

## **ECONOMIC DEVELOPMENT ADVISORY BOARD MINUTES**

June 3, 2025

The Economic Development Advisory Board of the City of Mesa met in the boardroom at 120 North Center Street, on June 3, 2025, at 7:30 a.m.

### **BOARDMEMBERS PRESENT**

Richard Blake  
Mark Drayna  
Kurt D. Ferstl  
Michelle Genereux  
Charles Gregory \*  
Amanda Kay  
Anthony Ruiz  
Frank Sanders  
Laura Snow

### **BOARDMEMBERS ABSENT**

### **STAFF PRESENT**

Jaye O'Donnell  
Maribeth Smith  
Rob Stirling  
Kim Lofgreen  
Elyce Gobat  
Angie Herrera

### **EX-OFFICIO MEMBERS PRESENT**

Mark Freeman, Mayor  
Scott Butler, City Manager  
Sally Harrison  
Natascha Ovando-Karadsheh  
Sonny Cave  
Jennifer Zonneveld \*

### **EX-OFFICIO MEMBERS ABSENT**

### **GUESTS**

Jose Pombo  
Rachelle Strole

(\*Participated in the meeting via video conference equipment)

#### **1. Call meeting to order.**

Chair Michelle Genereux called the meeting to order at 7:30 a.m.

#### **2. Items from Citizens Present.**

There were no items from citizens present.

#### **3. Introduction of new board member.**

Chair Genereux welcomed Anthony Ruiz, a senior associate with EDGE Realty Partners.

#### **4. Introduction of new city manager.**

Mayor Mark Freeman introduced Scott Butler as the new City Manager. Mr. Butler has been with the City of Mesa for over 20 years and previously served as a Council Assistant and Government Relations Manager. Mayor Freeman, who has worked with Mr. Butler for the past eight years, praised former City Manager Mr. Brady for leaving the city in excellent economic and financial shape.

Mr. Butler spoke about his background, which included work in Washington D.C. and Atlanta, and oversight of the Gateway Airport Development Office. He emphasized the importance of economic development and high-wage job creation. He highlighted opportunities in aerospace, advanced manufacturing, semiconductors, robotics, and partnerships with ASU, including the Poly Advanced Manufacturing Institute and the Innovation Zone south of the Polytechnic campus.

He also discussed branding and partnership efforts with ASU downtown, the Brookings Institute, and enhancing community arts and economic development. Mr. Butler expressed his enthusiasm for contributing to projects in areas like Fiesta, Riverview, and downtown Mesa. He thanked the Board members for their service, affirming a shared goal of creating economic opportunities in Mesa.

Chair Genereux thanked Mayor Freeman and Mr. Butler for speaking with the board and their dedicated service to the City of Mesa.

5. Approval of minutes from the April 1, 2025, Economic Development Advisory Board meeting.

It was moved by Board member Amanda Kay, seconded by Vice Chair Kurt Ferstl, that the April 1, 2025, Economic Development Advisory Board meeting minutes be approved.

Upon tabulation of votes, it showed:

AYES – Blake-Drayna-Ferstl-Genereux-Gregory-Kay-Ruiz-Sanders-Snow

NAYS – None

ABSENT – None

Chair Genereux declared the motion carried unanimously.

6. Hear a presentation on Gallery Park's hotel development, followed by a discussion.

Jose Pombo, Partner with VIVO, and Rochelle Strole, owner/founder of Capital Asset Management, LLC, provided an overview of Gallery Park, a mixed-use development near Mesa Gateway Airport at Ray and Power Roads. The development includes retail, restaurants, 305 planned multifamily units developed by Trammell Crow, office space, and park amenities, with some adjustments made to the original plan due to market changes, particularly regarding office space demand. Gallery Park was named from the desire to overlay art into the project, requiring murals, sculptures or internal galleries in various locations.

Mr. Pombo shared that Gallery Park's first phase included retail and restaurants along Power Road and only two vacant pads remain. Main Street, once developed, will include approximately 20,000 square feet of retail/restaurant space across two sides of Main Street, with a focus on creating a unique tenant mix that aligns with the project's vision. It will also feature an event lawn, public stage, and splash pad. Ms. Strole mentioned that the team showcased the project at the International Council of Shopping Centers Conference and received extensive interest. (See pages 1-8 in Attachment 1)

Mr. Pombo discussed the 177-key dual-brand Hilton hotel (Homewood Suites and Tempo), which broke ground in December, and the planned standalone restaurant called "The William" that will honor the site's history as the former Williams Air Force Base. He shared an overview of the hotel's design, including the pool pavilion with outdoor bar and event lawn, the sky deck, and various indoor spaces like the lobby, bar, and restaurant. Mr. Pombo explained that the hotel transitioned from Hilton Garden Inn to Tempo, which



is a lifestyle boutique brand and required a more intensive design review process. The fitness area, which includes an outdoor fitness lawn, and meeting rooms adjacent to the restaurant were also displayed via renderings. (See pages 8-36 in Attachment 1)

Economic Development Director Jaye O'Donnell commented that the Tempo hotel will be the first in Arizona.

Chair Genereux thanked Mr. Pombo and Ms. Strole for their presentation.

7. Hear a presentation on the Office of Economic Development Retail Awareness Campaign, followed by a discussion.

Kim Lofgreen, City of Mesa Business Development and Marketing Manager, Elyce Gobat, City of Mesa Project Manager, and Angie Herrera, City of Mesa Marketing/Communication Specialist II, introduced the Office of Economic Development's Retail Awareness campaign, outlining both the need to recruit retailers and retail development (B2B) and the need to promote Mesa as a retail destination both locally and nationally (B2C). The campaign addresses the challenge of retail lagging behind industrial and housing growth in Mesa. (See pages 1-5 in Attachment 2)

The B2B campaign aims to position Mesa as a prime retail destination with high growth potential through presentation materials, digital ads, and participation in International Council of Shopping Center (ICSC) events, targeting business owners, property managers, developers, brokers and senior decision makers through the theme "Mesa. More Than A Market. A Movement." Campaign mood boards, applications, print collateral, and branding elements (e.g., "circles" as visual markers) were shared. A quarterly newsletter will launch in July and include news, updates, retail market insights, and available properties. The retail page [www.MesaAzRetail.com](http://www.MesaAzRetail.com) was displayed and provides a deeper dive into eight specific retail corridors. The B2B campaign highlighted 13 meetings with brokers, developers, or retailers and three prospects generated through attendance at the ICSC Conference in May as well as ad impressions. (See pages 6, 8-13 in Attachment 2)

The B2C campaign focuses on promoting Mesa's diverse retail offerings through multi-channel media and influencer marketing. The campaign's theme "More to Mesa" promotes local events and engagement opportunities to increase foot traffic and community awareness, targeting consumers. Mood boards, applications and branding elements were shared. The campaign, launched in April, has seen significant success with a 928% increase in followers on Instagram (@BetterLifeMesa) to over 1,200, and impressive metrics across various platforms including Spotify and TikTok, with particularly strong performance on Spotify where ads produced a 94% complete rate. (See pages 7, 14-20 in Attachment 2)

Mr. Lofgreen requested that board members connect, follow and engage with the social media ads and posts to elevate the message within their networks. Additionally, members were asked to recommend great spots to spotlight with our influencers or to snap a few photos that we could share on Instagram if they had an exceptional dining, shopping or entertainment experience. (See pages 21-22 in Attachment 2)

Board member Natascha Ovando-Karadsheh commented that while Mesa is diverse, we are also visionary and inquired if we would provide an elevator pitch for Board members to elevate within their networks.

Board member Anthony Ruiz inquired if the marketing materials were ready to distribute as he would like to incorporate them into their efforts to expand the reach.

8. Hear an update on economic development business attraction projects, followed by a discussion.

Jaye O'Donnell presented a comprehensive overview of the Office of Economic Development's project performance year-to-date, highlighting that goals were exceeded for capital investment, square footage, and job creation. She noted a slight decrease in the number of projects compared to the previous fiscal year but emphasized that the quality of projects was improving, with higher capital investment and average wages. Ms. O'Donnell also discussed the current pipeline of 64 active projects, with a focus on manufacturing. She mentioned that two to four additional projects are expected to close by the end of the fiscal year, potentially creating over 300 new jobs and generating more than \$50 million in capital investment. It was noted that the report focused on base industries, excluding retail. (See pages 1-4 of Attachment 3)

Ms. O'Donnell explained the industrial development strategy, noting that we have become more selective this year. She highlighted the success of industrial space development within Mesa, stating available product has attracted more manufacturing leads.

Board member Ovando-Karadsheh praised the improved performance/prospect overview stating it assists the Board in looking ahead.

Board member Sanders inquired about Mesa's marketing strategy around SEMICON West 2025 which will be held in Phoenix in October. Ms. O'Donnell replied that we have developed specific industry marketing and are also participating in the conference through the ACA and GPEC.

9. Review framework templates to identify potential market shifts and opportunities for Mesa businesses in the short and long term.

Due to time constraints, Chair Genereux tabled this item for the next meeting. Board member Mark Drayna suggested the item be postponed until more information was available. Jaye O'Donnell commented that the Office of Economic Development will begin developing its next strategic plan in the fall and suggested incorporating this topic into that discussion. (See pages 1-6 in Attachment 4)

10. Introduction of new business to be discussed at a future meeting.

Jaye O'Donnell proposed a survey to gather Board members input into future agenda topics and/or tours.

11. Board member recognition.

Jaye O'Donnell recognized Board member Charlie Gregory's completion of a partial term and reappointment to the Board through June 2028. Board member Laura Snow was recognized for her completion of a three-year term and presented with a certificate and letter from Mayor Freeman. Jennifer Zonneveld was recognized for her service on the ex-officio side of the Board and for her time as Chair. She also served on the Greater Phoenix Economic Council Board of Directors.

12. Schedule of meetings.

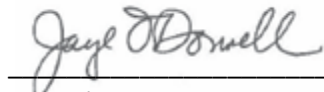
The next Economic Development Advisory Board meeting is scheduled for August 5, 2025.

13. Adjournment.

Without objection, the Economic Development Advisory Board meeting adjourned at 9:08 a.m.

I hereby certify that the foregoing minutes are a true and correct copy of the minutes of the Economic Development Advisory Board meeting of the City of Mesa, Arizona, held on the 3<sup>rd</sup> day of June 2025. I further certify that the meeting was duly called and held and that a quorum was present.

Submitted by:



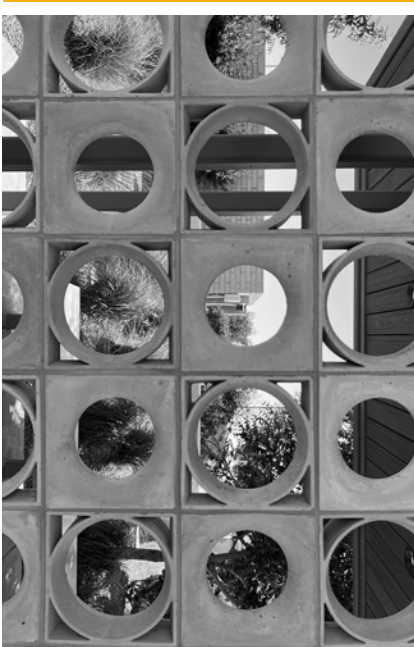
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Jaye O'Donnell  
Economic Development Director

ms

(Attachments – 4)







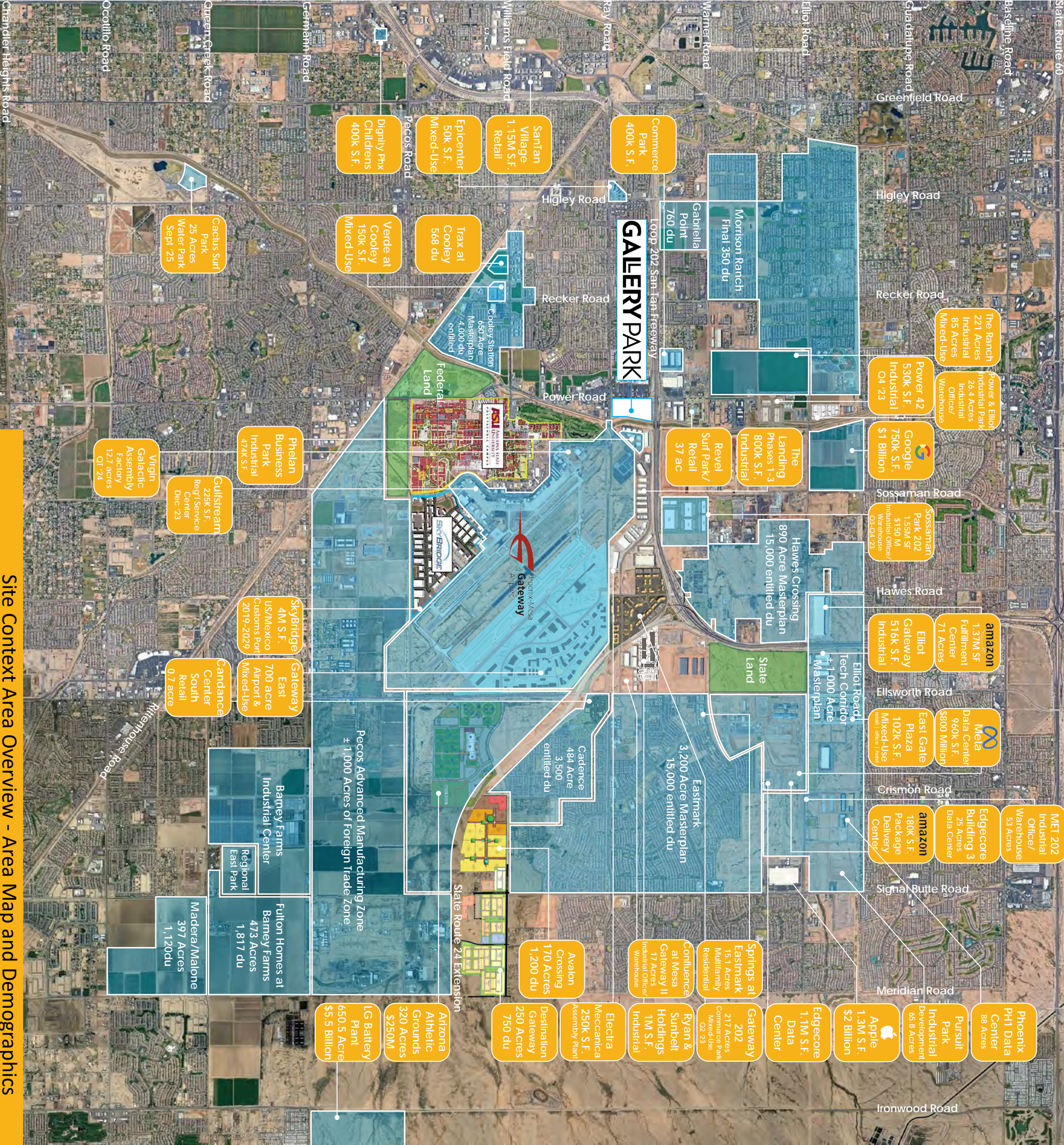
## A MAP AND DEMOGRAPHICS

Strategically located in one of Metro Phoenix's fastest-growing and most desirable locales, the Hilton Dual Brand Tempo-HWS will offer convenient freeway connectivity, proximity to one of the area's largest growing employment hubs, and a main-and-main location adjacent to approximately 1 million square feet of existing retail, grocery and restaurant options.

With the recent opening of the state's largest multi-sport facility (Arizona Athletic Grounds), a next generation surf park (Revel Surf) just north of Loop 202 SanTan Freeway, and Gilbert's planned 2025 opening of the Cactus Surf Park, guests will have extracurricular club, individual and water sport activities just minutes away.

Demographics (esri 2/2024 data)	3-Mile	5-Mile
Population*	82,947	266,070
Daytime Population (2023)	60,233	213,384
Avg. HH Income*	\$162,552	\$159,519
Avg. Home Value*	\$495,389	\$491,144
Median Age (2023)	31.9	34.1
Households*	26,304	89,439
Renter Occupied Housing Units (2023)	27.0%	24.1%
Renter Occupied Housing Units*	27.5%	24.4%

\* Unless otherwise noted data provided is the 2028 projection (Source: esri)





# PROJECTS OF INTEREST

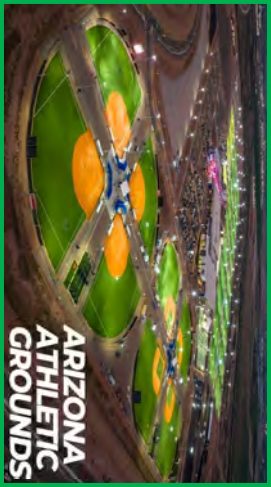


- PMGA's master plan forecasts 2027 annual landings and take-offs to exceed 535,000 operations and 4 million passengers. For reference, Phoenix Sky Harbor's 2022 operations totaled 418,856.
- Gulfstream opened its regional aircraft service center in 2023 and Virgin Galactic's spaceship manufacturing plant is anticipated to start operations at PMGA in 2024.
- PMGA selected Boyer as the Master Developer for Gateway East in 2022 to develop nearly 4 million square feet of high-quality office, manufacturing, industrial, and commercial retail.

Source: Phoenix-Mesa Gateway Airport Website

- Largest sports and entertainment facility in North America
- 320-acre World Class family sports and entertainment park
- Outdoor/indoor team athletic facilities opened Jan. 7, 2022
- Serves as a national destination hub for professional, club and recreational competition with over 1 million visitors since opening.

Source: Arizona Business Journal



Points of Interest	Vehicle Drive Time	Bike Ride Time	Distance (Miles ±)
Revel Surf / Cannon Beach	±2 Min	±6 Min	1.0
ASU Polytechnic Campus Chandler-Gilbert College	±3 Min	±9 Min	1.5
Gateway Airport Terminal	±3 Min	±10 Min	1.8
Skybridge	±4 Min	±12 Min	2.5
Arizona Athletic Grounds	±9 Min	±27 Min	4.3



- ASU is recognized by US News & World Report as the #1 Most Innovative University in the country for the 9th year in a row.

- The Polytechnic campus is a hub for studies in interdisciplinary sciences, engineering, management, technology and education.
- The new \$250 million School of Manufacturing Systems and Networks will open Q4 2025 to assist in educating students to support the growth of Arizona's expanding semiconductor chip manufacturing industry.

Source: Arizona State University Website

- First inland U.S./Mexico Customs facility

- 4 Million SF to be built over 10-Year Plan
- First two buildings broke ground in Oct' 2019
- SkyBridge Building 109, broke ground Feb. 2023
- Building 109 is the first of two 250,000-square-foot, Class A manufacturing /warehouse / logistics buildings.
- Projected 6,400 Onsite Jobs +8,400 Indirect Area Jobs

Source: SkyBridge Arizona & PMGA Websites /AZ Big Media



## ASU Polytechnic campus





# GALLERY PARK

A True Walkable Mixed-Use Village

A fresh and welcomed destination for meaningful community interaction,  
Gallery Park will become a regional draw to Southeast Valley residents.





With a deep appreciation for the importance of placemaking and a desire to create authenticity through thoughtful building design, the developers of Gallery Park have conceived what will soon prove to be the southeast valley’s most endearing mixed-use lifestyle center.



With creative culinary options, alfresco dining, family friendly entertainment and community events along Main Street and within the PARK, hotel guests will have a choice of venues where they can meet with friends and family, raise a glass, share a meal, and create new memories.





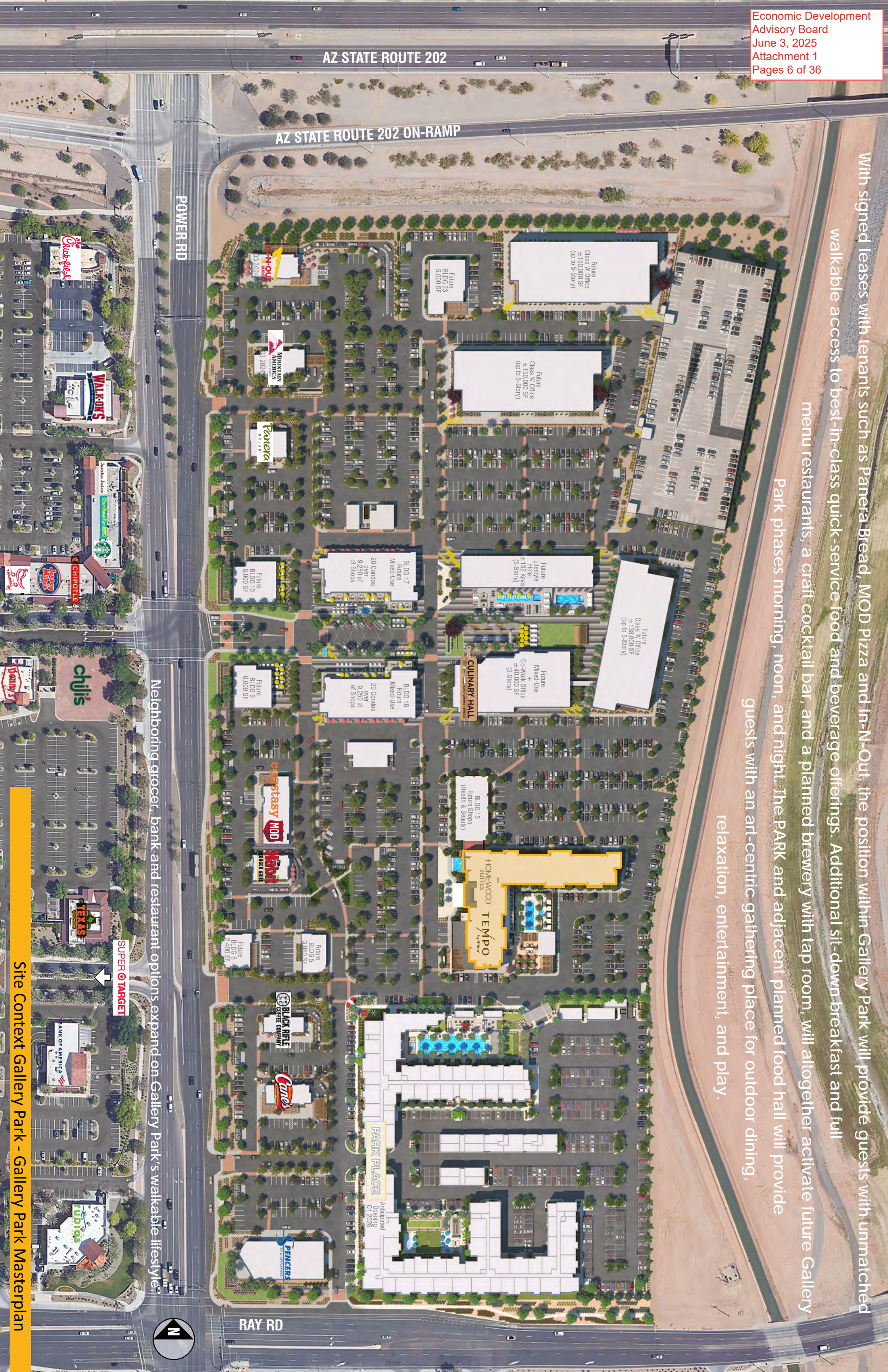
With signed leases with tenants such as Panera Bread, MOD Pizza and In-N-Out, the position within Gallery Park will provide guests with unmatched walkable access to best-in-class quick-service food and beverage offerings. Additional sit-down breakfast and full

menu restaurants, a craft cocktail bar, and a planned brewery with tap room, will altogether activate future Gallery

Park phases morning, noon, and night. The PARK and adjacent planned food hall will provide

guests with an art-centric gathering place for outdoor dining,

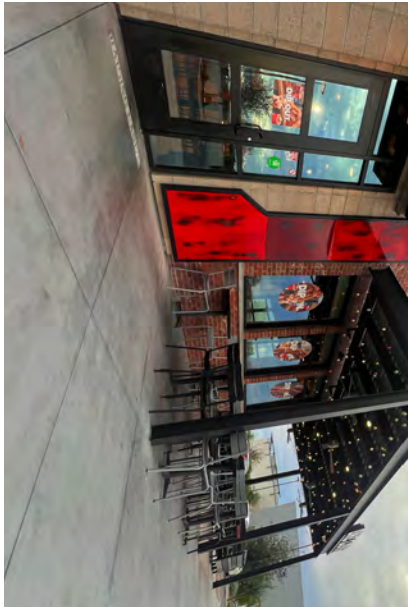
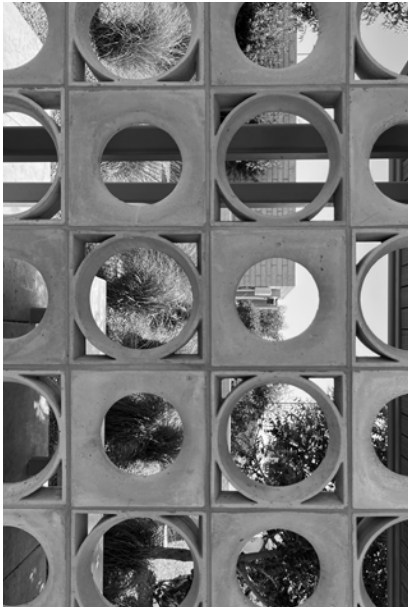
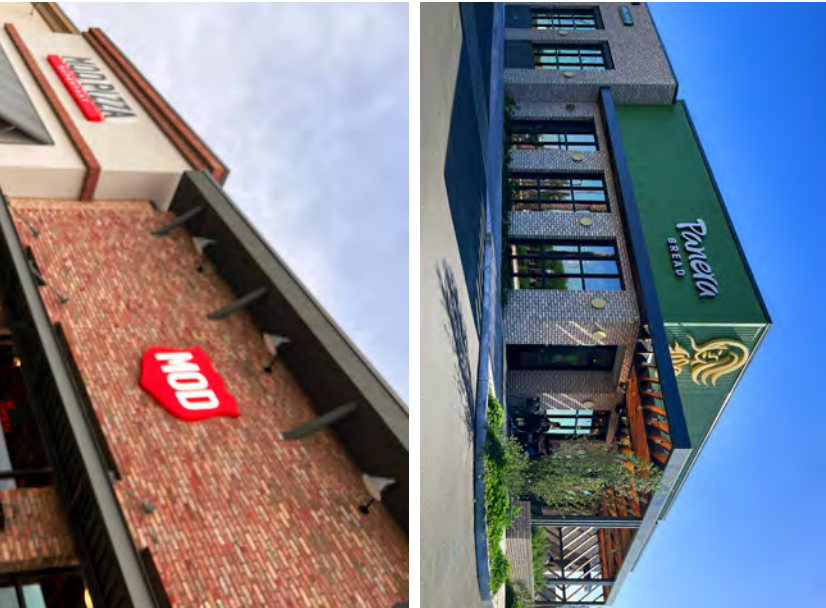
relaxation, entertainment, and play.





# A L E R Y P A R K

A True Walkable Mixed-Use Village







Rendering: Main Street North building with two levels of lofts above restaurants and retail.



Rendering: Park Place leasing office entrance.



Rendering: Freeway office building



Rendering: Main Street South building with two levels of lofts above restaurants and retail.





Front elevation as viewed from northwest corner of the hotel



## PROJECT DATA & SITE PLAN

Description: 4-story, 174-room dual brand hotel amenities including: a resort inspired pool, event outdoor fitness area, independently branded and full service restaurant and associated site elements.

Total Building Area Footprint (SF):	52,762 SF
Hotel & Restaurant : 33,172 SF footprint (112,000 SF all floors)	
Hotel Outdoor Amenity : 12,390 SF	
Site Area Net (acres):	3.6 acres
Guestroom Type Mix:	
Tempo King	46%
Tempo Double Queen	54%
Tempo Total Guestrooms	97
HWS King Studio	59%
HWS Double Queen Studio	21%
HWS King 1 Bedroom	10%
HWS Efficiency Suite	10%
HWS Total Guestrooms	77
Parking Required:	
Hotel Guestrooms	174
Restaurant & Bar	87
Meeting/Service	36
Total City Required	297
Parking Provided:	
Total City Required	297
Additional Shared Parking	37
Entitlements:	
PAD Site Plan Modification Approval:	6.20.2022
Administrative Design Review Approval:	6.20.2022

- A LOBBY | RECEPTION
- B PORTE-COCHERE ENTRY
- C HOTEL ENTRY WATER | ART FEATURE
- D RIDE SHARE WAITING AREA
- E THE WILLIAM NEW AMERICAN KITCHEN & BAR  
An independently branded casual dining experience that enhances the hotel guest experience, while helping generate group bookings and shared catering revenue for events held within one of the hotel's many amenity spaces.  
See [Project Description - THE RESTAURANT & BAR](#) for additional information
- F THE WILLIAM'S SHADED EVENT PATIO  
Guests can enjoy al-fresco dining year-round on the shaded, misted and heated open air patio.
- G LANDMARK FIREPLACE  
The two-sided fireplace marks the front door to THE WILLIAM and adds to the patio's charm.
- H OUTDOOR FITNESS LAWN  
See [Project Description - HEALTH & FITNESS AREA](#) for additional information
- I RESORT POOL AREA AND OTHER AMENITIES  
See [Project Description - RESORT POOL AREA](#) for additional information
- J POOL PAVILION  
See [Project Description - RESORT POOL AREA](#) for additional information
- K EVENT LAWN AND STAGE  
See [Project Description - EVENT LAWN AREA](#) for additional information
- L TRASH AND RECYCLING







Front elevation as viewed from southwest corner of the hotel





Elevated view of the hotel's exterior amenities



PORT POOL AREA

PORT POOL  
ounded by semi-private lounge seating, the linear pool becomes the centerpiece of outdoor amenity area.

PORT SPA

The oversized spa comfortably seats 12 and overlooks the pool.

C POOL CABANAS

These private enclaves for two, surrounded by lush greenery, become the backdrop for the resort pool.

D POOL PAVILION

A walk-up bar and serving area for outdoor pool gatherings and potential guest happy hours. Features restrooms and an outdoor shower.

E OUTDOOR KITCHEN

Two outdoor grills provide a place for families to cook and enjoy time together.

F SHADED OUTDOOR TERRACE

A poolside, semi-shaded space which provides hotel guests an opportunity to dine alfresco.

G OUTDOOR LIVING ROOM

Just like home, an intimate gathering place for conversation and sharing time by the fire.

H THE HEARTH

A double-sided outdoor fireplace becomes a focal point to the Resort Pool and Event Lawn amenities.

I SKY DECK STAIRWAY

Connects the Sky Deck to the Event Lawn and provides wedding parties with a unique entrance opportunity.

J SKY DECK

An ideal location to enjoy morning coffee, watch ascending planes in the evening, and host cocktail gatherings in a space that overlooks the Resort Pool below.







View of the hotel's pool, spa and bar pavilion



## NT LAWN AREA

### NT LAWN

Open air space for hotel guests to enjoy a game of corn-hole on the lawn, and the perfect venue for an outdoor wedding/reception or corporate event.

### G PONG PAVILION | EVENT STAGE

A shaded, outdoor ping pong table for hotel guest recreation which rolls away to accommodate formal events involving the elevated stage.

### C RUSTIC BARN DOORS | EVENT CATERING AREA

Hidden behind a backdrop of large rustic modern barn doors, this staging area provides a food service area for outdoor special events.

### D OUTDOOR LIVING ROOM

Just like home, an intimate gathering place for conversation and sharing time by the fire.

### E THE HEARTH

A double-sided outdoor fireplace becomes a focal point to the Resort Pool and Event Lawn amenities.

### F WELCOME DISPLAY TABLE

An outdoor pre-function space provides a customizable event display opportunity for any occasion, and a welcome table invites guests to pick up a program or sign a guest book.

### G WEDDING SUITE BALCONY

This secure private balcony provides wedding suite guests a secluded place to lounge and watch guests assemble on the event lawn below.



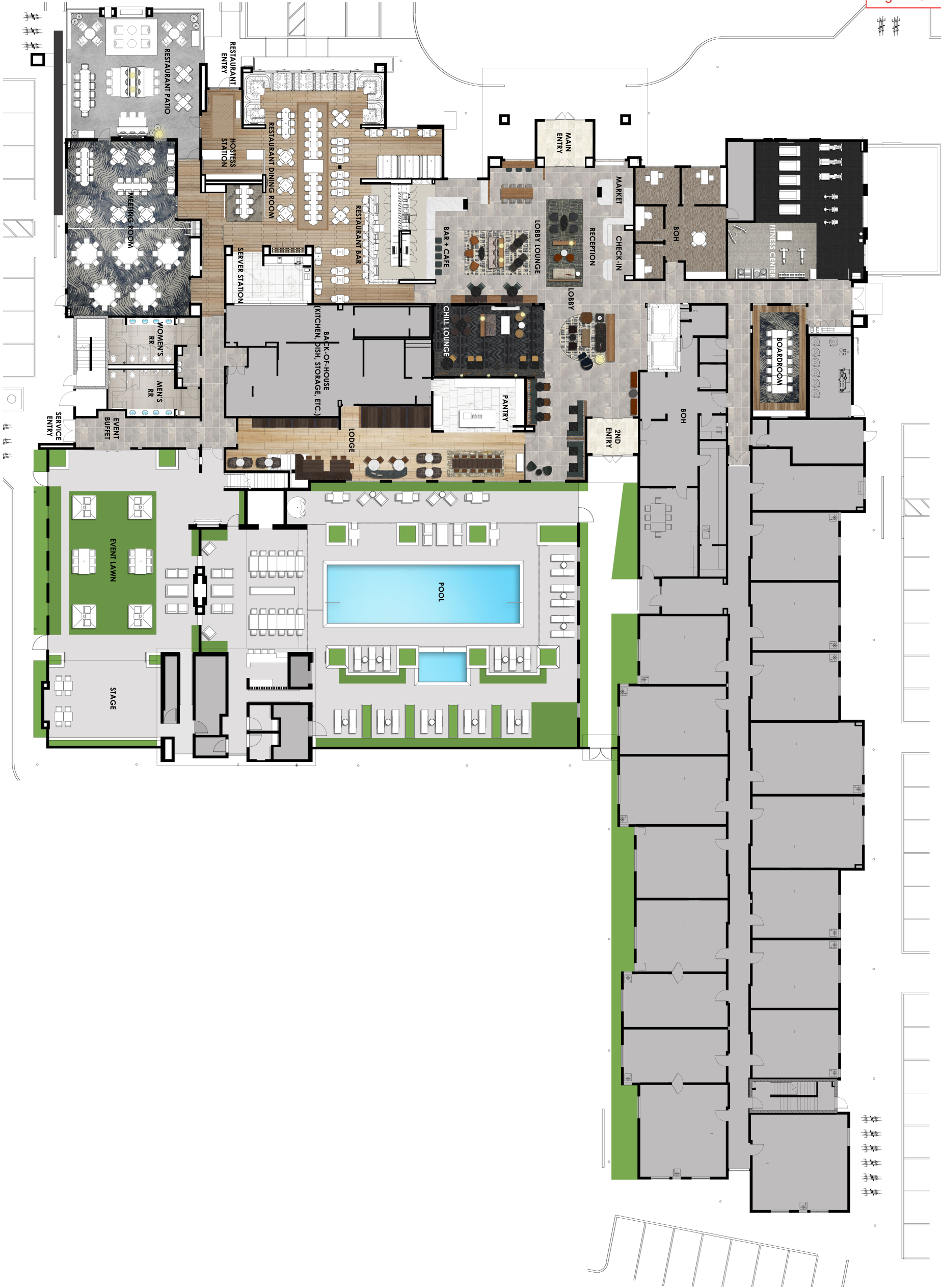




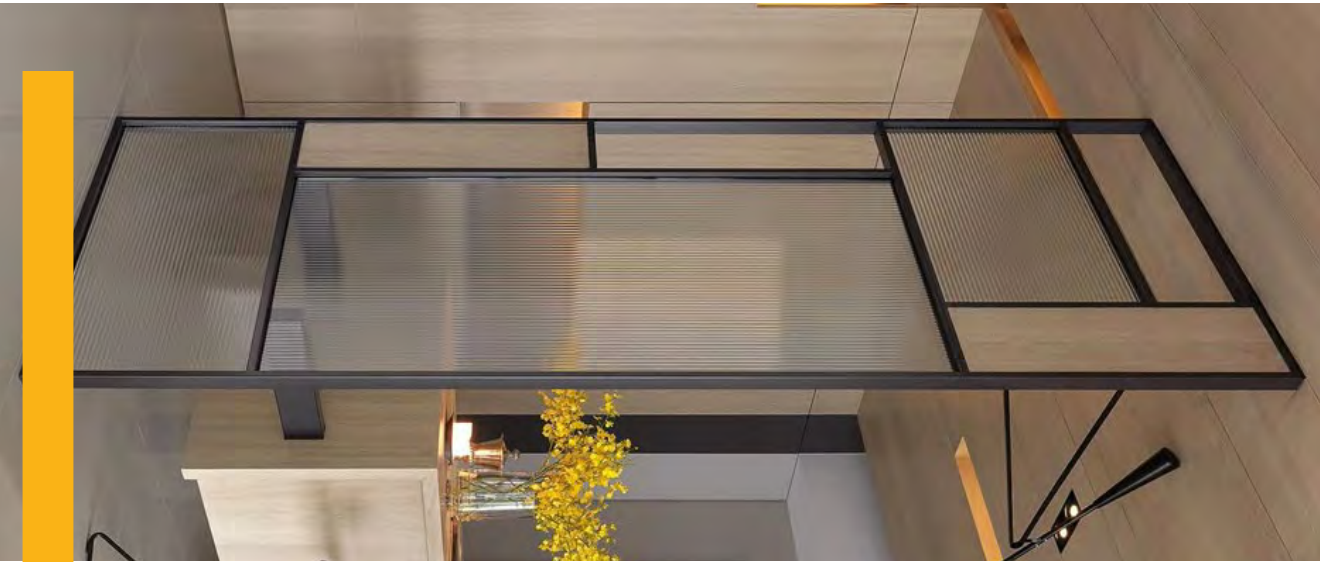
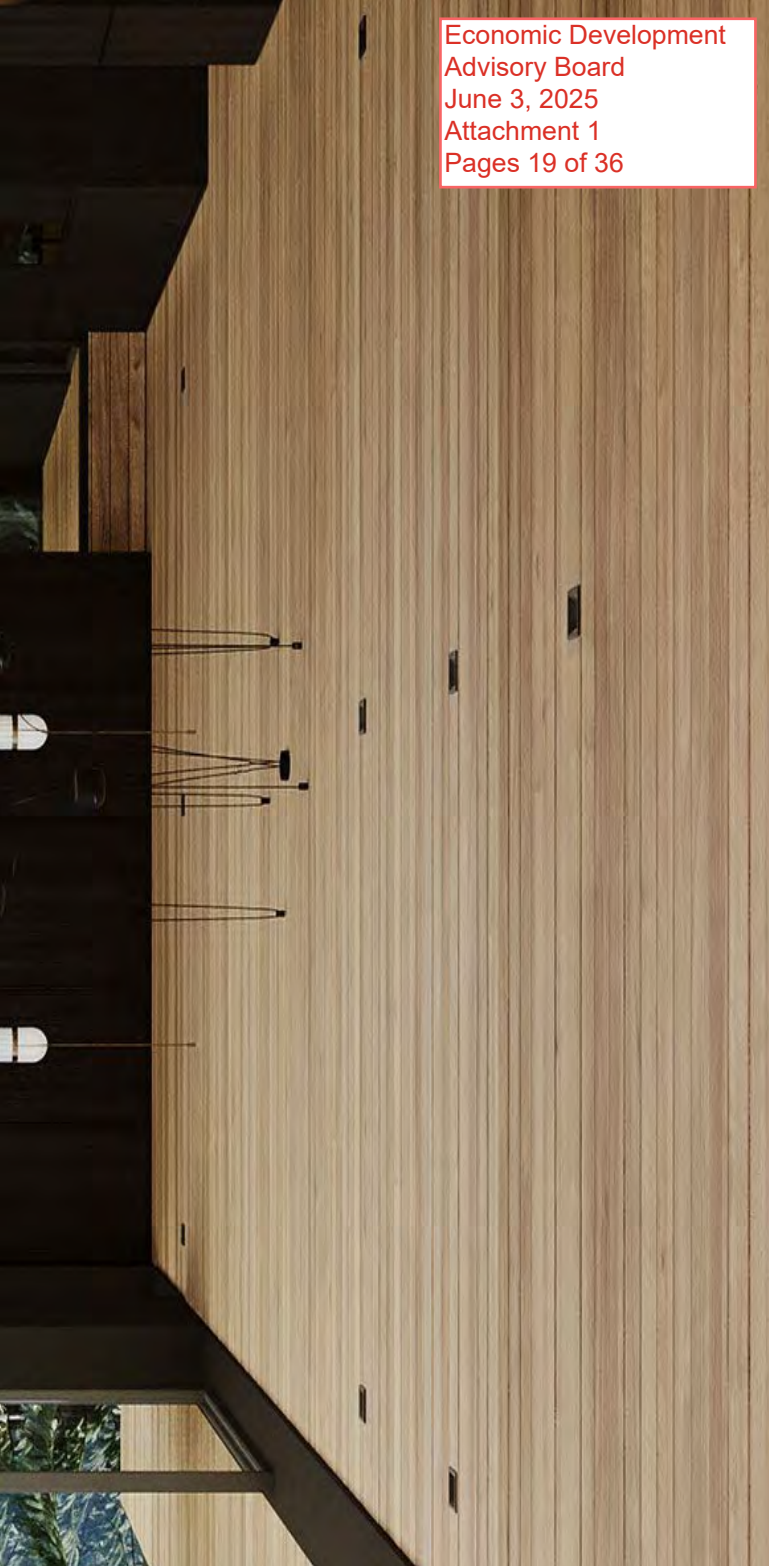
View of the hotel's event lawn and stage pavilion



# PUBLIC SPACE-LOBBY

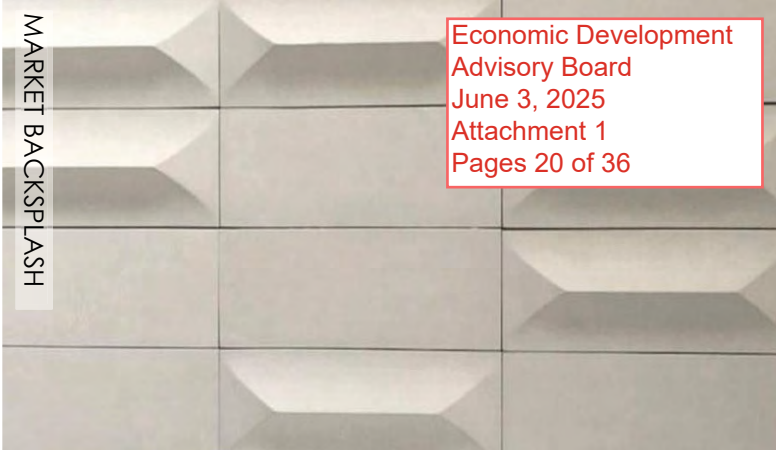




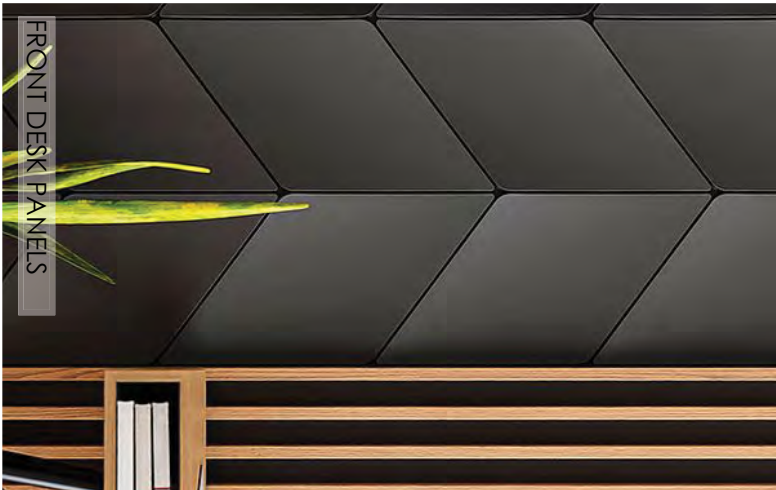




MARKET BACKSPLASH



FRONT DESK PANELS



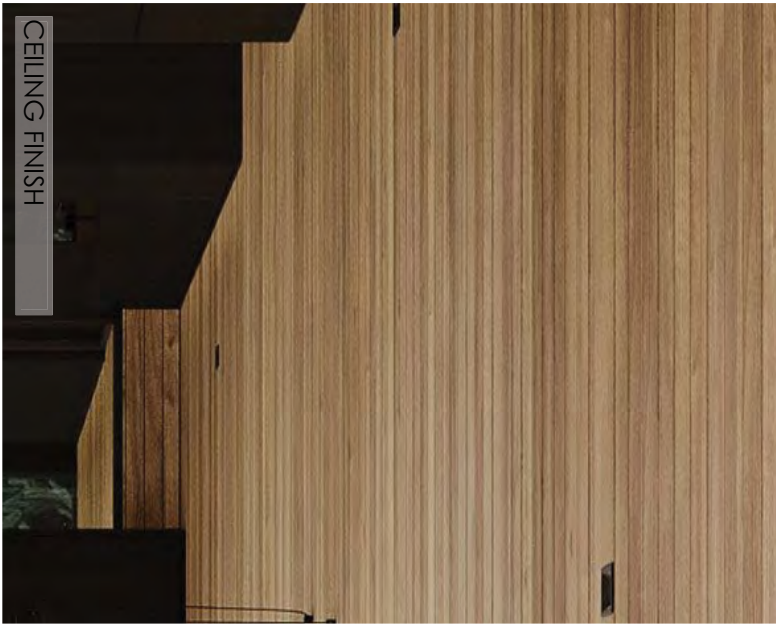
AREA RUG



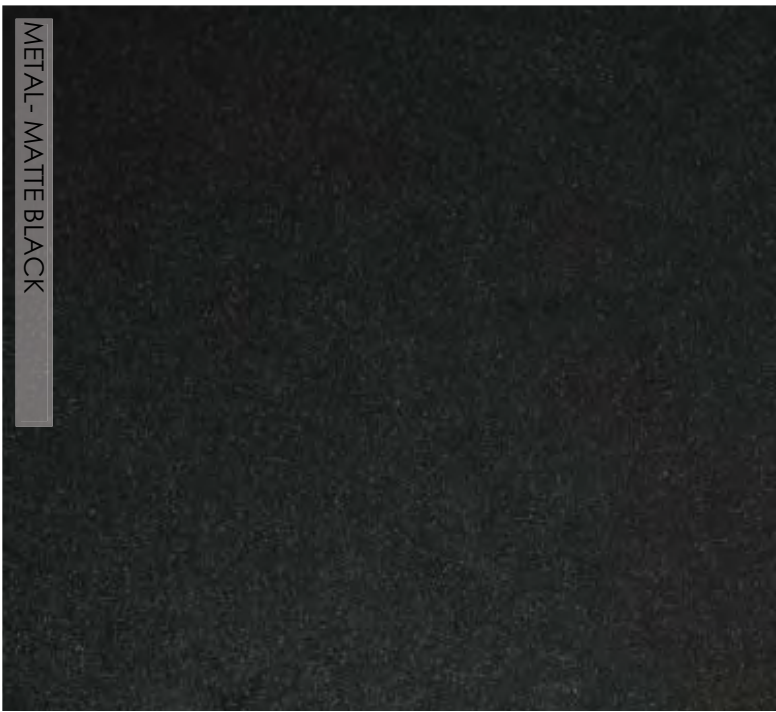
AREA RUG



CEILING FINISH



METAL- MATTE BLACK



CASEGOOD QUARTZ



CASEGOOD QUARTZ  
MILLWORK QUARTZ



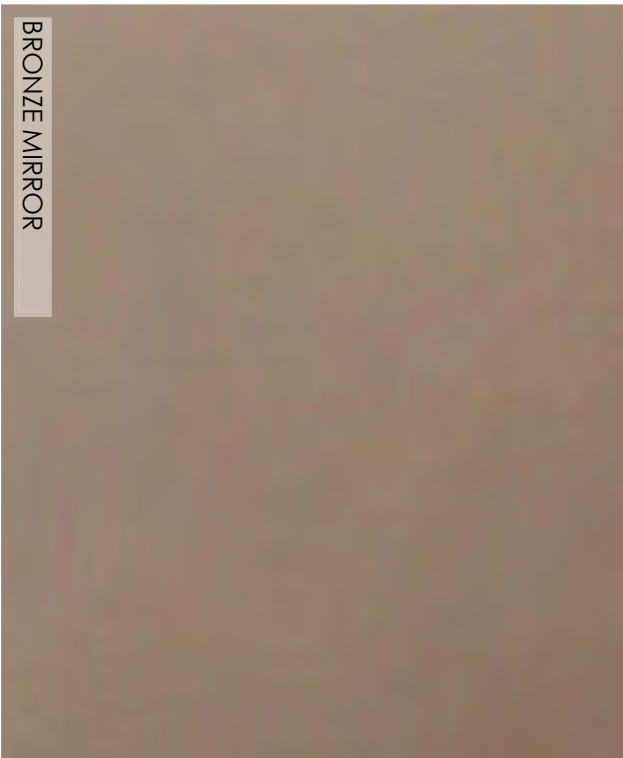
MILLWORK



CASEGOODS



BRONZE MIRROR



MAIN FLOORING



METAL- BRUSHED BRONZE



MAIN MILLWORK



ACCENT MILLWORK







MARKET BACKSPLASH



MILLWORK



MILLWORK - JAMBOUR



MILLWORK PULLS



QUARTZ



BACK WALL UPHOLSTERED



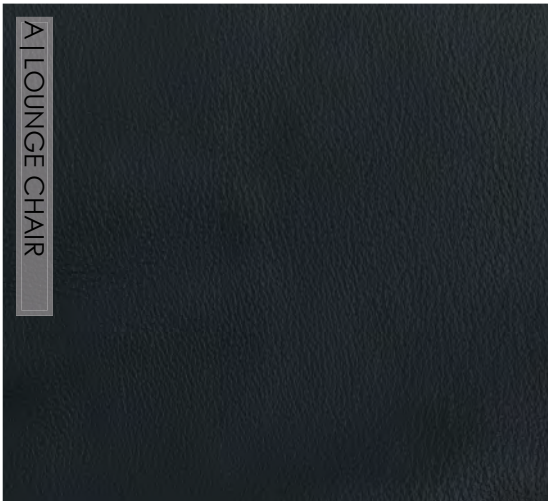
WALL ART

FRONT DESK DESIGN





A | LOUNGE CHAIR



A | LOUNGE CHAIR



D | SOFA



H | SIDE TABLE



G | COFFEE TABLE



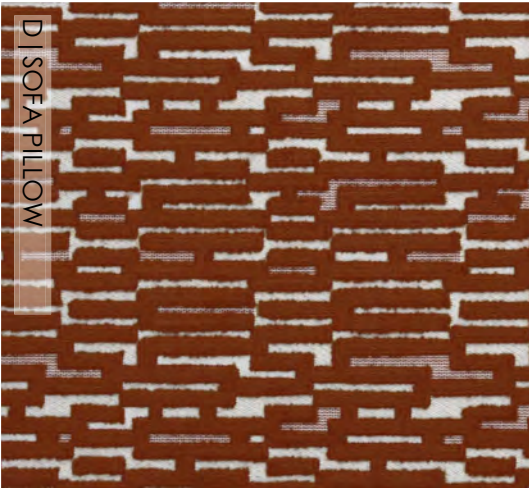
LIGHTING



D | SOFA



D | SOFA PILLOW



D | SOFA PILLOW



I | AREA RUG

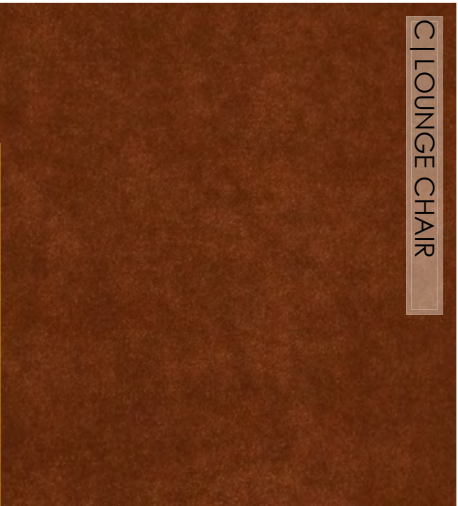


E | SIDE TABLE



F | TABLE LAMP

C | LOUNGE CHAIR



C | LOUNGE CHAIR



B | CREDENZA















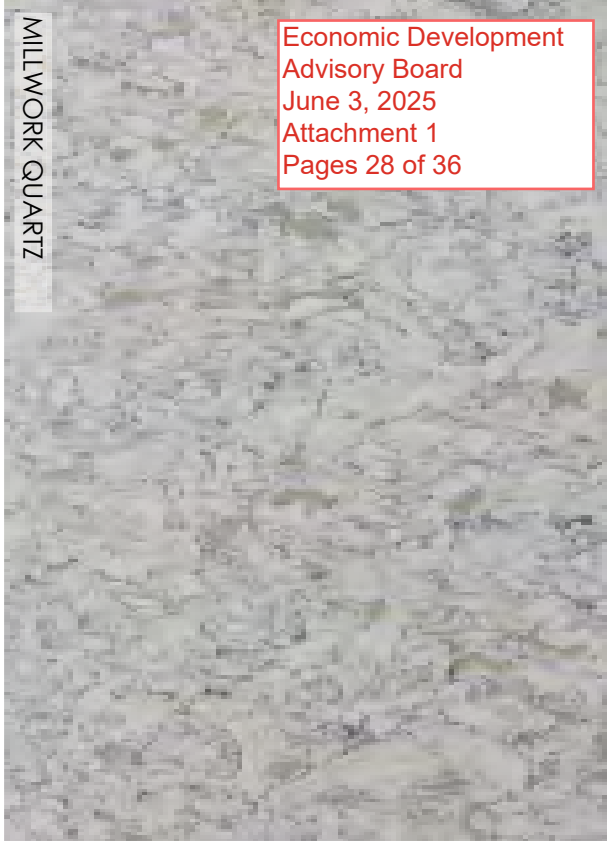




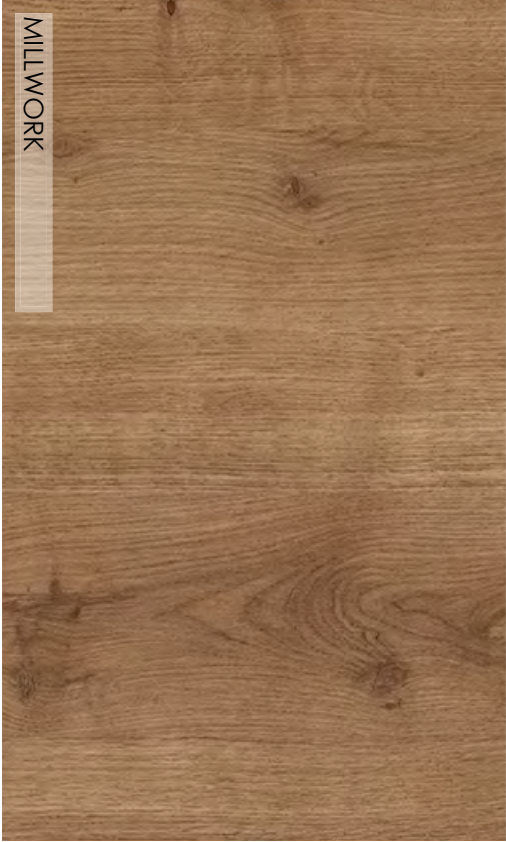




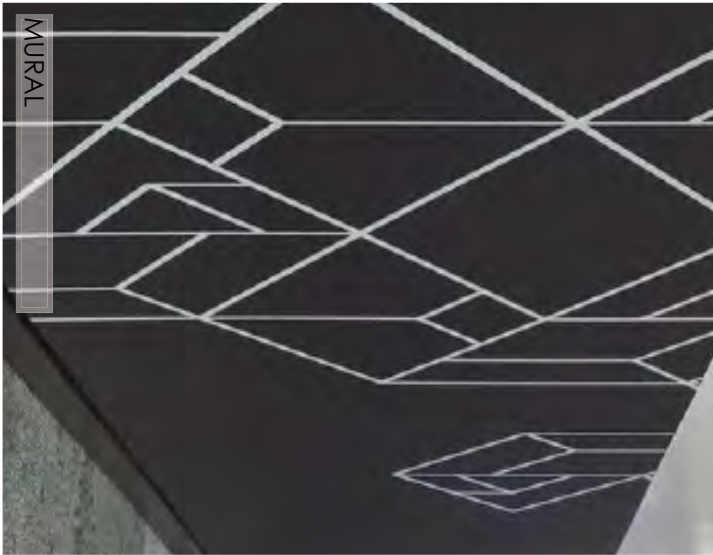
MILLWORK QUARTZ



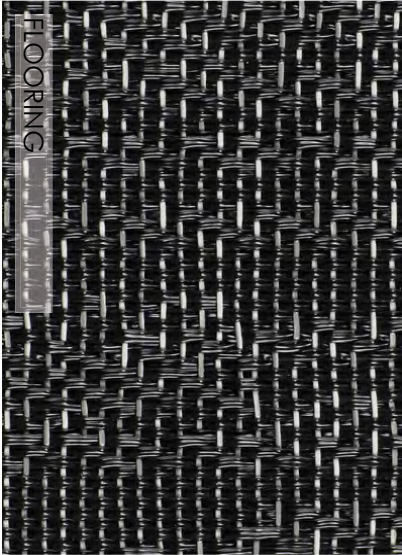
MILLWORK



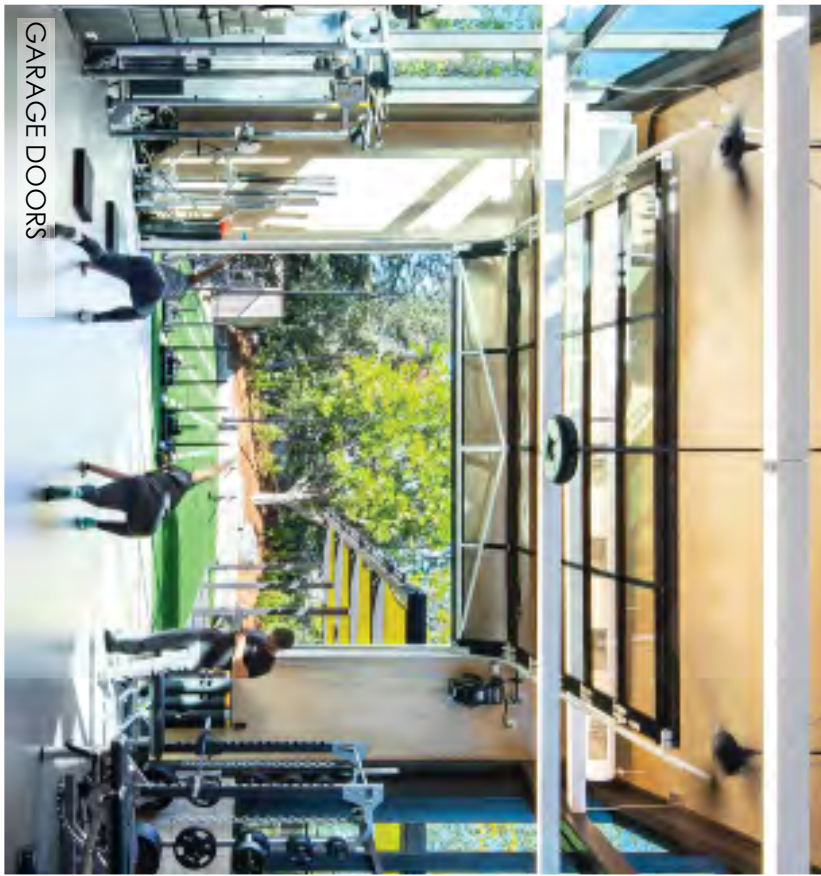
MURAL



FLOORING



GARAGE DOORS



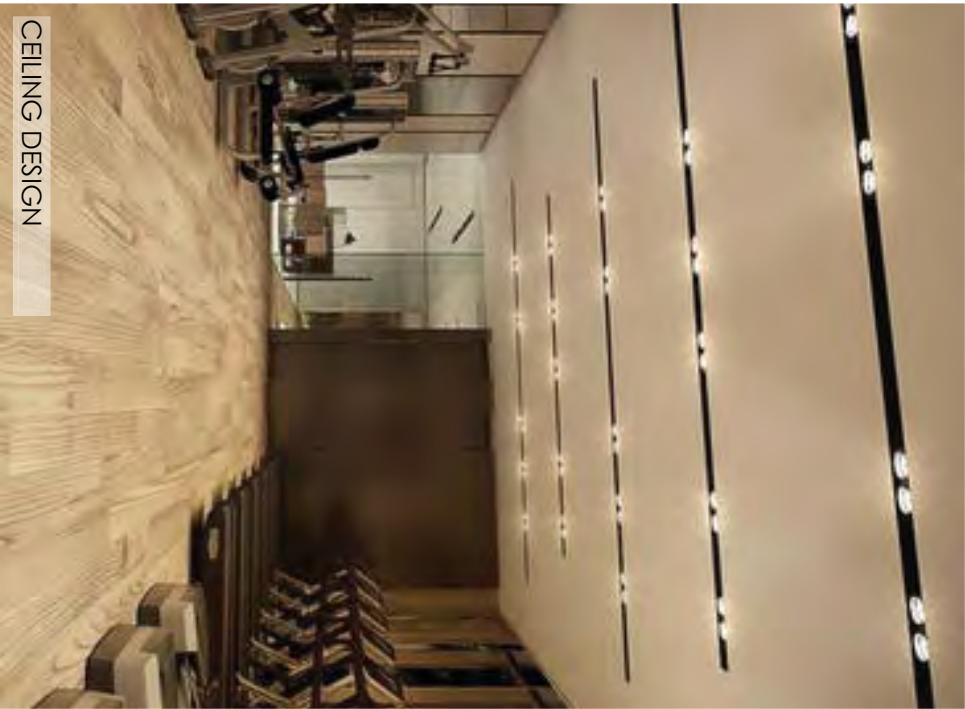
MILLWORK



WALL COVERING



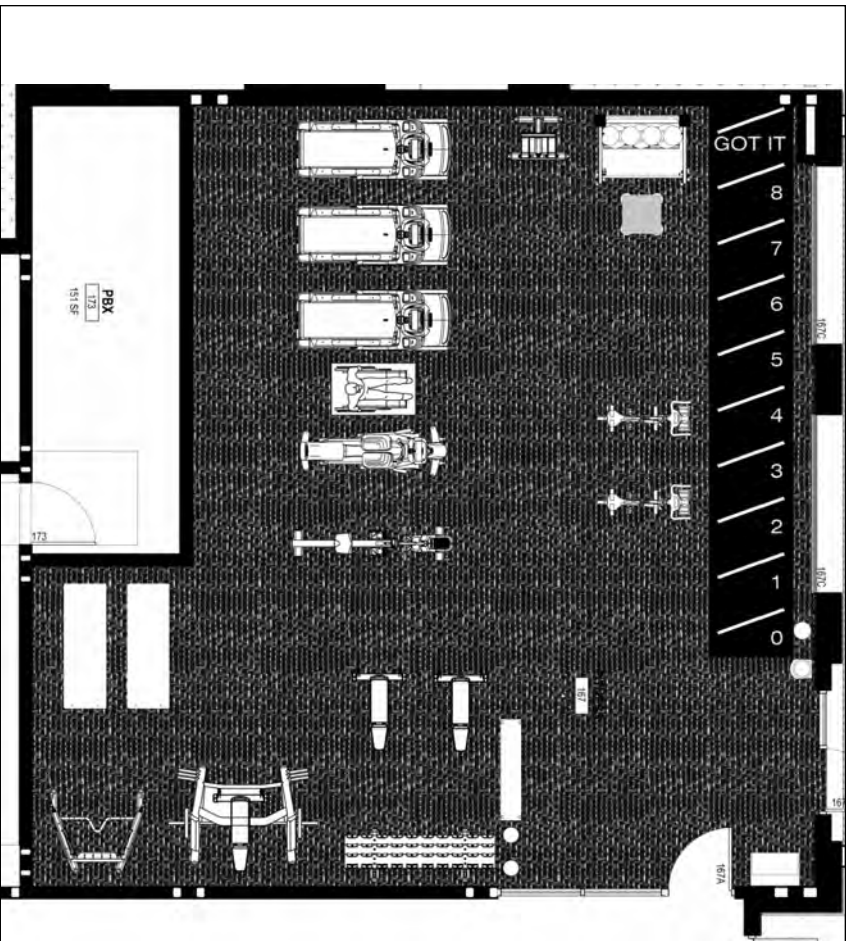
CEILING DESIGN



SIGNAGE



FITNESS CENTER



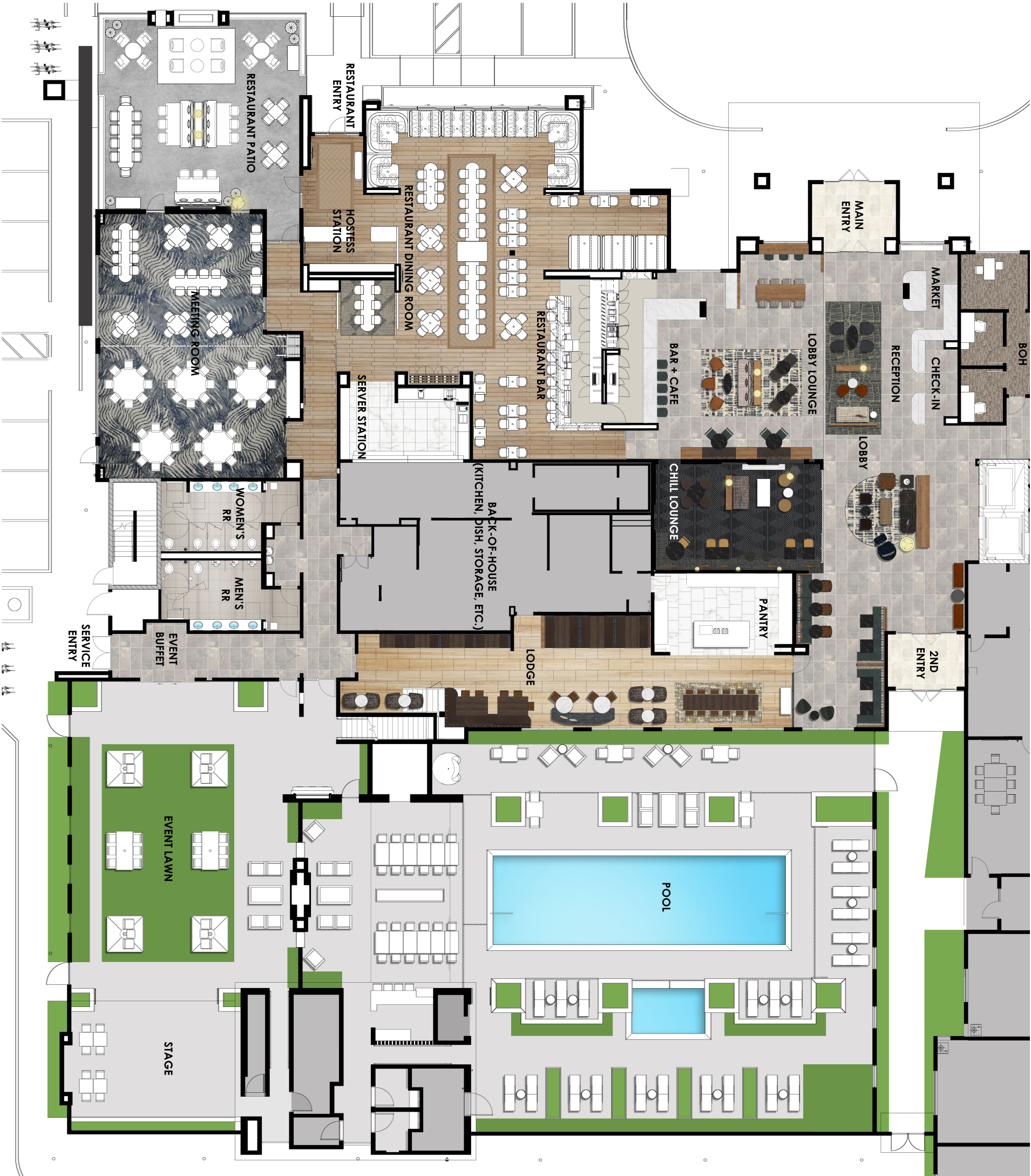




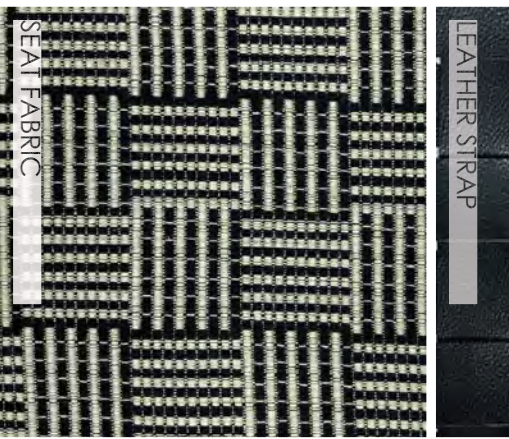
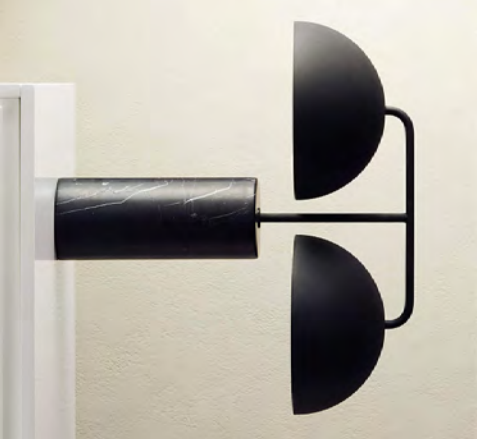
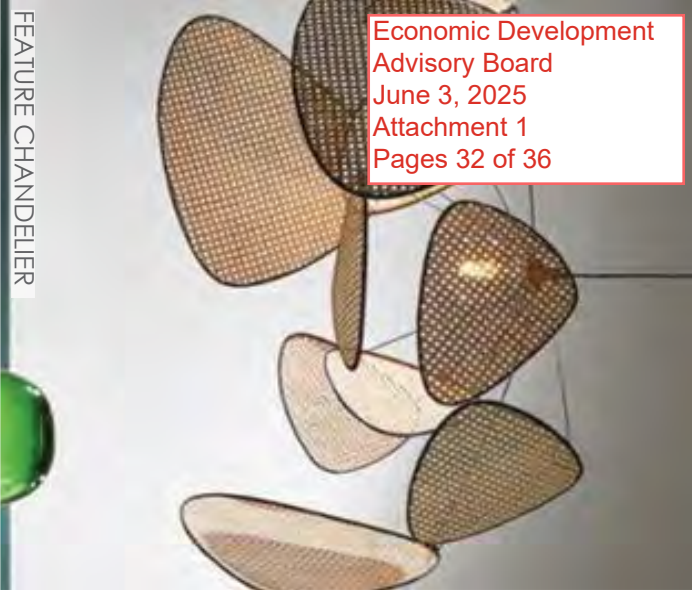


# RESTAURANT









ENTRY CHANDELIER

CARVED LIMESTONE WALLS

COMMUNAL TABLE

RECEPTION COUNTER FINISHES

BOOTH FABRIC

ART CONCEPT

HOST STAND CONCEPT

GLASS PARTITION CONCEPT

GLASS PARTITION TEXTURES

CHAIR/STOOL FINISH

HOSTESS STAND PENDANT

LEATHER STRAP

BENCH FABRIC & LEATHER

DINING TABLES

BOOTH PENDANTS

DINING CHAIR & STOOL

SEAT FABRIC

ENTRY CHANDELIER

RESTAURANT CONCEPT IMAGERY





DISPLAY KITCHEN COUNTER CONCEPT



PREFUNCTION CHAIRS



CHAIR FABRIC



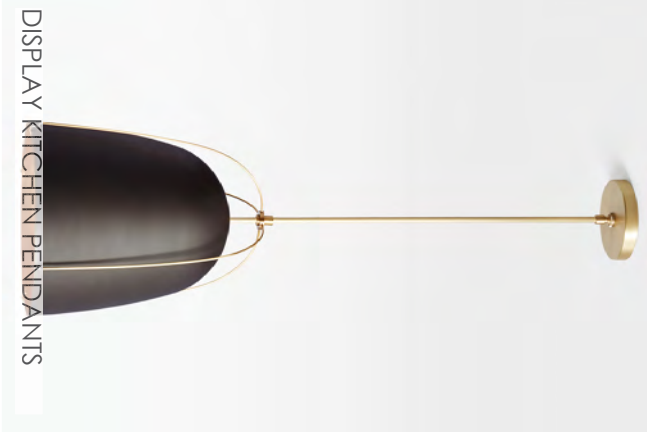
ART CONCEPT



PREFUNCTION COCKTAIL TABLE



DISPLAY KITCHEN GLASS



DISPLAY KITCHEN PENDANTS



DISPLAY KITCHEN & PREFUNCTION LIGHTING



AREA RUG



AREA RUG



AIR PLANT WALL



DISPLAY KITCHEN WOOD IMAGE



PRIMARY WALLCOVERING



PREFUNCTION WALLCOVERING



WINE CABINET CONCEPTS



RESTAURANT CONCEPT IMAGERY



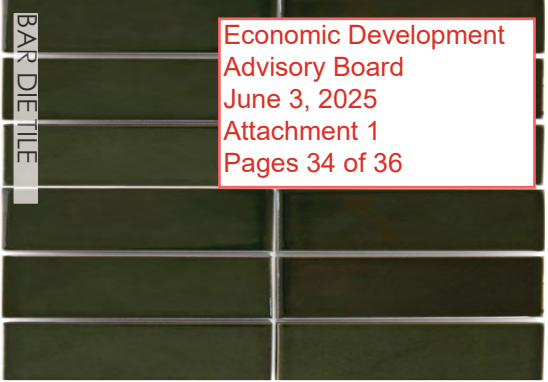
PORCELAIN FLOOR TILE



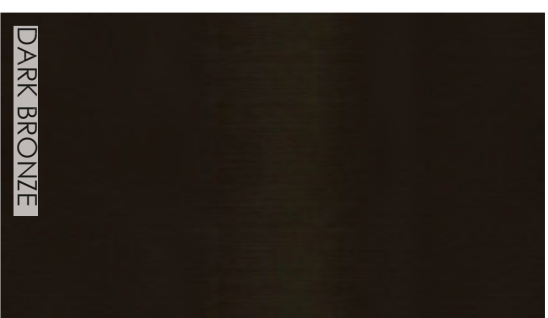
WOOD FLOORING



BAR DIE TILE



DARK BRONZE



BRUSHED BRASS



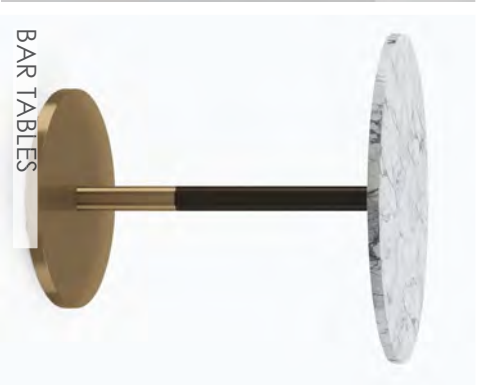
BAR TOP STONE



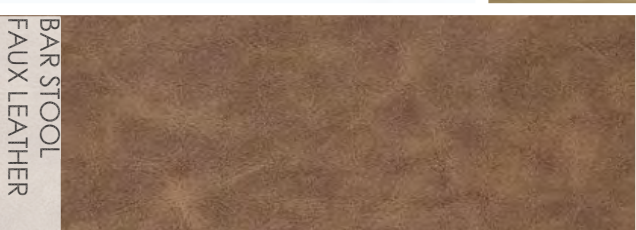
BAR PENDANTS



BAR TABLES



BAR STOOL  
FAUX LEATHER



BAR & COUNTER STOOL



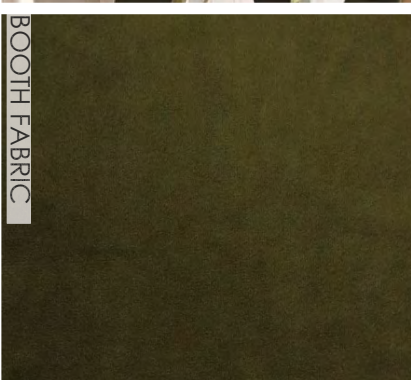
COUNTER STOOL  
FAUX LEATHER



BOOTH STYLE



BOOTH FABRIC



PORCELAIN FLOOR TILE



WOOD FLOORING



BAR BOOTH PENDANTS



BAR DESIGN



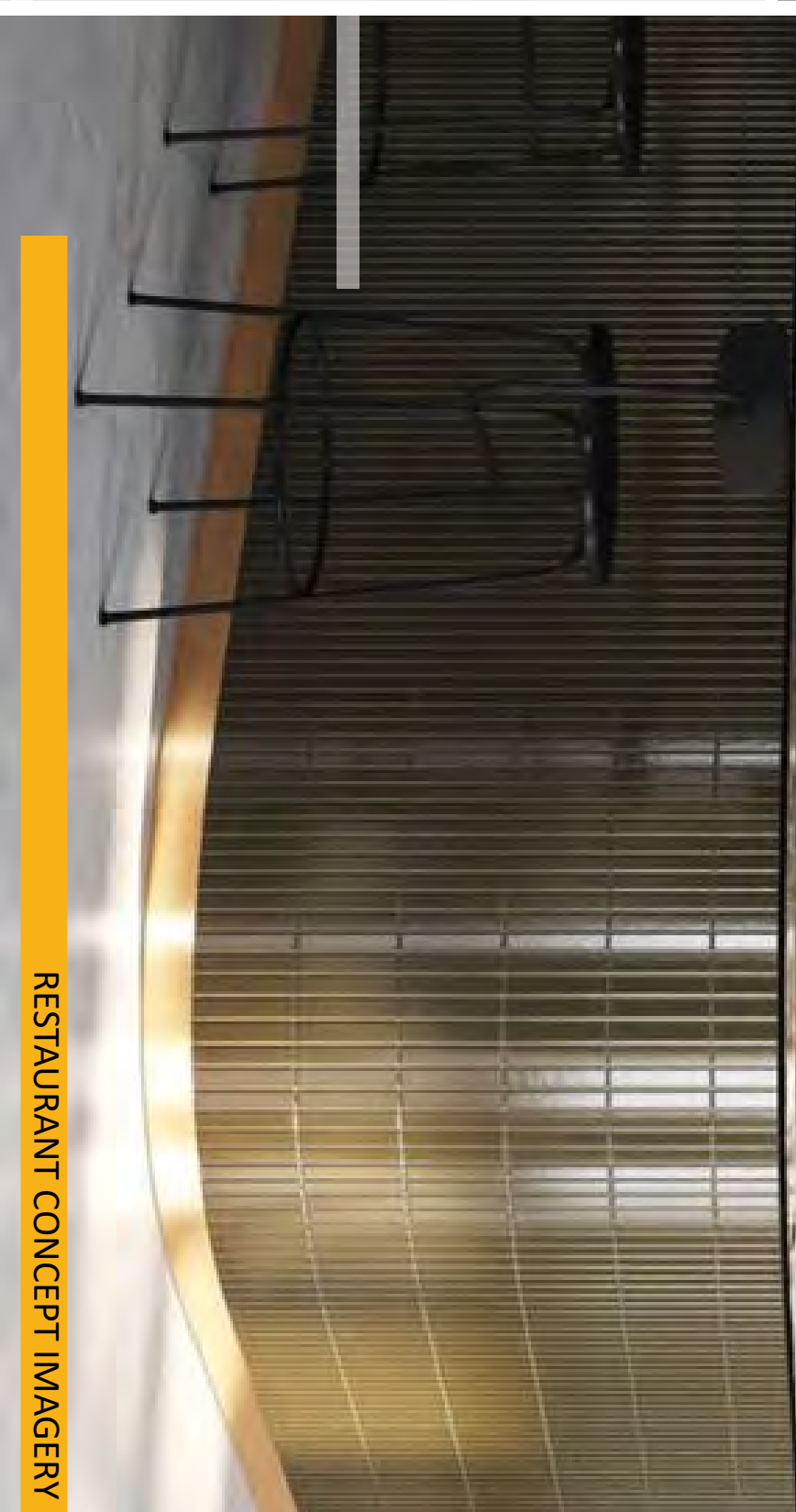
WALL MURAL



OVER-BAR STORAGE



RESTAURANT CONCEPT IMAGERY













# City of Mesa Retail Awareness Campaign

June 3, 2025

Kim Lofgreen, Marketing and Business Development Manager

Elyce Gobat, Economic Development Project Manager

Angie Herrara, Marketing/Communications Specialist II



**mesa·az**  
ECONOMIC DEVELOPMENT



# Retail Awareness Campaign

## AGENDA

- The Challenge
- The Solution/Strategy
- B2B Campaign Details
- B2C Campaign Details
- How EDAB members can help



# The Challenge

- Retail development plays a vital role in economic growth and community well-being.
- We've seen tremendous success in both business attraction/expansion and residential growth.
- We recognize the need to better align retail offerings with the city's increasing income and evolving community needs.
- We need to recruit retailers and retail development (B2B).
- We need to promote Mesa as a retail destination both locally and nationally (B2C).





# The Challenge – B2B

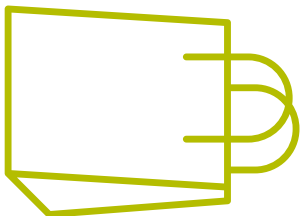
- Engage retailers, developers, and brokers by positioning Mesa as
  - a prime retail destination
  - with high growth potential
- The campaign needs to highlight Mesa's
  - competitive advantages
  - existing and new commercial and residential developments
  - business-friendly environment





# The Challenge – B2C

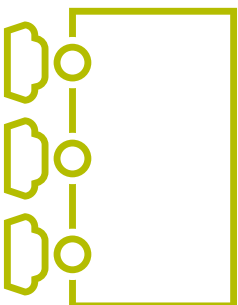
Drive consumer awareness and engagement by promoting Mesa’s diverse retail offerings.



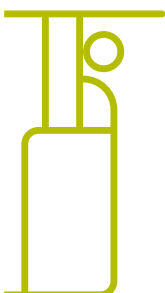
Shopping



Dinning



Entertainment



Hospitality



# The Solution/Strategy – B2B

- Develop and launch a B2B-facing campaign emphasizing Mesa’s unique opportunities with the message

*“Mesa. More Than A Market. A Movement.”*

- Develop/implement high-quality sales, presentation materials, digital ad campaigns.
- Develop a quarterly newsletter template to include news, updates, retail market insights, available properties, etc.
- Continued work with The Retail Coach, and attendance and promotion at ICSC events.
- Direct outreach locally to retail/restaurant groups.



# The Solution/Strategy – B2C

- Develop and launch a consumer-facing campaign showcasing Mesa's unique attractions through a campaign

**"More to Mesa."**

- Implement a regional multi-channel media plan leveraging digital ads, social media, broadcast advertising, out-of-home advertising, and influencer marketing.
- Promote and support local events and engagement opportunities to increase foot traffic and community awareness.





# Business Audience Profile (B2B)

## DEMOGRAPHICS

- Business owners, CEOs, CFOs, entrepreneurs, property managers, realtors, developers, and senior decision-makers
- Companies ranging from small businesses (2-10 employees) to mid-size firms (51-200)

## INTERESTS

- Commercial real estate, business operations, and property development

## PRIMARY GOALS

- Generate interest in Mesa as a retail destination
- Drive engagement with decision-makers in the retail and real estate sectors
- Encourage investment and expansion in key retail corridors



# B2B Campaign Platform

MOOD BOARD (Look/Feel, Colors, Style)



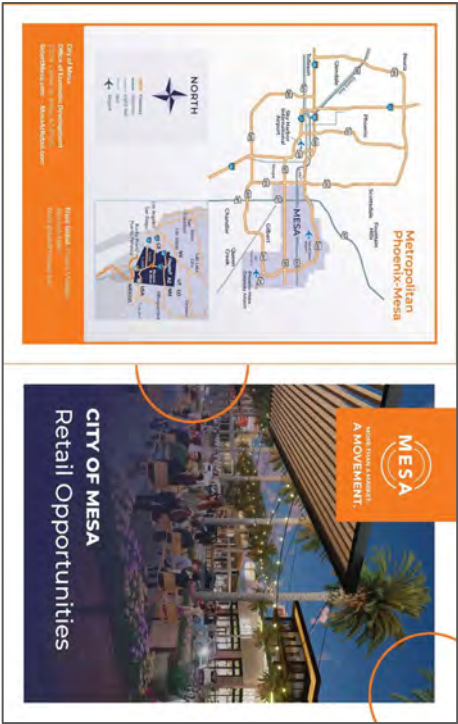
APPLICATIONS





# B2B Campaign Platform

PRINT COLLATERAL



PRINT AD



DIGITAL ADS





# B2B Campaign Platform

## E-NEWSLETTER

- Develop a quarterly newsletter template to include news, updates, retail market insights, available properties, etc.
- To launch in July



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ECONOMIC DEVELOPMENT



### New Investment Opportunities

L'investissement constitue un atout majeur, favorisant une croissance économique durable. Les entreprises et investisseurs étrangers apportent des capitaux, des emplois et des technologies innovantes, stimulant ainsi le développement local.



### Mesa's Economic Growth

L'investissement constitue un atout majeur, favorisant une croissance économique durable. Les entreprises et investisseurs étrangers apportent des capitaux, des emplois et des technologies innovantes, stimulant ainsi le développement local.

DATA	DATA
• 10% Increase in Population	• 15% Increase in Employment
• 12% Increase in Retail Sales	• 18% Increase in Tax Revenue
• 15% Increase in New Construction	• 20% Increase in Business Investment





AboutBusiness EnvironmentAvailable PropertiesBusiness Districts & MapsIndustriesCONTACT US

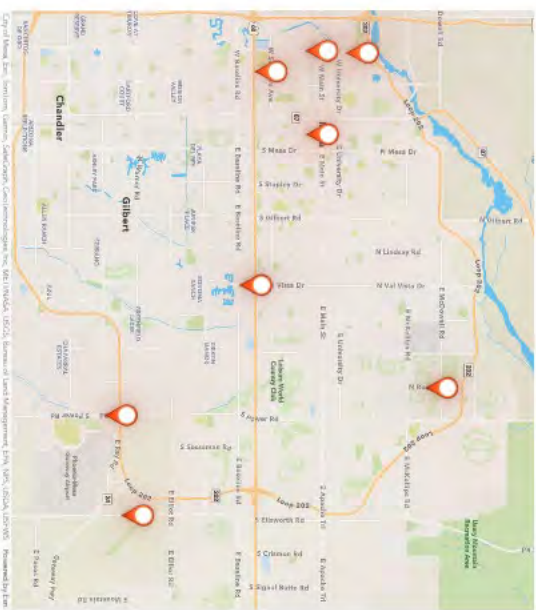
MORE THAN A MARKET.  
A MOVEMENT.

Mesa's Retail Development Opportunities

Retailers, brokers, developers - Mesa has a place for you!

Mesa is a big place so naturally our neighborhood areas are as diverse as you'd expect for a city of more than 500,000 people. Take a deeper look -

- Mesa's retail corridors offer access to everything you can imagine, from entertainment and sports districts to family-focused, master-planned communities to upland desert, luxury and transformed historic settings. Whether you are a large or small retailer, a broker, developer, or shopping center owner, Mesa has a place for you and we are an eager partner to help your business thrive in our community.



1  
RIVERVIEW DISTRICT

2  
ASIAN DISTRICT

3  
DOWNTOWN MESA

4  
FIESTA DISTRICT

5  
NORTHEAST MESA

6  
SUPERSTITION CORRIDOR

7  
POWER RD. CORRIDOR

8  
GATEWAY AREA

# B2B Campaign Platform

HOME PAGE

DISTRICT PAGES

[www.MesaAZRetail.com](http://www.MesaAZRetail.com)

mesa-az  
ECONOMIC DEVELOPMENT

AboutBusiness EnvironmentAvailable PropertiesBusiness Districts & MapsIndustriesCONTACT US

MORE THAN A MARKET.  
A MOVEMENT.

Riverview District

Retailers, brokers, developers - Mesa has a place for you!

The spring training home of the Chicago Cubs, the Riverview District, is a year-round sports, entertainment, and shopping district. Growing with the new developments of UNION and Whitleyville West, Riverview is alive with major employers, lifestyle amenities, events, and activities, and is a premier recreation destination from morning to night. Riverview is truly the gateway to the East Valley at the intersection of Loops 101 and 202, pulling from Mesa, Tempe, Scottsdale, and Phoenix.

	2020	2025	2030
Population	199,942	204,653	210,208
Income	Avg HH \$91,901	Med HH \$66,989	Per Capita \$37,360
Race Distribution	White 53.3%	Black 5.8%	Hispanic 32.0%
Age	Med Age 35	Avg Age 36	
Traffic Counts	Loop 202/101 interchange to Dobson Rd. - 134,000 Loop 202/101 interchange to 7th St./Rio Salado Pkwy - 116,000 Dobson Rd./Rio Salado Pkwy - 41,500		

## Retail Opportunities & News



Mesa Riverview

- High visibility at SEC of Loop 202 and Dobson Road
- More than 11M SF of leasable space anchored by Walmart, Home Depot, Ross
- Adjacent to Chicago Cubs Spring Training Facility



- Chicago Cubs lead MLB in Spring Training Attendance
- 227,570 attended spring training games
- Averaging 12,643 per game
- [READ MORE HERE](#)



# B2B Campaign Performance

## ICSC ATTENDANCE

- May 19-20
- 13 meetings with brokers, developers, retailers
- 3 prospects generated
- All were familiar with Mesa and have active projects or future plans for Mesa

## ICSC TARGETING/RETARGETING ADS

- Impressions: 106,659
- Clicks: 126
- CTR: 0.12%

## LINKEDIN ADS

- Impressions: 393,298
- Engagement: 1,263
- Clicks: 1,260
- CTR: 0.3%



# Consumer Audience Profile (B2C)

## DEMOGRAPHICS

- Residents of Mesa and Greater Phoenix region
- Male and female, 25-65 years old
- Household income >\$50,000/year

## INTERESTS

- Shopping, dining, entertainment, recreation, arts, culture, and other local signature experiences
- Family-friendly and social activities

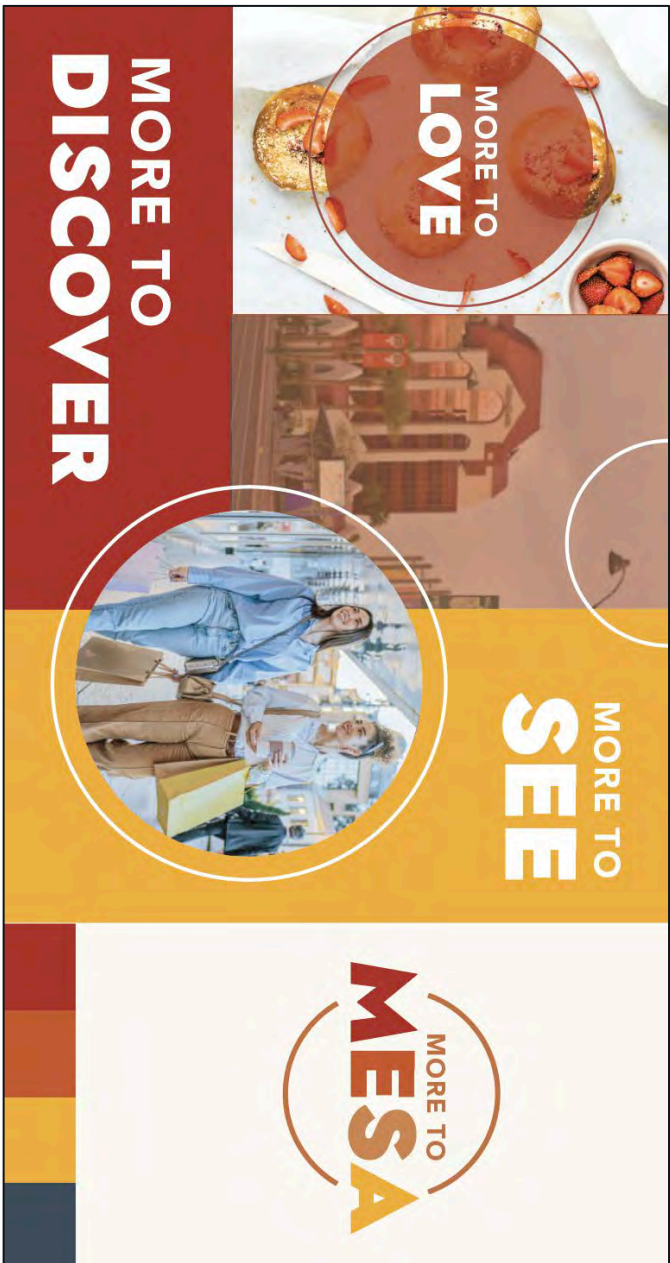
## PRIMARY GOALS

- Elevate the perception of Mesa as a destination for shopping, dining, entertainment, arts, and recreational experiences
- Drive foot traffic to key districts and events
- Encourage repeat visits and long-term consumer engagement



# B2C Campaign Platform

MOOD BOARD (Look/Feel, Color Palette, Type, Style)



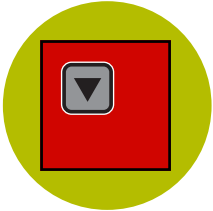
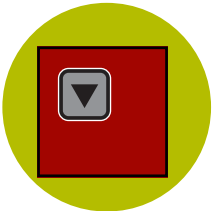
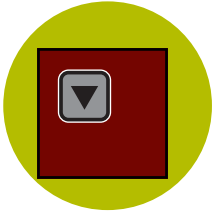
APPLICATIONS





# B2C Campaign Platform

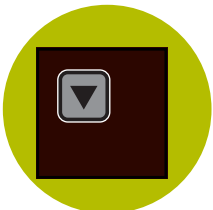
BROADCAST - Spotify Ads



BROADCAST - Endorsement Ads



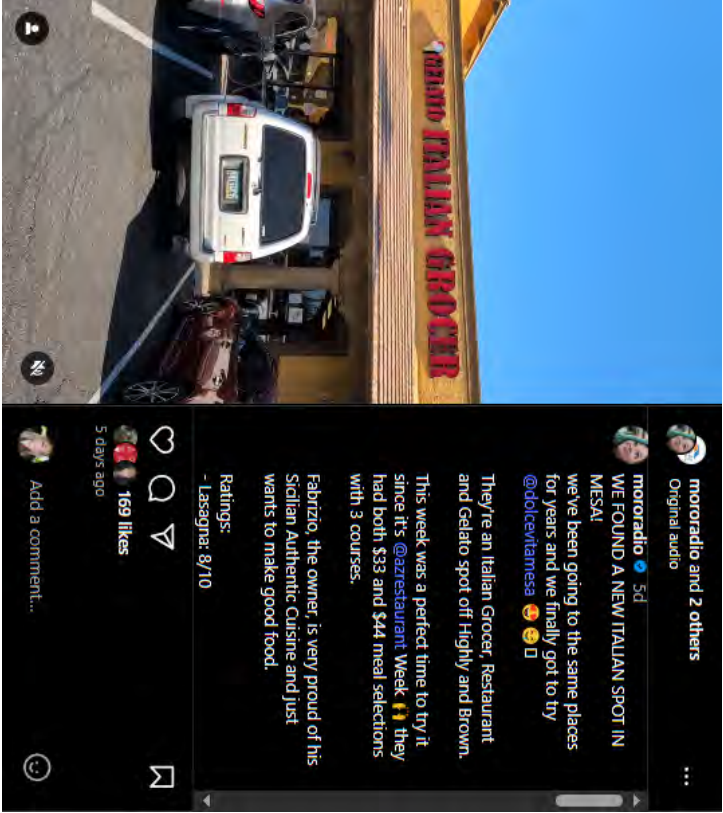
BROADCAST -  
Nonstop Music Sponsorship



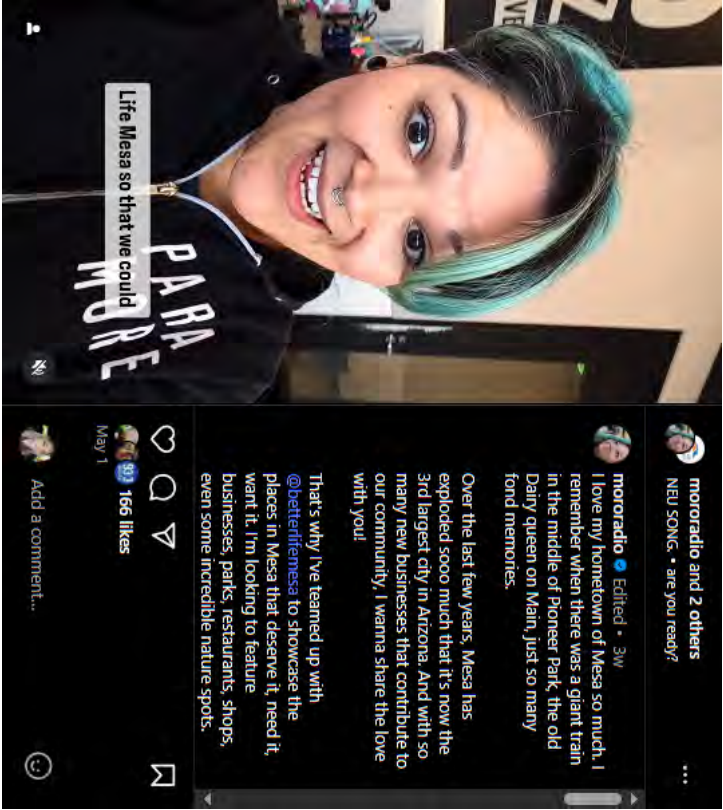


# B2C Campaign Platform

## INSTAGRAM VIDEOS



<https://www.instagram.com/reel/DJ9hXabJKCr/?igsh=cDA1aDdhcmY0OTM0>



<https://www.instagram.com/p/DJlNkigBxQY/?hl=en>



# B2C Campaign Platform

## INSTAGRAM GOALS

- Highlight Mesa’s diverse retail scene
- Drive traffic through timely content
- Support small business visibility
- Provide a landing site for consumer campaigns

## INSTAGRAM PAGE RESULTS FROM CAMPAIGN

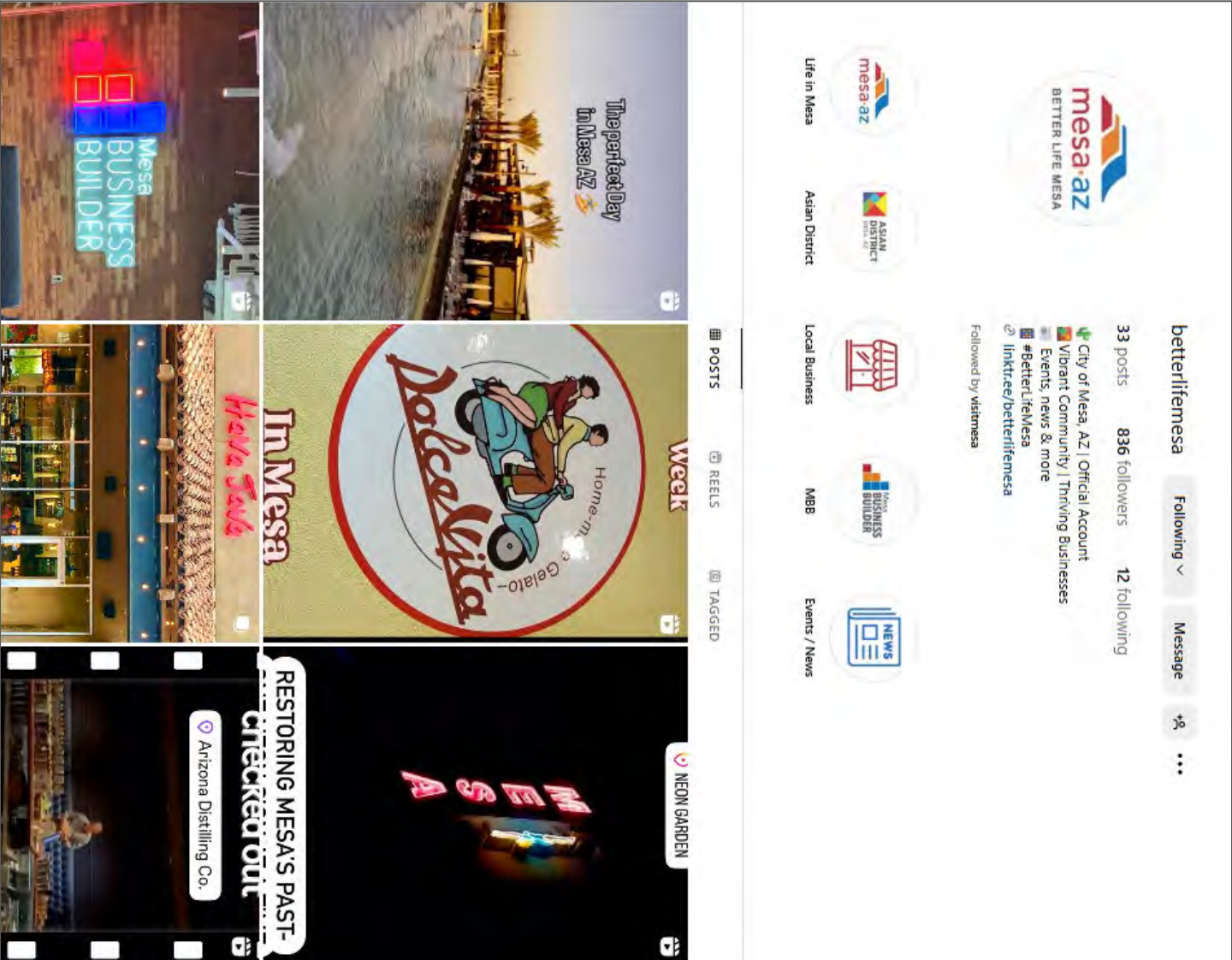
- 90 followers on 4/16/2025
- 836 followers as of 5/28/2025

928.8%

increase in 6 weeks!



@BetterLifeMesa





# B2C Campaign Performance

## META ADS

- Impressions: 936,523
- Reach: 445,136
- Video Views: 131,473
- Clicks: 602

## SPOTIFY ADS

- Impressions: 197,291
- Completes: 186,977
- Complete Rate: 94.45%
- Frequency: 1.20

## TIKTOK ADS

- Impressions: 102,849
- Reach: 38,625
- Views: 102,070
- Frequency: 2.66



# B2C Campaign Platform

## WHAT'S COMING UP?

- Welcome to Arizona - Instagram video featuring Cannon Beach
- More audio ads from Mo
- Out-of-home - AAG, Billboard, Airport?



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ECONOMIC DEVELOPMENT





# How you can help

- Connect, follow, engage!
  - Instagram: @BetterLifeMesa
  - Facebook: MesaBusinessBuilder
  - LinkedIn: Mesa Economic Development
  - Spotify, TikTok, Meta Ads/Posts
- Provide content
  - If you have an exceptional dining, shopping, entertainment, cultural experience, snap a few photos that we can share on Instagram.
  - Recommend great spots for us to spotlight with our influencers.





# Questions?



City of Mesa  
Economic Development  
Business Attraction  
Performance Report  
**FY25**

Prepared by the  
City of Mesa Office of Economic Development





FISCAL YEAR 2025 • MAY 2025

## Project Success Overview

### FY25 Project Successes YTD

**46**

**Success Count**

**GOAL: 37 (↑ 24%)**

**\$3.49B**

Capital Investment

**GOAL: \$0.5B (↑ 598%)**

**3,112**

Total Jobs

**GOAL: 2,550 (↑ 22%)**

**4.91M**

Square Footage

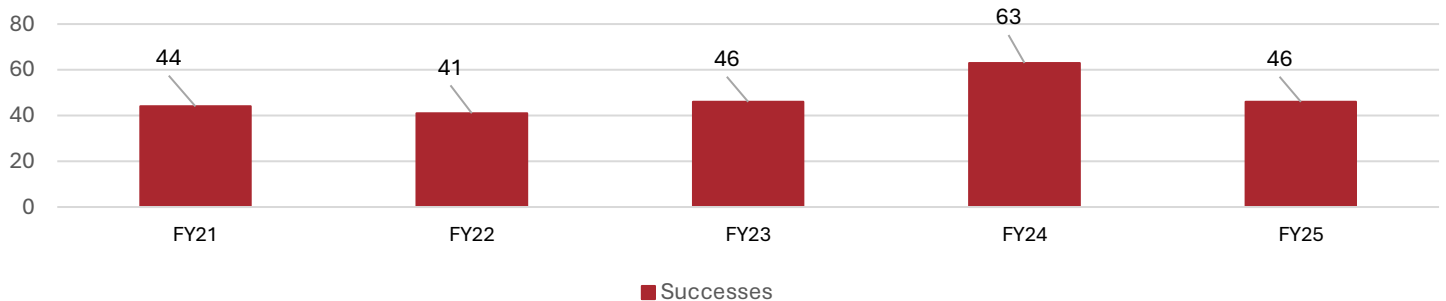
**GOAL: \$2.5M (↑ 96%)**

**\$68,806**

Average Wage

**GOAL: \$62,500 (↑ 10%)**

### 5-year Project Success Progression



### FY24 – FY25 Project Success Comparison

	FY24	FY25 YTD	YoY Δ
New Jobs	2,790	3,112	↑ 12%
Average Wage	\$64,546	\$68,806	↑ 7%
Capital Investment	\$5.14B	\$3.49B	↓ 32%
Square Footage	13.3M	4.91M	↓ 63%

### Development Type Summary

Prospects Generated in FY25	Count	Percentage
Office	12	(8.0%)
Industrial	135	(88.0%)
Mixed-Use/Retail	6	(4.0%)
All Currently Active Projects	Count	Percentage
Office	5	(7.8%)
Industrial	55	(85.9%)
Mixed-Use	4	(6.3%)

### FY24 – FY25 Project Success Comparison & Highlights

- Mesa's Office of Economic Development added 322 more new jobs in FY25 than FY24, with an expected average wage increase of \$4,260 in FY25 new jobs
- Speculative Development was down 64% (14) from FY24, closing 5 projects in FY25
- Of the 46 FY25 successes, 11 were standard manufacturing, 7 successes in advanced/high tech manufacturing, 5 were speculative developments, and 4 were data centers
- Economic Development expects to close 2-4 additional projects for ±300 more new jobs and \$50,000,000 in capital investment by EOY



FISCAL YEAR 2025 • MAY 2025

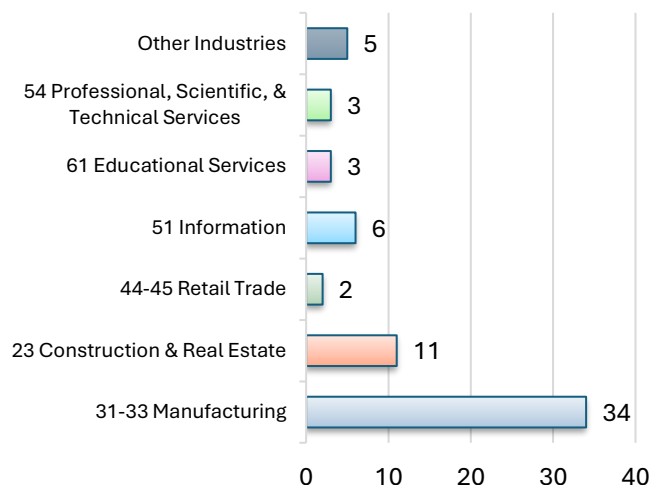
## Active Project Overview

Currently Active Project Activity	Total
Currently Active	64
Job Potential	11,619
Annual Average Wage	\$75,987
Capital Investment Potential (\$M)	\$8,093.5
Square Footage Potential	15,922,095

### FY25 Active Project Highlights & Major Indicators

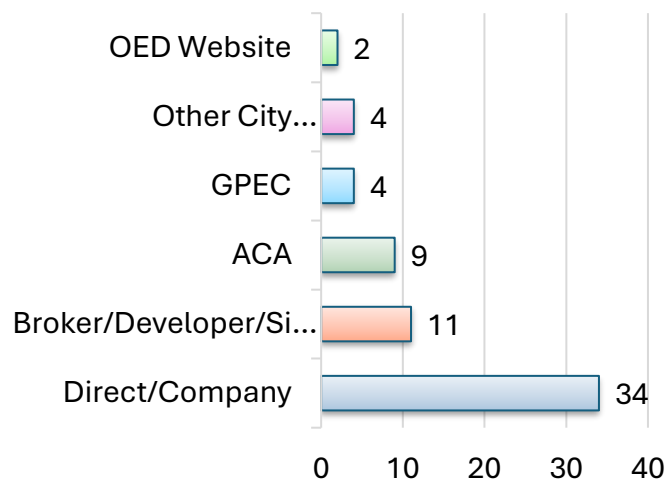
- Active direct/company-sourced projects account for 53% of current activity
- 53% of active projects are manufacturing
- Advanced/High tech manufacturing makes up 44% of the currently active projects

### Active Projects by Industry

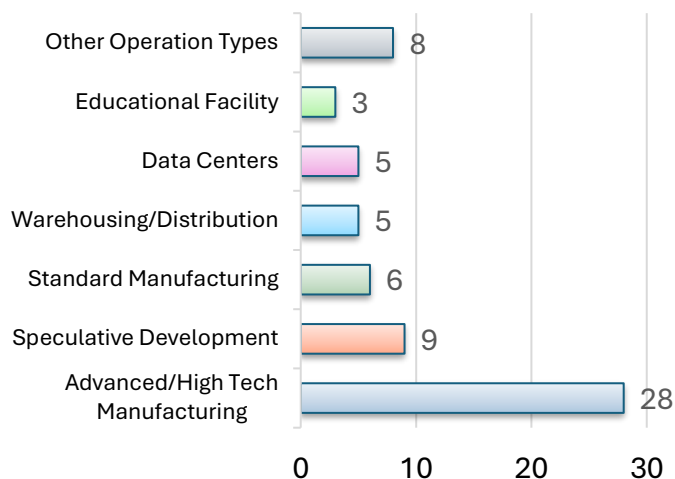


*Other Industries include transportation and warehousing (2), utilities (1), wholesale trade (1), and arts and entertainment*

### Active Projects by Lead Source



### Active Projects by Operation Type



*Other Operation Types include mixed-use (3), admin/back office (2), corporate headquarters (1), and R&D (1)*



FISCAL YEAR 2025 • MAY 2025



## Prospect Overview

Current Prospect Activity	Total
Currently Active	103
Job Potential	23,739
Annual Average Wage	\$62,220
Capital Investment Potential (\$M)	\$25,800.1
Square Footage Potential	18,998,420

### E-Track Prospects by Region of Origination

Domestic	16
International	34

Note: As prospecting is an early stage of business attraction, region of origination is often unknown or withheld. 33/83 E-Tracks are unknown.

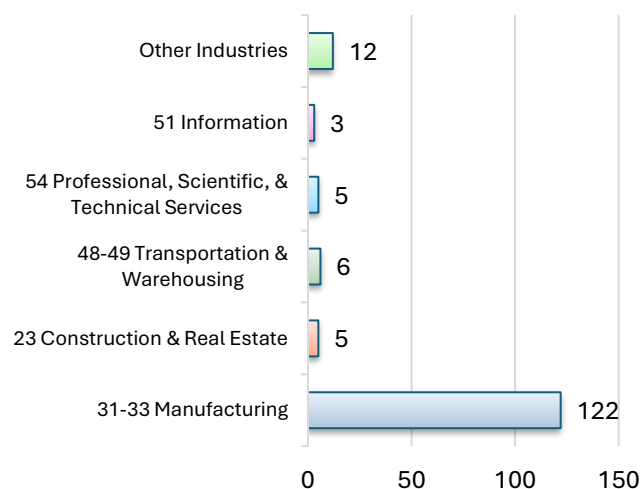
### Prospect KPI Comparison FY24 v. FY25

	FY24	FY25 YTD	YoY Δ
Prospects Added	229	153	↓ 33%
New Jobs	45,976	41,025	↓ 11%
Average Wage	\$58,437	\$66,590	↑ 14%
Square Footage	47.8M	31.0M	↓ 35%
Capital Investment	\$25.1B	\$37.7B	↑ 50%

### Prospect Sources

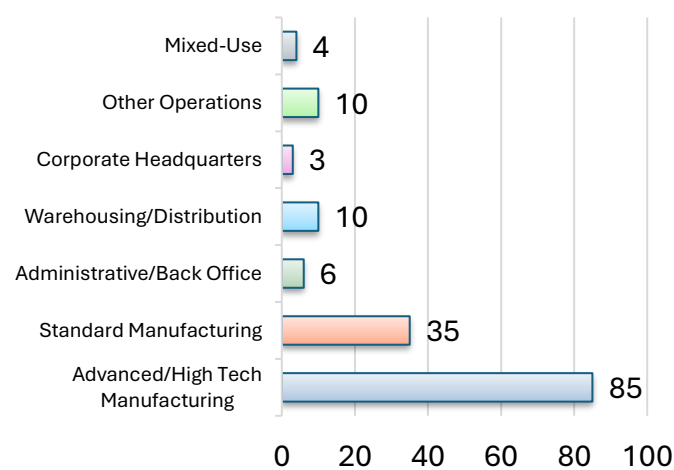
ACA & GPEC	99	89	↓ 10%
Direct/Company	81	31	↓ 62%
Brokers/Site Selectors	27	20	↓ 26%
Other City Depts	11	2	↓ 82%
OED Website	11	5	↓ 55%

### Prospects by Industry



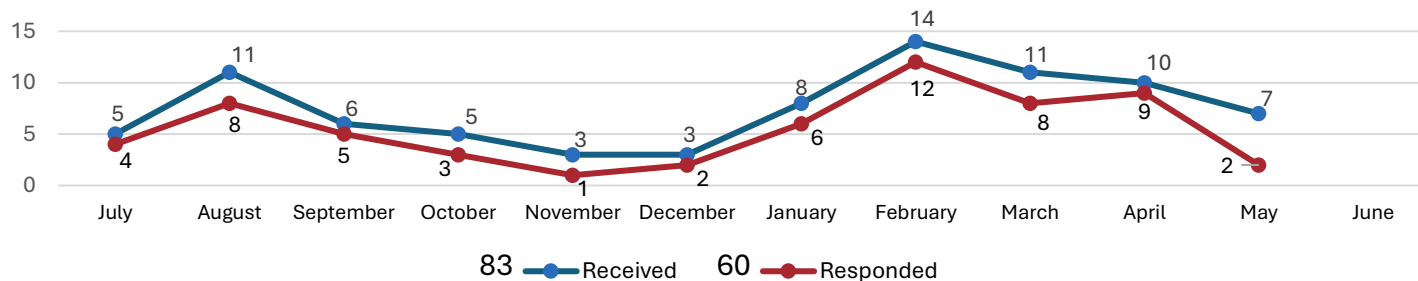
Other Industries include agriculture (2), wholesale trade (2), utilities (1), retail trade (2), educational services (1), healthcare (2), and accommodation & food services (1)

### Prospects by Operation Type



Other Operation Types include data centers (1), educational facilities (1), healthcare facilities (1), hotel/hospitality (1), research & development (2), and spec development (2)

### FY25 eTrack Requests by Month



Note: The data presented was retrieved on June 2, 2025. Please refer to original sources for the most current information.



Impact of Federal Policy Changes – Defense and Aerospace Sector  
**DRAFT / PROPOSED FRAMEWORK**

**Reduction in workforce:** The announced reduction in the workforce generally and of executive branch employees in the Department of Defense, Department of State, and the Federal Aviation Administration.

Potential impacts – Primary	Potential impacts – Secondary	Mesa Businesses Impacted	Estimated impact over 12-18 months
Delays in regulatory approvals	Delivery delays and financial loss	Boeing, MD Helicopters, NGC, Nammo, Virgin Galactic (minimal)	

<b>Reduction in Federal Grants:</b> reduction in USG funding under OTA, SBIR, etc.			
Potential impacts – Primary	Potential impacts – Secondary	Mesa Businesses Impacted	Estimated impact over 12-18 months
Loss of USG funding to support new and emerging technologies	Loss of business to new entrants	Boeing, MD Helicopters, NGC, Nammo, Virgin Galactic (minimal)	

<b>Tariffs:</b>			
Potential impacts – Primary	Potential impacts – Secondary	Mesa Businesses Impacted	Estimated impact over 12-18 months
Higher cost of products	Less competitive	Boeing, MD Helicopters, NGC, Nammo, Virgin Galactic (minimal)	
Supply chain disruptions	Delivery delays and financial loss	Boeing, MD Helicopters, NGC, Nammo, Virgin Galactic (minimal)	
Long term growth of domestic production	Bring more manufacturing in-house and to local businesses	Boeing, MD Helicopters, NGC, Nammo, Virgin Galactic (minimal)	



Impact of Federal Policy Changes – Healthcare Sector  
**DRAFT / PROPOSED FRAMEWORK**

**Reduction in workforce:** The announced reduction in the workforce generally and of federal health agencies specifically, including the Department of Health and Human Services (HHS), the Food and Drug Administration (FDA), and the Centers for Disease Control and Prevention (CDC) involves cutting approximately 10,000 - 20,000 jobs.

Potential impacts – Primary	Potential impacts – Secondary	Mesa Businesses Impacted	Estimated impact over 12-18 months
Federal layoffs of Mesa residents			
Slower response times to public health emergencies.	Increased prevalence and severity of disease in local community stresses hospital, provider capacity.		
	Missed days of school and work.		
Diminished ability to conduct research and develop new treatments.	Delayed review, approval of innovations in biomedical space.		

<b>Freeze on Agency Grants and Financial Assistance Programs:</b> The freeze on agency grants, loans, and other financial assistance programs affects a variety of funding streams and grants, including those for community health centers and Federally Qualified Health Centers			
Potential impacts – Primary	Potential impacts – Secondary	Mesa Businesses Impacted	Estimated impact over 12-18 months
Hinder the operations and sustainability of these health systems.	Decrease ability to provide services.	Adelante Sun Life Mountain Park	
VA impacts	Care shifted to community health system environment.		



Impact of Federal Policy Changes – Healthcare Sector  
**DRAFT / PROPOSED FRAMEWORK**

Reduction in Medicaid funding through changes to ACA or through reductions in the Federal Budget:			
Potential impacts – Primary	Potential impacts – Secondary	Mesa Businesses Impacted	Estimated impact over 12-18 months
Reduction in Medicaid/AHCCCS rolls; higher uninsured	Higher volumes, costs of uncompensated care. Financial Adjustments.	Banner Health HonorHealth	

Tariffs on imported medical supplies, equipment and pharmaceuticals:			
Potential impacts – Primary	Potential impacts – Secondary	Mesa Businesses Impacted	Estimated impact over 12-18 months
Higher cost of products	Financial impact on health systems, providers	Optum Banner Health HonorHealth	
Supply chain disruptions	Shortages of products, hinder patient care		
Long term growth of domestic production			



Impact of Federal Policy Changes – Manufacturing Supply Chain

**Potential Tariffs on imported raw materials and/or exported finished product:** The import tariffs announced/planned by the US Government are creating uncertainty in the Semiconductor manufacturing sector and could end up changing how/where materials are sourced.

Potential impacts – Primary	Potential impacts – Secondary	Mesa Businesses Impacted	Estimated impact over 12-18 months
Raw material cost increases due to import tariffs.	Increases in cost to produce Finished goods, impact to P&L.	Currently uncertain	Relocation of manufacturing operations to minimize/mitigate impact of tariffs.
	Need to find alternate raw material sourcing, if available.	Currently uncertain	Currently uncertain
	Increased competition from non-US produced product	Currently uncertain	Currently uncertain
	Incoming shipping delays or cost increases due to anticipatory buying.	Currently uncertain	n/a
Retaliatory or reciprocal tariffs on exported finished products	Increase in cost of doing business, impact to P&L	Currently uncertain	Relocation of manufacturing operations to minimize/mitigate impact of tariffs.



# Mesa Economic Development Pivot Brainstorm: Shift to accelerate alternative investment sources/partnerships.

## STRENGTHS

- Diverse and growing talent pools across multiple industries.
- Autonomy to create business-friendly policies, incentives, and zoning regulations.
- Mature economic development agencies with existing business networks and data resources.
- Strategic location with transport and logistics hubs.
- Proven track record in securing and managing government grants → substitute areas of decline with areas of emerging interests.
- Economic development strategies aligned with key growth sectors (aerospace, semiconductors, AI/Data Centers, clean tech).

## WEAKNESSES

- Availability of power and other resources but does limited readily available land limit further large-scale investments?
- Do permitting and regulatory processes support fast-moving emerging businesses?
- Budget constraints limit ability to match or replace government funding to provide incentives?

## OPPORTUNITIES

- Access to large-scale investments in emerging areas (AI and US manufacturing)
- Tariff pressures prompting companies to reshore operations back to the U.S. → ride wave of semi mfg. investments in region
- Growing investor interest in stable, future-ready cities with clear development pipelines.
- Collaboration potential through public-private partnerships to build innovation hubs and training centers.
- Further accelerate Mesa as hub for start-ups/new technology innovation (accelerate opportunities for access to capital).

## THREATS

- Shifting federal budget priorities and political gridlock can delay or reduce funding.
- Inflation and supply chain issues increase project costs and delay implementation.
- Intense competition from peer cities offering better incentives or faster approvals.
- Misalignment with national funding goals may reduce access to grants and programs.
- Lack of workforce training programs in emerging sectors (AI, semiconductors, biotech, etc).



Impact of Federal Policy Changes – Defense and Aerospace Sector  
**DRAFT / PROPOSED FRAMEWORK**

**Reduction in workforce:** The announced reduction in the workforce generally and of executive branch employees in the Department of Defense, Department of State, and the Federal Aviation Administration.

Potential impacts – Primary	Potential impacts – Secondary	Mesa Businesses Impacted	Estimated impact over 12-18 months
Delays in regulatory approvals	Delivery delays and financial loss	Boeing, MD Helicopters, NGC, Nammo, Virgin Galactic (minimal)	

<b>Reduction in Federal Grants:</b> reduction in USG funding under OTA, SBIR, etc.			
Potential impacts – Primary	Potential impacts – Secondary	Mesa Businesses Impacted	Estimated impact over 12-18 months
Loss of USG funding to support new and emerging technologies	Loss of business to new entrants	Boeing, MD Helicopters, NGC, Nammo, Virgin Galactic (minimal)	

<b>Tariffs:</b>			
Potential impacts – Primary	Potential impacts – Secondary	Mesa Businesses Impacted	Estimated impact over 12-18 months
Higher cost of products	Less competitive	Boeing, MD Helicopters, NGC, Nammo, Virgin Galactic (minimal)	
Supply chain disruptions	Delivery delays and financial loss	Boeing, MD Helicopters, NGC, Nammo, Virgin Galactic (minimal)	
Long term growth of domestic production	Bring more manufacturing in-house and to local businesses	Boeing, MD Helicopters, NGC, Nammo, Virgin Galactic (minimal)	