

COUNCIL MINUTES

November 18, 2021

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 November 18, 2021, at 7:32 a.m.

COUNCIL PRESENT

John Giles
Jennifer Duff
Mark Freeman
Francisco Heredia
David Luna
Julie Spilsbury
Kevin Thompson

COUNCIL ABSENT

None

OFFICERS PRESENT

Christopher Brady
Holly Moseley
Jim Smith

Mayor Giles conducted a roll call.

1-a. Hear a presentation and discuss the Pecos Industrial Rail and Train Extension (PIRATE).

Economic Development Department Director William Jabjiniak introduced Shelly Huckfeldt, Economic Development Staff with Union Pacific; Adrian Guerrero, General Director of Public Affairs with Union Pacific; Sally Harrison, President/CEO of Mesa Chamber of Commerce; and Andy Sarat, Director of Operations of CMC Steel, and displayed a PowerPoint presentation. **(See Attachment 1)**

Mr. Jabjiniak commented back in August 2020, CMC Steel notified Wall Street and their customers a \$300 million investment would be made to expand operations within the City of Mesa, leading to expedited discussions for the Pecos Industrial Rail Access and Train Extension (PIRATE) project.

Mr. Jabjiniak explained PIRATE will be a six-mile rail spur that will act as a rail line in and out of businesses, rather than a main railroad track. He stated Union Pacific is a major operator supplying jobs to 31,000 employees with 32,000 railroad track miles. He indicated PIRATE will have a significant impact on the environment by reducing greenhouse gases and local air pollution through eliminating 29,000 truckloads from highways. He stated the list of partners continues to grow as more companies learn about the incoming rail service. (See Page 2 of Attachment 1)

Mr. Jabjiniak outlined the benefits of the PIRATE project and pointed out since 2019, Greater Phoenix has received 74 rail-served prospects, representing over \$22.5 billion in Capital Investment, and creating 69,700 jobs averaging \$57,000 per year. (See Page 3 of Attachment 1)

Ms. Huckfeldt indicated the Union Pacific extension will bring something to the region that does not currently exist in the metropolitan area. She noted when looking at a new industry location

coming off Union Pacific's main line, the connection and rail access point is expensive; however, the spur will attract many smaller businesses with the reduced infrastructure costs. (See Page 4 of Attachment 1)

Ms. Huckfeldt presented a map displaying the 32,000-mile Union Pacific network. She noted Arizona is strategically located with access to the southern border where goods are moved in and out of Mexico. (See Page 5 of Attachment 1)

Ms. Huckfeldt highlighted the top commodities that are transported through Arizona include automobiles from Mexico, as well as products from the mining industry. She indicated the PIRATE project is expected to bring several permanent jobs to Arizona. She provided a current update of the project and anticipates construction to be completed by early 2023. (See Pages 6 and 7 of Attachment 1)

Ms. Huckfeldt presented the spur alignment, which was agreed upon based off landowner negotiations that created the least amount of property disruption. (See Pages 8 and 9 of Attachment 1)

Mr. Jabjiniak commented the alignment cuts diagonally through a city-owned piece of property at the northwest corner of Pecos and Sossaman Roads. He added property owners asked for the spur off the main line to be toward the top of the properties just south of the airport.

Ms. Harrison stated the PIRATE project supports the Chamber's mission, which is to promote, advocate, and protect businesses in the City of Mesa. She reviewed the estimated economic and financial impact over a 10-year period, which would create a positive impact to the community. (See Page 10 of Attachment 1)

Mr. Sarat provided a brief history of CMC Steel since moving to Mesa in 2008 and mentioned CMC Steel announced plans to build a second mill, which will be a first of its kind, as a combination micro mill. He reported the facility will be built adjacent to the existing facility with the net cost of \$300 million using proceeds from the California plant closure and sale. He stated the PIRATE project was a major consideration for the company, and estimated the rail coming in will save 1,000 truck travels per month, add 185 jobs to the company with wages averaging over \$70,000 per year, and generate 800 indirect jobs that will support the steel mill itself. (See Page 11 of Attachment 1)

In response to multiple questions from Councilmember Luna, Ms. Huckfeldt reported on the mineral traffic that goes through Guaymas, Mexico, such as coal and copper concentrates. She added Union Pacific has a team located in Guaymas with plans to increase the capacity, and will continue to work with their partners for new opportunities.

In response to a question from Councilmember Luna, City Manager Christopher Brady explained the City determined it would be easier to bring the spur as close as possible to the airport instead of directly through the gates after reviewing the regulations from the Federal Aviation Administrations (FAA).

Councilmember Thompson commented the discussions have been about ensuring that the development around the area supports and engages the rail, so cargo can be loaded or unloaded and taken directly in and out of the airport to the shipping/receiving docks.

In response to a question from Councilmember Spilsbury, Ms. Huckfeldt mentioned most of the outreach completed has been with landowners since there are no housing developments in the spur path. She stated the discussions with landowners have evolved into predominantly positive interactions with the understanding that the spur is another tool to help sell property to different types of users.

Mr. Brady indicated the area south of the airport is intended for heavy industrial use only and will not have any conflict with the residential areas.

In response to a question from Vice Mayor Duff regarding the next steps of the PIRATE project, Mr. Jabjiniak explained the alignment has been set and the company is in the process of acquiring linear rights-of-way and hopes to have the project completed by the beginning of 2023.

Ms. Huckfeldt reported it would take an estimated six to eight months to complete the buildout of the track.

Mr. Brady stated once the requests for development start coming in, the City will ensure the development type is compatible with the spur to maximize the value of the heavy industrial area.

In response to a question posed by Councilmember Freeman, Mr. Jabjiniak discussed the city-owned properties along the alignment, including that parcel where the spur comes off the main line and the area that travels north across Pecos Road that will provide access to Fujifilm.

In response to a question from Councilmember Freeman, Ms. Huckfeldt reported the total width of alignment for this spur is 100 feet.

Responding to an additional question from Councilmember Freeman regarding whether the spur will increase or decrease the city property values, Mr. Brady remarked the value of the property will depend on the access points to the spur.

Mayor Giles thanked the panel for the presentation.

1-b. Hear a presentation, discuss, and provide direction on proposed revisions to the Mesa City Code relating to Mobile Food Vendors.

Licensing and Revenue Collections Administrator Tim Meyer introduced Deputy City Attorney Kelly Whittemore and displayed a PowerPoint presentation. **(See Attachment 2)**

Mr. Meyer reviewed the updated mobile food license exemptions which allows vendors to participate in an event within the City without a license up to four times, bypassing the main process that could take six to eight weeks due to a background check requirement. He noted the vendor would still be required to have a current fire inspection on their mobile food unit. He mentioned if the vendor would like to participate in more than four events, a regular license would be required. (See Page 2 of Attachment 2)

Mr. Meyer stated there are no changes to the existing license requirements. He reviewed the proposed separation requirement increase from 25 feet to 250 feet to operate a mobile food unit within a residential zoned area. (See Pages 3 and 4 of Attachment 2)

Mr. Meyer outlined the exceptions to the proposed location requirement changes. He added introduction will take place on December 1, 2021, with adoption on December 8, 2021, upon direction of Council. (See Pages 5 and 6 of Attachment 2)

Ms. Whittemore explained the model ordinance was drafted in 2018 and included the 250-foot distance requirement from residential areas that other cities followed. She noted some cities follow stricter requirements along with using the model ordinance.

Mr. Brady explained the objective of the 250-foot separation requirement is to address the conflict with residential neighborhoods and to have an open dialogue with mobile food truck operators. He added an operator will need to have a site plan to ensure minimal impact on the neighborhood within the 250-foot distance.

In response to a question posed by Councilmember Spilsbury regarding why the City did not start with the model ordinance in May, Mr. Brady remarked in an attempt to be business friendly, the City chose 25 feet which turned out to be too low.

City Attorney Jim Smith commented that the 25 feet is the setback for a traditional restaurant. He added the mobile food units have a greater impact on the residential neighborhoods due to the outside activities that follow the food trucks.

In response to multiple questions from Councilmember Spilsbury, Ms. Whittemore shared the City of Phoenix allows mobile food vendors to be within 150 feet of a dwelling with exceptions, the City of Tempe follows the peddlers and solicitors code, and the City of Chandler does not allow food vendors in residential areas. She stated at the time the model ordinance was drafted, the National League of Cities was consulted, other city codes were looked at from across the country, and feedback was obtained from the National Food Truck Association and local food vendors.

Mr. Smith stated the proposed ordinance has many more exceptions and is less restrictive than the state statute and model ordinance. He mentioned if there are unintended consequences that arise in the future, the ordinance can be changed.

Mr. Brady commented the changes arose because the ordinance originally passed did have unintended consequences, which is why the City is reviewing the code and gathering feedback from residents.

In response to a question from Councilmember Spilsbury regarding violations, Ms. Whittemore explained since the change is to the licensing requirements, the Tax and Licensing department will work specifically with the mobile food vendors. She noted the City is providing some leeway to mobile food vendors within 60 days of the effective date of the changes being made to the code and trying to bring knowledge to those in the industry. She added there are special event permits for both business licenses and parks that can be found under City Code Title 6, Chapter 10.

In response to a question from Councilmember Spilsbury, Mr. Smith stated the City is mimicking terms in the state statute to be consistent with the terms used in the proposed ordinance.

In response to multiple questions from Councilmember Heredia, Ms. Whittemore explained each scenario would be based on the individual situation because the ordinance requirements are specific to residential areas, versus the brick-and-mortar commercial location. She remarked the ordinance is designed specifically for single residential dwellings and not designed to impact multi-family properties.

In response to a question posed by Mayor Giles, Ms. Whittemore stated the definition of a mobile food unit is a food establishment licensed by the State that is readily movable and dispenses food or beverages for immediate service, consumption, and other incidental retail items from any vehicle.

Mayor Giles thanked staff for the presentation.

1-c. Hear a presentation, discuss, and provide direction on development of a Downtown Restaurant Incubator using American Rescue Plan Act funds.

Downtown Transformation Manager Jeff McVay introduced Kimber Lanning, Founder and CEO of Local First Arizona (LFA) and displayed a PowerPoint presentation. He shared that the City has been working with LFA as a community partnership to develop and operate a restaurant incubator. **(See Attachment 3)**

Mr. McVay explained a restaurant incubator will allow the City the opportunity to help budding food entrepreneurs by providing business development in an educational space. He shared the entrepreneurs are provided with production space, a modern-day food court, and a shared commercial kitchen. He said the City's main objectives are to help those restaurants that were directly impacted by Covid. He remarked the City wants the opportunity to help build new businesses and increase resiliency of the existing businesses. (See Page 2 of Attachment 3)

Ms. Lanning stated LFA has run a business accelerator program called Fuerza Local out of the El Rancho building located on Main Street for the past six years. She mentioned 50-60% of the Fuerza Local participants are food-related businesses, some dealing with value-added products that can be sold directly to the consumer or to a restaurant, while others work directly with food trucks, catering companies, or brick-and-mortar restaurants. She mentioned the commercial kitchen on site at El Rancho opened roughly three and a half years ago and is the most successful program running today, which serves 35 micro enterprises. She talked about the restaurant boot camp which is an extensive program that covers everything from food costs, menu design, and planning with the goal of ensuring the viability of businesses. (See Page 3 of Attachment 3)

Ms. Lanning remarked the 2,500 square-foot commercial facility offers direct mentorship, technical assistance, and coaching on lease negotiations with the goal of empowering food entrepreneurs to build a solid network with local growers and sell to other local businesses. She commented on the opportunity for entrepreneurs to hone their menu and skills by serving the public prior to starting their own brick-and-mortar restaurant to help reduce the rate of failure. (See Page 4 of Attachment 3)

Ms. Lanning announced LFA partnered with the City of Mesa on a Green Business Certification Program to help businesses look at energy and water use reductions. She shared the Scale Up Program takes the knowledge gained in the Green Business Certification Program paired with project specific work related to sustainability. She discussed the Green Loan Fund where money can be loaned for project specific work at no more than a 2% interest rate over 36 months. (See Page 5 of Attachment 3)

Mr. McVay confirmed the program addresses the impacts of Covid on small businesses and therefore is compatible with utilizing the American Rescue Plan Act (ARPA) funding. He discussed the key performance indicators that the City will be tracking. (See Page 6 of Attachment 3)

Mr. McVay summarized the benefits the program provides to the City of Mesa. He reviewed the next steps in the project moving forward. (See Pages 7 and 8 of Attachment 3)

In response to a question from Councilmember Thompson, Mr. McVay explained the obligation after the acquisition and buildout of space would be of a typical landlord-tenant situation where the City would be responsible for the overall maintenance of the building. He added the City would enter into a license or lease agreement with LFA for a nominal lease rate; however, LFA would be generating some revenue from the classroom participants in the program. He stated ideally the costs would align, creating a neutral cost to the City from the maintenance operation of the building.

Ms. Lanning clarified that LFA has partnerships with several municipalities across the Valley where the other graduates are from. She provided information regarding Dining for Dreams where guests pay upwards of \$50 for a meal prepared by the entrepreneurs. She commented there is earned revenue from the kitchen, as well as additional income through foundational support and individual donors. She added the organization is self-sustaining, self-reliant, has 40 employees, and operates statewide.

In response to a question posed by Councilmember Thompson regarding adequate infrastructure, Ms. Lanning explained Phase 2 is three years old and LFA has a great working relationship with community development partners. She added LFA operates on a lease basis with the community partners, who are 100% reliable on the organization for all types of maintenance and permitting.

Mr. McVay clarified that Fuerza Local at El Rancho would be a separate enterprise of LFA and that the City is looking to purchase a new building on Main Street in Downtown Mesa to house the new facility.

In response to a question from Councilmember Thompson, Mr. Brady stated a future project being brought to Council has the City playing the role of acquiring the asset and doing a buildout. He added the City would then partner with an established nonprofit to build the asset with one-time money and find a tenant to lease the building.

In response to a question posed by Councilmember Heredia, Ms. Lanning mentioned LFA works closely with the real estate industry to find a space to buy or lease in Mesa.

Mr. McVay expanded on the opportunity Mesa has to leverage the efforts the Office of Economic Development has created with their Small Business Assistance (SBA) Program. He stated the primary goal is to help Mesa businesses impacted by Covid.

Councilmember Duff expressed the program would be a great use of ARPA dollars for the SBA, along with restaurants and tourism. She expressed excitement towards the development happening in Downtown Mesa, but fears that will lead to losing the businesses with the success of Downtown. She added the LFA program would be a way to keep local businesses cultivated and growing to keep the Downtown area unique, local, exciting, and interesting.

Councilmember Freeman commented on using the Sirrine House or other underperforming buildings in Mesa as potential restaurant sites instead of purchasing another building.

Ms. Lanning responded to Councilmember Freeman by stating this restaurant location would not only be an incubator but also a food hall, which would be the highest and best purpose for Main

Street. She added LFA purposefully and intentionally works directly with the farming community to buy as much local produce as possible.

Mayor Giles expressed his support for the Restaurant Incubator Program and stated the project will have a long-standing impact in the Downtown area.

Mr. Brady clarified the model being presented to Council is that the City will be bringing a contract to Council for the purchase and buildout of property on Main Street in Downtown to serve the purpose of this program.

In response to multiple questions from Councilmember Freeman, Mr. Brady clarified the ARPA dollars are specific about focusing on the qualified Census tracts. He noted the properties the City has been exploring have been limited to the Downtown area on Main Street. He stated the City has allocated up to \$3.5 million.

Mayor Giles provided staff direction that it was the consensus of the Council that the Restaurant Incubator Program move forward.

Mayor Giles thanked staff for the presentation.

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

2-a. Parks and Recreation Advisory Board meeting held on September 8, 2021.

It was moved by Councilmember Luna, seconded by Councilmember Thompson, that receipt of the above-listed minutes be acknowledged.

Upon tabulation of votes, it showed:

AYES – Giles-Duff-Freeman-Heredia-Luna-Spilsbury-Thompson

NAYS – None

Carried unanimously.

3. Current events summary including meetings and conferences attended.

Vice Mayor Duff –	Visit Mesa virtual annual Summit National League of Cities Summit Energy, Environment and Natural Resources Committee meeting Women in Municipal Government meeting Civix seminar Strong Towns event
Councilmember Freeman –	National League of Cities virtual conference
Councilmember Heredia –	Intentional Foods expansion Strong Towns event
Councilmember Luna –	National League of Cities virtual conference Hispanic Elected Local Officials – digital divide policy brief

Councilmember Spilsbury thanked everyone who participated in Turkey Tuesday and expressed thanks to Desert Financial for their \$50,000 match of the Turkey Tuesday donations.

Mayor Giles expressed condolences to the families of Retired Fire Captain Trevor Madrid and Police Officer Mitchell Winters for their loss and appreciates the hard work and sacrifices each made to the Mesa community.

4. Scheduling of meetings.

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

Wednesday, December 1, 2021, 4:30 p.m. – Study Session

Wednesday, December 1, 2021, 5:45 p.m. – Regular Session

Friday, November 26, 2021, 5:00 p.m. – Merry Main Street Lighting Ceremony

5. Adjournment.

Without objection, the Study Session adjourned at 9:28 a.m.

JOHN GILES, MAYOR

ATTEST:

DEE ANN MICKELSEN, CITY CLERK

I hereby certify that the foregoing minutes are a true and correct copy of the minutes of the Study Session of the City Council of Mesa, Arizona, held on the 18th day of November 2021. I further certify that the meeting was duly called and held and that a quorum was present.

DEE ANN MICKELSEN, CITY CLERK

jjg/la
(Attachments – 3)



Pecos Industrial Rail Access and Train Extension (PIRATE) Project

Mesa City Council | November 18th, 2021

City of Mesa Office of Economic Development

Union Pacific Railroad | CMC Steel | Mesa Chamber of Commerce



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ECONOMIC DEVELOPMENT

What is the PIRATE Project?

- The Pecos Industrial Rail Access and Train Extension (PIRATE) is an initiative to fund, engineer, design, and construct a six-mile industrial lead rail line in Southeast Mesa.
- PIRATE is an opportunity to invest in growing American high-skilled manufacturing jobs, while also reducing greenhouse gas emissions and local air pollution by taking **over 29,000 round-trip truckloads** off U.S. highways and local roadways each year.
- Project Partners include City of Mesa, Union Pacific, CMC Steel, Mesa Chamber of Commerce, SRP, Fujifilm, Mitsubishi Gas Chemical, CRM Rubber and more...



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ECONOMIC DEVELOPMENT

What is the “Need” for the PIRATE Project?

1. Unlock over **2,000+ acres** for job growth and advanced manufacturing development, increasing our national competitiveness & supporting regional demand and growth
2. Assist the logistic needs of some of Mesa’s largest manufacturing employers, allowing them to grow, expand and prosper
3. Removing hazardous materials from our roadways and freeways to increase public safety & decrease road wear
4. Reduce our carbon footprint and environmental impact
5. Since just 2019, Greater Phoenix has received **74** rail-served prospects representing over **\$22.5B** in Capital Investment and **69,700 jobs** paying an average of **\$57,100/year**. These projects would total **54.7M SF** of industrial/manufacturing space.

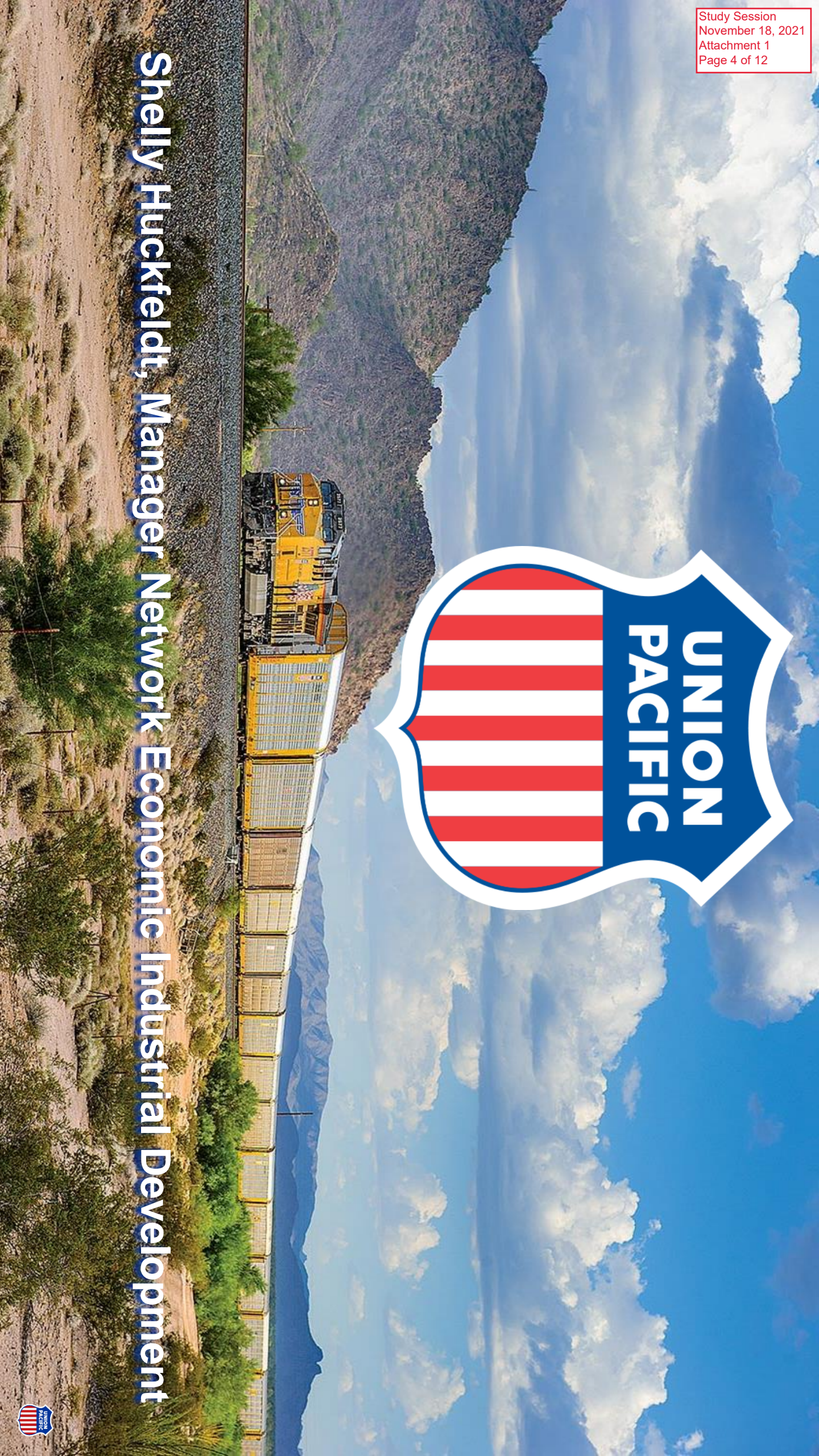


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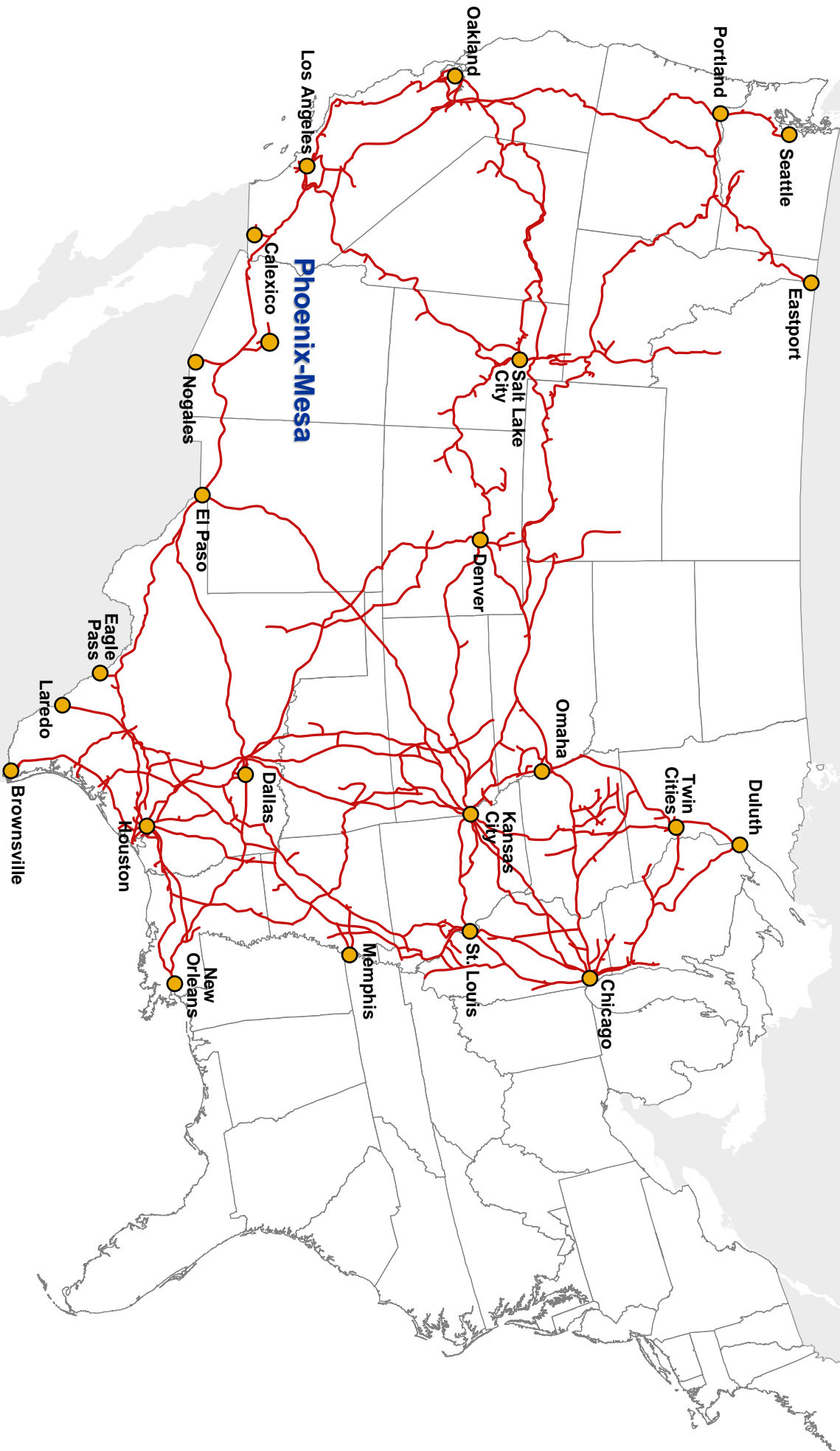
ECONOMIC DEVELOPMENT



Shelly Huckfeldt, Manager Network Economic Industrial Development



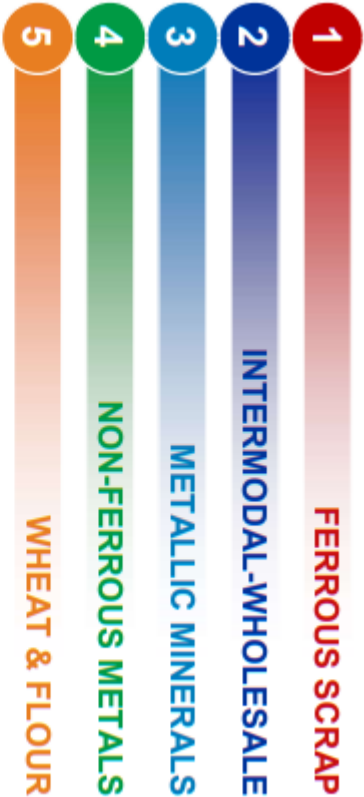
Union Pacific System Map



Union Pacific in ARIZONA

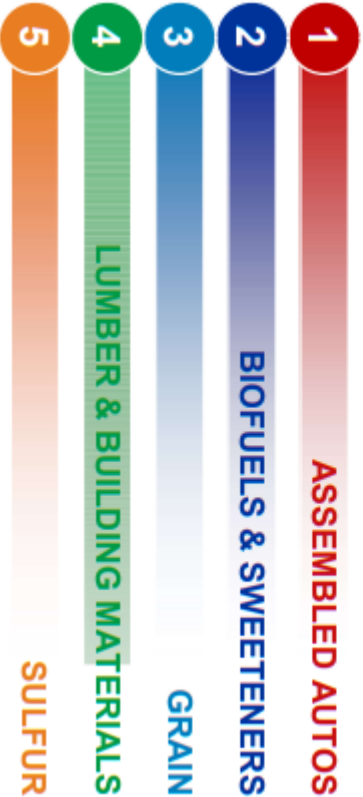
TOP FIVE COMMODITIES SHIPPED

2020 BY VOLUME



TOP FIVE COMMODITIES RECEIVED

2020 BY VOLUME



2020 FAST FACTS

Miles of Track	691
Annual Payroll.....	\$92.9 million
In-State Purchases	\$21.8 million
Capital Investment	\$52.8 million
Community Giving	\$540,328
Employees	923
U.S. Jobs Supported*	8,307

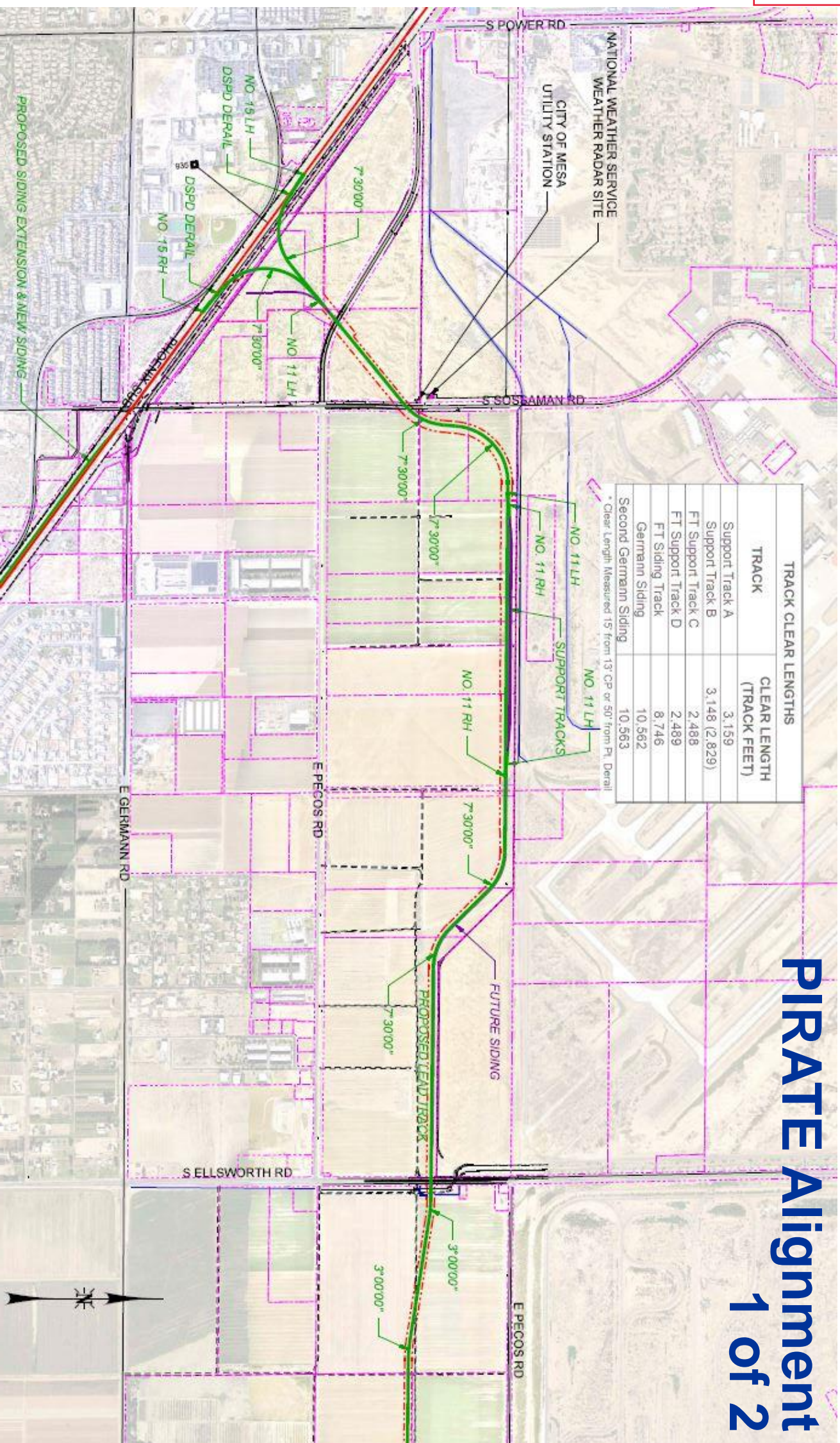
**Each American freight rail job supports 9 jobs elsewhere in the U.S. economy. (Association of American Railroads)*

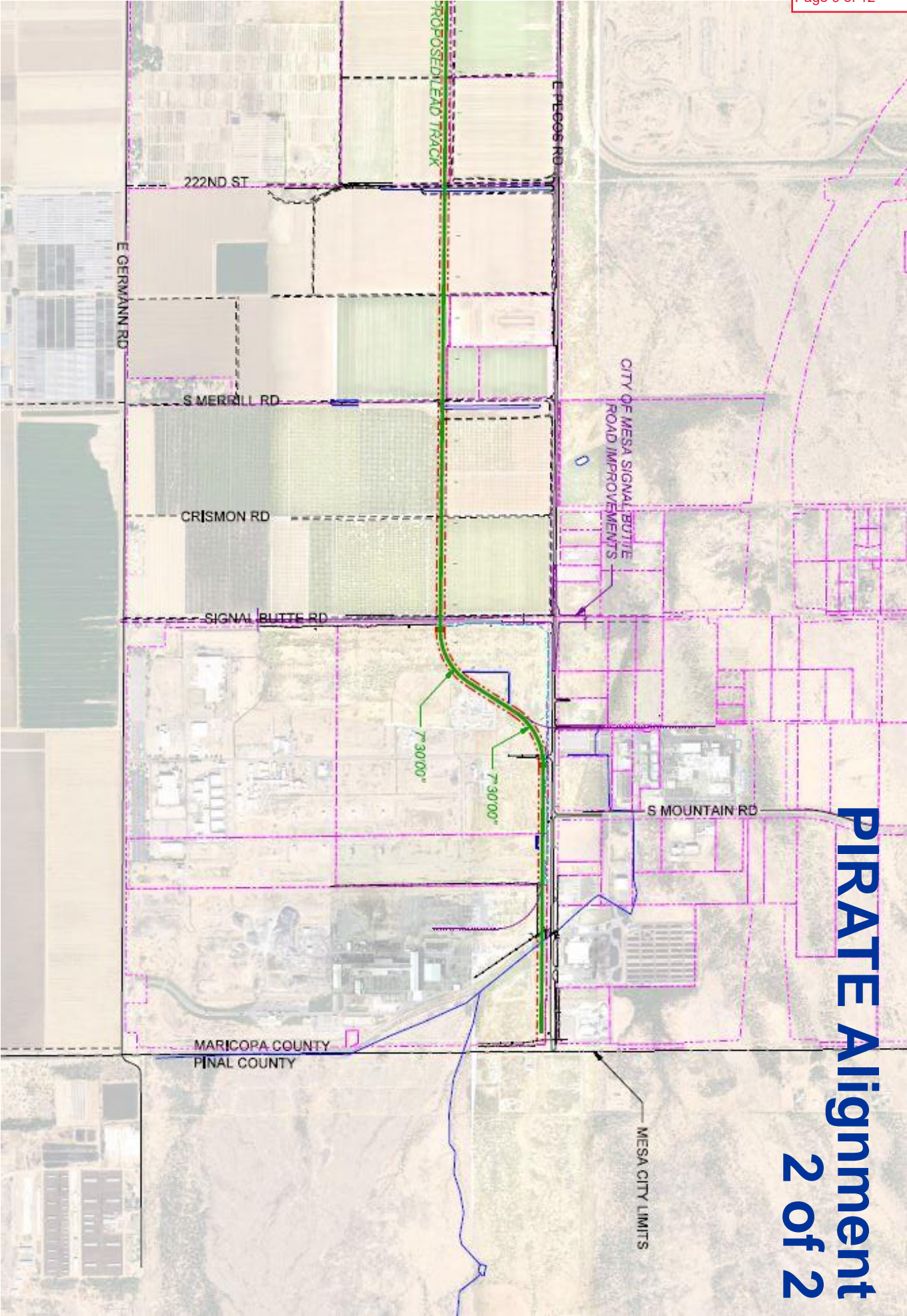


Union Pacific – PIRATE Project Update

- Project Team Commenced 2019
 - Viability to Service Pecos Advanced Manufacturing Zone
- Anchor Tenant CMC Announced AZ2 August 2020
- Engineering Track Design in Process
- Property Acquisition in Process
- Construction Authority Process Initiated August 2021
- Construction Estimated to Commence late 2022/Early 2023







Economic Impact & Potential



10-Year Economic and Fiscal Impact Summary – Most Likely Scenario

20,594
Total Jobs



Total jobs
gained in the region.

\$19.7 Billion
Economic Output



Total economic activity
gained in the region.

\$4.6 Billion
Total Wages



Total direct and spinoff
wages gained in the region.

\$686.2 Million
Total Tax Revenues



Total state and local tax
revenues gained in the
region.

Source: IMPLAN; Rounds Consulting Group, Inc.

CMC Steel – A Perfect Rail Case Study

- CMC has been growing & investing in Mesa since 2009
- In August 2020, CMC Steel selected Mesa as the next location for their \$300M state-of-the-art, micro steel mill facility
- Creating 185 new highly-skilled manufacturing jobs, each earning over \$90,000/year in salary, bonus and benefits
- CMC Steel's decision was highly-influenced by Union Pacific's ability to execute the PIRATE Project to facilitate their increased logistics and transportation needs





QUESTIONS / COMMENTS



Mobile Food Vendor City Code Updates

Tim Meyer, Licensing & Revenue Collections Administrator

Kelly Whittenmore, Deputy City Attorney

November 18, 2021

New Mobile Food License Exemption: Special Events

- Operating at a Special Event that is either:
 - Licensed by the City and the Mobile Food Vendor is Identified on the Vendor List for the Special Event (MCC Title 5, Chapter 1), OR
 - In a City Park and Permitted (MCC Title 6, Chapter 10)
 - And Limited to 4 Special Events per Year
- And Mobile Food Unit is Current on Annual Fire Inspection

Existing License Requirements – No Changes

- Compliance with the Mesa Zoning Code
- Compliance with the Mesa Fire Code
- Annual Fire Safety Inspection
- Compliance with Right of Way Parking Requirements
- Litter Maintenance
- Compliance with Mesa Noise Regulations
- Compliance with Mesa Sign Restrictions
- Insurance Requirements

New Location Requirements: Area Zoned for Residential Use

- Current Requirement: Restriction on operating within 25 feet from a lot or parcel with a residence and few exceptions
- Suggested Change: Restriction on operating within 250 feet of an area zoned for residential use with more exceptions than current language
- Suggested change more closely mirrors Model Ordinance from the League of Arizona Cities & Towns

Exceptions to New Location Requirements: Area Zoned for Residential Use

- The 250' separation requirement Does Not Apply if:
 - Operating on Private Property and Either:
 - Operation is Pursuant to a Council-Approved Ordinance or Resolution with a Site Plan or Development Agreement, OR
 - 3 or Less Mobile Food Units Operating at One Time and Mobile Food Units don't Operate on the Property More than 4 Times Per Year.
 - Operating at a Licensed/Permitted Special Event
 - Primarily Selling Ice Cream Novelties
 - Parked in Right-of-Way adjacent to Private Property and not more than 4 days per year.

- If directed by Council
 - Introduction: 12/1/2021
 - Adoption: 12/8/2021
 - Effective 60 days after adoption

Questions and Direction

research.n



Restaurant & Food Business Incubator Program

**City Council
Study Session
November 18, 2021**

Jeff McVay
Manager of Downtown
Transformation

Kimber Lanning
Local First Arizona

PROJECT SUMMARY



➤What is a Restaurant Incubator?

- Business development training & support
 - Education & production space
- Shared commercial kitchen and commissary
- Public-facing dining facility

➤Objectives

- Focus on Mesa food businesses directly impacted by COVID-19
- Economic development & job creation
- Improve resiliency, success & sustainability
- Provide a long-term pathway to success in Mesa for incubated businesses
- Community partnership

COMMUNITY PARTNERSHIP: LOCAL FIRST ARIZONA

- Developing a local environmentally sustainable economy with an emphasis on equity and resiliency
- Local First Community kitchen at El Rancho: Fuerza Local
 - 2,500 square foot commercial facility
 - Kitchen serves as a community space, incubator, and access point for healthy fresh foods
 - 35 participants currently in kitchen
 - 85 Mesa-based graduates
 - 93 on waitlist
- Restaurant StartUp Bootcamp
 - 120 AZ graduates, 55 Mesa
- Arizona Green Business Program
- Scale Up



LOCAL FIRST ARIZONA

- Restaurant Incubator: The Community Kitchen
 - Removing barriers to food business ownership
 - Offering access to commercial kitchen
 - Empowering entrepreneurs to inspire and create new food memories for themselves and their customers
 - Building a network of local producers, processors, artisans, restaurants and foodies
 - Creating a sense of place for Arizona foods
 - Shared sense of “being in this together”
- Food Hall
 - Diverse public dining opportunities
 - 5-7 restaurants: 2-3 anchor businesses, 3-4 rotating
 - Option for retail space



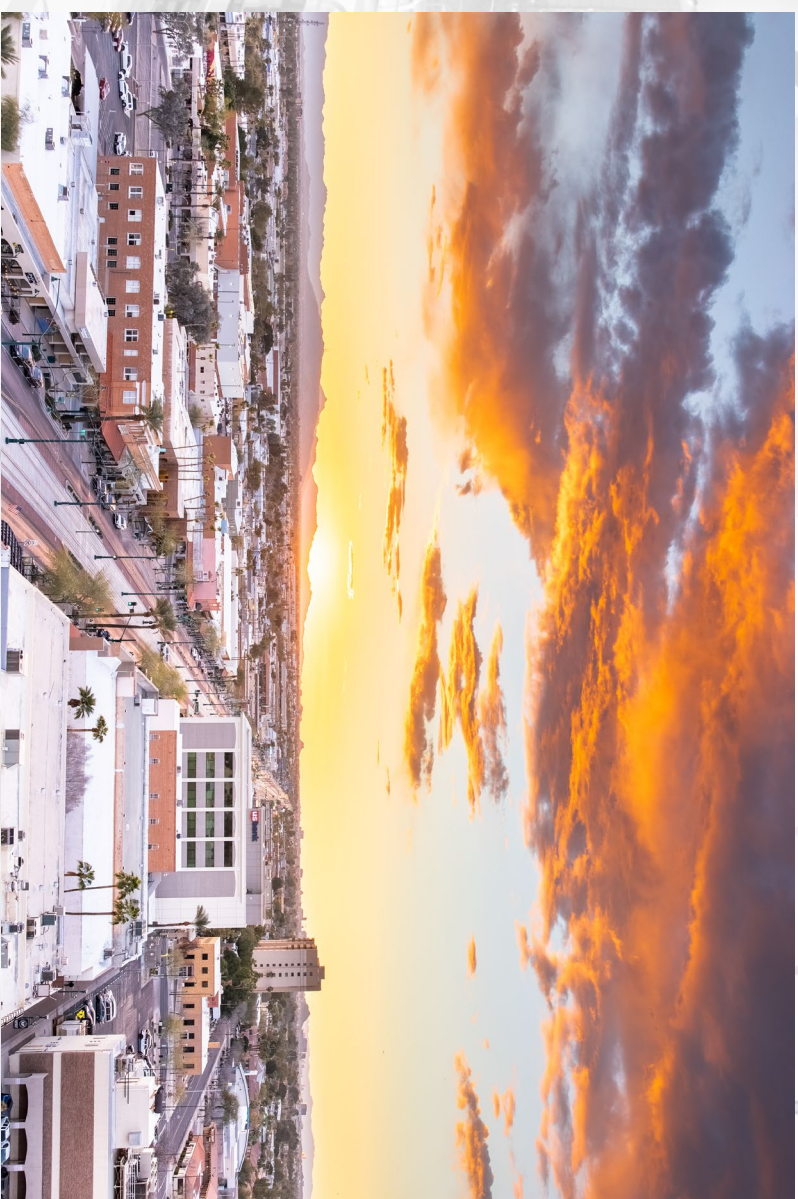
LOCAL FIRST ARIZONA

- Additional Uses for Space that are Tied to Shared Goal
- Classrooms
 - Fuerza Local
 - Nivel Ejecutivo
 - Scale Up Sustainable Business Program
 - Restaurant StartUp Bootcamp
- Offices
 - For Local First staff and instructors
 - For Food Business Owners
- Restaurants and Catering Uses
 - Tasting rooms for chefs to demo catering packages



RPA COMPATIBILITY

- Directly address the negative economic impacts of COVID-19 on local food & restaurant businesses
- Qualified Census Tract
- Support resiliency & sustainable growth
- Increase local employment opportunities
- Leverage federal \$ to grow a proven success with non-profit partner
- Key Performance Indicators
 - Quarterly reporting & annual review
 - Job creation
 - Revenue growth
 - Rental & technical assistance
 - Capital investments
 - Business expansions
 - Food hall attendance

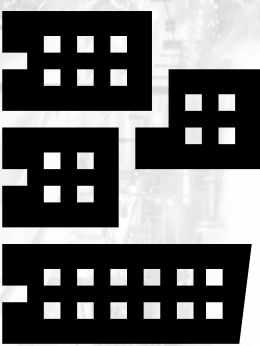


ENEFITS TO MESA



- Addresses impacts of COVID-19 on local small food businesses
- Resiliency & stability of food businesses
- Promote entrepreneurship
- Local employment opportunities
- Expand micro & small business assistance in Mesa
- Access to culturally diverse dining options
- Contribute to vibrant, uniquely local appeal of Downtown Mesa community

EXT STEPS



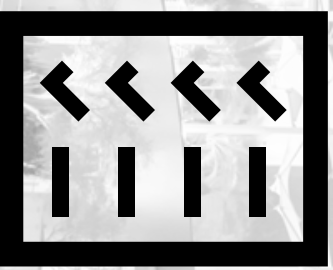
Identify & procure
property that meets
program requirements



Finalize agreement with
community partner
Local First Arizona



Complete design &
engineering scope and
cost estimates



Return to Council for
action

DISCUSSION AND DIRECTION

