

**CITY OF PEORIA, ARIZONA**  
**Development and Community Services Building**  
**Point of View Conference Room**  
**Thursday, April 12, 2018**

A *Regular Meeting* of the *Economic Development Advisory Board* of the City of Peoria, Arizona, was convened by Neil Terry, Chairman, in open and public session at 9875 N. 85<sup>th</sup> Avenue, Peoria, AZ 85345 at 11:37 a.m.

**Members Present:** Neil Terry, Mark Hammons, Jeff Berggren, Mitchell Bolnick, Anoop Kumar, Vonda Culp

**Members Absent:** Michelle Lehman, Geoff Scott

**Municipal Officials Present:** David Benton, Assistant City Attorney; Bridget Binsbacher, Councilmember; Adina Lund, Engineering Director; Chris Jacques, Planning & Community Development Director; Dawn Prince, Assistant to the City Manager; Irene Charlez, Council Assistant; Scott Whyte, Real Estate Development Officer; David Valenzuela, Acting Economic Development Director; Rick Buss, Executive Officer, Global Business Expansion; Kirsten Hall, Business Development Coordinator; Paul Zampini, Business Attraction Coordinator; Kristina Perez, Digital Media Manager; Tim Eiden, Marketing and Communications Manager; Sheila Grace, Economic Development Assistant; Karen Calivas, Operations Specialist

**Others Present:** Dwight Wininger, Zona Communications; Chris Lucidi, Lucidi Distilling; Joey Lucidi, Haymaker Restaurant; Katie Roe, Upper West Side PHX; Amy Mallory, Pederson Group

## **CONSENT AGENDA**

### **1C     Disposition of Absence:**

Excused absent members Mark Hammons, Vonda Culp, Mitchell Bolnick, and Anoop Kumar from the February 8, 2018 meeting.

### **2C     Minutes:**

Approved minutes from the February 8, 2018 meeting.

Motion was made by Vonda Culp, seconded by Jeff Berggren, to approve the Consent Agenda. Upon vote, the motion passed unanimously.

## **REGULAR AGENDA**

### **3R.     Economic Development Services Staffing Update**

David Valenzuela, Acting Director of Economic Development, reported that Jeff Tyne, City Manager, assigned Scott Whyte to the position of Real Estate Development Officer. The Economic Development Services Department will continue to attract businesses and forward real estate development opportunities through usual channels. Mr. Valenzuela introduced Rick Buss, Executive Officer, Global Business Expansion. Rick's role

is to raise the profile and visibility of the city locally, regionally and internationally. Mr. Whyte indicated that he organizationally and functionally reports to the City Manager but will physically remain in the Development and Community Services Building. David Valenzuela reported that the search has begun to fill the Director of Economic Development Services vacancy.

Neil Terry welcomed Rick and thanked Scott for his service to the Economic Development Advisory Board.

#### **4R ASU Peoria Forward Plan Update**

Mr. Valenzuela reported that the City Council approved the Peoria Forward Plan, a new agreement with ASU, on March 20, 2018. The Peoria Forward Plan is an extension and evolution of BioInspire. The City of Peoria will create a steering/advisory committee to assist in the goal to increase startup and entrepreneurship community participation and connectivity within Peoria and the West Valley.

Phase 1 will encompass Year 1 and 2 and will include an assessment of Peoria's current entrepreneurial ecosystem. This phase will primarily focus on identifying and building a foundational entrepreneurship community in the city. This will be accomplished through events, workshops, training sessions, increased media and marketing, mentorship, and peer-to-peer connectivity. During this phase, a mentor's network to support Peoria's entrepreneurs will be created. Community programming space will be held at the Peoria Public Library. The city will interface and collaborate with Peoria Unified School District to work together on career and technical education (CTE) and STEM programs.

Phase 2 will encompass Year 3 and 4 and will shift to outcome driven metrics in quarterly reports. During Phase 2, delivery of two incubator and/or accelerator programs consisting of cohorts of 10 Peoria-based venture companies will begin. Programs or specific collaborations between Arizona State University's West campus and the City of Peoria will be launched to help bolster innovation in the West Valley. Continuation of the most effective programs, community workshops and events from year 1 will continue. Recruitment of high quality mentors and development of human capital to support the growth of Peoria's entrepreneurial community will continue.

#### **5R Economic Development Services Specialty Retail Community Survey Update**

Mr. Valenzuela reported that retail is an important component of Peoria's business attraction efforts. Redevelopment initiatives to strategize on remaking and redeveloping older retail properties, coupled with Office of Communication's question about restaurants in the Spring of 2017, resulted in the creation of a Specialty Restaurant, Retail, and Entertainment Attraction Strategy. A citizen engagement component was identified in this Strategy. In February and March, the surveys for each category were conducted using Constant Contact to publish and collect results.

##### **Retail**

Responses revealed the top ten most wanted retail stores as possible additions to Peoria are as follows:

Trader Joe's	Nordstrom,
Whole Foods	Crate and Barrel
Costco	AJs Fine Foods
Home Goods	REI
Hobby Lobby	Pottery Barn

The responses are in line with targets already identified through other studies and data.

### **Restaurant**

Responses revealed that the top ten most wanted restaurants as possible additions to Peoria are as follows:

Postino	Fox Concepts
No Chains	Pei Wei
Portillio's Hot Dogs	Yard House
Chick-fil-A	Olive Garden
Tru Foods Kitchens	Locally Owned

Mr. Joey Lucidi, Haymaker Restaurant, indicated that independent restaurant owners cannot compete with corporate chains due to difficulty securing leases, limited access to prime locations, as well as having the ability to build to suit. Landlord issues have also been identified as challenges. The possibility of looking at different developers was suggested.

### **Entertainment**

Responses revealed that the top ten most wanted entertainment venues as possible additions to Peoria are as follows:

Concert venue	Bars
Live music	Movie theater with food and drink
Upscale restaurants	Outdoor eating and shopping
Movie theater	Live theater venue
Bowling Alley	Harkins Theaters

Kirsten Hall, Business Development Coordinator, reported that the City of Peoria would continue to execute its established retail strategy with the following 5 goals:

- 1 – Identify targeted restaurants, specialty retail, and entertainment businesses to attract to Peoria
- 2 – Create clear channels of communication to targeted companies and associated decision makers
- 3 – Research industry trends and changes
- 4 – Build and organize databases for retail site selectors
- 5 – Develop programs that support and grow these industry targets

In addition to addressing these goals, Economic Development will continue to execute objectives identified in the retail strategy:

- Results largely aligned with targets outlined in Gruen and Gruen report and other data
- Identify those new targets that were mentioned and begin research on demographics needs and type of space needed
- Prioritize targets and identify potential sites
- Work with Real Estate Development Office on pushing these targets to new and upcoming commercial centers
- Continue to market existing retail, restaurants, and entertainment options in Peoria
- Develop food maker space/incubator to grow targeted restaurants

**Unfinished Business:**

None

**Updates from Staff:**

None

**Economic Development Advisory Board Updates and Report of Current Events:**

Mr. Valenzuela invited members of the Economic Development Advisory Board to a commercial real estate property event being held at the Phoenix CBRE office on May 2 from 4:00 pm – 7:00 pm.

Mr. Valenzuela invited members of the Economic Development Advisory Board to the April 25 Community Meeting # 2 for the Old Town Peoria Marketing & Branding Strategy Project. This meeting will be held from 6:00 pm - 8:00 pm at the Axiom Church in Old Town, 8395 W. Jefferson Street, Peoria. This second community meeting is being held to gain public input on the draft branding materials created for Old Town Peoria.

Mr. Neil Terry reported that Westmarc's Economic Development Summit will be held May 8 at the Renaissance in Glendale from 10:00 am – 1:00 pm. Attendees may register for the event on Westmarc's website at [www.westmarc.org](http://www.westmarc.org).

Mr. Jeff Berggren reported that he and David Valenzuela recently attended the National Association of Radio Broadcasters in Las Vegas and the collaboration with Huntington University and the City of Peoria was evident.

**None**

**ADJOURNMENT:**

Being no further business to come before the *Economic Development Advisory Board*, the meeting was duly adjourned at 1:07.

*Neil Terry, Chair* ✓

**Submitted by:**

*Karen Calivas, Operations Specialist* \_\_\_\_\_