ECONOMIC DEVELOPMENT
ADVISORY BOARD MINUTES

December 2, 2025

The Economic Development Advisory Board of the City of Mesa met in the boardroom at 120 North Center Street, on December 2, 2025, at 7:30 a.m.

BOARDMEMBERS PRESENT	BOARDMEMBERS ABSENT	STAFF PRESENT
J. Steven Beck Kurt D. Ferstl Michelle Genereux Charles Gregory* Anthony Ruiz Frank Sanders Andrew Schreiner	Susan Stephensen (excused)	Jaye O'Donnell Maribeth Smith Benjamin Snow Rob Stirling Brent Stoddard

EX-OFFICIO MEMBERS PRESENT	EX-OFFICIO MEMBERS ABSENT	GUESTS
Sally Harrison Richard Blake* Sonny Cave Mark Drayna Natascha Ovando-Karadsheh	Mark Freeman, Mayor (excused) Scott Butler, City Manager (excused)	Vice Mayor Scott Somers Meg Stevens Ryan Ash

(*Participated in the meeting via video conference equipment)

1. Call meeting to order.

Chair Michelle Genereux called the meeting to order at 7:31 a.m.

Chair Genereux excused Board member Steven Beck from the beginning of the meeting. He arrived at 7:33 a.m.

2. Items from Citizens Present.

There were no items from citizens present.

3. Approval of minutes from the November 4, 2025, Economic Development Advisory Board meeting.

It was moved by Vice Chair Kurt Ferstl, seconded by Board member Frank Sanders, that the November 4, 2025, Economic Development Advisory Board meeting minutes be approved.

Upon tabulation of votes, it showed:

AYES – Ferstl-Genereux-Gregory-Ruiz-Sanders-Schreiner
NAYS – None
ABSENT – Beck-Stephensen

Chair Genereux declared the motion carried unanimously.

4. Hear from Vice Mayor Scott Somers regarding economic development in District 6, followed by a discussion.

Vice Mayor Scott Somers provided a historical and forward-looking overview of development in District 6, particularly the Gateway Area. He noted that in 2006 the area consisted largely of open space, and over the past 20 years, Mesa had undergone sustained, intentional development. He described the Gateway Area as a blank slate—approximately two-thirds the size of Paris or San Francisco—with a major airport serving as a catalyst for growth. He emphasized the City's strategic development plan to transition Mesa from a "bedroom community to a boardroom community," with a long-term vision of creating 100,000 high-value jobs supported by high-quality neighborhoods. Significant investments by the City in roads, sewer, and water infrastructure were highlighted as a foundation for economic growth.

Mesa Gateway Airport is a key economic driver, with continued expansion supporting advanced engineering and manufacturing. Notable employers included Able Engineering, Gulfstream, XNRGY, and FUJIFILM Electronic Materials supply chain connection to Intel. The Vice Mayor also noted Mesa's focus on quality-of-life improvements, including Legacy Park, and emphasized the importance of ASU Polytechnic as a critical partner, particularly through the development of its Technology Innovation Zone.

Chair Genereux thanked Vice Mayor Somers for speaking with the Board.

5. Hear an update on Arizona Athletic Grounds, followed by a discussion.

Meg Stevens, President of Arizona Athletic Grounds (AAG), shared her background as a college coach with 22 years in higher education and collegiate athletics. She has officially led AAG, the largest sports complex in the United States, for two years. AAG focused first on rebranding and rebuilding trust and while the AAG brand was well-known internationally, Mesa residents were often unaware of the facility's scope and impact. (AAG's website was displayed, https://azgrounds.com/)

Ms. Stevens reported that AAG would host the largest soccer tournament in the country in two days, bringing 1,400 teams to the area and generating a regional economic impact similar to the Super Bowl, filling hotels from Mesa to Scottsdale and Gilbert. AAG worked closely with Visit Mesa, law enforcement, and traffic officials to mitigate impacts. She noted that AAG hosted 2.4 million visitors on site in the prior year, generating significant "heads in beds" activity and restaurant traffic while introducing Mesa to visitors from across the country and internationally.

AAG is operating as a community facility during weekdays, with local youth usage from Monday through Thursday evenings, and shifts to regional and national tournaments on weekends. Ms. Stevens highlighted multi-year contracts, including a three-year cornhole league agreement, and noted that youth sports has become a major growth sector, with Disney's Wide World of Sports as a primary competitor. She emphasized AAG's proximity to Mesa Gateway Airport as a major competitive advantage and discussed ongoing efforts to attract professional women's soccer (NWSL), FIFA-related activities, and MLS scouting events. She noted that securing these events required additional four-star hotel capacity.

Ms. Stevens highlighted recent on-site improvements, including a fitness center, a recovery center, the opening of Bristol's Restaurant, an arcade, and Wetzel's Pretzels, resulting in full occupancy of the covered parkway. She stressed that AAG was now focused on partnerships with local businesses and branding opportunities, including Revel Surf and corporate partners such as Gulfstream. Additionally, Mesa is officially in the FIFA brochure, making it a potential host site for practices during FIFA '26, with all four grass fields certified. (See pages 1-5 in Attachment 1)

Vice Mayor Somers emphasized the economic impact of FIFA-related events and noted significant visitor spending leakage due to insufficient hotel inventory.

Ms. Stevens addressed parking and ingress/egress challenges at AAG, identifying them as the number one complaint. AAG has launched a mobile app enabling easy parking payment as well as rewards. Wi-Fi issues had been resolved, but access points were limited. She noted average Saturday attendance levels can reach approximately 22,000 visitors. Mitigation efforts included the use of buses, police support on Pecos Road, and the hiring of a professional parking firm. She acknowledged that long-term solutions would require significant capital investment and coordination with surrounding developments.

Chair Genereux thanked Ms. Stevens for the update.

6. Hear a presentation regarding Legacy Park, a proposed development at Williams Field Road and State Route 24, followed by a discussion.

Ryan Ash, Vice President of Development, representing the landowner Pacific Proving Grounds and development partner Vestar, provided an update on Legacy Park. He noted Vestar's 35-year history in Arizona, including Desert Ridge and Tempe Marketplace, and explained that the team had partnered with Pacific Proving Grounds for over 20 years. The Mesa Gateway Airport and Legacy Park were described as major economic drivers, and market conditions were now aligned to support further development. (See pages 1-5 in Attachment 2)

The proposed development north of Williams Field Road includes apartments, retail, hotel, office, and a luxury resort and conference center. Hotel commitments increased from 450 rooms to 600 rooms following a market analysis, including identified gaps in wedding and convention facilities in Mesa. Entitlements were expected in the first quarter, with construction anticipated to begin in 2027. Phase 1 includes approximately 700 apartments over ground-floor retail, boutique office space, a community green, and a public lake and park maintained by the development. Mr. Ash stated that Phase 1 construction would span approximately 24 months, with the fitness center, hotel, lake, park, and apartments constructed concurrently. The project is projected to generate approximately $400 million in Transaction Privilege Tax over 20 years, create 176 construction jobs, and support an estimated 15,000–20,000 on-site jobs at full buildout. (See pages 6-14 in Attachment 2)

Mr. Ash addressed board member concerns regarding office space absorption, noting that the zoning allowed flexibility to adapt to market conditions. Their strategy prioritized lifestyle and experiential development first, followed by build-to-suit office rather than speculative office construction.

Traffic improvements were discussed, including the widening of Williams Field Road to its ultimate configuration and the funding of Crimson Road to provide additional access. Gateway Crossing mixed-use development was also highlighted, with two hotels and supporting retail planned on the south side of Williams Field Road. Construction is anticipated to begin in summer 2026.

Chair Genereux thanked Mr. Ash for the presentation.

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

Deputy Economic Development Director Benjamin Snow presented Mesa's Economic Development Business Attraction Performance Report, highlighting strong results for the first five months of the fiscal year. He noted 27 project successes, exceeding the year-to-date goal, with significant job creation, average wage, and capital investment. The pipeline consists of 64 active projects and 128 prospects, indicating strong interest in Mesa for high-wage, capital-intensive operations. Mr. Snow emphasized Mesa's ability to be selective in pursuing projects, focusing on those that align with the City's economic vision. (See pages 1-4 in Attachment 3)

Deputy Director Snow discussed the careful selection process for submitting sites and noted that although job distribution across the city is heavily biased towards District 6 we are seeing activity in other areas. He mentioned the importance of attracting regional supply chain companies and praised the collaboration among different industries in Arizona to identify those. Deputy Director Snow reported that the department is performing well across most metrics compared to last year and highlighted the diversity of sectors in the pipeline.

Board members shared interest in seeing a breakdown by District in the next report or a map of locates. Questions were raised regarding housing affordability based on average wage. Staff explained that Mesa benefited from a 30-minute labor shed of approximately one million workers and continued to monitor housing affordability and workforce alignment. Director Jaye O'Donnell shared that we aim to attract high wage, high value jobs, and generally 1 in 3 employees are Mesa residents at local companies.

8. Hear an update on the Partnership for Economic Innovation Summit 2025, followed by a discussion.

Board members Sonny Cave and Natascha Ovando-Karadsheh provided an update on the Phoenix East Valley Partnership (PEI) Innovation Summit held on November 14 at the ASU MIX and The Studios in Downtown Mesa. The summit focused on medical technology, aerospace, semiconductors, artificial intelligence, and infrastructure, with panels featuring industry experts and state leaders.

The event included innovation awards, workforce development discussions, and a networking reception attended by several hundred participants. The event showcased the importance of infrastructure and workforce development in supporting these industries. The board members expressed pride in Mesa's role in promoting collaboration and economic diversification.

9. <u>Economic Development Director's current events summary including conferences attended.</u>

Director O'Donnell discussed recent events and expansions in Mesa, including ribbon-cuttings for Prudential Clean Room and Mekong Plaza. She attended Boeing's 50th anniversary celebration of the first flight of the Apache helicopter, highlighting Boeing's strong history in Mesa. January's advisory board meeting will include a tour of Mesa Gateway Airport.

10. <u>Introduction of new business to be discussed at a future meeting.</u>

No new business.

11. <u>Schedule of meetings.</u>

The next Economic Development Advisory Board meeting is scheduled for January 6, 2026.

12. <u>Adjournment.</u>

Without objection, the Economic Development Advisory Board meeting adjourned at 9:09 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 2nd day of December 2025. I further certify that the meeting was duly called and held and that a quorum was present.

Submitted by:

Jaye O'Donnell
____

Jaye O'Donnell
Economic Development Director

ms
(Attachments – 3)

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MESA

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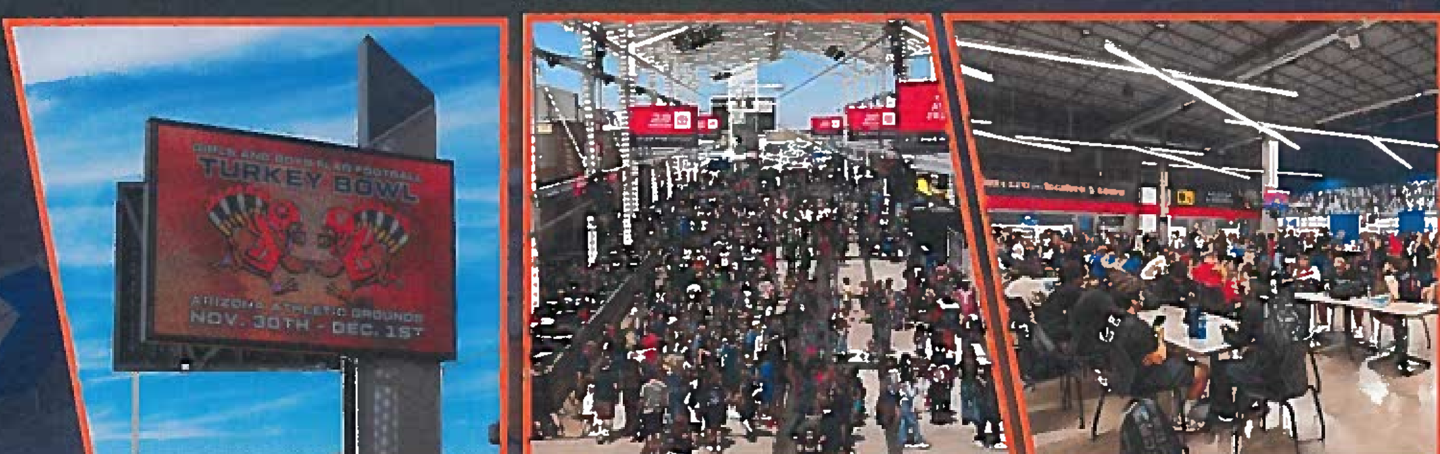

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- At least 50% discount on pickleball programs and leagues
- Free open play
- 14-day advance booking window
- Six (6) hours of reservations at a time
- Free parking

Day Dinker — $59/month

- Court fees waived between 5 AM and 3 PM
- Discounts on pickleball programs and leagues
- Free morning and midday open play
- Seven (7) day advance booking window
- Six (6) hours of reservations at a time
- Free parking

Court Crew — $169/month

- Family membership, includes two adults and two kids
- All the perks of the Premier Player membership included (court fees waived all the time, at least 50% discount on pickleball programs and leagues, free open play, 14-day advance booking window, six (6) hours of reservations at a time and free parking)

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SCAN ME

ARIZONA ATHLETIC GROUNDS MESA

CORPORATE EVENTS

Looking for the perfect venue for your next meeting, conference, trade show or exhibition? Our flexible meeting spaces can accommodate 20 to 3,000 guests, making Arizona Athletic Grounds ideal for events of any size!

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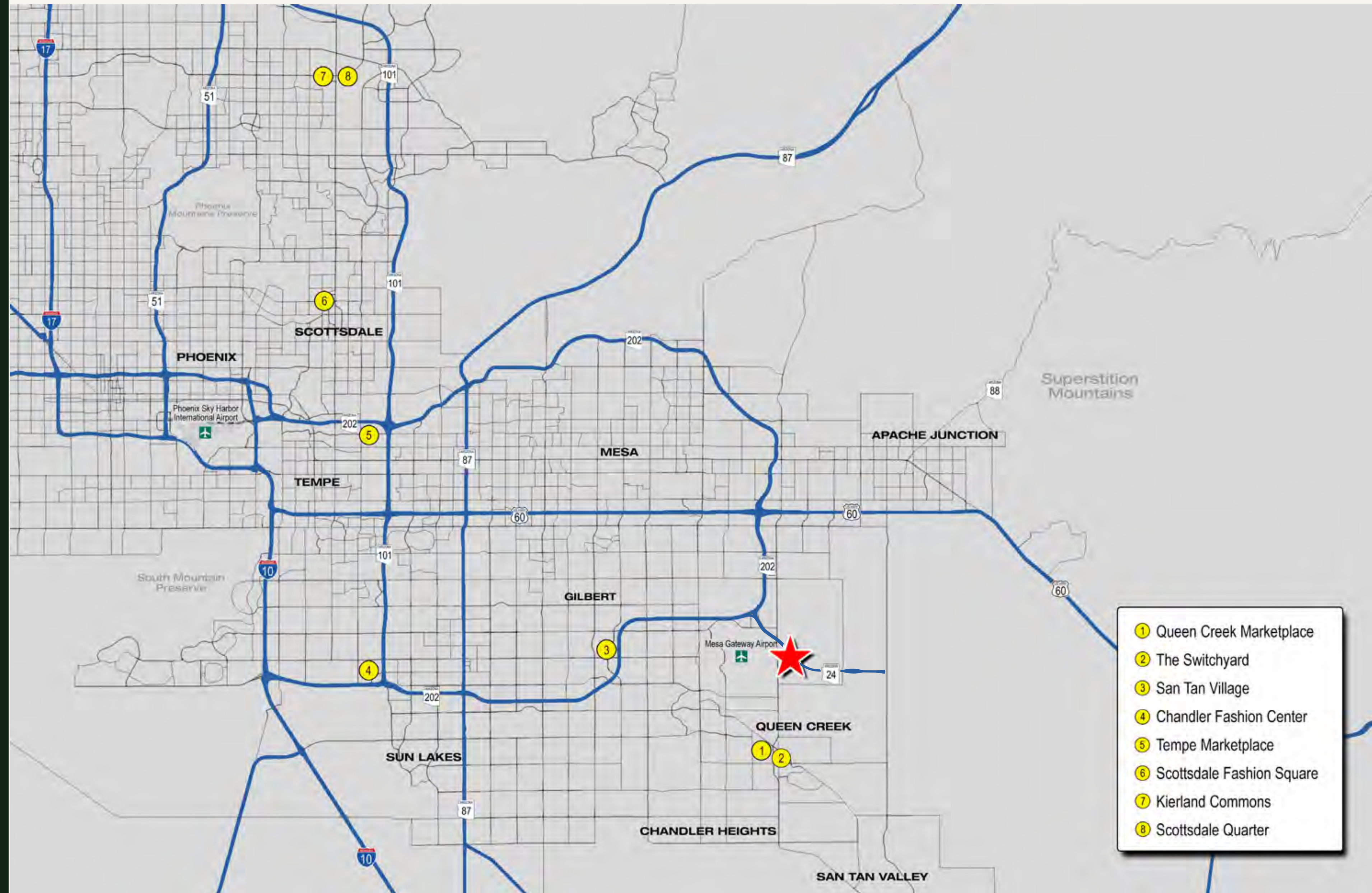
LEGACY PARK

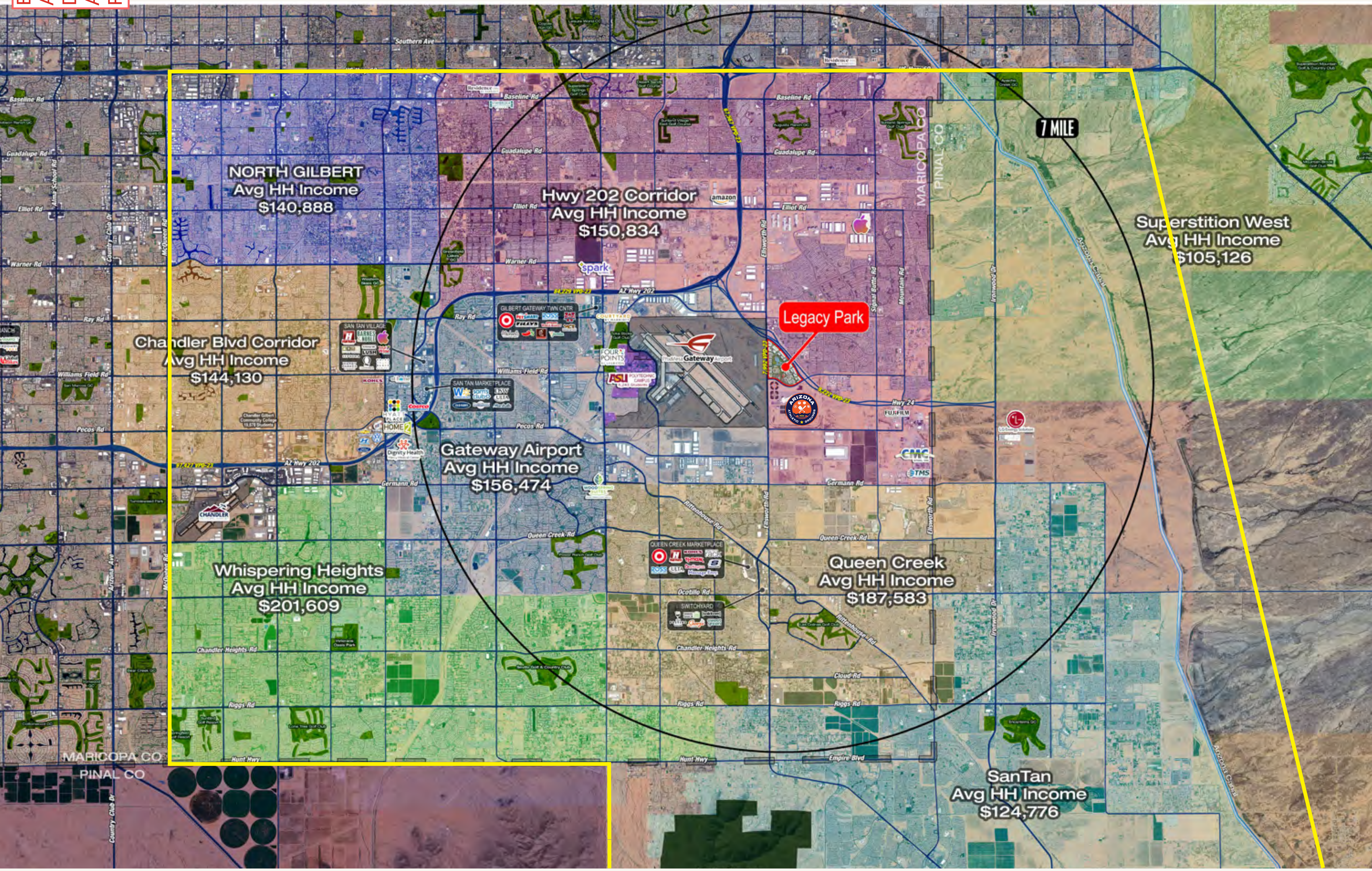
The East Valley's Urban Oasis

THE EAST VALLEY'S URBAN OASIS

Perfectly positioned with direct access from two SR-24 freeway interchanges, Legacy Park will serve as a magnetic hub for nearly 1,000,000 residents across Gilbert, Queen Creek, Mesa, and San Tan Valley. It will stand as the East Valley's epicenter of style, culture, and connection - where lifestyle fashion, elevated dining, and luxury living converge in one remarkable destination.

TRADE AREA DEMOGRAPHICS





Trade Area:

- Population - 773,158
- Households – 292,100
- Average Age – 36.9
- Avg. Income $151,397

PhxMesa Gateway Airport

- 2M+ annual passengers
- $1.4B long-term expansion plan

Arizona Athletic Grounds

- 280-acre facility
- One of the largest youth-oriented sports and entertainment complexes in North America attracting over **4M visitors per year**

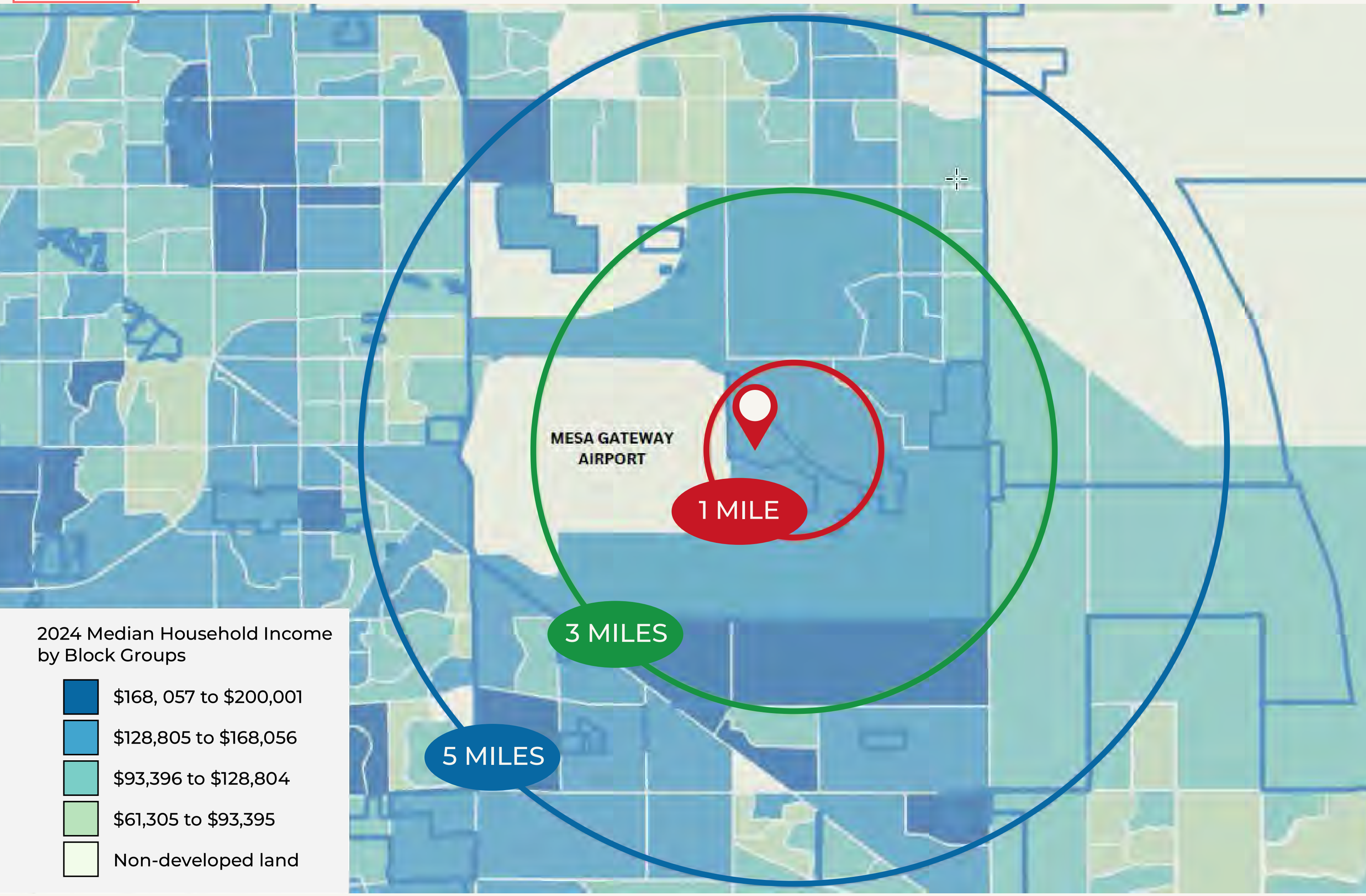
Arizona State University Polytechnic Campus

- 8,000+ students

Nearby Notable Employers

Apple
Galactic
Microsoft
Google
Meta
Gulfstream
LG

REGIONAL HOUSEHOLD INCOMES



	Average Income	Average Housing Price
Paradise Valley	$240,000	$2,100,000
Carefree	$145,000	$820,000
Queen Creek	$138,000	$600,000
Litchfield Park	$130,000	$480,000
Gilbert	$125,000	$530,000
Scottsdale	$110,000	$720,000
Fountain Hills	$108,000	$510,000
Chandler	$107,000	$480,000
Cave Creek	$105,000	$800,000
Goodyear	$95,000	$360,000

SHOPPING CENTER COMPARISON

Center Name	2025 Total Population	2025 Daytime Population	2030 Est. Population	Households $100,000+	Households $150,000+	Median Age of Residents	Median Household Income	Median Home Value
LEGACY PARK Mesa, AZ	773,158	667,160	820,962	20.9%	13.8%	39.2	$104,682	$482,111
FENTON Cary, NC	743,990	920,270	800,609	18.8%	12.4%	36.0	$107,603	$539,269
MARKET Woodlands, TX	524,900	545,011	563,078	19.1%	11.3%	36.0	$95,151	$358,63
THE SUMMIT AT BIRMINGHAM Birmingham, AL	390,221	534,813	395,828	15.2%	9.4%	38.0	$77,525	$383,407
THE DISTRICT AT GREEN VALLEY Henderson, NV	990,296	1,211,608	1,042,598	17.5%	9.3%	39.9	$77,301	$461,223
BIRKDALE VILLAGE Huntersville, NC	324,545	351,098	347,967	19.9%	11.7%	37.4	$102,863	$452,594
STATION PARK Farmington, UT	419,156	401,273	436,300	23.6%	16.5%	32.5	$105,490	$574,959
AVALON Alpharetta, GA	440,875	422,230	447,739	18.6	14.6%	39.1	$136,408	$596,034
LA ENCANTADA Tucson, AZ	321,424	367,306	324,438	15.6%	7.8%	42.2	$66,949	$390,238

WHERE IT ALL COMES TOGETHER

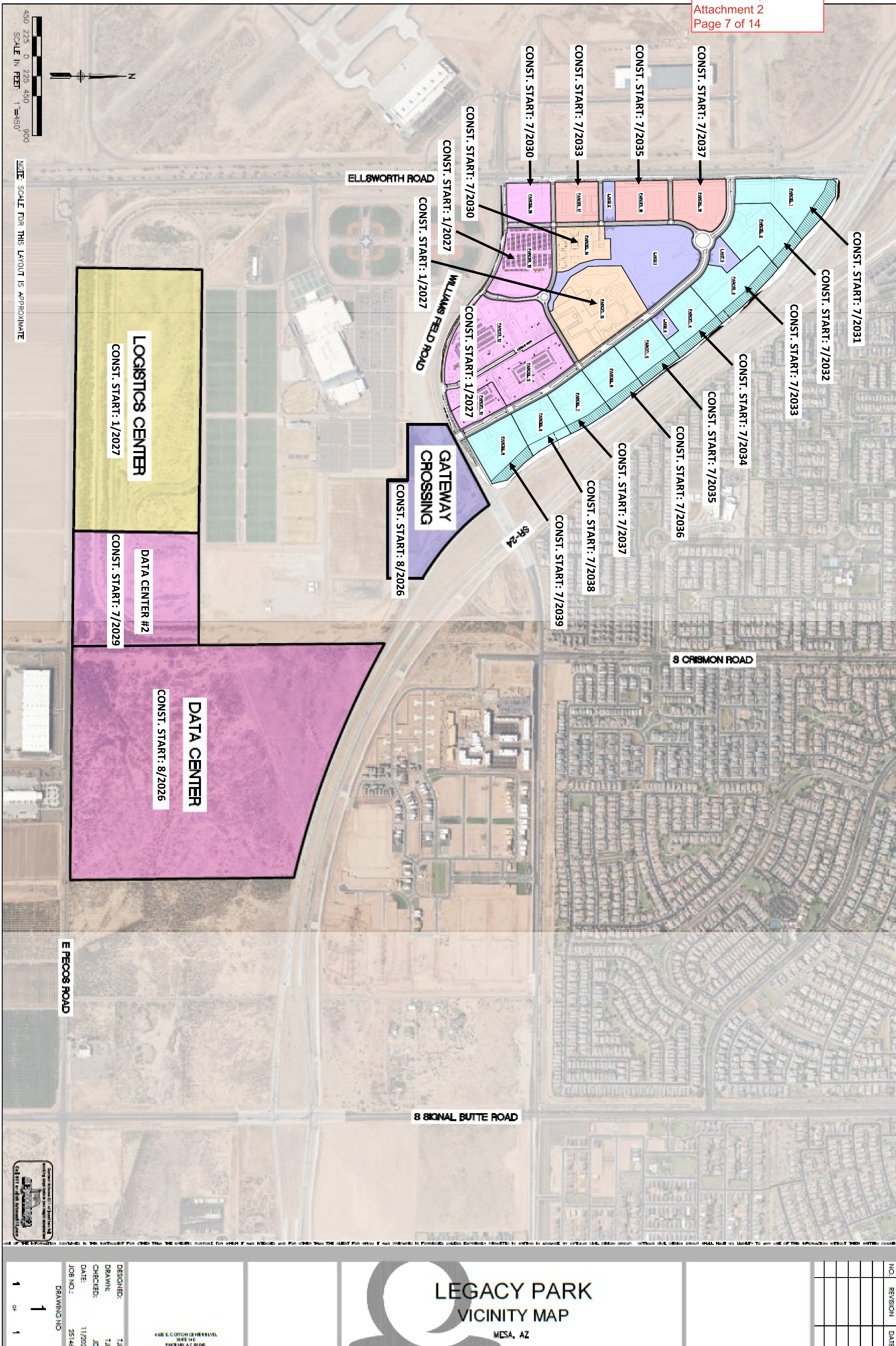
Legacy Park will redefine the way East Valley residents shop, live, work, dine, and play with:

The spirit of Legacy Park is defined by its commitment to community, connection, and design excellence. Here, people will shop, live, work, and gather amid world-class experiences — from inspired restaurants and boutique retail to vibrant plazas and resort-style amenities that bring energy and warmth to every corner.

A Destination on the Rise

With its distinctive architecture, premier location, and harmonious balance of urban vibrancy and natural tranquility, Legacy Park embodies the future of the East Valley — a place where sophistication meets serenity, and innovation thrives within an oasis of life and possibility.

LEGACY PARK ANIMATION


LEGACY PARK
VICINITY MAP
MESA, AZ
ELLSWORTH ROAD
WILLIAMS FIELD ROAD
S CRISMON ROAD
S SIGNAL BUTTE ROAD
E PECOS ROAD
SR-24
LOGISTICS CENTER
CONST. START: 1/2027
DATA CENTER #2
CONST. START: 7/2029
DATA CENTER
CONST. START: 8/2026
GATEWAY CROSSING
CONST. START: 8/2026
CONST. START: 7/2030
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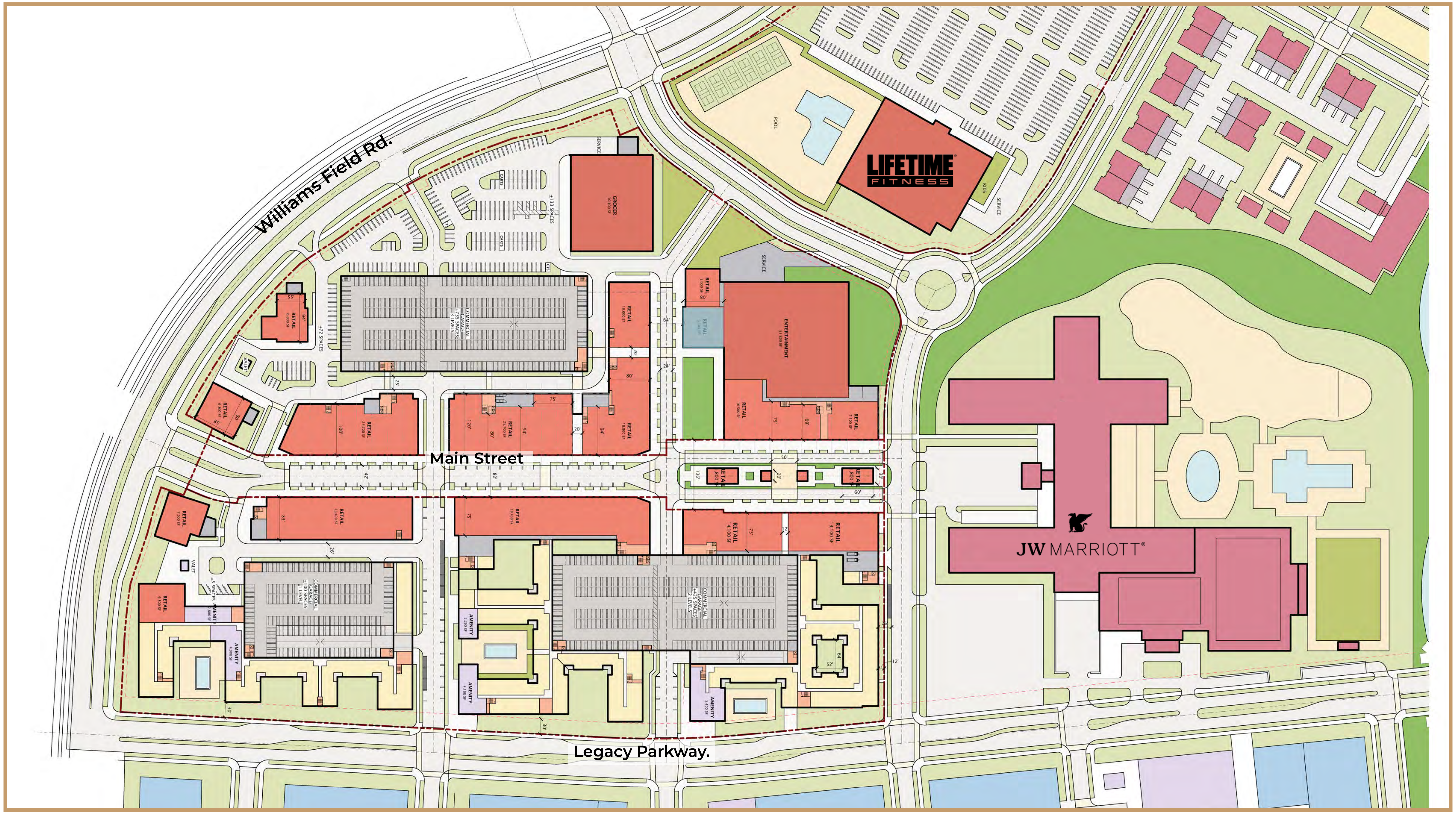
450 225 0 225 450 900
N
DESIGNED: TJM
DRAWN: TJM
CHECKED: JDB
DATE: 11/2025
JOB NO.: 251461
DRAWING NO.
1
1 OF 1
NO.
REVISION
DATE

MASTER PLAN

Legacy Park is a bold and visionary development redefining life in Phoenix's East Valley. Envisioned as a thriving new urban district, this next-generation mixed-use destination seamlessly blends 300,000 square feet of curated lifestyle retail and chef-driven dining, 2,500 luxury multifamily residences, a 600-room resort hotel, and 3.4 million square feet of modern office and corporate campus space - all woven together by lushly landscaped public spaces surrounding an 11-acre shimmering lake.

LEGACY PARK SITE PLAN



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HermanDiller
STOP

DEVELOPERS

Vestar

vestar.com

Pacific Proving Grounds, LLC

The Athens Group

LEGACY PARK

CONTACT:
Taylor Alvey
602.553.2635
talvey@vestar.com

City of Mesa

Economic Development

Business Attraction

Performance Report

FY26 YTD

July 1, 2025 through November 20, 2025

Prepared by the

City of Mesa Office of Economic Development

Disclaimer: This report doesn't include retail successes, projects, or prospects for FY26.

Project Success Overview

FY26 YTD Project Successes

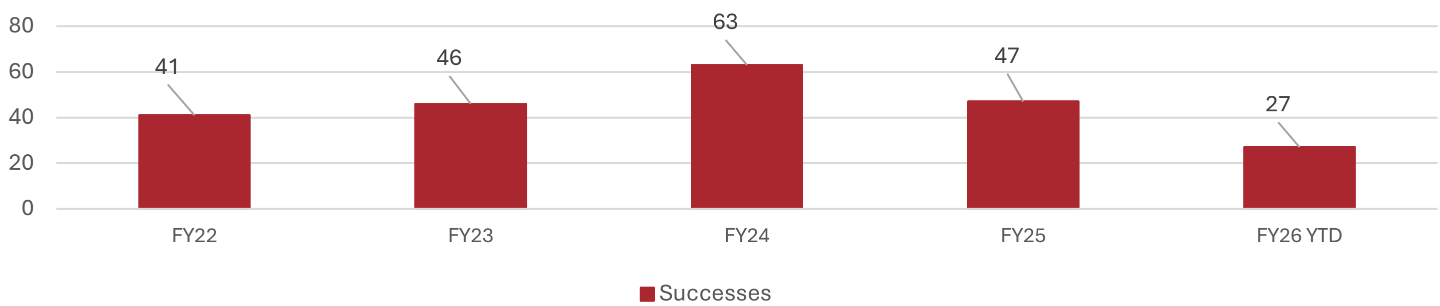
27

Success Count

YTD GOAL: 15 (180%)

$1.2B	3.11M
Capital Investment	Square Footage
YTD GOAL: $392M (306%)	**YTD GOAL: 1.18M (263%)**
1,592	$68,723
Total Jobs	Average Wage
YTD GOAL: 1,058 (150%)	**YTD GOAL: $65,560 (105%)**

5-year Success Progression



FY25 YTD – FY26 YTD Project Success Comparison

	FY25 YTD	FY26 YTD	YoY Δ
New Jobs	1,513	1,592	↑ 5%
Average Wage	$66,393	$68,723	↑ 4%
Capital Investment	$930M	$1.2B	↑ 29%
Square Footage	2.44M	3.11M	↑ 28%

Development Type Summary

Prospects Generated in FY26 YTD	77	
Office	10	(13%)
Industrial	64	(83%)
Mixed-Use/Residential/Redev	3	(4%)
All Currently Active Projects	64	
Office	5	(8%)
Industrial	52	(81%)
Mixed-Use/Residential/Redev	7	(11%)

FY25 – FY26 YTD Project Success Comparison & Highlights

- Mesa's Office of Economic Development supported 1,592 new jobs in FY26 YTD, compared to 1,513 the prior year, reflecting a 5% increase, while the average wage for new jobs increased by $2,330 (+3.5%) year-over-year.
- Capital investment rose by $270 million (+29%) over the same period, totaling $1.2 billion.
- Mesa's Office of Economic Development recorded 27 project wins in FY26 YTD, compared to 22 for the same period in FY25. Project announcements include companies from advanced manufacturing, medical technology, and pharmaceutical industries.

Note: The data presented was retrieved on November 20, 2025. Please refer to original sources for the most current information.

Economic Development Advisory Board
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ECONOMIC DEVELOPMENT

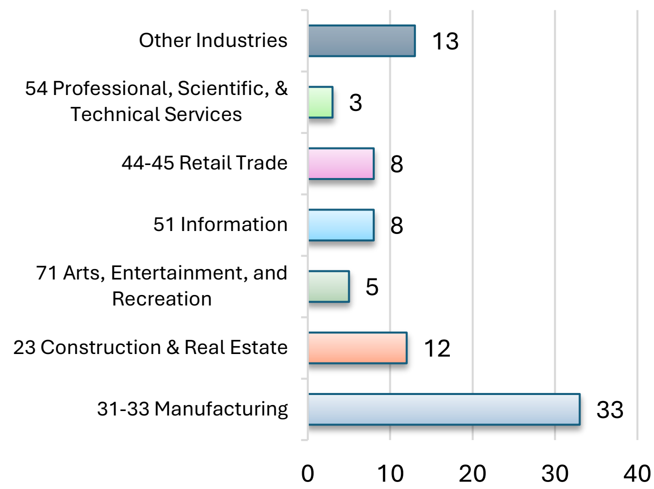
Active Project Overview

Currently Active Project Activity	Total
Currently Active	64
Job Potential	10,459
Annual Average Wage	$64,685
Capital Investment Potential	$12.2B
Square Footage Potential	17,367,189

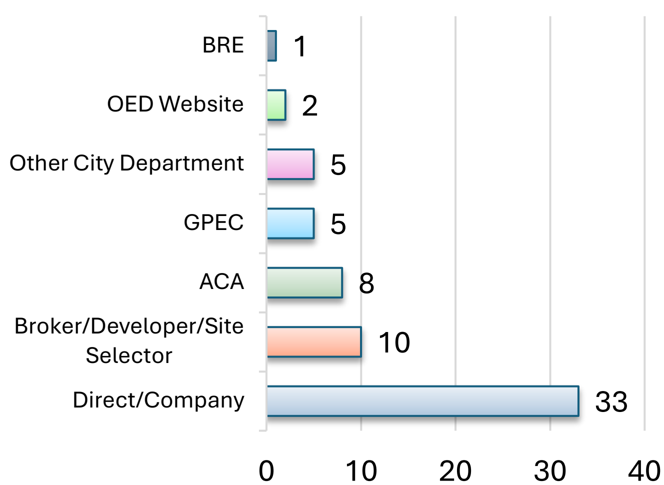
FY26 Active Project Highlights & Major Indicators

- Active direct/company-sourced projects account for 52% of current activity
- 52% of active projects are manufacturing
- Advanced/High tech manufacturing makes up 34% of the currently active projects

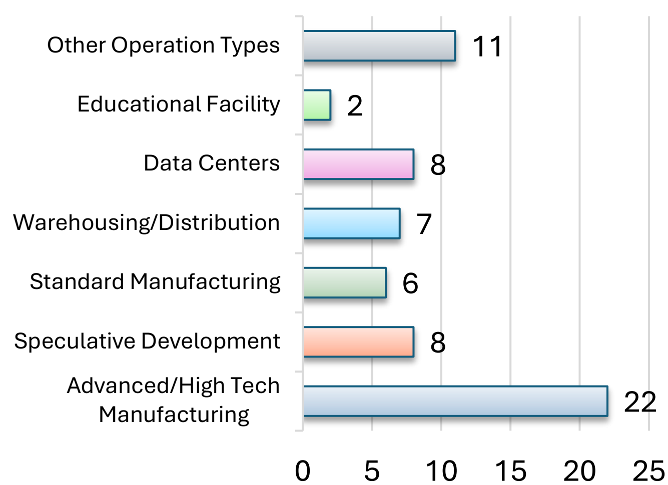
Active Projects by Industry



Active Projects by Lead Source



Active Projects by Operation Type



Other Operation Types include mixed-use (4), admin/back office (2), corporate headquarters (3), R&D (1), & hotel (1)

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ECONOMIC DEVELOPMENT

FISCAL YEAR 2026 • YTD

Prospect Overview

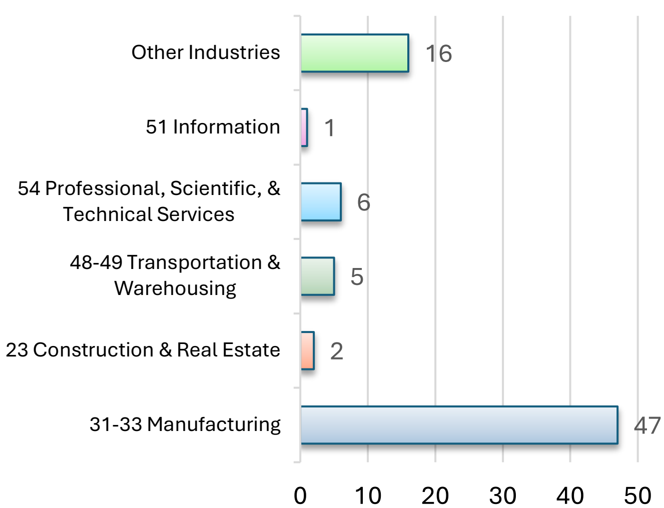
Current Prospect Activity	**Total**
Currently Active	128
Job Potential	28,939
Annual Average Wage	$62,853
Capital Investment Potential	$14.0B
Square Footage Potential	21,662,070
E-Track Prospects by Region of Origination	
Domestic	22
International	8

Note: As prospecting is an early stage of business attraction, region of origination is often unknown or withheld. 6/36 E-Tracks are unknown.

Prospect KPI Comparison FY25 YTD v. FY26 YTD

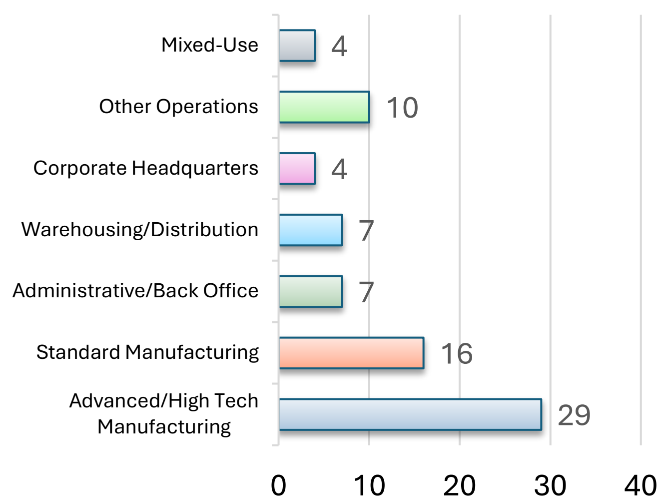
	FY25 YTD	**FY26 YTD**	**YoY Δ**
Prospects Added	64	77	↑ 20%
New Jobs	13,676	11,175	↓ 18%
Average Wage	$68,055	$66,852	↓ 2%
Square Footage	13.3M	9.5M	↓ 29%
Capital Investment	12.0B	5.9B	↓ 51%
Prospect Sources			
ACA & GPEC	34	36	↑ 6%
Direct/Company	16	22	↑ 38%
Brokers/Site Selectors	10	12	↑ 20%
Other City Depts	2	5	↑ 150%
OED Website	1	2	↑ 100%

Prospects by Industry



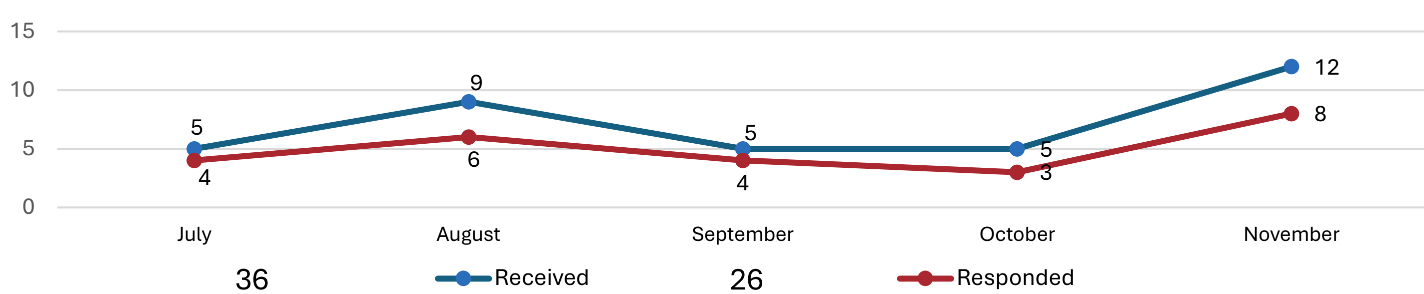
Other Industries include wholesale trade (3), retail trade (3), educational services (2), healthcare (2), & other services (6)

Prospects by Operation Type



Other Operation Types include data centers (2), educational facilities (2), research & development (1), retail (4), and spec development (1)

FY26 YTD eTrack Requests by Month



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