

To Rise Above

CITY OF MESA OFFICE OF ECONOMIC DEVELOPMENT
ANNUAL REPORT FY 20-21





Greetings from Mesa, Arizona!

Thank you for your interest in the City of Mesa's Office of Economic Development Annual Report. As the Economic Development Director for the City of Mesa, I have the pleasure and privilege of leading this team of professionals who, over the last year and more, rose to the challenges that the last fiscal year presented.

Our team of 14 full-time staff expertly pivoted and reprioritized their efforts to deliver retention support to struggling small businesses, while simultaneously bolstering attraction and expansion services to accommodate record-setting growth.

When the City of Mesa received Federal CARES Act funding, the Office of Economic Development went into the community to assess the needs of Mesa businesses. After thoughtful evaluation, the Mesa CARES Small Business Reemergence Program was created. In just a few months, the program awarded more than \$6 million to small businesses through grants to cover rent, mortgage payments, and utility bills. In addition, thousands of hours in technical assistance and training were provided to businesses to promote recovery, encourage rebuilding, and enhance resiliency. The Office of Economic Development also assisted with marketing campaigns to entice consumers back to retailers, restaurants, entertainment venues, hotels, and attractions. Not only were businesses supported and saved, but our efforts resulted in Mesa being recognized by QuickBooks as the 4th best city for small businesses to recover from the pandemic.

At the same time the pandemic was raging, the Office of Economic Development experienced a record pace for number of leads generated and active projects in our pipeline. We exceeded all our Key Performance Indicators, in some instances 130-600% above goal. Despite having to work from

home for most of the year, our team successfully attracted and retained valuable jobs in Mesa. More than 2,600 jobs were created or announced by 46 different companies including Amazon, Comarch, ElectraMeccanica, Auer Precision, CMC Steel, and Dexcom. Growth and expansion projects resulted in the creation and absorption of more than 3.7 million square feet of space and capital investment that exceeded \$1.2 billion.

Our team was also honored with six awards of excellence in economic development, an affirmation of our work and our community partners' efforts in building a stronger economy in Mesa. In addition, we received our International Economic Development Organization reaccreditation - one of only 65 accredited organizations in the country.

Please take a few minutes and review our FY21 Annual Report. I think you will be surprised and impressed. I would also like to extend a very heartfelt thank you to the staff in the Mesa Office of Economic Development. They all work tremendously hard and care deeply for the work they do and for this City – not just last year but every day.

Respectfully,



William J. Jabjiniak
Economic Development Director



Who We Are

CITY OF MESA ECONOMIC DEVELOPMENT ADVISORY BOARD MEMBERS



JIM KASSELMANN, CHAIR
GENERAL MANAGER, DEXCOM



RICH ADAMS, VICE CHAIR
PRESIDENT & CEO, SOUTHWEST
BUSINESS CREDIT SERVICES



WILLIAM J. JABINIAK, STAFF
ECONOMIC DEVELOPMENT
DIRECTOR, CITY OF MESA



BRIAN CAMPBELL
ATTORNEY, CAMPBELL LAW
GROUP OF ARIZONA, PLLC



DEB DUVALL
FORMER SUPERINTENDENT,
MESA PUBLIC SCHOOLS



MATT LIKENS
PRESIDENT & CEO, GT MEDICAL
TECHNOLOGIES, INC.



CHRISTOPHER NICKERSON
DIRECTOR OF BUSINESS
DEVELOPMENT, BANNER DESERT
MEDICAL CENTER/CARDON
CHILDREN'S MEDICAL CENTER



**NATASCHA
OVANDO-KARADSHEH**
ASSOCIATE BROKER/OWNER,
KOR PROPERTIES



DOMINIC PERRY
ASSOCIATE, AVISON YOUNG



BRAD WILSON
OWNER, GM BIOMEDICAL, LLC



JOHN GILES
MAYOR, CITY OF MESA



CHRIS BRADY
CITY MANAGER, CITY OF MESA



SALLY HARRISON
PRESIDENT & CEO, MESA
CHAMBER OF COMMERCE



JEFFREY S. PITCHER
DIRECTOR, FENNEMORE



JENNIFER ZONNEVELD
DIRECTOR & SITE LEAD,
GUNS OPERATING UNIT AND
ARMAMENT SYSTEMS, NORTHROP
GRUMMAN CORPORATION

CITY OF MESA OFFICE OF ECONOMIC DEVELOPMENT STAFF



WILLIAM J. JABINIAK
DIRECTOR



JAYE O'DONNELL
ASSISTANT DIRECTOR



LORI COLLINS
DEPUTY DIRECTOR -
STRATEGIC INITIATIVES



KIM LOFGREEN
MARKETING & BUSINESS
DEVELOPMENT MANAGER



J.D. BEATTY
SENIOR PROJECT MANAGER



NICK JUSZCZAK
PROJECT MANAGER



KELLEY KEFFER
PROJECT MANAGER



CELINE KILIC
PROJECT MANAGER



BRYAN SMITH
PROJECT MANAGER



YVETTE ARMENDARIZ
MARKETING COMMUNICATIONS
SPECIALIST II



NATALIA CUNEO
ECONOMIC DEVELOPMENT
SPECIALIST



ELYCE GOBAT, CECD
ECONOMIC DEVELOPMENT
SPECIALIST



CHRIS MOLNAR
MANAGEMENT ASSISTANT II



MARIBETH SMITH
ADMINISTRATIVE ASSISTANT III



MANDY KIZER
ADMINISTRATIVE ASSISTANT II

Who We Are

OUR VISION

Mesa, Arizona will be regarded as a premier location for companies and investors seeking an innovative, dynamic city to enhance their competitiveness.

OUR MISSION

Mesa's Office of Economic Development (OED) works to enhance Mesa's economy by promoting a culture of quality, supporting the creation of quality jobs, promoting direct investment, increasing prosperity, and improving life for residents.

OUR CORE VALUES: **THE MESA WAY**



CLIENT-FOCUSED SERVICE



COLLABORATION & CREATIVITY



HIGH PERFORMANCE



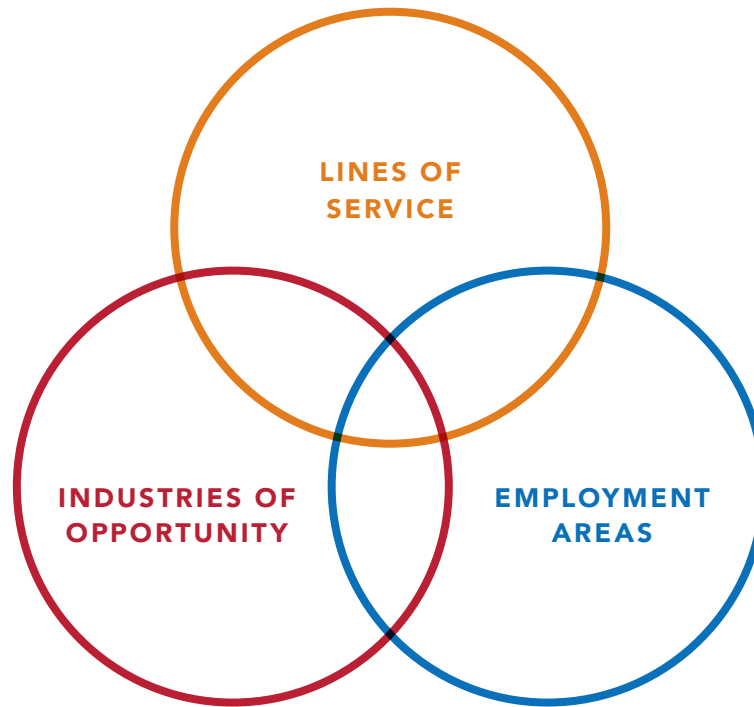
MUTUAL RESPECT



We chose Mesa due to it progressing as an up-and-coming technology region, reasonable energy prices, existing infrastructure, lack of natural disasters, and business-friendly opt-in processes which reduced timelines for go-live. The Mesa Office of Economic Development team was also a positive factor as they created a support system to make it easier to navigate an otherwise complicated endeavor for an international company.

LOUIS ROSSI
DIRECTOR OF BUSINESS DEVELOPMENT
FOR NORTH AMERICA, COMARCH

ANNOUNCEMENT OF 32,000 SF DATA CENTER, JUNE 2021



LINES OF SERVICE

The Office of Economic Development has four main roles and functions within the City of Mesa to help our businesses succeed in their efforts to grow and flourish.

- Business Attraction, Retention & Expansion
- Entrepreneurship / Small Business Development
- Redevelopment / Revitalization
- Workforce Development / Talent Attraction

EMPLOYMENT AREAS

To better concentrate efforts, Mesa focuses on several areas within the city to create visibility and opportunities for new companies and expansions.

- Downtown Mesa
- Falcon District
- Fiesta District
- Mesa Gateway Area
- Riverview / West Mesa

INDUSTRIES OF OPPORTUNITY

Mesa's growth is exponential as we continue to focus on several key industries to create clusters and encourage collaboration.

- Healthcare
- Education
- Aerospace/Aviation
- Tourism
- Technology

What We Accomplished

GOALS

The City of Mesa's Office of Economic Development focuses on three main goals to ensure Mesa is successful in growing and sustaining our economy for the future.

Grow Mesa's Economy

- Attract new companies and expand existing companies in Mesa to create and retain quality jobs.

Attract National Attention to Mesa as a Premier Location for Companies to Land, Grow and Prosper

- Increase Mesa's visibility and improve Mesa's image to create additional momentum and reach new audiences in key industry segments and investment organizations.

Build a Sustainable Community

- Increase capacity for attracting quality economic development citywide.

RESULTS

Despite the impacts of the pandemic, FY21 was a banner year for our department. Our primary performance measures were significantly higher than last year. Compare FY20 Actuals to FY21 Goals and Actuals:

Category	FY20 Actual	FY21 Goals	FY21 Actual	% Goals vs Actual FY21
Companies Attracted, Expanded or Retained	35	32	46	144%
Jobs Created and Retained	1,942	2,000	2,621	131%
Average Annual Wage (\$) of Jobs Created and Retained	\$46,154	\$47,511	\$65,131	137%
Capital Investment (\$)	\$339,569,674	\$400,000,000	\$1,252,161,554	313%
Business Square Footage (SF) Created or Absorbed	1,903,193	600,000	3,730,491	622%

RETENTION AND EXPANSION

During the fiscal year, dealing with weeks of lockdowns, months of social distancing and working remotely, our team conducted Business Retention and Expansion visits with 128 Mesa companies – most of them virtual, all of them important opportunities to connect. Some of the companies Mesa assisted in expanding or locating in Mesa in FY21 were:

- APPLE
- AMAZON
- ELECTROMECCANICA
- DEXCOM
- CMC STEEL
- AUER PRECISION
- TOP ACES
- NIAGARA BOTTLING
- OPTUM RX
- COMARCH



MARKETING & COMMUNICATION HIGHLIGHTS

In FY21, OED placed a large focus on engaging with businesses, site selectors, and the community through social media channels, traditional communications, and earned media. A sampling of earned national and international media coverage included articles about Mesa in:

- **Finance.Yahoo.com**
- **ArgusMedia.com** – Independent media organization headquartered in London and 26 offices in the world’s principal commodity trading and production centers.
- **FoxBusiness.com** – National news
- **News.ThomasNet.com** – North American Manufacturing/Industrial Sourcing Platform
- **Electrik.co** – Electric vehicles industry digital publication
- **ProactiveInvestors.com** – North American Investment digital publication
- **AreaDevelopment.com** – National site selection digital publication
- **AfterMarketNews.com** – National automotive industry digital publication
- And many, many more.



LINKEDIN FY21 OVER FY20

FOLLOWERS: 102% INCREASE



THE MESA ECONOMIC REPORTER
QUARTERLY NEWSLETTER IN FY21

SERVED 6,980 SUBSCRIBERS



During the past five years, Dexcom has gone from being chiefly unknown in Arizona to one of the largest manufacturing entities in the region, employing 1,000 people in Mesa. We have been able to successfully attract high-level talent and find the quantity of employees needed, as evidenced by our rapid production growth. We have collaborated with Arizona universities and Mesa Community College to acquire high-quality employees as well as develop internship programs to fill our pipeline. Expanding our manufacturing operations to Mesa, Arizona was a great decision.

JIM KASSELMANN
SENIOR DIRECTOR, GENERAL MANAGER
DEXCOM, INC.

MARCH 2021

Awards & Accolades



INTERNATIONAL ECONOMIC DEVELOPMENT COUNCIL – EXCELLENCE IN ECONOMIC DEVELOPMENT

The City of Mesa's Office of Economic Development (OED) was honored by the International Economic Development Council (IEDC) with six (three gold and three silver) Excellence in Economic Development Awards. The awards were presented at a ceremony in October 2020 during the IEDC Annual Conference held virtually due to the pandemic. IEDC's Excellence in Economic Development Awards are judged by a diverse panel of economic and community developers from around the world. In 20-21, IEDC received more than 500 submissions from four countries. The City of Mesa Office of Economic Development was one of the most awarded organizations at the IEDC Annual Conference winning accolades in the following categories:

GOLD AWARDS

- **General Purpose Website** - www.selectmesa.com
- **Multi-Year Economic Development Program** - Elliot Road Technology Corridor
- **Talent Development and Retention** - Arizona Advanced Manufacturing Institute (AzAMI)

AzAMI is a Mesa Community College (MCC) program. The Office of Economic Development partnered with MCC on this program and the awards submission.

SILVER AWARDS

- **Entrepreneurship** - LaunchPoint, Mesa's Technology Accelerator
- **Public-Private Partnerships** - The UNION at Riverview
- **Economic Equity and Inclusion** - Mesa, AZ - The nation's first Autism Certified City

This is a Visit Mesa program. The Office of Economic Development partnered with Visit Mesa on this program and the awards submission.





Mesa offered the best proposal at the end – best land for us, best overall site, best workforce options for us. Then you couple that with the fact that the logistics of being very close to our target market, it made it really appealing ... [There is] a tier one supply base here, there are engineering firms that are coming here already and that is really appealing to us because there is a talent base that is already starting to come here.

PAUL RIVERA
CEO, ELECTROMECCANICA

MARCH 2021



ACCREDITED ECONOMIC DEVELOPMENT ORGANIZATION

The City of Mesa Office of Economic Development was recognized as one of 65 economic development organizations accredited by International Economic Development Council (IEDC) as an Accredited Economic Development Organization. Originally accredited in August of 2017, the organization was reaccredited by IEDC following three successful years of activity as an AEDO member. With more than 5,000 members nationwide and abroad, IEDC is the largest membership association serving economic and community development professionals in the world.



ARIZONA ASSOCIATION OF ECONOMIC DEVELOPMENT - GOLDEN PROSPECTOR AWARD

The City of Mesa's Office of Economic Development was awarded a Golden Prospector Award from the Arizona Association for Economic Development (AAED) in the category of Multimedia Promotion for its work on Mesa's Asian District branding. The Golden Prospector Awards were established by AAED to encourage and recognize excellence, innovation, and creativity in economic development.



Special Initiatives



The City of Mesa received CARES Act funding to address community impacts due to the public health emergency COVID-19. With a portion of that funding, the Mesa CARES Small Business Reemergence Program (CARES SBRP) was developed to rapidly assist Mesa-based businesses that were suffering from loss of customers and revenue due to the pandemic, and subsequent closures due to restrictions forcing customers to stay home. The CARES SBRP provided critical support to Mesa small businesses by delivering \$4.5 million in financial grants to 525 businesses, more than \$1 million in technical assistance and consulting services to 250 businesses, and \$300,000 investment in marketing campaigns. Nearly \$6 million of federal CARES funds were invested to save small businesses in the short term, accelerate recovery, and build resiliency.

Mesa was recognized as No. 4 out of top 5 best cities to recover from the pandemic by a Quickbooks study on the smallest of small businesses (under 10 employees). Mesa's median annual revenue change per small business from April 2020-March 2021 vs. April 2019-March 2020 was up \$9,000, a 4% increase.

MESA CARES TECHNICAL ASSISTANCE HIGHLIGHTS

From June-Dec. 2020, Mesa partnered with 12 local nonprofits to deliver \$1.04 million in technical assistance to 250+ businesses.

Of the 250+ clients served:

- 100** BUSINESSES RECEIVED PERSONAL PROTECTIVE EQUIPMENT PACKAGES VALUED AT NEARLY \$45K
- 75** RECEIVED SIGNAGE PACKAGES WORTH \$35K
- 75** RECEIVED WEBSITES OR E-COMMERCE SERVICES VALUED AT \$100K+
- 30** RECEIVED COMPUTER-LITERACY TRAINING AND 20 OF THOSE RECEIVED A LAPTOP AND SOFTWARE SUBSCRIPTION
- ALL** CLIENTS RECEIVED FREE ACCESS TO 70+ WEBINARS PRODUCED IN MULTIPLE LANGUAGES INCLUDING ENGLISH, SPANISH, AND CHINESE ON THE MESA CARES HUUB ONLINE PLATFORM



SMALL BUSINESS ECONOMIC RESILIENCY CONFERENCE

The City of Mesa, in partnership with the Towns of Gilbert and Queen Creek, was the winning recipient of the National League of Cities (NLC) First-Tier Suburbs Council competition to host the Small Business Economic Resiliency Conference. The First Tier Suburbs Council Annual Conference is an initiative developed in partnership between NLC and TIP Strategies, Inc. (TIP) to bring together local leaders and stakeholders to identify a collaborative path to address economic development issues.

The 2020 NLC Small Business Economic Resiliency Conference focused on identifying new strategies and practices for supporting small businesses, developing resiliency, and promoting equity and inclusion in small business recovery. The program featured GoDaddy's Venture Forward program, Empower by GoDaddy, new programs and services from municipalities, Local First Arizona, and Co-Hoots. Local small businesses who have grown and expanded through the support of their local government also discussed site selection assistance, business partnerships, and the benefits of becoming an involved community member. The conference put Mesa on a national stage recognizing the innovative ways that the City worked to assist small business and provided a roadmap for how to build the next level of support for entrepreneurs and small businesses.



INFINITE MOVEMENT EVENT, A SPACE AND TECHNOLOGY EXPO

In May 2021, the City of Mesa, in collaboration with ASU New Space, ASURE, Arizona Commerce Authority, and Arizona Laboratories for Security & Defense Research (AZ Labs), held a Space and Technology Expo titled Infinite Movement. The event was headlined by Senator Mark Kelly and featured presentations from Dr. Jim Rice on the Mars Rover Project, Dr. Sian Proctor on her upcoming civilian space flight abroad Inspiration4, and Dr. Teresa Wu discussing transformational medicine on earth and beyond. The event attracted more than 100 guests and featured expo displays and presentations from more than a dozen industry and academic experts.



CMC has operated our existing mill in Mesa, Arizona since 2009, and we are excited to announce the expansion of our footprint in the state with the construction of our third, state-of-the-art micro mill adjacent to our existing mill. The State of Arizona and City of Mesa have proven to be business-friendly partners and we look forward to continuing that partnership with this investment.

BARBARA R. SMITH
CHAIRMAN OF THE BOARD,
PRESIDENT AND CEO, CMC STEEL

ANNOUNCEMENT OF ITS MESA OPERATIONS
WITH A \$300 MILLION STATE-OF-THE-ART
MICRO STEEL MILL, AUG 2020

By The Numbers

POPULATION AND DEMOGRAPHICS

Mesa continues to grow in both population and workforce with top-notch educational systems and workforce programs that create great quality of life for its residents. Median household income rose 17% in the last ten years and is projected to continue that growth well into the future. Between current and future development, Mesa is poised to become the second largest city in Arizona and be a driver of success within the state.

	2010	2021	2026
Population	439,995	504,258*	555,155
Workforce	218,083	271,915**	NA
Median Household Income	\$50,079	\$60,770	\$68,883

*Census 2020

** July 2021 – BLS does not provide projections

Sources: BLS 7/2021, ESRI Community Analyst 2021 - 7/21





Mesa is a great fit for Bonelli. With its low cost of living, educated workforce, freeway connections to major markets, and international airport, it is an ideal location for our headquarters and operations.

CAMERON WYATT
PRESIDENT, BONELLI DOORS + WINDOWS

ANNOUNCEMENT OF RELOCATING ITS 50K SF
MANUFACTURING AND HEADQUARTERS FROM
CALIFORNIA TO MESA, ARIZONA, APRIL 2021

PERMITS



61%

INCREASE OVER 2010-2020

- COMMERCIAL - 1,148
- RESIDENTIAL - 4,687

TOTAL - 5,835

SOURCE: CITY OF MESA DATA PORTAL



PHOENIX-MESA GATEWAY AIRPORT

The Phoenix-Mesa Gateway Airport is Mesa's busiest airport, located in one of the fastest-growing areas of the city. With commercial flights all over the country, the airport sees millions of passengers pass through its doors every year.



FY21 -

1,256,507 PASSENGERS



Empowered to Help Build Your Business

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

City of Mesa | Office of Economic Development
20 E Main, Suite 200 | PO Box 1466 | Mesa, Arizona 85211-1466
480.644.2398 | econdev.info@mesaz.gov

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