

CITY OF PEORIA, ARIZONA
9875 N. 85th Avenue, Peoria, AZ 85345
Point of View Conference Room
Thursday, March 12, 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, Anoop Kumar (via phone), Debra Roubik, Neil Terry, Mitchell Bolnick, Ralph Jedda (via phone)

Members Absent: Dennis Koch, Michelle Lehman

Municipal Officials Present: David Benton, Assistant City Attorney; Katie Gregory, Deputy City Manager; Chris Jacques, Director of Planning and Community Development, 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:

Kristin Slice, Senior Program Manager, Peoria Forward Program, Arizona State University; Elizabeth Deitchman, Management Intern, Peoria Forward Program, Arizona State University; Martin Wesolowski

CONSENT AGENDA

1C **Disposition of Absence:**

Excused absent members Anoop Kumar and Ralph Jedda from the January 9, 2020 meeting.

2C **Minutes:**

Approved minutes from the January 9, 2020 meeting.

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

REGULAR AGENDA

3R **ASU Peoria Forward Update**

Kristin Slice, Senior Program Manager, Arizona State University Office of Innovation + Entrepreneurship, reported that Peoria Forward is a high-impact partnership to grow and scale the entrepreneurial ecosystem and accelerate economic development. Discussions on partnering began in 2017, after working closely with the economic development team, city council and local partners. Peoria Forward was officially launched in April, 2018. The program has two phases, executed over four years, with specific deliverables each year. Job creation in the United States is fueled by new companies that have been in business five years or less.

ASU defines entrepreneurs and creatives broadly and inclusively in this community, as complementary industry areas feed and provide one another with fresh, new perspectives; the integration of multiple industries can lead to exciting innovations; and the diversity of startup and scale up of companies can lead to more impactful and lasting outcome.

Five recommendations to build the entrepreneurial ecosystem were identified:

1. Activate all of Peoria
2. Amplify an Innovation Culture in Peoria
3. Initiate Innovation Clusters through Catalyst Pilots
4. Accelerate Connectivity Through Action
5. Create a Sense of Place

Catalyst Action – Activities and projects generated by diverse community leaders to help build the entrepreneurial ecosystem

Catalyst Drivers – Individuals taking committed action to bring entrepreneurship and innovation into their self-identified community.

Catalyst Pilots – Structured specific programs facilitated by Peoria Forward supported by Catalyst Drivers to create new elements within the entrepreneurial ecosystem, which can be iterated and replicated over time.

Catalyst Circle – A group of Catalyst Drivers who will serve as leadership and a feedback mechanism for ASU E+I; an active, engaged group of diverse local leaders.

First year metrics

- 490+ workshop attendees
- 5,820+ People reached by paid Peoria Forward Facebook ad campaigns
- 2,500 reached by direct mailer to Peoria alumni
- 274 Subscribed to our email list
- 25 Ecosystem navigation meetings
- 27 leaders developed

Trainings, Events and In-Depth Networking Opportunities

Year 1 - 27 events (+ 16 1 Million Cups events)

Year 2 - 33 events (+ 60 1 Million Cups)

Year 2 Metrics

- 176+ First Time workshop attendees
- 101+ attend multiple events
- 33 total events
- 540 subscribed to our email list (97% increase)
- 60% of event attendees can articulate their next step in the ecosystem
- 68% Net Promoter Score (Customer Service)

Amplification

- 7+ blogs
- 2,322 page views
- Catalyst Action Campaign

Catalyst Pilots

- 5 ASU Lead Catalyst Pilots
- 4 Community Lead Pilots

Years 3-4

Programming – Skill building training and events to build connectivity

Incubation – Support of West Valley ventures and innovators

Catalyst Pilots – Increasing connectivity while building resources in the ecosystem

Peoria Forward supports the City of Peoria Livability Initiatives of Economic Competitiveness and Healthy Neighborhoods.

Economic Competitiveness

Build a world-class, sustainable, and future-ready community that:

- Creates targeted support within Peoria that is world-class.
- Offers global organizations locating to Peoria a direct pipeline to the resources within the top-ranked university in the country for innovation [ASU].
- Provides a direct channel to connect with the latest in targeted industries, including access to thought leaders and workforce.
- Supports the small businesses and high-growth industries already in Peoria to increase competitive jobs, immediately building industry clusters.

Healthy Neighborhood

Advocate a sense of community pride that inspires collaboration, pooling of resources and healthy social interaction and:

- Gives Peoria a way to connect through entrepreneurship.
- Engages and adds innovation and small business discussions to any special event.
- Helps to build identity and place-making effectively in Peoria.

Ms. Debra Roubik inquired about a Peoria kick-starter for residents interested in funding Peoria businesses. Mr. Mitchell Bolnick responded that he has a colleague that is currently working on this initiative. Ms. Kirsten Hall inquired what ASU Peoria Forward efforts are making to the entrepreneur world. Ms. Slice responded that during the first year, programming was concentrated in Peoria. In year 2, ASU reached out to the west valley with targeted efforts including Maricopa Community College and West Valley Innovation Alliance. Mr. Mitchell Bolnick inquired what ASU could do to be proactive with other city governments to make a coordinated effort for funding. Ms. Slice reported it is not the government's role to lead the entrepreneur ecosystem. In addition, those conversations are occurring and should happen from the ground up.

Mr. Rick Buss reported that we have been proactive with the Arizona Commerce Authority (ACA) with a focus on incentives and helping existing businesses grow. We are also active with the alignment of targeted industries and prospects. The City of Peoria is unique in that we are targeting capital markets and innovatively finding capital partners.

Call to the Public

None

Unfinished Business:

None

Updates from Staff:

Mr. Rick Buss reported that West Valley Defense Alliance is progressing and meeting with private/public sectors are being coordinated. Mr. Roubik requested an update on marketing material, to which Mr. Buss replied that we are finalizing a Profile piece, which is being updated with site data.

Economic Development Advisory Board Updates and Report of Current Events:

Mr. Neil Terry inquired if Rick received any response as a result of speaking at the West Valley Class A Office Symposium and presented three targeted sites for Class A Office space in Peoria. The Symposium was attended by 177 people and included presentations by six cities.

Mr. Mitchell Bolnick suggested EDAB Ambassadors visit <https://entrepreneurship.asu.edu/peoriaforward> to sign up for the ASU newsletter.

ADJOURNMENT:

Being no further business to come before the *Economic Development Advisory Board*, the meeting was duly adjourned at 12:58.


Jeff Berggren, Chair

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