

CITY OF PEORIA, ARIZONA
Development and Community Services Building
Point of View Conference Room
Thursday, July 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. 85th Avenue, Peoria, AZ 85345 at 11:31 a.m.

Members Present: Neil Terry, Michelle Lehman, Mitchell Bolnick, Anoop Kumar, Debra Roubik, Dennis Koch, Ralph Jedda

Members Absent: Jeff Berggren

Municipal Officials Present: David Benton, Assistant City Attorney; Bridget Binsbacher, Councilmember; Irene Charlez, Council Assistant; David Valenzuela, Acting Economic Development Director; Rick Buss, Executive Officer, Global Business Expansion; Paul Zampini, Business Attraction Coordinator; Sheila Hunt, Economic Development Assistant; Karen Calivas, Operations Specialist

Others Present: Guy Erickson, President, Peoria Chamber of Commerce

CONSENT AGENDA

1C **Disposition of Absence:**

Excused absent members Geoff Scott and Michelle Lehman from the May 10, 2018 meeting.

2C **Minutes:**

Approved minutes from the May 10, 2018 meeting.

Motion was made by Michelle Lehman, seconded by Mitchell Bolnick, to approve the Consent Agenda. Upon vote, the motion passed unanimously.

REGULAR AGENDA

3R. **Welcome New Members**

Mr. Neil Terry, Chairman, introduced Debra Roubik, Dennis Koch, and Ralph Jedda to the Economic Development Advisory Board. The new members introduced themselves and shared their background.

4R **FY 2018-2019 Marketing and Communications Plan**

David Valenzuela, Acting Director of Economic Development and Chief Business Attraction Officer, reported that the FY19 Marketing & Communications Plan is a business attraction strategy designed to maximize access to targeted audiences pursuant to the Economic Development Implementation Strategy (EDIS II).

The Key Components of the Marketing & Communications Plan include:

- Identify target industries and audiences
- Shape messaging about economic development opportunities
- Allocate travel/sales and marketing budgets
- Focus EDS staff resources and time
- Coordinate with other City departments and external stakeholders
- Expand Peoria's brand awareness

Mr. Valenzuela indicated that Direct, Indirect, and Specialized Programs and Events are utilized for promoting our message:

Direct Communication:

- Personal visits and targeted sales calls
- Conference and trade show participation
- Special events and networking opportunities, local and national (Invest Peoria events in city and region)
- Public relations and speaking opportunities
- Partnerships with other groups and individuals
- Peoria familiarization events, including Spring Training games
- Office of Communications tourism related sales calls and events

Indirect Communication:

- Website, Peoriaed.com and specialized landing pages for ads
- FilmPeoriaAZ.com for digital media
- Email campaigns
- Social media
- Videos, online and Peoria Channel 11
- Advertising, digital and targeted print media
- Collateral materials, printed and electronic
 - Updating look and feel of site sheets
 - All sheets available for download from website

Specialized Programs and Events:

- Invest Peoria Events
- Spring Training
- P83 District
- University Marketing Partnerships
 - ASU Peoria Forward
- Redevelopment Roundtable (new)
- Office of Communication tourism related events
- Peoria Film Festival – October 19-21, 2018

Messages for the upcoming year include:

- Workforce availability
 - Quantity - 1,000,000+ workers within 30 minutes
 - Quality – Technically trained workers
- Quality of life opportunities

- Stadium Point@P83 ready for development
- Corewest and other office sites available
- International landing spot
- Digital media friendly

Targeted messaging includes Google AdWords which provides measurable results and assists in identifying words most effective in driving activity to the City of Peoria website.

Five EDS Marketing and Communication Goals were identified:

Goal #1 - Actively Market Peoria as a Successful Location for Targeted Industries

- Create qualified leads and prospects
- Build awareness of Peoria as a desirable business location

Goal #2: Market Development Opportunities within Peoria

- Encourage construction of new office and industrial buildings
- Support Real Estate Development Office in delivering marketing messages

Goal #3: Implement a City-Wide Retail, Restaurant, and Entertainment Strategy

- Increase sales tax revenue
- Reduce retail building vacancies
- Attract new retail/restaurant/entertainment targets to Peoria

Goal #4: Promote Existing Peoria Businesses to Encourage Growth and Visibility

- Increase visibility and awareness of Peoria businesses regionally
- Create new jobs within existing businesses

Goal #5: Build a Solid and Attractive Brand for Peoria with business leaders and influencers

- Recognition of being a successful, vibrant, innovative, and forward thinking community

Mr. Valenzuela displayed a draft FY19 Sales Missions & Travel Calendar, Local and Regional Events Calendar and Advertising Schedule Calendar.

Mr. Guy Erickson, President of the Peoria Chamber of Commerce, suggested adding a few pages to the Chamber's Relocation Guide to highlight opportunities to start and grow businesses in Peoria. Additionally, a tab can be added to the Chamber website, which links to the Economic Development Services website. Ways to attract millennials to Peoria, including adding a section geared on millennials in the Chamber's Guide, was discussed.

Mr. Valenzuela requested the EDAB Board to review the Marketing and Communications plan and forward any ideas and suggestions to his attention by July 20.

Unfinished Business:

None

Updates from Staff:

Mr. Valenzuela reported the creation of the Peoria Film and Media Office. In collaboration with the Phoenix Film Foundation, a Peoria Film Fest will be held October 19-21, 2018 in P83. Sponsorship packages and promotion of the event was highlighted. A VIP reception on Friday night will kickoff the event. Saturday and Sunday will feature films and workshops.

Economic Development Advisory Board Updates and Report of Current Events:

Mr. Terry requested that the Board share agenda items or topics of interest they would like to discuss at future meetings. Suggestions included a Real Estate and Development Office update as well as how the City can attract and maintain millennials

ADJOURNMENT:

Being no further business to come before the *Economic Development Advisory Board*, the meeting was duly adjourned at 1:01.

Neil Terry, Chair

Submitted by: _____
Karen Calivas, Operations Specialist