



COUNCIL MINUTES

March 28, 2013

The City Council of the City of Mesa met in a Study Session in the lower level meeting room of the Council Chambers, 57 East 1st Street, on March 28, 2013 at 7:31 a.m.

COUNCIL PRESENT

Alex Finter
Christopher Glover
Dina Higgins
Dennis Kavanaugh
Dave Richins
Scott Somers

COUNCIL ABSENT

Scott Smith

OFFICERS PRESENT

Christopher Brady
Debbie Spinner
Dee Ann Mickelsen

(Vice Mayor Finter excused Mayor Smith from the entire meeting. He also excused Councilmember Richins from the beginning of the meeting; he arrived at 7:33 a.m.)

1. Review items on the agenda for the April 1, 2013 Regular Council meeting.

All of the items on the agenda were reviewed among Council and staff and the following was noted:

Conflicts of interest: None.

Items removed from the consent agenda: None.

Items deleted from the agenda: None.

2-a. Hear a presentation, discuss and provide direction regarding hotel development at Riverview.

Economic Development Project Manager Scot Rigby displayed a PowerPoint Presentation (**See Attachment 1**) highlighting the proposed hotel development at Riverview Park. He introduced Paul Welker, CEO of Sunridge Properties and Brian Welker, President of Sunridge Properties who were prepared to address the Council.

Mr. Rigby displayed a series of conceptual drawings illustrating the planned commercial development at Riverview Park. He pointed out specific areas of the development including the paseo that will connect the stadium to the lake at Riverview Park. He said that the documents illustrating how the commercial development could possibly unfold will be shared with potential developers. He added that no final plans have been made at this time. (See Pages 1 through 4 of Attachment 1)

Mr. Rigby stated that the Chicago Cubs have taken the lead with regards to the development at "Wrigleyville West." He noted, however, that the City of Mesa and the Chicago Cubs have participated in discussions and are considering the possibility of working together in order to help move the commercial development forward. He said that the goal will be to create a year round destination at Riverview Park.

Mr. Rigby advised that an informal agreement has been reached and it is anticipated that a formal agreement will be brought back to the Council at a future date. He briefly outlined the basic objectives of the informal agreement as follows:

- Mesa: will focus on hospitality (hotels) for the north side of the paseo
- Chicago Cubs: will focus on unique Chicago-style restaurants and retail shops for the south side of the paseo

Mr. Rigby indicated that the Council will be asked to approve a Memorandum of Understanding (MOU) with Sunridge Properties Inc. for the development of a Marriott SpringHill Suites hotel at Riverview. He said that the developer, Sunridge Properties, has built over 30 hotels across the Southwest and has received Marriott's Partnership Circle Award for the fourth consecutive year. (See Page 6 of Attachment 1)

Mr. Rigby reviewed some of the terms of the MOU that have been agreed upon by Sunridge Properties as follows:

- Sunridge will build a Marriott SpringHill Suites brand hotel
- The hotel will be a minimum of four stories in height with 100 rooms
- Construction of the hotel will begin in January, 2014
- The hotel will open March 1, 2015
- Marriott will have the opportunity to construct a second hotel, equal to the quality of the first hotel

Mr. Rigby outlined some of the business drivers for the hotel as follows:

- Six-week Spring Training season
- Central location within the Valley
- Close proximity to Sky Harbor International Airport and the Boeing Company
- Close proximity to loop 101 and loop 202

Mr. Rigby explained that staff believes the size of the hotel will be adequate considering the nation is just coming out of a recession. He said that the hotel will serve as a "starter opportunity" and if it is successful, Marriott will have the opportunity to build a second hotel.

Councilwoman Higgins commented that she frequently uses SpringHill Suites, however, in her opinion, the SpringHill Suites brand is not the full-service, high-end hotel that a business traveler would be inclined to use.

In response to the comments made by Councilwoman Higgins, Paul Welker explained that SpringHill Suites are part of Marriott's portfolio of hotels that caters to the upper mid-scale, corporate customer. He said that while SpringHill Suites do not have fancy restaurants or

convention space on site, they do generate higher revenue than other hotels in the area. He added that it would not be financially feasible to have a restaurant or bar at this hotel.

Mr. Welker remarked that if the Council is looking to have a high-scale hotel in the area they will be waiting a long time. He stated that SpringHill Suites offers a nice product that is well received by the traveling consumer. He reported that Sunridge recently opened a Residence Inn next to Banner Gateway Hospital that offers extended stays.

Councilmember Somers commented that the area surrounding the stadium is anticipated to be a Chicago-style "Wrigleyville West." He said that he would be interested in hearing what the exterior design plans are for the hotel.

Responding to a question from Councilwoman Higgins, City Manager Christopher Brady explained that the price of the land on which the hotel will be built, was based on the appraisal that was conducted at the time the property was sold to the Chicago Cubs. He noted that the purchase price is an added benefit for the developer since the stadium was not present at the time of the land appraisal.

In response to comments made by Councilmember Somers, Mr. Welker indicated that the exterior design of the hotel will match that of the local surroundings. He said that the Residence Inn at Banner Gateway was designed to fit into a medical environment and, therefore, has a more high-tech, contemporary look. He added that the intention is for the hotel's design to match that of a stadium atmosphere.

Mr. Brady commented that the hotel may have balconies that overlook the paseo. He said that since this will be the first hotel in the area it will set the tone for future development. He added that it is anticipated that the hotel will integrate well with the activities along the paseo.

Mr. Welker described the architectural components of the hotel that will tie in well with a stadium environment. He added that the front of the hotel will face the stadium and a parking area will be in the back of the building.

Councilmember Somers remarked that outside of the stadium, the hotel will be the first commercial development at "Wrigleyville West." He added that it is important that the hotel be a "good fit" since it will set the tone for future development in the area.

Mr. Brady explained that the hotel developer will have the opportunity to create a unique setting on the paseo. He said the City will work with the developer regarding the aesthetics of the hotel.

In response to a question from Vice Mayor Finter, Mr. Welker said that without the presence of the stadium, Sunridge Properties would have no interest in building a hotel in the area. He said that based on the current demographics of the area, building 100 units will be pushing it. He explained that the Stadium itself will only provide business for two months out of the year, therefore, the hotel will need to draw business from other areas such as, Boeing, Falcon Field, and the Cities of Tempe and Scottsdale. Mr. Welker remarked that if the market could support 200 rooms, Sunridge would be happy to build 200 rooms. He noted, however, that based on the current demographics, 200 rooms would not be a feasible venture.

Vice Mayor Finter commented that the Riverview area is centrally located and minutes away from Sky Harbor Airport.

Mr. Rigby continued with the presentation and said the MOU has been structured to allow Sunridge Properties the opportunity to build a second hotel. He reported that the MOU states that if Sunridge Properties wishes to construct a second hotel it must be at least the same level and quality as the first hotel.

Mr. Rigby added that if the market stabilizes and the demand grows, Marriott could potentially build a full service Courtyard Hotel. He said that this agreement is not just about hotels, it is about proving to the restaurants and other commercial development that this area can be successful.

Councilmember Kavanaugh commented that multiple entities have expressed an interest in building a hotel at this site. He questioned whether it would be in the best interest of the City to restrict the development of additional hotels in the area for six months after the opening of the first hotel.

Mr. Rigby explained that once a new hotel opens it needs at least six to eighteen months to stabilize. He said that having multiple hotels open up at the same time could create a "cannibalization" effect with multiple hotels competing for business. He stated that the goal is to allow SpringHill Suites the opportunity to stabilize itself. He noted, however, that the restriction does not apply to Sunridge Properties in the event they decide to build an additional hotel of equal or higher quality.

Councilmember Kavanaugh remarked that the City has never precluded competition in other development agreements.

Mr. Brady advised that the developer has requested the six-month restriction in order to allow them time to stabilize. He said that the City has participated in discussions with all of the major brands including Starwood, Hilton and Hyatt. He noted, however, that not one of those brands have been able to identify a developer that is willing to take the risk to develop on this site at this time. He added that if another brand were to come forward they would not be restricted for a significant amount of time.

Councilmember Kavanaugh indicated his support for the proposal, however, he had concerns with regards to covering public property with an anti-competition agreement for any period of time.

Mr. Brady clarified that the agreement precludes the City from allowing another hotel to open within the first six months of the first hotel. He said that if the City is approached by another hotel, Marriott will have the option to match the offer as outlined in the MOU.

Mr. Welker explained that the restriction is a matter of economics and is based on what the area can support. He said that if Starwood or another hotel brand were already established in the area, Sunridge would probably not have any interest in building at this location.

Councilwoman Higgins requested that the Council be provided the market study information that was used to determine the number of units to build as well as a size comparison of other hotels in the area.

In response to comments made by Councilwoman Higgins, Mr. Welker pointed out that the hotel that was recently completed near the Banner Gateway Hospital has 100 units. In addition, he said that the hotels referenced in the presentation have 100 to 120 units. He explained that developers consider the demographics of the area as well as the Market Matrix Study generated by Smith Travel Research in order to determine the number of rooms that a hotel should have.

Mr. Brady advised that the market study conducted by Smith Travel Research can be obtained and will be provided to the Council.

Responding to additional questions from Councilwoman Higgins, Mr. Welker explained that the Market Study considers the demographics of the area as it exists today. He said that the Cubs Stadium is going to generate some business during the Spring Training season, the question is what will happen during the other 10 months of the year.

Mr. Welker stated that the Courtyard Marriott brand hotels have a bistro, however, this particular hotel will not have a restaurant or bar. He briefly touched upon some of the amenities of the SpringHill Suites brand as follows:

- 25% larger hotel room
- Extensive breakfast
- Market for sundries
- All one-room suites with kitchenettes
- Caters to the leisure market, good for sports teams
- Prices that are commensurate with a Courtyard
- Rated as the top brand by JD Powers and Associates

Councilwoman Higgins commented that sometimes it is nice to have certain amenities so that you do not have to leave the hotel.

Mr. Rigby advised that pending Council's approval, a complete agreement will be brought back to the Council sometime in May. He stated that both the City and the Cubs are in agreement with the Option Amendment that will remove some of the commercial development responsibility away from the Chicago Cubs and allow the City to focus on the hospitality development. He added that this agreement will give both parties the opportunity to aggressively move the commercial development at Riverview Park forward.

Mr. Ribgy reported that a few weeks ago the Chicago Cubs brought some of their media outlets, corporate sponsors and potential partners from Chicago to tour the Spring Training facility site. He said that the site is gaining attention and potential businesses are beginning to see the opportunities for investment at Riverview.

Vice Mayor Finter thanked staff for the presentation.

2-b. Hear a presentation and discuss a branding update on Visit Mesa.

Marc Garcia, President and CEO of Visit Mesa, introduced Jeff Miraglia, a Brand Audit Consultant with Mindset Inc. who was prepared to address the Council.

Mr. Garcia displayed a PowerPoint presentation (**See Attachment #2**) and discussed the milestones that have been reached in the rebranding process thus far. He reported that the Brand Development Advisory Committee awarded the Brand Services contract to Mesa resident, Jeff Miraglia, a Brand Audit Consultant with Mindset Inc. (See Pages 2 through 5)

Mr. Miraglia addressed the Council and provided a brief overview of the brand audit that was conducted. He said that the audit revealed that Mesa is a regional Arizona experience with assets that extend beyond the borders of the City. (See Pages 9 and 10 of Attachment 2) He outlined some of the objectives that were considered as part of the regional rebranding process as follows:

- Mesa's agritourism, rich heritage, growing sophistication and worldly views
- Mesa's Midwestern values (development of Wrigleyville West), authentic place to live and visit
- Mesa is a community that is passionate about sports, dining, leisure and family time
- Mesa's creative and cultural scene anchored by the Mesa Arts Center and universities
- Mesa is a gateway to recreational areas (lakes, Tonto National Forest, Superstition Mountains)

Mr. Miraglia described Mesa as a vibrant, growing, hip community that has the opportunity to become the catalyst for economic development. He said that Mesa should have a more truthful brand that will appeal to today's travelers, vacationers, tour operators, clients, agents, sports tournaments, and businesses.

Mr. Miraglia played a short advertisement video that promoted Mesa and the new Mesa "City Limitless" brand. He said that the Mesa "City Limitless" advertisement identifies experiences that people would not normally find in other destinations.

Mr. Miraglia referred to a series of conceptual designs for the Mesa "City Limitless" logo. He said that "City Limitless" is a believable proposition that appeals to individual emotions. (See Pages 18 and 27 of Attachment 2) He briefly reviewed the guiding principles that will be used to promote the "City Limitless" brand as follows:

- Boundless – geographic location, close proximity to National Parks and Agritourism
- Effortless – fun and easy
- Priceless – value experiences
- Fearless – energized, on the move
- Timeless – great history, eye on the future

Mr. Miraglia explained that in order to make the brand relevant to the City's audience it will need to connect with individuals who are looking for unique sporting, dining, and arts and cultural opportunities. He added that the brand will appeal to individual travelers and will focus on the "Me" in Mesa.

Mr. Miraglia stated that “City Limitless” elicits a positive emotion and speaks to all of Mesa’s points of differentiation. In addition, he said that the brand will cross all geographic areas and cultural boundaries in order to sell Mesa and the region. (See Page 42 of Attachment 2)

Mr. Miraglia concluded his presentation by saying that the Council will be able to see the results within the next 30 days when the brand will be tested in a number of key markets.

Mr. Garcia displayed a document entitled Brand Development and Implementation Budget – March 28, 2013 that outlines the costs of the rebranding process. He advised that the brand will debut this summer at the international trade show in Las Vegas. He also said that the destination video that was previously presented is only a teaser and the true destination video will be approximately three minutes long. He added that Visit Mesa will work with the City Manager’s Office to develop a creative solution that will support the costs of the brand development. (See Page 43 of Attachment 2)

Councilmember Somers expressed his support for the rebranding process and said that social media will need to play a part in turning the brand into a media campaign. He remarked that the focus should be on maximizing the positive experiences in Mesa.

Mr. Miraglia concurred with Councilmember Somers’ comments and said that social media will help to shape the brand. He stated that consumers will become the ambassadors that will move the brand forward. He added that Visit Mesa will be utilizing a number of social media channels, campaigns, and programs in order to attract today’s travelers.

In response to a question by Councilmember Richins, Mr. Miraglia explained that areas where the City is already succeeding, such as Spring Training, will only get better. He said that Spring Training is the flagship of what drives Mesa’s tourism year after year, but Mesa will need to be more competitive in today’s world when it comes to creating great experiences.

Mr. Garcia commented that staff will never fully deviate away from the idea that Mesa is a family friendly destination and Spring Training will always be a key component of Visit Mesa’s marketing. He said that there have been many changes in Mesa and its time to start elevating the brand commensurate with those changes in order to appeal to a younger demographic.

Councilmember Richins commended Mr. Miraglia for his efforts with regard to the brand development. He said that he liked the play on words of the Mesa “City Limitless” logo and all of the different elements that it implies.

Mr. Miraglia remarked that the Council has played a significant role in the brand development and he thanked them for their support.

Vice Mayor Finter thanked Mr. Miraglia and Mr. Garcia for the presentation.

3. Report of upcoming Job Order Contracts.

City Engineer Beth Huning displayed a table and provided a brief overview of the upcoming Job Order Contracts (JOC) projects. (**See Attachment 3**) She stated that 37 trees, along with irrigation will be installed at Monterey Park.

Ms. Huning further advised that a retention basin and associated improvements will be installed at Gilbert Road and Decatur Street to help reduce storm water flows in that area. She noted that this project will be funded in part by a grant from the Flood Control District.

Ms. Huning reported that new playground equipment will also be installed at Rotary Park. She said that the initial estimate for the project was over \$200,000. She noted, however, that the Parks Recreation and Community Facilities Department were able to negotiate the prices and obtain a grant to help fund this project. She added that the cost to complete the project will now be less than \$100,000.

Vice Mayor Finter thanked Ms. Huning for the presentation.

4. Acknowledge receipt of minutes of various boards and committees.

4-a. Transportation Advisory Board meeting held on February 19, 2013.

It was moved by Councilwoman Higgins, seconded by Councilmember Glover, that receipt of the above listed minutes be acknowledged.

Vice Mayor Finter declared the motion carried unanimously by those present.

5. Hear reports on meetings and/or conferences attended.

| | |
|--------------------------|--|
| Councilmember Somers: | AZLabs Defense forum Gilbert Public School District meeting |
| Councilmember Kavanaugh: | Sirrine Adult Day Care Health Service event |

6. Scheduling of meetings and general information.

City Manager Christopher Brady stated that the meeting schedule is as follows:

Saturday, March 30, 2013, 11:00 a.m. – Wingstock

Monday, April 1, 2013, 5:00 p.m. – Study Session

Monday, April 1, 2013, 5:45 p.m. – Regular Council meeting

Councilwoman Higgins commented that the American Junior Golf Association Winn Grips Heather Farr Classic will take place at Longbow Golf Club this weekend.

Vice Mayor Finter advised that a flyer identifying the dates and locations of the various General Plan Update workshops that will be held has been provided to the Council. **(See Attachment 4)**

7. Items from citizens present.

There were no items from citizens present.

8. Convene an Executive Session.

It was moved by Councilmember Glover, seconded by Councilmember Kavanaugh, that the Council adjourn the Study Session at 9:06 a.m. and enter into Executive Session.

Carried unanimously.

8-a. Discussion or consultation for legal advice with the City Attorney. (A.R.S. §38-431.03A (3)) Discussion or consultation with the City Attorney in order to consider the City's position and instruct the City Attorney regarding the City's position regarding contracts that are the subject of negotiations, in pending or contemplated litigation or in settlement discussions conducted in order to avoid or resolve litigation. (A.R.S. §38-431.03A(4))

1. Pagano v. City of Mesa, CV2011-018604

9. Adjournment.

Without objection, the Executive Session adjourned at 10:19 a.m.

ALEX FINTER, VICE MAYOR

ATTEST:

DEE ANN MICKELSEN, INTERIM CITY CLERK

I hereby certify that the foregoing minutes are a true and correct copy of the minutes of the Study Session of the City Council of Mesa, Arizona, held on the 28th day of March, 2013. I further certify that the meeting was duly called and held and that a quorum was present.

DEE ANN MICKELSEN, INTERIM CITY CLERK

bdw
(attachments 4)

Riverview Development



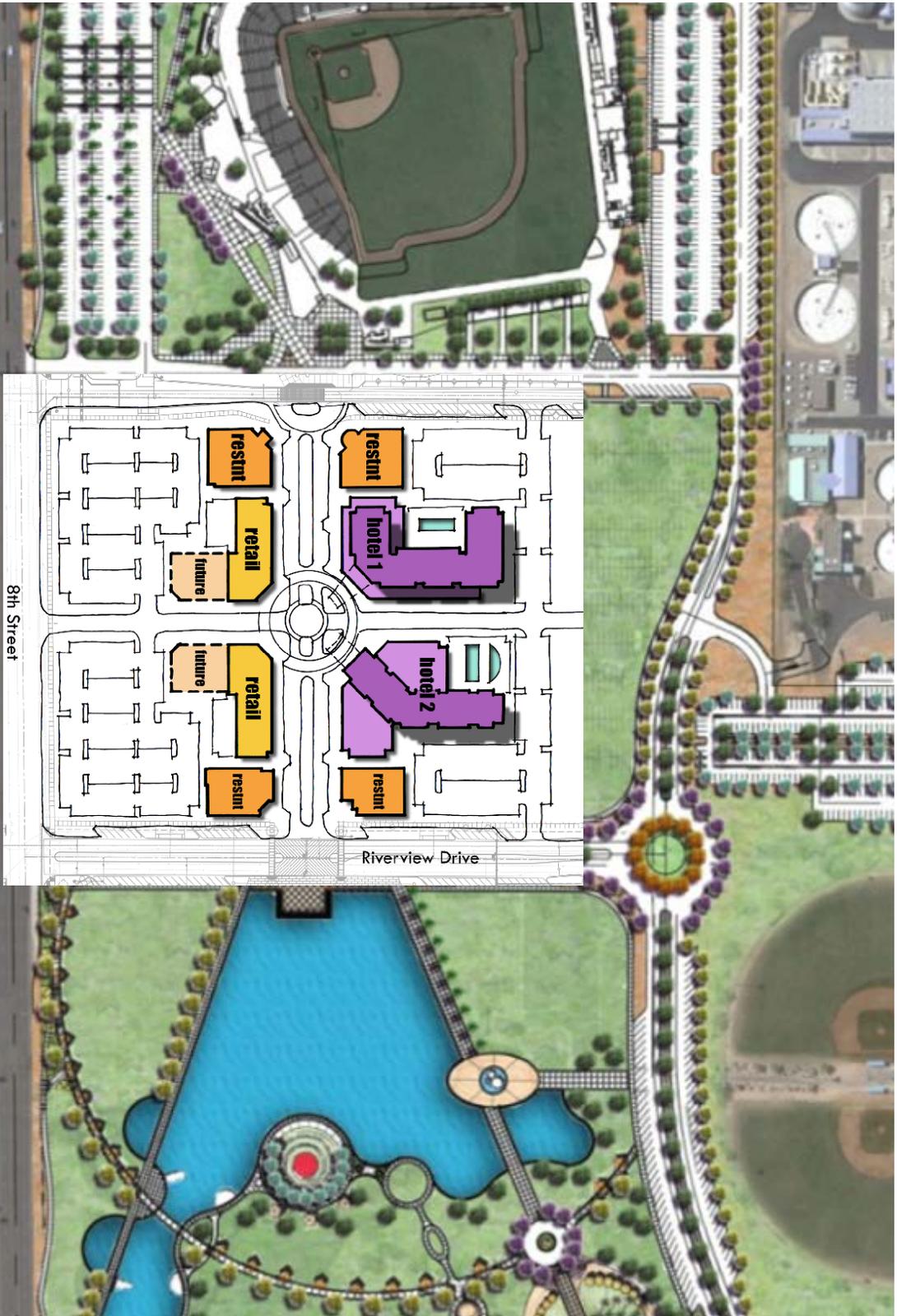
Wrigleyville Commercial Development Area



Wrigleyville Commercial Development Area



Conceptual Site Development Layout



Retail, Restaurants & Hospitality

Cubs: Focus on Retail & Restaurants-particular interest in establishments that have Chicago or Mid West ties

Mesa: Focus on Hospitality

The City has spoken with several hospitality groups regarding their interest in the development

- City and Cubs discussing efforts to enable the city to move forward with hospitality efforts

Hospitality Interest: Marriott Memorandum Of Understanding (MOU)

- Mesa based Sunridge Properties Inc. to build Marriott SpringHill Suites
- Have built over 30 hotels across the Southwest
- Own and Operate their hotels
- Awarded Marriott's Partnership Circle Award last 4 years
 - Marriott's most prestigious award given to top 8 owners and operators in North America

Memorandum Of Understanding (MOU)

- Commitment to build Marriott SpringHill Suites
- Minimum of 4 stories, 100 rooms
- Construction Start Jan 2014
- Opening March 1, 2015
- Opportunity to construct 2nd hotel (must be at least same level or quality)

Memorandum Of Understanding (MOU)

- Sunridge will purchase 2 acre site for \$250,000
- Reverts to City if construction has not started within 12 months of purchase
- Sunridge will pay all applicable construction fees and taxes
- City will provide a customized review schedule
- Opportunity to construct 2nd hotel (must be at least same level or quality)

Memorandum Of Understanding (MOU)

- Sunridge will purchase 2 acre site for \$250,000
- Reverts to City if construction has not started within 12 months of purchase
- Sunridge will pay all applicable construction fees and taxes
- City will provide a customized review schedule

Memorandum Of Understanding (MOU)

- City agrees to restrict additional hotel(s) for 6 months from 1st hotel opening
 - Does not apply if Sunridge decides to build additional hotel of equal or higher quality
 - Enables hotel(s) an initial stabilization period
- MOU and final agreement are contingent on COM/Cubs Option Agreement Amendment

Next Steps

- Complete full agreement with plan to return to Council in May
- Complete COM/Cubs Option Amendment





Alexandria Old Town/Southwest, VA









VISIT

BRAND UPDATE



BRAND PROCESS / MILESTONES:

- September - November: Stakeholder Brand Audit
- December: Formed Marketing Advisory Committee
- December: Issued Brand RFP
- January 18: RFP responses received
- January 24: Advisory Committee narrowed list to two finalists
- February 8: Finalist gave presentations
- March 8: Mindest Inc. awarded contract

BRAND DEVELOPMENT ADVISORY COMMITTEE

John Bercsh (Chairman) Vice Chairperson— Visit Mesa Board of Directors
General Manager— Hyatt Place Phoenix/Mesa

Melissa Buxton— Senior Manager, Marketing- SanTan Village

Sally Harrison— Acting President/CEO, Mesa Chamber of Commerce

Karen Hunt— Director of Sales & Marketing, Phoenix Marriott Mesa

Mike Hutchinson— Project Manager, East Valley Partnership

Larry Johnson— President & CEO, Apache Junction Chamber of Commerce

Sarah Moran— Director of Public Relations, Mesa Arts Center

Thomas Neel— Director of Sales & Marketing, Hilton Phoenix East/Mesa

Jaye O'Donnell— Deputy Director, Economic Development, City of Mesa

Don Rea Jr.— Owner/Operator, Augusta Ranch Golf Club

Scot Rigby— Mesa-Gateway Senior Project Manager, City of Mesa

Carrie Schnepf— Owner, Schnepf Farms

David Short— Executive Director, Downtown Mesa Association

Brian Sexton— Public Information Officer, Phoenix-Mesa Gateway Airport

Melissa Wyatt— Board of Directors, Visit Mesa, General Manager, Country Inn & Suites

A collaborative Mindset / Visit Mesa
will become the **new mindset** – focused,
tenacious and passionate – that will **ignite**
traveler's intent to Visit Mesa.

VISIT MESA BRAND DEVELOPMENT UPDATE

WHAT THE BRAND AUDIT REVEALED.

MESA IS A REGIONAL ARIZONA EXPERIENCE BRAND



MESA IS A REGIONAL EXPERIENCE BRAND:

- Agritourism - rich heritage- growing sophistication and worldly view
- Midwestern values, grounded and authentic place to live and visit
- Mesa is a community that is passionate about sports, leisure and family time spent together
- A burgeoning creative and cultural scene: anchored by the Mesa Arts Center and universities
- Mesa is gateway to recreational areas: Lakes, Tonto National Forest and Superstition Mountains

MESA NEEDS
A REINVIGORATED PROMISE
ALIGNED WITH IT'S
REINVIGORATED SELF.

“NEW ENERGY”
“NEXT GREAT EVOLUTION”
“NEW AMERICAN CITY”

“Mesa is showing the way.”



— Mayor Scott Smith

TURNING PASSIONS INTO SOLUTIONS.

NEW ENERGY = Vibrant

GREAT EVOLUTION = Growing

NEW AMERICAN CITY = Hip

SHOWING THE WAY = Leading

**THESE ARE BRAND ATTRIBUTES.
BUT NOT THE BRAND ITSELF.**

MESA NEEDS A MORE TRUTHFUL BRAND THAT RESONATES WITH TODAY'S:



VACATIONERS



TOURS / OPERATORS



TRADE / CLIENTS / AGENTS



DISTINCT GROUP MEETINGS



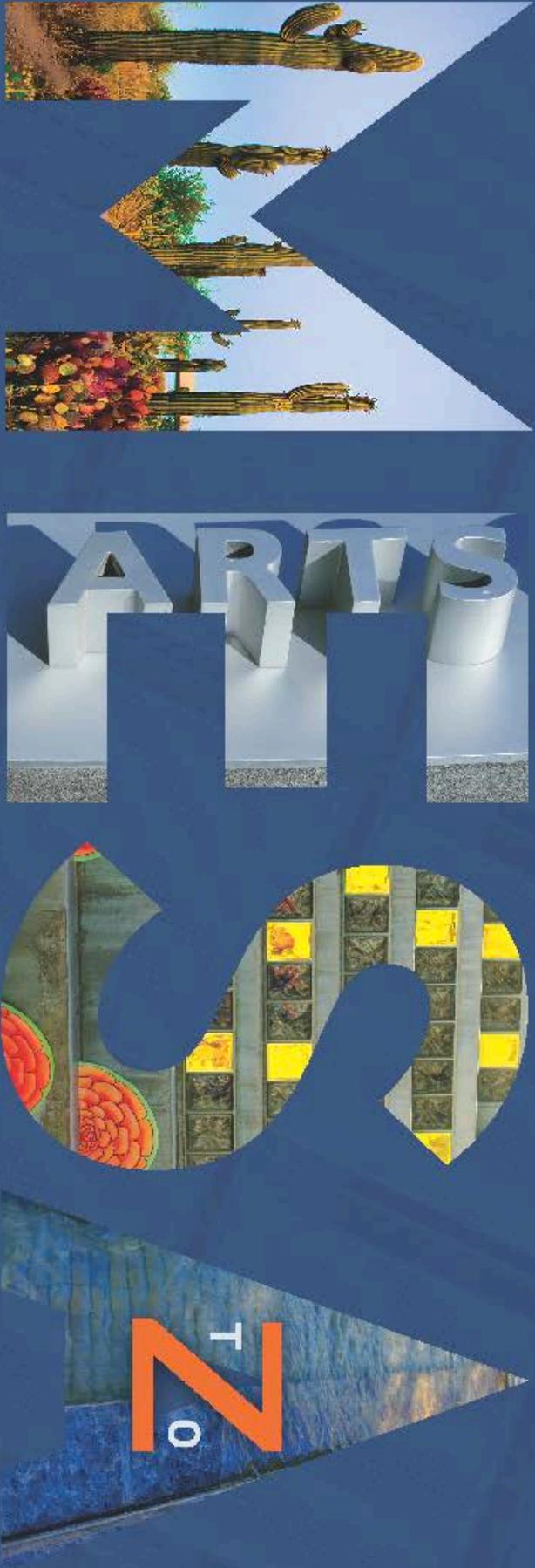
SPORTS



ECONOMIC DEVELOPMENT



Gu:



CITY LIMITLESS

— BOUNDLESS —



CITY LIMITLESS

— ROOTED —

VISIT MEMPHIS CITY LIMITLESS



The logo for 'Blessed' features the word 'Blessed' in a stylized, rounded font. The letters 'B', 'L', 'E', and 'S' are orange, while 'S' and 'E' are yellow. The word 'VISIT' is written in a smaller, yellow, sans-serif font, positioned vertically to the left of the 'B'. Below the word 'Blessed' is the phrase 'CITY LIMITLESS' in a bold, black, sans-serif font.

VISIT
Blessed
CITY LIMITLESS







mesa
CITY LIMITLESS

VISIT MESA
CITY LIMITLESS... IS BELIEVABLE.

‘Limitless’ opportunities

‘Limitless’ experiences “regionally”

BOUNDLESS— Geographic surprise

EFFORTLESS— Fun and easy

PRICELESS— Value experiences

FEARLESS— Energized, on the move

TIMELLESS— Great history, eye on future

CREATIVE EXPRESSION

FINDING THE EMOTIONAL CONNECTION

HOW DO WE MAKE OUR BRAND RELEVANT TO OUR AUDIENCE(S)?

We make it about “ME” the traveler?

BRAND= CITY LIMITLESS

CAMPAIGN= PERSONAL INTERESTS



It's all about

MESA

CITY LIMITLESS



*I'm all about family.
About smiling, healthy and
lovely. I'm about parents
becoming heroes and
kids becoming fans.*

***I'm all about Mesa.
Because Mesa is all
about me.***

It's all about
MESA
CITY LIMITLESS

Limitless Family Value
Vacations are found at
visitmesa.com



I'm all about new. About new art, new shops, new music and new places to eat. Who knew there's so much new to see, do and love.

I'm all about Mesa. Because Mesa is all about me.

It's all about
MESA
CITY LIMITS

Plan your next
"Innitless Weekend" at
visitmesa.com

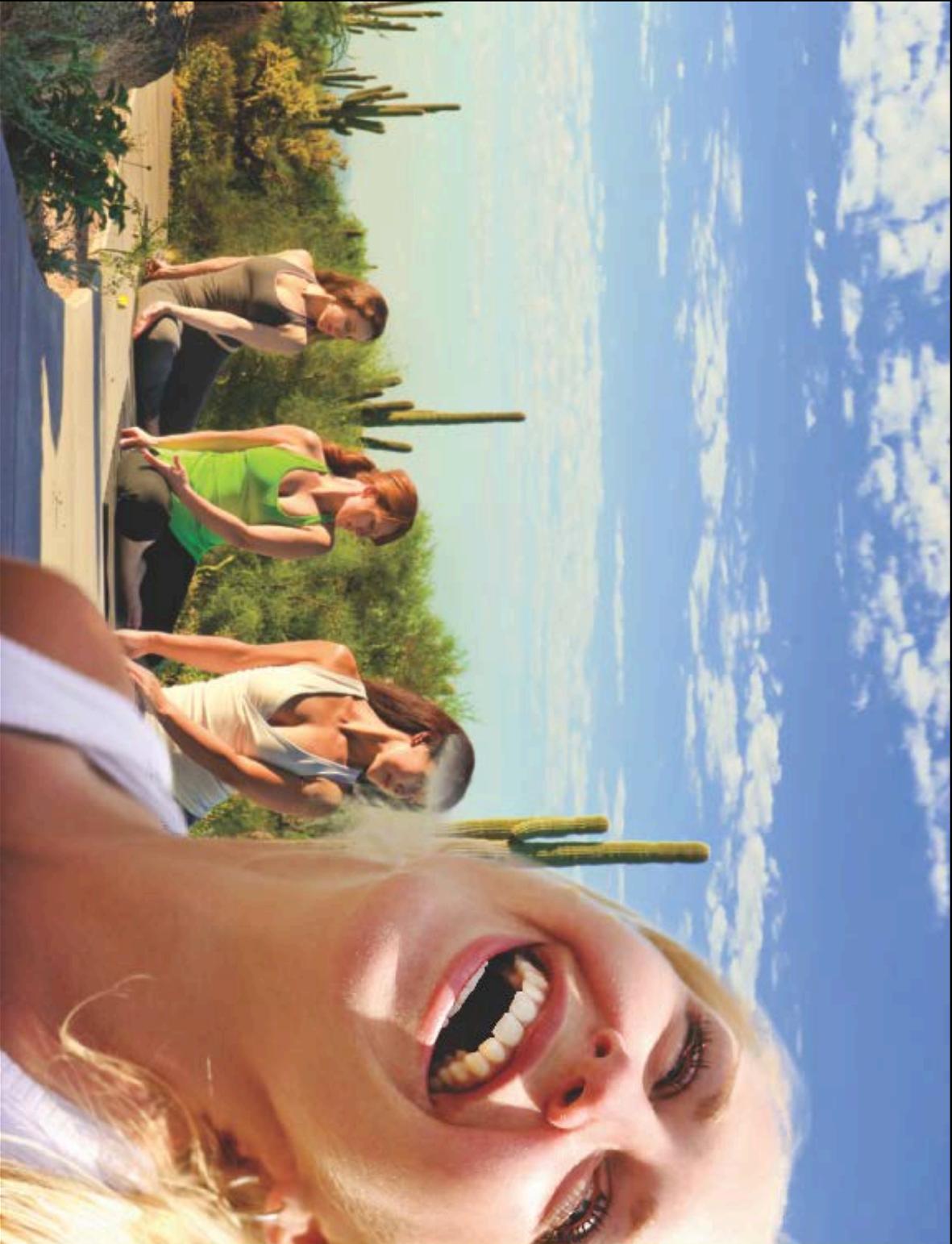


*It's all about the great
lower climate. And big city
surprises. Finding little
treasures to taste from the
garden and right from the
tree. It's all about having
like a local and enjoying
my : Individual!*

**I'm all about Mesa.
Because Mesa is all
about me.**

it's all about
MESA
CITY LIMITLESS

Plan your next
Fresh City Vacation at
visitmesa.com

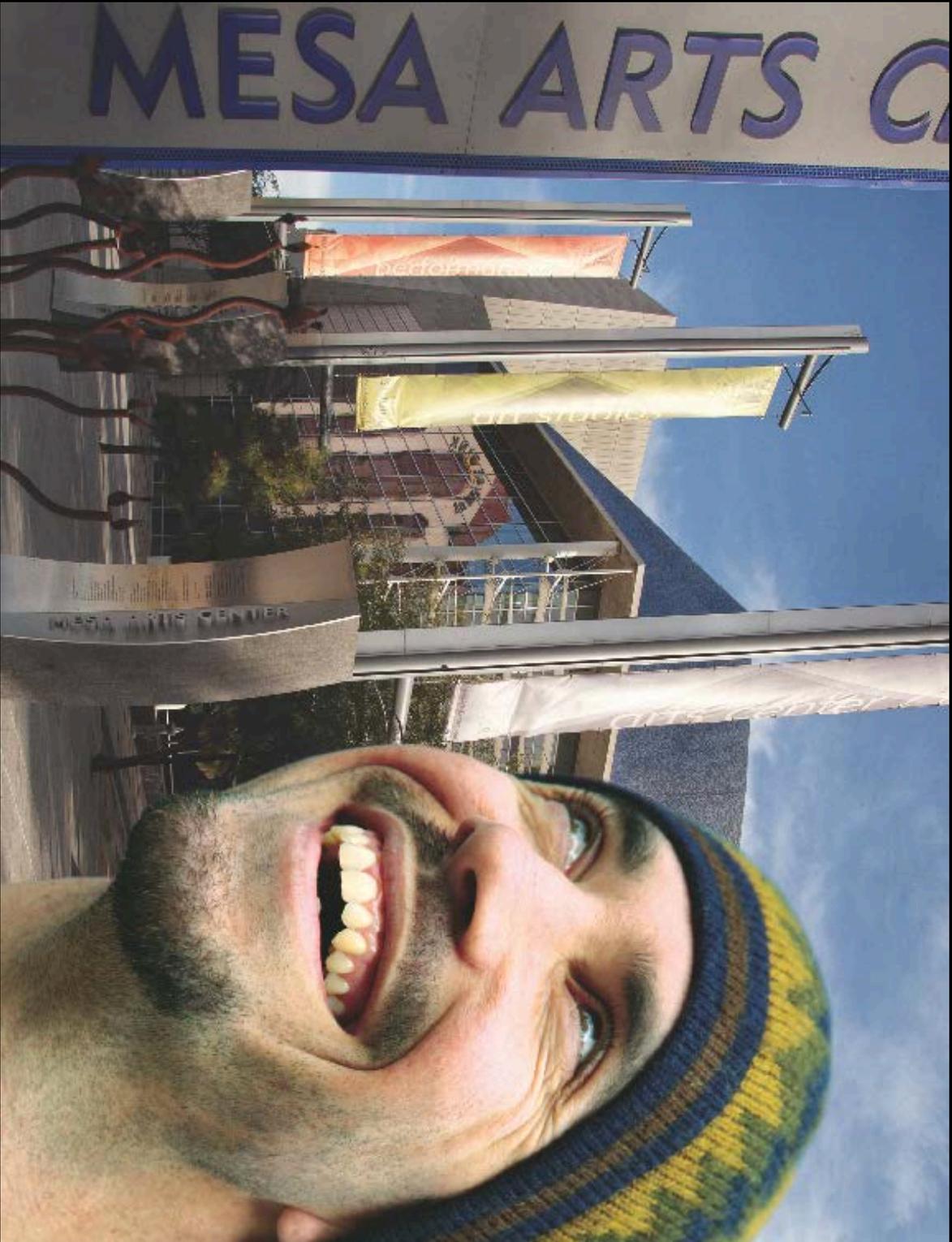


*To do about the potential
ways I apply to my life
Myon became deeper
connections with my
family, family and
myself. To do about a life
experience in some of the
most beautiful areas
of earth.*

**I'm all about Mesa.
Because Mesa is all
about me.**

It's all about
MESA
CITY LIMITLESS

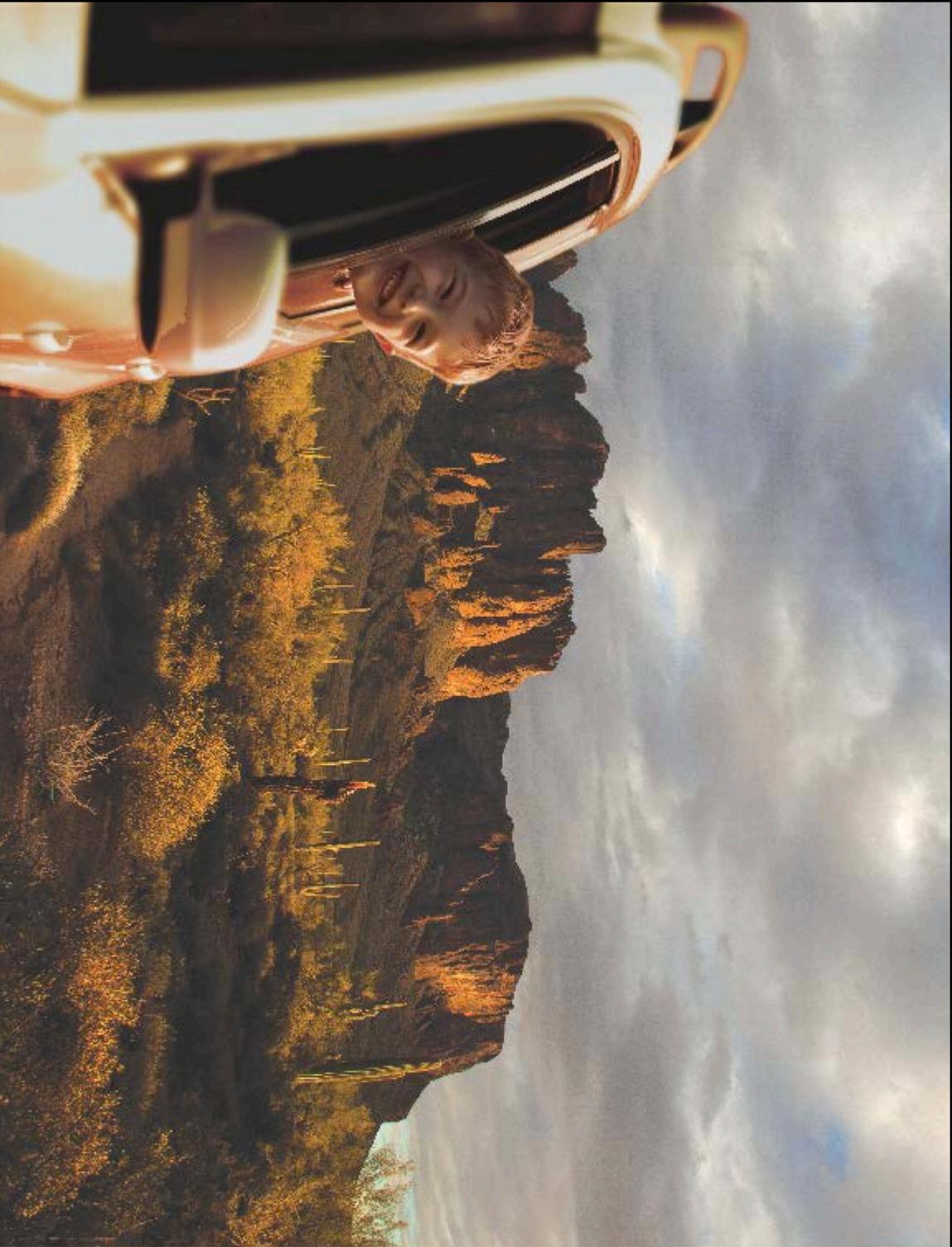
Plan your next Healthy
Life experiences at
visitmesa.com



I'm all about the arts.
About the inspiration and
impressions that leave
the strokes of genius in
every painting, I'm about
the art of food too.

I'm all about Mesa.
Because Mesa is all
about me.

It's all about
MESA
CITY LIMITS
Plan your next
Arts Center
Experience at
visitmesa.com

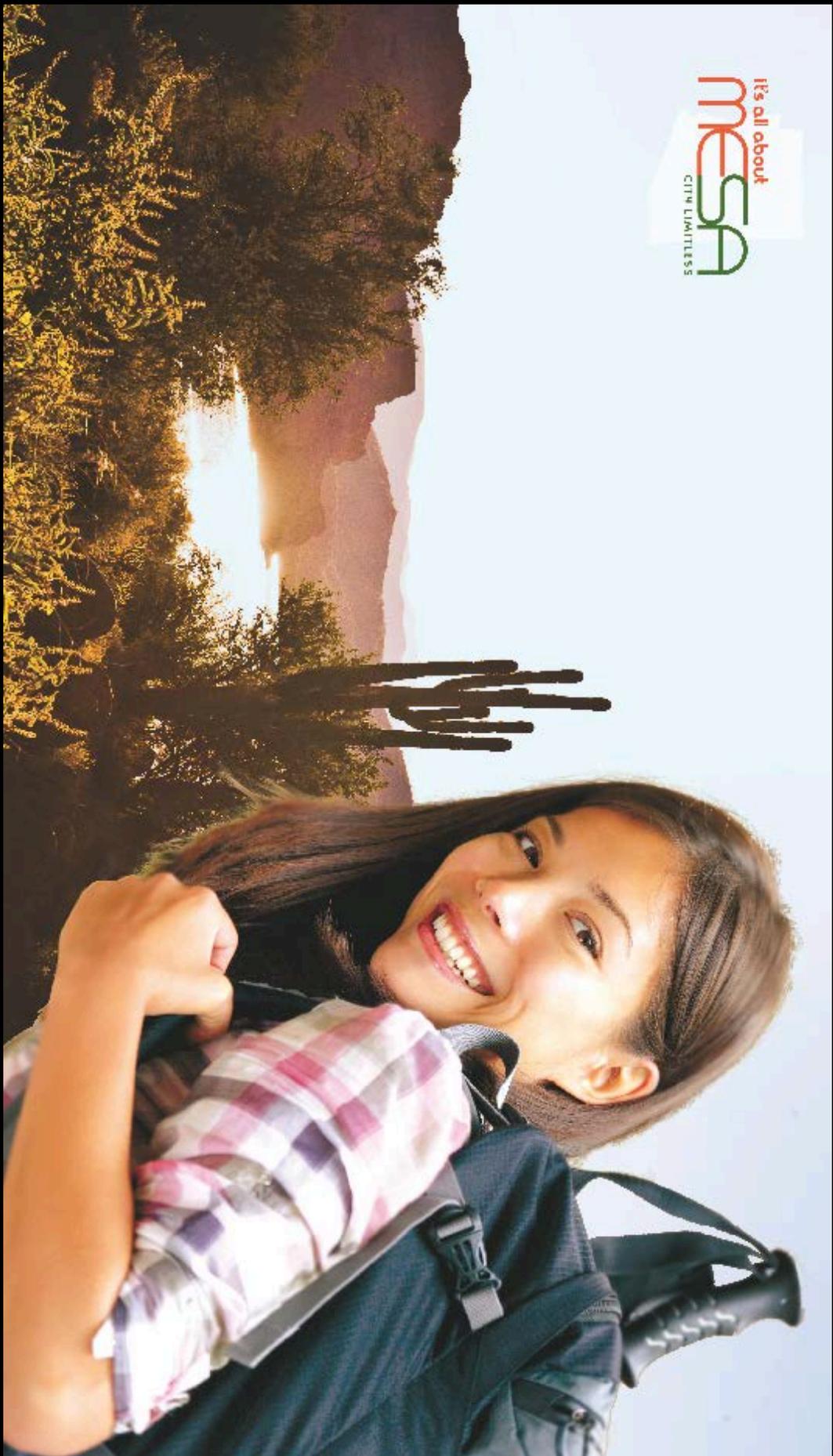


*I'm all about the journey.
About seeing the "how"
on their faces and
hearing the joy in their
laughter. I'm about family
road trips and every
milestone along the way.*

**I'm all about Mesa.
Because Mesa is all
about me.**

It's all about
MESA
CITY LIMITLESS

Limitless Family Value
Vacations are found at
visitmesa.com





When you want
your meeting to be all about...

meek
MESFA
CORPORATE

Custom meetings, events
and conferences
See how at meekmesfa.com

me me me me me me me me me me

Mesa. City Limitless / It's All About Me

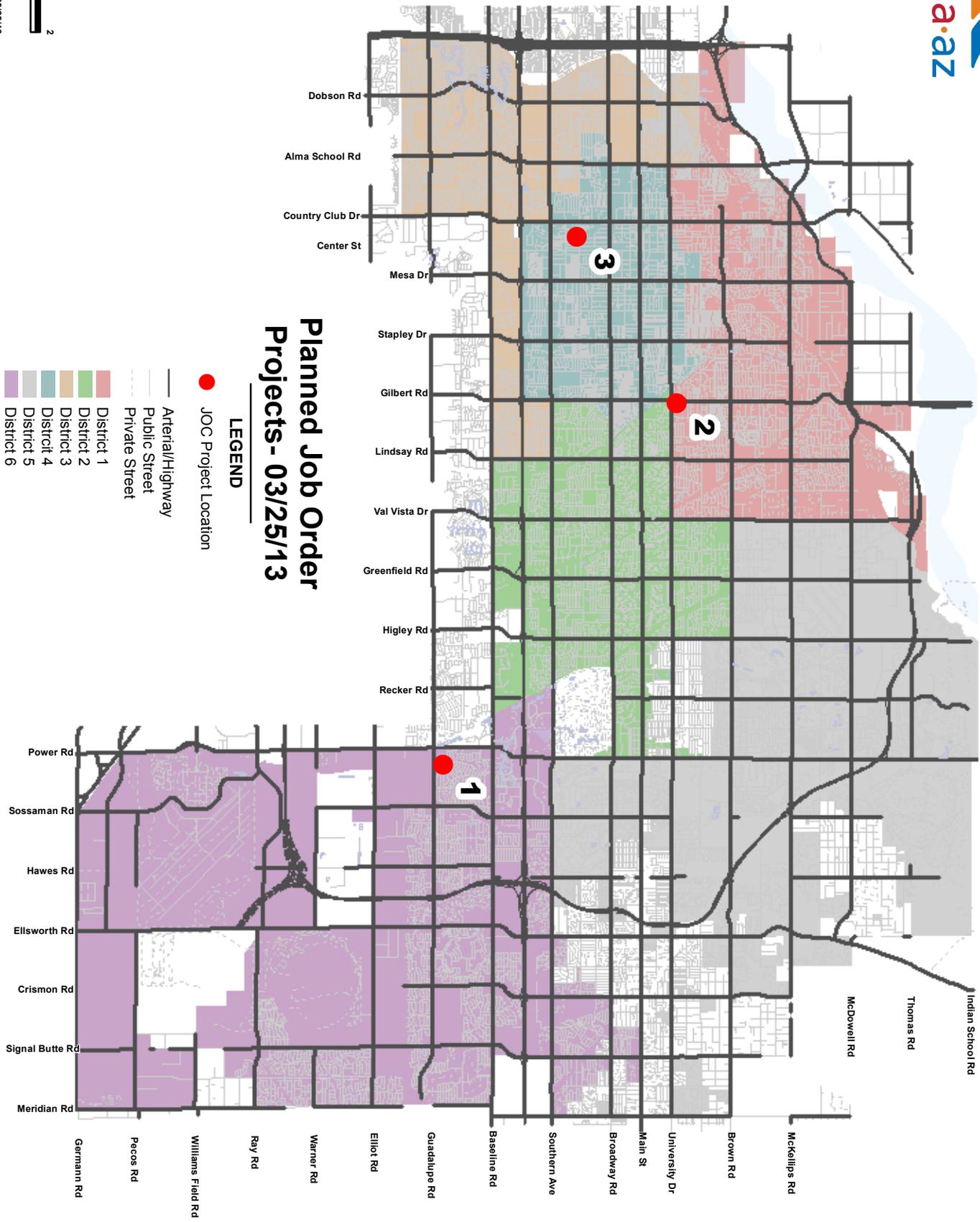
- clearly speaks to all of Mesa's points of differentiation
- elicits positive emotion
- matters... to 'ME' the visitor
- believable... proves that Mesa's 'limitless'
- multi-tiered... relevant to all market segments
- crosses geographic and cultural boundaries
- sells Mesa AND the Region

Brand Development and Implementation Budget-March 28, 2013

| | |
|---|----------------|
| Creative Services | |
| concepts, development, creative design, art direction, copy writing, Graphic design, presentations etc. | |
| Management | |
| Auditing, meetings, brand structure/process, research, daily engagement | |
| Print Production | |
| all advertising and collateral (except visitors guide which is Pub based | |
| Digital Production | |
| Marketing messaging, concepts, re-skin web site look and feel | |
| Total for creative services | 120,000 |
| Photography | |
| Brand imagery | 30,000 |
| Content imagery | 10,000 |
| Research | 20,000 |
| Destination Video | 130,000 |
| Program videos | 40,000 |
| Printing-Brand Book | 3,500 |
| Printing-Collateral-TBD upon audit | 50,000 |
| Trade booth | 30,000 |
| Brand Launch Presentations | 10,000 |
| Total for other | 323,500 |
| Totals | 443,500 |

Planned Job Order Projects

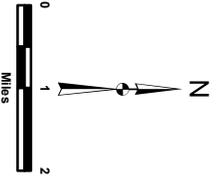
| No. | Project Name/Address | Project Description | Estimated Construction Cost | Estimated Start Date (Mnth/Yr) | Contractor | District |
|-----|---|--|-----------------------------|--------------------------------|--------------------------------|----------|
| 1 | Monterey Park Tree Installation & Septic Tank Removal | Install thirty-seven 36 inch box Shamel Ash trees with irrigation along Monterey Road within the future park and remove existing septic tank from property. | \$36,388.00 | April-2013 | Valley Rain | 6 |
| 2 | Gilbert Road & Decatur Street Drainage Improvements Project | Install a Retention Basin and associated improvements to reduce storm water flows that have historically generated flooding to both private property and to the road. Construction is funded in part by a \$250,000 grant from the Flood Control District Small Project Assistance Program. Resolution 9969 approved the Intergovernmental Agreement with the City and the Flood Control District on January 23, 2012. | \$440,160.00 | April-2013 | Talis Construction Corporation | 1 |
| 3 | Rotary Park Playground Equipment Installation | Supply and install new playground equipment at Rotary Park. A Grant awarded to the Mesa Parks, Recreation & Commercial Facilities Department from the Salt River Pima-Maricopa Indian Community will fund this project. | \$82,000.00 | April-2013 | Valley Rain | 4 |



Planned Job Order Projects - 03/25/13

LEGEND
 ● JOC Project Location

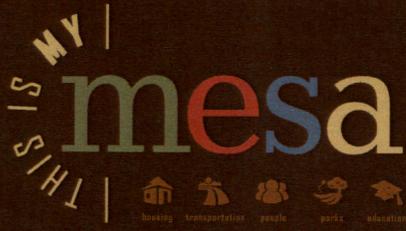
- Arterial/Highway
- Public Street
- Private Street
- District 1
- District 2
- District 3
- District 4
- District 5
- District 6



Map Creation Date: 03/28/13
 Map Created By: Engineering-GIS

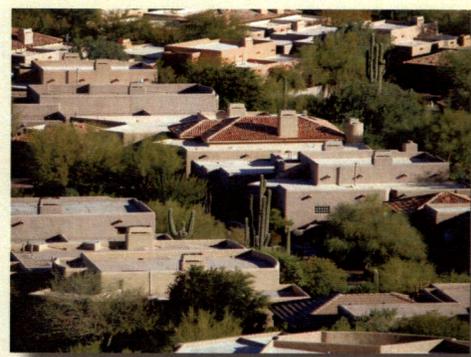
JOC Mesa Subcontractor Participation (Cumulative) 3/28/2013

| JOC Contractor | JOC Type | No. of Job Orders Awarded to date | Total Construction Costs to date | Mesa Subcontractor Dollars | Mesa Subcontractor Percentage |
|--------------------|--------------------|--------------------------------------|-------------------------------------|-------------------------------|----------------------------------|
| Centennial | General Contractor | 7 | \$802,957 | \$118,348 | 15% |
| Valley Rain | Landscaping | 2 | \$184,645 | \$13,947 | 8% |
| Talis Construction | Transportation | 1 | \$203,133 | \$48,000 | 24% |
| B&F Contracting | Utilities | 5 | \$481,623 | \$11,390 | 2% |



“Help Shape Mesa’s Future”

GENERAL PLAN UPDATE WORKSHOPS



March 26, 2013 (Tu)
RIVERVIEW VILLAGE
Whittier Elementary
733 North Longmore

March 28, 2013 (Th)
CITRUS VILLAGE
Living Word Bible Church
3520 East Brown Rd

April 2, 2013 (Tu)
CENTRAL CORRIDOR VILLAGE
City of Mesa Utilities Bldg.
640 North Mesa Dr



April 4, 2013 (Th)
FIESTA VILLAGE
Crescent Crown Distributing
1640 West Broadway

April 10, 2013 (We)
SUPERSTITION GATEWAY VILLAGE
Superstition Springs Elem.
7125 East Monterey

April 11, 2013 (Th)
DESERT UPLANDS VILLAGE
Falcon Hill Elementary
1645 North Sterling St



Workshops will begin at 6:30 p.m. followed by a presentation at 7:00 p.m. Planning, Transportation and Transit staff will be available to answer questions. Citizens attending will have the ability to view visual displays, talk with staff and provide written comments.

DESERT