



COUNCIL MINUTES

October 25, 2012

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 October 25, 2012 at 7:30 a.m.

COUNCIL PRESENT

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

COUNCIL ABSENT

None

OFFICERS PRESENT

Christopher Brady
Debbie Spinner
Linda Crocker

(*Councilwoman Higgins participated in the entire meeting via electronic equipment.)

1-a. Hear a presentation, discuss and provide direction on the Barry and Peggy Goldwater Library and Archives.

Mayor Smith announced that downtown Mesa will become the home of the Barry and Peggy Goldwater Library and Archives (BPGLA).

Director of Economic Development Bill Jabjiniak introduced Michael Goldwater and Peggy Goldwater Clay, who are the children of Barry and Peggy Goldwater. He also introduced Judy Eisenhower, who served as the Senator's Chief of Staff, and Doug Sydnor, the architect for the Library.

Ms. Eisenhower provided brief background information regarding the project and said that the Library will preserve the Goldwater papers, the papers of other Congressional leaders, and the history of Arizona. She noted that Senator Goldwater was an Arizona history buff who enjoyed sharing his slides from around the State with schoolchildren. She concluded her comments by saying that the Library will be a non-partisan, non-profit organization that will require the assistance of others to get started.

Mr. Sydnor reported that the southeast corner of Macdonald and 1st Avenue is the proposed site for the Library. He stated that the design of the building will be respectful of the newly adopted Form-Based Code and that the first phase of the project will be a three-story structure with 40,000 square feet of space. He added that in Phase Two, the square footage of the property will be increased by 20%. **(See Page 3 of Attachment 1)**

Mr. Sydnor displayed a series of architectural renderings that illustrate what the building is anticipated to look like when completed. He said that the building will be designed to reflect some of the character of Senator Goldwater's photography. He discussed the different types of materials that will be used to construct the Library and the active streetscape, which will include a café, main lobby, gift shop and gallery. (See Pages 4, 5 and 6 of Attachment 1)

Mr. Sydnor indicated that a Leader in Environmental Energy and Design (LEED) certification at either a silver or gold level would be sought in order to demonstrate "green building" practices. In addition, he said that many state-of-the-art technologies will be used throughout the building, including an Automated Archival Retrieval System (AARS). He explained that the AARS will pull information that has been preordered and have it ready for individuals to view when they arrive at the Library.

Responding to a question from Mayor Smith, Mr. Sydnor explained that the exterior finish of the building will consist of a warm colored, horizontal board-form concrete that is designed to last 100 plus years. He also said that the building will have a dignified and sophisticated type of finish suitable for an archival type of structure.

Mr. Sydnor briefly reviewed the floor plans for all three levels of the BPGLA and pointed out some of its features as follows: the parking area; the entrance to the building; the reading room; exhibition areas; the archival storage and Archival Retrieval System; meeting rooms; courtyard; Taiwanese Cultural Center; administrative suite; multi-use space; and lecture hall.

Mr. Goldwater stated that in order to achieve their vision, it will be necessary to raise approximately \$30 million. He said that in addition to fundraising, the committee will be requesting that current and former politicians commit their papers to the Library.

Ms. Clay advised that a Capital Campaign will be launched and individuals will be selected to help raise money that will be used to begin construction of the building. She added that contributions will continue to be received over the course of the four-year construction period.

In response to a question from Mayor Smith, Ms. Eisenhower explained that information related to the project can be found by visiting the project's Website at barrygoldwaterlibrary.org.

Mr. Jabjiniak provided an overview of the proposed timeline of the project and said that staff is currently working on a Memorandum of Understanding and a Development Agreement. He said that fundraising efforts would be ongoing and that construction was slated to begin in February of 2014. He noted that the building would become operational in late 2015 or early 2016. He added that a formalized agreement would be brought back for the Council's approval. (See Pages 8 and 9 of Attachment 1)

Councilmember Finter commented that the announcement of the BPGLA in downtown Mesa has been positively received by the community.

Councilmember Kavanaugh remarked that he is a “Political Science junkie” and that he would need to help with fundraising so that he could reserve a study carrel in the Library.

Responding to a question from Vice Mayor Somers, Planning Director John Wesley explained that construction of the Library will follow the Form-Based Code. He added that parking and the shared parking arrangements are provided for within that zoning.

Mr. Sydnor noted that the parking ratio is one parking space per 1,000 square feet and is a significant improvement from an earlier draft.

Mayor Smith remarked that the street scene on 1st Avenue will be spectacular. He said that it is not always easy to coordinate projects, but eventually the street scene on 1st Avenue will serve as an incentive for other developers.

Mr. Jabjinak advised that Mr. Sydnor would be coordinating construction efforts with neighboring development and solidify a vision that will work for everyone.

Mayor Smith stated that developers should look at how their specific parcel fits in with neighboring development and the entire block. He said that he looked forward to seeing how the projects will look after they are completed.

It was moved by Councilmember Glover, seconded by Vice Mayor Somers, that staff proceed with the negotiations for a Memorandum of Understanding.

Carried unanimously.

Mayor Smith thanked the BPGLA Corporation for their trust and confidence in the City of Mesa.

1-b. Hear a presentation and discuss changes with the Mesa Convention and Visitors Bureau (MCVB).

Marc Garcia, President and CEO of the Mesa Convention and Visitor’s Bureau, introduced Kimberly Freer, Vice President of Sales and Marketing for the MCVB who was prepared to address the Council.

Mr. Garcia explained that marketing the MCVB begins with the logo used on all printed material and advertisements. He displayed some examples of the new logo promoting the “Visit Mesa” Website and pointed out that references to the Mesa Convention and Visitor’s Bureau have been eliminated. **(See Page 2 of Attachment 2)**

Mr. Garcia briefly highlighted the new vision for the MCVB, its revised mission statement and new organizational chart. He also described a new advertising strategy called “Guerrilla Marketing” and explained how this type of marking is being used to display the “Visit Mesa” advertisement on the Denver light rail and is seen by 400,000 riders each month. He said that currently, the “Visit Mesa” Website has only received 200 click-throughs (online navigation searches), however, it is anticipated that once the election is over, the website will see more activity. (See Pages 3 and 4 of Attachment 2)

Mayor Smith indicated that he has seen the “Visit Mesa” signs on the light rail cars in Denver and heard people comment on the advertisement.

Mr. Garcia remarked that advertising with online travel companies such as Orbitz, Travelocity and Expedia will begin after the election. He added that the “Visit Mesa” Website will have several Uniform Resource Locators (URL) that will provide staff with the ability to track ad performance.

Mr. Garcia briefly touched upon some of the communication objectives (See Page 6 of Attachment 2) that “Visit Mesa” will focus on as follows:

- Business Development Plan to assist Mesa’s destination partners (**See Attachment 3**)
- Newsletters (“Visit Mesa” Insider, MVP: Mesa Visitor Profile)
- Educate Mesa partners on the importance of visitor industry and visitor dollars
- Have a “voice” and be represented on local and national levels (Tourism, Lobbyist Meetings)
- Seek new markets (Denver and the Pacific Northwest)
- Attend International Pow Wow: Media Marketplace

Mr. Garcia indicated that the current database management system that is being used to generate reports is not reliable. He said that a new system should be in place by January and noted that staff is currently in the process of transferring all of the data over to the new system.

Mr. Garcia further reported that the 2014 Small Market Meetings Conference will be held in Mesa. He stated that the conference will bring 200 people into the City and many of those people will be staying in area hotels. He stressed the importance of strengthening Mesa’s partnerships with key tour operators, such as US Airways Vacations, Southwest Vacations, Allegiant Airlines and British Airways Holidays. He noted that securing a presence at the International Pow Wow and developing vacation packages for Mesa will help to strengthen travel sales. Mr. Garcia invited the Mayor to attend Mayor’s Day, which is the first day of the International Pow Wow in Las Vegas.

Ms. Freer advised that “Visit Mesa” is partnering with tour operators that have Mesa hotels listed on their websites. She said that with a call-to-action, the community will be able to see the benefits of the advertising programs and have the ability to book a holiday in Mesa.

Mr. Garcia highlighted some of the sporting events (See Page 8 of Attachment 3) that staff is attempting to secure for the City of Mesa as follows:

- Ladies Professional Golf Association (LPGA) “VisitMesa.com Gateway Classic” in February 2013
- U.S. Swimming Grand Prix (more than 800 swimmers) for the next four years
- Tough Mudder competition has a five-year contract and will provide exposure to the Eastmark area
- USA Boxing and USA Weightlifting
- Develop a strong relationship with the City of Mesa’s Parks and Recreation Department

Responding to a question from Councilmember Kavanaugh, Mr. Garcia explained that the swimmers participating in the U.S. Swimming Grand Prix in Mesa are the future Michael Phelps and will be competing for entry into the Olympics.

Mr. Garcia reported that two Strategic Planning Sessions were held and the following points were determined to be a priority:

- Re-branding the destination
- Changing the name of the Mesa Convention Center and Visitor's Bureau to "Visit Mesa."

Mr. Garcia advised that staff is currently working through the re-branding process and have contracted with a destination-marketing expert to conduct an audit and obtain feedback. He added that changing the name of the organization to Visit Mesa will help to clearly identify the brand for consumers.

Mayor Smith remarked that changing the name to "Visit Mesa" is a good move.

Mr. Garcia concluded his presentation by providing a brief update on the renovations taking place at the Visitor's Center. He said that it is anticipated that the boardroom and meeting room will be completed within the next month and that work will begin on the lobby. He added that now that digital brochures are available, the old printed brochures will gradually be phased out.

Mayor Smith pointed out that all of the places pictured in the "Visit Mesa" brochure are right in our backyard.

In response to a question from Mayor Smith, Mr. Garcia explained that there have not been any discussions regarding the possibility of coordinating destinations with the Towns of Gilbert or Queen Creek.

Mayor Smith requested that some type of joint efforts with neighboring cities be explored.

Jeff Miraglia, a Brand Audit Consultant with Mindset, addressed the Council and said that he has had an opportunity to meet with many of the stakeholders regarding the re-branding. He explained that the brand should be about what provides energy to Mesa and turn that energy into a message that visitors will see when they look at Mesa from the outside. He added that he has built brands all over the country and that now is the time to tell the rest of the world about Mesa and what it has to offer as a community.

Mayor Smith thanked the MCVB for taking Mesa to the next level.

1-c. Hear a presentation and discuss the Fire and Medical Services Department dispatch agencies Valley-Wide Automatic Aid System.

Fire Chief Harry Beck displayed a PowerPoint presentation (**See Attachment 4**) and provided an update on the Automatic Aid Agreement that will help prepare for and manage Fire Department assets. He displayed a list of the agencies and associate members that are currently participating in Automatic Aid. He briefly outlined the differences between automatic aid and mutual aid as follows:

- Automatic Aid: automatically dispatched to any jurisdiction for any need (typically bordering communities)
- Mutual Aid: Requires a phone call to a mutual aid community to request specific resources (not automatic)

Chief Beck explained that Automatic Aid allows for the closest, most appropriate units in the region to be consistently dispatched as needed. He noted that Mesa and Phoenix are the only dispatch entities in this region. He stated that the Automatic Aid Agreement will identify the dedicated resources available for reciprocal response and ensure the delivery of service and the safety of firefighters. (See Page 4 of Attachment 4)

Chief Beck said that the Automatic Aid Agreement encourages the development and standardization of procedures, protocols, training and education in order for fire departments to consistently operate as one emergency response system. He pointed out that the agreement includes a provision that requires a community to provide 120 days' notice if, for some reason, it can no longer participate in Automatic Aid as agreed.

Responding to a question from Mayor Smith, Chief Beck explained that the fire service operates under a mutual aid situation so that if Rural Metro needs assistance they can call Mesa Fire and Medical Department (MFMD). He indicated that Rural Metro many times does not have the resources or has increased response times and, therefore MFMD will respond. He noted that citizens should receive the services they pay taxes for, however, many do not understand jurisdictional boundaries.

Councilmember Finter remarked that District 2 borders the County islands of Leisure World and Dreamland Villa and noted that these are areas where MFMD has provided assistance. He suggested that there be discussions in the future regarding how mutual aid is provided in these areas.

In response to a question from Councilmember Kavanaugh, Chief Beck explained that State Statute was recently changed to allow non-contiguous County islands to form a Fire District. He indicated that Rural Metro would assist in the development of a Fire District for the County islands in the event they could no longer provide service to those areas. He stated that if the County islands were annexed, MFMD would provide service in those areas.

Chief Beck stated that staff is currently researching different models that will allow for the same level of service to be maintained in the County islands. He explained that if a 911 call is received from a County island, MFMD will respond if it is appropriate. He added that staff will attempt to contact the most appropriate agency in the area, but stressed that public safety is always a priority.

Chief Beck remarked that Rural Metro is the largest private fire protection and emergency medical company in the country. He said that MFMD has to be careful that they do not subsidize Rural Metro with public money. He described the mutual disengagement procedures that are used if MFMD responds to an incident before Rural Metro.

Responding to a question from City Manager Christopher Brady, Chief Beck explained that Rural Metro provides fire protection under the three approach model:

- Contracts with a community or Fire District to provide fire service
- Sells fire protection subscriptions to residents
- Responds to calls where there is no contract and bill the occupant for the cost of the response

Mr. Brady explained that if MFMD responds to an incident within an area covered by Rural Metro and later turns the situation over to Rural Metro, Rural Metro could bill the resident for services that were actually provided by the MFMD. He remarked that this is a public safety issue that becomes a business issue and puts the City of Mesa in an awkward position.

Mayor Smith commented that there could come a time when Rural Metro decides that they will no longer provide services. He expressed his appreciation for the efforts of the Fire Department and said that in reality, the City should not be subsidizing those who do not live within the City limits. He said that there are some new laws in place that may assist with the transition in the event Rural Metro can no longer provide services to areas outside of the City limits.

Vice Mayor Somers commented that the problem goes beyond the ability to provide services. He pointed out that there are issues with the infrastructure of the County islands that impact the City's ability to provide service, such as the lack of water or fire hydrants and roads with culverts that are unable to support fire apparatus. He added that rural fire protection is very different from urban fire protection.

Mr. Brady noted that conversations with the County would need to take place. He said that if the County is going to allow development within the County islands, then it should set the standards regarding fire protection. He expressed concern for the safety of the City's Fire personnel responding to incidents where there are no water resources.

Mayor Smith stated that the City will do its best to provide services to the County islands if Rural Metro no longer covers those areas. He said that Rural Metro would provide plenty of notice and will assist with the transition. He noted that there have not been any discussions regarding Rural Metro leaving, however, this is something that the City should consider.

Chief Beck remarked that there is a "good faith agreement" between MFMD and Rural Metro. He said the agreement indicates that Rural Metro will help MFMD with the transition before pulling out of an area.

Mayor Smith commented that the City has a great relationship with Rural Metro and a long-term relationship with Southwest Ambulance. He said that he has full confidence that the City will be prepared to handle the situation in the event Rural Metro can no longer cover the County islands.

Mayor Smith thanked Chief Beck for his efforts.

1-d. Hear a presentation and discuss THINKspot at Red Mountain Library.

Library Director Heather Wolf displayed a PowerPoint presentation (**See Attachment 5**) and provided an update on the THINKspot project at Red Mountain Library. She said that this iMesa project was originally called iMesaLINCS and was envisioned to be a place where residents of all ages could go to learn, create, innovate and collaborate. She reported that as a result of the feedback received from residents, staff decided to submit the idea as an Innovation with Impact Project that would be funded within the FY 2012/13 budget process. (See Page 2 of Attachment 5)

Ms. Wolf advised that while the name of the project has changed, the goals of providing a flexible, multipurpose space that will encourage creativity, critical thinking and hands-on learning remained the same. She said that the THINKspot will provide residents access to the following:

- Collaborative workspaces
- Meeting space
- Technology
- Community education/instruction

Ms. Wolf displayed a series of artist renderings that illustrate the renovations that will be taking place at the Red Mountain Library. She briefly described the meeting rooms, hacker space, video production lab and the collaboration areas that will be located within the Library and the flexibility of those spaces. (See Pages 4, 5 and 6 of Attachment 5)

In response to a question from Mayor Smith, Ms. Wolf explained that the term “hacker space” is another term for “maker space.” She said that this is an area where individuals can use 3-D printers, laser cutters, and other equipment to create things.

Ms. Wolf stated that the goal of the project is to create a space in which students can work individually or as a group on projects using the same technologies found at school. She said that this space could also serve as a place for business people to meet with clients. She added that the community can let the Library know what their needs are and the program can grow and develop organically.

City Manager Christopher Brady commented that technology has provided the ability for many people to work from their homes. He noted, however, that maintaining a human connection is important and said that this center will provide a way to bridge that gap.

Mayor Smith commented that the THINKspot is an innovative idea that will help bring people together.

Councilwoman Higgins expressed her appreciation to Ms. Wolf and her staff for continually involving the community and providing innovative services using fewer resources.

Mayor Smith thanked Ms. Wolf for her efforts and for using a community-driven iMesa idea to create an innovative project.

1-e. Report of upcoming Job Order Contracts.

City Engineer Beth Huning briefly highlighted the projects listed in the November Job Order Contracts report. **(See Attachment 6)** She explained that one of the City's playground equipment vendors offered to install new playground equipment at half the cost, if the project can be expedited so that it can take pictures of the equipment for its brochures. She noted that the City will receive \$200,000 worth of equipment for approximately \$88,000.

Discussion ensued regarding the playground equipment that will be removed from Red Mountain Park, painted and replaced in Rotary Park.

Councilmember Richins commented that in order to provide more transparency, he would like to see which contractor and subcontractors were selected for the projects listed in the report.

City Manager Christopher Brady stated that after the Job Order Contracts are approved and the contractors are selected, staff can report which local companies were selected and identify the contractor assigned to the projects.

Councilmember Finter expressed his appreciation for the openness of this process.

Ms. Huning added that the equipment that will be installed at Red Mountain Park will be unique.

Mayor Smith thanked Ms. Huning for her efforts.

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

2-a. Transportation Advisory Board meeting held September 18, 2012.

2-b. Independent Commission on Compensation for Elected Officials meeting held October 9, 2012.

It was moved by Vice Mayor Somers, seconded by Councilmember Glover, that the above-listed minutes of various boards and committees be acknowledged.

Carried unanimously.

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

Councilwoman Higgins: Grand Opening of Fire Station 220,
Celebrate Mesa at Red Mountain Park

Vice Mayor Somers: Bus Route 277 Launch Event and Route Tour

Mayor Smith: Capital Chapter of the National Institute of
Governmental Purchasing

Councilmember Kavanaugh discussed upcoming events, such as the Webster Recreation Center Halloween Carnival that will be held on Friday, October 26, 2012, and the Dobson Library Film Series that will be held on Saturday, October 27, 2012.

Councilmember Richins discussed the upcoming Make a Difference Day on Saturday, October 27, 2012, and recognized Volunteer Coordinator Michelle Alvis for her efforts.

4. Scheduling of meetings and general information.

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

Thursday, October 25, 2012, 6:30 p.m. – Neighborhood Outreach Meeting

Saturday, October 27, 2012, 7:00 a.m. – National Make a Difference Day

Saturday, October 27, 2012 – Household Hazardous Waste Event , East Mesa Service Center

Saturday, October 27, 2012, 10:00 a.m. – Dia de Los Muertos, Mesa Arts Center

Thursday, November 1, 2012, 7:30 a.m. – Study Session

5. Items from citizens present.

There were no items from citizens present.

6. Adjournment.

Without objection, the Study Session adjourned at 9:11 a.m.

SCOTT SMITH, MAYOR

ATTEST:

DEE ANN MICKELSEN, INTERIM CITY CLERK

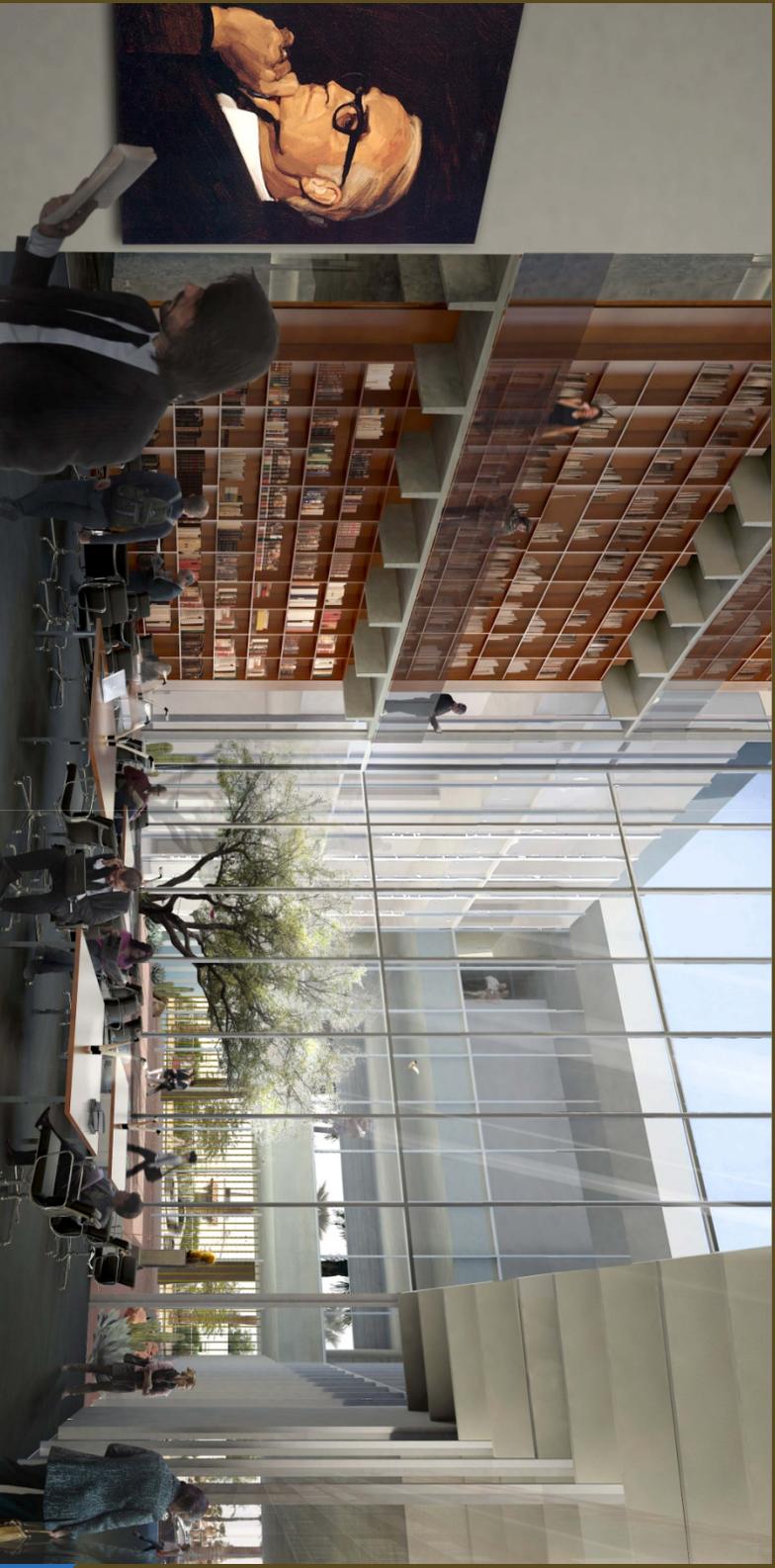
I hereby certify that the foregoing minutes are a true and correct copy of the minutes of the Study Session of the City Council of Mesa, Arizona, held on the 25th day of October, 2012. I further certify that the meeting was duly called and held and that a quorum was present.

DEE ANN MICKELSEN, INTERIM CITY CLERK

bdw
(attachments 6)

Barry and Peggy Goldwater Library & Archives (BPGLA)

Southeast corner of MacDonaldd & 1st Avenue



BPGLA: BARRY & PEGGY GOLDWATER LIBRARY & ARCHIVES
reading room interior



Barry and Peggy Goldwater Library & Archives

Background

- The Barry and Peggy Goldwater Library and Archives is a 501 (c) 3 non-profit corporation.
- The mission of the Library and Archives is to promote a better understanding of the United States Congress, both historically and in a contemporary setting.
- While the Goldwater Collection forms the cornerstone of this remarkable library, other Arizona political treasures should be preserved here.
- The Library will direct three significant outreach programs; researchers and scholars, educational groups, and the general public.



Barry and Peggy Goldwater Library & Archives Development

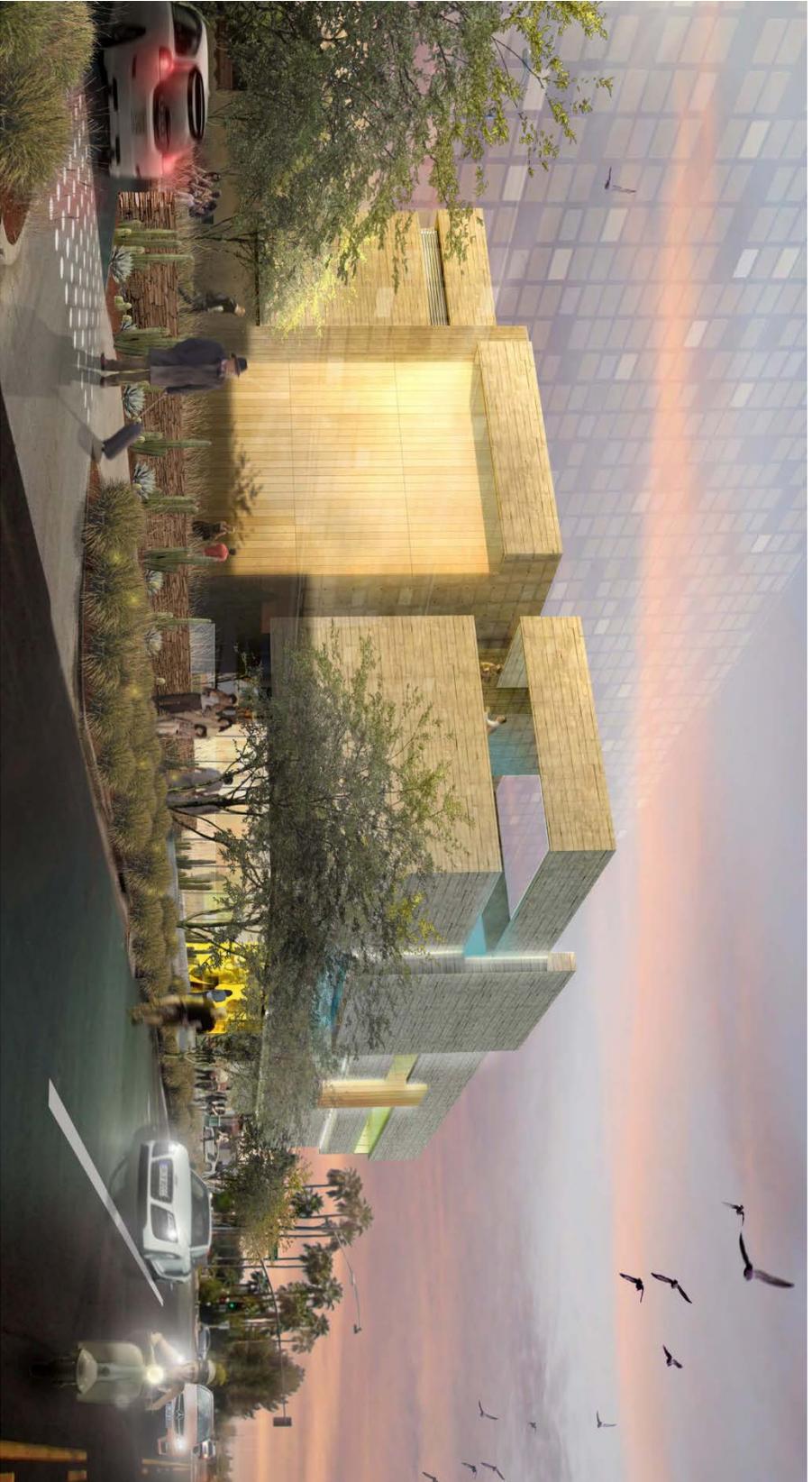
- Develop at the southeast corner of MacDonald & 1st Avenue
- Proximity to the Mesa Arts Center, colleges, and the light rail extension
- Phase I- 40,000 sq. ft. LEED Certified structure- 3 stories- 65' high
- \$30, 000,000+/- total cost for development
- Includes exhibition area, reading room, café on first floor and Automated Archival Retrieval System
- 57,000 Estimated visitors/year





Barry and Peggy Goldwater Library & Archives





BPGA: BARRY & PEGGY GOLDWATER LIBRARY & ARCHIVES

viewing west on 1st avenue mesa az

DOUGLAS SYDNOR ARCHITECT & ASSOCIATES



BPGA: BARRY & PEGGY GOLDWATER LIBRARY & ARCHIVES
viewing east at 1st avenue + macdonald street mesa az

DOUGLAS SYDNOR ARCHITECT & ASSOCIATES



Barry and Peggy Goldwater Library & Archives

Potential Funding

- Fundraising is just beginning for construction and the establishment of an endowment fund
- The design, construction and maintenance of the BPGLA will be privately funded
- Initial fundraiser is scheduled for January 2013
- Grants will also be pursued



Barry and Peggy Goldwater Library & Archives

Proposed Timeline

- October 2012 to January 2013 City of Mesa Detailed Memorandum of Understanding and/or Development Agreement
- January 2013 to November 2015 Fundraising (ongoing for hard construction, soft costs, and endowment)
- January 2013 to October 2013 Design and Production of Contract Documents
- February 2014 to October 2015 Construction
- December 2015 to January 2016 Move-In and Becoming Operational



Barry and Peggy Goldwater Library & Archives

Next Steps

- Development of a formalized agreement
- BPGLA to commence fundraising





Mesa City Council

October 25, 2012



What's New



VISION

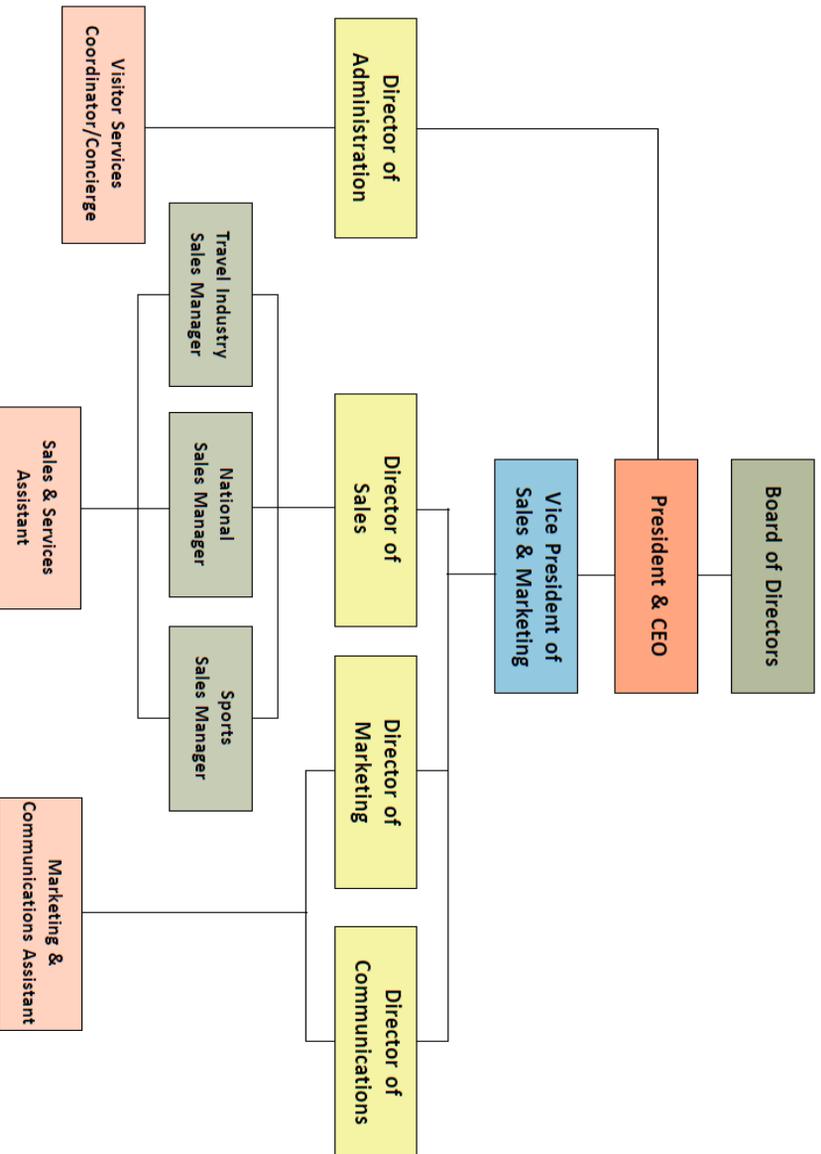
Mesa and its surrounding regional partners are globally recognized as the preeminent visitor destination in Arizona.

MISSION STATEMENT

Visit Mesa impacts the City of Mesa, Arizona and its partnering East Valley communities' economies by marketing the region as a premier travel destination. The dynamic Visit Mesa team of sales, marketing and communications professionals accomplishes this by promoting Mesa's core destination drivers, attracting distinctive meetings business, inspiring leisure and corporate travel, and showcasing opportunities that position The City of Mesa as an elite sports, cultural, and event destination — all while delivering comprehensive services that enhance the Mesa guest experience.



What's New



What's New

Marketing

- New Transportation/Outdoor marketing in key feeder markets
- Created “Call-to-Action” on all advertising placements
- Unique URLs on all marketing – allows us to track ad performance
- Database Marketing – zip code search all potential consumers; define where Mesa’s visitors are coming from



What's New

Communications

- Business Development Plan
- E-Newsletters:
 - Visit Mesa Insider
 - MVP: Mesa Visitor Profile
- Advocacy:
 - Educate Mesa partners about important visitor industry issues and national trends (value of visitor dollars)
 - Encourage Mesa to have an industry “voice” and be represented on local and national levels
- New Markets:
 - Denver, Pacific NW
- International Pow Wow: Media Marketplace



What's New

Sales

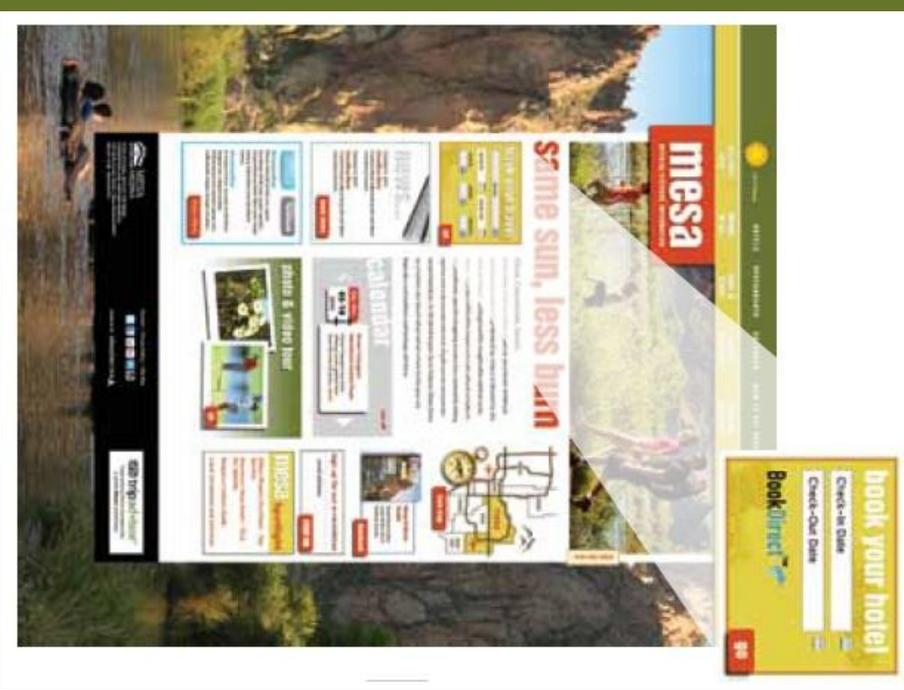
- CRM/Simpleview (Database Management)
- New Booking Engine – VisitMesa.com

National Group Sales

- Collinson Media print advertising
- Secured SMMC – Small Market Meetings Conference 2014

Travel Industry Sales

- Strengthen partnerships: US Airways Vacations, Southwest Vacations, Allegiant, and British Airways Holidays
- Secure presence at International Pow Wow
- Develop vacation packages with Mesa and regional attractions



What's New

Sports

- Event Development: LPGA “VisitMesa.com Gateway Classic” - Late February
- US Swimming Grand Prix (800+ swimmers) @ Skyline for next 4 yrs
- Tough Mudder: Exposure to Eastmark, 5 year contract
- Targeting USA Boxing, USA Weightlifting
- Developing strong relationship with COM Parks
- Wish List: Develop mega complex

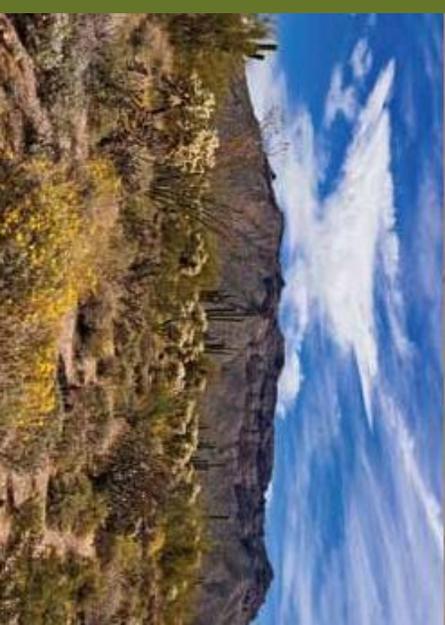


What's New

Strategic Planning Sessions

(2 NGT's):

- Re-Brand the Destination
 - Audit completed by 12/1/12
 - RFQ/RFP process for selection of creative agency
- Official Name Change from MCVB to Visit Mesa
 - November board mtg



What's New

Visitor Center

- Renovation: lobby, board room, public meeting room
- Monscierge Information System
- Digital brochures and customized itineraries for walk-in guests

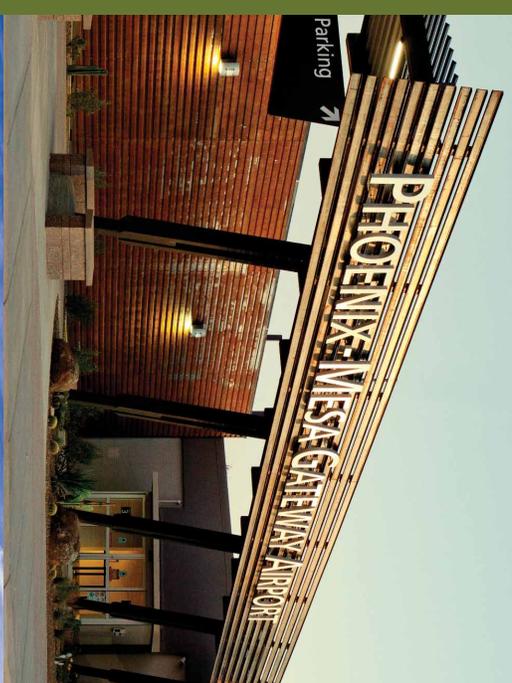




BUSINESS DEVELOPMENT PLAN

2012 - 2013

MESA CONVENTION & VISITORS BUREAU





▶ **VISION**

Mesa and its surrounding regional partners are globally recognized as the preeminent visitor destination in Arizona.

▶ **MISSION STATEMENT**

Visit Mesa impacts the City of Mesa, Arizona and its partnering East Valley communities' economies by marketing the region as a premier travel destination. The dynamic Visit Mesa team of sales, marketing and communications professionals accomplishes this by promoting Mesa's core destination drivers, attracting distinctive meetings business, inspiring leisure and corporate travel, and showcasing opportunities that position The City of Mesa as an elite sports, cultural, and event destination — all while delivering comprehensive services that enhance the Mesa guest experience.



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RANDY VOGEL, Mesa Arts Center
CLAUDIA WALTERS, Mesa United Way
MARTY WHALEN, Gateway Bank
MIKE WHALEN, Centurion Custom Security
MELISSA WYATT, Country Inn & Suites

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GINGER ST. PIERRE, *Visitor Services Coordinator/Concierge*
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SALES

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PAM WILLIAMS, *National Sales Manager*
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 @MeetInMesaAZ

JOSH TODD, *Sports Sales Manager*
 (480) 682-3650, Josh@VisitMesa.com
 @MesaSportsGuy

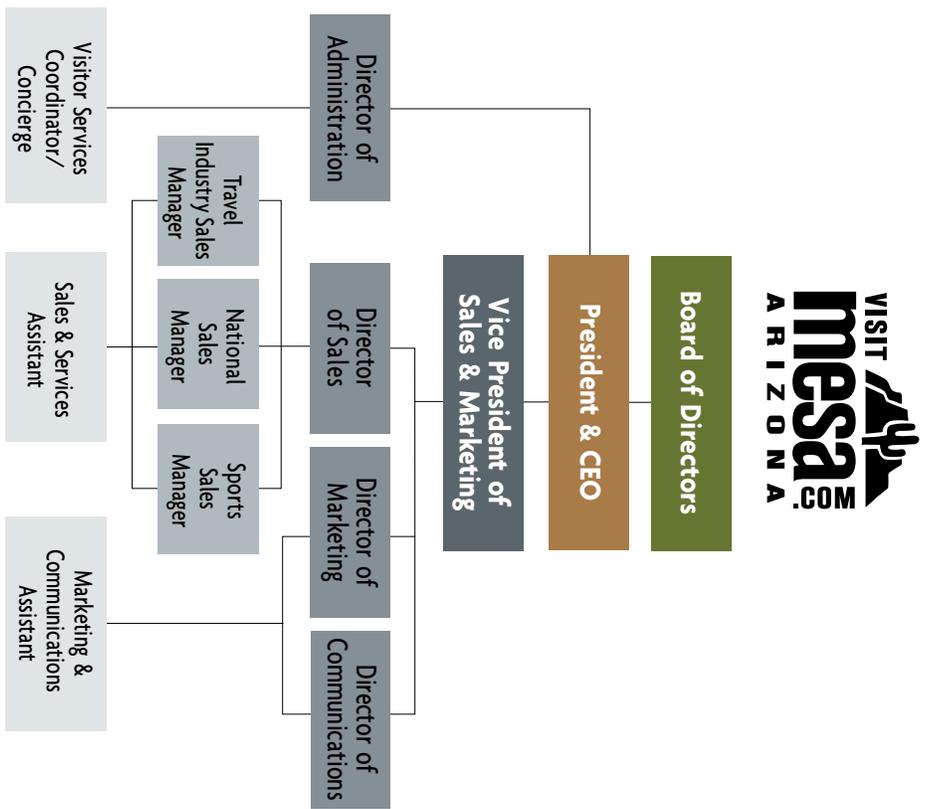
TERRIE GARDNER, *Sales & Services Assistant*
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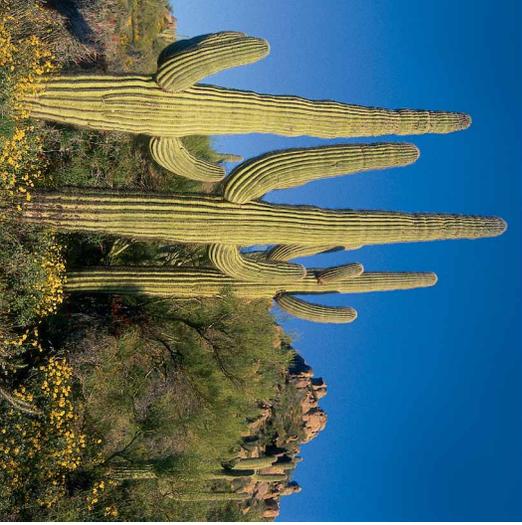
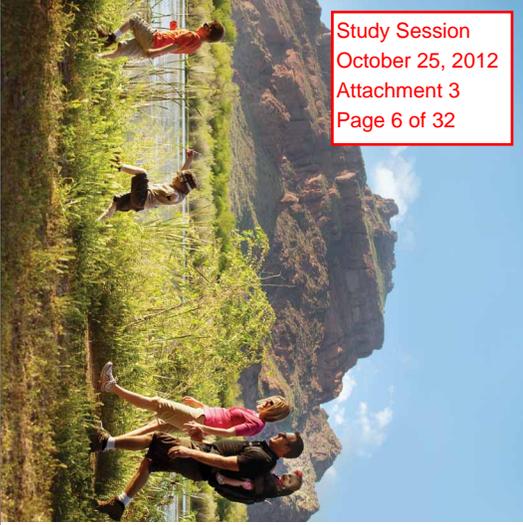
MARKETING & COMMUNICATIONS

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THE VISIT MESA BRAND

OVER THE NEXT FISCAL YEAR, the Mesa Convention & Visitors Bureau (Mesa CVB) will be undergoing an intensive brand audit guided by our President & CEO Marc Garcia and our Board of Directors. City of Mesa officials and our visitor industry partners will play an integral role throughout this process as we identify Mesa's strengths as a premier travel destination and mine for new opportunities to promote Mesa on a national and international level. All facets of our community will be woven into this process and their feedback and perceptions of Mesa will be captured and analyzed as we forge ahead on establishing the Visit Mesa brand.

This Business Development Plan will often make reference to our organization as Visit Mesa. This intentional positioning of Mesa CVB is one of the first essential steps necessary to begin establishing the Visit Mesa brand and identity with you, our stakeholders. A move in this direction will mirror tactics already in place by our organization: the VisitMesa.com website, our staff e-mail addresses, and all calls to action in our national advertisements have long been identified with Visit Mesa.

We are excited to share our program of work with you. Your Visit Mesa team has crafted an aggressive, strategic plan for selling Mesa and we encourage your participation in all the efforts outlined in this document. We know that the strength of the Visit Mesa brand going forward relies on the support of Mesa's visitor industry and we will tap into your passions often as we design our destination together.

MESA'S CORE DESTINATION DRIVERS

- Accessibility
- Arts & Entertainment
- Cactus League Springs Training
- Climate
- Culture
- Golf
- Hotels & Resorts
- Outdoor Recreation
- Scenic Beauty
- Shopping
- Sports Venues

NATIONAL GROUP SALES

OVERVIEW

Visit Mesa's National Group Sales efforts will reach out to local, regional and national corporations and associations to keep Mesa at the forefront with planners and organizations holding meetings in the Southwest. Our continued participation with Meeting Professionals International (MPI), Society of Government Meeting Professionals (SGMP) and the Arizona Society of Association Executives (AZSAE) is to further build upon our reputation as the official travel planning resource for hotels and venues in Mesa, Arizona specializing in small to mid-size meetings and conferences. Through our activities with these organizations and others, our priority is to secure leads and information that encourages return groups and new organizations to book business with our industry partners. The National Sales team will attend leading appointment-based and hosted buyer/reverse trade shows and keep up-to-date with leading trends and issues that assist our partners in developing their strategies for their individual sales and marketing efforts.

OBJECTIVES

NEXT STOP: ASSOCIATION CENTRAL

Visit Mesa will target small to medium-sized associations in the D.C. area. More than 400+ associations are anchored in the D.C./Virginia region, an untapped market for Mesa. Along with other statewide DMOs, we will pool our list of contacts and hold a lunch meeting and evening reception as well as individual sales calls over a three day period. Visit Mesa will identify associations whose meeting space and room requirements match our offerings, as well as connect with the planners and executive directors from associations who have history of meeting in the Southwest. Research using our existing database of contacts and information gathered from sources like Destination Marketing Association International (DMAI) will help us clearly target these associations.

SMALL MARKET MEETINGS CONFERENCE

After participating in several Small Market Meetings (SMMC) Hosted Buyer Conferences, Visit Mesa has secured the 2014 conference. As with other Hosted Buyer events, this conference organizes meetings between suppliers and planners. Unlike others, this conference is intended for planners that have a high propensity to book business in second- and third-tier destinations. These planners typically hold small to mid-range meetings that are a strong match for Mesa's product. Additionally, those planners attending are pre-screened and have been identified as decision makers or employees that have strong influence on the destination selection process. Although the conference is new, they are growing in influence and attendance. More than 100 planners are expected to attend the 2014 conference and pre-marketing opportunities. In preparation, Visit Mesa will attend and participate in meetings for both the 2012 (Jacksonville, FL) and 2013 (Sioux Falls, SD) conferences.

THE TREND CONTINUES: SHORT LEAD TIMES

According to Meeting Professionals International, the decision to hold meetings continues to be short-term - an average of 45 days. Businesses are sensitive to economic conditions and are waiting to make commitments on spending to reducing liability and risk. With rising travel costs (up 5%) and moderate increases in attendance (up 1%) both factors will keep lead times short over the next 12 months and beyond. Source: MPI Business Barometer, April 2012



AMERICAN TRAILS

Through Visit Mesa's sponsorship and participation in promoting the American Trails Symposium (April 2013), the National Group Sales team has tapped into a new and promising market. We are working to identify future potential meetings and conference business with 120+ potential exhibiting organizations that support the American Trails mission and their annual symposium – including more than 30 Trails Associations throughout the country. Visit Mesa will continue to reach out to these groups throughout the months leading to spring 2013. In addition to attending and exhibiting at next April's Symposium, we are also using this opportunity to learn more about these organizations' future meeting opportunities and make connections with their contacts.

TARGET NATIVE AMERICAN ORGANIZATIONS

Native American organizations have a strong history of meeting in Mesa. The size and meeting space requirements work well for Mesa hotels, our room inventory and exhibit/event space. Our initial research indicates there are more than 130 Native American and First Nations organizations throughout the U.S. and Canada. Of these, 40 organizations are located in regions with a history of holding meetings in the West and Southwest. Many of these hold numerous meetings annually. Most organized gatherings range between 10 and 100 peak room nights. The National Group Sales team will be participating with Tempe Tourism, Flagstaff CVB and Scottsdale CVB in a mission to Washington, D.C. to meet with Native American associations. One DC.-based Native American organization, National American Indian Housing Council, has four to five meetings on average each month.

MAINTAIN KEY LEADERSHIP ROLES WITH LOCAL INDUSTRY ASSOCIATIONS

National Sales Manager Pam Williams will embark on her second year of a two-year term as the Vice President of the local chapter for Society of Government Meeting Professionals (SGMP). This group continues to direct leads to Mesa CVB and share meeting/conference opportunities. Williams will also continue to play an active role with the Arizona Meetings Professionals International (MPI) chapter for 2012-2013. On average, National Sales has obtained up to four leads each year, direct and through referrals, during our involvement on the boards of MPI and SGMP.

STRATEGIES

SITE VISITS

A top priority for National Group Sales is to actively encourage site inspections to Mesa. All missions and outreach efforts will highlight new renovation and development projects occurring in Mesa and encourage decision makers to schedule site visits to see the new changes. Developments such as the Metro Light Rail expansion and the new Cubs Stadium are guaranteed to secure added interest in our destination from all market segments: associations, religious groups, corporate meetings and conferences.

E-COMMUNICATION

The use of e-mail newsletters will play an integral role in connecting to and reaching potential attendees and planners for future meetings opportunities. Scheduled pre- and post-communications will be utilized with every trade show and sales mission. The purpose of these communications is to encourage planners to contact Visit Mesa to set up site inspections, provide Requests for Proposals, and to receive additional information on the destination.

NETWORKING

Through our involvement with local chapters of Meeting Professionals International (AzMPI), Society of Government Meeting Professions (SGMP Arizona) and Arizona Society of Association Executives (AzSAE) Visit Mesa will attend monthly networking and educational events as well as committee meetings where National Sales Manager Pam Williams has the opportunity to connect with 5 to 10 planners each month. These efforts provide opportunities to stay connected locally with the planners and association executive directors who influence the meeting selection process for their organization. In addition, during our travels the National Group Sales team will reach out to chapter organizations of MPI and SGMP in other states and actively market our destination product to these out-of-state chapters. These efforts result in meetings and the opportunity to develop relationships with national industry colleagues and enhance Visit Mesa's reputation as a trusted resource for meeting professionals throughout the country.

TRADESHOWS

The National Group Sales team has strategically selected planner conferences that offer hosted buyer/reverse trade shows that offer a full schedule of appointments with potential new contacts. Reverse trade shows afford Visit Mesa the opportunity to market to, and review information about, planners prior to the conference. They provide a set appointment schedule for suppliers to meet one-on-one with planners and organizations whose meetings are well-suited to their destination. Our experience using this unique format has consistently delivered promising Request for Proposals (RFPs) for our stakeholders.

SALES MISSIONS

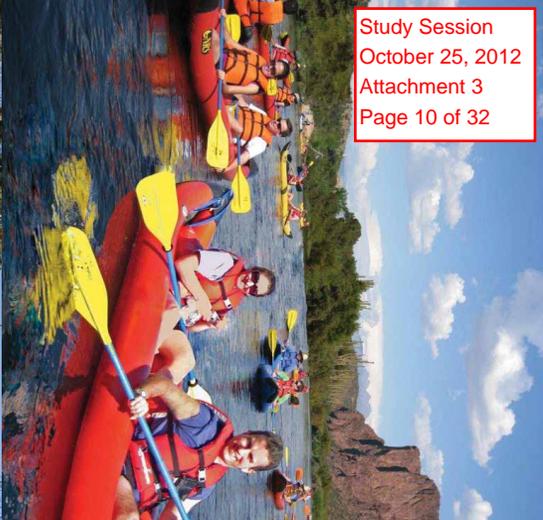
National Group Sales will execute two targeted sales missions. The first will focus on connecting with statewide associations and encourages participation from Mesa industry partners. The second mission will be the aforementioned joint program with Flagstaff and Scottsdale CVBs and Tempe Tourism in the D.C./Virginia area. Our advanced research will have us targeting those associations with a high propensity to book regional meetings and small to mid-sized conferences in our destination.

SOCIAL MEDIA

Capitalizing on the trend to access social media, National Group Sales will seek to expand our reach via networks such as Facebook, LinkedIn and Twitter. Additionally, we will enhance our efforts through MeCos, the Google/LinkedIn group for the Meetings Community. We have discovered through our past efforts that Visit Mesa can connect with planners and decision makers discussing issues prior to, during, and after industry conferences, hosted buyer/reverse trade shows, and events both locally and nationwide. In the past year alone, we have met six new clients and obtained three leads from active participation with these groups. Our goal is to identify additional un-tapped opportunities and increase leads through our efforts.

RESPONSIBLE MEETINGS

Every corporate decision impacts people, planet and profits; the so called "triple bottom line." As organizations increasingly make Corporate Social Responsibility (CSR) a business imperative, meetings and events are being affected by more and more demand for sustainable practices and "greening." There are an increasing number of industry standards, benchmarks and guidelines on delivering sustainable events and socially responsible programs. Many destinations (large and small) have established programs that meet the needs of meeting professionals tasked with adding CSR to their programs. Those with established community connections and resources utilized throughout their destination are keeping ahead of the curve on this trend and find themselves on the top of planners' preferred destinations lists.
Source: MPIWeb.org, June 7, 2012



NATIONAL GROUP SALES PROGRAM OF WORK

2012

Connect Marketplace

Aug. 16-18, 2012 ■ *New Orleans, LA*

This conference and reverse trade show brings qualified professional and specialty association planners serving destinations from North America, the Caribbean and Europe. This year more than 400 planners attended the conference. Visit Mesa held one-on-one meetings with 26 planners and reached out during our exclusive morning coffee discussion event (supported by the event producers) to another 12 planners. Two Requests for Proposal (RFP) were received during pre-conference marketing efforts, and we have issued one additional lead after the conference and anticipate at least two more leads this fall.

Society of Government Meeting Professionals (SGMP) Joint Leaders Meeting

Oct. 18-20, 2012 ■ *Miami, FL*

This meeting brings together the President and Second Vice President of each chapter together to network and learn from each other about successful practices. Participation will give Visit Mesa the opportunity to meet with government planners in focused, information-filled sessions over a three day period. Shirtsleeve sessions will also allow for in-depth conversations on key issues in government meeting planning with 33 state chapter Presidents who are government planners in their home state.

Rejuvenate Marketplace

Oct. 22-24, 2012 ■ *Columbus, OH*

Qualified planners from faith-based organizations join with suppliers in pre-set appointments. The producers of this conference anticipate 400+ attendees and Visit Mesa anticipates assigned meetings with 30-35 planners.

Small Market Meetings Conference

Oct. 28-30, 2012 ■ *Jacksonville, FL*

After two years, this conference has successfully drawn the interest of national organizations with small to medium-sized groups that focus on second and third tier destinations. Their reverse trade show

format provides pre-set appointments for suppliers and planners, while providing a close to one-to-one ratio making excellent opportunities for networking.

Destination Arizona Presented by Northstar Media Group

Oct. 28-30, 2012

Northstar Media Group, publishers of M&C: Meetings & Conventions and Successful Meetings magazines, will be the event host at this annual tradeshow that brings suppliers and planners together for three days of business. Visit Mesa is guaranteed a minimum of 20 pre-scheduled, one-on-one appointments with high-level planners who are looking to bring their future meetings to Arizona. All planners are pre-qualified prior to confirming their attendance.

2013

Arizona Sales Mission

January

Arizona association executives will be targeted for future meetings opportunities. Our goal is to establish meetings with 15 – 20 organizations over three days.

Washington D.C. Outreach

April

Planning is underway to join the Flagstaff CVB, Scottsdale CVB and Tempe Tourism for several events in D.C. with association planners and executives. Advanced research regarding past meetings will focus our efforts on select planners. Each participating DMO will invite 20-25 contacts to attend the events. Sales calls will be made to those contacts unable to confirm attendance.

Collaborate Marketplace

June 13-15, 2013 ■ *Denver, CO*

Collaborate Marketplace brings top corporate planners from across the country for pre-set appointments with suppliers. This is the newest addition to Collinson's Marketplace conferences. During last year's conference, there were nearly 400 corporate planners that attended. Visit Mesa anticipates between 26-28 scheduled appointments at this year's conference.

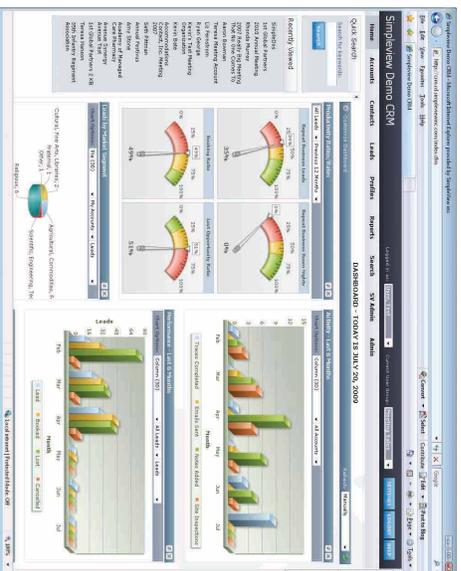
TRAVEL INDUSTRY SALES

OVERVIEW

Visit Mesa's Travel Industry Sales department will offer an enhanced focus on communicating Mesa's point of difference to travel partners to encourage destination placement in their programs. We actively promote Mesa to the leisure market through outreach to airline vacation operators, travel agents, wholesalers, tour operators, international receptive operators and consumers worldwide. Our strength is in our partnerships. To maximize our effectiveness and reach, we will align our efforts with the Arizona Office of Tourism and statewide DMOs to effectively target key clients in the domestic and international leisure travel markets. Trends in the leisure industry support the notion that an increased number of travelers are considering value destinations with close proximity to airport, city centers and most importantly, unique shared activities.

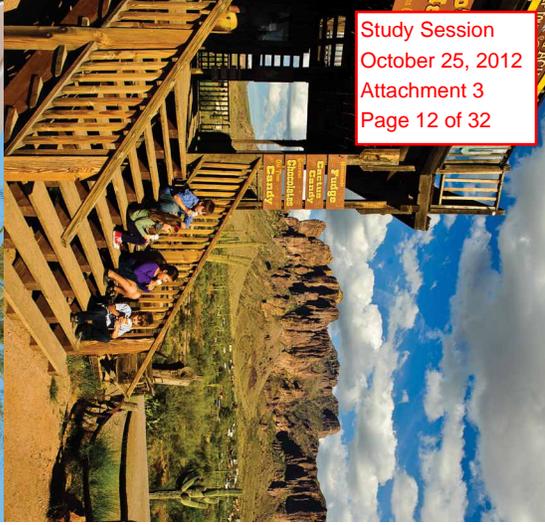
OBJECTIVES

- Promote Mesa as a convenient and affordable destination with different tiers of hotels and unique attractions to the U.S. and Canadian traveler.
- Promote new service to Phoenix-Mesa Gateway Airport while continuing to increase market share for visitors arriving via Phoenix Sky Harbor.
- Build and strengthen relationships with receptive tour operators and international and domestic tour operators offering both individual and group tour series product. Membership in U.S. Travel Association will open up new opportunities to increase Mesa's knowledge of the trends in travel for all market segments; individual, meetings and group. It will also enable Visit Mesa to be more aware of opportunities in new and emerging markets while reaching out to existing feeder markets such as United Kingdom, Germany, France and Mexico.



TAKING CLIENT MANAGEMENT TO A WHOLE-NEW LEVEL

By January 2013, the Mesa CVB will fully utilize the Customer Relationship Management (CRM) system developed by Tucson-based Simpleview. This web-based software is recognized nationally as one of the leading customer and relationship management systems for tracking all client contact. The software will allow Visit Mesa to dramatically improve all sales, marketing and communications reporting. We will have individual modules to manage clients for Travel Industry Sales, Sports, Meetings, Industry Partners, and Communications. The Partner Login will also allow our industry partners to respond to leads and referrals electronically. The new database will sync with our website, also managed by simpleview, and allow our staff to better manage our Industry Partner listings which are viewed online. Simpleview just launched the mobile application of CRM allowing for instant access while traveling on missions and for real-time updates to our database. The Mesa CVB also plans to use the eNewsletter vendor, Distribution, for our various communication tools including The Visit Mesa Insider, MVP, Mesa Visitor Profile and our consumer e-marketing alerts.



STRATEGIES

PRODUCT TRAININGS & SALES MISSIONS:

TARGETING TRAVEL AGENTS & TOUR OPERATORS

The Travel Industry Sales team will attend three airline call center trainings for key clients including Allegiant, West Jet, and Southwest Airlines. This year's program of work features eight sales missions to target markets with local partners, the Greater Phoenix Convention & Visitors Bureau. This includes two missions targeting receptive tour operators in Los Angeles and Las Vegas to build relationships with and create a database for this important segment of the industry.

TRADESHOWS

Attending key industry tradeshow and conferences is one of the best ways to generate leads for our partners. Travel Industry Sales will be attending five tradeshows and conferences including American Bus Association, National Tour Association, North American Journeys Summit, Arizona Spotlight, and U.S. Travel Association's International Pow Wow.

E-MARKETING

Digital campaigns will help promote Mesa as a premier leisure destination and effectively target travel professionals and consumers. The Travel Industry Sales team will participate in the Infox Quarterly e-mail blast to 90,000 U.S. and Canadian travel agents and tour operators. In addition, Visit Mesa will partner with Southwest Vacations on their promotional campaigns scheduled for Summer, Fall, and Winter seasons.

TRAVEL INDUSTRY FAM TOURS

Throughout the year, the Travel Industry Sales team will recruit attendees for the Travel Professionals FAM tour scheduled in spring 2013. Our team will invite top producing agents to experience Mesa hotels and unique attractions in our region and discover firsthand what sets our area apart from other destinations. A portion of the funding for the FAM tour will come from the Prop 302 funds secured from the Town of Gilbert (see also Marketing).

TARGET MARKETS

DRIVE MARKETS

Key drive markets for Mesa are California, New Mexico and West Texas. Sales calls and email communications will be tools used to reach each market by booking season.

FLY-IN MARKETS

Key fly markets for FY 2012-13 will include Denver, Dallas, Chicago, and Western Canadian cities with non-stop air service to Arizona. As additional service is announced to Phoenix-Mesa Gateway Airport, Visit Mesa will evaluate sales opportunities in these to-be-announced locations.

PROGRAM OF WORK

- Arizona Governor's Conference on Tourism
 July 11-13, 2012 ■ Arizona Biltmore, Phoenix AZ
- Allegiant Air Call Center**
 August 21, 2012 ■ Las Vegas NV
 Participation open to Mesa suppliers (hotels/attractions)
- Denver Sales Mission**
 September 10-14, 2012 ■ Denver, CO
 Partner: Greater Phoenix CVB
- Calgary & Edmonton Sales Mission**
 September 24-28, 2012 ■ Edmonton & Calgary, Alberta, Canada
 Partner: Greater Phoenix CVB
- Chicago Sales Mission**
 October 15-19, 2012 ■ Chicago, IL
 Partner: Greater Phoenix CVB
- Las Vegas Receptive Mission**
 November 2012 ■ Las Vegas, NV
 Partner: Greater Phoenix CVB
- Southwest Vacations Destination Training**
 December 4-6, 2012 ■ Orlando, FL
- American Bus Association Conference**
 January 5-7, 2013 ■ Charlotte, NC
- Los Angeles Receptive Mission**
 January 14-18, 2013 ■ Los Angeles, CA
 Partner: Greater Phoenix CVB
- National Tour Association Conference**
 January 20-24, 2013 ■ Orlando, FL
- Western Canada Sales Mission**
 February 4-8, 2013 ■ Vancouver & Victoria, British Columbia
 Partner: Greater Phoenix CVB

- NAJ Summit**
 February 13-14, 2013 ■ Marina Del Rey, CA
- Dallas Travel Agent Sales Mission**
 March 13-15, 2013 ■ Dallas, TX
 Partner: Greater Phoenix CVB
- Spotlight on the Southwest**
 April 21-23, 2013 ■ Tucson, AZ
- AAA Southern California Sales Mission**
 May 6-10, 2013 ■ Southern California
 Partner: Greater Phoenix CVB
- USTA's International Pow Wow**
 June 8-12, 2013 ■ Las Vegas, NV



THE POWER OF A BOOKING ENGINE

Earlier this year, the Mesa CVB loaded the JackRabbit Systems Booking Engine on the website, VisitMesa.com. JackRabbit is the developer of online travel software and specializes in providing this service for destination and visitors bureau websites. When potential visitors find Visit Mesa online, on our Facebook page, or access our website through the mobile site viewed on smart phones, they can now do a direct search for accommodations and interface with the BookDirect™ system. JackRabbit has designed the system to match Visit Mesa's current marketing brand and includes functionality that allows visitors to compare rates and availability and select desired lodging. The visitor will then be redirected to complete their transaction directly with the lodging property. Aligning with JackRabbit Systems and their technology will help the Mesa CVB better track our sales and marketing efforts and help catapult Mesa and our hotel product to the tops of lists everywhere. The BookDirect™ Search Engine is the only booking solution in the marketplace that is 100% dedicated to facilitating direct reservations to all lodging properties in each destination.



▶ YOUTH & AMATEUR SPORTS

OVERVIEW

The Mesa Convention & Visitors Bureau Sports Sales team markets and promotes the city's sports venues in order to attract new business for the region in the form of visitor driven sports events, tournaments and championships. The Sports team also works closely with local partner organizations to successfully host and service existing events primarily for the purpose of enhancing the product while developing repeat business. Both the marketing and hosting components of events and tournaments are designed to effectively position and brand Visit Mesa and the Gateway region as one of the nation's premier sports event destinations.

OBJECTIVES

- Drive visitor spending and long term economic impact by filling hotels, restaurants, and other local retailers with sports-related business.
- Generate positive exposure and visibility for Mesa and our partnering cities through sports.
- Position the area as a "championship destination" and one of the nation's premier locations for sporting events in the eyes of National Governing Bodies (NGBs) and event rights holders.
- Increase local awareness of the sports event industry and educate citizens on the impact of direct visitor spending.
- Continue to develop and strengthen relationships with local host partners and sport-specific organizations.
- Encourage new and enhanced facility and venue development that will create increased visitor spending in Mesa and our surrounding region.

STRATEGIES

MISSIONS, CONFERENCES & TRADE SHOWS

Visit Mesa Sports will attend national sports conferences and tradeshow to meet one-on-one with event owners and rights-holders to promote Mesa as a premier sports event destination. We will travel to those events that are planning tournaments in Mesa in the future to target attendees and begin promoting our regional attributes, make sales calls, and seek out opportunities to host client events in advance of their upcoming program or event in Mesa. These efforts will also provide Visit Mesa with additional opportunities to recruit and secure new sports business.

LEAD GENERATION

Visit Mesa will develop and generate qualified sports leads on a consistent basis for Mesa hotels. Our follow up and reporting will focus on room-night tracking and accurate pick-up reports following key sporting events.

EVENT EVALUATION & BIDS

Our team will actively prospect for new business primarily by building client relationships, staying current with databases, research, sports directories, industry publications, industry contacts and similar resources. Our detailed research efforts will evaluate potential events in coordination with our host partners to determine viable hosting options for Mesa's facilities. During this process we will increase our sales focus on emerging sports and markets for Mesa in the field of aquatics (i.e., water polo, synchronized swimming), baseball, softball, lacrosse, and golf. When we find the right fit, the Visit Mesa Sports team will produce high-quality bid proposals and presentations for select sporting events and work in cooperation with Mesa hotels, venues and local host organizations and partners to secure new business.

ONLINE PRESENCE

With hundreds of athletes visiting Mesa each year, it's important to engage them while they are in Mesa as they are instant ambassadors for our destination. Once they experience firsthand Mesa sports facilities, our level of service and the warmth and hospitality that is found throughout Mesa, we want our coaches and athletes to share their experiences with the online community. We actively encourage their activity on our mobile site where they can search listings for Mesa restaurants, shopping, nightlife and other things to do. Athletes and traveling families are also provided our printed resources in advance to help them plan extended stay activities and get the most out of their visit to Mesa. We also engage athletes on Twitter and have established an identity for Sports Manager Josh Todd, @MesasportsGuy, and we have carried on that persona on the Visit Mesa Sports Facebook page.

LOCAL SPORTS RESOURCE

Visit Mesa Sports will serve as a local resource to Mesa Aquatics Club and the City of Mesa Parks and Recreation department. We will foster relationships with local organizing committees as we rely on them for hosting duties, hospitality, volunteers and event management.

HOSTED EVENTS

YOUTH & AMATEUR SPORTS

National Junior Disabled Championships

July 21-28, 2012

More than 400 athletes, coaches, and parents come to Mesa to compete in July. The host hotel alone will actualize more than 1,100 room nights from this seven-day competition.

VisitMesa.com Basketball Challenge

December 26-30, 2012

Visit Mesa will secure its role as title sponsor of this prestigious 16 team high school boys basketball tournament.

Fiesta Bowl Shootout

December 28-30, 2012

Visit Mesa has worked with the host, Mesa Community College, and helped grow this 20-year-old stay-and-play event into the top Junior College Men's Basketball tournament in the country.

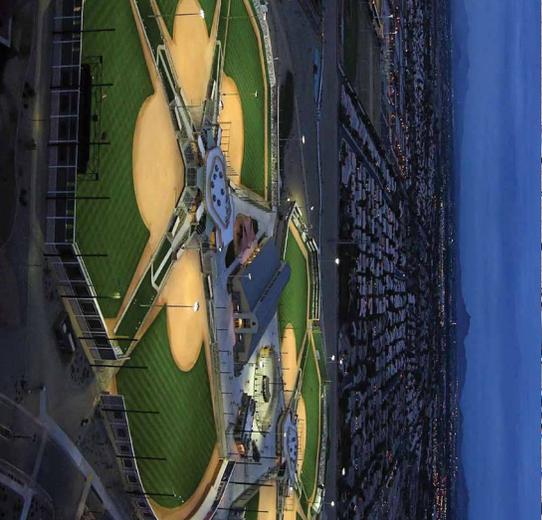
Tough Mudder Arizona

February 23-24, 2013

For the second straight year Tough Mudder will bring their popular endurance event to Mesa's Eastmark (formerly DMB Proving Grounds). In 2012, it was estimated that 22% of event attendees were from outside our region and required hotel accommodations. This year, the goal is to exceed last year's participants of 9,200, and room nights realized by at least 10%.

MESA: A SOUTHWEST SWIMMING CAPITAL

The 2013-2016 USA Swimming Grand Prix series will be calling Mesa home for the next four years. This elite event is a showcase series for USA Swimming and Visit Mesa will be the presenting sponsor. This annual six city stop attracts 600-800 competitive swimmers from across the nation and from several international countries. In 2012, the meet was attended by elite athletes including Michael Phelps, Ryan Lochte, Natalie Coughlin and Missy Franklin just to name a few. All meets are streamed around the globe in live, online broadcasts and Mesa's 2013 event will be televised nationally on NBC/Universal Sports. "We are incredibly honored that USA Swimming has entrusted our organization to host what we consider to be one of the 'crown jewels' of swimming events," said Mesa Aquatics Club CEO Paul Smith. "The collaboration of MAC, The City of Mesa, the Mesa CVB and Mesa Public Schools has allowed us to fully maximize two of the finest facilities in the country."



Triple Crown Sports Spring Baseball Nationals & USSSA Super NIT

March 2013

These two events book every weekend in March, Thursday through Sunday, and in 2012 were responsible for generating more than 4,000 room nights in Mesa. Visit Mesa is continuing to build upon its valued relationship with Triple Crown and USSSA to ensure both groups enhance their growth and continue to find success in Mesa.

Clover Cup at Longbow

March 7-10, 2013

The Second Annual Notre Dame Clover Cup is building off last year's 13 school, 80 player event. To date, the Visit Mesa team has confirmed 19 schools (NCAA Div. I) which will generate more than 100 out-of-state players for the 2013 event.

NCAA Golf National Championships

May 16-19, 2013

This event was bid on in partnership with the Phoenix Regional Sports Commission and awarded to Mesa for May 2013 and May 2015. It will be held at Longbow and host hotels have already been contracted. 120+ of the finest junior college women's golfers in the country are scheduled to compete.

AQUATICS

USA Swimming IMX Regional Games (Western)

Nov. 16-18, 2012

This regional swim meet is expected to bring in more than 300 swimmers under the age of 15 to compete in USA Swimming's IMXtreme Western Regional in Mesa. The event will be held at Kino Aquatic Center and be hosted by Mesa Aquatics Club (MAC) and pull from a 17 state region.

Citrus Classic Winter Training

Dec. 15, 2012-Jan. 16, 2013

Going into our fourth year, this joint partnership between Visit Mesa, City of Mesa, Mesa Public Schools and Mesa Aquatics Clubs already has a solid national reputation. Created to take advantage of Mesa's idyllic winter weather, this event encourages college swim teams to train over their holiday breaks. The Citrus Classic has more than 10 schools committed to training in Mesa and will once again host nearly 400 swimmers and coaches. We brand winter swim training on the event website, VisitMesa.com/citrusclassic.

USA Swimming Grand Prix Series

April 10-13, 2013

This year, Mesa Aquatics Club and Skyline Aquatic Center will host the first of four USA Swimming Grand Prix Series events. Visit Mesa is the presenting sponsor. More than 600 swimmers including some of the nation's elite Olympic-level athletes are expected to participate.

TRAVEL SCHEDULE

USAS Convention (United States Aquatic Sports)

Sept. 11-13, 2012 ■ Greensboro, NC

This annual convention attracts approximately 300 attendees who represent boards of directors and national members of USA Swimming, USA Water Polo, US Masters Swimming, USA Diving, and USA Synchro.

Mesa is one of just a few cities that has a presence on the tradeshow floor where bidding and meetings for future championships are held. Each year, Visit Mesa schedules a minimum of ten appointments and anticipates at least four leads from the event.

USOC Sportslink (United States Olympic Committee)/Denver Sales Mission

Sept. 18-25, 2012 ■ Colorado Springs/Denver, CO

The United States Olympic Committee Sportslink brings in 24 National Governing Bodies and schedules many informational meetings between event managers and DMOs/Sports Commissions representing more than 100 cities. Visit Mesa Sports plans to host six targeted meetings, and generate at least two leads. The mission is in conjunction with NASC's small- to mid-market roundtables and networking sessions. The Denver sales mission will be held on the backend of the conference.

TEAMS Conference & Tradeshow (SportTravel)

October 1-5, 2012 ■ Detroit, MI

TEAMS is the leading conference and expo in the sports tourism industry and is an informative trade show with more than 400 sports-event suppliers and destinations. Visit Mesa will conduct 30 personal appointment sessions that allow quality time with event organizers, owners and cities that can potentially host events. From these appointments, the goal is to generate six leads. The networking opportunities are vital as we continue to market Mesa for future events.

Indianapolis/South Bend Sales Mission

October 19-24, 2012 ■ Indianapolis/South Bend, IN

This region is vital to our area and connections here will focus on continuing our relationship with the University of Notre Dame which hosts their annual golf invitational in Mesa. Traveling with Longbow Golf Club, this annual planning meeting will occur in South Bend instead of Mesa. We will also target South Bend residents and Notre Dame Alumni who would

consider traveling to Mesa in March for the event. While in Indiana, the annual Indianapolis sales mission will be combined with this effort. Here, we will target key amateur sports national governing bodies including NCAA, USA Synchro, USA Track & Field, and USA Gymnastics.

ABCA Convention (American Baseball Coaches Association)

January 2-6, 2013 ■ Chicago, IL

This annual baseball convention is the largest in the country and a key target for Visit Mesa Sports. More than 3,500 administrators, event managers, and coaches will be in attendance and stopping through the tradeshow where we will have presence. Apart from our event sponsorship, we will have a booth touting Mesa as an in-demand baseball destination with our new and existing top notch ballparks. We will have 24 meetings and expect to solicit a minimum of four leads from ABCA.

NASC Symposium

(National Association of Sports Commissions)

April 22-25, 2013 ■ Louisville, KY

The NASC Symposium is a reverse tradeshow and represents one of the largest events that Visit Mesa attends each year. More than 400 sporting event industry leaders have tradeshow booths and destination marketing organization representatives schedule one-on-one appointments with each event. NASC is the leading membership-based sports tourism association in the country. Visit Mesa will secure at least 20 scheduled appointments with a goal to generate 5 to 8 leads. In addition, Visit Mesa will participate in valued and informative industry-related education sessions and networking opportunities throughout the symposium.

**LPGA VISITMESA.COM
 GATEWAY CLASSIC**

The Mesa Convention & Visitors Bureau is targeting the LPGA (Ladies Professional Golf Association) with the intention to host a signature event in Mesa this fiscal year as part of their Symetra Tour. By partnering with a national organization of this caliber, Visit Mesa will be primed for national positioning of the destination with a new audience – the woman golfer. Attracting the LPGA is a logical next step for our destination as we continue to promote our award-winning golf courses as offering some of the best tournament play in the Southwest. The Symetra Tour is referred to as the "The Road to the LPGA" and is the official developmental tour of the organization. The Symetra Tour schedule runs from March through September and has more than 300 players competing from around the world. Visit Mesa will be the title sponsor of this tournament and the Gateway Classic name will draw attention to Mesa and our emerging region. Securing this event, and others with a national built-in audience, will be the focus for the Mesa CVB in the years ahead.



▶ MARKETING

OVERVIEW

The Mesa Convention & Visitors Bureau Marketing team has planned a comprehensive advertising and marketing campaign that promotes our destination using vibrant photography and varied calls to action. The greater portion of advertising and marketing spending will be from funds available through Prop 302 grant funding. Placements will showcase the “IN MESA” message where key action words are followed by the words IN MESA (i.e., Play IN MESA, Stay IN MESA, Golf IN MESA, Meet IN MESA) and paired with a signature image. The campaign will highlight the variety of activities and experiences that can be enjoyed in Mesa. Visit Mesa will feature our advertising campaign in the following mediums: print, online, mobile (smart phone/tablet), mass transportation (vehicle wraps), radio, display ads, and more.

OBJECTIVES

- Strengthen awareness of Mesa and the surrounding region as a visitor destination through a targeted advertising plan.
- Elevate recognition of the Visit Mesa brand to increase visitor travel to the Mesa.
- Build a strong online presence in order to keep Mesa and the surrounding region on the minds of potential visitors.
- Target markets with non-stop service to Mesa served by Phoenix-Mesa Gateway Airport.
- Execute multi-layered marketing campaigns in the Chicago, Denver and Minnesota markets and leverage exposure available through Arizona Office of Tourism’s Target Cities campaign.
- Extend our campaign with TripAdvisor.com and expand presence on other online services that provide website banner campaigns with a call to action.
- Expand online marketing through the use of retargeting services that reach previous site visitors using geographic, behavioral and weather-related triggers.
- Partner with nationwide airports with direct service to Phoenix-Mesa Gateway Airport and develop online campaigns that will reach their customer or passenger databases.
- Expand reach to sports travel planners, groups and schools traveling for tournaments and sports events.

STRATEGIES

AIRPORT MARKETING



ALLEGiant AIRLINES has offered passenger service to and from Mesa since 2007 and remains one of Visit Mesa's strongest partners. Over the next fiscal year, the Mesa CVB will focus on increasing the number of packages offered through Allegiant Vacations featuring Mesa hotel partners. Starting this fall, we will dedicate funds to be part of the airline's Vote for Vacation promotion which will include three regional marketing campaigns throughout the continental U.S. Visit Mesa will participate in the West and Central regional promotions which will include stops in each city that has direct service to Phoenix-Mesa Gateway Airport. Mesa collateral promoting hotel packages available through the airline will be distributed to consumers at a variety of pre-scheduled events and stops in these regions. Because of the play off the presidential campaign, it is expected that this promotion will receive increased interest from the media and produce a greater amount of earned media coverage. The Ogden, UT market will also be targeted via their mass transit systems, both train and bus service to and from the Salt Lake City area, with vehicle wraps.

FRONTIER

FRONTIER AIRLINES is the newest partner to provide commercial passenger service to and from Mesa. The Visit Mesa team will implement a plan to develop awareness of direct service to Denver and the opportunities for connection through this

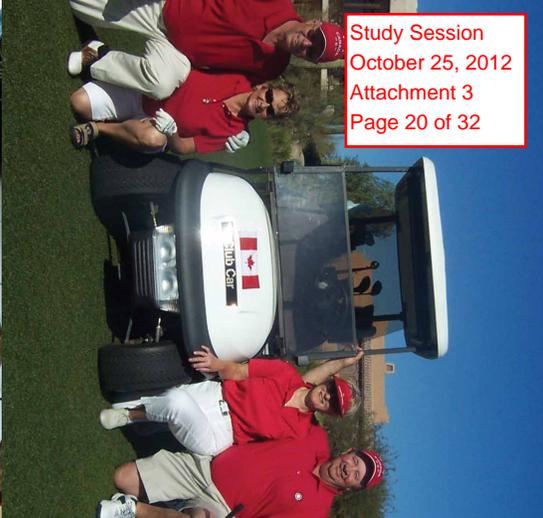
international hub airport. We will work with Frontier to educate their agents on Mesa and increase the number of room nights booked using their vacations booking system. Our marketing team will also pull all Denver-area contacts from our consumer database and target them regularly with e-mail blasts promoting Mesa's seasonal messages. Visit Mesa and Frontier Airlines will also wrap a light rail car along Denver's RTD (Rail Transportation District) metro system this September through December to promote new airline service starting in mid-November.



SPiRIT AIRLINES offers Mesa's only non-stop service to the Dallas/Ft. Worth region and continuing service to Florida and the Caribbean. Most recently, the airline announced it will begin service during our peak travel season from Chicago O'Hare Airport. The marketing team will engage in an awareness campaign to highlight this new service between Mesa and Chicago, while growing the share of Mesa hotels in the Spirit Vacations online booking system. An online banner advertising campaign targeted to the Greater Chicago region will also help increase awareness of the direct service. These online banners will be geographically and behaviorally triggered to those living within a specified radius of O'Hare Airport and target potential consumers who have searched for Arizona travel information within the last 60 days. This will reach a market that has a higher propensity to travel to Arizona and to Mesa within the next year. Our efforts with Spirit Airlines will also include a social media marketing campaign to highlight the Chicago Cubs Spring Training experience with active links to the new stadium construction webcam. This campaign will target residents throughout Illinois and the U.S. to reach Cactus League baseball fans.

GETTING THE MESSAGE OUT VIA MOBILE, E-MAIL & SOCIAL MEDIA PLATFORMS

The goal of Visit Mesa's internet marketing efforts are to reach the broadest audience possible, heighten the name recognition of Mesa, and educate the online consumer about Mesa's strengths as a leisure and corporate travel destination in Arizona. The Marketing team will continue to improve and enhance the Visit Mesa website in order to meet the needs and new technologies used by the online travel consumer. Visit Mesa will research best practices from complementing CVBs, focus on improving content creation, optimize key words in our content for best search results, increase the distribution and promotion of our online and digital resources while building more links into our visible materials and tracking systems to measure those results. Through the use of our digital communication tools, we will increase the number of opportunities for downloads of Visit Mesa brochures and develop a successful lead generation program for our industry partners. Our social media presence will continue on the Visit Mesa Facebook page, through several Visit Mesa handles on Twitter, and include new video content posted to the Visit Mesa YouTube channel. New this fiscal year will be the enhanced presence on Google+ and we will increase our targeted, themed boards and activity on Pinterest.



CANADIAN CONNECTIONS

Visit Mesa will engage in a cooperative marketing campaign with our colleagues in Phoenix, Scottsdale and Tempe and Custom Marketing Group. This targeted effort which will reach the Toronto, Ontario market with print, digital and outdoor advertising and promote all these Arizona destinations in tandem with one another. The marketing team will also support a six-month long print and digital campaign with *Canadian Traveller* which includes a pull-out Visit Mesa section featuring editorial content highlighting the new developments and attractions in our region.

REGIONAL PARTNERSHIPS: VISIT GATEWAY

The Gateway Regional Visitor Partnership, an alignment between the Mesa Convention & Visitors Bureau with the Towns of Gilbert and Queen Creek, began in 2009 with initial support from the Arizona Office of Tourism grant funds. The bureau has continued this effort to catapult the Visit Gateway's emergence as a travel entity and a region with quality visitor experiences. The marketing efforts will expand the visibility and online visitor use of VisitGateway.com, a portal website. We will secure a TripAdvisor.com campaign in which the goal is to increase click-thrus to the Towns of Gilbert and Queen Creek websites. In addition, Visit Mesa will launch a cooperative campaign with the Town of Gilbert to develop a new website for Gilbert at VisitGilbert.net.

PROPOSITION 302

Proposition 302, Maricopa County's dedicated funding source available for tourism marketing and promotion, is one of the major resources for marketing. Visit Mesa's branding efforts with Prop 302 funds over the next year will include print advertisements, outdoor campaigns, Internet banner ads and additional promotions to leisure, sports and business travel markets. Additionally, funds from Prop 302 will enhance the cooperative partnership between the bureau and the Town of Gilbert.

PROPOSITION 202

The Mesa Convention & Visitors Bureau receives promotional support through Proposition 202, destination marketing funds allocated through the Arizona Indian Gaming initiative. Our partner, Fort McDowell Yavapai Nation, awarded monies to the Mesa CVB to be spent in a cooperative marketing campaign with Mesa. This focused joint campaign will include online marketing, a FAM tour with travel agents and media, event sponsorships, and a dedicated sales mission to a specific target market.



ONLINE

PUBLICATION	JULY	AUGUST	SEPTEMBER	OCTOBER	NOVEMBER	DECEMBER	JANUARY	FEBRUARY	MARCH	APRIL	MAY	JUNE
AOT E-Newsletter												
Arizona The Golf State												
Canadian Traveller												
CMG Canadian Co-op												
Fetchback - Frontier												
Southwest Vacations												
Specific Media - Allegiant												
Spirit Airlines - Belo or other												
Travel Guides Free												
TripAdvisor												
TripInfo												
U.S. Airways - E-Miles												

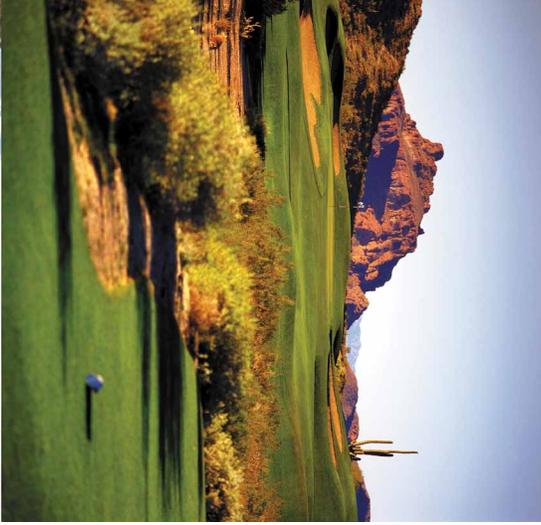
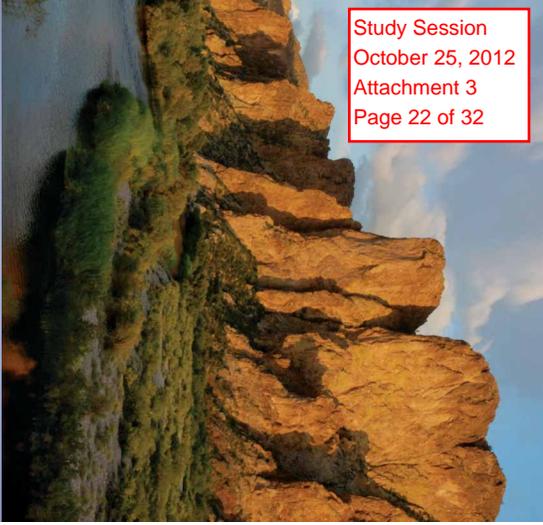
PRINT TRADE

PUBLICATION	JULY	AUGUST	SEPTEMBER	OCTOBER	NOVEMBER	DECEMBER	JANUARY	FEBRUARY	MARCH	APRIL	MAY	JUNE
Amer. Baseball Coach Assoc.												
American Swimming Mag												
Arizona Meetings & Events												
Canadian Traveller												
Connect Marketplace - Collinson												
Courier - NTA Travel Planner												
Group Tour Magazine												
Groups Today												
MPI Arizona Chapter Guide												
Rejuvenate - Collinson												
Sports Destination Management												
Sports Events Magazine												
Sports Travel												
Studen Group Tour												
Student Group Travel												

SOCIAL MEDIA

Visit Mesa's social media execution plan will include:

- Daily Twitter posts featuring Mesa headlines and active links to VisitMesa.com.
- Weekly Mesa Roundup e-newsletters distributed to Mesa hoteliers and attractions promoting Mesa activities to current visitors.
- The development of a spring Facebook campaign that encourages and rewards active engagement by the consumer and constant promotion of Mesa experiences.
- Distribution of seasonal e-Magazines with the goal of measuring response and growing the number of opted-in consumers. This effort will emphasize Mesa visitation during the Winter and Spring seasons. The digital brochures will be created by Local Lily and help promote Mesa's hidden gems and unique products to consumers seeking out the best of our destination. The digital guides will be created to specifically target a new, youthful visitor that seeks information through alternative methods such as iBooks, on their smart phone, or from website downloads. The e-Magazines will be heavily marketed through a variety of channels and serve as a marketing tool for all Visit Mesa departments – Sales, Communications and Sports. All metrics will be tracked as Visit Mesa continues to explore these new and emerging marketing opportunities.



PRINT LEISURE

PUBLICATION	JULY	AUGUST	SEPTEMBER	OCTOBER	NOVEMBER	DECEMBER	JANUARY	FEBRUARY	MARCH	APRIL	MAY	JUNE
AAA H&A, Living, Midwest												
About Winter Getaway												
Arizona Official Visitor Guide												
Arizona Winter Insert												
Arizona Drive Guide												
Arizona State RV												
Cactus League Insert												
Canadian Traveller												
CMG Canadian Co-op												
Golf Chicago - Show Issue												
Golf Time - Illinois												
Golfer's Guide - Arizona												
Good Sam RV Guide												
Horizon Travel - Canada												
Phoenix Map & Guide												
Phoenix Official Visitor Guide												
Sunseeker - Allegiant In-Flight												
Valley Guide												

OUTDOOR CAMPAIGN

PUBLICATION	JULY	AUGUST	SEPTEMBER	OCTOBER	NOVEMBER	DECEMBER	JANUARY	FEBRUARY	MARCH	APRIL	MAY	JUNE
Denver - Frontier												
Ogden - Allegiant												
Vote for Vacation - Allegiant												

THAT'S A WRAP

This fall, commuters in Denver, Ogden and Salt Lake City will be greeted with large-scale images of Mesa, Arizona on light rail cars, trains and buses. Visit Mesas two outdoor marketing promotions will coincide with the start of new non-stop air service from Ogden, UT on Allegiant Airlines in September, and non-stop daily service from Denver starting in October on Spirit Airlines and November on Frontier. These efforts are intended to enhance Mesas visibility in these short haul markets where the city's recognition level is stronger. Denver's light rail train cars showcase a family hiking through Mesas vibrant landscape. The light rail car will travel along five different routes of their Rail Transportation District (RTD) which maneuvers through Denver's downtown core past Coors Field, the Theater District and Sports Authority Field at Mile High stadium. The exterior advertising is complimented by interior posters on 10 cars that will travel all the RTD train routes.

The posters encourage passengers to get instant Mesa visitor information by scanning a QR code. More than 400,000 riders utilize the RTD light rail system weekly.

In Ogden, UT riders on the municipal bus system will be greeted with similar large-scale images, only here the Superstition Mountains are in view with a signature yellow Jeep and messaging that announces the short flights to Mesa and the Gateway region. These images will mask the back of 10 buses that service Ogden and take commuters to and from Salt Lake City. The marketing reach of this effort can be seen by more than 80% of Ogden's population, or approximately 270,000 Utah residents. In addition, the interiors of 10 Front Runner train cars will have posters marketing Mesa. The Front Runner trains travel 44 miles between Ogden and Salt Lake City and is one of the most popular modes of travel for commuters in the area with an estimated 32,000 riders each week.



MOBILE MARKETING

Visit Mesas marketing team will continue to enhance the mobile website (VisitMesa.mobi) that is accessed through smartphones, tablets and other hand-held devices. The site is managed by Simpleview and we will report the increase in mobile users on a quarterly basis in the MVP. Mesa Visitor Profile advocacy e-newsletter to our industry partners. Doing so will reflect the growing trend and demand for destination information and the immediacy of access to content from this medium.

CONSUMER E-NEWSLETTER

Consumer e-newsletters are a regular tool for the Mesa CVB which has been tracking opted-in consumers for nearly two years via the Make it Mesa club, the Mesa CVB's online data capture form. From October to May, Make it Mesa e-newsletters will be sent every six weeks to these potential visitors. Content will announce new features on our website, new brochure downloads and themed, seasonal messages throughout the year.



COMMUNICATIONS

OVERVIEW

The Visit Mesa Communications department is the storytelling arm of our organization and strives to maintain a favorable public image of Mesa's visitor industry. The department utilizes public relations tactics to secure national headlines on Mesa, Arizona in a variety of mediums – magazines, on the Internet, and on television and radio. The team works closely with travel journalists and key influencers by proactively updating them on the expanding visitor experience in our region. In addition, the Communications department oversees all messaging and editorial content distributed by the Mesa Convention & Visitors Bureau including but not limited to Visit Mesa brochures, advertorial placements and VisitMesa.com feature stories. Over the next 12 months, the Communications team will develop and execute an advocacy strategy that will not only inform our key stakeholders about national issues related to the travel industry, but also target the local resident and educate citizens on the value of out-of-state visitation to Mesa and the Gateway region.

OBJECTIVES

- Increase awareness of Mesa, Arizona and position the city and its regional communities as a premier visitor destination by generating positive publicity and increasing the volume of media coverage on Mesa in traditional and social media outlets.
- Establish Visit Mesa as a national and local media resource to the working press, and addressing issues related to travel and the visitor industry that affect our community.
- Work with Visit Mesa industry partners to promote existing and new programs and offerings for potential editorial coverage.
- Secure media attendance on press tours to Mesa and the region which allow for a first-hand experience of Mesa's destination product.
- Develop editorial content for Visit Mesa brochures that reflects current editorial trends and story topics of interest to travel media.
- Target U.S. and Canadian travel media through missions, tradeshow and travel writer conferences.
- Track all travel industry-related media coverage and calculate publicity value and reach.
- Update industry partners regularly on national travel issues that affect our industry; educate the local resident on the importance of out-of-state visitors and how the travel industry positively impacts Mesas economy.

STRATEGIES

SERVE AS 'FIRST CALL' TO MEDIA

By developing and maintaining relationships with national travel news media, the Communications team establishes itself as the official media resource for travel-related issues or story topics on Mesa, Arizona. Visit Mesa will provide comment and share the latest news and updates on key visitor developments (i.e., Wrigleyville West, Metro Light Rail, Phx-Mesa Gateway Airport expansion) which garner national attention for the destination. The department is also positioned to be the primary media resource within the community for any queries related to the City of Mesa's Tourism initiative. Visit Mesa is currently represented on the City of Mesa's interactive press room, MesaNow.org, and actively participates in media briefings and press conferences with the public information team.

MONITOR & MEASURE

Visit Mesa has an annual subscription to Vocus Media Database, a leading resource for PR practitioners across North America which tracks more than 10,000 media contacts. The Communications team uses the database for press release distribution, media list building, and to view pitching notes, beats and other vital information on a reporter before making initial contact. New this year is the News Analysis feature of the Vocus database. Visit Mesa can now track media articles and provide reports based on key search terms. This reporting also determines the publicity value of each article that features Mesa tourism product – known in the industry as the equivalent advertising value. The Vocus database also tracks circulation of printed publications and the unique page views for online articles.

POWER OF PARTNERSHIPS

One of the strengths of Visit Mesa's communications team is the long standing and strong relationships with colleagues in the Arizona visitor industry. The Communications team makes every effort to ensure that Mesa is 'part of the conversation' when travel writers are pitched the Arizona story by the state's public relations representatives. Visit Mesa knows that it pays dividends to promote Mesa as a travel hub with partners. Throughout the year, Visit Mesa will join media outreach efforts with the Greater Phoenix CVB, Scottsdale CVB, Arizona Office of Tourism, and take on a leadership role with the Arizona Tourism Public Relations Roundtable, a consortium of travel public relations practitioners from across the state.

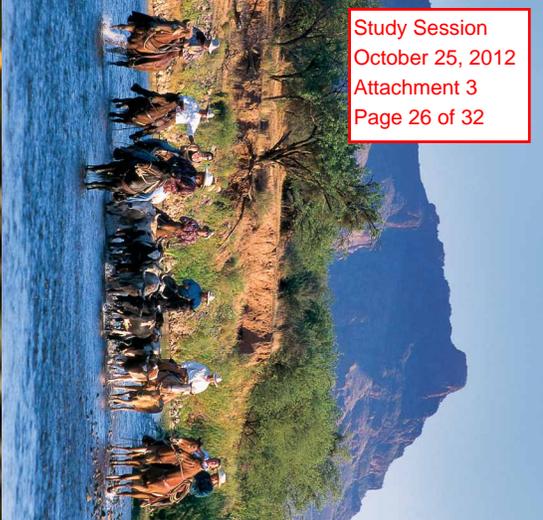
MEDIA FAM TOURS

In addition to targeting and hosting individual journalists to tours of Mesa, Visit Mesa will conduct a variety of group FAM (Familiarization) tours throughout the year. These opportunities allow Mesa's industry partners to showcase their unique travel products to media on-assignment to cover the destination. By budgeting for in-bound media travel, the Communications team is able to generate objective editorial outcomes that accurately reflect the Mesa experience. Media FAM tours are one of the most critical tools the Communications team uses to generate positive publicity about Mesa. Media are vetted and their outlets are examined thoroughly to ensure the audience has a high propensity to travel. Hosting media on assignment is a standard practice adopted by all nationwide DMOs and media tours still remain one of the most effective ways to influence positive publicity on a destination.

COMMUNICATIONS: TARGET MARKETS

Visit Mesa will align their media outreach efforts with statewide DMOs and the Arizona Office of Tourism and target media outlets and contacts in the following markets:

- Chicago, IL (Target City: Arizona Office of Tourism)
- Denver, CO (Target City: Arizona Office of Tourism)
- New York, America's Publishing Capital
- Los Angeles, CA
- Portland, OR / Seattle, WA
- Vancouver, British Columbia, Canada
- Toronto, Ontario, Canada



MEDIA MISSIONS & TRADESHOWS

Visit Mesa will participate in media missions and trade shows as a proactive way to influence media on Mesa's visitor experiences. These targeted efforts offer Visit Mesa the opportunity to personally meet and pitch journalists and freelance travel writers about the destination and engage in a dialogue about what sets the destination apart. In addition, Visit Mesa has identified two travel writer conferences this fiscal year. These shows bring a large group of media into one market for education and professional development. By sponsoring such programs, Visit Mesa is able to reach a number of key travel editors and prolific travel writers that are actively publishing travel articles. See Program of Work for additional details.

THE PRESS ROOM:

GETTING OUT MESAS'S KEY MESSAGES

Visit Mesa will draft press releases on key topics related to Mesa's visitor industry as well as seasonal messages related to travel trends (i.e. Holiday Shopping, Summer Rates, Spring Training, etc.). Releases will be distributed electronically to national media contacts via the Vocuus Media Database and pitched to specific beat reporters in target markets. The Visit Mesa Media Kit will also be distributed to media through the missions, trade shows and events year-round. The kit is comprised of 12 core releases that highlight Mesa's destination drivers and is available in the online Media Center or provided to journalists via e-mail and on a Visit Mesa USB. A daily activity of the Visit Mesa Communications team is pitching the travel and news media on a variety of subjects and topic matters as they occur in real-time. As the Visit Mesa team secures significant events, tournaments and other noteworthy programs and bookings, we will report this news to local and national contacts for potential promotion.

VISIT MESA PRESS RELEASE DISTRIBUTION:

2012

July ■ Chicago Cubs Groundbreaking

August ■ Fall events; What's New Fall & Winter 2012

September ■ Airline Marketing;

Holiday Shopping & Events

October ■ Harvest Season (Agri-tourism);

Mesa Visitors Guide

November ■ Visit Gateway

December ■ Citrus Classic Winter Training

2013

January ■ Spring Training; Family Travel

February ■ What's New Spring 2013

April ■ Summer Values

This list does not include press releases distributed for specific sports events and tournaments held in Mesa or press releases distributed by the City of Mesa that pertain to the visitor industry.

COMMUNITY OUTREACH

The Communications team will participate in a handful of local outreach opportunities that target part-time winter visitors. These efforts will help bring awareness to Mesa's travel product, events and experiences to a core constituent during Mesa's high occupancy season. These opportunities allow Visit Mesa to distribute promotional materials and serve as a community resource to travelers already in Mesa. In addition, Visit Mesa has budgeted funds to host an annual concierge event. Once a year, Valleywide concierge staff, RV Parks activity directors, and volunteers at both the Phoenix Sky Harbor and Phx-Mesa Gateway Airports are invited to attend a FAM tour of Mesa. This effort will help expose front-line workers to the appeal of Mesa's attractions, events and offerings and better serve them in fielding visitor inquiries related to Mesa. Visit Mesa will have a local tradeshow booth and presence at the following events:

East Valley Adult Resources Active Adult Expo

November 15, 2012

Gold Canyon Retirement Community (Cal-Am)

Winter Expo ■ January 2013

Mesa Chamber of Commerce Senior Expo

February 2013

Falcon Field Airport Open House

March 23, 2013

PROGRAM OF WORK

Arizona Media Marketplace

Aug. 13-15, 2012 ■ Vancouver, British Columbia

Partner: Arizona Office of Tourism

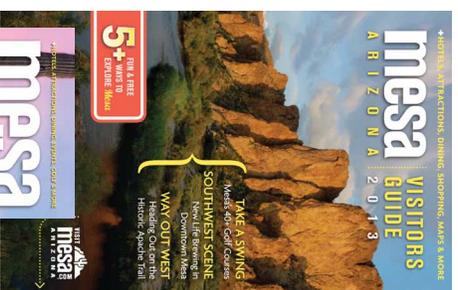
New York Media Mission

Aug. 27-30, 2012

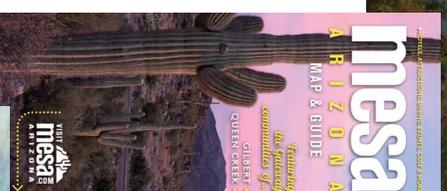
Partner: Greater Phoenix CVB

Denver Media Mission

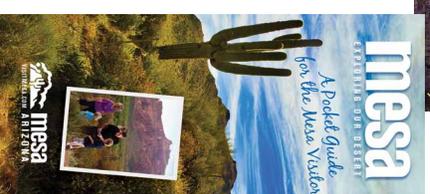
Sept. 20-21, 2012



VISIT MESA BROCHURES
OFFICIAL MESA VISITORS GUIDE
 Quantity: 75,000
 Digest-size travel resource guide to Mesa and the Gateway communities of Gilbert and Queen Creek. This is the staple fulfillment piece for any out-of-state inquiries about Mesa, Arizona and is also distributed locally. Includes listings for hotels, golf courses, restaurants, and attractions. Editorial content highlights Mesas visitor experiences.



MESA MAP & GUIDE
 Quantity: 100,000
 This lure brochure offers a quick look at Mesa as a destination with condensed listings. Map highlights Mesas position in the Valley of the Sun and features Gilbert and Queen Creek.



EXPLORING OUR DESERT: A POCKET GUIDE FOR THE MESA VISITOR
 Quantity: 10,000
 Produced to highlight outdoor exploration and introduce visitors to the numerous ways to experience the Sonoran Desert. Laid out in 10 sections, the 20-page pocket guide features detailed information on Trails, Water Recreation, a photo directory to Desert Wildlife, Birding and Desert Vegetation, as well as an Attractions & Outfitters listing.



Discover America Day

Oct. 2, 2012 ■ Toronto, Ontario, Canada
 Organized by Discover America, DAD is the only marketplace held in Canada that focuses purely on inbound travel to the USA and includes an informative luncheon for Discover America members. The event also offers one-on-one appointments with members of the travel industry and consumer media, in addition to an open marketplace focusing on inbound visitation to the USA, allowing face-to-face time with top Canadian journalists.

Arizona Media Marketplace

Nov. 15, 2012 ■ Scottsdale, AZ
 Partner: Arizona Office of Tourism

Travel Classics West

Nov. 15-18, 2012
 Sponsorship: Visit Mesa
 Partnership: Scottsdale CVB (Host)
 Travel Classics West is a premier travel writer conference that allows freelance travel writers the opportunity to meet with the industry's top editors. Sponsorship includes participation in all group functions and offers an opportunity to build media relationships.

Chicago Media Marketplace & Mission

Dec. 4-7, 2012
 Partner: Greater Phoenix CVB

Arizona Media Marketplace

Jan. 15, 2013 ■ Los Angeles, CA
 Partner: Arizona Tourism Public Relations Roundtable

Travel & Words Travel Writers Conference

March 17-19, 2013 ■ Seaside, OR
 Travel & Words is the premier travel writer conference for freelance writers, travel writers, travel writer bloggers, journalists and editors that reside in the Pacific Northwest. This event is open to exhibitors to display destination materials and participate in group functions. Participation guarantees one-on-one interaction with approximately 50 media attendees.

WACVB Tech Summit

April 17-19, 2013 ■ Mesa, AZ
 This leading professional development conference highlights the latest tech industry trends related to destination marketing. Sessions cover all social media outlets and highlights best practices in CVB website development, mobile marketing and updated strategies for targeting consumers through electronic marketing.
 U.S. Travel's International Pow Wow
 Media Marketplace
 June 8-10, 2013 ■ Las Vegas, NV
 Organized by the U.S. Travel Association, this is the largest international trade show in the country attracting nearly 1,500 international tour operators and 250 travel journalists from more than 40 countries each year.

MEDIA FAM TOURS

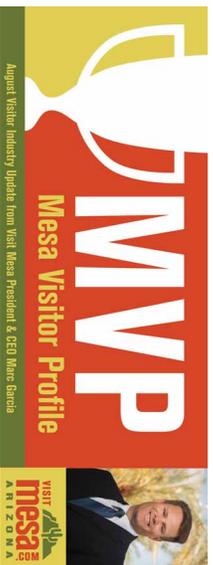
- Peaks & Valleys Group Media FAM**
 Nov. 9-13, 2012
 Partner: Greater Phoenix CVB
- Sonoran Sojourn Group Media FAM**
 Nov. 11-15, 2012 – Pre-Tour, Travel Classics West
 Nov. 18-21, 2012 – Post-Tour, Travel Classics West
 Partner: Greater Phoenix CVB
- Work Hard, Play Hard Group Media FAM**
 Jan. 9-13, 2013
 Partner: Wild Horse Pass Development Authority
- Get Away to Gateway Group Media FAM**
 Feb. 17-21, 2013
 Partner: Town of Queen Creek, Town of Gilbert
- Spring Training Media Support**
 March 2013

VISITOR INDUSTRY ADVOCACY

The Mesa Convention & Visitors Bureau has served as a valued member of Arizona's visitor industry since its incorporation in 1984. We will continue building upon our reputation as the leading destination marketing arm for the East Valley by strengthening our partnerships with national organizations that serve this country's travel community. In addition, many of Mesa CVBs staff members serve on executive boards and hold service positions with notable organizations including the Arizona chapters of Meeting Professionals International and Society of Government Meeting Professionals, the Arizona Sports & Recreation Authority, Mesa Historical Society, Arizona Lodging & Tourism Association, Mesa Parks & Recreation Advisory Board, Mesa Sisters Cities, and United Way to name a few. The collective stewardship represented by Mesa CVB employees not only allows for Mesa's visitor industry voice to be heard but ensures that any pertinent issues facing our industry are addressed with immediate action.

DESTINATION MARKETING ASSOCIATION INTERNATIONAL

Visit Mesa is a now a member of Destination Marketing Association International (DMAI), the official association for destination marketing organizations (DMOs). This is another valuable resource for the Mesa CVB and their constant pulse checks and outlooks on our industry will be shared often with our partners. In addition, over the next 12 months Visit Mesa will begin the process of DMAP accreditation. This is an international body that defines quality and performance issues in destination marketing and recognizes those DMOs that meet and/or exceed those standards. This process will not only help Visit Mesa reach critical benchmarks that have an impact on every DMO – but will elevate our role as the leaders for the travel and visitor industry in our region. DMAP accreditation is widely recognized as an award of excellence for CVBs that have earned this status.



ADVOCACY TOOL KIT

VISIT MESA INSIDER

Distribution: Monthly, 400+

This monthly e-mail communicat e is distributed to opted-in industry partners. Content is concentrated on offering a month at-a-glance look at Visit Mesa efforts.

at-a-glance look at Visit Mesa efforts.

MVP: MESA VISITOR PROFILE

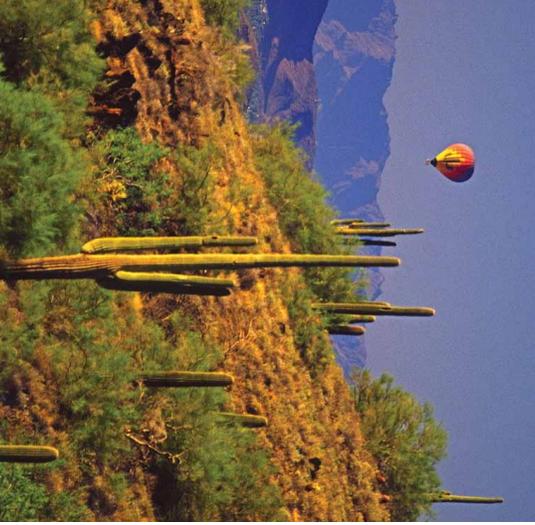
Distribution: Quarterly, 400+

The MVP is a quarterly e-newsletter that will serve as Visit Mesa's key advocacy and educational piece for industry partners and key stakeholders. Content will feature national travel trends and identity current issues that impact Mesa's visitor industry and our shared marketing efforts. STAR data and other performance indicators will be shared in this piece, as well as our CEO's quarterly analysis of Mesa's visitor industry.

CEO's quarterly analysis of Mesa's visitor industry.

VISIT MESA ADVOCATE

These e-newsletters will focus on a call to action and are aimed at encouraging partner participation on a variety of levels. They may encourage our industry partners to alert elected officials about issues, invite our colleagues to participate in efforts such as National Tourism Week, or share ideas being implemented by our industry partners.

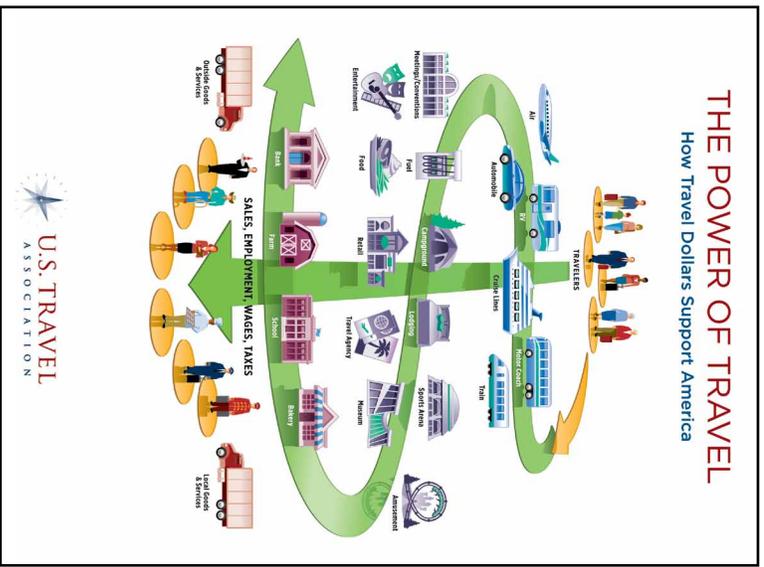


U.S. TRAVEL ASSOCIATION

At the start of this fiscal year, Visit Mesa enrolled as a member of the U.S. Travel Association (USTA). This organization serves as the nation's collective voice for the travel and tourism industry. Through our membership, we are now regularly informed of their programs to advocate for a stronger travel industry and can carry their top-line messages to our valued industry partners. USTA offers countless resources and updated data on the impact of travel and you will often see us share this data in our Visit Mesa Advocate e-newsletter (see Tool Kit). Our membership will allow us to participate in the largest travel tradeshow, International Pow Wow, and attend ESTO, the Educational Seminar for Tourism Organizations event held annually. We will also help build up Mesa, Arizona's presence with USTA and encourage industry employees to enroll in their Power of Travel coalition. This is a nationwide group of like-minded individuals working in all facets of the travel and tourism industry that have rallied together to help learn about trending topics and take action when necessary to defend our industry and our jobs.

BUILDING AN ARMY OF AMBASSADORS

One of this year's goals is to build a Visitor Industry Advocacy e-mail database. Following similar efforts on a national level by USTA, the Mesa CVB will capture e-mail contacts of industry employees. This dedicated group of partners will opt in to stay informed of Visit Mesa's efforts and follow local, national and international issues that impact the travel industry. This electronic army of visitor industry advocates will be one click away from helping carry forth Visit Mesa's message of support for issues that affect us and help defend the argument that travel is important and how visitation to our region supports essential public



services, keeps taxes low, and enhances the quality of life for residents year-round. In addition, Visit Mesa will keep our partners current on a variety of topics such as the Chicago Cubs new stadium, the on-going development plans at Eastmark, and the growth at Phoenix-Mesa Gateway Airport. Our database of advocates can be rallied instantly to take action on a variety of local, statewide and national issues such as decreased government spending on meetings and other forms of travel, or visa waivers and impending federal legislation that may impact the visitor industry in Mesa and our surrounding communities.

VISITOR SERVICES

OVERVIEW

The Mesa Visitor Information Center assists local residents and leisure visitors who enjoy dining, entertainment and the vast array of recreational opportunities that exist in Mesa and the East Valley. These visitors request information about Mesa, the Valley of the Sun, and Arizona. Many of them are repeat customers. The Visitor Information Specialist who staffs the visitor center, along with the Visit Mesa volunteers, have been designated Certified Tourism Ambassadors. The knowledge derived from this effort helps provide a high level of service to visitors.

OBJECTIVES

- Encourage visitors to extend the length of their stay by providing a vast array of information on things to see and do.
- Direct referrals to Visit Mesa industry partners.
- Provide inviting and functional facilities for assisting visitors and promoting tourism-related businesses by displaying their collateral and promotional materials.
- Offer the Monscierge system to help elevate the Visit Mesa brand and offer a new, unique and more efficient way to service our visitors.



MONSCIERGE: A NEW WAY TO SHARE INFORMATION

The Mesa Visitors Center will soon provide our customers with digital on-demand visitor information via Monscierge, an interactive kiosk that helps connect today's savvy traveler to the trusted local recommendations they seek while visiting a destination. As part of the lobby renovation, the Monscierge will serve as an extra resource for our guests and provide destination information with detailed maps and contact information for attractions, restaurants, hotels, museums and more. The updated software and easy-to-use tools will enhance the guest experience in Mesa.



UPDATING THE MESA VISITORS CENTER

The Mesa Convention & Visitors Bureau will be undergoing a much-anticipated renovation of their lobby, board room and public meeting room. Construction will begin this fall and continue through the new year. The makeover will not only update the Visit Mesa image with our in-bound guests and create a sense of arrival in Mesa, but will feature several technology upgrades. The new lobby will reduce the amount of wall space devoted to brochure distribution and feature the new Monscierge system. Those visitors that would like to pick up maps of Mesa and the state will still be provided printed materials, and all printed brochures for signature Mesa attractions will remain. The Visit Mesa board room will include the latest needs for productive meetings including a large LED-screen, wireless connectivity between the projector and laptop, and also feature a new conference room table, chairs and storage space.



Mesa Convention & Visitors Bureau
120 North Center, Mesa, Arizona 85201
800-283-6372, 480-827-4700
VisitMesa.com

Valley-Wide Automatic Aid

Members

- Apache Junction Fire District
- Avondale Fire-Rescue
- Buckeye Fire Department
- Buckeye Valley Fire District
- Chandler Fire Department
- Daisy Mountain Fire Department
- El Mirage Fire Department
- Gilbert Fire Department
- Glendale Fire Department
- Goodyear Fire Department
- Guadalupe Fire Department
- Maricopa Fire Department
- Peoria Fire Department
- Buckeye Valley Fire District
- Phoenix Fire Department
- Queen Creek Fire Department
- Scottsdale Fire Department
- Sun City Fire Department
- Sun City West Fire Department
- Sun Lakes Fire Department
- Surprise Fire Department
- Tempe Fire Department
- Tolleson Fire Department

Associate Members

- Gila River Fire Department
- Harquahala Valley Fire District
- Luke Air Force Base Fire Department
- Town of Paradise Valley
- Salt River Fire Department

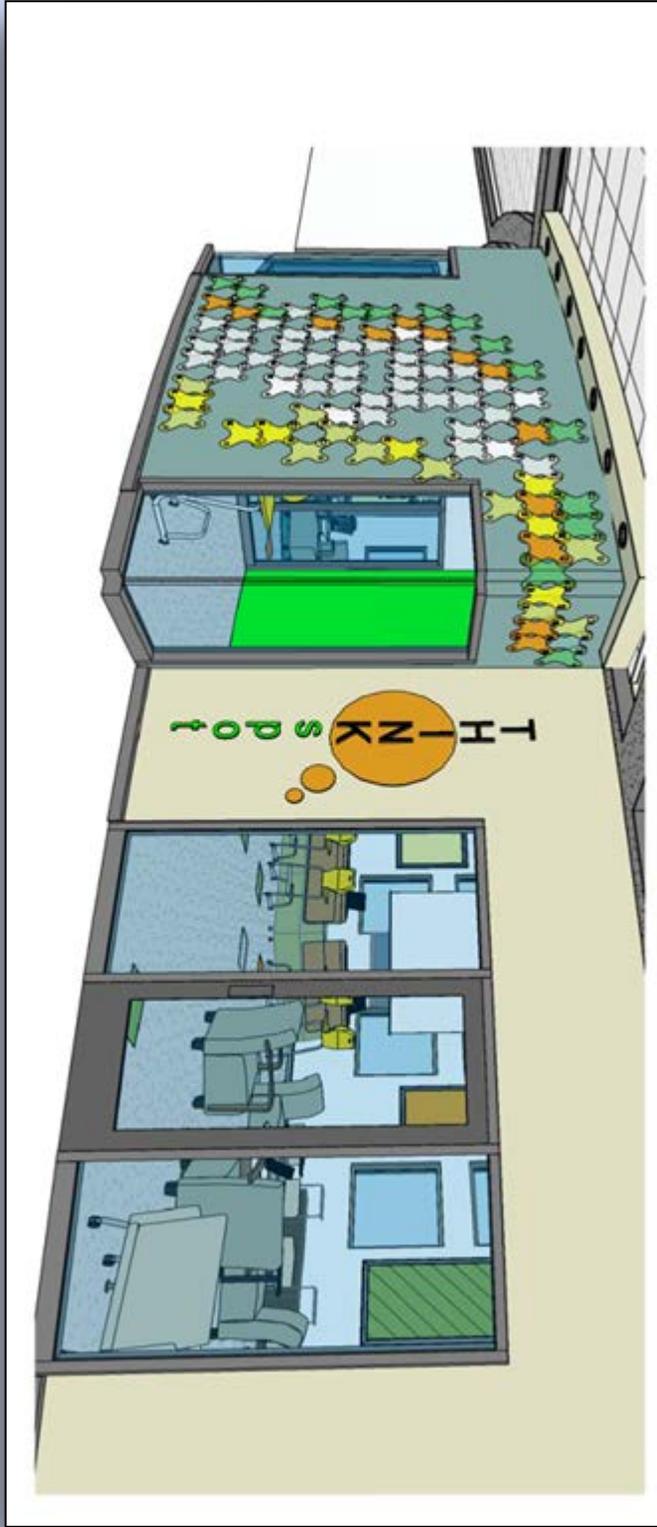
Agreement Objectives

- Consistently dispatch closest most appropriate unit in the region
- Clarification of dedicated resources for reciprocal response to ensure:
 - Service Delivery
 - Firefighter Safety

Encourages Development Of:

- Procedures and Protocols
- Communication Coordination
- Training, Education, Health & Safety
- Possibility of Joint Purchases

Questions



THINKspot

@ Red Mountain Library

Background

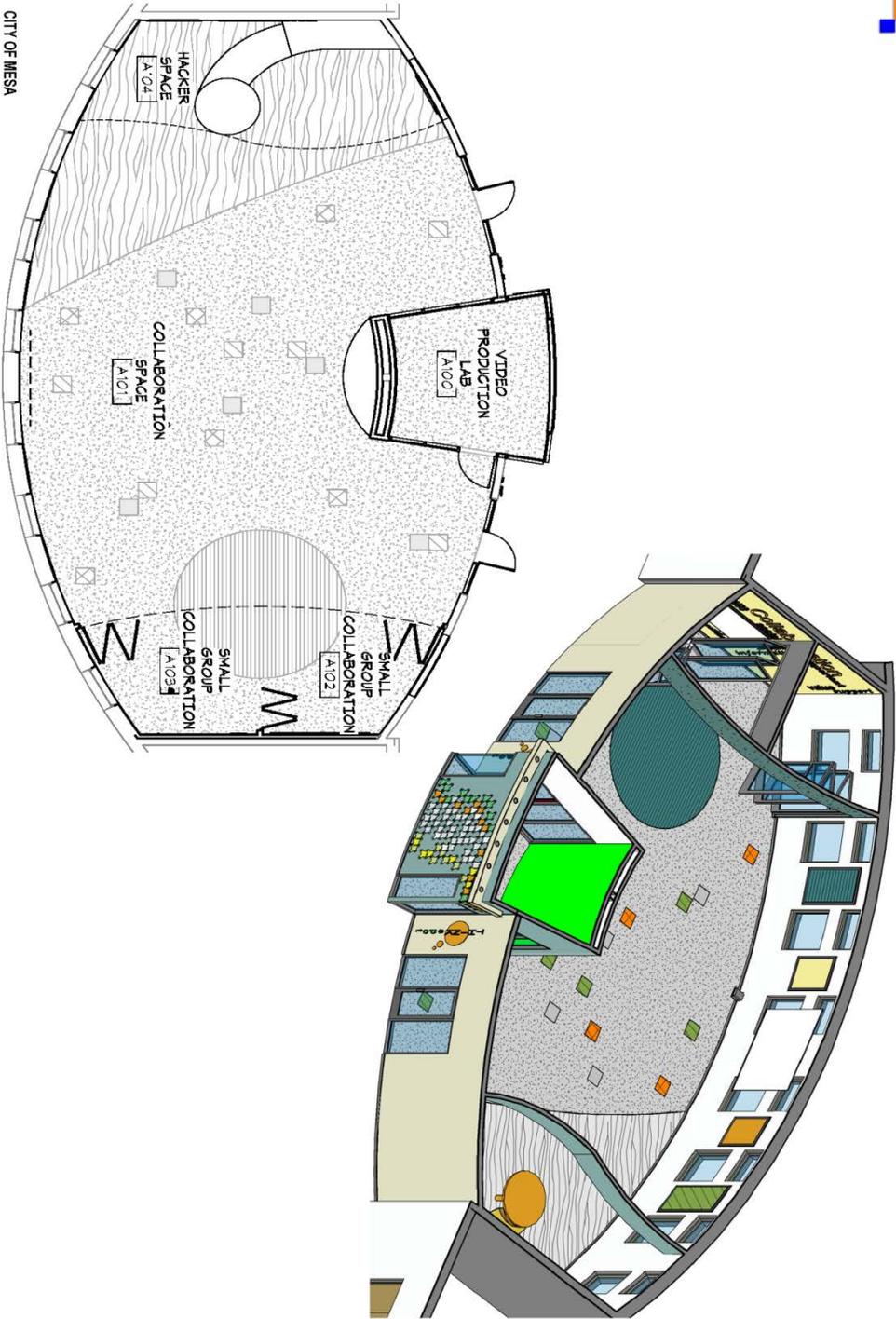
iMesa project – iMesaLINCS was envisioned as a space where residents of all ages could go to learn, create, innovate, and collaborate.

Innovation with Impact – designated space within Red Mountain Library and funded for FY 12/13.

THINKspot

A flexible, multipurpose space that will encourage creativity, critical thinking, and hands-on learning by providing access to:

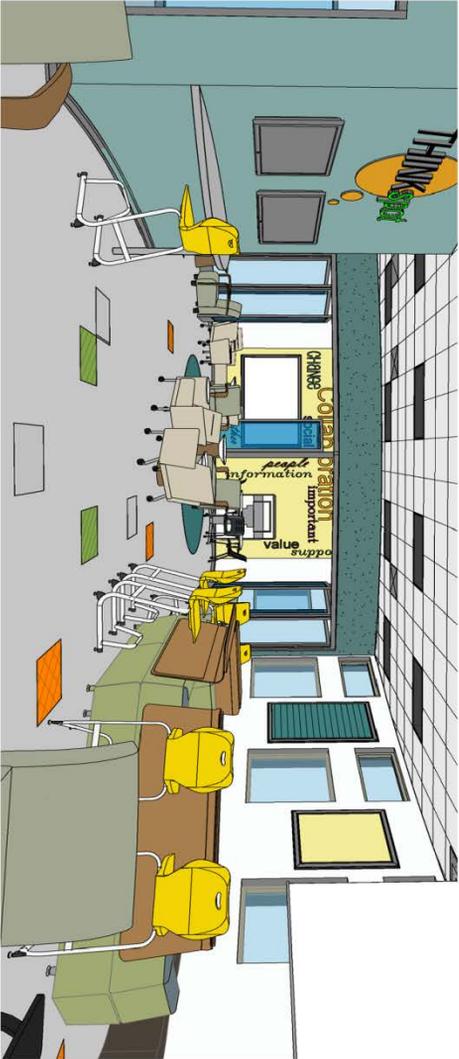
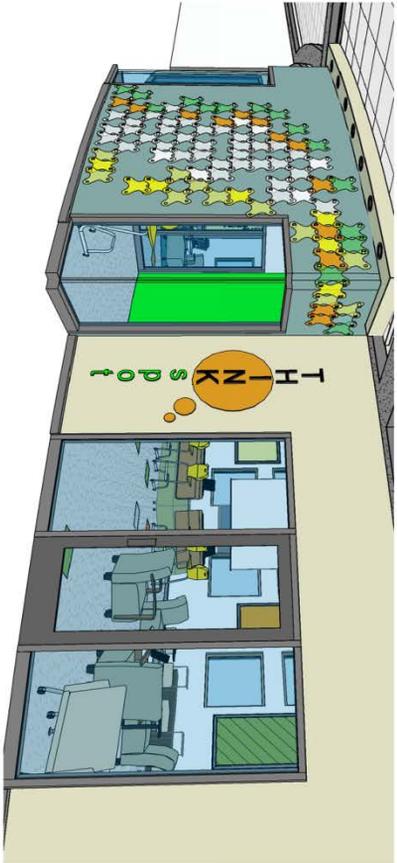
- Collaborative workspace
- Meeting space
- Technology
- Community education/instruction



CITY OF MESA
Red Mountain Library Renovation
RED MOUNTAIN LIBRARY RENOVATION - 10/10/12

LEARNING PLACES & GROWING SPACES

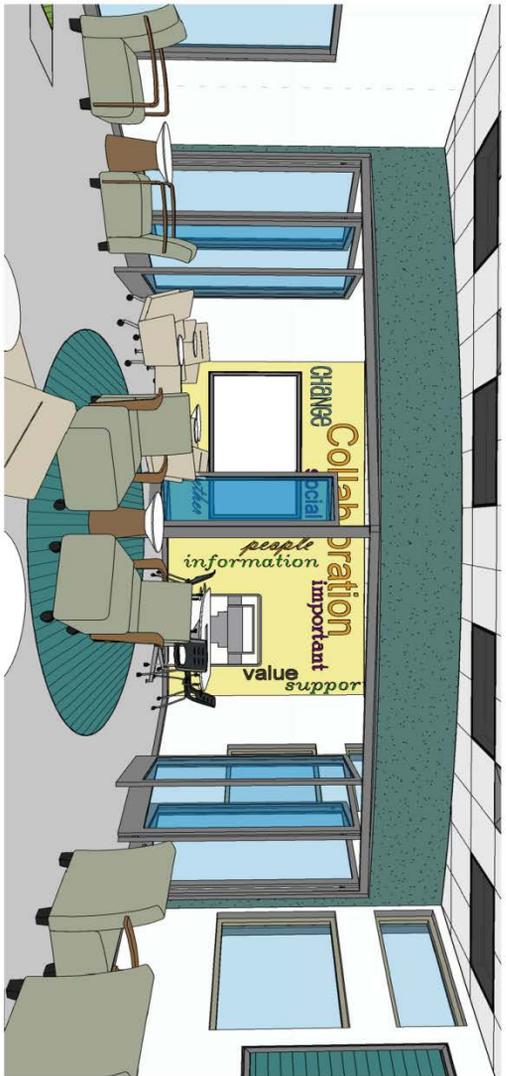




CITY OF MESA
Red Mountain Library Renovation
RED MOUNTAIN LIBRARY RENOVATION - 10/10/12

LEARNING PLACES & GROWING SPACES



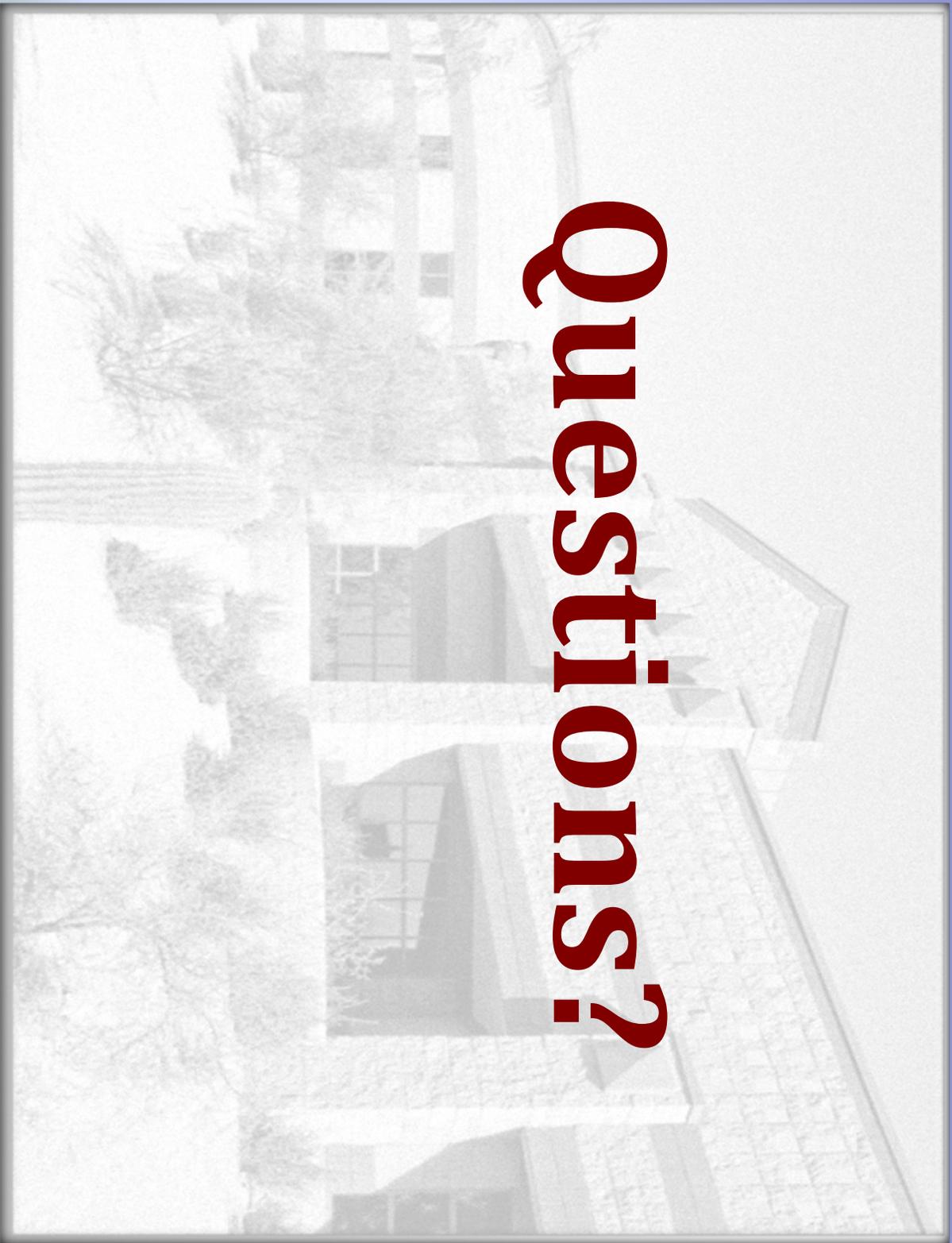


CITY OF MESA
Red Mountain Library Renovation
RED MOUNTAIN LIBRARY RENOVATION - 0913172

LEARNING PLACES & GROWING SPACES



Questions?



Planned Job Order Projects

No.	Project Name/Address	Project Description	Estimated Construction Cost	Estimated Start Date (Mnth/Yr)	District
1	Red Mountain Library Collaborative space Renovation - 635 N. Power Road	Renovation of two existing study rooms to create a technology rich collaborative work space area.	\$250,000.00	Nov-2012	5
2	Construct New Restrooms. Mesa Arts Center- 1 E. Main street	Modify existing storage area to construct two additional restrooms behind the Piper Theater for theater performers and staff.	\$54,000.00	Nov-2012	4
3	Red Mountain Park Playground Equipment Installation - 7745 E Brown Road	Salvage and remove existing playground equipment from Deer & Javelina in Red Mountain Park, supply and install new playground equipment at Deer & Javelina in Red Mountain Park. Remove old play structures at Rotary Park and replace with salvaged equipment from Red Mountain Park.	\$157,000.00	Nov-2012	5