

## ECONOMIC DEVELOPMENT

**... that is innovative and business-friendly and that includes a variety of strategic tools, re-development of older and vacant areas, and a focus on the downtown**

<i>Program Name</i>	<i>Program/Service Description, Status and Accomplishments</i>	<i>Staff Contact(s) or Project Manager(s)</i>
<b>Extension of Light Rail Through Downtown to Gilbert Road</b>	<p>On May 18, 2009, the City Council approved extending the METRO Light Rail to Gilbert Road. There are currently funds to extend the METRO to Mesa Drive; however funds still need to be secured to extend to Gilbert Road.</p> <p>The Light Rail Stakeholder Advisory Committee has been formed to provide input to the METRO and the City on key issues relating to Main Street configuration, pedestrian access, and station location/architecture.</p>	Economic Development Ext.2398
<b>Business Outreach</b>	<p>Staff is dedicated to working closely with organizations to locate, retain or expand their business. Recent accomplishments include:</p> <p><b>Retention/Expansion:</b> Arizona Regional Medical Center, Fiesta Mall Expansion, Empire Machinery, Allegiant Airline Expansion, MD Helicopters, Special Devices, Inc., Banner Children’s Medical Center, MCC/NAU Downtown Campus, ASU Classroom Building, Chandler Gilbert – Engle Hall (Nursing Program).</p> <p><b>New project locates:</b> Embraer, Hawker-Beechcraft, Cessna, Sol Focus, Banner Hospital Data Center (building reuse), Hyatt Place at Riverview, Toby Keith “I love this bar and grill”, Waxie, Riley Aviation, Toyota at Riverview, Lauth Office Buildings at Riverview, Sabena, Falcon 7, Downtown “BUZZ”</p> <p><b>Announced Development:</b> Gaylord Entertainment announced plans to bring a destination resort, retail and convention center to Mesa Proving Grounds. The facility will add more than 1,500 hotel rooms, a PGA Championship golf course and state-of-the-art meeting space for millions of new leisure and business visitors.</p> <p><b>CDBG Downtown Loan Fund Program</b> – NEDCO is administering a CDBG grant in the amount of \$225,000. The plan is to provide 5 loans to downtown businesses or new projects or expansions. Nunthaporn Thai Restaurant was a recipient of a \$50,000 loan. There are plans to assist Sweetcakes with an expansion for a Yogurt Shop.</p>	Economic Development Ext. 2398

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<b>Central Main Street Plan</b>	<p>The City received approval to fund this initiative through Department of Energy Stimulus funds. The goals of the plan are:</p> <ul style="list-style-type: none"> <li>• Facilitate redevelopment of property along the extension of the light rail line into a mixed-use, higher intensity, transit-oriented development pattern creating a greater sense of place for current and future residents, achieving greater energy efficiency, and improving sustainability;</li> <li>• Update and extend the Town Center Concept Plan to help create a more active and viable downtown area for Mesa;</li> <li>• Address issues related to the health, safety, and welfare of the adjacent neighborhoods in order to maintain positive aspects of these neighborhoods, improve upon aspects that are not fully realized, and plan for transition to new uses/forms of development where needed to achieve strong and viable neighborhoods into the future; and</li> <li>• Target regulatory capital improvement needs in this area to provide the infrastructure necessary to achieve plan goals.</li> </ul>	<p>Economic Development Ext. 2398</p> <p>Development and Sustainability Department Ext. 2385</p>
<b>Project Coordination and Development Support</b>	<p>The City created the Mesa Economic Development Action Team which is a multi-disciplinary team that works collaboratively with businesses who are interested in locating or expanding to Mesa. Information provided includes an assessment of issues related to zoning, infrastructure, and permitting. Example: Banner Reuse</p> <p>Staff has worked with various downtown owners, tenants or prospective tenants to identify building challenges and identify possible solutions for re-use. Example: Heritage Academy</p> <p>In addition, staff has performed assessments of downtown vacant spaces to assist property owners with ideas for re-use. Example: A New Leaf</p>	

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<b>Arts and Cultural Stimulus Programs</b>	<ul style="list-style-type: none"> <li>• Launched “Shop Mesa, Get the Arts” Mesa Bucks Program</li> <li>• Facilitated the creation of Mesa Arts and Cultural Festival (MACFest)</li> <li>• Launched Dinner and a Show to encourage customers to dine downtown prior to MAC shows</li> <li>• Looking at development re-use opportunities at 51/55 E. Main to support the Mesa Arts Center campus</li> </ul>	Arts and Cultural Department Ext. 6607
<b>Expansion of Permit By Inspection and Annual Facilities Permit Programs</b>	<p>Annual Facilities Permits (AFP) program is designed to help manufactures make rapid and frequent changes to their production lines to respond to market conditions and customer demands. In FY 08/09, 98 AFPs were issued. Recent Examples: SDI, All Banner Facilities, Boeing.</p> <p>Permit by Inspections (PBI) program is designed to provide a shortcut through the review process for customers with small commercial projects. Both programs relay a cooperative working relationship between the design professionals and code officials. In FY 08/09, 176 PBIs were issued. Recent examples: Immigration and Custom Enforcement at Gateway, Banner Mesa Towers, Marc Center.</p>	
<b>Parks, Recreation and Commercial Facilities State/Regional Events</b>	<ul style="list-style-type: none"> <li>• The Mesa Convention Center and Amphitheatre underwent several improvements FY 08/09 to improve the aesthetics and marketability. Improvements included air wall replacement, exterior paint, and chilled water lines installation. FY 09/10 improvements include WIFI access, HVAC replacement and exhibit floors refurbishing.</li> <li>• HoHoKam Stadium in partnership with Mesa CVB will host Western Athletic Conference (WAC) collegiate baseball championship tournament for the first time in May 2010 (a three-year commitment).</li> <li>• The Citrus Classic collegiate swim meet will be held with ten colleges in January 2010 at Kino Jr. High.</li> </ul>	Parks, Recreation and Commercial Facilities Ext. 2352

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	<ul style="list-style-type: none"> <li>• The Arizona Interscholastic Association (AIA) will be conducting the 3A, 4A and 5A state aquatics championships in October and November 2009 at Kino Pool.</li> <li>• Mesa will be the host of the 2011 Masters Swimming Championships involving 2,500 swimmers at Kino Jr. High.</li> <li>• Mesa hosted Special Olympics:               <ul style="list-style-type: none"> <li>a. State Basketball/Cheerleading Championships March 2009 at various Mesa High Schools</li> <li>b. State Track Meet at Mesa Community College May 2009 at Mesa Community College</li> </ul> </li> <li>• Cubs 2009 Spring Training:               <ul style="list-style-type: none"> <li>a. MLB spring training attendance record – 203,105</li> <li>b. Led all of Major League Baseball with an average per game attendance of 10,690</li> <li>c. Record setting revenue year of \$7,079,091 (3.5 million in ticket sales).</li> </ul> </li> </ul>	
<b>Energy Resources Programs</b>	<p>Staff received Council approval for an electric utility service that offers an alternative rate to promote economic development and the associated retention/expansion of businesses and associated capital and investment and jobs for qualified customers within the electric utility service area. Mesa provides such service when the customer commits to remain a customer and continue operations within the electric service area for a minimum period of five years, provides financial assurances to fulfill such commitment and increase/retain jobs. Mesa Cold Storage (MCS), one of Mesa's five largest electric utility customers, considered relocating its Mesa's operations to its new facilities in Buckeye. On 8.31.09, an agreement was executed with Mesa Cold Storage, consistent with the tariff, resulting in the retention of MCS's Mesa's operations.</p> <p>Staff negotiated an agreement for the purchase and installation of 92 kW worth of concentrating Solar Photovoltaic arrays. SolFocus Inc., who has recently expanded</p>	Energy Resources Ext. 4444

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	<p>manufacturing operations in Mesa and has an annual payroll in excess of \$ 7.5 million, will provide and install the arrays which will offset the energy consumption of the Red Mountain Softball complex.</p> <p>The Energy Resources Department's Business Development program has coordinated Mesa's extension of natural gas and electric utility services to a number of key utility customers including CMC Steel, Banner Gateway Medical Center and Chester's Harley Davidson/Indian promoting economic development and the retention and expansion of businesses.</p>	
<b>Brownfield Study</b>	<p>Mesa is the first city in Arizona to participate in the Technical Assistance Pilot Project (TAPP) with the Arizona Chapter of the National Brownfield Association. The TAPP program allows nationally recognized experts to offer free assistance to look at ways of developing a Brownfield property. The free assistance was used, with the help of the EPA's Targeted Brownfields Assessment program, for an environmental assessment of property owned by the Arizona State Land Department at 202/North Greenfield Road. A contractor conducted soil and asbestos sampling of the former industrial site to help determine future uses of the property. A final report is expected this fall. The goal is to use the site for commercial redevelopment.</p>	<p>Development and Sustainability Department Ext. 3599</p>
<b>Zoning Code Update</b>	<p>The Zoning Ordinance update will significantly change the City's zoning in order to achieve the following goals:</p> <ul style="list-style-type: none"> <li>• To make the code consistent with the City's new General Plan, adopted in 2002.</li> <li>• To ensure that zoning is responsive to community concerns about neighborhood character.</li> <li>• To create mechanisms to promote infill, mixed-use and transit-oriented development.</li> <li>• To streamline project review processes.</li> </ul>	<p>Development and Sustainability Department Ext. 2385</p>

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	<ul style="list-style-type: none"> <li>• To ensure that zoning complies with state requirements, the City Charter and current case law.</li> <li>• To make the zoning code clear, concise, understandable and easy to use.</li> </ul> <p>All four modules have been presented to Council. The tentative schedule is:</p> <p>November 2009 - Consolidated Staff Presented to Council            December/January 2010 - Plan distributed for public comment            January/February 2010 - Presentations to Advisory Boards; Planning and Zoning Board Recommendation            March 2010-City Council Adoption</p>	
<b>District Cooling</b>	Facilities Maintenance has funded and is working closely with Engineering to provide a comprehensive update of the District Cooling Masterplan. We are also installing additional capacity at the Central Plant in anticipation of expanding the distribution of chilled water to additional City facilities and possibly to the private sector.	Facilities Maintenance Ext. 4321
<b>Licensing and Permitting Consolidation</b>	Business Services is working with Economic Development, Fire and Development and Sustainability to streamline the business licensing and permitting process to make it more business friendly.	Business Services Ext. 5039
	Much of this requires upgrades to our computer systems which will take time, but we are also looking at the ways we interact with the public today to see if we can streamline the current processes.	

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<b>Neighborhood Stabilization Program</b>	The Neighborhood Stabilization Program is working to transform aligning neighborhoods impacted by the foreclosure crisis back into a stable and sustainable community. The rehabilitation of the foreclosed homes will be work and income to an area greatly impacted by the foreclosure crisis. The City has focused our outreach to local contractors and encouraged them to use local businesses to purchase materials as well.	Neighborhood Services Department Ext. 2387
<b>Using SCIPS and DIPS to facilitate infill and redevelopment</b>	<ul style="list-style-type: none"> <li>• Substantial Conformance Improvement Permit (SCIP) is a mechanism for reviewing projects that add floor area to existing development or significantly change the land use of a project. The Site Development Standards, in particular, substantially increased the dimensions for such items as building setbacks, perimeter landscape areas and building separations. SCIP applicants are required to show the end condition of the new project will result in an overall development that “substantially complies” with the revised development standards. <b>Recent Example:</b> Fiesta Mall requested a Substantial Conformance Improvement Permit to allow redevelopment of the former Macy’s building into Best Buy and Dick’s Sporting Goods and development of three pad sites along Alma School Road, one for the In-N-Out Burger restaurant. The SCIP allowed the redevelopment at the mall without bringing the entire mall site into conformance with current development standards, specifically, foundation base, parking lot landscaping, and setbacks.</li> <li>• Development Incentive Permit (DIP) is a mechanism for reviewing projects on so-called “by-passed” properties. The Council adopted this new process in response to concerns that the recently adopted revisions to the Design Guidelines and Site Development Standards (Chapters 14 and 15 of the Zoning Ordinance) would make smaller properties economically non-viable. Many of the boundaries of these smaller properties were created at a time when smaller dimensional requirements were in place. Creating this new process allowed by-passed parcels affected by the</li> </ul>	Development and Sustainability Department Ext. 2385

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	<p>revised standards to be individually assessed as to how the standards affect the property. <b>Recent Example:</b> Dutch Brothers Coffee located at the NWC of Gilbert Road and McKellips Road. A Development Incentive Permit (DIP) was granted to develop a vacant parcel with a 380 square foot drive-thru coffee shop with a 380 square foot patio. The DIP allowed reduced setbacks, a reduced street corner setback and reduced on-site landscape.</p>	
<b>ASU</b>	<p>This project is working with an undergraduate planning class at Arizona State University. Generally what we expect that the class will examine the Southern Avenue corridor in the Fiesta Mall area with specific attention given to the Grace property. They are going to explore redevelopment options for these properties in light of the design standards that have been established with the Fiesta District Design Handbook. Staff anticipates attending a final presentation where we will get to see the product of their work and gain ideas into appropriate land uses and redevelopment options.</p>	<p>Development and Sustainability Department Ext. 2385</p>
<b>“How to Do Business with Mesa Events”</b>	<p>City staff held two vendor outreach events to educate Mesa business owners on how to do business with the City and introduce them to Mesa department staff. The desire is for more Mesa business to be aware of the opportunities for them to bid on our products and services.</p>	<p>Purchasing Division Ext. 2301</p>
<b>Falcon Field Airport</b>	<ul style="list-style-type: none"> <li>• Continued to expand its Fly Friendly Zone program to bring airport and community stakeholders together to discuss and implement ways to develop the airport and its business while also ensuring a high quality of life in the areas surrounding the airport.</li> <li>• Conducted 1<sup>st</sup> Annual Falcon Field Open House to familiarize the community with the airport and the many businesses that contribute to the airport’s ongoing success.</li> </ul>	<p>Falcon Field Airport Ext. 2450</p>

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	<ul style="list-style-type: none"><li>Received over \$1.1 million in federal and state grants to expand aircraft run-up area, design stormwater drainage improvements, and complete the construction of the airport perimeter access control system.</li></ul>	