

CITY OF PEORIA, ARIZONA
9875 N. 85th Avenue, Peoria, AZ 85345
Point of View Conference Room
Thursday, January 9, 2020

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 9875 N. 85th Avenue, Peoria, AZ 85345 at 11:40 a.m.

Members Present: Jeff Berggren, Debra Roubik, Neil Terry, Mitchell Bolnick, Dennis Koch, Michelle Lehman

Members Absent: Anoop Kumar; Ralph Jedda

Municipal Officials Present: Jeff Tyne, City Manager; David Benton, Assistant City Attorney; Katie Gregory, Deputy City Manager; Chris Jacques, Director of Planning and Community Development, Lorie Dever, Planning Manager; Cody Gleason, Principal Planner; Chris Hallett, Director, Neighborhood and Human Services; Jennifer Stein, Director, Office of Communications; Kristina Perez, Digital Media Manager; Rick Buss, Director, Economic Development, 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 & City of Peoria Business Concierge

Others Present:

Scot Andrews, CEO and President, Peoria Chamber of Commerce

CONSENT AGENDA

1C Disposition of Absence:

Excused absent members Debra Roubik, Neil Terry, and Mitchell Bolnick from the October 10, 2019 meeting.

2C Minutes:

Approved minutes from the October 10, 2019 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 Stadium Point @ P83 Update

Mr. Rick Buss, Economic Development Services Director, reported that the 17-acre site at Stadium Point @ P83 is a premier, strategic city owned site. It is an economic generator for key target industries and a catalyst for the P83 district. The RFP process will identify a master developer to fund, design, construct and operate the site. The site is over 1,000,000 square feet of vertical mixed-use development. The plan should include Class A Office, a full-service hotel, multifamily residential housing, signature retail, dining, and entertainment.

The scope of the work includes Major League Baseball (MLB) consideration for parking, a design to enhance MLB, multimodal ingress/egress, impact on Spring Training, and enhanced fan experience.

The proposal submitted will be evaluated on 1. project understanding, vision & method of approach; 2. work plan and task schedule; 3. firm's experience, staff capabilities and references and; 4. financial and market viability.

The proposal submittal RFP timeline is as follows:

- January 16, 2020 Deadline to Submit Questions
- January 22, 2020 Proposals Due by 5:00 pm
- January - February 2020 Evaluation of Written Proposals
- February 2020 Shortlist & Interview
- March 2020 Notification of Final Selection
- March - April 2020 Negotiation of Development Agreement
- May 2020 Approval by City Council

Mr. Jeff Tyne, City Manager, reported that Deputy City Managers, Legal representatives and several directors from Economic Development, Engineering, and Communication are on the main team. This team will look at proposals and identify finalists. The team will have an opportunity at that time to determine if additional individuals, such as citizens with an appropriate background, should be included on this very complex piece of land. Support can be obtained from a technical standpoint, if needed. Assistance in preparing the RFP was received from individuals in the development and construction fields. An approach piece is included in the process.

The estimated cost of this project will be determined by design and lease rates.

Projects similar to Stadium Point @P83 include Union at Riverview in Mesa, and CityScape in Scottsdale.

Mr. Tyne reported that a hotel study was conducted evaluating five Peoria parcels. The study determined that the 17 acre property at P83 was the strongest to support the market.

4R. Lake Pleasant Area Resort Update

Mr. Buss presented aerial visuals of the Lake Pleasant area, highlighting the proximity to Quintero Golf Club and the many entities, such as the Bureau of Land Management, State Trust, Bureau of Reclamation, and County land that hold ownership in this area.

The Quintero Golf Club, built by Kansas City auto executives, is stunning. It is possible that LPG tournaments may be held there, however, it lacks hotel accommodations. Conversations regarding family activities and unique attractions have been enthusiastic.

Additional comments regarding Quintero included that it is a strategic property, although secluded. Seclusion could be a positive attribute due to limited internet access. Suggestions expressed included building up the areas of Castle Hot Springs to Lake Pleasant and the corner of State Route 74. Building relationships with city businesses may reveal influential partnership possibilities.

5R. Economic Development Services Update and Round-Table Discussion

Mr. Buss reported that it is the Council's Vision to promote economic prosperity, a livability initiative. The themes of this initiative include:

- Quality Head-of-Household Jobs
- Exceptional Customer Service
- Local, Regional, National, International Visibility
- Leadership
- Create Determinant Attributes
- Sense of Urgency

Economic Development structure includes customer service, talent development, marketing and promotion, job attraction and business expansion. Economic Development is an important component of community building, prosperity, branding and identity. Our customer service pillar serves over 80% of our businesses. Our job attraction and

expansion focuses on targeted Industries, targeted companies and targeted markets all in alignment with the City's Vision and Directives; it also involves vertical and horizontal integration that leads to industry clusters, branding, and identity.

Customer Service for our Businesses has been a priority for the Council and our strategy reflects this alignment. There are over 3,000 Peoria businesses, employing 40,572 people; 84% are considered small businesses with 19 or fewer employees. Tailoring programs to support our small business community is part of our proactive outreach culture. This is also key to building a City known for entrepreneurship and innovation. Since the launch of the Business Concierge program, 103 businesses have requested assistance and 53 business outreach visits have been conducted. Since its inception in January 2019, over 50 1 Million Cup events were conducted by the West Valley Chapter. In Q1-Q3 of 2019, the Small Business Development Center (SBDC) had 8 business starts and \$259K in capital investments. The ASU Peoria Forward Program increased its marketing efforts and yielded a 43% increase in traffic to the website. New participants in the Peoria Forward programs in Q2+Q3 were 104. There was a 21% increase in subscribers to the Peoria mailing list from the previous quarter.

Mr. Mitchell Bolnick encouraged attendance at 1 Million Cup events to support our local businesses that are requesting assistance and connections. Jeff Berggren reiterated the connection component.

Ms. Debra Roubik reported that research on entrepreneurs shows that intrapreneurs are more successful. Intrapreneurs are employees that are granted the freedom and financial support to innovate on new products or services. By encouraging our current businesses to develop intrapreneur programs, the city would be supporting small business growth without the cost. Mr. Buss reported that the ASU Peoria Forward program assists these intrapreneurs by providing networking and mentorship opportunities. Kristin Slice, Senior Program Manager, will provide a program update including information on mentors, resources, and events at an upcoming EDAB meeting.

Our target markets for **job attraction and expansion** are in alignment with our partners from Arizona Commerce Authority (ACA) and Greater Phoenix Economic Council (GPEC). We align our city to business (C2B) efforts with targeted markets with industry clusters that align with our target industries. It is a focused strategy that looks to leverage our strengths as a state, region, and city for expansion and/or relocation.

Space for 5 of the 8 of our traditional target industries sit in Class A offices; and 8 of 11 fall into the future ready category. Two Projects, Casper at 140,000 sq ft and Stadium Point at 500,000 sq ft, directly address this critical need for Class A Office space. Class A buildings are well-located in major employment centers and typically have good transit, vehicular and pedestrian access. Additionally, they are located adjacent to or in proximity to a high number of retail establishments and business-oriented or fast casual restaurants.

One-third of the leads and prospects we receive are for industrial, business park space, particularly for light manufacturing and advanced/high tech manufacturing. We need to preserve and build our available industrial space. Project Starfish is an example. Peoria is getting strong consideration. Advanced/High Tech Manufacturing with 600+ jobs, 450,000 square feet, close to infrastructure (shovel ready); however, we need a place to offer/put them.

The City of Peoria is strong in long-term vision, business friendly council, education, low regulation, low cost of doing business, quality of life and workforce. Strengths that will build a community of distinction.

Regarding targeting funding and capital markets, Mr. Neil Terry inquired if the City is utilizing the Greater Maricopa Foreign Trade Zone. Mr. Buss reported that the Foreign Trade Zone offers a 72% property tax reduction, and is being utilized by Maxwell Technology (Tesla).

Ms. Roubik expressed the need to create a unique value proposition and inquired what angle will differentiate the City when competing with other cities in the surrounding area. Mr. Buss replied that the City has been working on an umbrella marketing collateral with key points and will have to get into specific industries to target. This is a big project that will be addressed this year.

Call to the Public

Mr. Scot Andrews, President, City of Peoria Chamber of Commerce, inquired about the Peoria Town Center, the opportunity to bring in a marquee brand into that property, how those decisions are determined, and what type of businesses are endorsed.

Mr. Andrews commented that place making and walkability should be incorporated in retail development.

Unfinished Business:

None

Updates from Staff:

None

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 1:05 p.m.



Jeff Berggren
Jeff Berggren, Chair

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