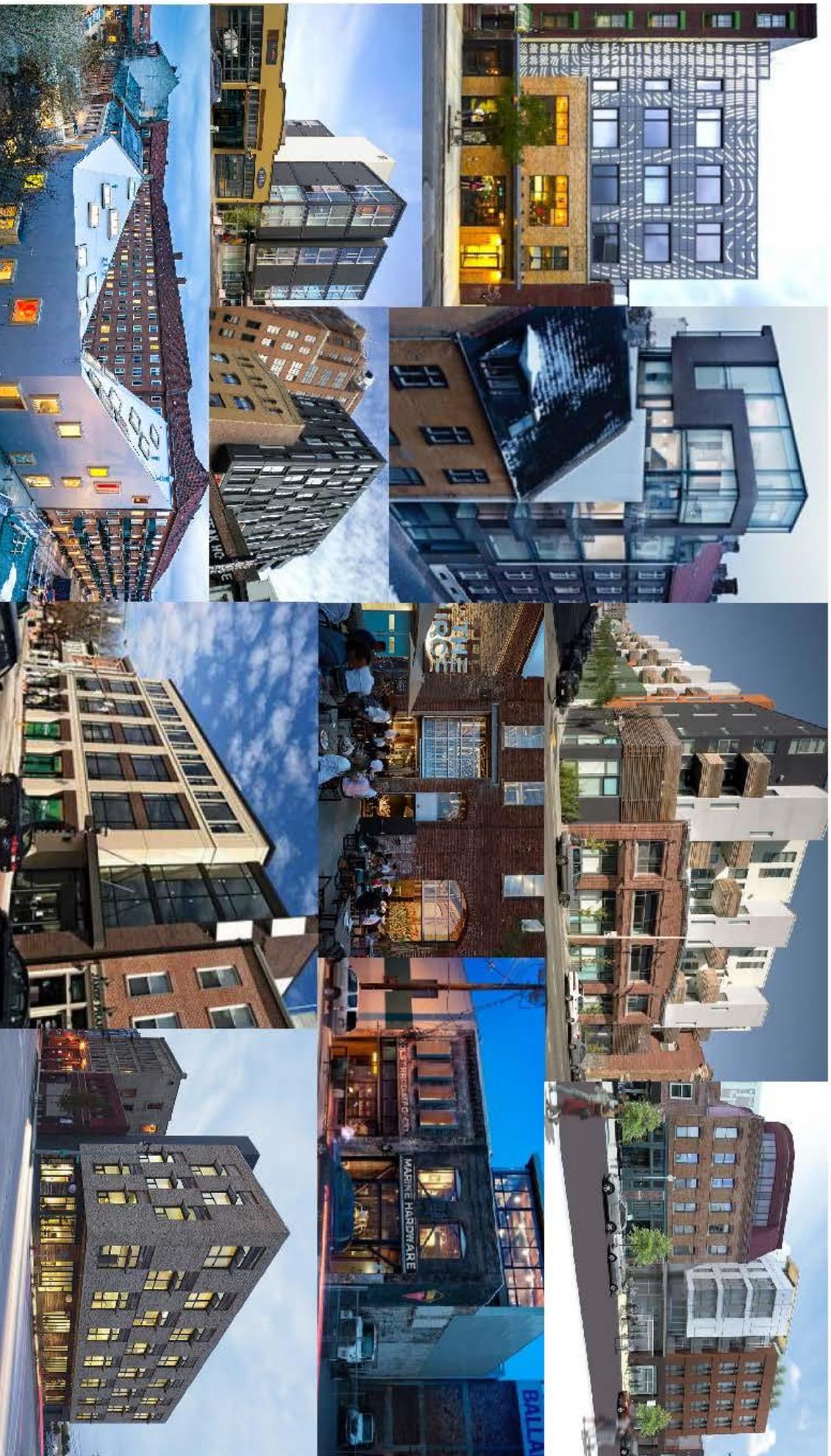
Preserve historical character • Integrated infill development • Adaptive reuse



Central Main Plan Illustrated

HISTORIC DOWNTOWN

Preserve historical character • Integrated infill development • Adaptive reuse



Central Main Plan Illustrated

MUSEUM DISTRICT

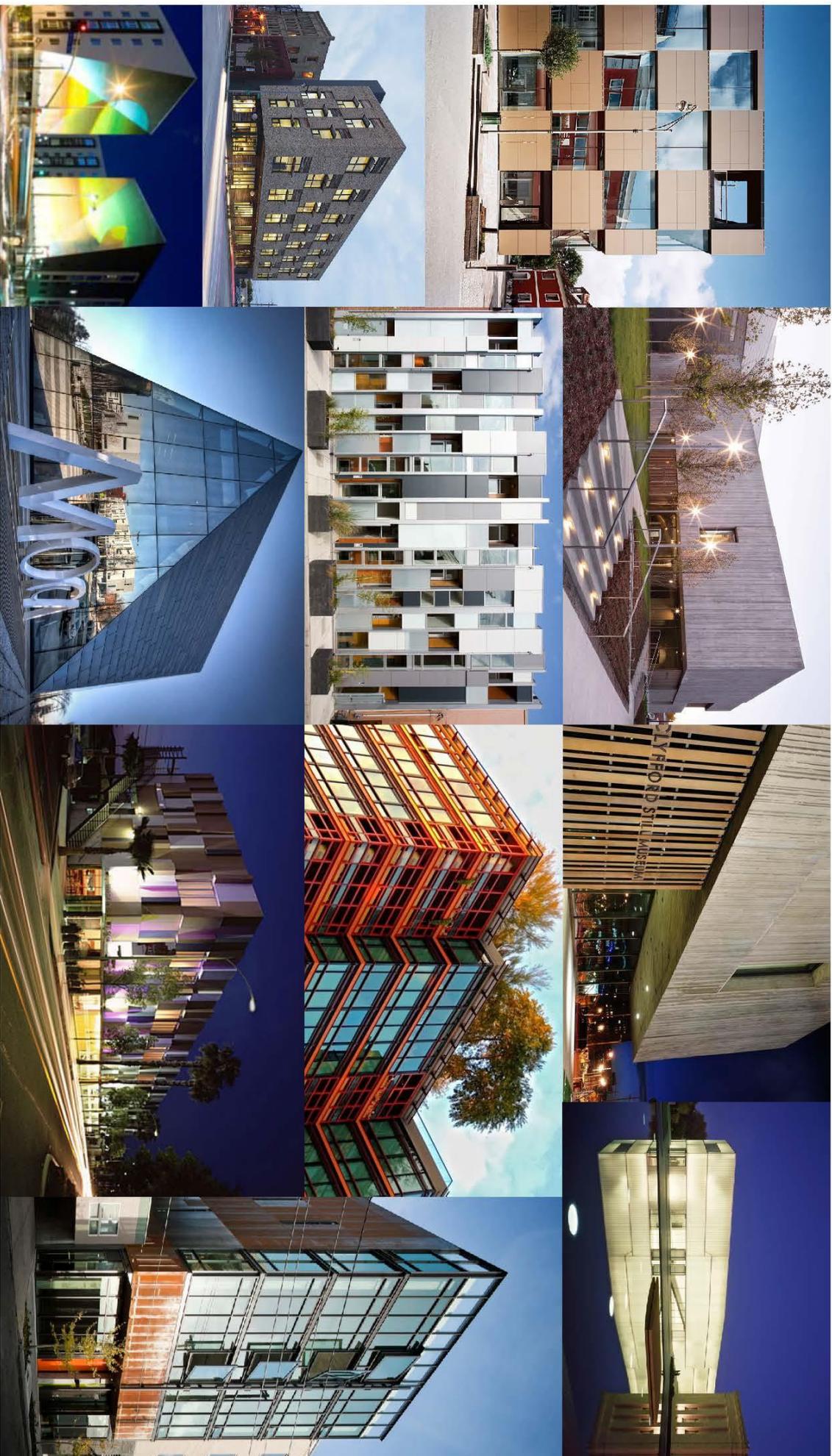
Vertical mixed-use development • Infill development • Active urban environment • Museum development



Central Main Plan Illustrated

MUSEUM DISTRICT

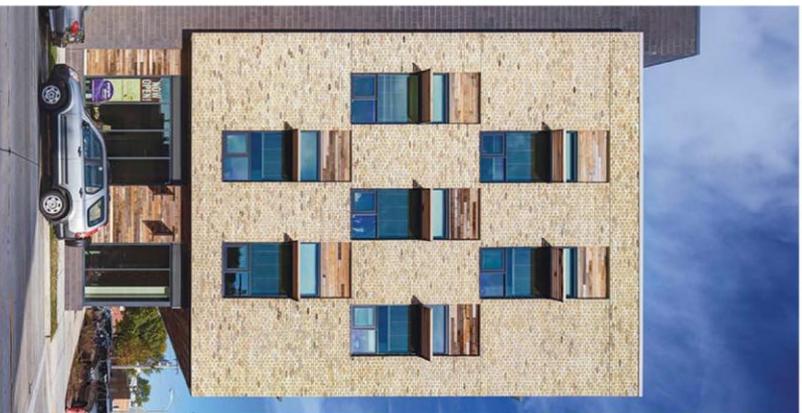
Vertical mixed-use development • Infill development • Active urban environment • Museum development



Central Main Plan Illustrated

TRANSIT-ADJACENT RESIDENTIAL

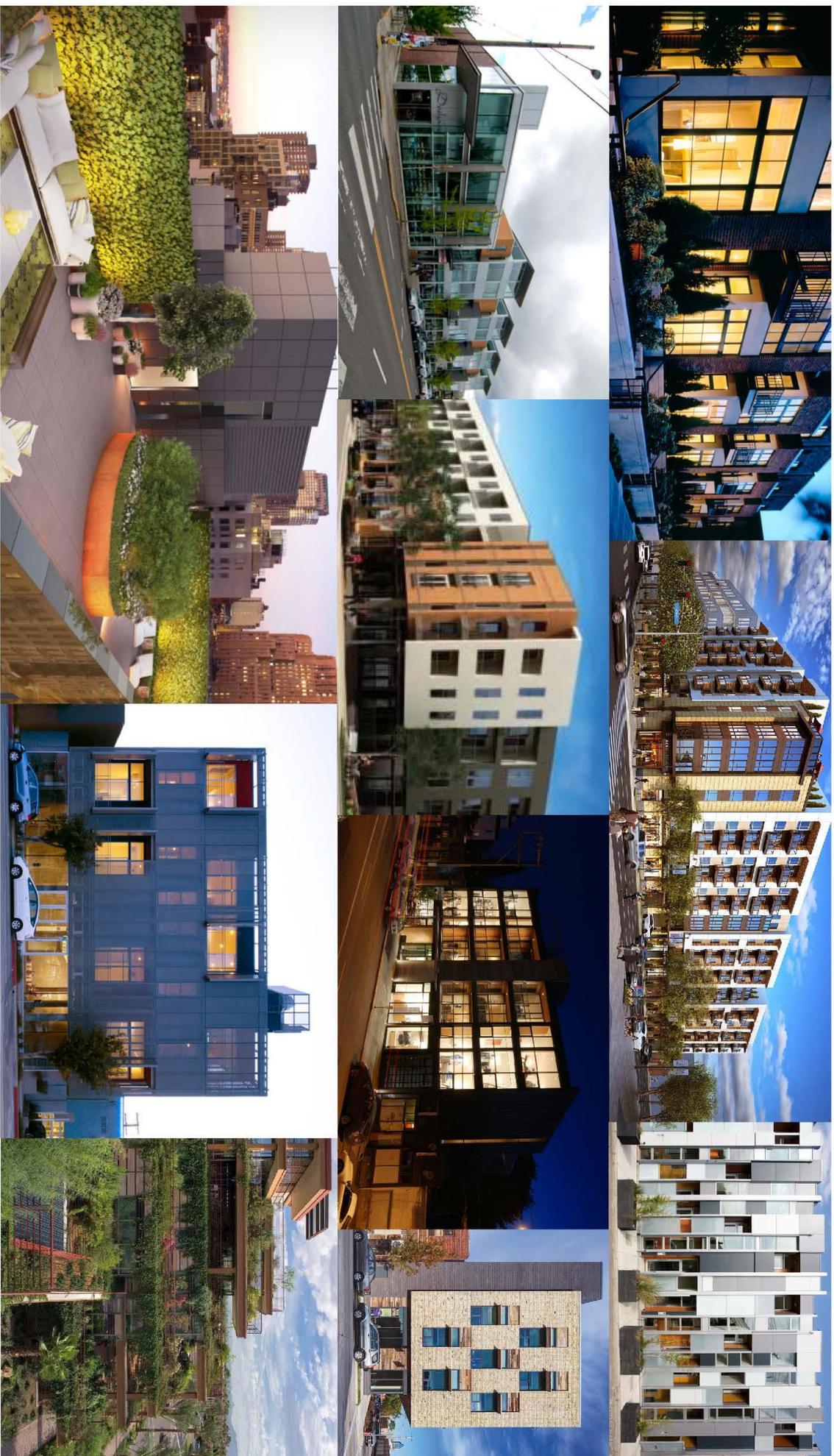
Medium-high density development • Limited mixed use



Central Main Plan Illustrated

TRANSIT-ADJACENT RESIDENTIAL

Medium-high density development • Limited mixed use



Central Main Plan Illustrated

PLAN Visualizing the Central Main Plan-Downtown



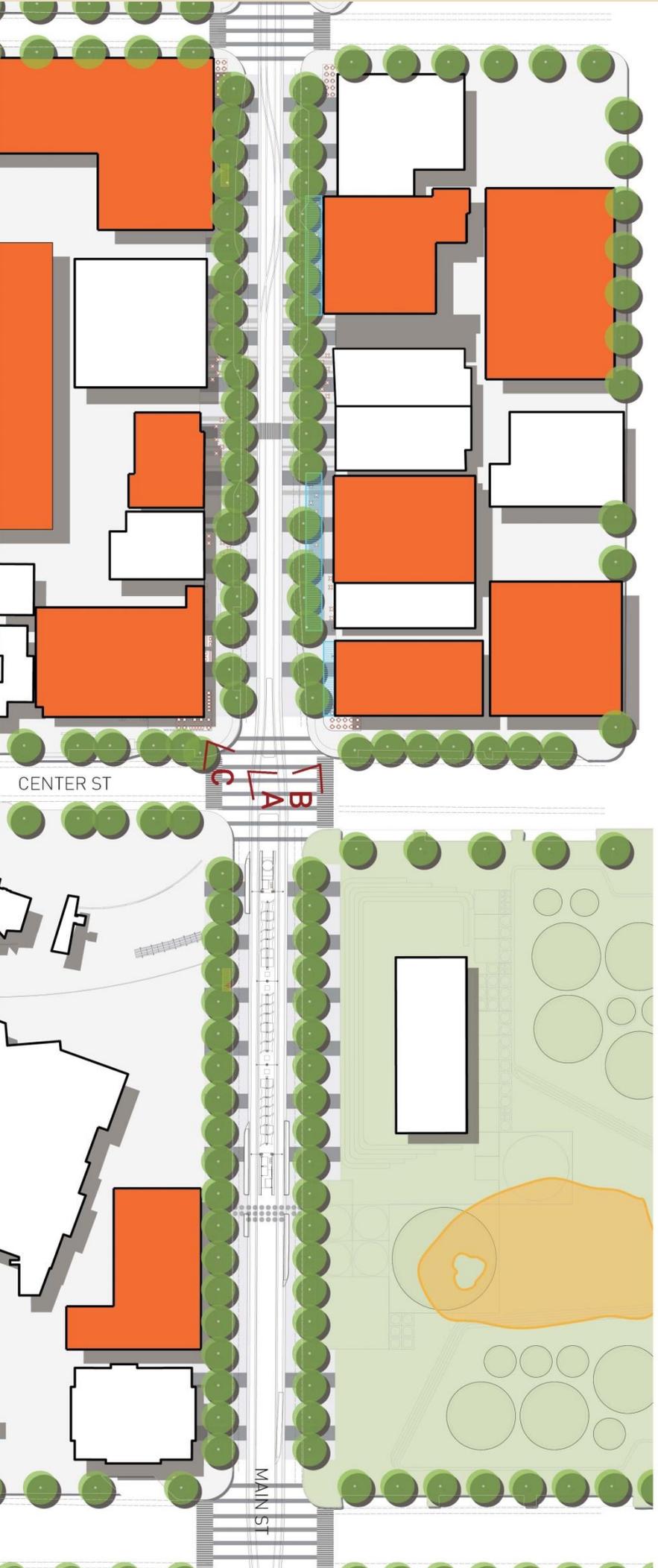
Central Main Plan Illustrated

PLAN Visualizing the Central Main Plan-Downtown



Central Main Plan Illustrated

PLAN Perspective Locations



Central Main Plan Illustrated

EXISTING CONDITION Southwest corner



Central Main Plan Illustrated

PERSPECTIVE A
Southwest corner • Mid-high rise mixed-use development • Enhanced streetscape



COLWELL SHELTON LANDSCAPE ARCHITECTURE
WEDDLE
GILMORE
black
rock
studio

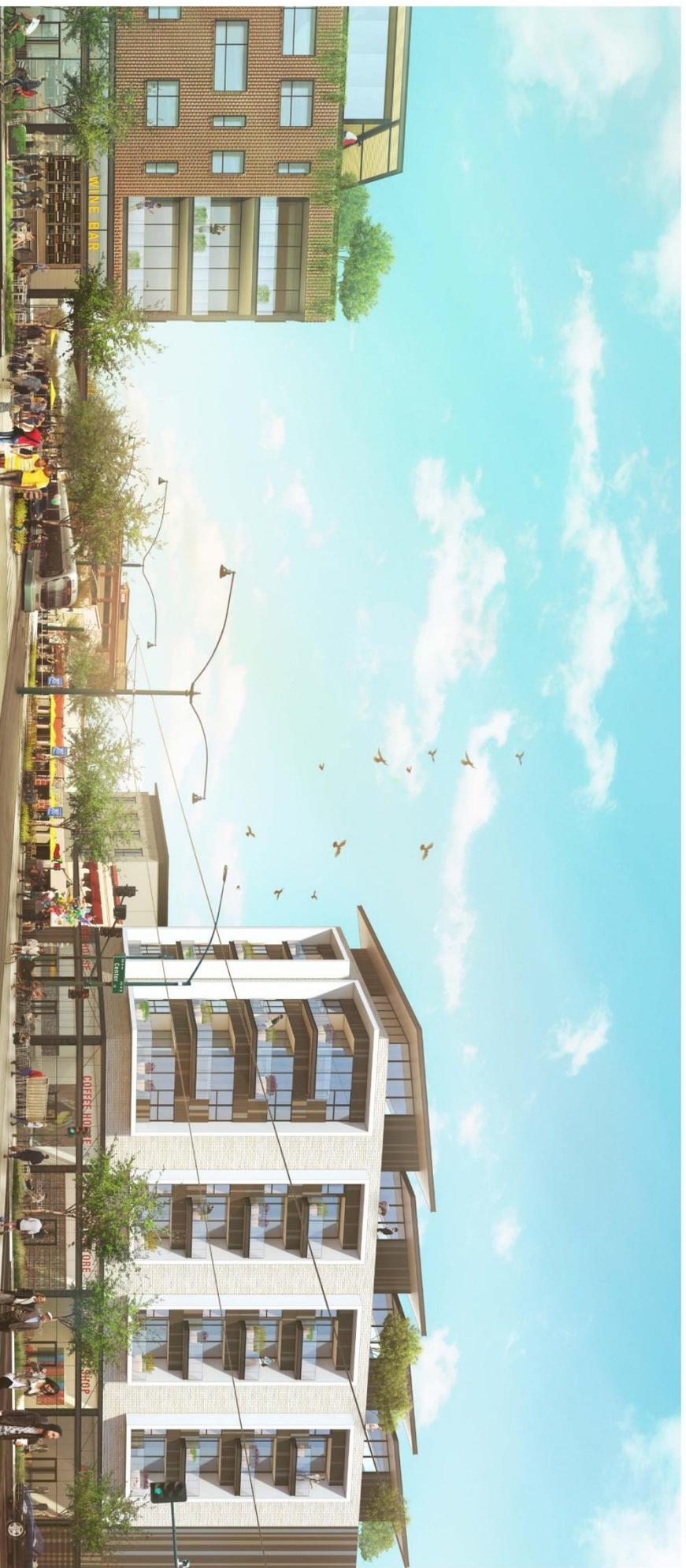
Central Main Plan Illustrated

EXISTING CONDITION Northwest corner



Central Main Plan Illustrated

PERSPECTIVE B
Northwest corner • Mid-high rise mixed-use development • Enhanced streetscape



COLWELL SHELDON LANDSCAPE ARCHITECTURE
WEDDLE
GILMORE
black
rock
studio

Central Main Plan Illustrated

EXISTING CONDITION Streetscape



Central Main Plan Illustrated

PERSPECTIVE C
Streetscape • Active urban environment



Central Main Plan Illustrated

PERSPECTIVE C
Streetscape • Active urban environment



COLWELL SHELOR LANDSCAPE ARCHITECTURE
WEDDLE
GILMORE
black
rock
studio

Central Main Plan



LEARN MORE AT:

www.mesaaz.gov/BetterMesa/downtownfocus/cmsplan.a

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MESA: JOBS &

EMPLOYMENT OVERVIEW

City of Mesa Office of Economic Development

Mesa Employment Centers

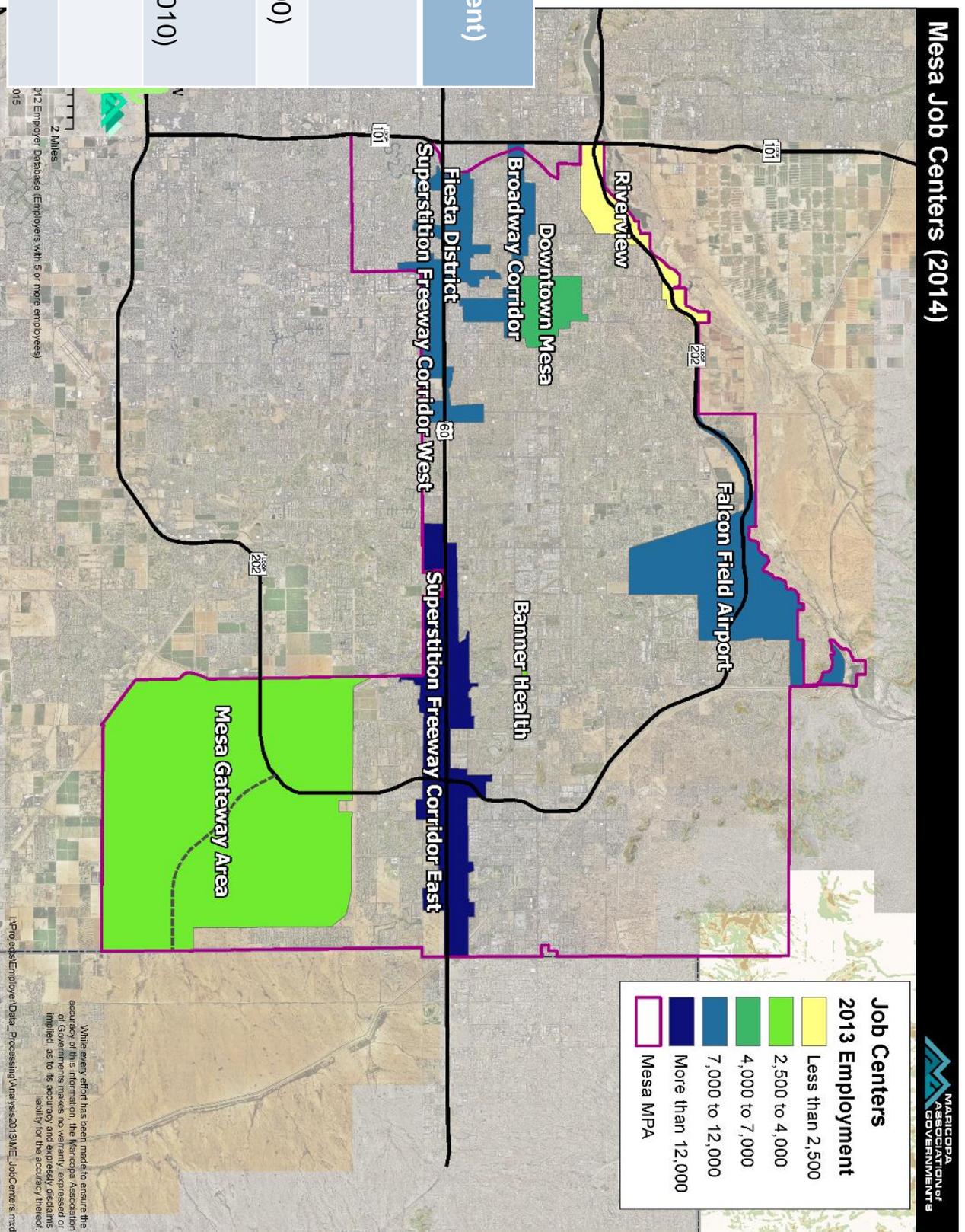
- Falcon Field Economic Activity Area
- Fiesta District
- Riverview
- Superstition Freeway Corridor East
- Gateway

Mesa Job Center Analysis

Job Centers

- Self-identified
- 117, 205 Jobs in mesa
- 9 Mesa job centers
 - 70,770 jobs
 - 60% of jobs in Mesa are within these 9 job centers

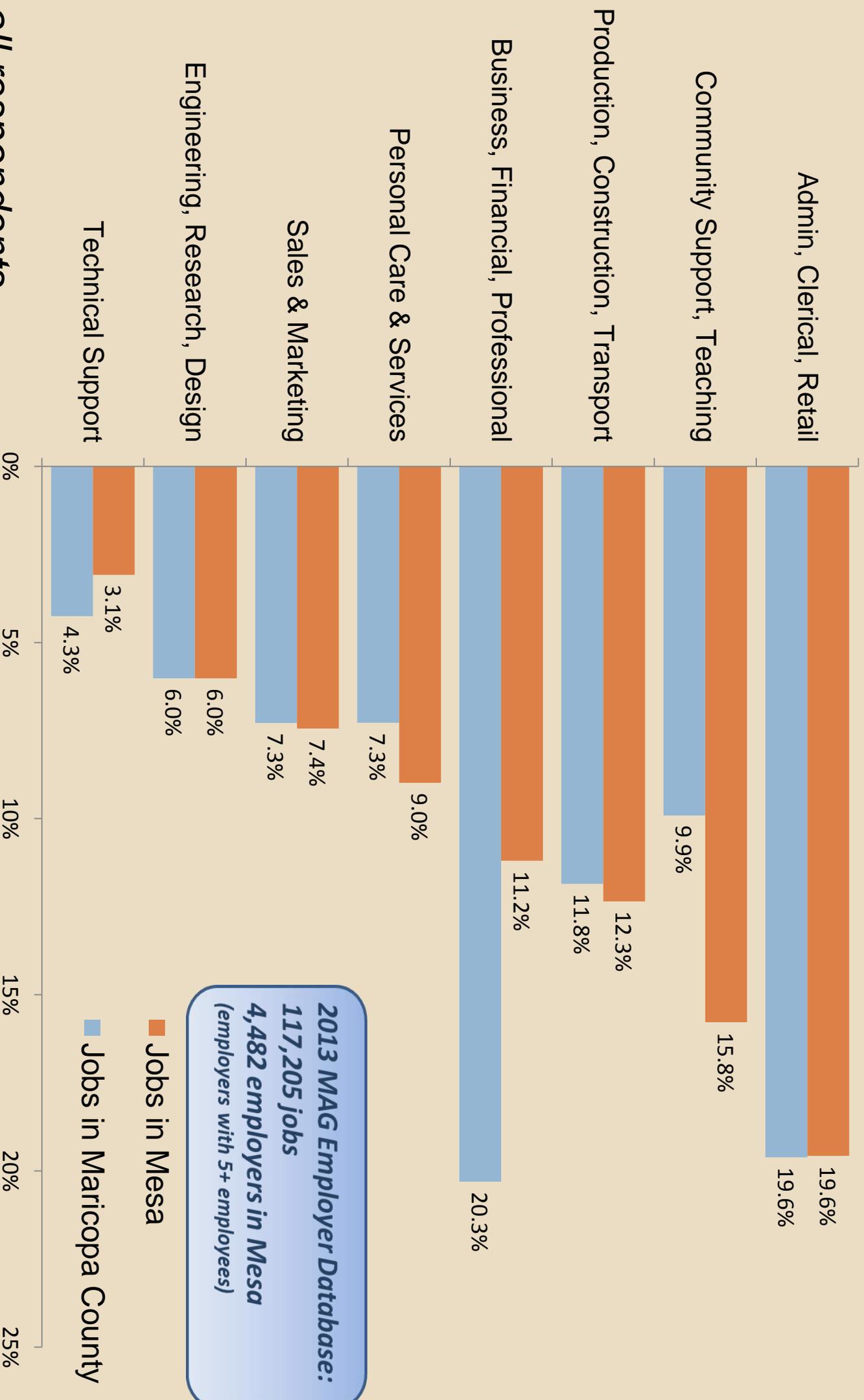
Job Centers	2013 Employment	Largest Cluster (2013 Employment)
Superstition Fwy Corridor East	13,630	Retail (5,340)
Fiesta District	11,740	Health Care(3,200)
Falcon Field Airport	11,030	High Tech Manufacturing & Development (5,010)
Mesa Gateway Area	3,890	Education (780)
Riverview	2,010	Retail (1,030)



Source: 2013 MAG Employer Database (Employers with 5+ employees), Numbers rounded to nearest 10

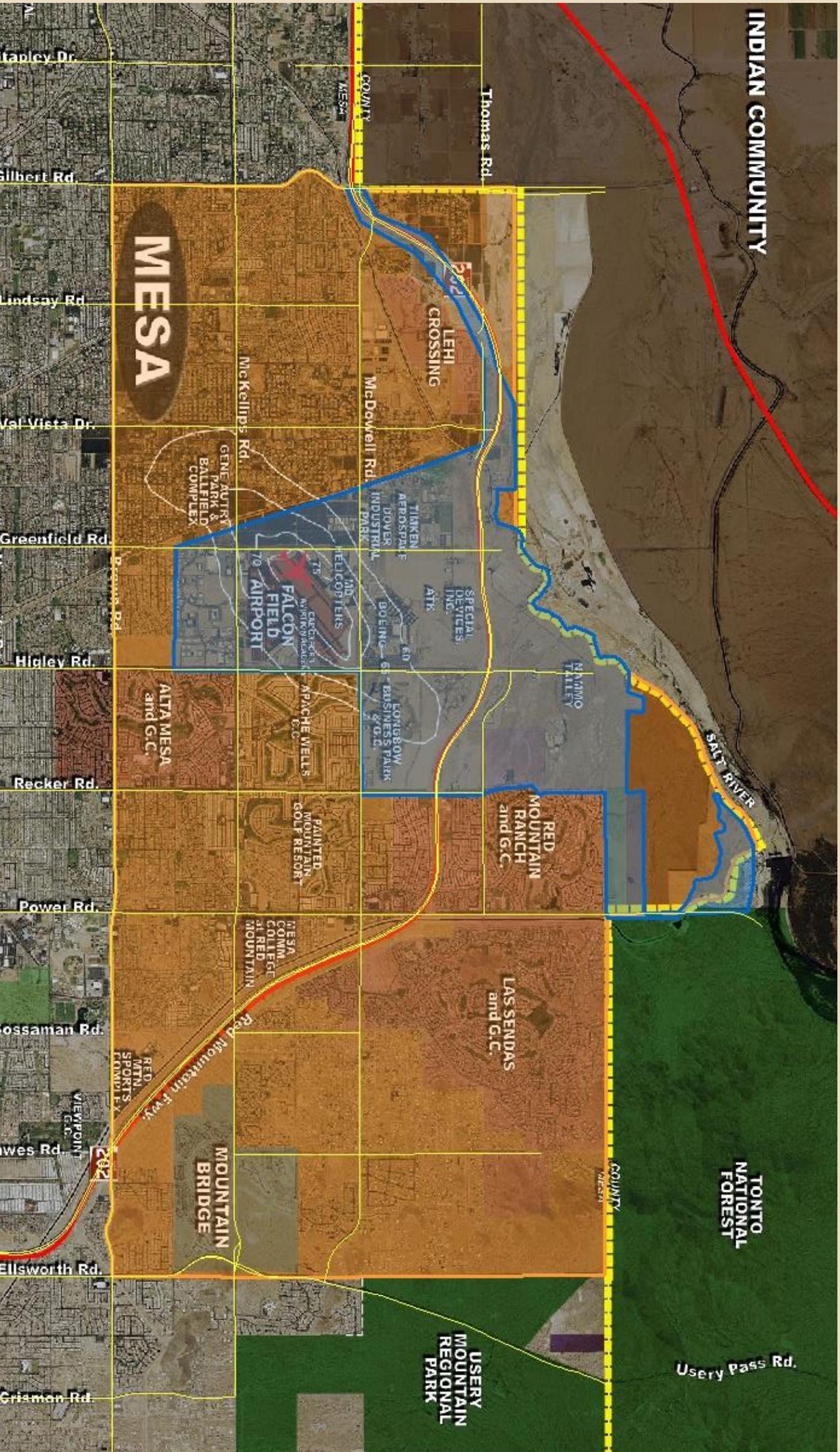
Occupational Analysis

Mesa & Maricopa County

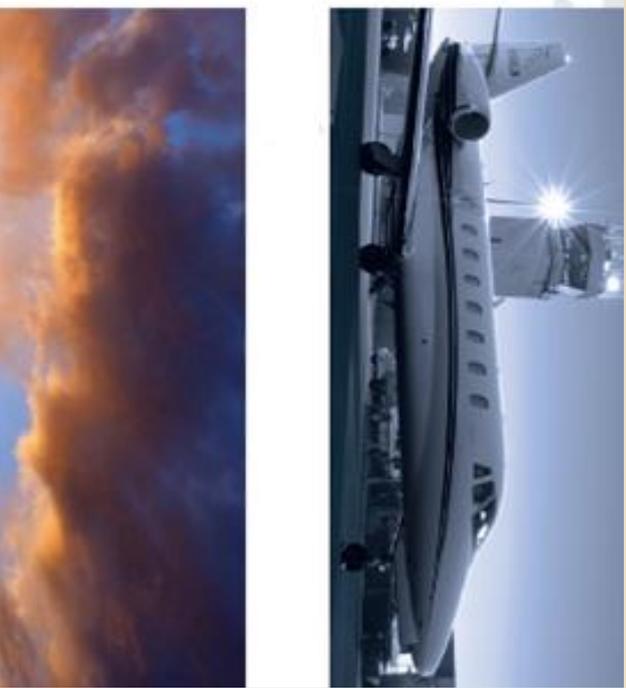


*Not all respondents
 disclosed an occupation*

Falcon Field Economic Activity Area



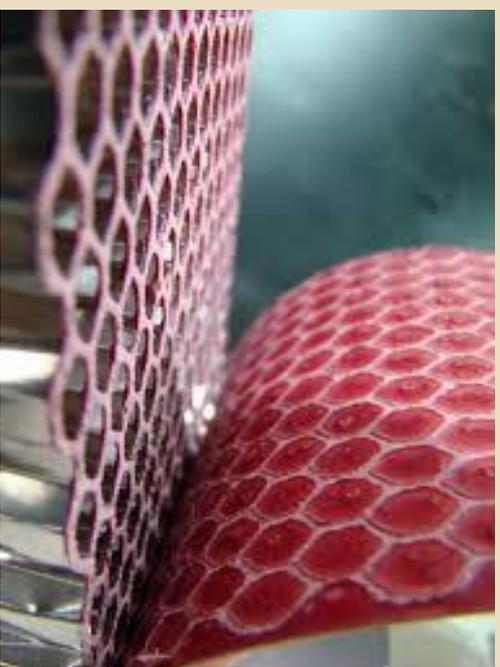
FFEEAA Recent Accomplishments



FFEEAA Moving Forward



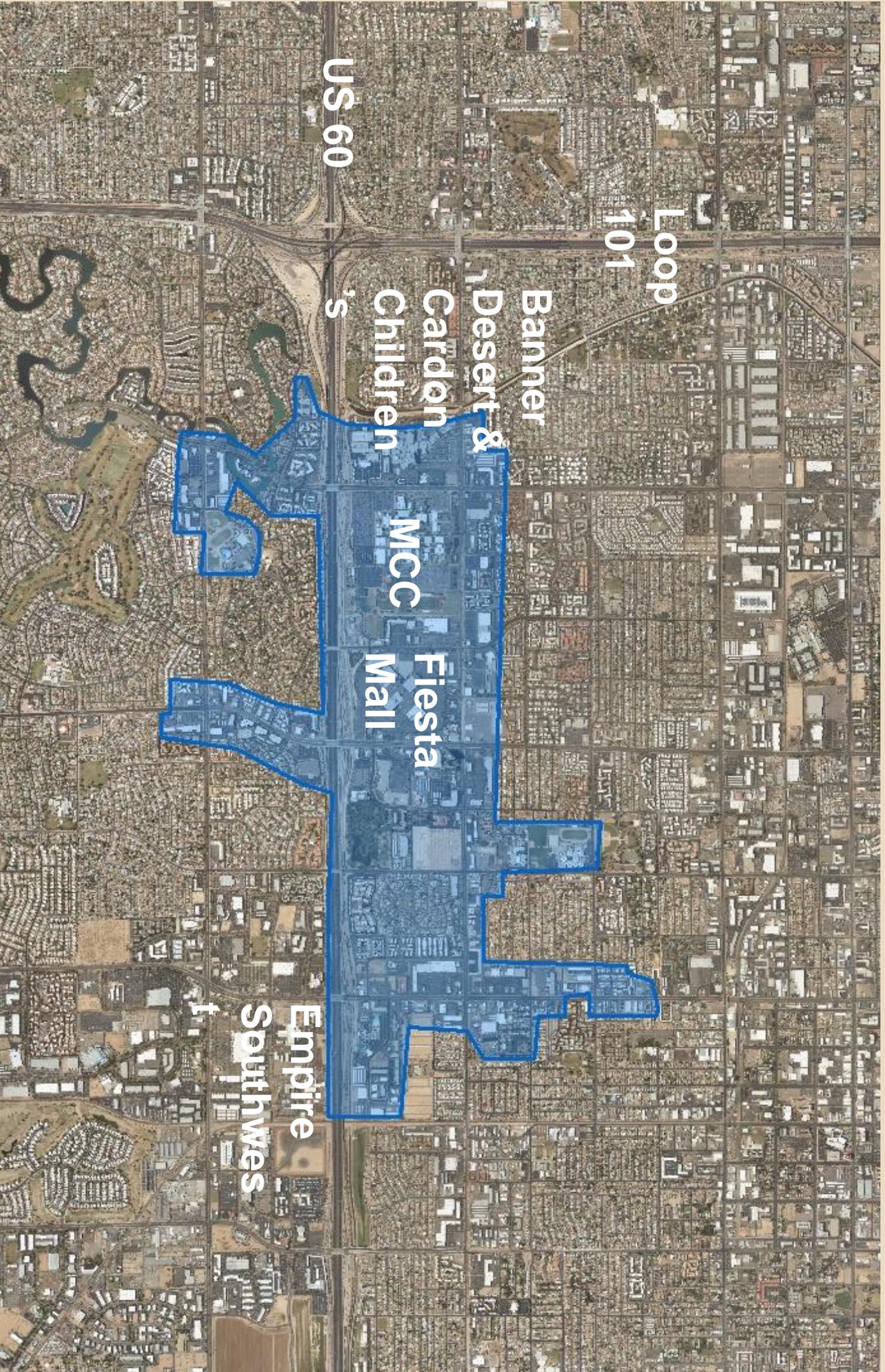
Business Park	Size	Vacancy
Longbow Business Park	313 Acres	46%
City of Mesa Citrus Sites	216 Acres	100%
Falcon Field Airport Sites	206 Acres	43%
Mesa Commerce Park	117 Acres	34%
Commons Industrial Park	107 Acres	8%
Mesa Intl. Business Center	90 Acres	80%
Dover Industrial Park	68 Acres	27%
Falcon Industrial Park I & II	58 Acres	17%



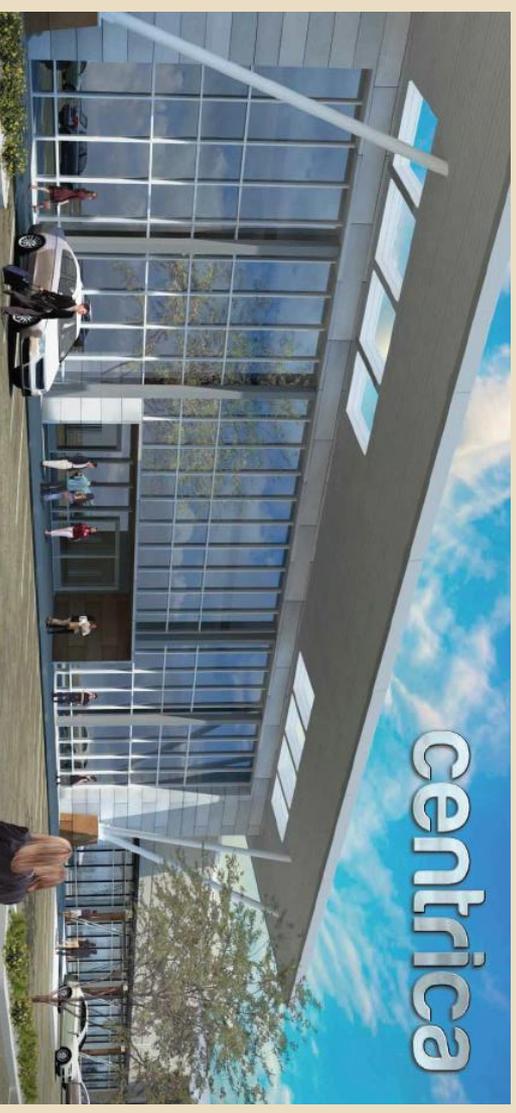
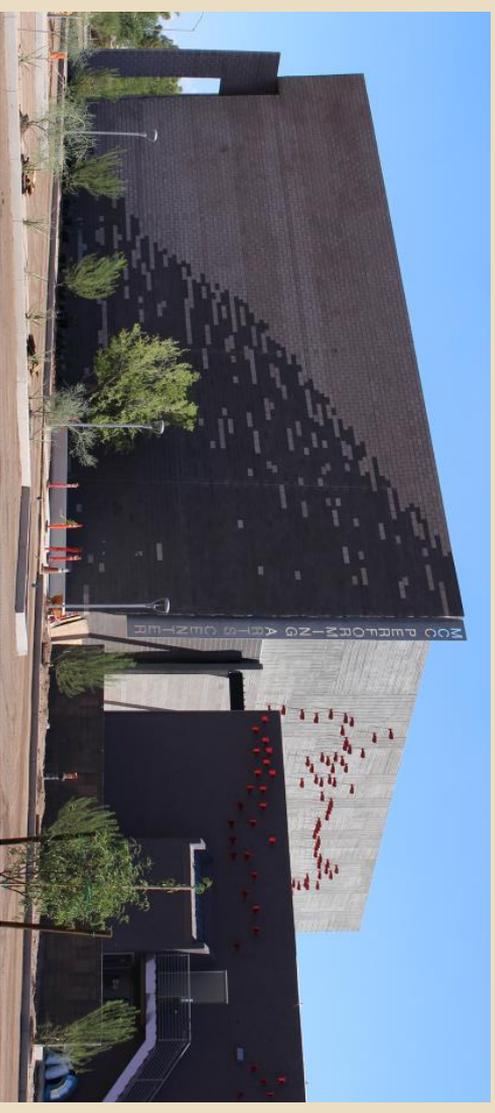
ARIZONA IS HOME TO MORE THAN 1,200 AEROSPACE & DEFENSE COMPANIES.



Fiesta District



Fiesta District Recent Accomplishments

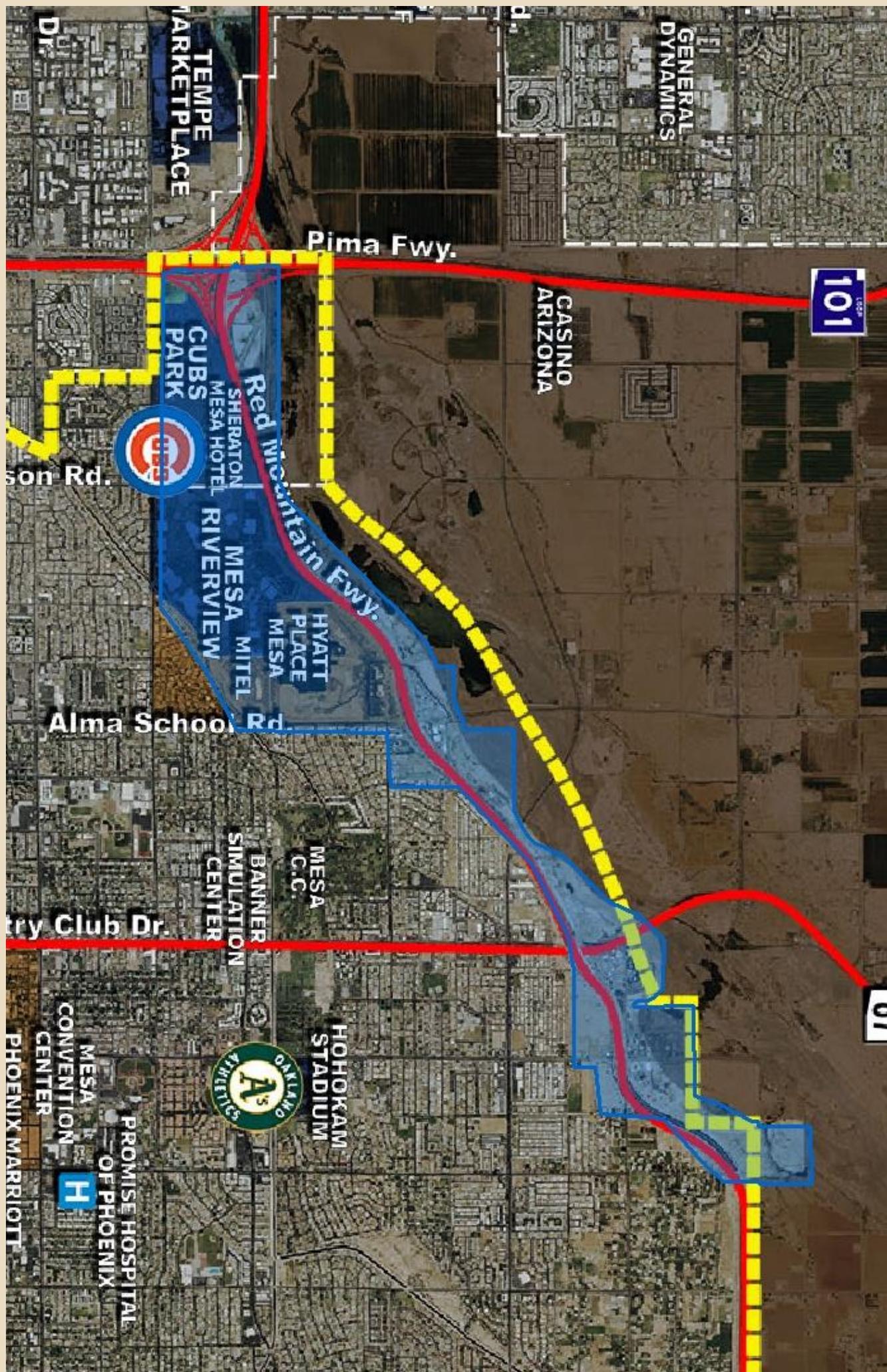


Fiesta District Moving Forward



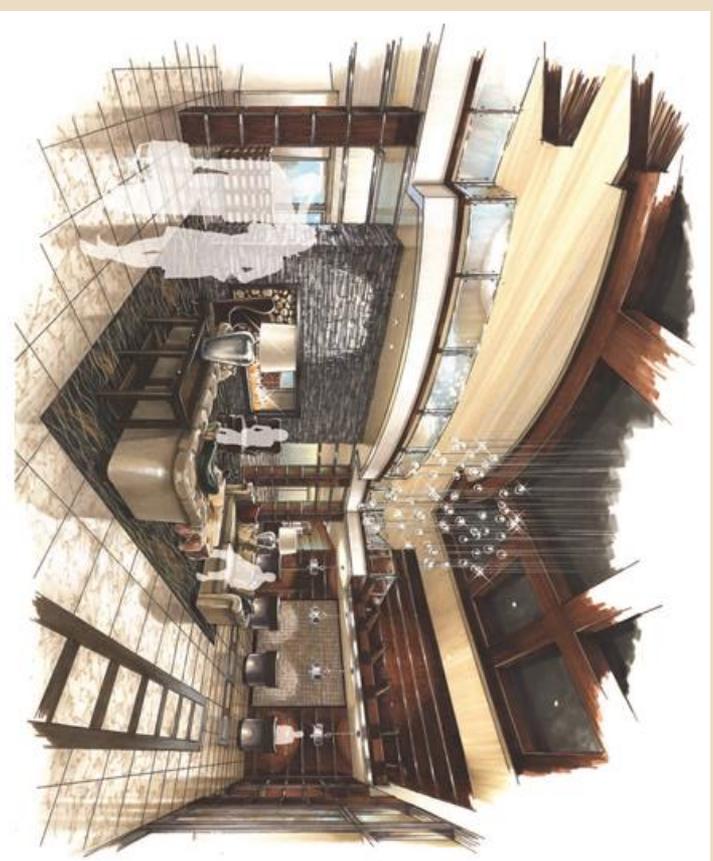
Paseo Node #1 Ground Level



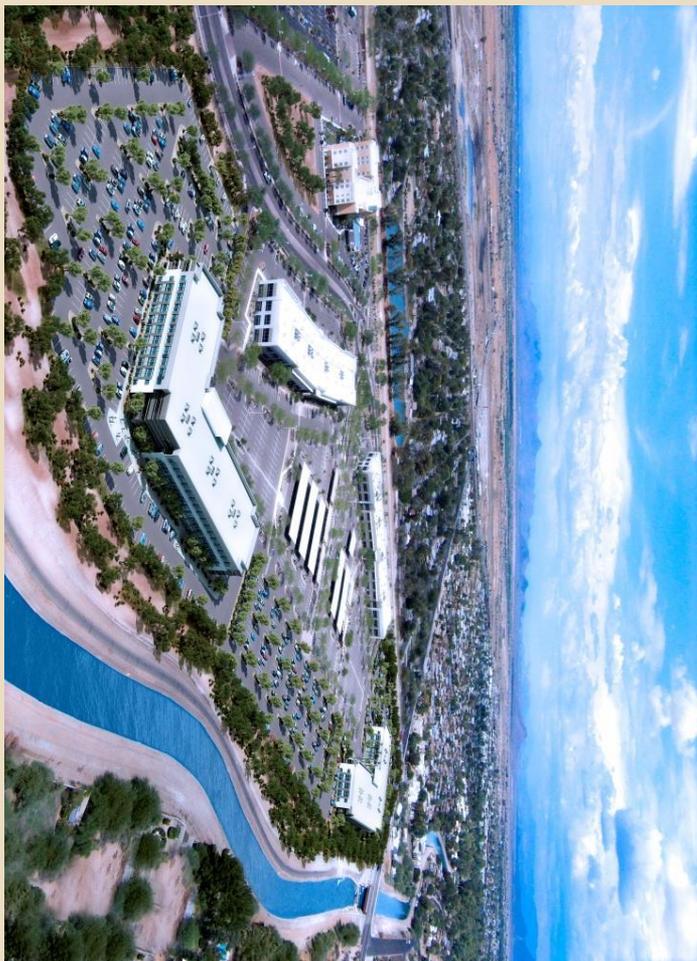


Riverview

Riverview Recent Accomplishments

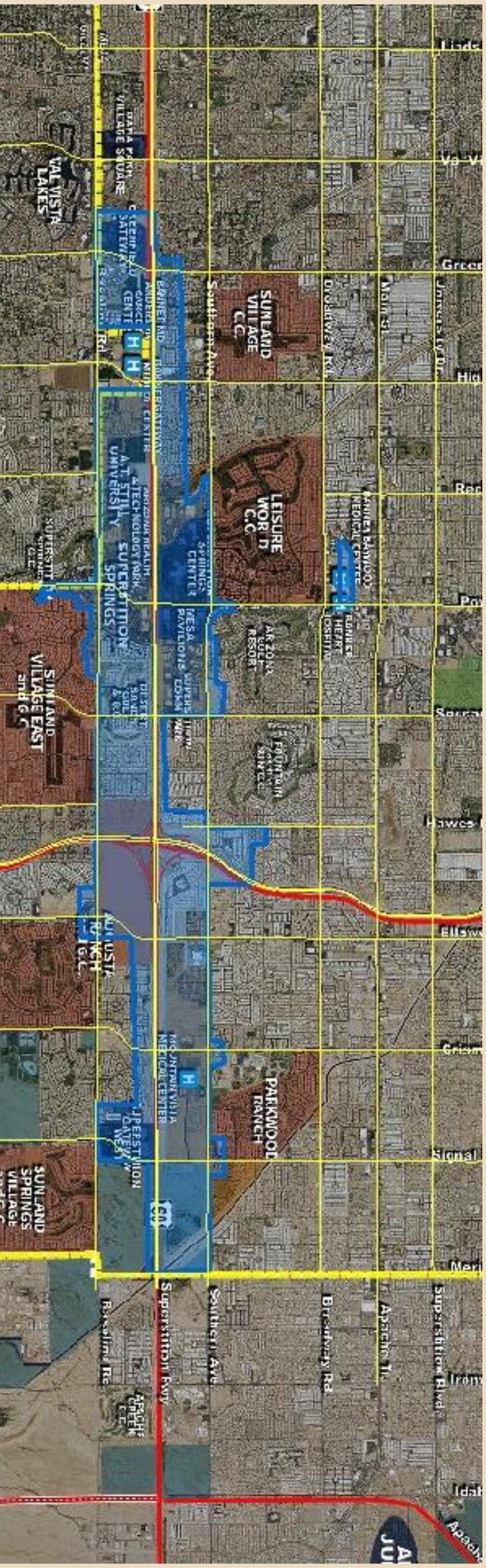


Riverview Moving Forward



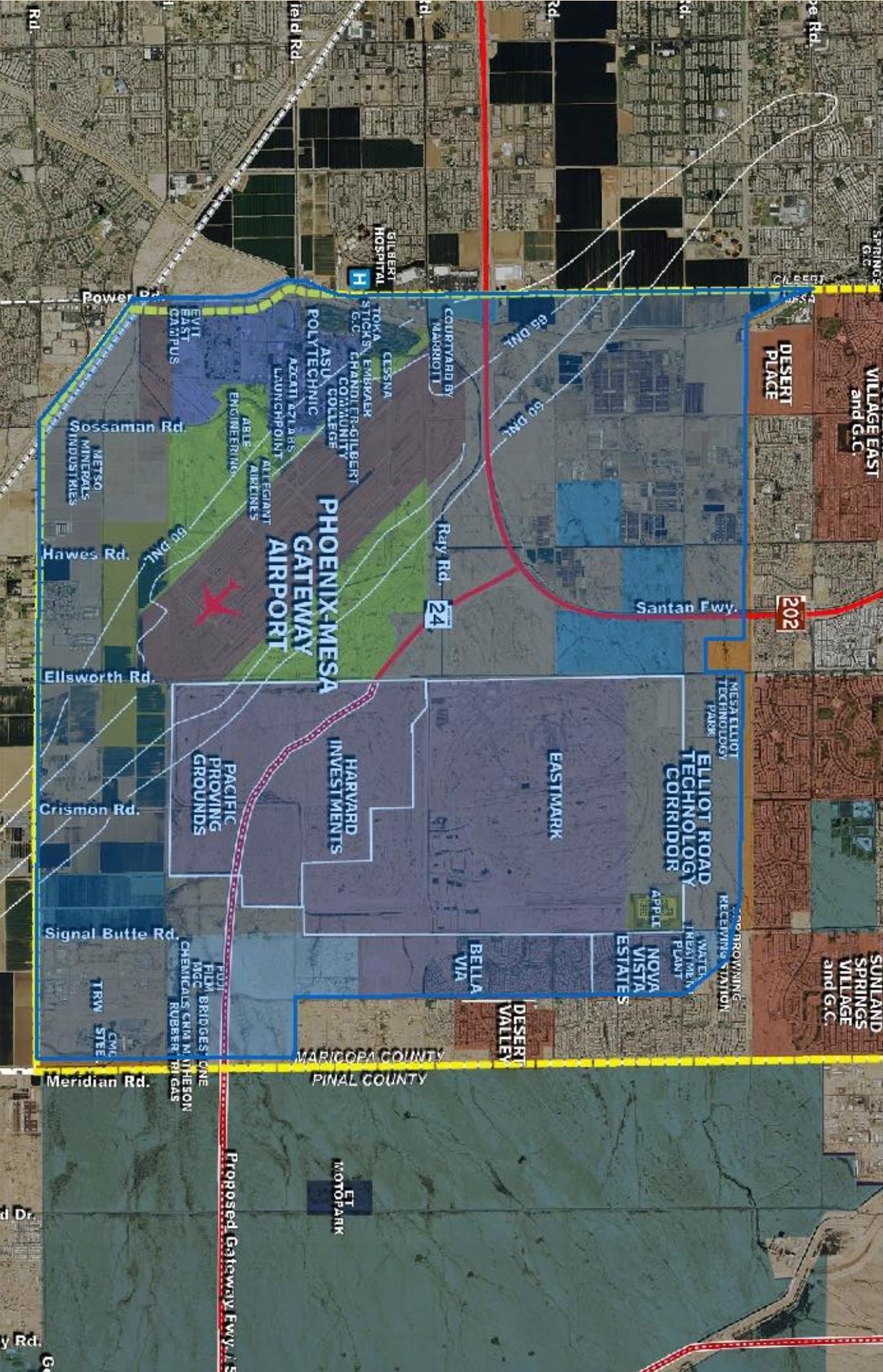
Superstition Freeway Corridor

East



Superstition Freeway Corridor East Recent Accomplishments





Gateway

Gateway Recent Accomplishments



Gateway Moving Forward



FUJIFILM

AZCWR

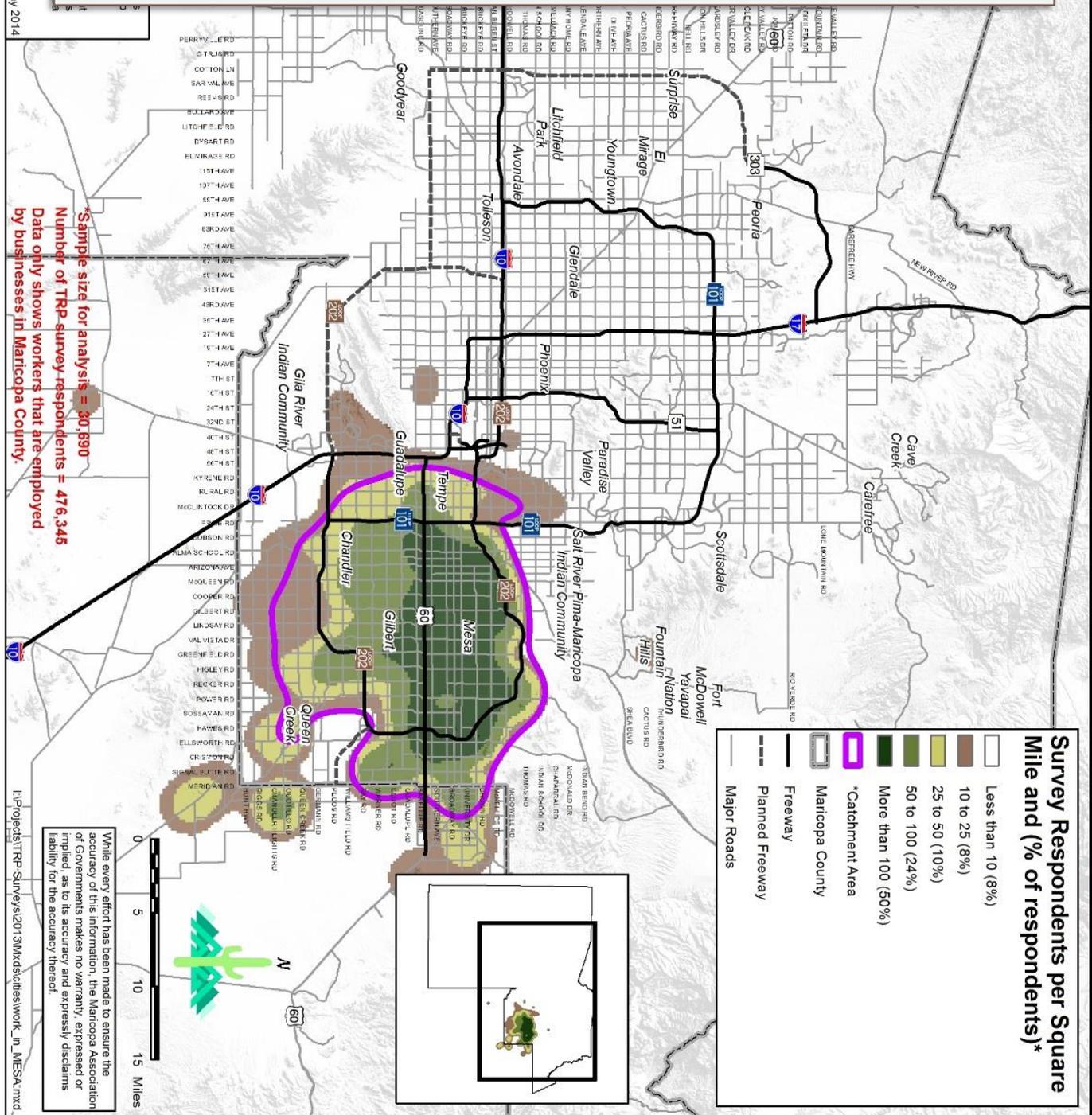
Arizona Cyber Warfare Range



Where is Mesa's Labor Force Coming From?

Where People Working in Mesa Live

Top 5 Occupations of Workers in Mesa

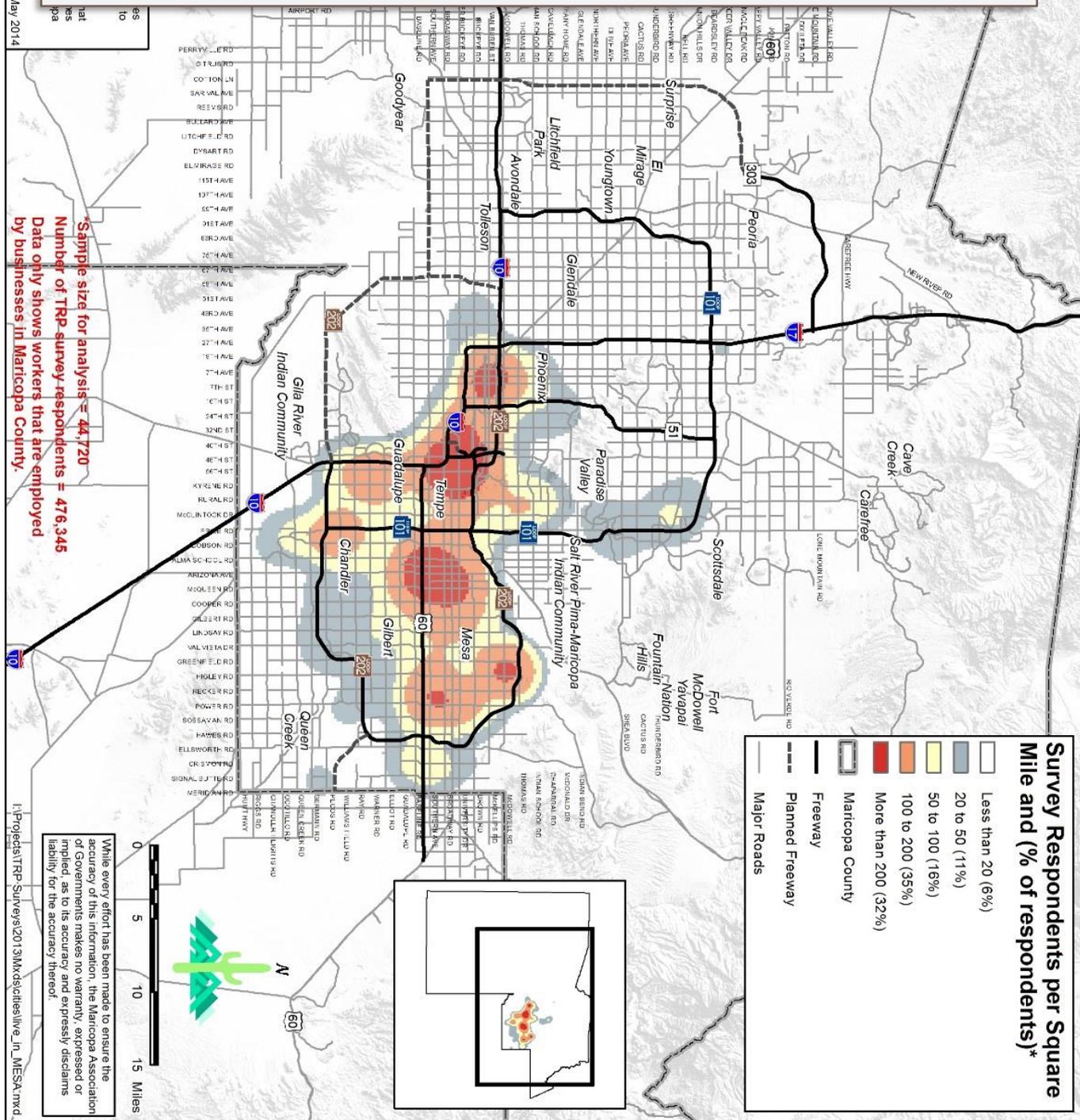
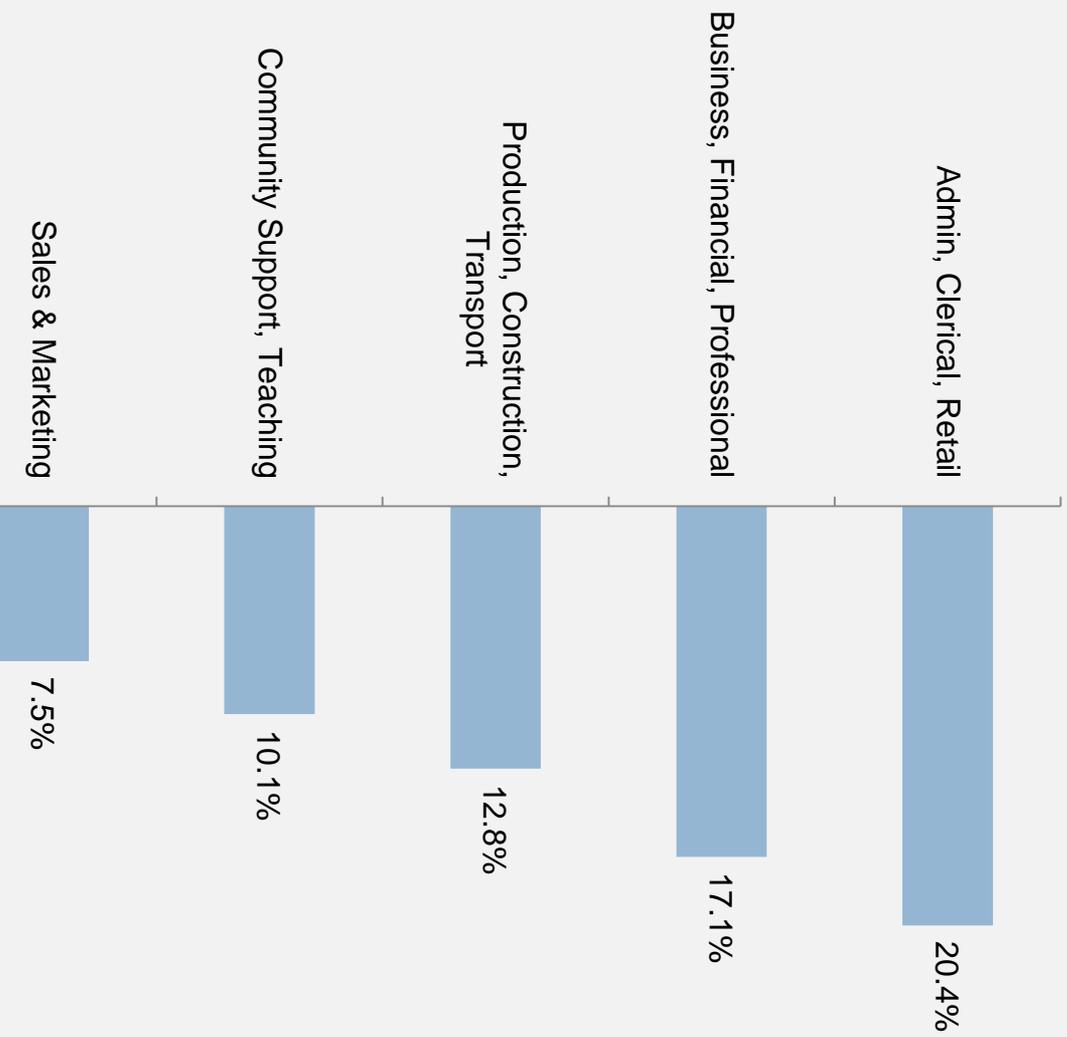


Where is Mesa's Labor Force Going?

Where People Living in Mesa Work



Top 5 Occupations of Mesa Residents



Source: Trip Reduction Database, 2013
 Date: May 2014

Sample size for analysis = 44,720
 Number of TRP survey respondents = 476,345
 Data only shows workers that are employed by businesses in Maricopa County.

While every effort has been made to ensure the accuracy of this information, the Maricopa Association of Governments makes no warranty, expressed or implied, as to its accuracy and expressly disclaims liability for the accuracy thereof.

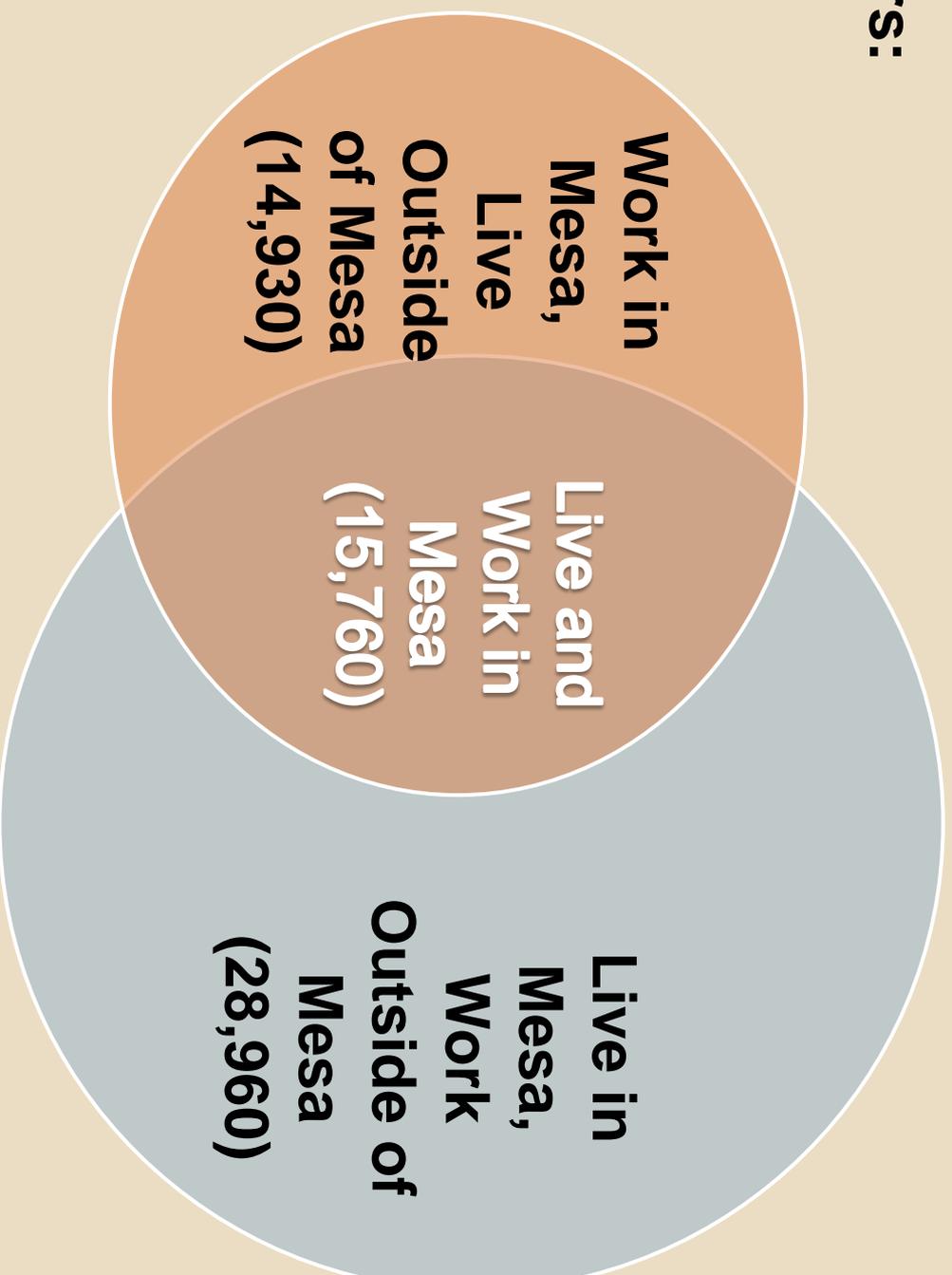
l:\Projects\TRP_Surveys\2013\Map\distchilsslive_in_MESA.mxd

People Living or Working in

Mesa

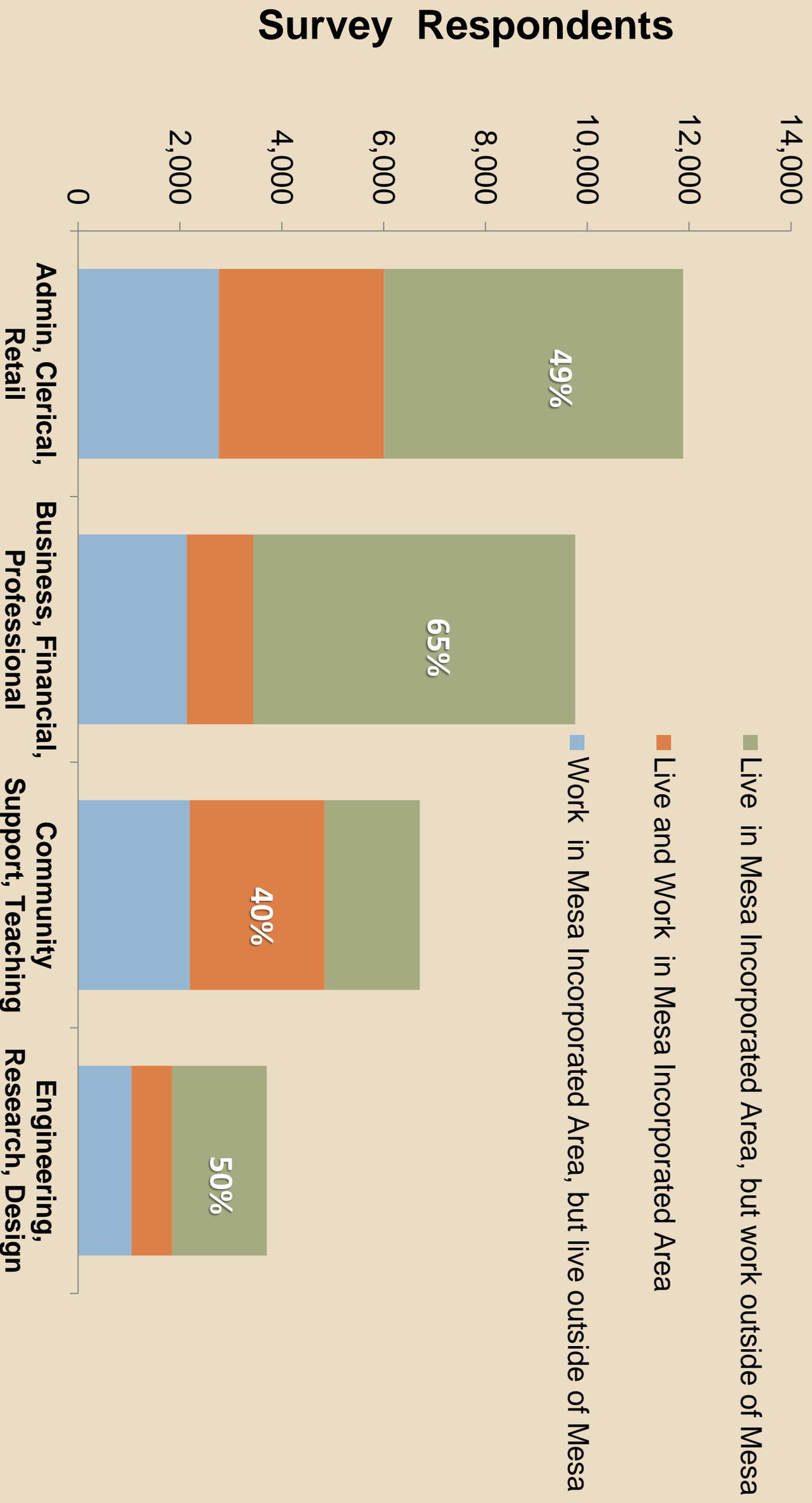
2013 Trip Reduction Program (TRP):
59,650 Employees Surveyed Living or Working in
Mesa

Inbound Workers:
25%



Outbound Workers:
49%

Occupation by Work Place & Employee Residence



Conclusion

- **Protect job centers and employment areas**
 - Recognize strengths of each unique job center
 - Continue growth & development within job centers
- **Mesa exports twice as many jobs as it imports**
- **Lagging county average in high wage categories**
- **Attracting high value employers**
- **Creating quality jobs**

GIS MAPS AND DATA: 2015 CITY COUNCIL STRATEGIC PLANNING SESSION



Overview of Topics

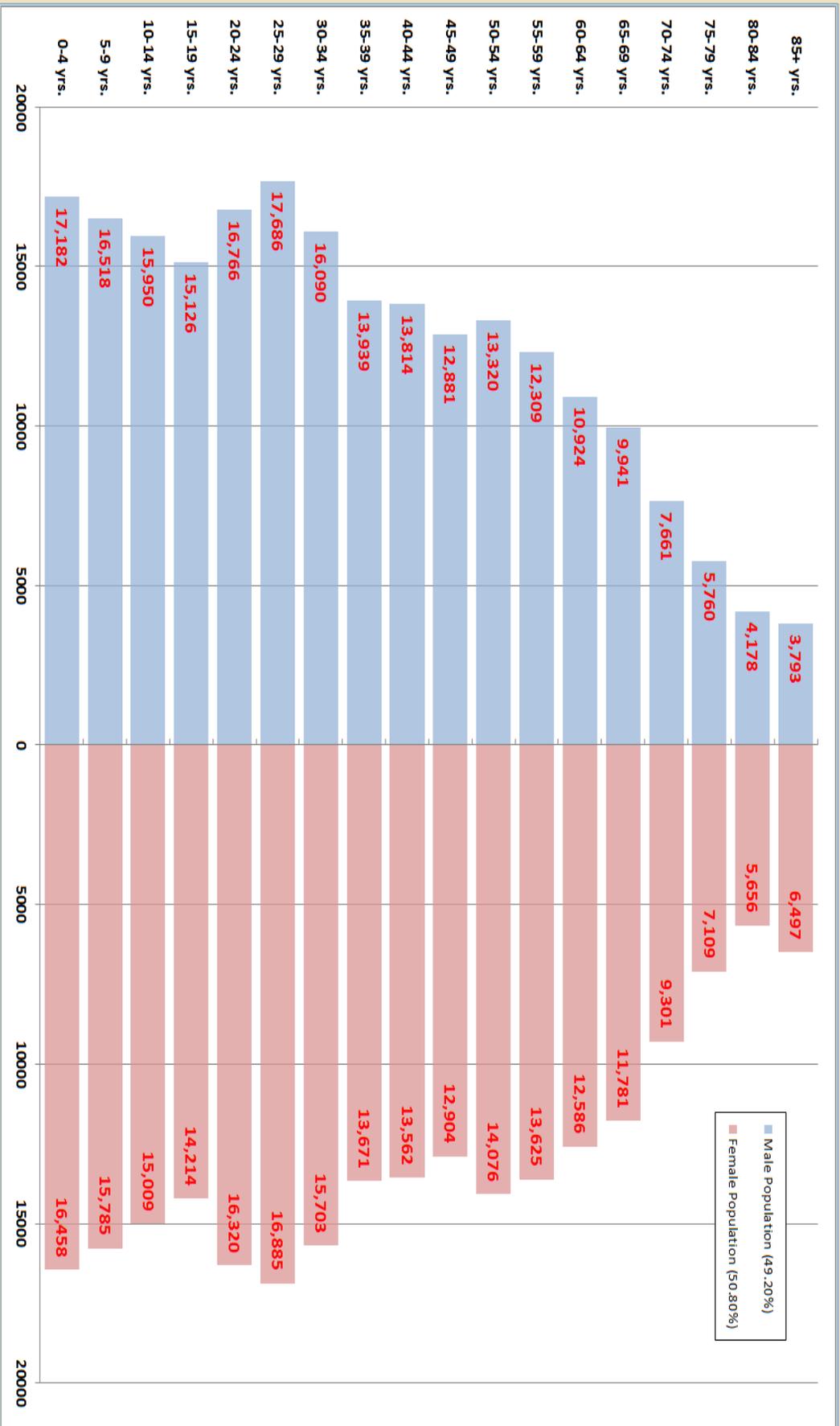
- Demographics
- Revenue & Economic Trends
- Capital Improvement Progress

Demographics

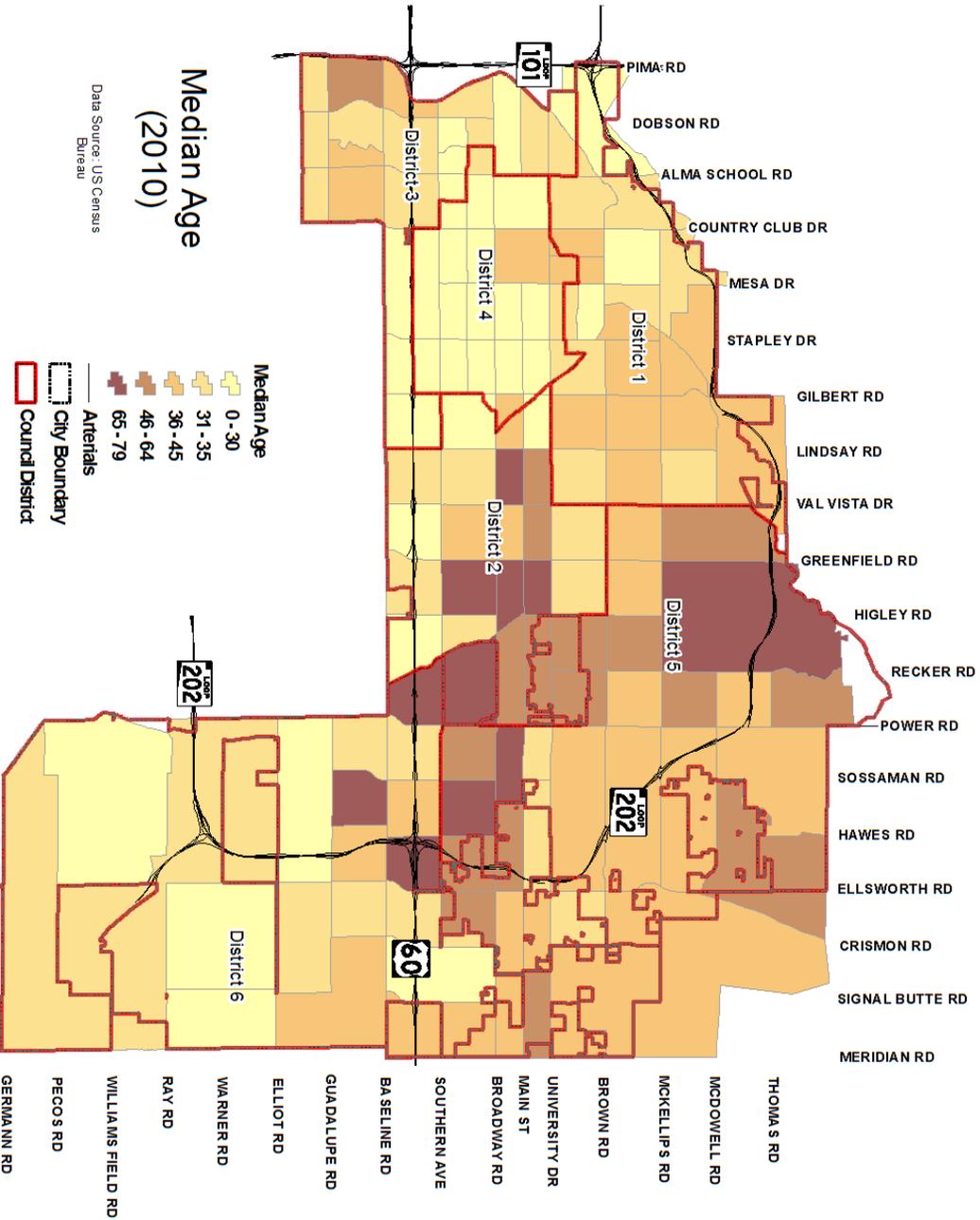
- 2014 Population Pyramid
- Median Age Comparison
- Median Income Comparison

Population

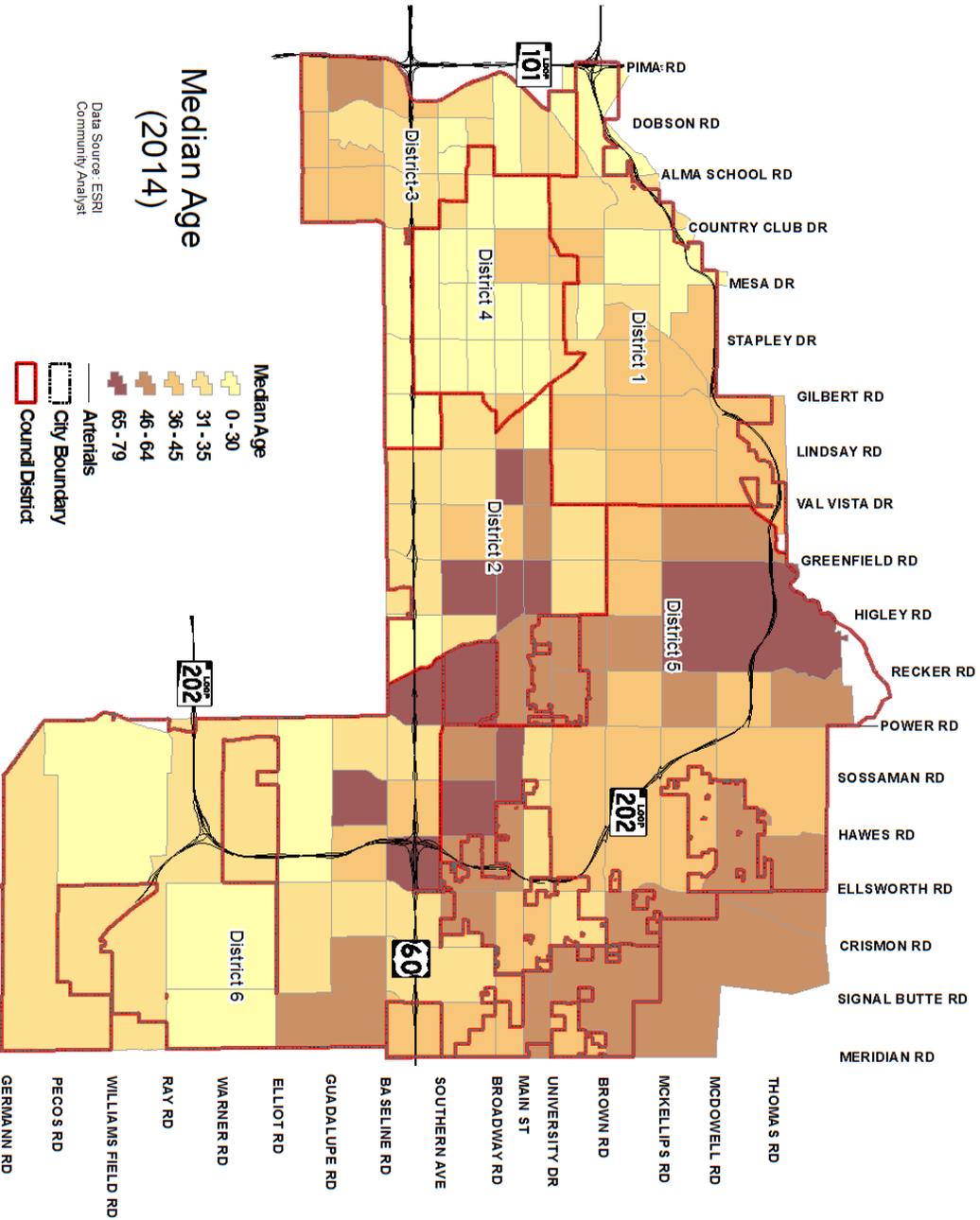
Total Population (Estimated) 454,980



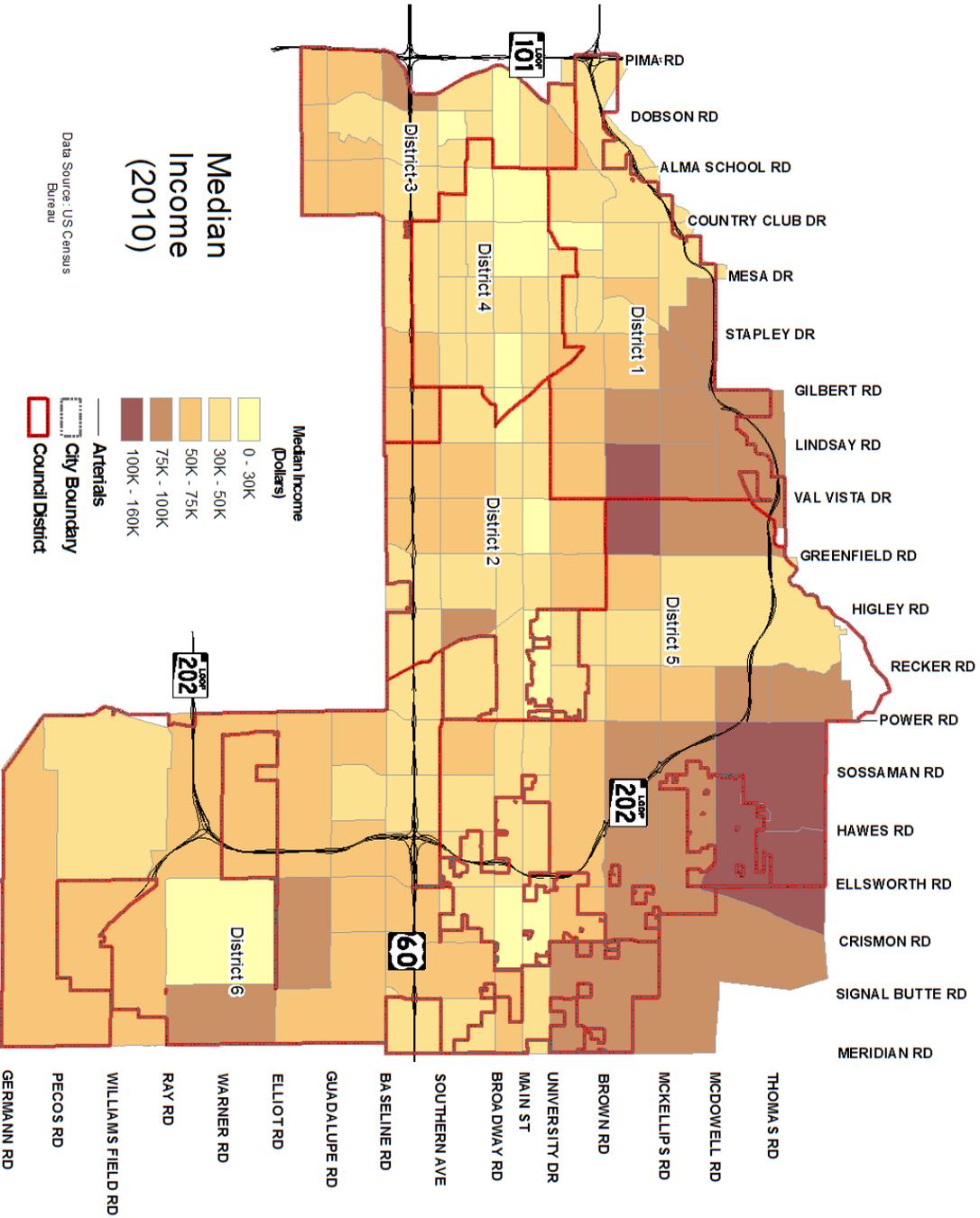
Median Age (2010)



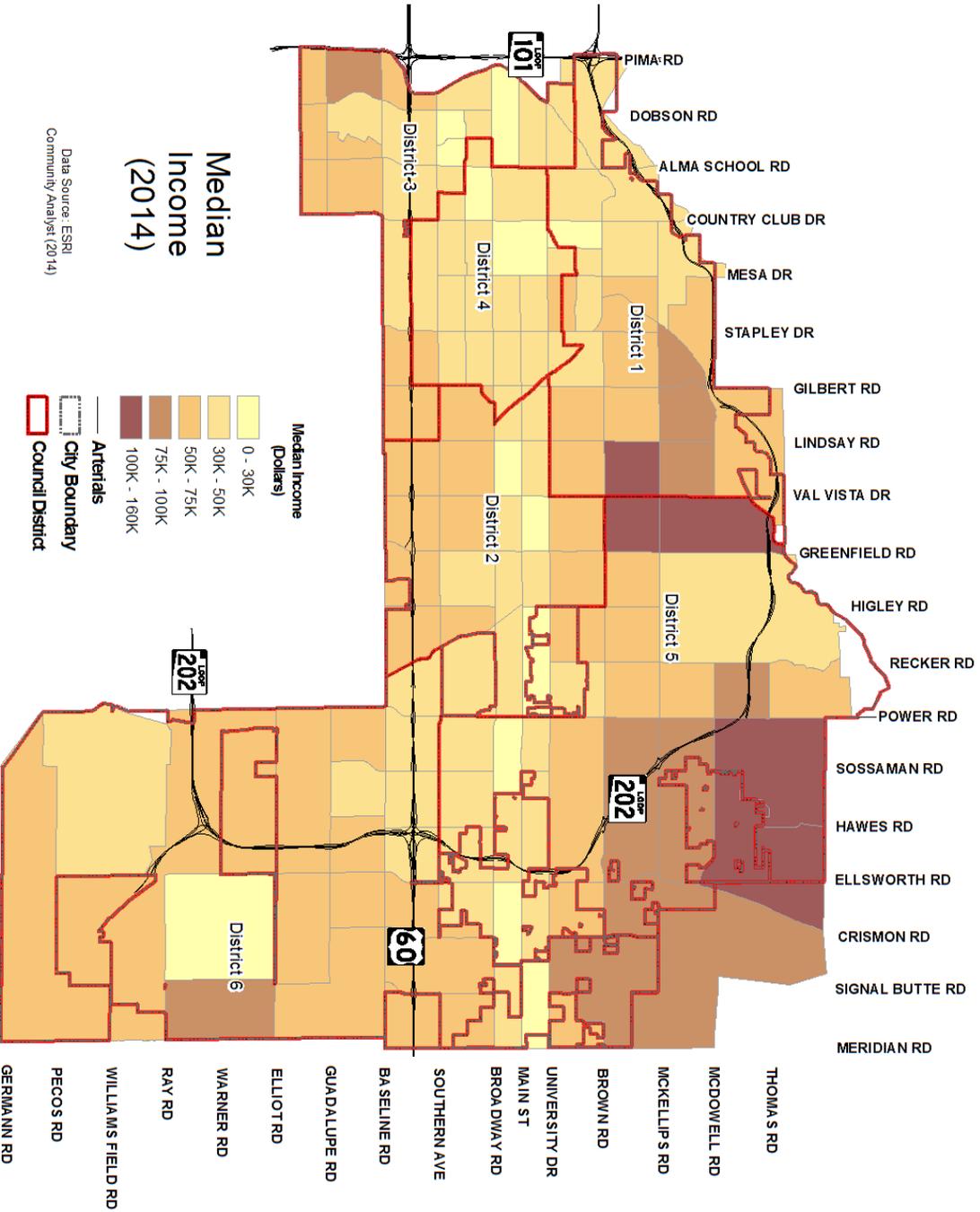
Median Age (2014)



Median Income (2010)



Median Income (2014)

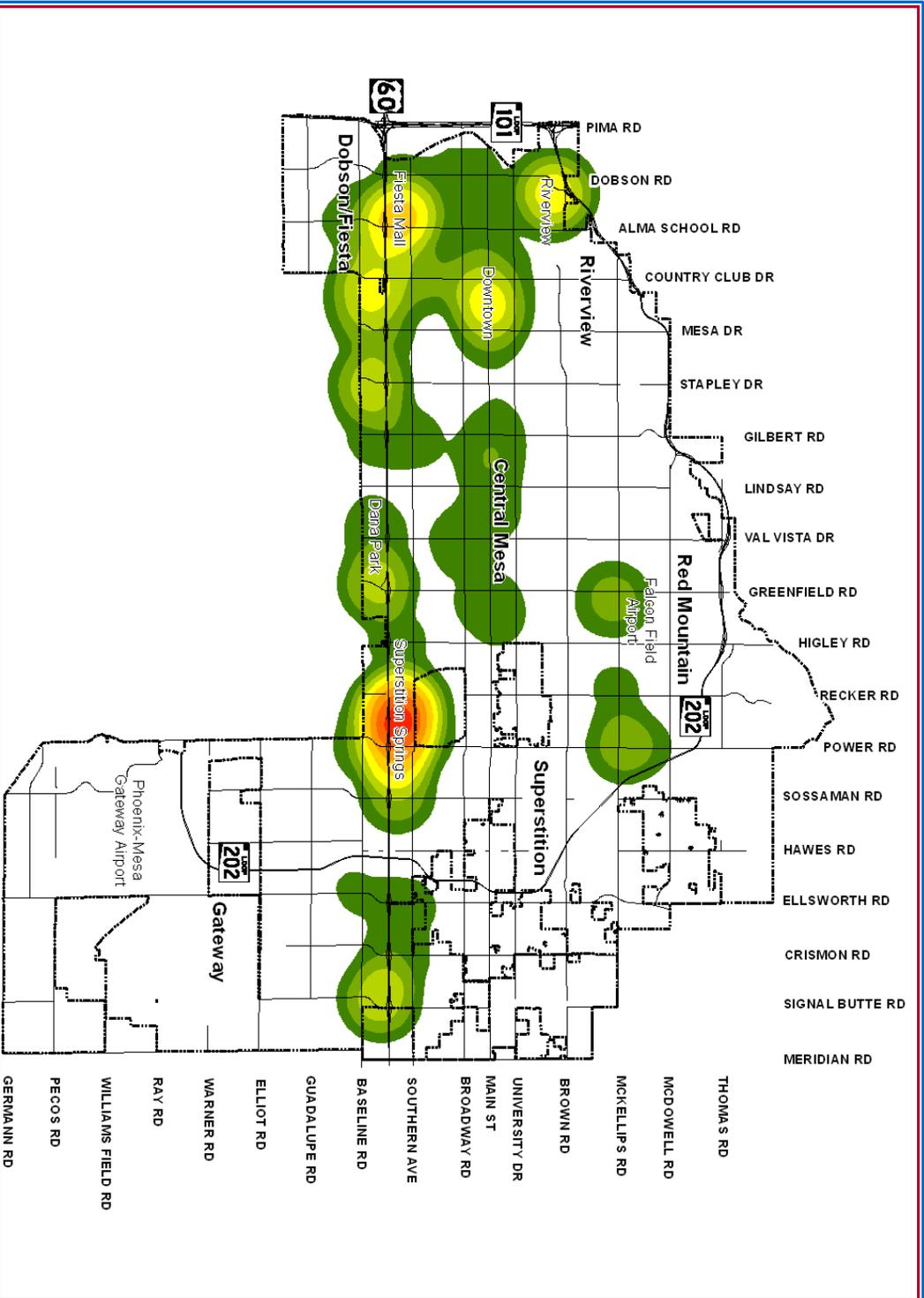


Data Source: ESRI
 Community Analyst (2014)

Revenue & Economic Trends

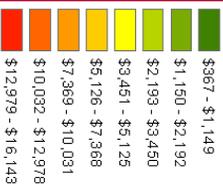
- Tax Revenue 2008 - 2014
- Building Permits 2007 - 2014
- Foreclosures 2007 – 2014
- Property Valuation 2007 - 2014

Sales Tax Revenue (2008)

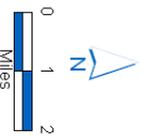


Sales Tax Revenue in 2008

Amount of Taxes Collected Per Acre

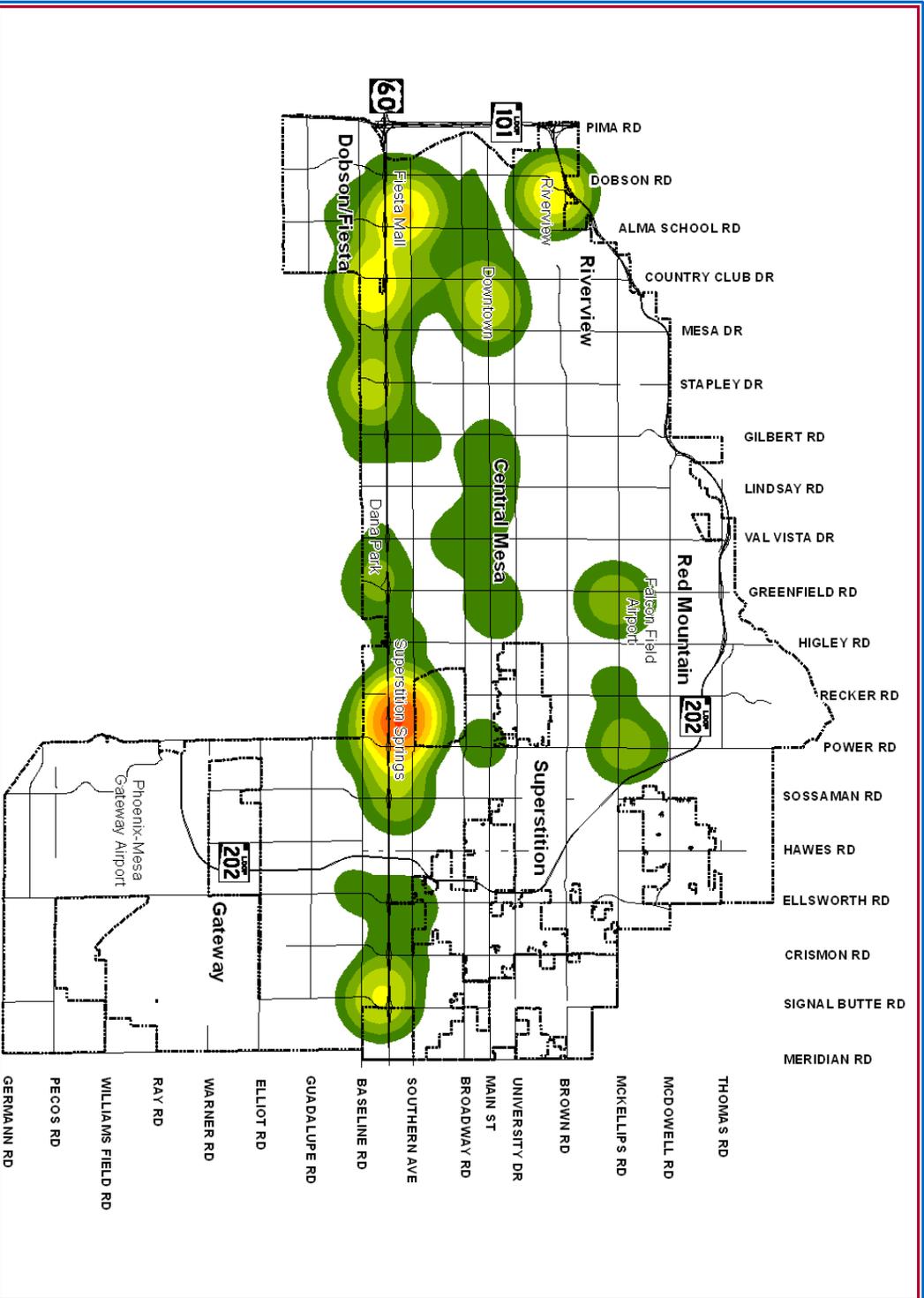


Arterials
 City Boundary



CREATED BY: JENNIFER GIBSON
 DATE: 11/11/14
 SOURCE: CITY OFFICES
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Sales Tax Revenue (2009)

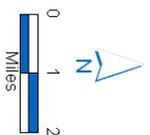


Sales
 Tax
 Revenue
 in
 2009

Amount of Taxes
 Collected Per Acre

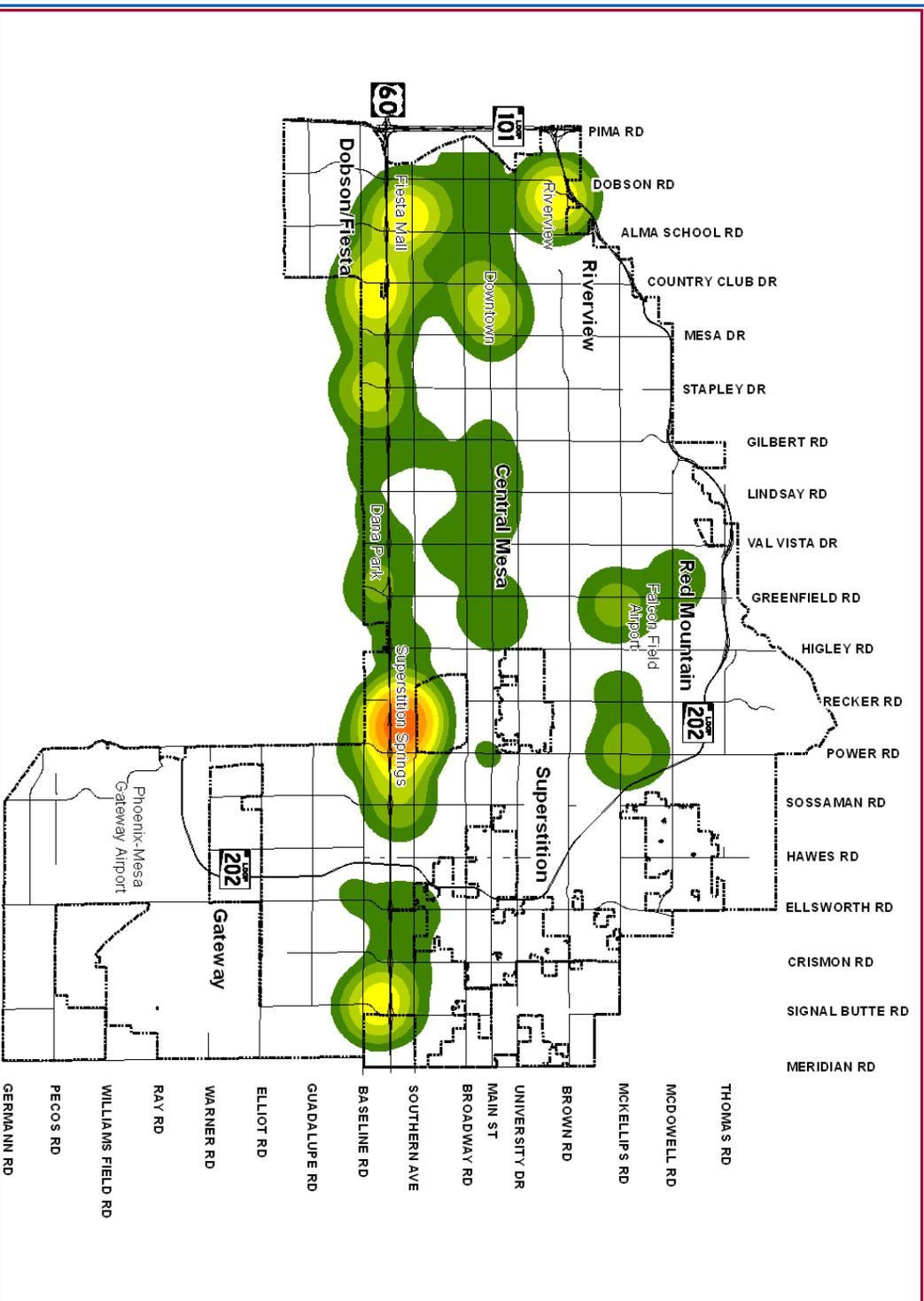
- \$367 - \$1,149
- \$1,150 - \$2,192
- \$2,193 - \$3,450
- \$3,451 - \$5,125
- \$5,126 - \$7,368
- \$7,369 - \$10,031
- \$10,032 - \$12,978
- \$12,979 - \$16,143

Arterials
 City Boundary



GRAPH BY: STRICKLAND & ASSOCIATES, INC. (2010)
 SOURCE: CITY OF MESA, ARIZONA
 THE CITY OFFERS INSURANCE TO QUALIFYING HOMEOWNERS THROUGH THE CITY OF MESA HOMEOWNERS ASSOCIATION. CONTACT THE ASSOCIATION AT 4801 WILSON AVENUE, SUITE 100, MESA, ARIZONA 85204.
 © CITY OF MESA, 2010. CITY OF BERKELEY, ARIZONA

Sales Tax Revenue (2010)

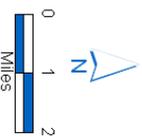


Sales Tax Revenue in 2010

Amount of Taxes Collected Per Acre

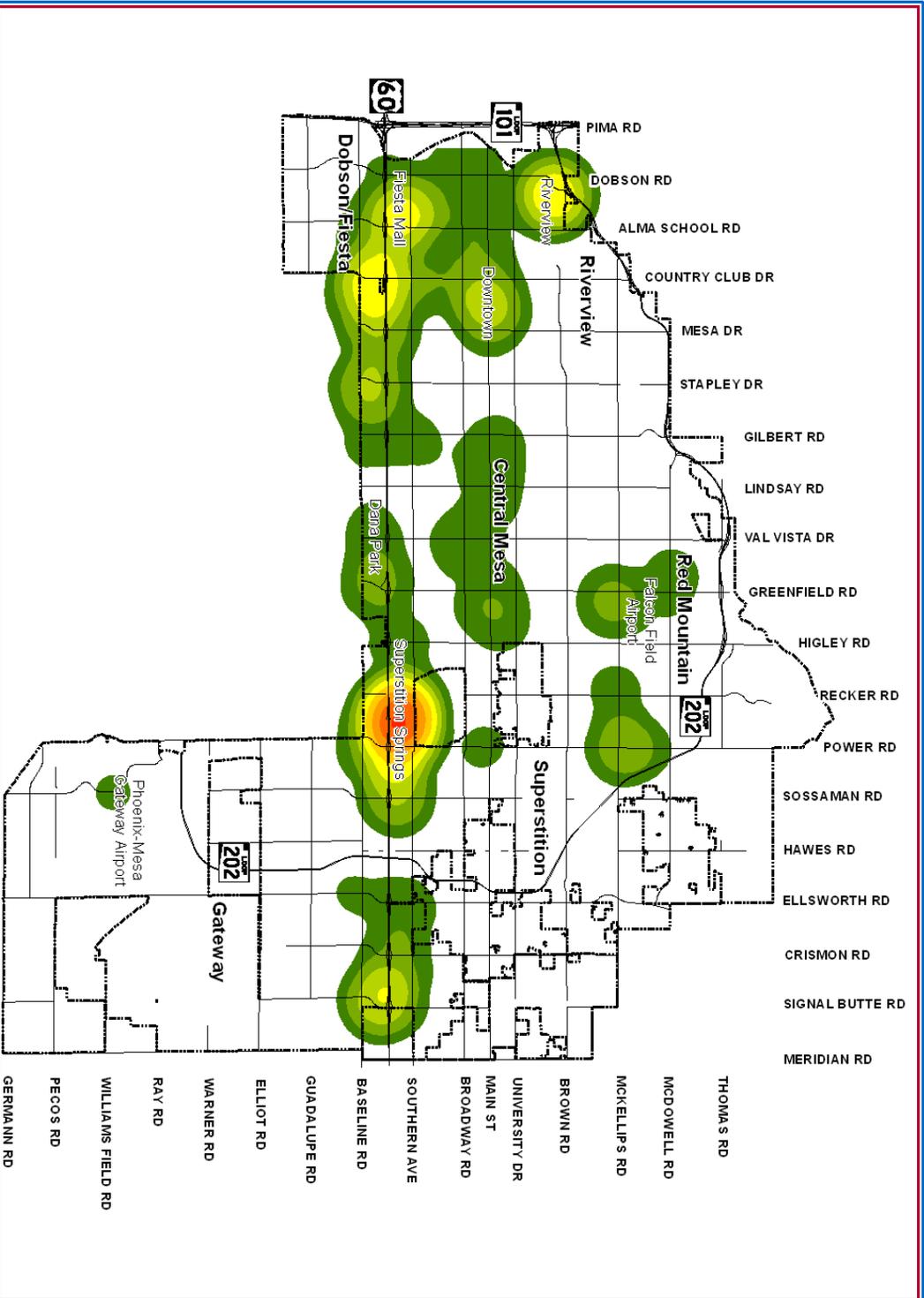
- \$367 - \$1,149
- \$1,150 - \$2,192
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- \$7,369 - \$10,031
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- Arterials
- City Boundary

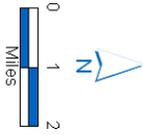


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 CITY OF MESA, ARIZONA

Sales Tax Revenue (2011)

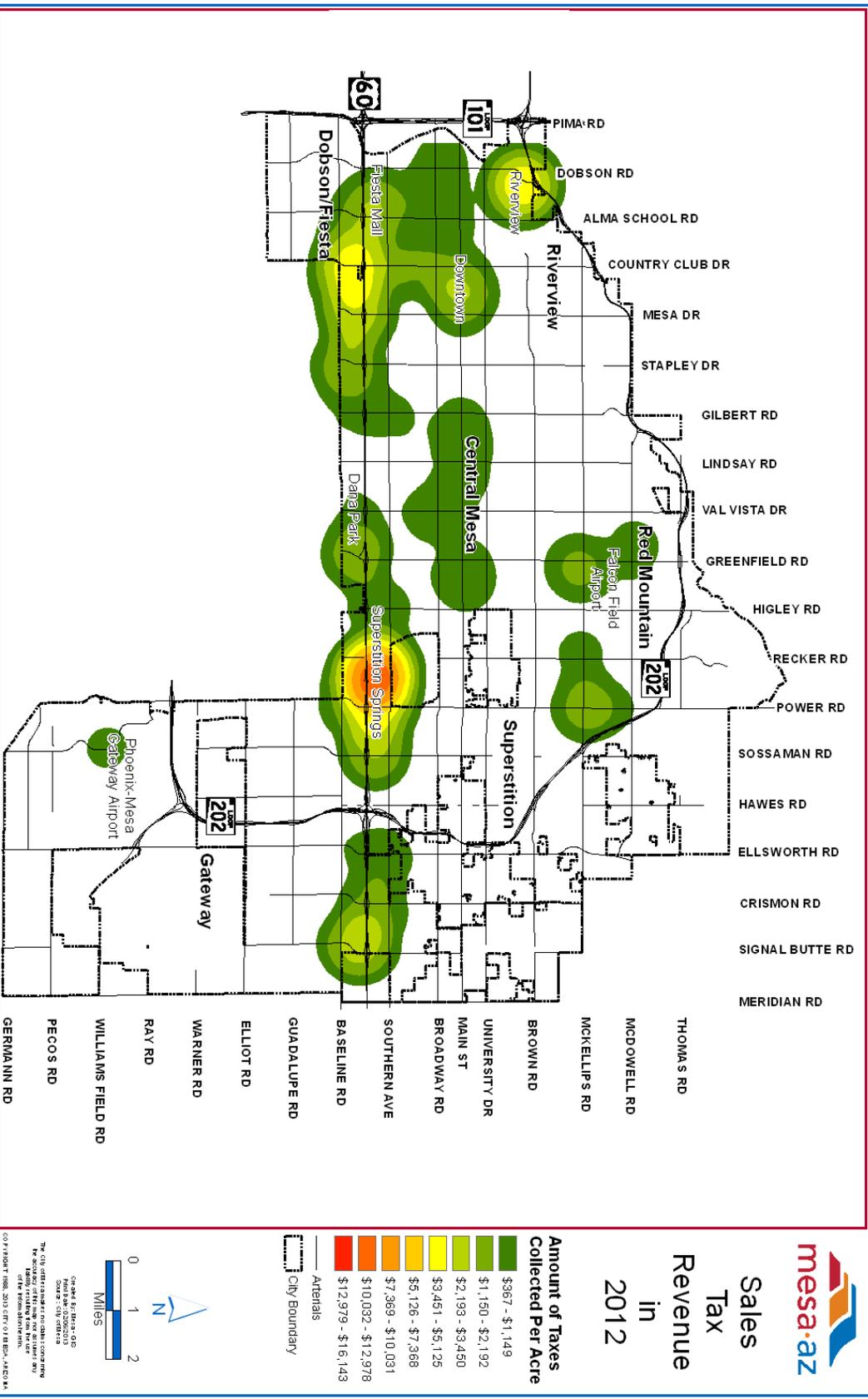


Sales Tax Revenue in 2011

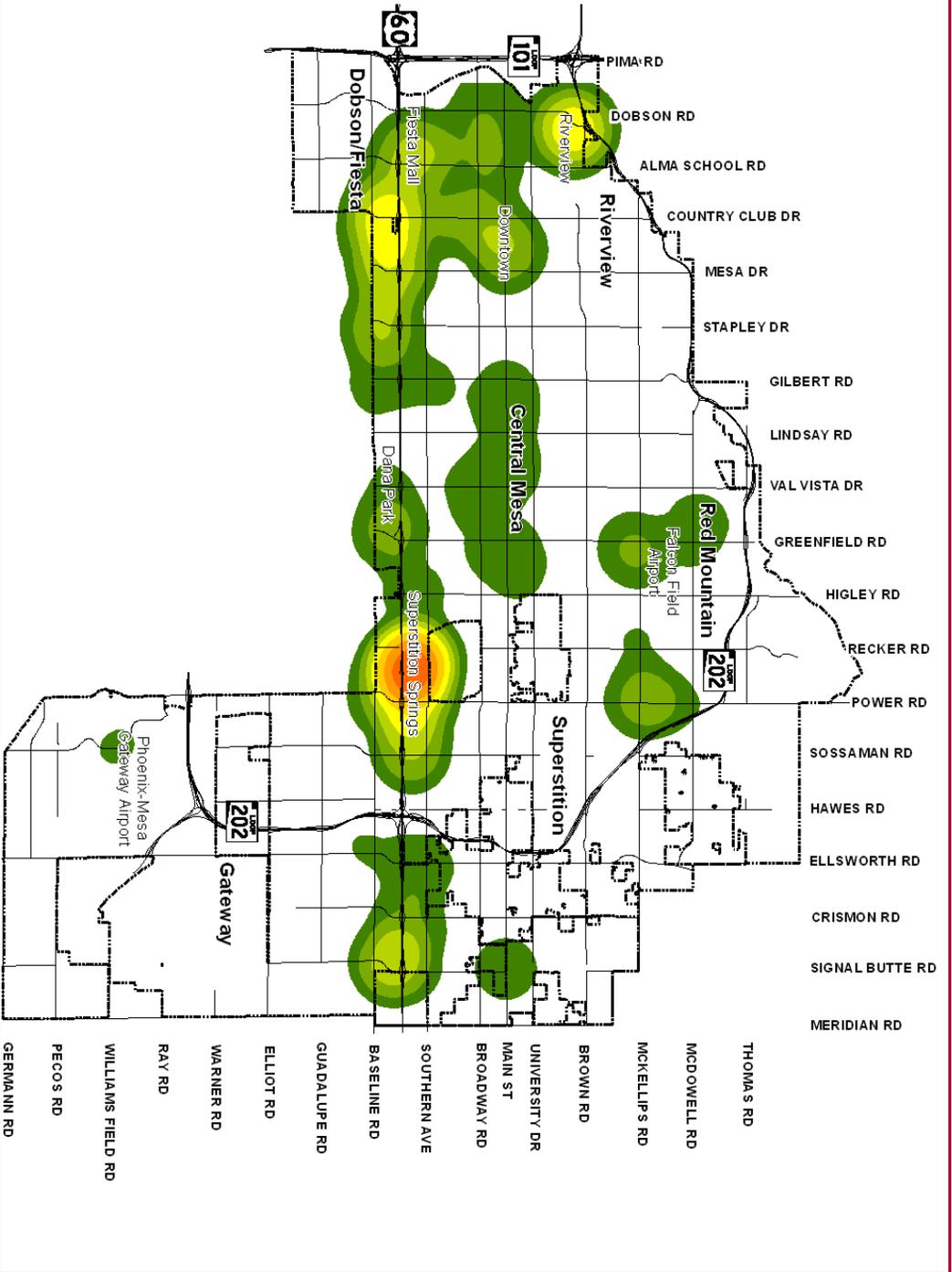


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Sales Tax Revenue (2012)



Sales Tax Revenue (2013)

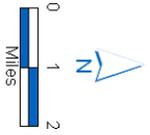


Sales Tax Revenue in 2013

Amount of Taxes Collected Per Acre

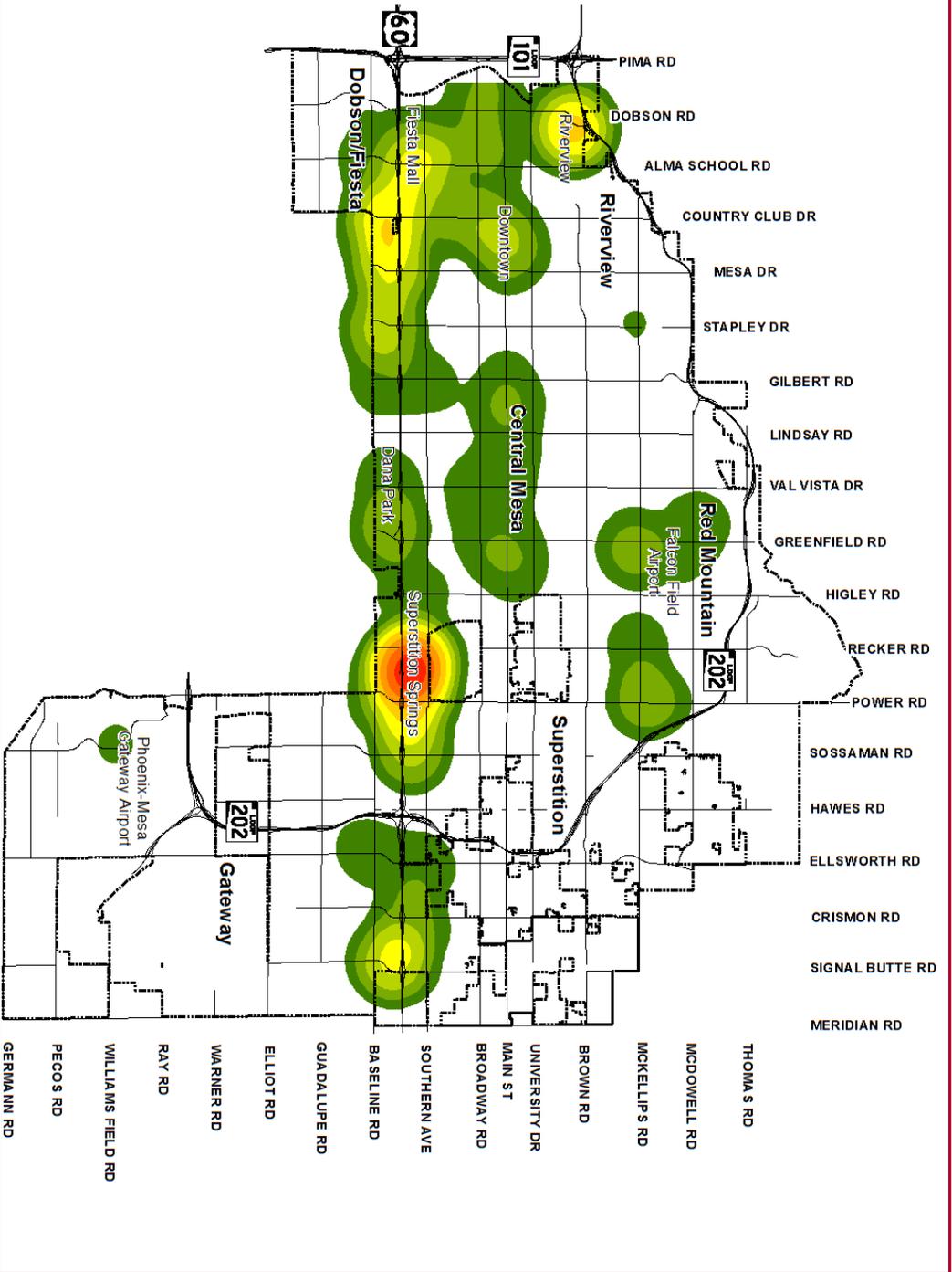
- \$367 - \$1,149
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Arterials
 City Boundary

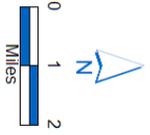
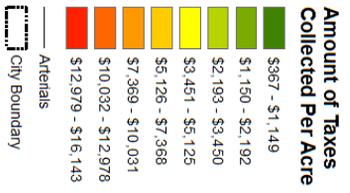


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Sales Tax Revenue (2014)

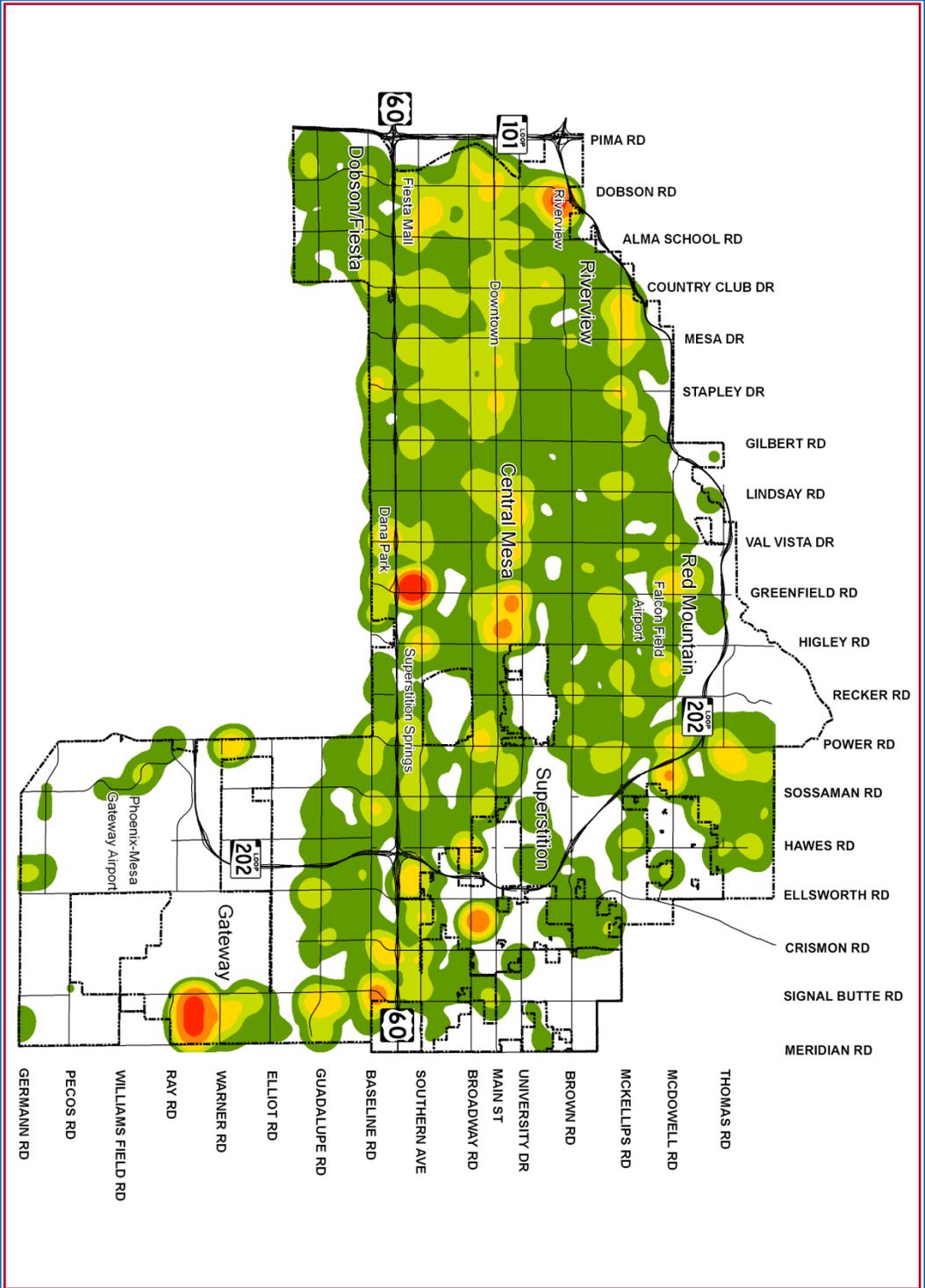


Sales Tax Revenue in 2014



Created by: Lisa Ols
 Modified by: Lisa Ols
 Source: City of Mesa
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 07/26/2010 10:00 AM
 C:\P\04-1981_2011_CITY_OF_MESA_ARC\MA

Building Permits (2007)

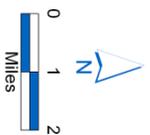


Building Permits in 2007

Building Permits Per Acre

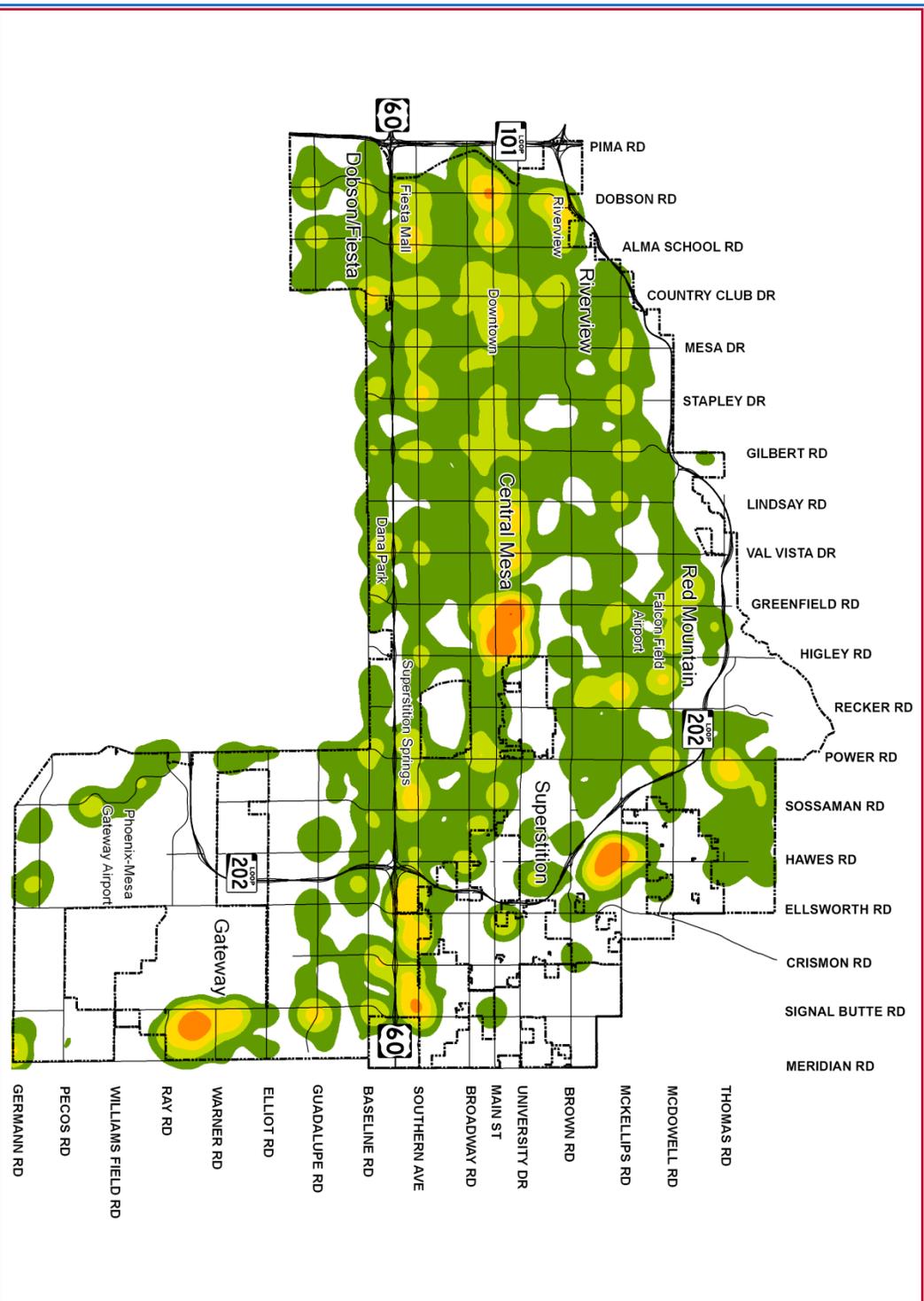
- 0.03 - 0.14
- 0.15 - 0.31
- 0.32 - 0.62
- 0.63 - 1.19
- 1.20 - 2.44

- Arterials
- City Boundary



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 Source: City of Mesa
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 The accuracy of this map is not guaranteed.
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Building Permits (2008)

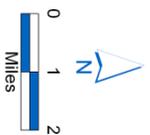


Building Permits in 2008

Building Permits Per Acre

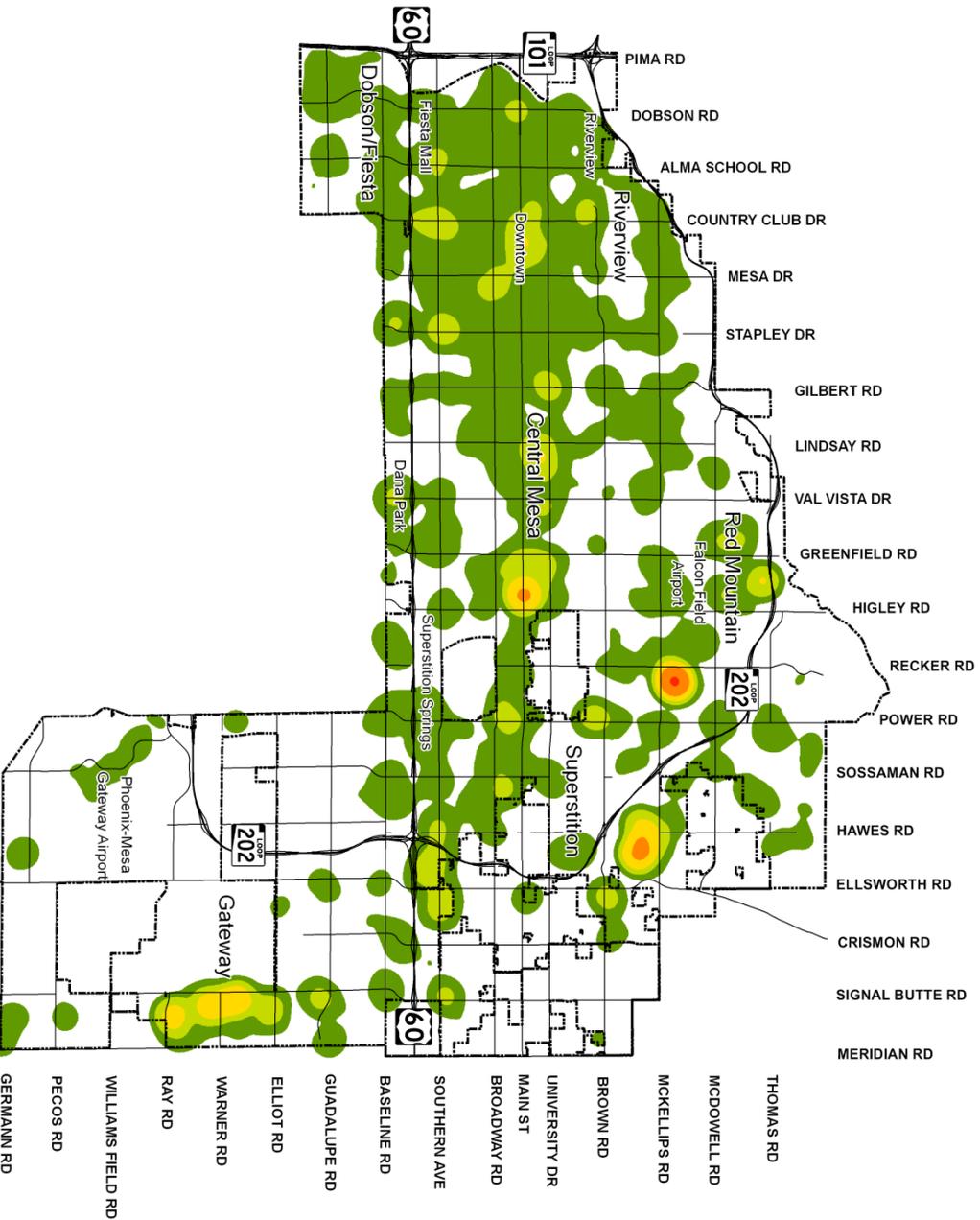
- 0.03 - 0.14
- 0.15 - 0.31
- 0.32 - 0.62
- 0.63 - 1.19
- 1.20 - 2.44

- Arterials
- City Boundary



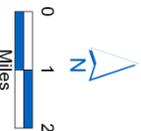
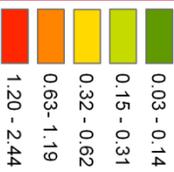
Created by Mesa, GIS
 Source: City of Mesa
 The City of Mesa makes no claim concerning
 the accuracy or reliability of the data or any
 of the information therein.
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Building Permits (2009)



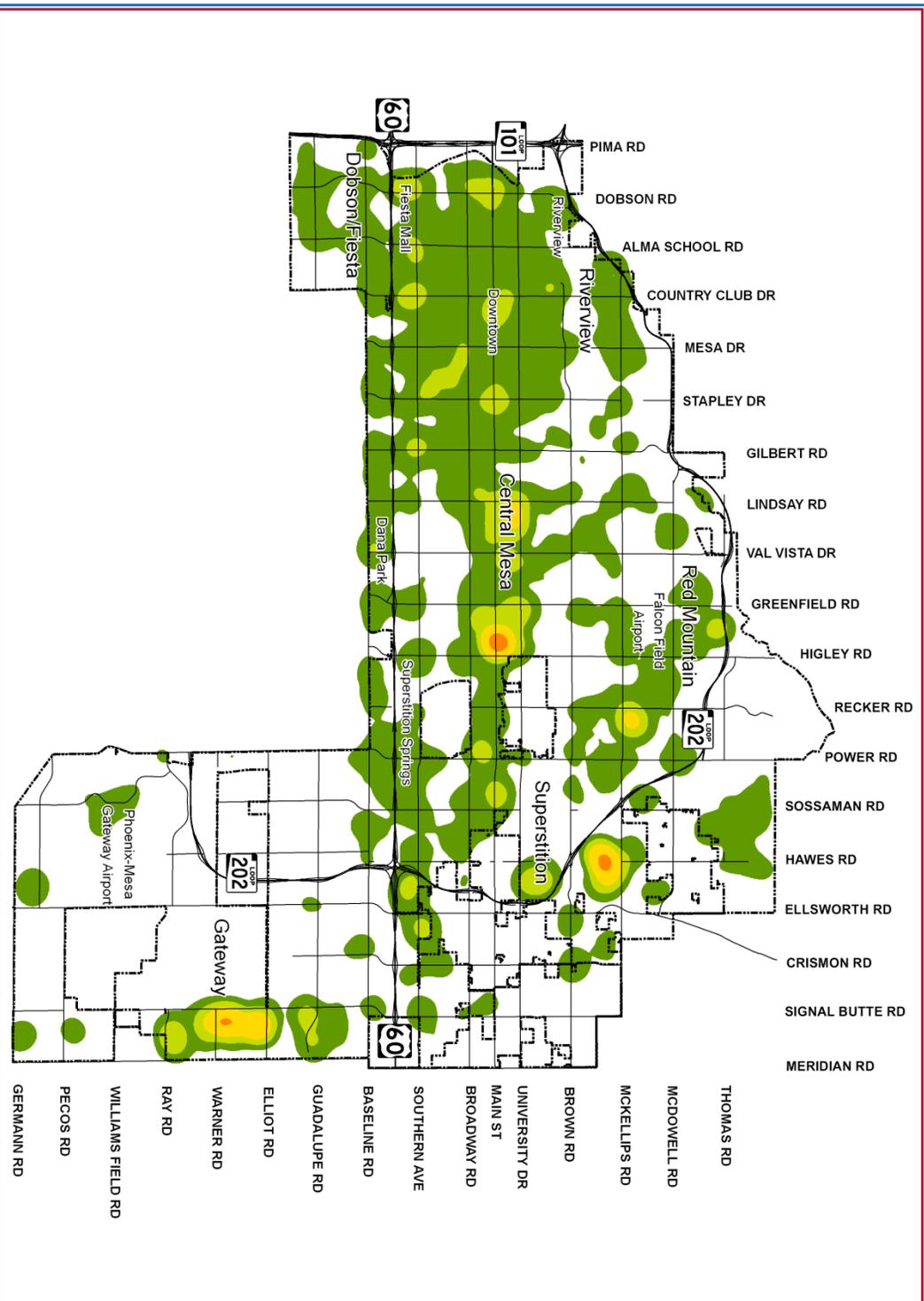
Building Permits
 in
 2009

Building Permits
 Per Acre



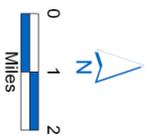
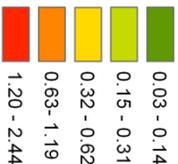
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 Planning Department
 Source: City of Mesa
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Building Permits (2010)



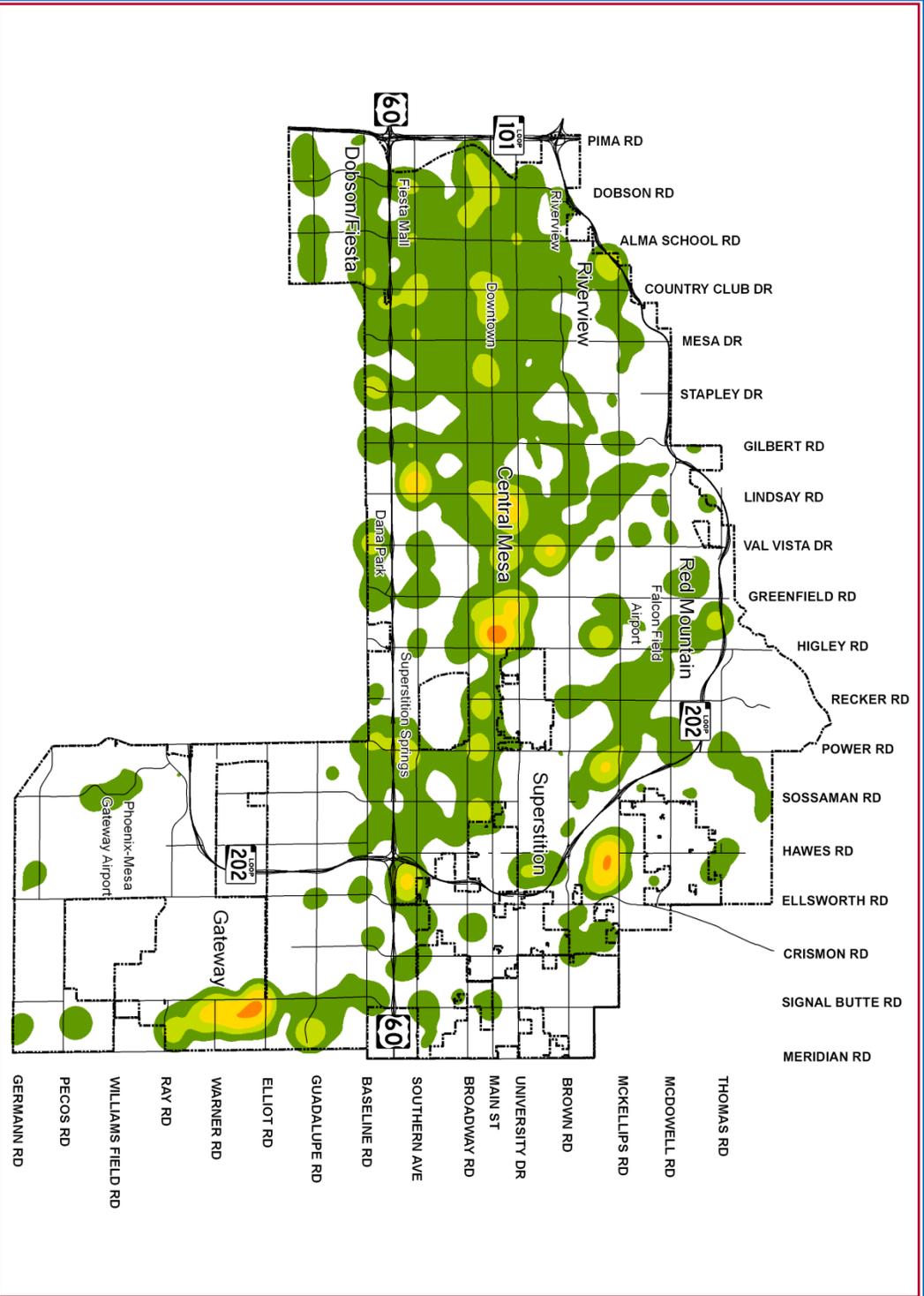
Building Permits in 2010

Building Permits Per Acre



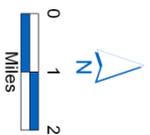
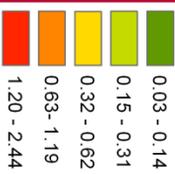
Created by Mesa, AZ
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Building Permits (2011)



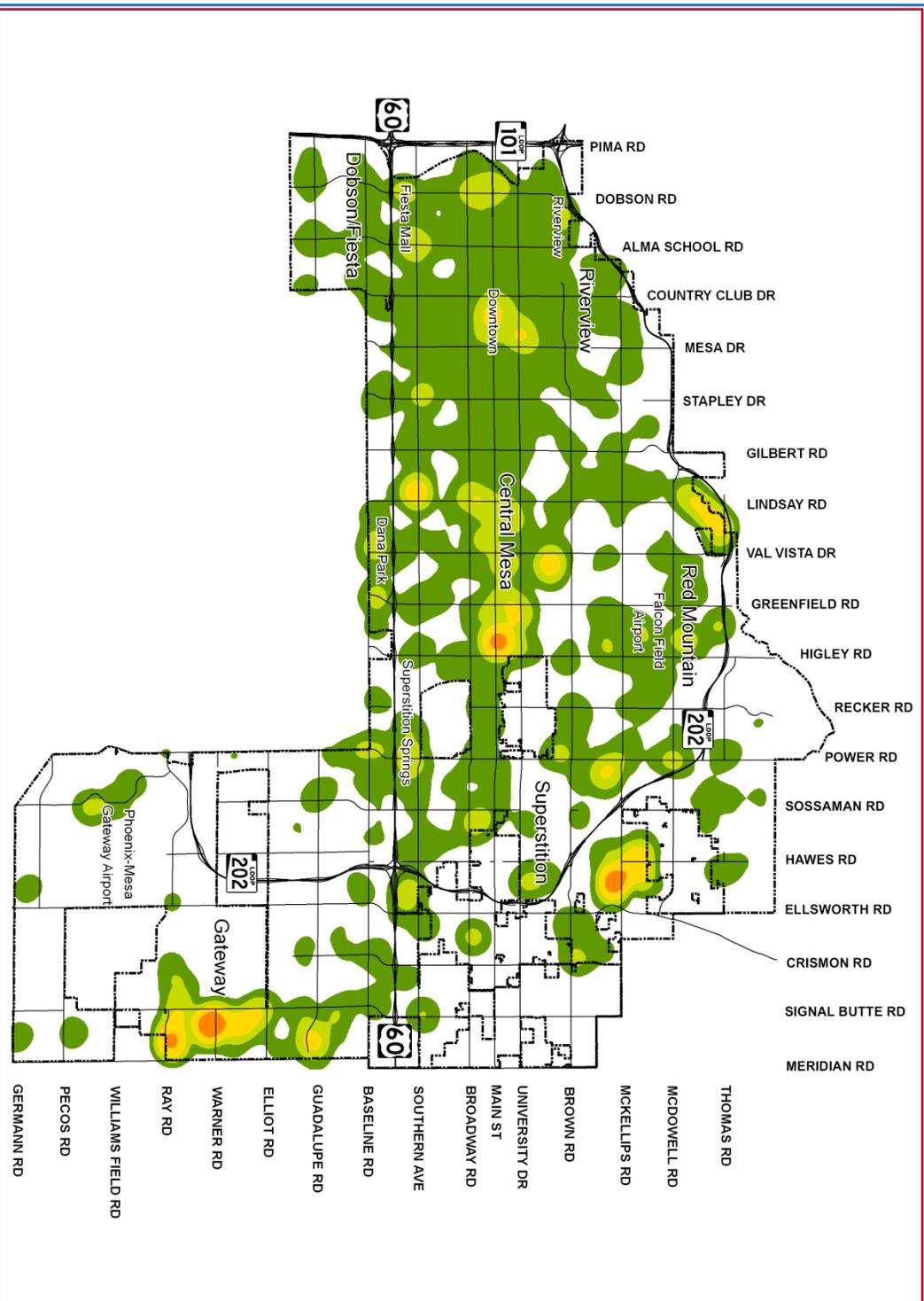
Building Permits in 2011

Building Permits Per Acre



Created by Mesa, GIS
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Building Permits (2012)

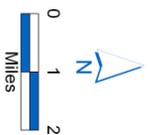


Building Permits
 in
 2012

Building Permits
 Per Acre

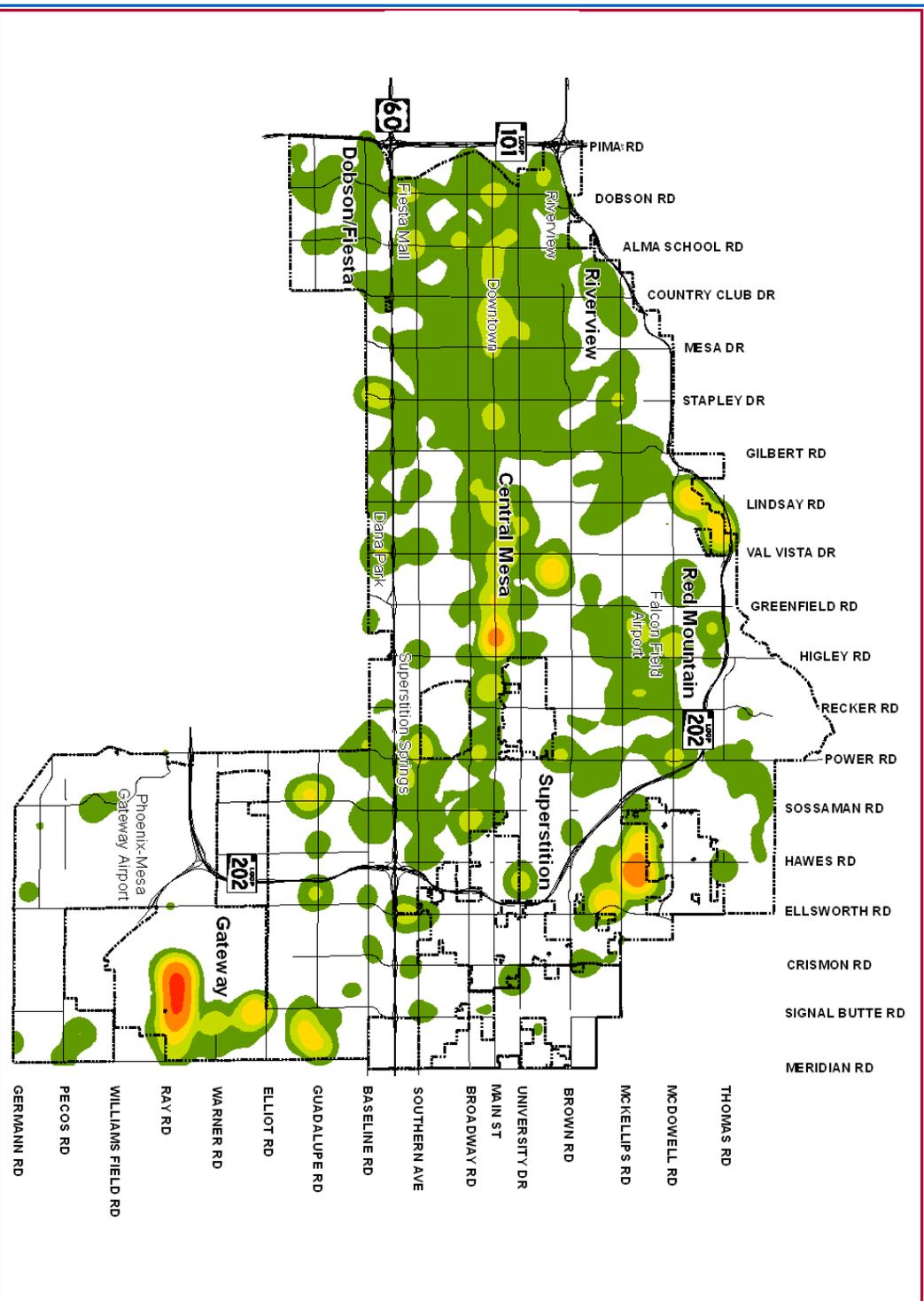
- 0.03 - 0.14
- 0.15 - 0.31
- 0.32 - 0.62
- 0.63 - 1.19
- 1.20 - 2.44

- Arterials
- City Boundary



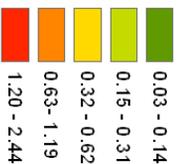
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Building Permits (2013)

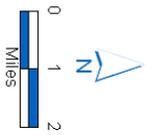


Building Permits
 in
 2013

Building Permits
 Per Acre

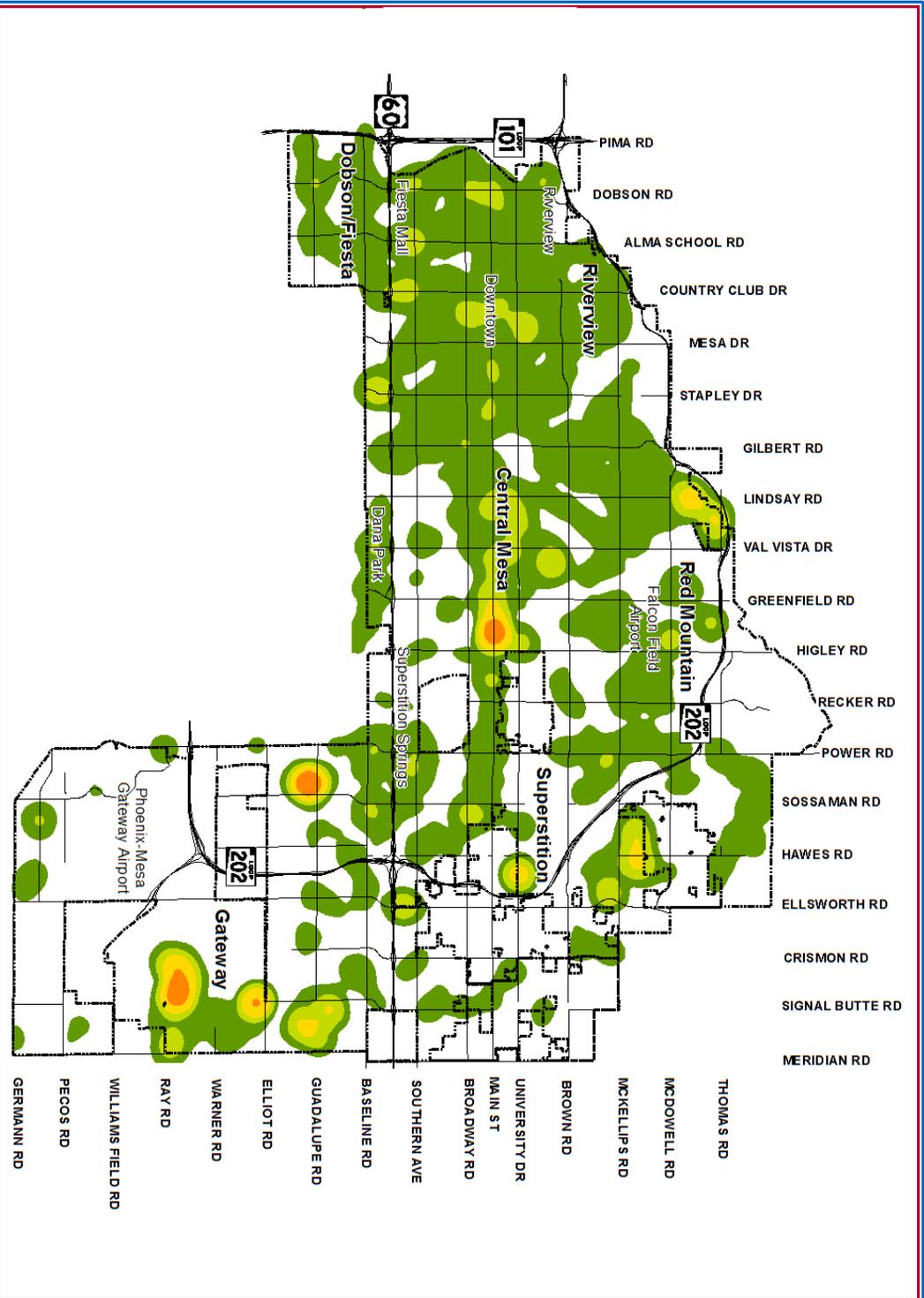


Arterials
 City Boundary



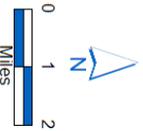
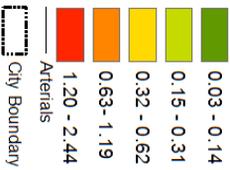
GRAPH BY: JENNIFER GIBSON
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 CITY OF MESA, ARIZONA

Building Permits (2014)



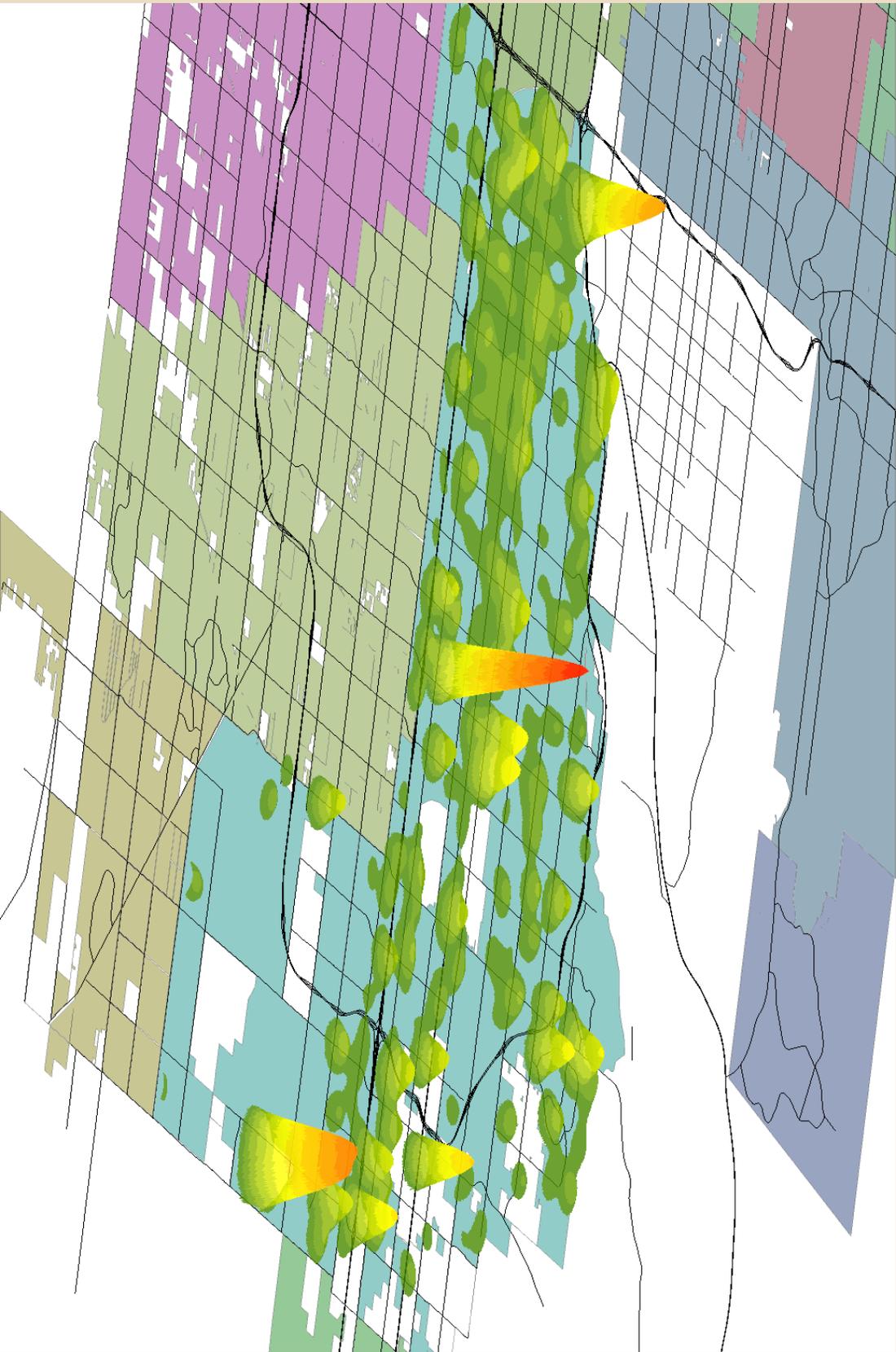
Building Permits
 in
 2014

Building Permits
 Per Acre

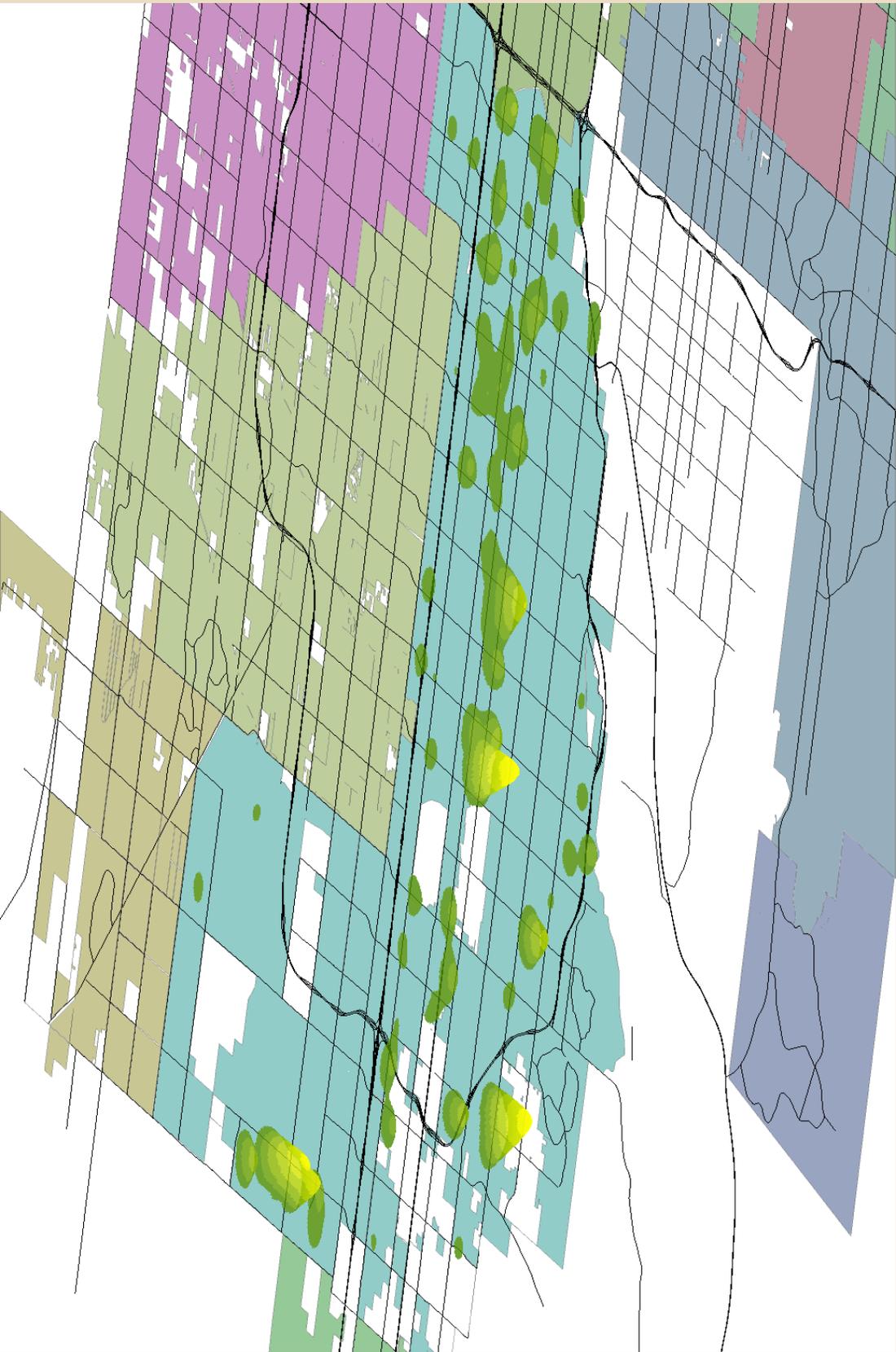


Created by: Lisa J. Ols
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 Source: City of Mesa
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 C:\P\B\17881_2014_CITY_OF_MESA_ARIZONA

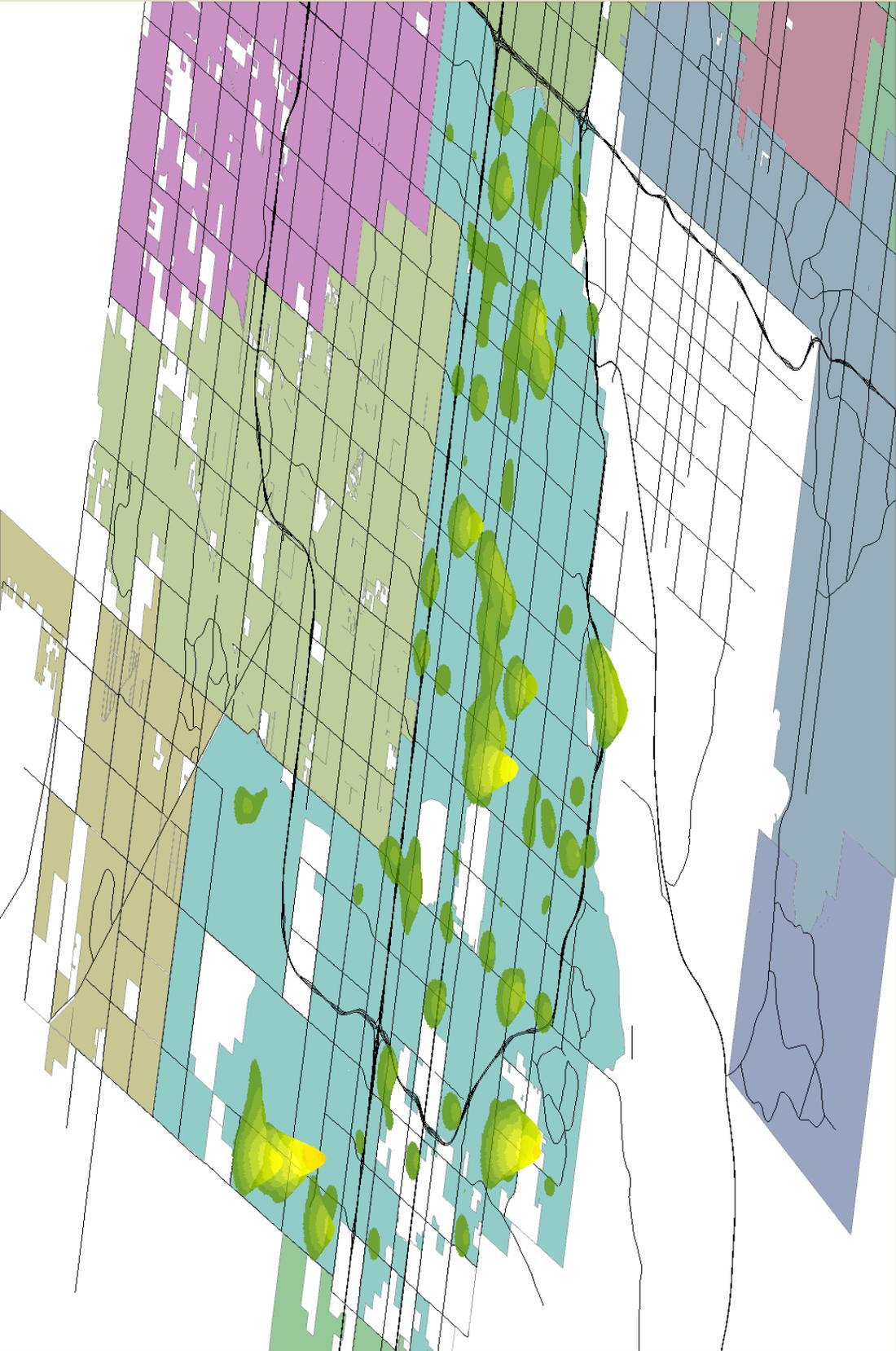
Building Permits – 3D View (2007)



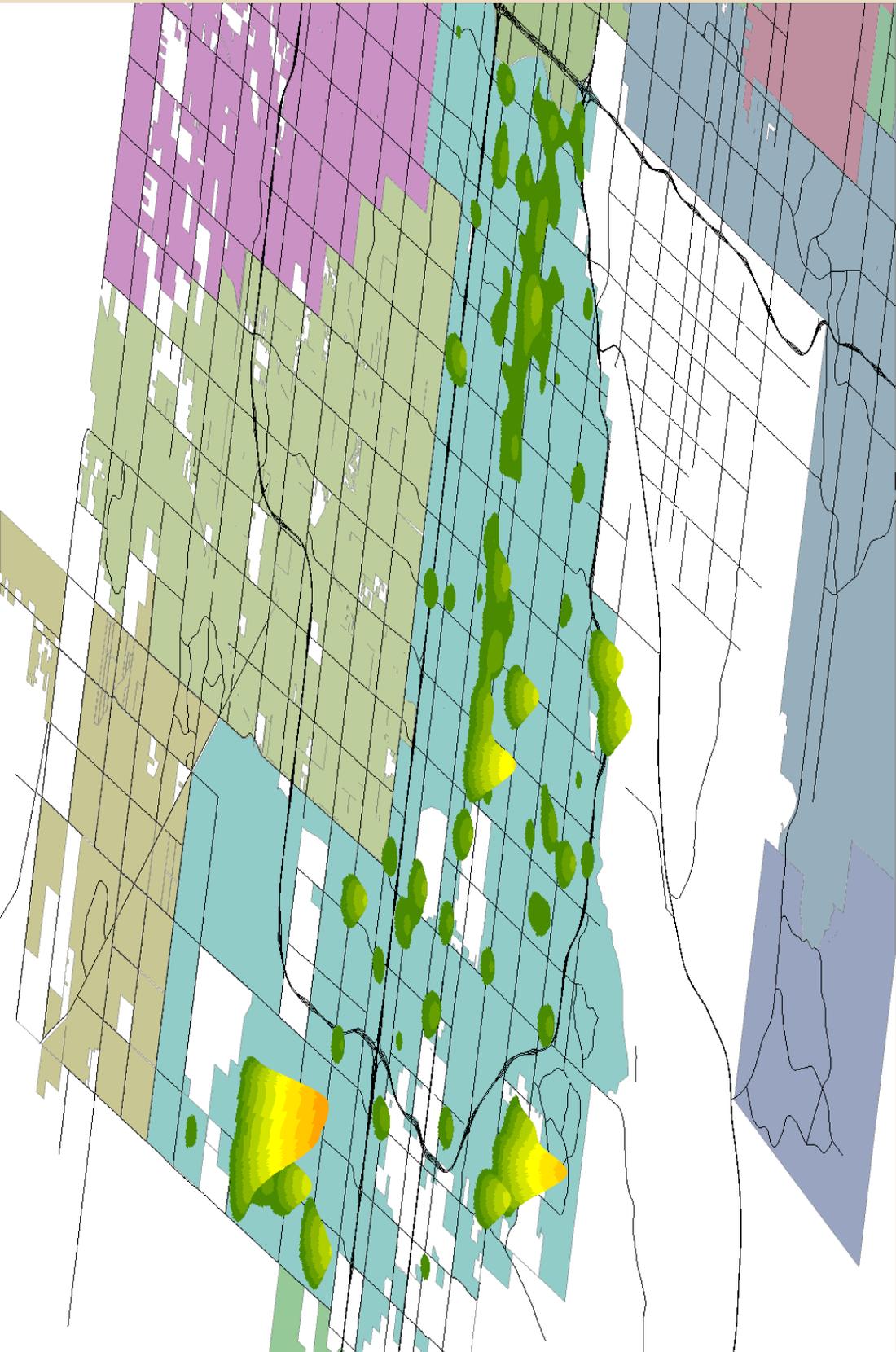
Building Permits – 3D View (2010)



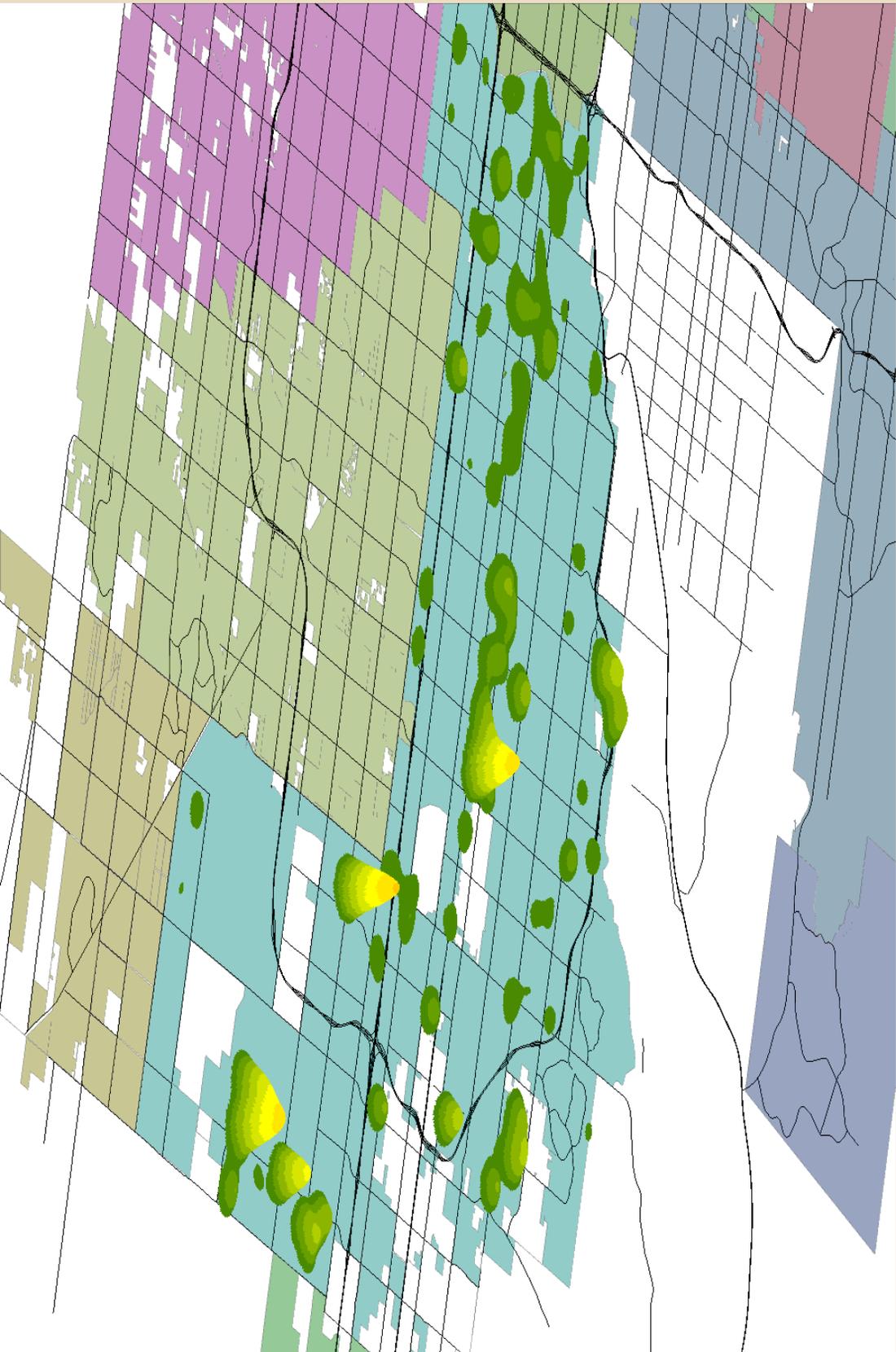
Building Permits – 3D View (2012)



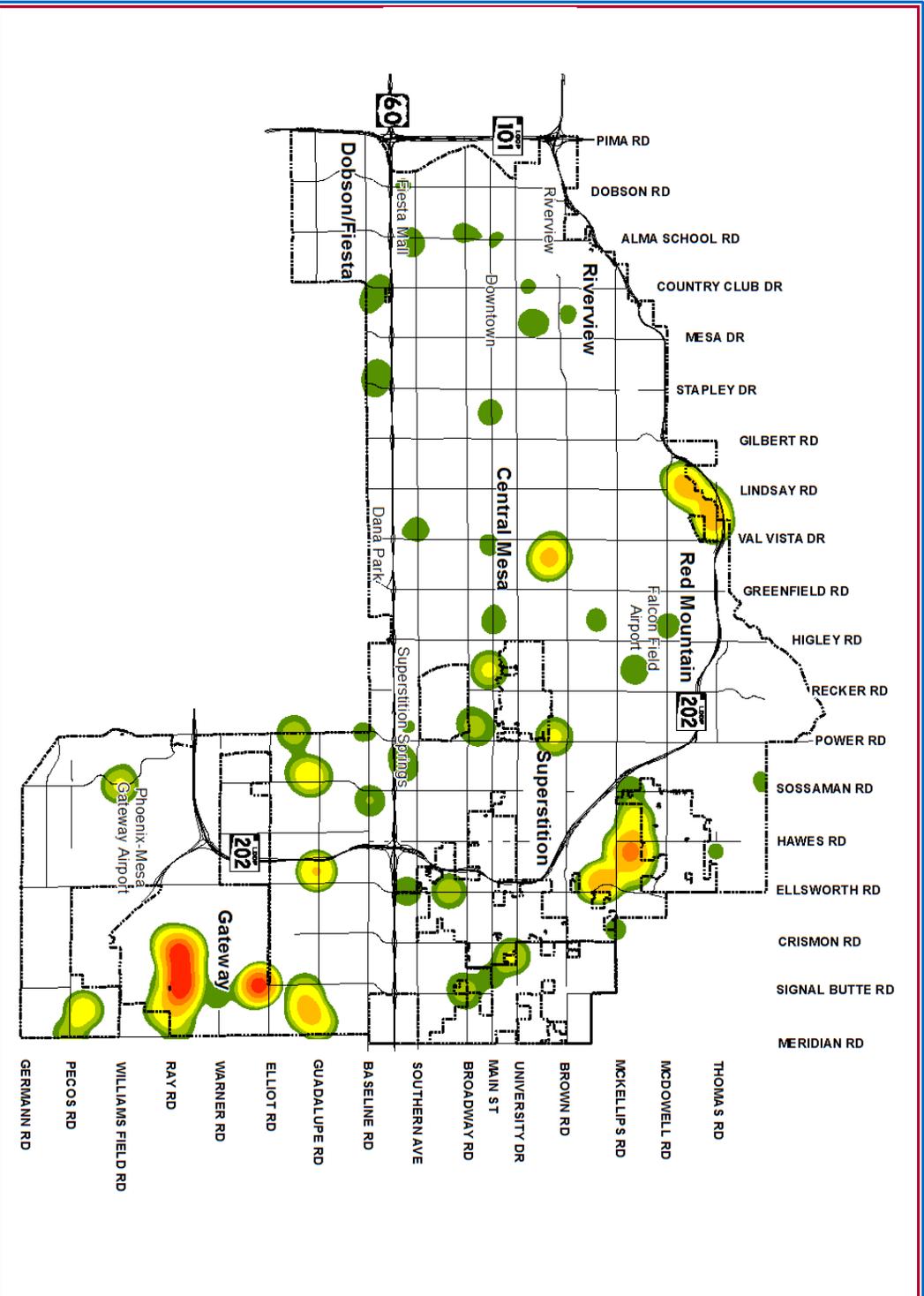
Building Permits – 3D View (2013)



Building Permits – 3D View (2014)

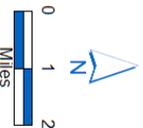


Building Permit Revenue (2013)



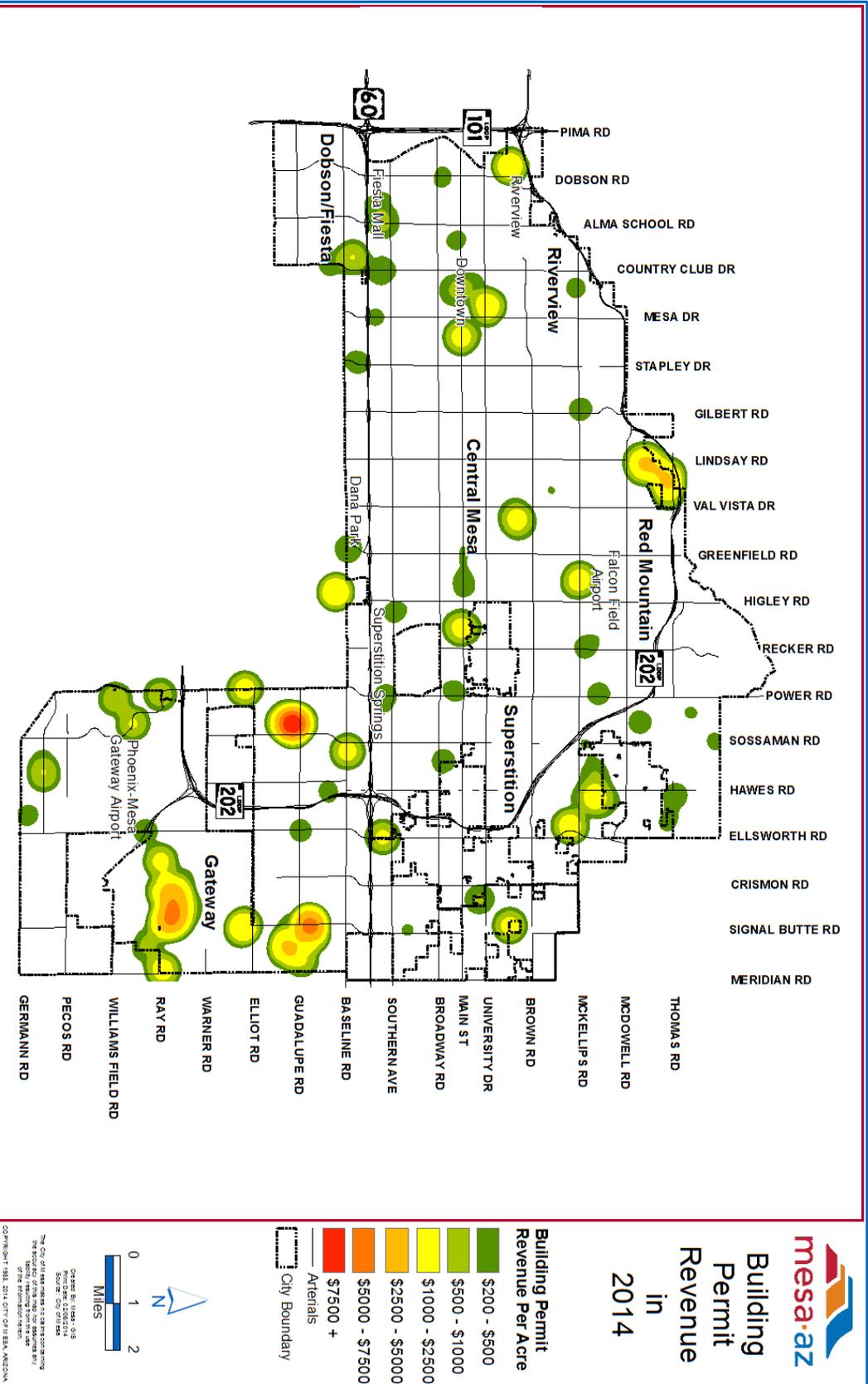
mesa·az
 Building Permit Revenue
 in
 2013

- Building Permit Revenue Per Acre**
- \$200 - \$500
 - \$500 - \$1000
 - \$1000 - \$2500
 - \$2500 - \$5000
 - \$5000 - \$7500
 - \$7500 +
- Arterials
- City Boundary

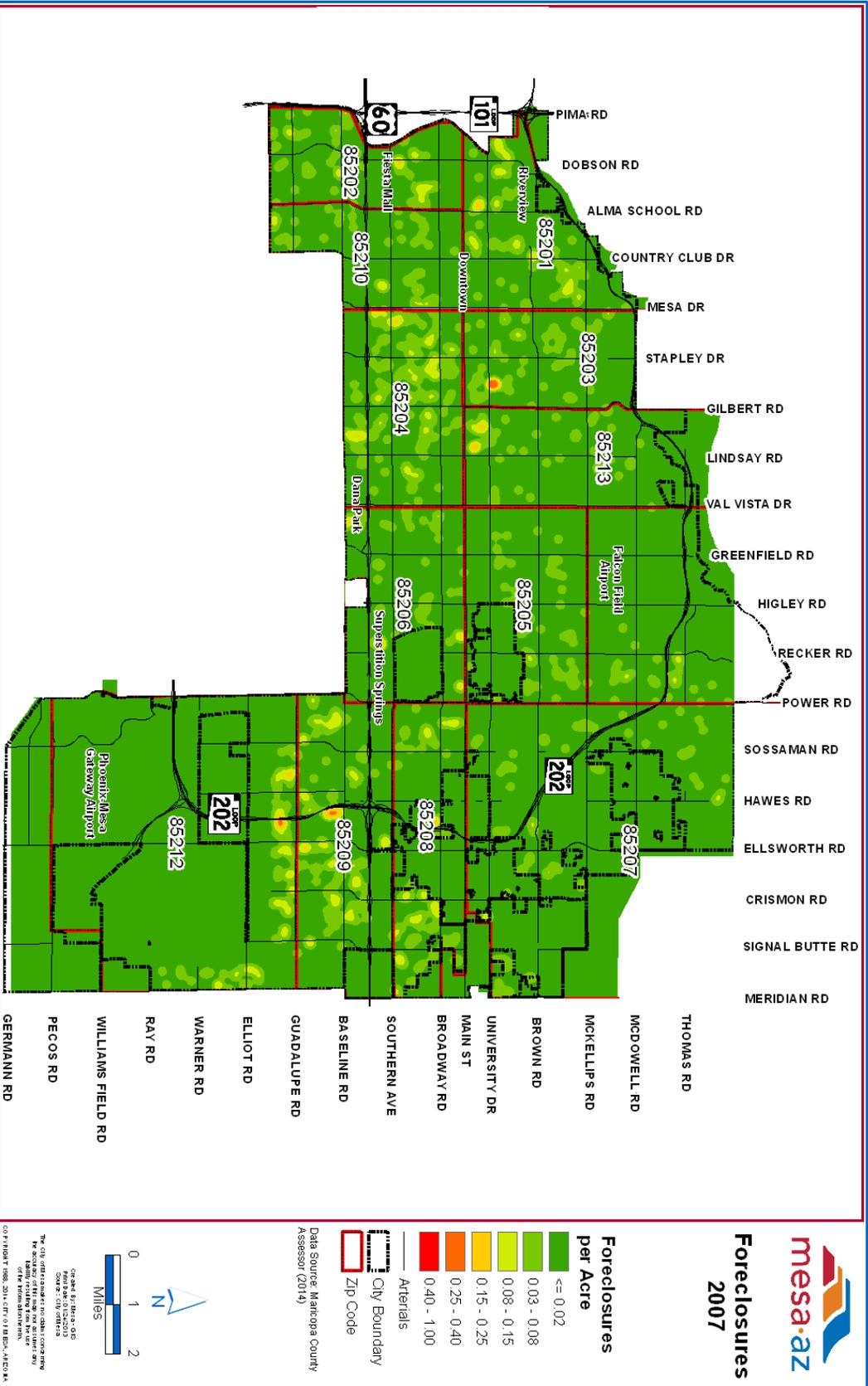


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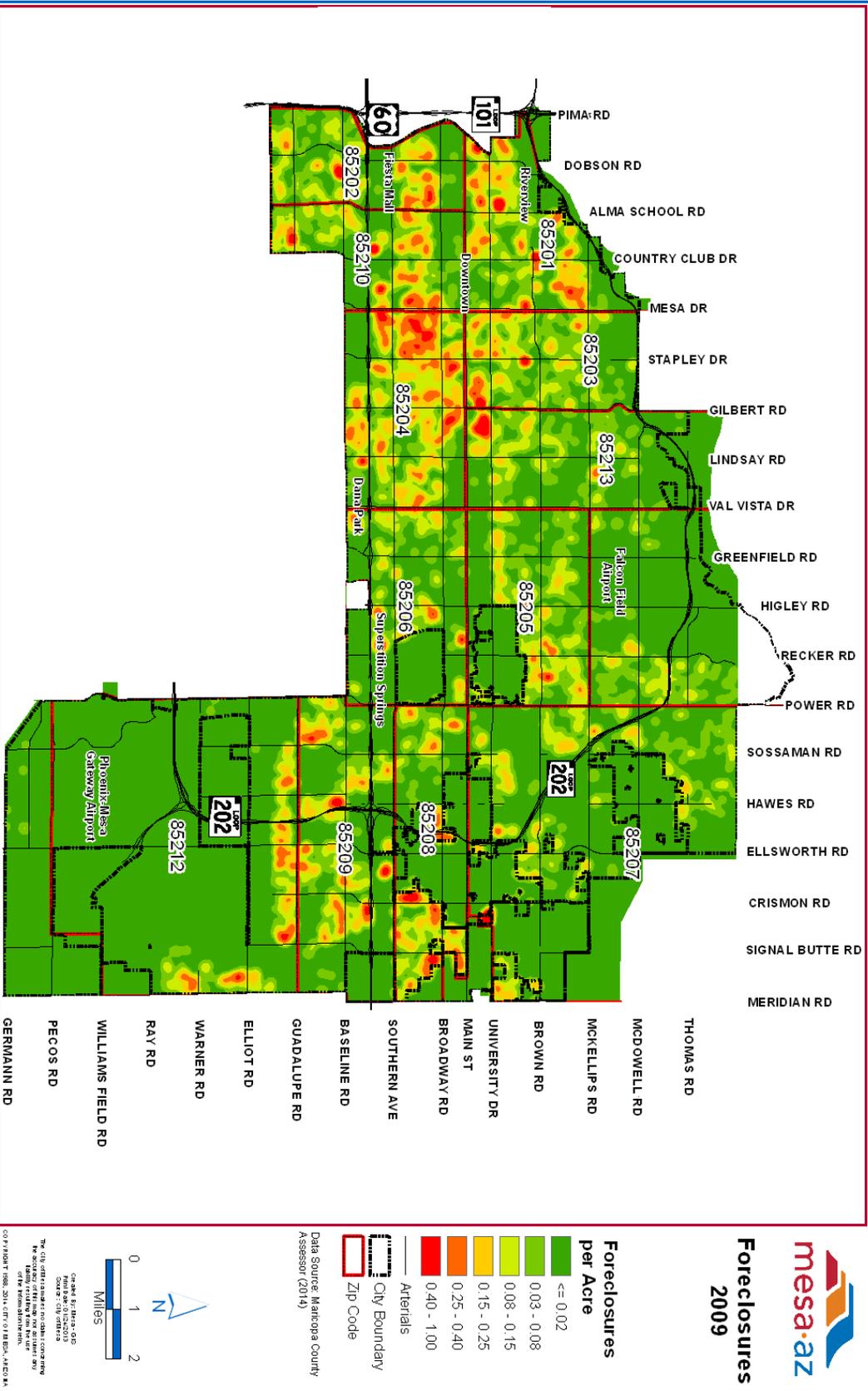
Building Permit Revenue (2014)



Foreclosures (2007)

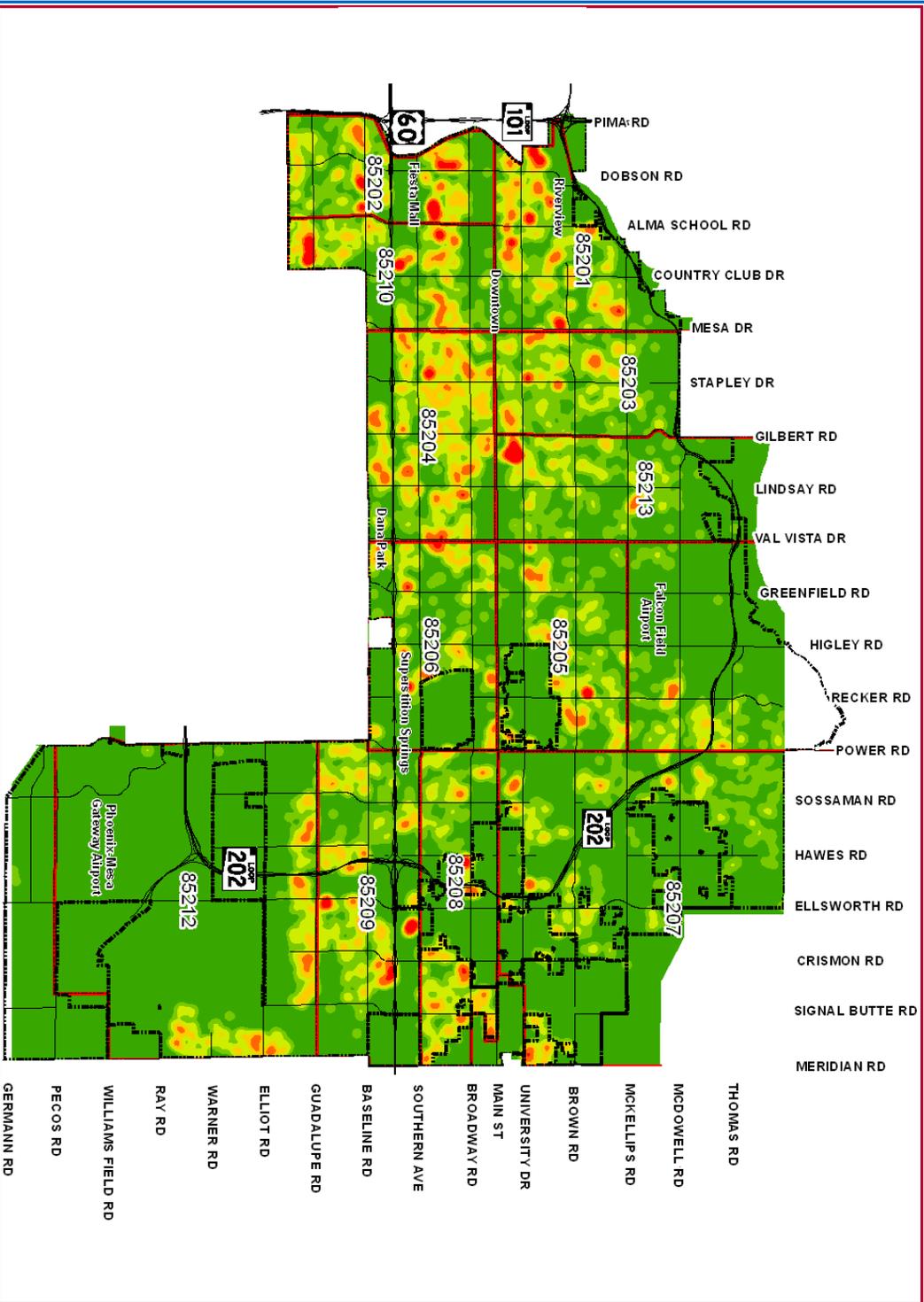


Foreclosures (2009)



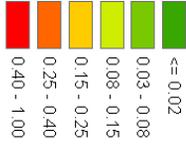
**Foreclosures
 2009**

Foreclosures (2011)

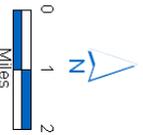


Foreclosures 2011

Foreclosures per Acre

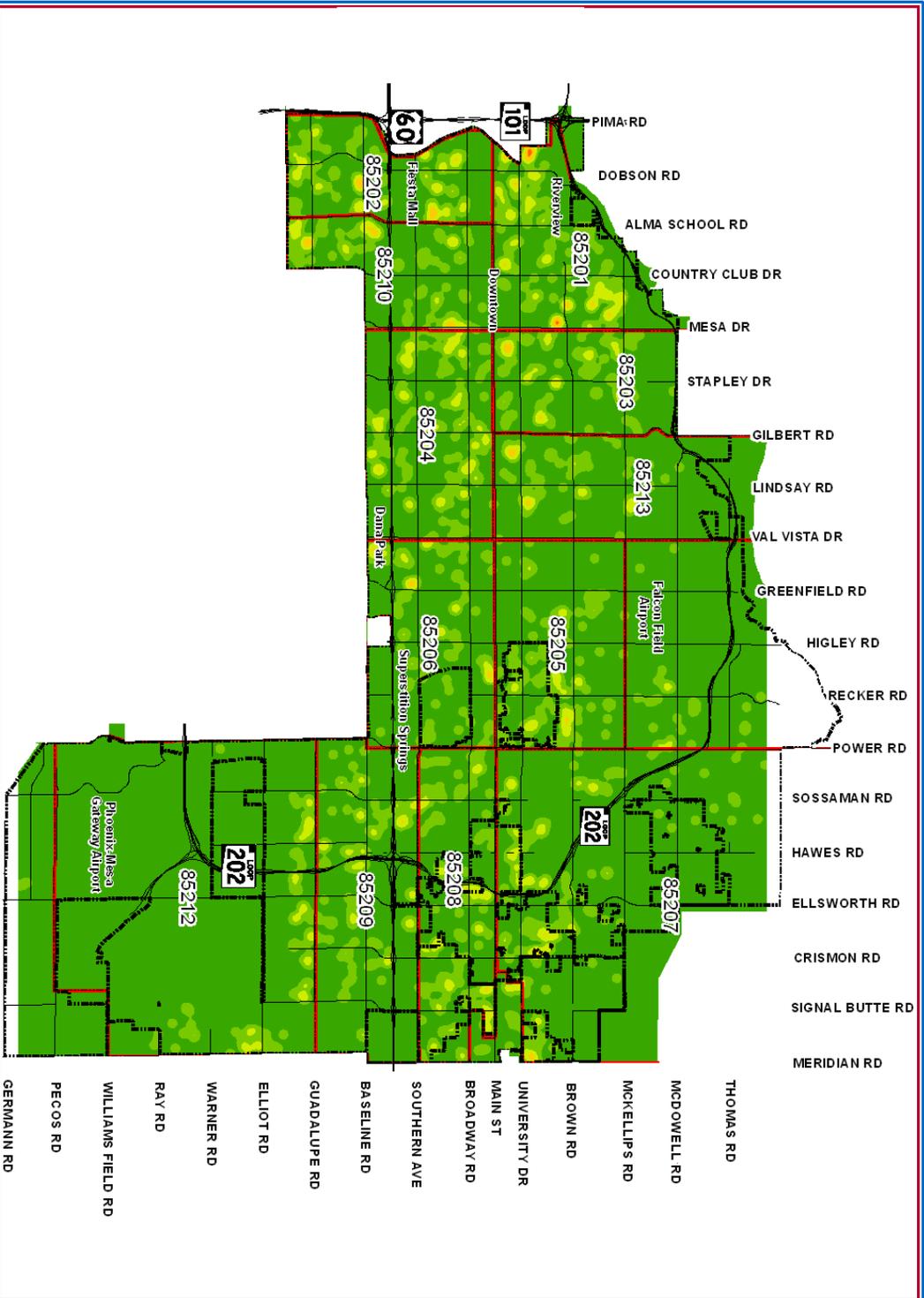


- Arterials
 - City Boundary
 - Zip Code
- Data Source: Maricopa County Assessor (2014)



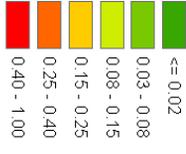
GRAPHIC PREPARED BY:
 MESA, ARIZONA
 COMMUNITY DEVELOPMENT DEPARTMENT
 1100 N. GILBERT RD., SUITE 100
 MESA, AZ 85203
 PHONE: (480) 977-1000
 FAX: (480) 977-1001
 WWW.MESA.AZ.GOV

Foreclosures (2013)



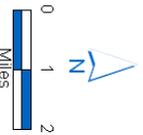
Foreclosures 2013

Foreclosures per Acre



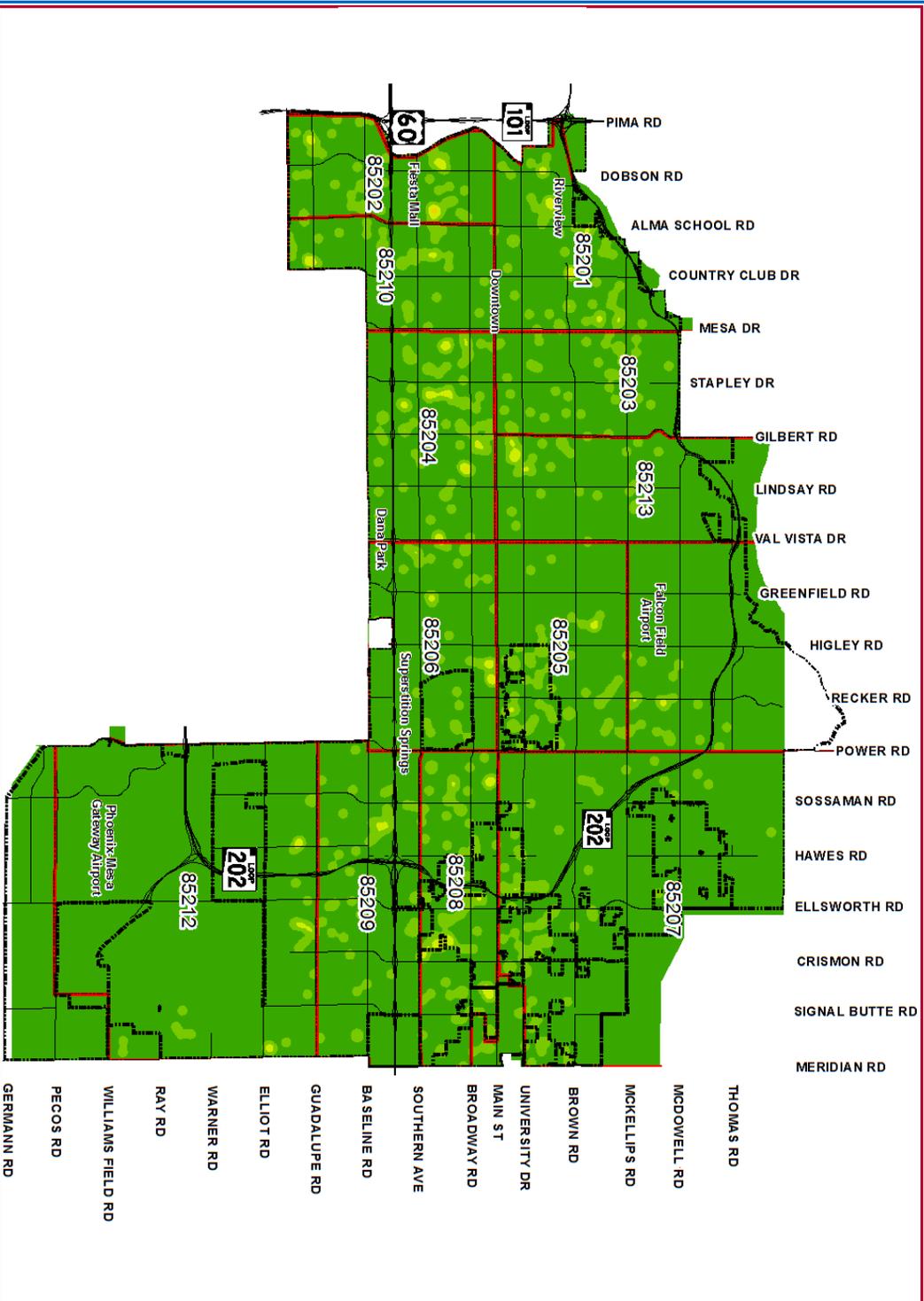
- Arterials
- City Boundary
- Zip Code

Data Source: Maricopa County Assessor (2014)



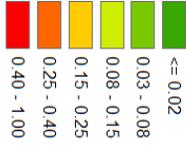
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Foreclosures (2014)



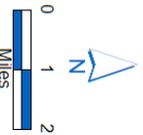
Foreclosures 2014

Foreclosures per Acre



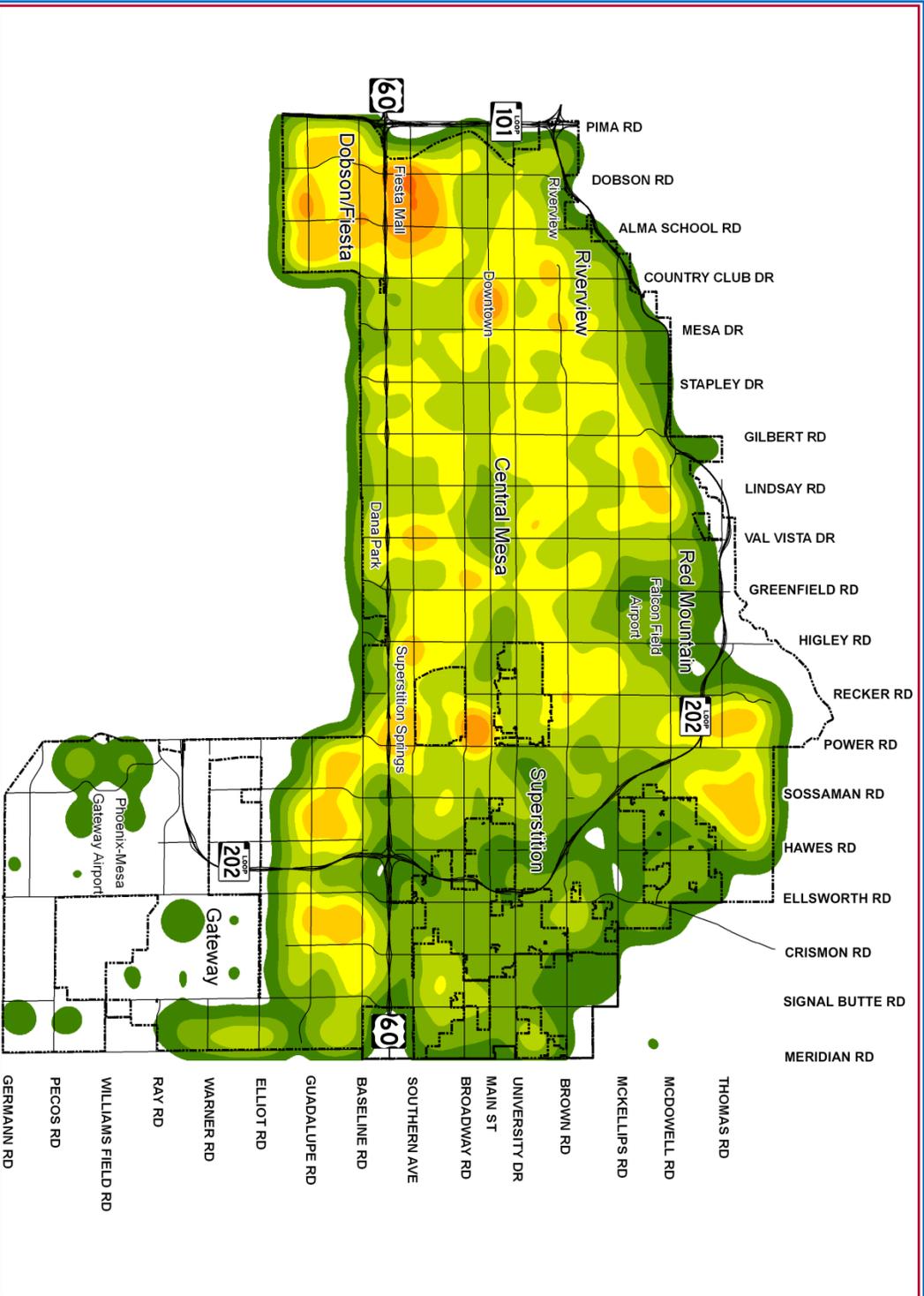
- Aerials
- City Boundary
- Zip Code

Data Source: Maricopa County Assessor (2014)



Created by: J. HARRIS, GIS Specialist
 Date: 1/21/15
 Source: City of Mesa
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Property Valuation (2007)



Property Value
 in
 2007

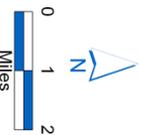
Property Value
 Per Acre

- \$57K - \$178K
- \$179K - \$312K
- \$313K - \$427K
- \$428K - \$529K
- \$530K - \$644K
- \$645K - \$817K
- \$818K - \$1.1M
- \$1.2M - \$1.6M

Arterials

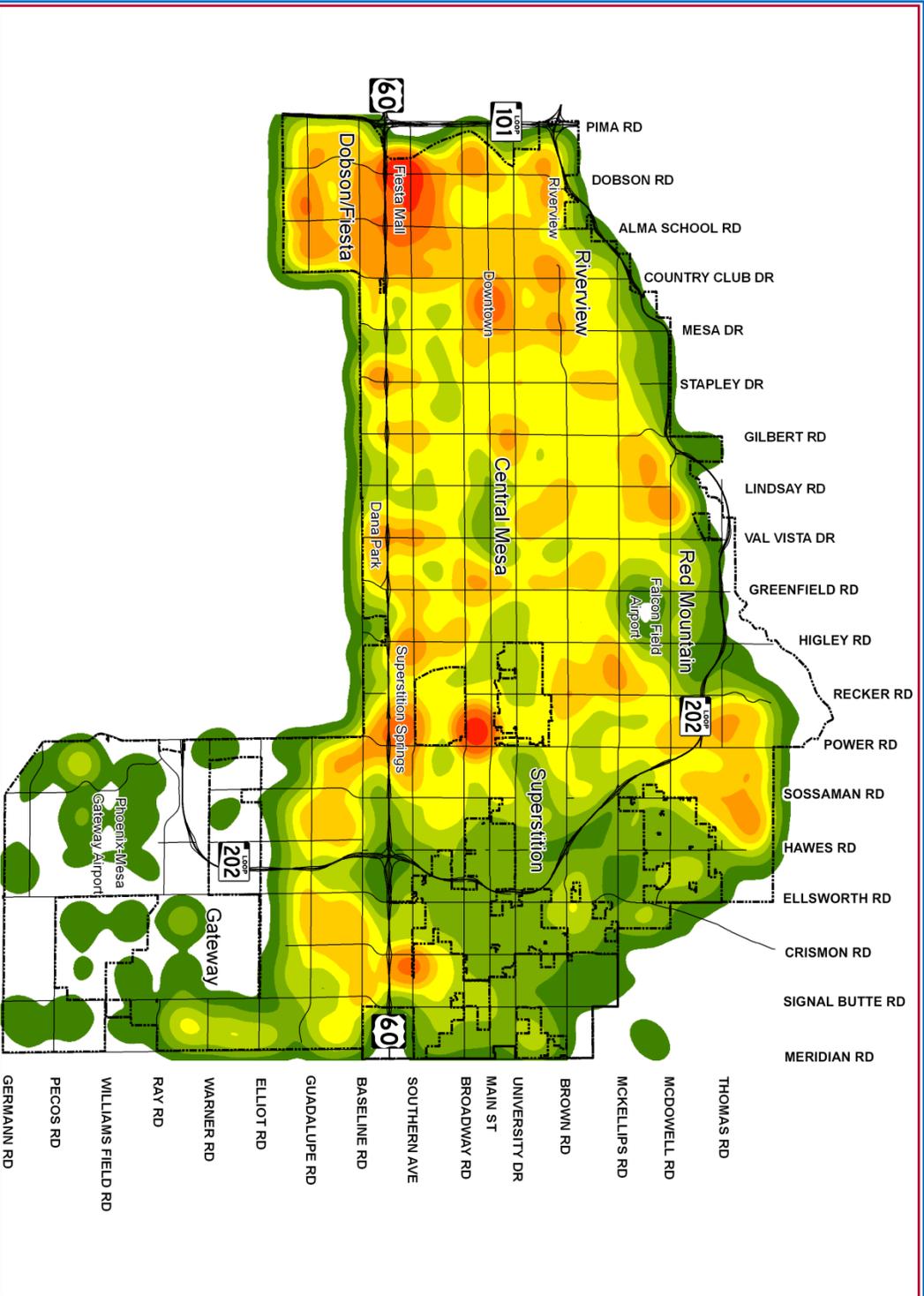
City Boundary

Source: Maricopa County Assessor



Created by Mesa, AZ
 Source: Mesa, AZ
 Source: City of Mesa
 The accuracy of this information is not guaranteed. The accuracy of this information is not guaranteed. The accuracy of this information is not guaranteed.

Property Valuation (2009)



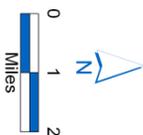
Property Value in 2009

Property Value
 Per Acre



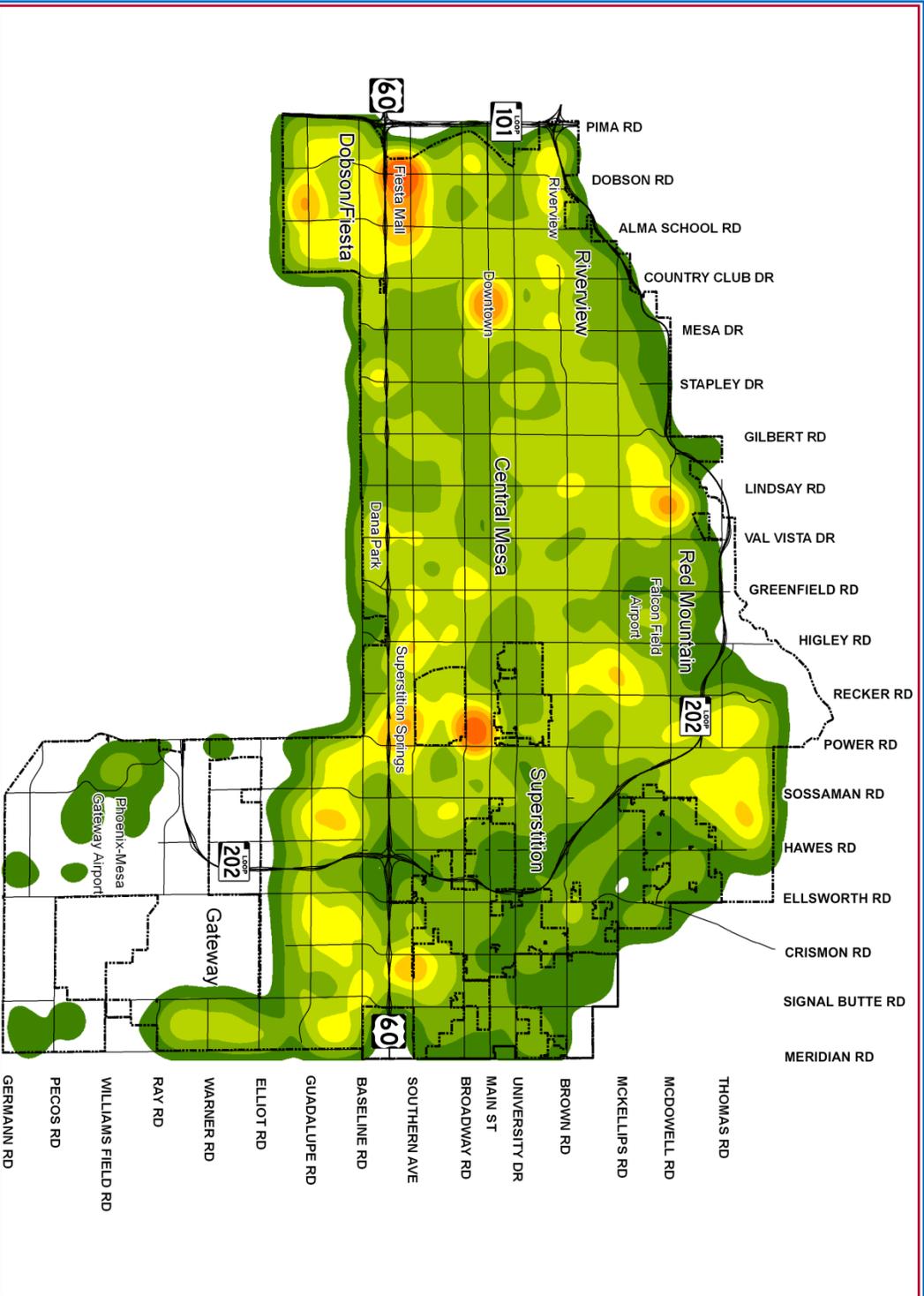
Antennas
 City Boundary

Source: Maricopa County Assessor



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 Source: Mesa, AZ
 Source: City of Mesa
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Property Valuation (2011)



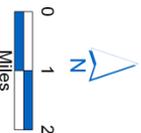
Property Value
 in
 2011

Property Value
 Per Acre

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- \$179K - \$312K
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- \$530K - \$644K
- \$645K - \$817K
- \$818K - \$1.1M
- \$1.2M - \$1.6M

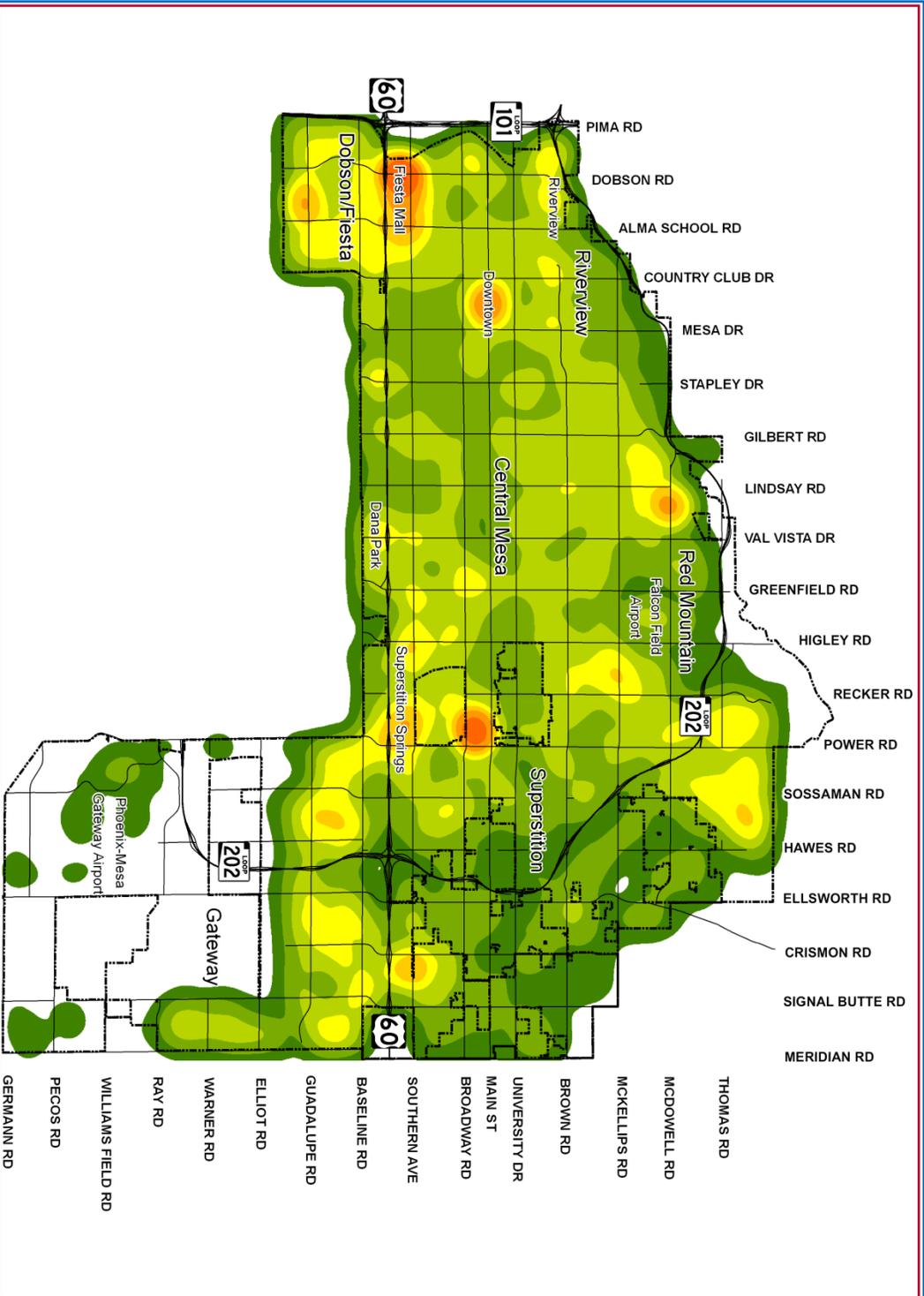
- Arterials
- City Boundary

Source: Maricopa County Assessor



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Property Valuation (2012)



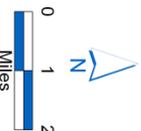
Property Value
 in
 2012

Property Value
 Per Acre

- \$57K - \$178K
- \$179K - \$312K
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- \$428K - \$529K
- \$530K - \$644K
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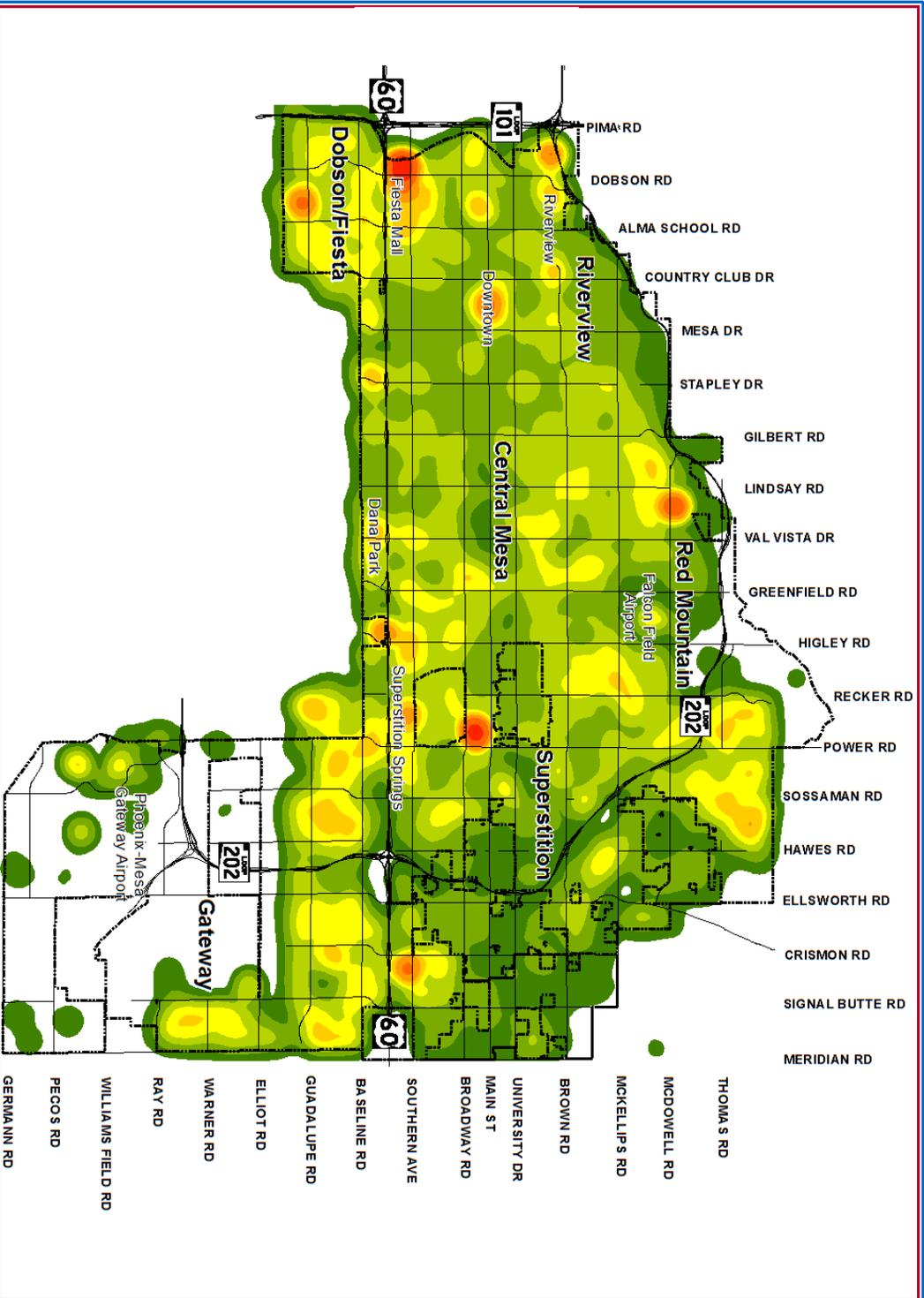
Arterials
 City Boundary

Source: Maricopa County Assessor



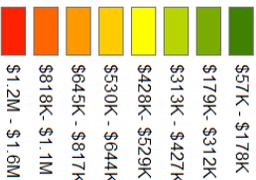
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 Source: Maricopa County Assessor
 Source: City of Mesa
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Property Valuation (2013)



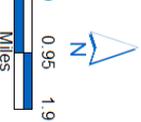
Property Value
 in
 2013

Property Value
 Per Acre



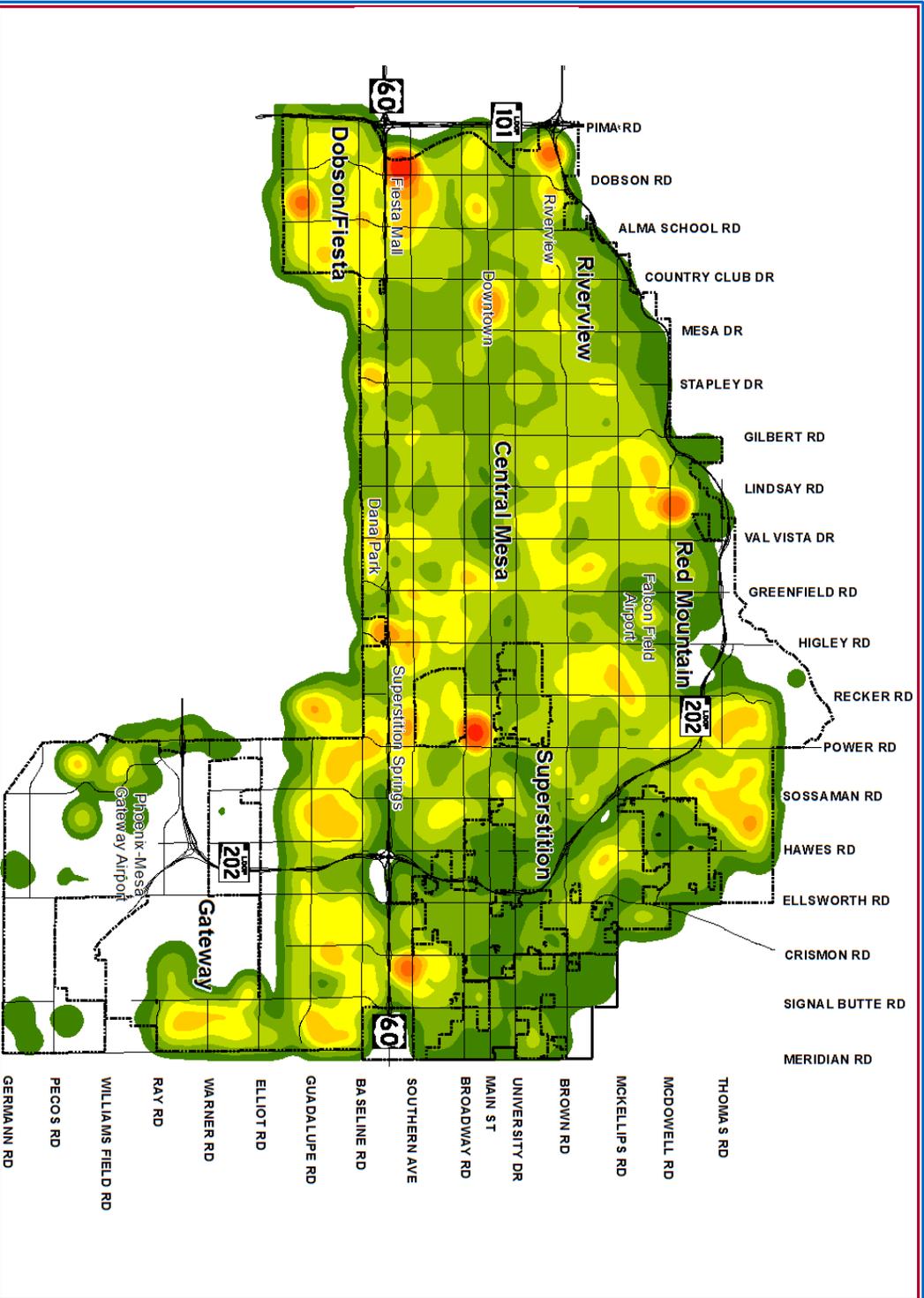
Antennas
 City Boundary

Source: Maricopa County Assessor



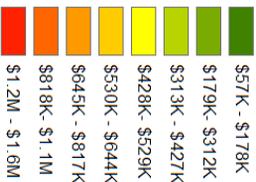
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 Modified by: 1/20/13
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 COMPLAN-1381, 2011, CITY OF MESA, ARIZONA

Property Valuation (2014)



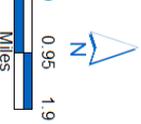
Property Value
 in
 2013

Property Value
 Per Acre



Antennas
 City Boundary

Source: Maricopa County Assessor

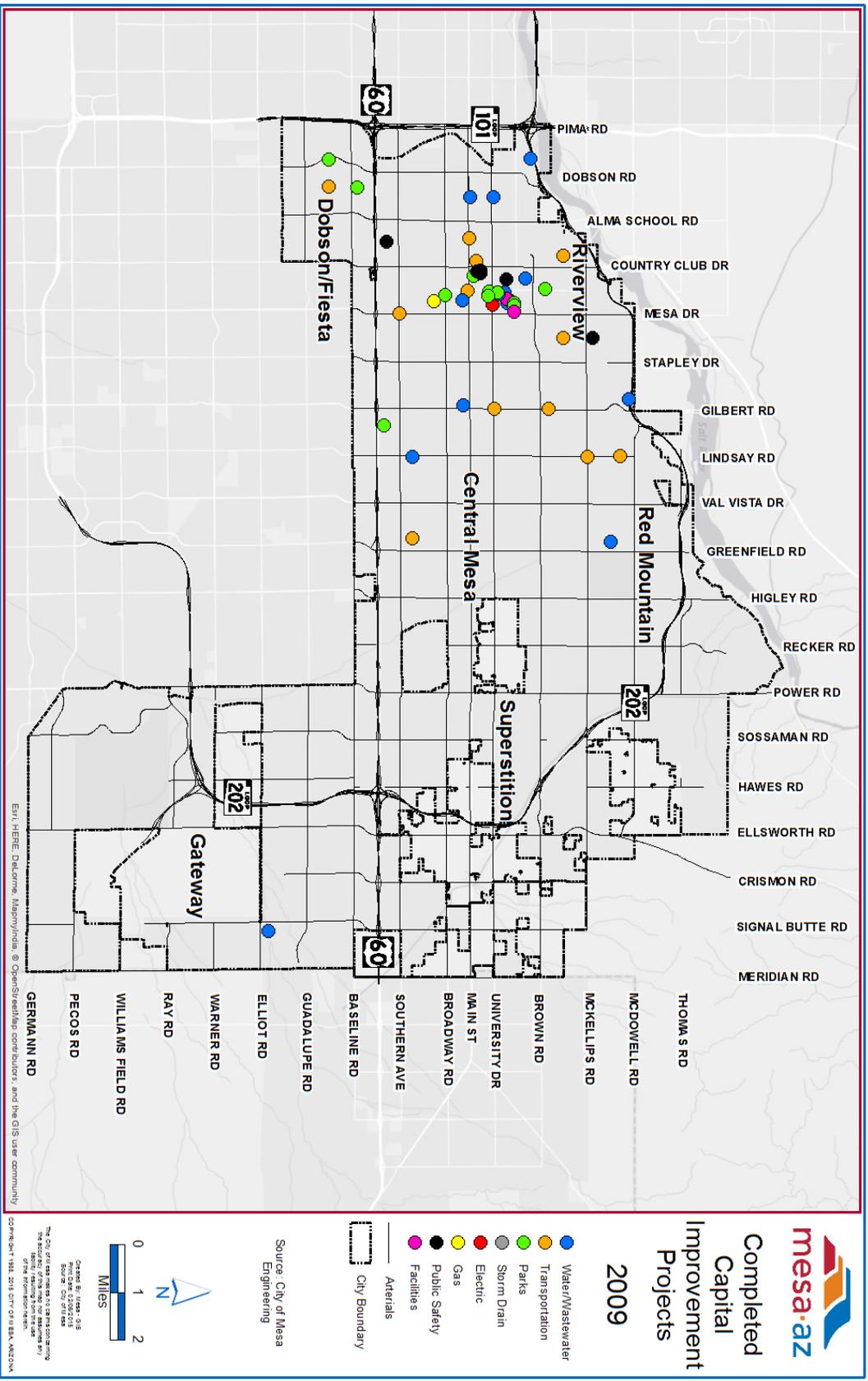


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Capital Improvement Progress

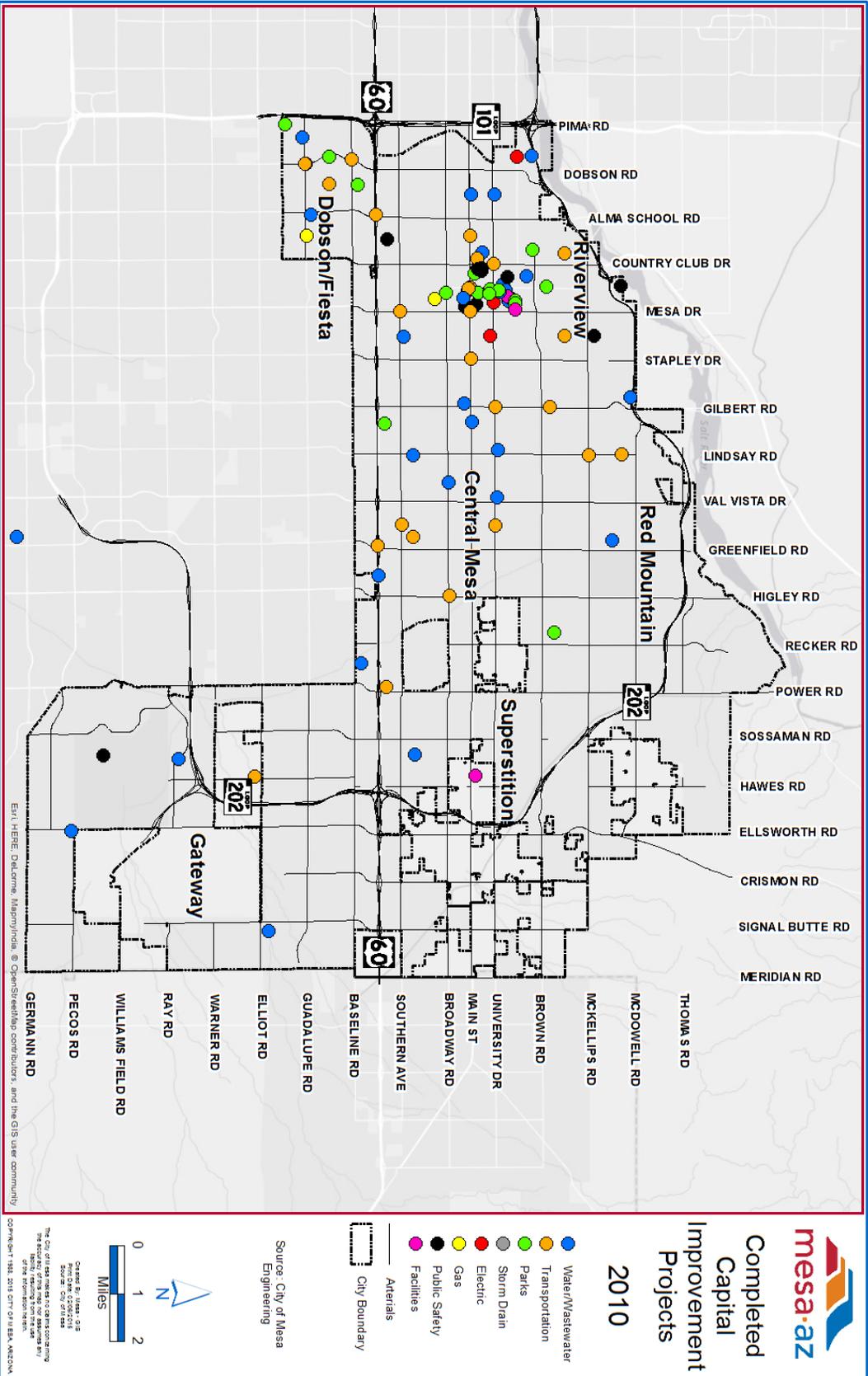
- Covering years 2008 - 2014
- Completed Projects
- Water/Wastewater, Transportation, Parks, Gas, Electric, Public Safety, Storm Sewer, and Facilities

Completed CIP Projects (2009)



Completed
 Capital
 Improvement
 Projects
 2009

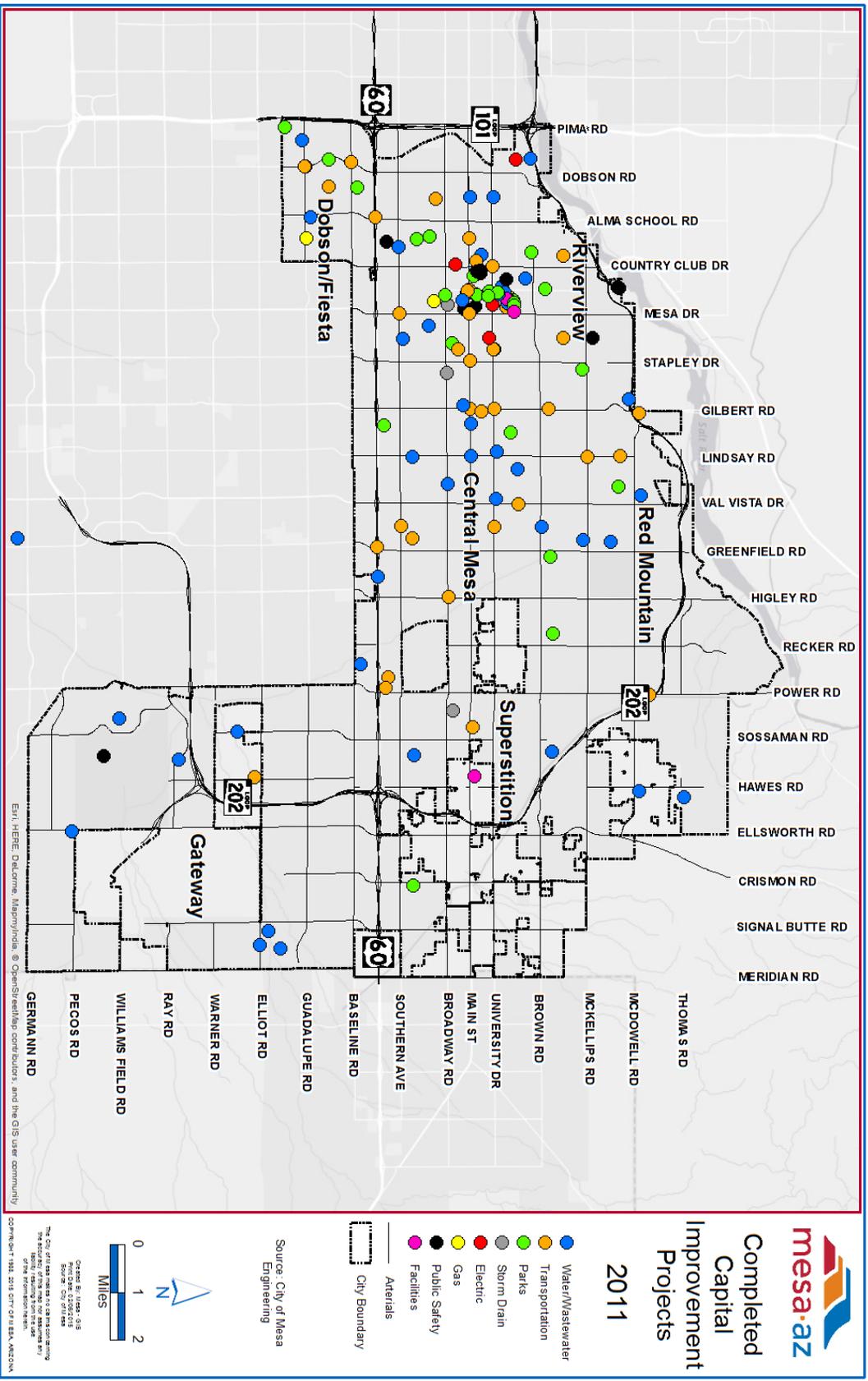
Completed CIP Projects (2010)



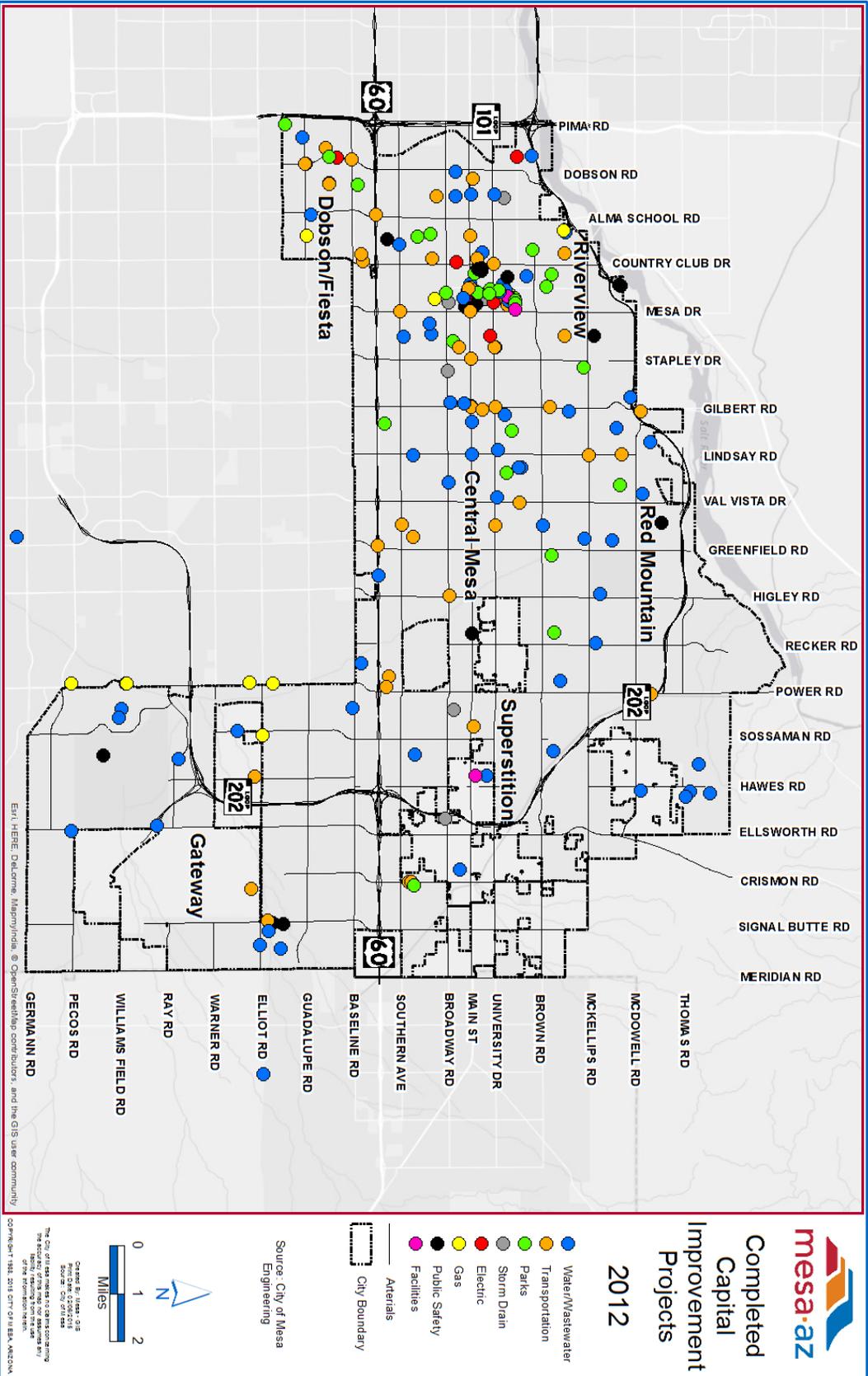
Esri, HERE, DeLorme, Mapbox, and the GIS user community

City of Mesa, AZ
 Source: City of Mesa
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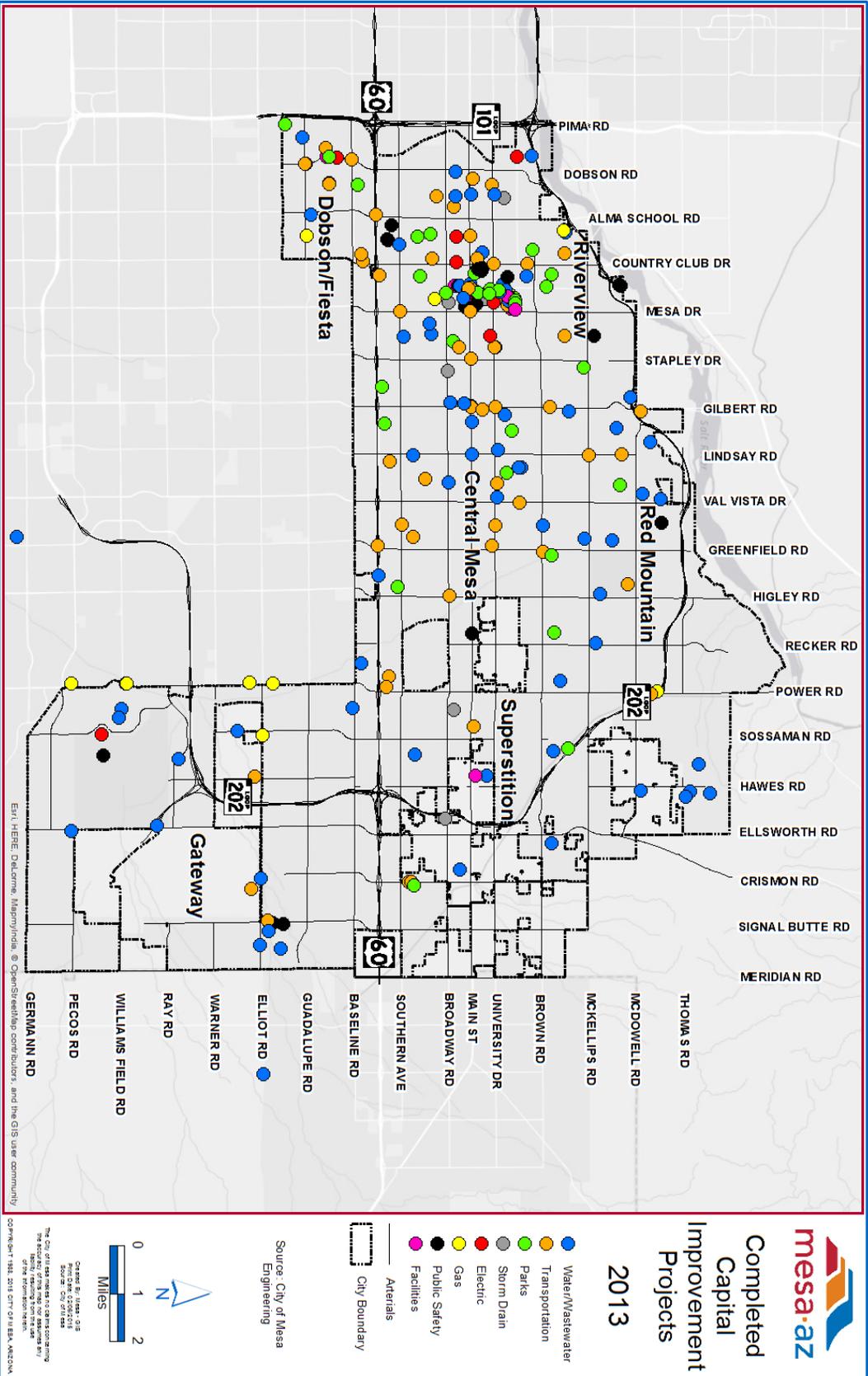
Completed CIP Projects (2011)



Completed CIP Projects (2012)

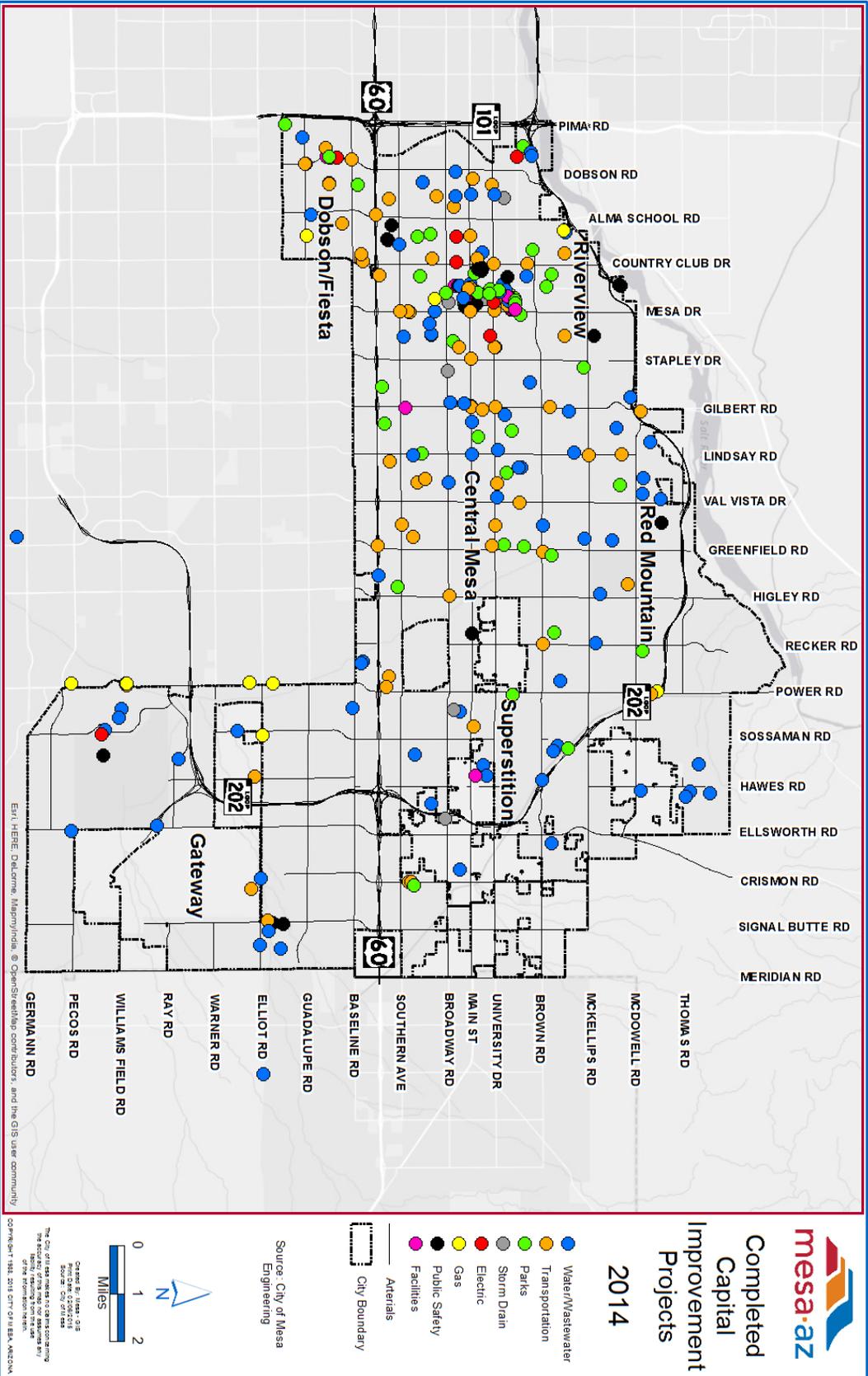


Completed CIP Projects (2013)



Esri, HERE, DeLorme, Mapbox, and the GIS user community

Completed CIP Projects (2014)



City of Mesa

Strategic Budget Discussion

General Governmental Funds

February 12, 2015

Presented by the Office of Management and Budget



City of Mesa Priorities

Vision

- To be the employer and community of choice

Mission

- We are dedicated to providing superior services to our customers in order to improve the quality of life for Mesa residents, businesses and visitors

Strategic Initiatives



Financial Stability



Fiscal stability that provides proactive leadership and considers all financial factors in order to diversify revenues, bring new jobs to Mesa, create responsible budgets, and ensure operational efficiencies.

The City of Mesa Continuously Strives for Excellence

Service Excellence

- Provide high quality service to the residents of Mesa
- Establish and maintain a workforce of quality, professional individuals

Financial Excellence

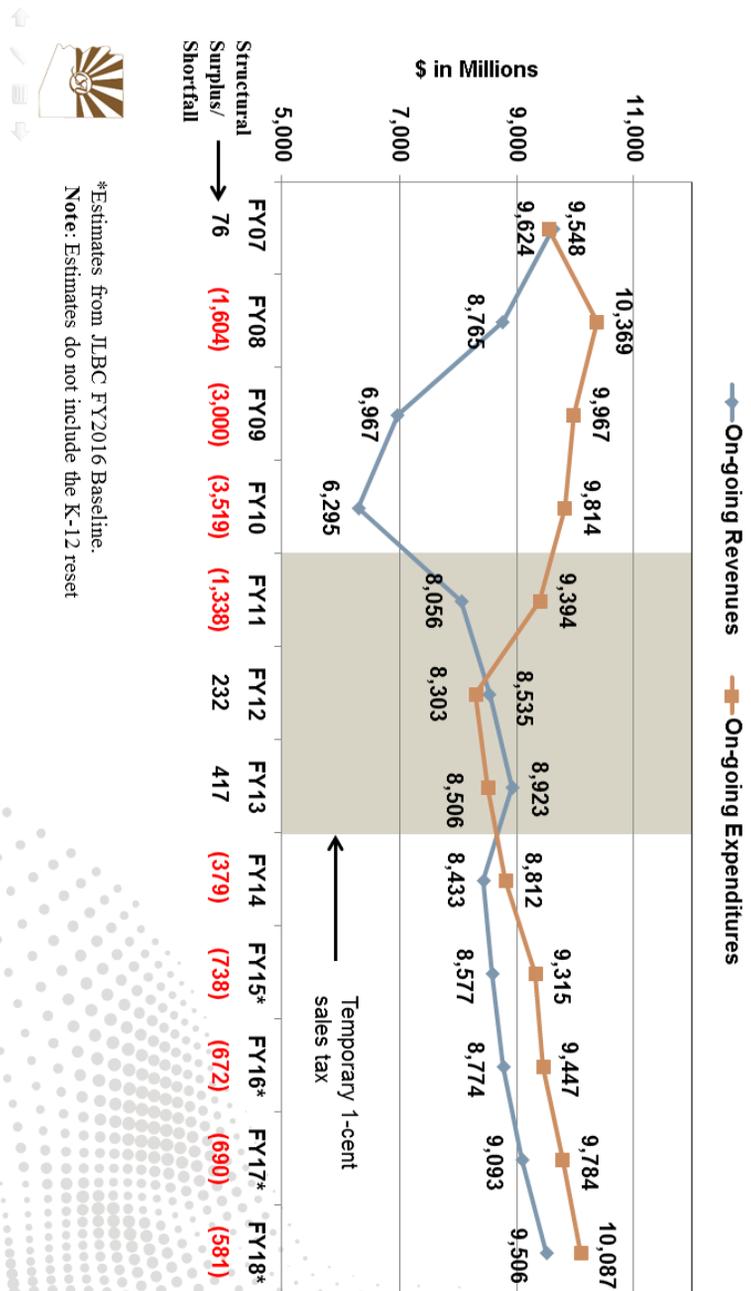
- Align on-going expenditures with on-going revenues
- Position the City to invest in economic development opportunities

Performance Excellence

- Leverage current resources in an effective and efficient manner
- Leverage technology and innovation to augment resources

State of Arizona – Budget Status

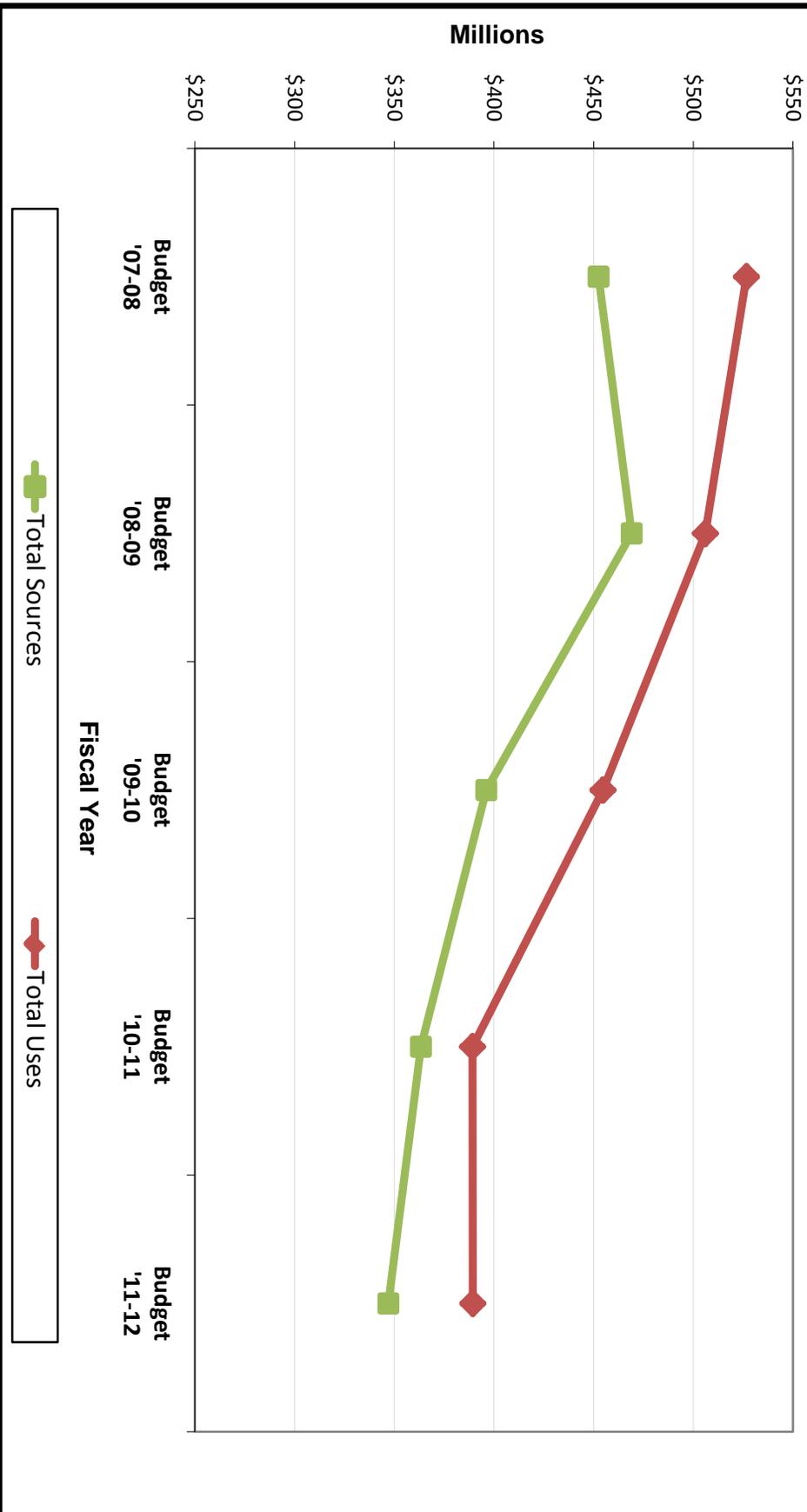
STATE BUDGET: THE PROBLEM



Source: CSA Legislative Report, 2015 ACMA Winter Conference

City of Mesa Adopted Budget - General Governmental

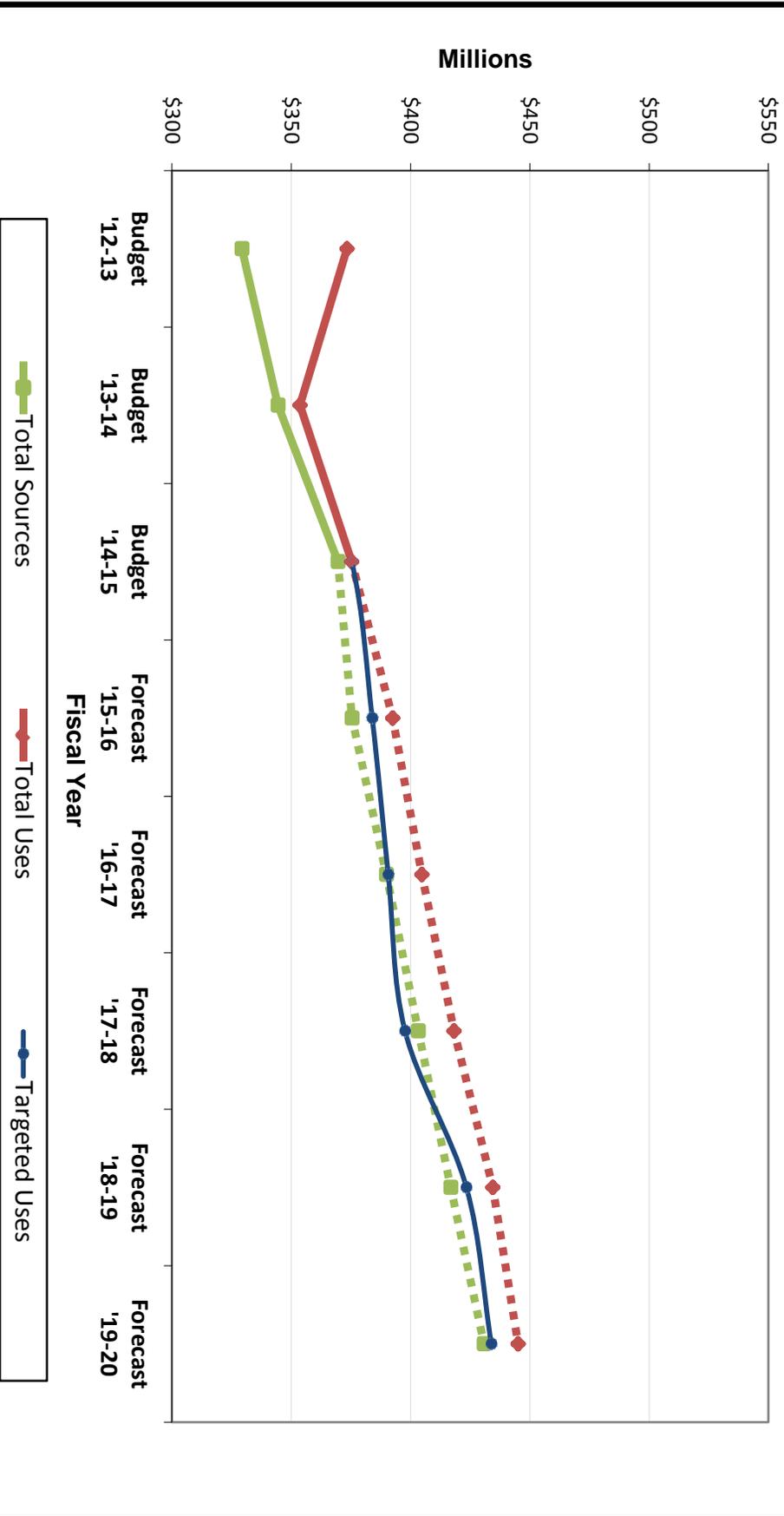
Data as January 22, 2015



Note: Mid-year budget reductions were made in FY 08/09 in reaction to the recession.

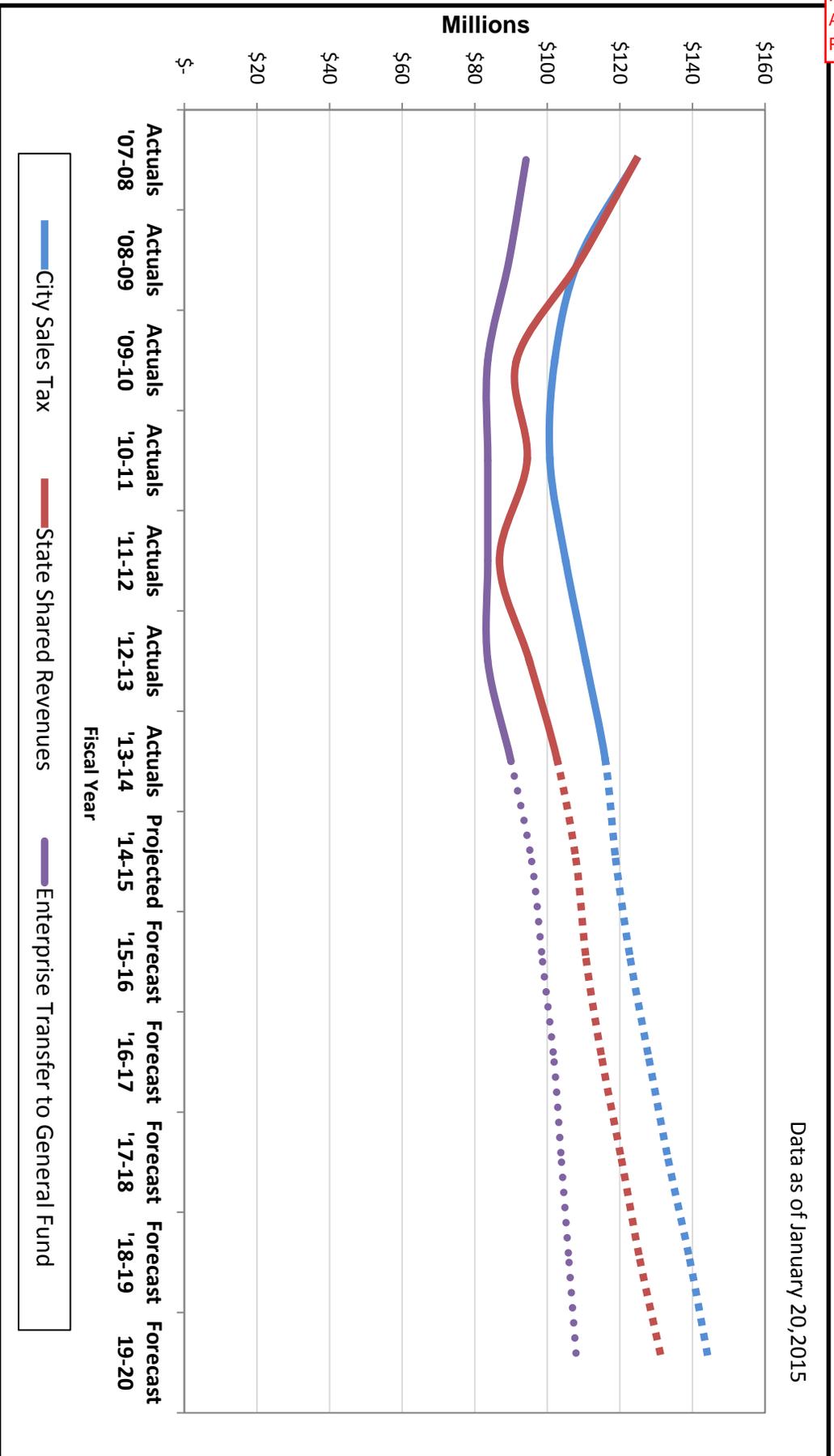
City of Mesa Forecasted Budget – General Governmental

Data as January 22, 2015



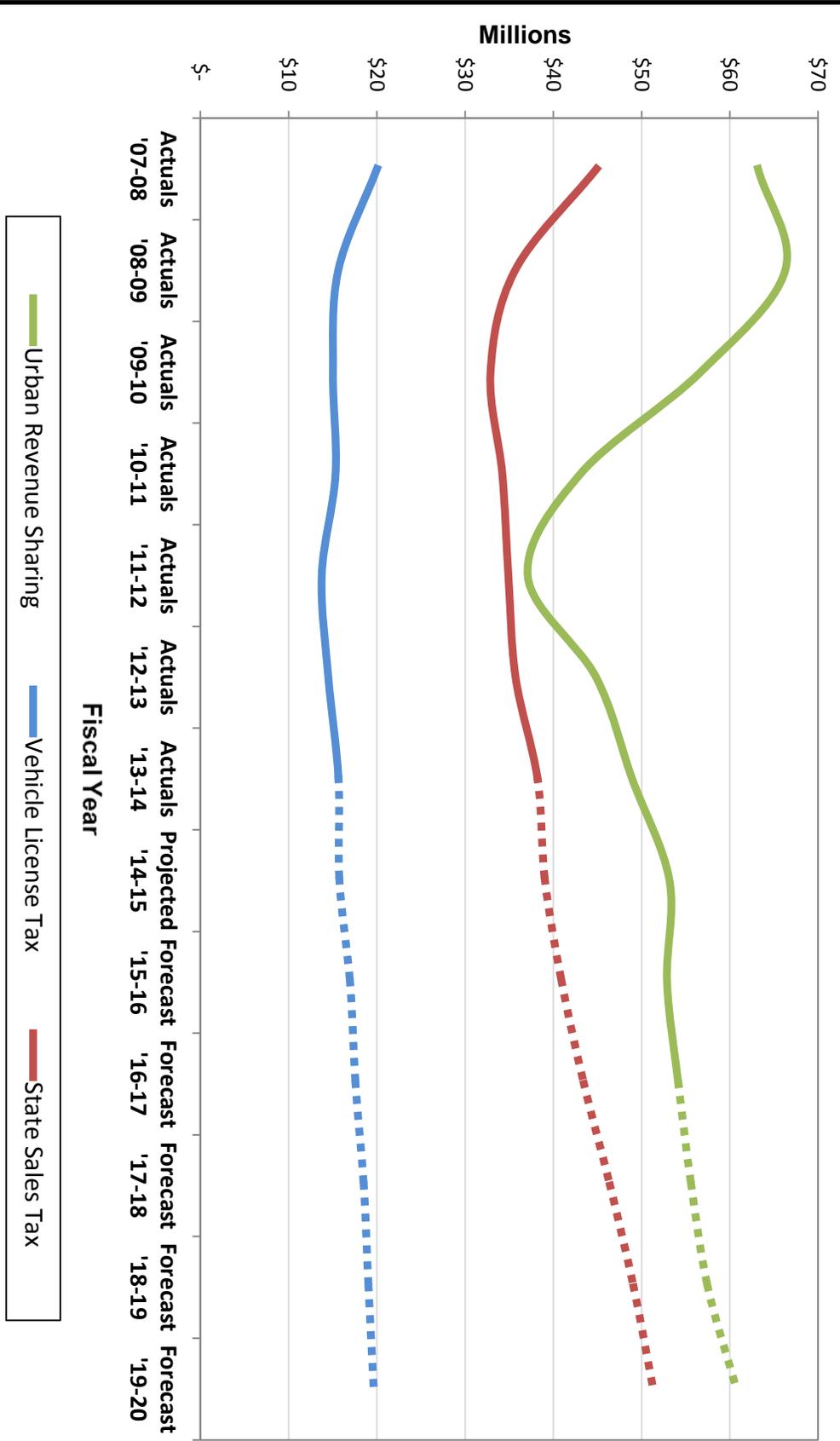
Note: Effective 07/01/2012, grants and restricted funding are no longer included in the general governmental summary.

General Governmental Resources



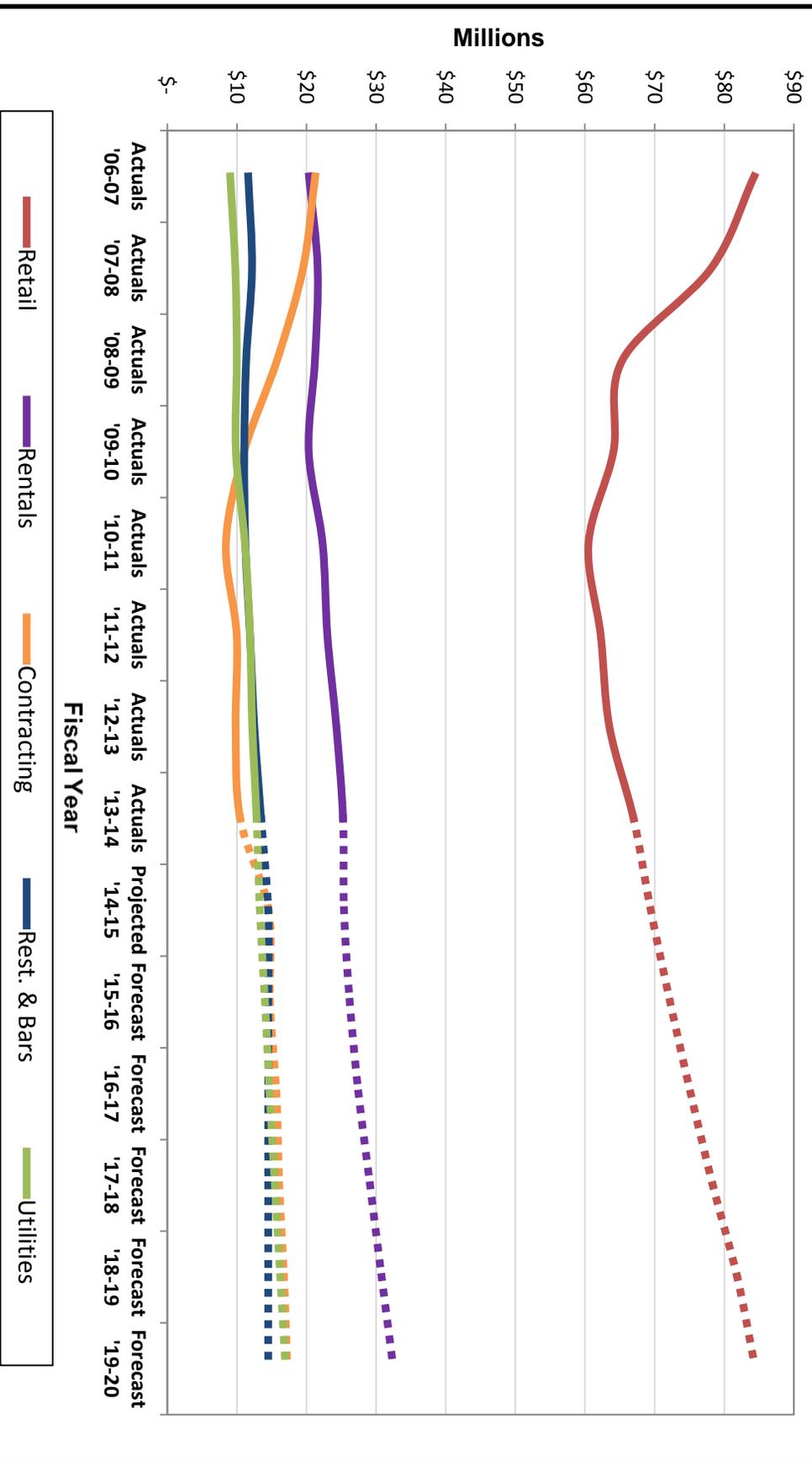
State Shared Revenues – General Fund

Data as of January 20, 2015



Local Sales Tax – All Funds

Data as of January 6, 2015



General Governmental Resources

	FY 13/14 Actuals	FY 14/15 Budgeted	FY 14/15 Projected	Change from FY 13/14	FY 15/16 Forecast	Change from FY 14/15 Projected
Local Sales Tax	\$116.0	\$124.3	\$118.9	2.5%	\$123.0	3.4%
State Shared Revenues						
State Sales Tax	\$38.2	\$39.4	\$39.1	2.2%	\$41.0	4.9%
Urban Revenue Sharing	\$48.9	\$53.2	\$53.2	8.6%	\$52.9	-0.5%
Vehicle License Tax	\$15.7	\$15.9	\$15.8	0.7%	\$17.0	7.6%
Enterprise Transfer	\$90.0	\$95.7	\$95.7	6.3%	\$98.7	3.1%
Other	\$43.9	\$41.1	\$43.2	-1.5%	\$42.9	-0.8%
Total	\$352.7	\$369.5	\$365.8	3.7%	\$375.4	2.6%

(as of Dec 2014)

Dollars in millions

FY 14/15 Projected: Includes an increase of \$2.3M in Mesa Arts Center revenue matched by an increase in expenses for the addition of more events. Without this adjustment, the revenues for FY 14/15 would be projected at \$363.5. A decrease of \$6.0M from the adopted budget.

General Governmental Budget Issues/Impacts

- Public safety pension rates are increasing significantly more than anticipated. 25% – 27% increase over current rates
- The civilian pension rate is not increasing in the upcoming year
- Central Mesa Light Rail will be operational in Fall 2015. \$5M annual expense, \$3.6M annual cost net of anticipated new revenues
- New operations and maintenance costs related to opening of new Parks: \$1.1M in FY 15/16

General Governmental Budget Issues/Impacts

- Implementation of sales tax collection legislation will have financial impacts in FY 15/16. Estimated at \$760,000 on-going and \$334,000 one-time
- Proposed legislation threatens to eliminate sales tax over four years on residential rentals. \$10M impact to Mesa at full implementation
- Proposed increases in funding for human services. \$100,000 per year for four years

General Governmental Budget Overview

- Revenue receipts are anticipated to end the year \$6M below budget
- Expenses are anticipated to end the year slightly below budget
- Ending reserve balance for FY 14/15 is projected to be within the City's financial policies
- Growth in revenues is not forecasted to keep pace with growth in expenditures
- The FY 15/16 on-going budget needs to be aligned to the anticipated on-going resources

Tentative Budget Calendar

Late March	Audit, Finance and Enterprise Committee
	Utility Rates and Fees & Charges
April 9	FY 15/16 Budget Summary
	Operations and Capital Improvement
April 16	Utility Rates and Fees & Charges
April 20 - 30	Topical Budget Presentations
May 4	Introduction of Utility Rate Ordinances
May 18	Tentative Budget Adoption
	Capital Improvement Program Adoption
	Utility Rates Adoption
June 1	Final Budget Adoption
June 15	Secondary Property Tax Levy Adoption

