



## ECONOMIC DEVELOPMENT COMMITTEE

September 26, 2011

The Economic Development Committee of the City of Mesa met in the lower level meeting room of the Council Chambers, 57 East 1st Street, on September 26, 2011 at 3:31 p.m.

### COMMITTEE PRESENT

Scott Somers, Chairman  
Alex Finter  
Dennis Kavanaugh

### COMMITTEE ABSENT

None

### STAFF PRESENT

Donna Bronski

#### 1. Items from citizens present.

There were no items from citizens present.

#### 2-a. Hear a presentation and discuss the Office of Economic Development's Strategic Plan.

Marketing and Business Development Manager Jaye O'Donnell displayed a PowerPoint presentation (**See Attachment 1**) and reported that the Office of Economic Development's two-year Strategic Plan (FY 2012-2014) follows and supports the Council's Strategic Priorities. She explained that because downtown Mesa is a focal point for the Council, it was also included as a priority in the Strategic Plan. Ms. O'Donnell noted that the Strategic Plan focuses not only on creating new jobs by attracting new businesses, but also expanding on existing businesses in the community.

Ms. O'Donnell advised that the Strategic Plan enables the City to focus its resources and priorities and noted that there are various partners identified in the document to assist the City with its economic development efforts and business assistance. She cited, for example, that the City has partnered with the Mesa Chamber of Commerce regarding a business retention/expansion program in Mesa. Ms. O'Donnell added that the Strategic Plan further enables staff to communicate internally and externally with respect to what the Office of Economic Development does.

Ms. O'Donnell also indicated that the Strategic Plan was structured to include three main goals, with specific objectives and strategies identified in order to achieve each goal.

Ms. O'Donnell noted that with respect to Goal 1, "Building a Sustainable Community," it is the responsibility of economic development professionals to assist, support and shape local development initiatives to ensure quality economic development. She stated that by shaping development now, it will put the community in a better position in the future to maximize the asset for economic development opportunities. Ms. O'Donnell added that examples of the development projects, also known as Transformative Projects, include light rail, the Air Force Research Lab Adaptive Reuse, the Technology Accelerator, and the Central Main Plan.

Ms. O'Donnell further advised that additional objectives related to Goal 1 consist of promoting revitalization, redevelopment and community development; providing technical and financial assistance to economic development projects; strengthening relationships and improving coordination with workforce development agencies and industry partners.

Ms. O'Donnell said that Goal 2, "Engineering Innovative Solutions," consists of creating innovative solutions to economic development, improving Mesa's competitiveness and increasing the conversion of leads to locates. She explained that staff would like to increase Mesa's success rate for business attraction; provide exceptional service to the City's clients; develop Economic Development staff's expertise in industry-focused areas, including corporate and governmental finance practices; and increase or enhance Mesa's economic development programs.

Ms. O'Donnell noted that strategies to achieve Goal 2 include improving staff expertise through specific industry training; working with the Economic Development Advisory Board (EDAB) committees to create new economic development tools; examining best practices in other communities and states to develop solutions for Mesa; and leveraging Mesa-owned real estate and cultural assets to add value to City site proposals/packages that are submitted to win business attraction projects.

Ms. O'Donnell reported that Goal 3, "Creating and Retaining Quality Jobs," entails attracting, growing and retaining high-quality jobs; increasing capital investment; expanding the tax base; and growing sustainable industries to improve Mesa's economy. She stated that staff's objectives include generating quality leads of companies that are expanding/relocating to Mesa; providing assistance to existing Mesa companies of all sizes; and increasing the number of jobs created that were assisted by the Office of Economic Development.

Ms. O'Donnell further remarked that in the next few years, staff looks forward to participating in the Fiesta area and downtown improvement projects, and marketing land and buildings, the existing business mix, workforce and infrastructure improvements to promote the City of Mesa as a premier location for business attraction, relocation and expansion. She said that staff would like to assist small and medium-size firms and industries and grow existing businesses, such as implementing the Business Plan for the Mesa Tech Accelerator Program.

Ms. O'Donnell briefly discussed the Strategic Plan's Performance Measures for the above-listed goals. (See Page 6 of Attachment 1) She stated that staff tracks a number of metrics in a variety of areas and added that these numbers are reported to the City Manager's Office on an annual basis.

Ms. O'Donnell concluded her presentation by reading the Office of Economic Development's positioning statement as follows: "We are empowered to help you build your business in Mesa."

Committeemember Kavanaugh expressed appreciation for the Strategic Plan and the manner in which staff intends to achieve the various goals. He also thanked staff for keeping the Council engaged in the economic development process whenever possible, whether related to business leads or the possible retention of a business in the community.

Responding to a question from Chairman Somers, Ms. O'Donnell clarified that it was the opinion of staff that if the City developed an open and transparent strategic planning process, it would create a stronger plan. She noted that staff engaged in extensive discussions and also solicited feedback from the Council and outside the community regarding how much information to include in the Strategic Plan in order to provide an accurate picture of what Mesa has to offer.

Chairman Somers stated that concerning the Performance Measure related to staff attending professional development training, he suggested that there be a benchmark beyond such a measure to assess what a staff member does with the information he/she acquires at such training.

In response to a question from Committeemember Kavanaugh, Ms. O'Donnell explained that the City of Mesa's relationship with the U.S. Department of Commerce and the Small Business Administration (SBA) could be greatly improved. She stated that in the short-term, it was her understanding that the City has not had an active relationship with the Department of Commerce, but noted that staff was looking to partner with the Mesa Chamber of Commerce to develop various small business assistance programs. She suggested that one of the first steps would be to look at Mesa's asset inventory to determine what it has to offer. Ms. O'Donnell added that the Department of Commerce has created some excellent programs that are typically administered through the Arizona Commerce Authority.

Committeemember Kavanaugh remarked that earlier this year, he attended a conference hosted by the Department of Commerce and the National League of Cities. He commented that at that time, one of the stated goals of the Department of Commerce was to more directly engage local communities and municipalities. He added that he hoped that would occur.

Economic Development Department Director Bill Jabjiniak concurred with Ms. O'Donnell's comments and said that he was pleased the Department of Commerce was reaching out to municipalities. He also noted that with the current restructuring of the Arizona Commerce Authority, he was hopeful that entity would continue to grow.

Chairman Somers thanked staff for the presentation.

2-b. Hear a presentation and discuss the Higher Education Initiative.

Ms. O'Donnell displayed a PowerPoint presentation (**See Attachment 2**) and briefly highlighted the topics that would be covered with regard to this item. (See Page 2 of Attachment 2) She reported that in June 2010, the results of the City of Mesa's Higher Education Feasibility Study were published and explained that since that time, staff has created a business development strategy with respect to higher education and moving forward on those recommendations.

Ms. O'Donnell advised that higher education is a component of Mesa's economic development strategy and Council Initiatives and briefly discussed some of its benefits from an economic development standpoint. (See Page 3 of Attachment 2) She noted that Mesa's existing assets of

higher education entities are the beginning of a strong cluster and stressed the importance of building upon those assets.

Ms. O'Donnell stated that the Higher Education Recruitment Strategy recommended targeting private, traditional universities, both for profit and non-profit, specifically to complement and not compete with Mesa's existing institutions that are already serving the market. She noted that staff developed a marketing brochure showcasing downtown Mesa primarily because of the City-owned sites and said it promotes relevant information for higher education providers, developers and other business prospects, with a focus on transit-oriented development and design.

Responding to a question from Chairman Somers, Ms. O'Donnell clarified that from a programmatic standpoint, staff is looking for curriculum that complements what Mesa Community College (MCC), for instance, would initially offer and a four-year institution could come in and complete. She stated that another option would be if Arizona State University (ASU) offered a four-year degree and an institution came in and offered a graduate degree that ASU did not offer. Ms. O'Donnell remarked that not only was staff looking for the "niche programs," but also being able to deliver a private education, which Mesa is lacking in the higher education market in terms of its size. She added that staff was also considering certain mentoring/internship programs that are somewhat unique or considered best practices that are not offered in the same way in this market.

Discussion ensued relative to the fact that the Phoenix metro area has one higher education institution (ASU), but Boston, for example, has many (i.e., Harvard, MIT, Boston University); that Mesa's Higher Education efforts are not designed to compete with public institutions such as ASU, the University of Arizona or Northern Arizona University; that the challenge is to offer alternatives to students who do not wish to attend Arizona's large State universities and go out of state to seek their college education; that such alternatives would include different programs and at different price points; and that smaller colleges in the Midwest and Northeast have come to Arizona and considered how they could provide their brand in the Southwest and offer an alternative to the existing institutions.

Chairman Somers commented that ASU Poly has made "positive strides," including its work with the City on the Business Accelerator Initiative. He stated that there can be "a delicate balance" between competition and undermining everything that the City is attempting to do. Chairman Somers inquired how the City could continue to cultivate its relationship with ASU, send students to that institution who wish to attend, but also prevent the "brain drain" of losing students who prefer to attend smaller out-of-state colleges.

Mr. Jabjiniak responded that more than 40,000 students attend higher education institutions in Mesa. He noted that if that number grew, it would be a significant economic development driver for the community, including the "spinoff effect" of students spending money on housing, meals, entertainment and a variety of other needs.

Committeemember Kavanaugh commented that he grew up in the St. Louis area, which has a significant number of higher education institutions that complement each other, create opportunities for a highly diversified workforce, and also meet the needs and desires of the students. He stated that many educational institutions are not interested in starting a new college, but rather developing multiple campuses in different locations either in a state, around the country or outside of the country. Committeemember Kavanaugh added that Mesa has a

tremendous opportunity to take advantage of such a shift in the “business of higher education” to attract and retain students.

Committeemember Kavanaugh further remarked that the “Mesa Counts on College” Initiative removes barriers for individuals to attend college, provides various programs at different price points, and also creates a situation where students may wish to take classes in Mesa during certain times of the year and at different campuses other times of the year. He added that staff is taking advantage of the changing conditions in higher education and also acknowledging the value of having a concentration of diverse, higher education institutions in the Phoenix-Mesa Gateway Airport area.

Committeemember Finter stated that he hoped Mesa would aggressively attract competition.

Ms. O'Donnell continued with her presentation and reported that the brochure staff developed to promote downtown Mesa was also used as part of a package that staff sent out in their Request for Information/Interest (RFI). She explained that this effort was a direct mail campaign to several hundred presidents of universities and colleges across the country. Ms. O'Donnell stated that the RFI process began with staff and the Economic Development Higher Education Subcommittee defining basic criteria that the City required/desired. (See Page 5 of Attachment 2)

Ms. O'Donnell advised that the consultant subsequently submitted a list of prequalified higher education institutions located in the United States. She noted that the objective of the RFI was to solicit interest for the City of Mesa as a location for a future expansion project. She added that staff clarified in the RFI that it was necessary for universities and colleges to provide a substantial amount of information upfront, as well as a vision for how they would expect to come into the market. Ms. O'Donnell added that staff wanted to see if those entities could provide a realistic view of what that vision might look like, what it would take from an investment standpoint, and how the universities could “ramp up” from Year 1 to Year 5.

Further discussion ensued relative to the fact that the respondents were required to complete a questionnaire, which included inquiries regarding site location requirements, what they currently offered versus what they think they could offer in Mesa, projected enrollment over Years 1-5, employment and the project timeframe; that through that process, the City received 12 qualified responses to the RFI; that since that time, Economic Development staff has met via conference call with each of the universities in order to gather additional information regarding their vision; that many of the institutions are interested in co-locating or sharing space with other universities, as well as providing information with respect to how they could fit into the marketplace; and that subsequent to the initial meetings, 11 of the 12 institutions have scheduled community visits to Mesa.

Mr. O'Donnell further remarked that the recruitment effort is currently in full force and stated that over the next 8 to 10 weeks, staff will host the 11 universities for community visits and site tours. She noted that during these meetings, staff will seek clarification from the entities with respect to the size and scope of their expansion projects and the timing of such projects. Ms. O'Donnell added that during the site visits, the university representatives are scheduled to meet with elected officials, but will spend most of their time with business and academic leaders to learn about “the pipeline” coming out of Mesa Public Schools (MPS), as well as what MCC is providing in terms of support and Articulation Agreements.

Chairman Somers suggested that Gilbert Public Schools, which serves a portion of the students who reside in Mesa, be included in those meetings.

Extensive discussion ensued relative to the fact that the higher education institutions that will conduct site visits to Mesa are private universities, with 10 being non-profit entities; that a majority are interested in leasing space, as opposed to buying property or developing a campus in the next three years; that all of the institutions offer four-year degrees, with many interested in offering graduate programs; that several universities are already located in Arizona and wish to expand existing programs, which would require smaller space needs; that a few universities are interested in developing a campus-type setting to support a larger student body; and that the programs range from small, private liberal arts programs to engineering, business administration, criminal justice, information systems, psychology and nursing.

Committeemember Kavanaugh suggested that Mesa has an abundance of vacant big box retail properties with excellent parking and accessibility that could easily be adapted for educational uses.

Ms. O'Donnell stated that staff identified three strategic areas in which to locate the higher education institutions, including downtown Mesa, west Mesa and the Power Road Knowledge Corridor. (See Page 8 of Attachment 2) She said that the areas are defined by employment centers, transportation corridors and existing educational assets. Ms. O'Donnell added that some of the universities would be "a better fit" in downtown Mesa with more of a pedestrian campus feel, while others prefer a freeway presence.

Chairman Somers commented that the Council and staff have discussed redeveloping downtown Mesa into a pedestrian friendly, urban-style, walkable community and said attracting a university has been one of the ideas to bring people to the area. He stated that in order to achieve a "Mill Avenue feel," it would be necessary to include a component of student housing.

Responding to a series of comments by Chairman Somers, Ms. O'Donnell clarified that it was staff's goal to have a 24/7 campus in downtown Mesa, which includes residential housing. She stated that when staff crafted the RFI, they attempted to include realistic goals that could be achieved in the next five years (i.e., three to five small universities with a student population of 1,500). Ms. O'Donnell noted that the universities that staff spoke with are risk averse at this time with regard to including student housing when there is a student body between 50 and 100 in Year 1. She added that the City is trying to be flexible with respect to how to quickly build the student body so that there is a demand for student housing in the short term rather than in the long term.

Further discussion ensued relative to staff's efforts, as part of the RFI process, to rank those institutions that had stronger "desirable components," which included student housing in their long-term plan; and that some institutions responded that they only intend to serve adult education needs on a limited basis (i.e., Monday and Thursday from 6:00 to 10:00 p.m.).

Chairman Somers commented that it was imperative that the universities bring Mesa a vision, particularly with regard to downtown Mesa, which has limited space/buildings as compared to west Mesa or the Knowledge Corridor.

Additional discussion ensued relative to various issues that staff must take into consideration with respect to a higher education institution locating in Mesa (See Page 9 of Attachment 2); that when staff received the responses to the RFI, they considered how to "cluster" some of the

universities, using either City-owned or private-sector assets, that would be beneficial to them and the City and create an incubator/accelerator environment for universities that they could grow out of in Years 3, 4 or 5.

Mr. Jabjiniak explained that staff has identified various downtown properties, such as 225 East Main, which could offer shared space at a low cost and limit a university's financial exposure as it comes into the community. He stated that there was sufficient existing housing to accommodate students and noted that as a college grows its base and becomes established, there are a variety of development sites that could be used for student housing. Mr. Jabjiniak added that staff has discussed the adaptive reuse of vacant big box stores or downtown buildings in order to accommodate educational facilities.

Committeemember Finter thanked staff for their efforts and hard work to bring higher education facilities to Mesa. He said that the citizens of Mesa would be pleased to know of such efforts.

Chairman Somers thanked staff for the comprehensive presentation.

2-c. Hear a presentation and discuss the Mesa Business Accelerator Initiative.

Economic Development Project Manager Shea Joachim introduced Dr. Mitzi Montoya, Vice Provost and Dean of ASU Poly's College of Technology and Innovation, and Peter Sterling, President and CEO of the Mesa Chamber of Commerce. He stated that both Dr. Montoya and Mr. Sterling are members of Mesa's Economic Development Advisory Board (EDAB) Subcommittee, which has been tasked with implementing the Business Plan to establish a Technology Business Accelerator in the City of Mesa.

Mr. Joachim displayed a PowerPoint presentation (**See Attachment 3**) and reported that the Business Accelerator Initiative conforms to the Council's Economic Development Strategic Initiative.

Mr. Joachim explained that the initial vision for the Business Accelerator Initiative included focusing on emerging technology or technology-related businesses; locating the facility in proximity to the ASU Poly campus in order to leverage not only the institution as an asset, but also the Phoenix-Mesa Gateway Airport and the anticipated growth in southeast Mesa; and that the concept would thrive and depend on regional and institutional partnerships to deliver quality service to the business community.

Mr. Joachim noted that subsequent to the May 23, 2011 Economic Development Committee meeting when this issue was presented, staff developed an EDAB Subcommittee. He identified the Committeemembers, all of whom bring expertise in a variety of different fields. (See Page 4 of Attachment 3)

Mr. Joachim stated that the EDAB Subcommittee challenged staff to consider how the City could deliver quality services to the business community, help small businesses grow, and ultimately create jobs. He displayed a document titled "Technology Mesa – Business Development Cloud" (See Page 5 of Attachment 3), which illustrates the proposed process.

Mr. Joachim indicated that the "Business Development Cloud" includes a physical location and support services. He explained that businesses would enter the Technology Mesa Program and, for purposes of the diagram, be classified in one of three broad categories in the business stages of their lifecycle (i.e., germinating, emerging, mature/growing). He said that the City

would provide support services to those businesses within “the Cloud” so that the businesses would continue to grow and ultimately create jobs in the community.

Mr. Joachim further advised that the physical location, or Business Accelerator, is designed to provide specialty/customized services for businesses in the “emerging” pod that seek to experience rapid growth in the commercialization of technology or tech transfer. He said that the goal would be for those entities to eventually reach a stage in which it was no longer necessary for them to be a part of the Technology Mesa Program and that they are mature, steadily growing businesses in the community.

Discussion ensued relative to a change in the Business Plan with regard to the Technology Mesa Program; that the Program could now be attractive to businesses physically located in the Business Accelerator, businesses not located in the Accelerator but in Mesa, and businesses situated outside of Mesa; that the Technology Mesa Program would be membership driven; that any business wishing to take advantage of such services would be required to pay for those services; that the three major categories of services include General Business Support, Collaboration with Academia, and Specialty Services; that the membership levels would be tiered; and that the services within the various tiers would be customized to a particular category.

Mr. Joachim discussed the services related to General Business Support. (See Page 7 of Attachment 3) He stated that many of the services could be provided by existing service providers (i.e., SCORE, SBA) and also included networking. He added that the Office of Economic Development would continue to assist businesses with respect to local, State and regional regulations.

Mr. Joachim reported that with regard to the category of Collaboration with Academia, the City and ASU Poly are working to identify potential options for the physical location of the Business Accelerator. He stated that the Technology Mesa Program would integrate the talents of ASU Poly students into the business community, either through internships or capstone projects through the Engineering School. Mr. Joachim added that ASU Poly has a variety of facilities that might assist the small business community in conducting additional research on a technology an entity might be attempting to develop or to commercialize such technology.

Dr. Montoya addressed the Committee and thanked Chairman Somers for his comments regarding the desire to continue the collaborations between the City of Mesa and ASU Poly. She noted that ASU Poly has the opportunity to provide rapid prototyping facilities, as well as reduction to practice for advanced technology firms which, in her opinion, is a particular target in certain clusters that would be of interest and that the institution could draw in. Dr. Montoya further commented that the Technology Mesa Program would leverage plans that ASU has to expand its entrepreneurship-related efforts and programs through the Venture Catalyst.

Further discussion ensued relative to the fact that the Venture Catalyst was recently renamed and is the existing entity that is the collection of all entrepreneurship services that ASU has to offer for faculty and students primarily, but also for all affiliated companies; that affiliation would occur, for example, through the Technology Mesa Program, which is a partnership between the City of Mesa and ASU, wherein ASU students may work as interns for a company that is in the Business Accelerator; and that such affiliation would provide access and opportunity to engage with the Venture Catalyst, which brings additional potential funding opportunities and mentoring.

Mr. Joachim continued with his presentation and explained that with regard to the Specialty Services category, the Technology Mesa Program would separate itself from other Incubator/Accelerator concepts across the Valley. He stated that one of the important features of this category is a Business Mentor Program, in which member businesses would have access to experts in a variety of different fields (i.e., technology transfer, Small Business Innovation Research (SBIR) Small Business Technology Transfer (STTR) assistance, equity and debt financing). He noted that additionally, the businesses would have the opportunity to receive "subject matter expert" technical assistance.

Additional discussion ensued relative to the fact that the former Air Force Research Lab (AFRL) provides a unique opportunity to conduct high-level research; that there is a possibility that there could be a working relationship between the facility and the Technology Mesa Program; that research and technology development will occur at the AFRL; that when it becomes time for such technology to be commercialized, it will need a location to commercialize such technology; and that the physical location of the Business Accelerator could be an "ideal fit" for that purpose.

Mr. Joachim further remarked that another change from the original Business Plan is that the Technology Mesa Program will be launched as an Economic Development Program, with a staff member assigned to it. He stated that it is anticipated that once the Program is operational, the City will form a 501(c)(3) organization. He added that a Citizen Advisory Board would be established to assist staff in initially implementing the Program until such time as the City is prepared to formalize the organization.

Mr. Joachim highlighted the "Next Steps" in the process. (See Page 11 of Attachment 3) He stated that once these steps have been accomplished, staff would like to meet with focus groups, including entrepreneurs, to solicit their feedback regarding the Technology Mesa Program.

In response to a question from Chairman Somers, Dr. Montoya clarified that the Subcommittee and staff are currently considering three sites at ASU Poly for the Business Accelerator. She said that hopefully within a week, the options would become available, which will then be analyzed to determine which one is "the best fit."

Mr. Jabjiniak thanked Mr. Joachim and Dr. Montoya for their efforts and hard work with regard to this item. He stated that it was important to note that his staff will administer the Technology Mesa Program, which will impact their overall workload.

Chairman Somers commented that the Council expressed interest in the Technology Mesa Program being self-sustaining and stated that he would anticipate that could occur "in short order." He also thanked everyone for the presentation and said he looked forward to a future presentation regarding the possible options for the Business Accelerator.

Mr. Jabjiniak recognized Jennifer Duff, a Mesa resident and small business owner, who shadowed him today and was interested in staff's presentations.

### 3. Adjournment.

Without objection, the Economic Development Committee meeting adjourned at 4:43 p.m.

I hereby certify that the foregoing minutes are a true and correct copy of the minutes of the meeting of the Economic Development Committee of the City of Mesa, Arizona, held on the 26<sup>th</sup> day of September, 2011. I further certify that the meeting was duly called and held and that a quorum was present.

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LINDA CROCKER, CITY CLERK

pag  
(attachments – 3)

# **Council Presentation Economic Development Committee**

# **Office of Economic Development Strategic Plan**

**Sept. 26, 2011**





## Strategic Plan

### Overview

- Two-year Strategic Plan FY 2012-2014
- Follow and support Council Strategic Priorities
- Focus resources and priorities
- More effective and efficient for the City
- Communicate internally and externally what the Office of Economic Development does and how we do it



## Strategic Plan

### GOAL 1: BUILDING A SUSTAINABLE COMMUNITY

**To assist, support and shape local development initiatives to ensure quality economic development**

- Lead and participate in Transformative Projects
- Promote revitalization, redevelopment and community development
- Continue to provide technical/financial assistance
- Improve communication with workforce development partners



## Strategic Plan

### GOAL 2: ENGINEERING INNOVATIVE SOLUTIONS

**To create innovation solutions to economic development, improve Mesa's competitiveness, and increase the conversion of leads to locates**

- Increase Mesa's success rate for business attraction
- Provide exceptional service
- Increase or enhance Mesa's economic development programs



## Strategic Plan

### GOAL 3: CREATING & RETAINING QUALITY JOBS

**To attract, grow and retain high-quality jobs, increase capital investment, expand the tax base, and grow sustainable industries to improve Mesa's economy**

- Generate quality leads of companies expanding or relocating
- Provide assistance to existing Mesa companies of all sizes
- Increase the number of jobs created assisted by our office



## Strategic Plan

### PERFORMANCE MEASURES

#### **Each Goal has specific metrics with targets**

- Build a Sustainable Community – 10 areas to track
- Innovative Solutions – 4
- Creating/Retaining Jobs – 25+ in two categories:  
Marketing & Attraction/Retention
- Main Performance Indicators
  - Number of jobs created
  - Quality of those jobs
  - Capital investment
- Total amt of new or renovated sq ft (commercial)



## Strategic Plan

# Empowered to Help You Build Your Business

The City of Mesa Office of Economic Development works closely with the client throughout all phases of the development process and looks forward to helping you build and grow your business in Mesa.

**Council Presentation**  
**Economic Development Committee**  
**Mesa's Higher Education**  
**Initiative Update**

**Sept. 26, 2011**





## Higher Education Update

### Presentation Overview

1. Why Higher Education
2. Higher Education Feasibility Study (June 2010) and Recruitment Strategy
3. Summary of progress and results to date
4. Partners involved
5. Next steps



## Higher Education Update

### Why Higher Education?

Higher Education is part of Mesa's economic development strategy and Council Initiatives -

- Creates high-paying jobs
- Attracts student population / adds vibrancy and activity
- Provides workforce development opportunities
- Opportunity for research and development
- Diversifies an economy
- Mesa's existing assets are the beginning of strong cluster



## Higher Education Update

### Higher Education Recruitment Strategy:

- Develop a Marketing Program
- Request for Information / Interest (RFI)
- Site visits / familiarization tours



## Higher Education Update

### Request for Information & Interest:

- Direct mail campaign to US colleges/universities
  - Pre-qualifying the institutions
    - Programs offered
    - Undergrad and advanced degrees
    - Private non-profit, private for profit
    - Student enrollment
    - Student housing component
- City received 12 qualified responses



## Higher Education Update

### Community Visits / Key Partners

- Site visits and familiarization tours 8-10 wks
- Meetings with elected officials, business and academic leaders
- Evaluating options for utilizing City and private sector assets to accommodate higher education providers

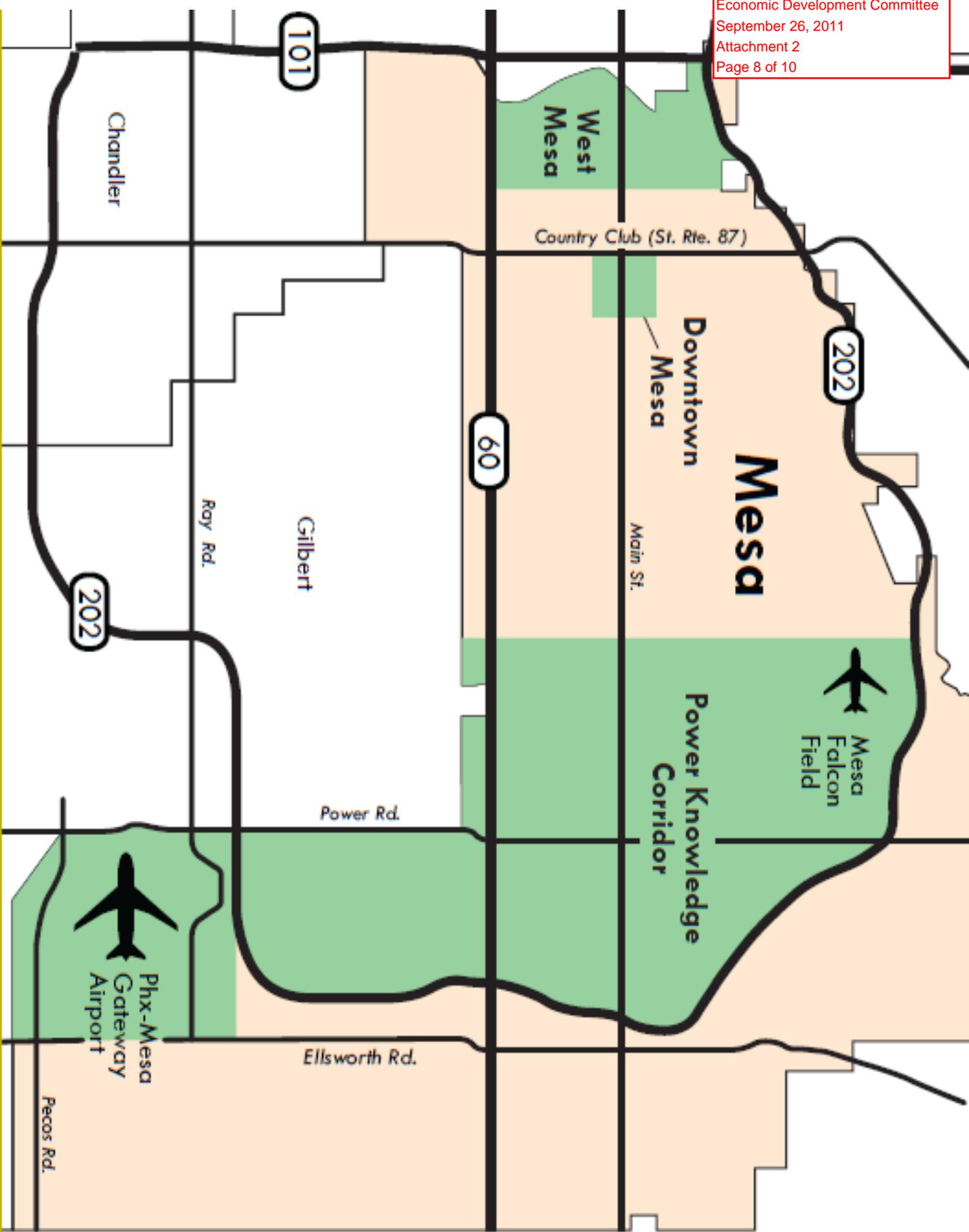


## Higher Education Update

### Strategic Areas for Higher Education

- Downtown Mesa
- West Mesa
- Power Knowledge Corridor







## Higher Education Update

### Next Steps

- Considerations:
  - Timeline
  - Programs / degrees
  - Shared space alternatives
  - Level of City partnership based on university investment and project scope



## Higher Education Update

# Questions / Discussion

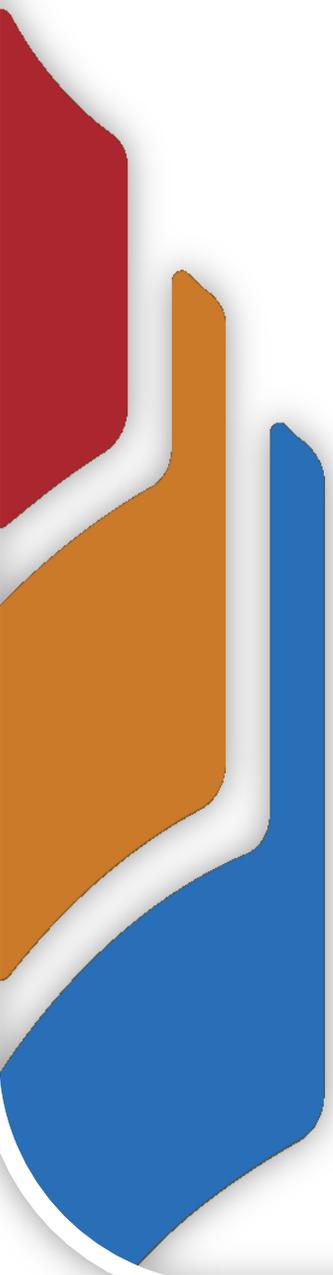


# Technology Mesa

*A collaborative designed to accelerate the growth  
of small businesses in Arizona.*

**Economic Development Council  
Committee**

**September 26, 2011**





# Strategic Initiative

## Council's Economic Development Strategic Initiative:



**“A new focus on entrepreneurial development of  
new businesses”**

**“A focus on development/growth of small business  
as an engine for our economy”**

**“Further development of ASU Poly as a business  
accelerator”**



# The Vision

- **Technology-Focused Business Accelerator**
- **Proximity to ASU Polytechnic Campus**
- **Regional and Institutional Partnerships**

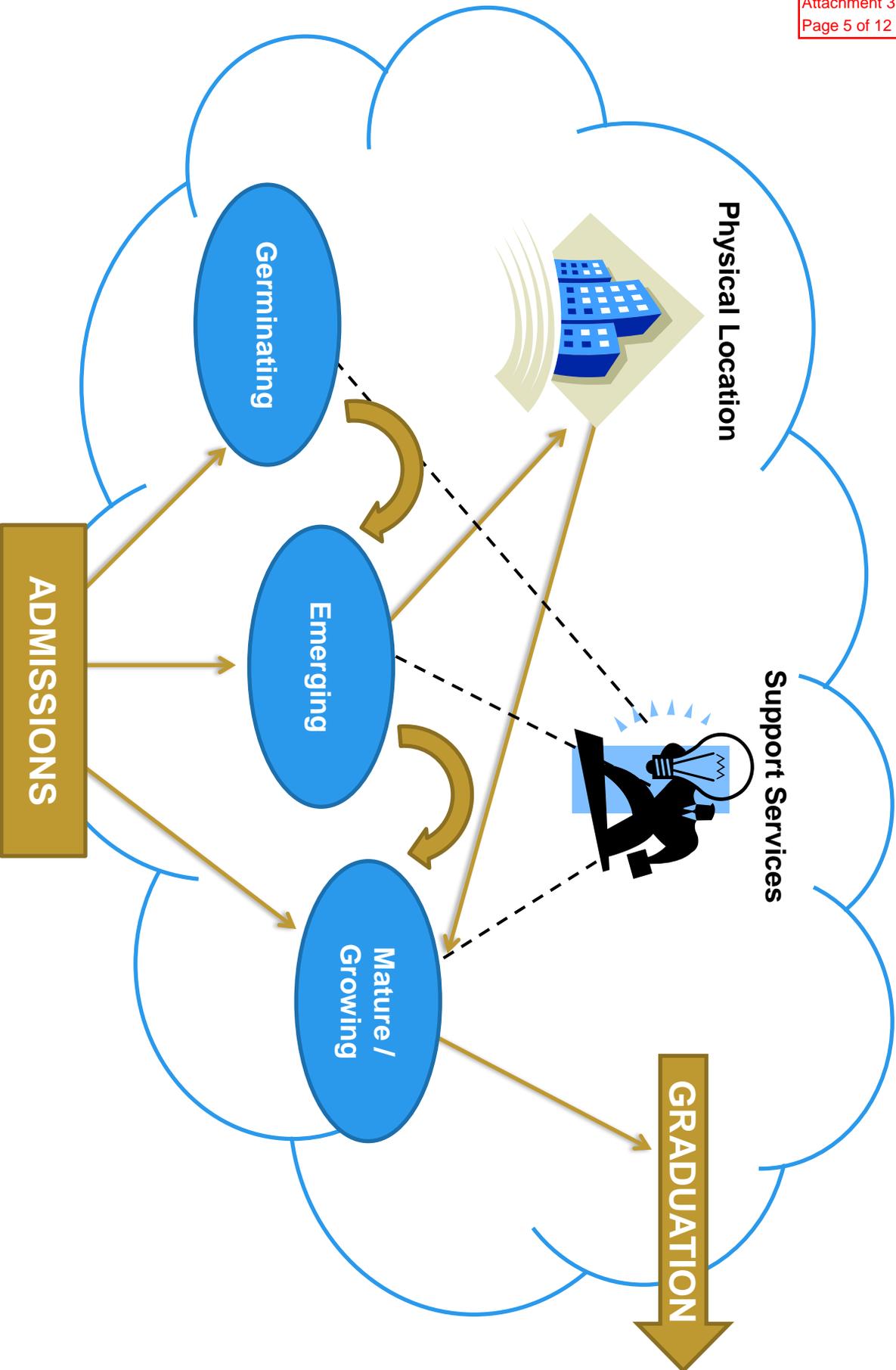


# EDAB Subcommittee

- **Dr. Steven Shope (Chairperson)**
- **Dr. Mitzi Montoya**
- **Peter Sterling**
- **Jeff Pitcher**
- **Bob Pothier**

# Technology Mesa

## Business Development Cloud





# Services Overview

- **Membership Driven**
- **Three Major “Categories” of Services**
  1. **General Business Support**
  2. **Collaboration with Academia**
  3. **Specialty Services**



# General Business Support

- **Partnerships with Existing Service Providers**
- **Networking**
- **Business Ombudsman Services**



# Collaboration with Academia

- **Physical Location**
- **Integration of Business and Students**
- **Access to Additional Facilities**



# Specialty Services

- **Business Mentor Program**
  - Technology Transfer
  - SBIR/STTR Assistance
  - Equity & Debt Financing
- **“Subject Matter Expert” Technical Assistance**
- **Research Lab (AFRL)**



# Administration

- **Technology Mesa to be Launched as an Economic Development Program**
- **Staff Member Assigned to the Program**
- **Citizen Advisory Board**



# Next Steps

- **Finalize Site Selection**
- **Determine Start-Up Costs**
- **Membership Pricing**
- **Budget Development**
- **Focus Groups**

# Questions/Comments

