

**CITY OF PEORIA, ARIZONA**  
**Huntington University**  
**8385 W Mariners Way, Peoria, AZ 85382**  
**Thursday, October 10, 2019**

A **Regular Meeting** of the **Economic Development Advisory Board** of the City of Peoria, Arizona, was convened by Mr. Jeff Berggren, Chairman, in open and public session, at Huntington University, 8385 W Mariners Way, Peoria, AZ 85382 at 4:33 p.m.

**Members Present:** Jeff Berggren, Anoop Kumar, Ralph Jedda, Dennis Koch, Michelle Lehman

**Members Absent:** Debra Roubik, Neil Terry; Mitchell Bolnick

**Municipal Officials Present:** David Benton, Assistant City Attorney; Katie Gregory, Deputy City Manager; Rick Buss, Economic Development Director, David Valenzuela, Chief Business Attraction Officer; Kirsten Hall, Business Development Coordinator; Amber Costa, Economic Development Agreement Coordinator; Susana Trasente, Economic Development Program Manager, Sheila Hunt, Economic Development Specialist; Karen Calivas, Economic Development Operations Specialist and City of Peoria Business Concierge

**Others Present:** Matthew Earl Jones, Director, Arizona Film & Digital Media Office; Luis Bohorquez, Digital Media Arts Instructor, Huntington University; Christian Washington, Assistant Professor Animation, Huntington University

## **CONSENT AGENDA**

**1C**    **Disposition of Absence:**

Excused absent members Mitchell Bolnick and Michelle Lehman from the June 13, 2019 meeting.

**2C**    **Minutes:**

Approved minutes from the June 13, 2019 meeting.

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

## **REGULAR AGENDA**

**3R**    **Huntington University Update**

Mr. Jeff Berggren, Director of Arizona Operations, Huntington University, gave a presentation on the progress, impact, and growth plan of Huntington University to the City of Peoria.

A record-breaking Emmy nomination year for Huntington University Arizona got even better on September 14, when the University took home four Student Production Awards from the Rocky Mountain Southwest Chapter of the National Academy of Television Arts and Sciences. Prior to the awards presentation, Huntington University Arizona student projects had received 11 total award nominations in seven categories for 2019.

Huntington University's Peoria location is the only school in Arizona that offers a bachelor's degree in animation. Other degrees awarded at the Peoria location include broadcast media, film production and graphic

design. Mr. Berggren showed a brief video highlighting student successes. The overview video of may be found at <https://www.youtube.com/watch?v=sD1XPdEAlek>

Mr. Berggren introduced Mr. Luis Bohorquez, Digital Media Arts Instructor, Mr. Bohorquez showed a video highlighting student work.

Overview video of Huntington University Arizona  
<https://www.youtube.com/watch?v=sD1XPdEAlek>

The 2019 EMMY Nominations from Huntington University Arizona  
<https://www.youtube.com/watch?v=VDWoBjMpGNs>

The 2018 EMMY Nominations from Huntington University Arizona  
<https://www.youtube.com/watch?v=aATk6UGF0XA&feature=youtu.be>

Mr. Bohorquez reported that Huntington University instills in its students a sense of storytelling.

Christian Washington, Assistant Professor Animation, reported that 19 new full time animation students enrolled in Huntington University this year. Video playlists of work created by first year students were shown. The links are below.

3-D Animation Playlist presentation -  
[https://www.youtube.com/watch?v=iWzjufSFp8E&list=PLpjrEtIKN7up6PsERLDzsQdwMD6-R\\_pkN](https://www.youtube.com/watch?v=iWzjufSFp8E&list=PLpjrEtIKN7up6PsERLDzsQdwMD6-R_pkN)

2-D Animation Playlist presentation -  
[https://www.youtube.com/watch?v=rPIAUWT6\\_7Y&list=PLpjrEtIKN7uoSKmbyMj3kiYOtE5ITJy2L](https://www.youtube.com/watch?v=rPIAUWT6_7Y&list=PLpjrEtIKN7uoSKmbyMj3kiYOtE5ITJy2L)

Huntington University students are connected with professional projects such as internships, TheaterWorks and community projects such Maryvale Community Schools (Hero U).

#### **4R. State Film Office Update**

Mr. Matthew Earl Jones, Director, Arizona Film & Digital Media Office, gave a presentation on the media industry's impact to the State of Arizona. Mr. Jones reported that the Film & Digital Media Office had been closed for several years. Now open for three years, his role has shifted from aggregating assets to selling assets with the hopes that the infrastructure will lead to a new classification. Efforts will be given to preventing "brain drain" in this youth-driven industry.

#### **Economic Impact Film Industry FY 18**

- **\$224M** Total Impact  
(Direct, Indirect, & Induced in terms State GDP)
- **4,071** Jobs (Direct, Indirect, & Induced)
- **\$116 M** Labor Income (Direct, Indirect, & Induced)
- **\$4.1 M** Biz Sales Tax
- **\$2.2 M** Biz Property Tax
- **\$5.5 M** Employee Tax Revenues

Positioning based on our strengths, programs and lack of tax credits, targeted projects include:

- Projects Under \$20 Million
- New Media / Advanced Technologies
- Independent Film Production
- *Home of independent production* is the Film Office tag line.

A Film Resource Coordinator Program has been created. The Film Resource Coordinator (FRC) recruits key individuals in rural communities to serve as “point” persons for the film industry, thus tapping into a talent pool of people who know and understand their area best. FRCs play a vital role by helping supplement the work of the limited number of full-time film commissioners across the state, helping production crews navigate items like permitting during shooting in their area, assisting in seeking out locations and sourcing local talent for productions.

The number of film offices have grown from 7 in 2016 to 15 in 2019, representing all 15 Counties. To date, 58 film resource coordinators are enrolled.

The Reel Savings Program was been created as a pro-business program providing private-sector discounts and rebates to support the digital media industry. Currently 228 vendors, offering at least at 10% discount, are participating in the Reel Savings Program.

How you can be a part:

- Visit website: [www.GoFilmAZ.com](http://www.GoFilmAZ.com)
- See what resources are available
- Register for the State’s Production Directory
- Attend events / Network
- Join Organizations
- Let your voice be heard

## **5R. Gaming Technology Development**

Mr. David Valenzuela, Chief Business Attraction Officer, reported the business attraction efforts are in line with Huntington University and technology used across industry sectors.

Gaming technologies across industry sectors

- Architecture – Walk through with VR headsets and lifelike rendering
- Medicine – Surgery training, teaching using VR technologies
- Education – Gamification of learning to produce better results
- Entertainment – E-Sports as spectator sport, drone racing
- Aerospace – Flight training, aircraft interior design, UAV design and piloting
- Cybersecurity – Skills from playing, including predicting hostile strategies
- Industrial Automation – Augmented reality applied to control rooms and VR used in industrial design

Skillsets for people in gaming

- Coding – Game design and production
- Media production – Film production, motion capture studios
- Storytelling – Ability to write, convey communications
- Decision making – Developing strategies, working on teams

- Logic – Problem solving
- Visualization – Different ways of looking at problems

What does a business attraction strategy look like:

- Education Partners – Huntington University, Peoria Unified, University for Advancing Technology, Grand Canyon University
- West-MEC
- Industry partners – Local game developers, studios, businesses using technologies
- Creating a space for companies to work - Collaborative space where companies can have workers without committing to large office

**Unfinished Business:**

None

**Updates from Staff:**

Mr. Rick Buss, Economic Development Services Director, introduced the newest member of the Economic Development team, Susana Trasente, Economic Development Project Manager. Susana was Regional Economic Development Planner at Maricopa Association of Governments and Legal Analyst at Freeport-McMoRan. Susana holds a Bachelor of Arts in Psychology/Business Administration from ASU and a Masters of Business Administration from Grand Canyon University.

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

None

**ADJOURNMENT:**

Being no further business to come before the *Economic Development Advisory Board*, the meeting was duly adjourned at 5:50 p.m.

  
*Jeff Berggren, Chair*

Submitted by: *Karen Calivas*  
*Karen Calivas, Economic Development Operations Specialist  
and City of Peoria Business Concierge*