

CITY OF PEORIA, ARIZONA
9875 N. 85th Avenue, Peoria, AZ 85345
Point of View Conference Room and Remotely
Thursday, July 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 and remotely at 11:33 a.m.

Members Present: Jeff Berggren (in person), Anoop Kumar (remotely), Debra Roubik (remotely), Neil Terry (remotely), Mitchell Bolnick (remotely), Ralph Jedda (remotely), Dennis Koch (remotely), Michelle Lehman (remotely)

Municipal Officials Present: David Benton, Assistant City Attorney (remotely); Bridget Binsbacher, Council Member (remotely); Katie Gregory, Deputy City Manager (remotely); Jennifer Stein, Director, Office of Communications (remotely); Kristina Perez, Marketing and Communications Manager; (remotely); Trevor Freeman, Web Content Administrator (remotely); Daniel Murillo, Council Assistant (remotely); Lorie Dever, Planning Manager, (remotely); Rick Buss, Director, Economic Development (in person); David Valenzuela, Chief Business Attraction Officer (in person); Kirsten Hall, Business Development Coordinator (in person); Amber Costa, Economic Development Agreement Coordinator (in person); Sheila Hunt, Economic Development Specialist (remotely); Karen Calivas, Economic Development Operations Specialist & City of Peoria Business Concierge (in person)

Others Present: Kristin Slice, Senior Program Manager, Peoria Forward Program, Arizona State University (in person)

CONSENT AGENDA

1C Disposition of Absence:

Excused absent members Dennis Koch and Michelle Lehman from the March 12, 2020 meeting.

2C Minutes:

Approved minutes from the March 12, 2020 meeting.

Motion was made by Neil Terry, seconded by Anoop Kumar, to approve the Consent Agenda. Upon vote, the motion passed unanimously.

REGULAR AGENDA

3R Project and Promotional Material Updates

Mr. Rick Buss, Economic Development Services Director, gave an update on projects. The presentation included an overview of the Economic Development Prospect and Project Tracking Summary featuring Global Business Attraction & Expansion pipeline, Marketing & Communication/Lead Generation and Operations, R&D and Special Projects.

Project Updates:

Stadium Point

- Market Research and Pre-Marketing as well as the RFP process has been completed.
- American Life won the RFP and will fund, design, construct, and operate the project.
- A Memorandum of Understanding will be going before Council for approval.
- The next stages include Development Agreement, Design, Construction, and Operation.

Taronis Fuels –

- Peoria will soon be the home to Taronis Fuels’ advanced manufacturing and headquarter facilities.
- Taronis Fuels, Inc. is a global producer of renewable and socially responsible fuel products.

Project Stagecoach – Vintage Partners

- MOU Signed; September Target for Development Agreement
- P3 Initiative for Economic Revitalization of Old Town
- Master Planning and Development of Old Town
- Brings Private Sector Investment, Development and Network to Old Town

Old Town Vision –

- Create World-Class Local Food and Beverage Entrepreneurs, Office, Mixed Use
- Create an Old Town Peoria that will Honor the Past, Create a Sense of Place and Foster Entrepreneurs

Upon Mr. Neil Terry’s inquiry about if the City has completed a site analysis, Mr. Buss reported that Vintage has completed their own analysis and feels the project will be successful.

Mr. Buss reported that American Life has secured their own capital funding in response to Mr. Anoop Kumar’s inquiry about American Life’s financing.

Ms. Debra Roubik congratulated the Economic Development Services team on an exceptional job moving projects forward during a pandemic.

Promotional Updates:

Marketing collateral that is currently being updated includes a Community Profile, targeted industry sheets, site sheets, pitch decks, digital/video and broker partnerships. Mr. David Valenzuela guided attendees through an electronic version of the recently completed and printed Community Profile.

Economic Development Services is currently working with the Office of Communications to create industry specific site sheets as well as digital and video versions for distribution to brokers for international, national and statewide promotion.

Mr. Mitchell Bolnick inquired if promoting diversity and public health could be a good marketing tool to set the City of Peoria apart from other cities. Ms. Jennifer Stein reported that in conjunction with promoting existing business with provided signage and marketing exposure, the Office of Communications is conveying safety protocols our businesses have implemented. The campaigns share similar branding.

Mr. Roubik stated that social media and You Tube should be included to share the collateral.

4R Website Interactive Brainstorming

Mr. Trevor Freeman, Web Content Administrator, provided a website review, which included the history of the Economic Development Services website progression from 2012 to present. The website mission is to promote and attract new business and investment opportunities in the city, and to provide support and resources to existing Peoria businesses. On average, the website experienced 597 visits per month, prior to Google Ads. With Google ads, the average visits per month have increased to 1,716. The July 2017 – June 2019 traffic sources include:

- 47% from Google Ads
- 18% from peoriaaz.gov
- 15% from search (Google)
- 5% from other sources

Google Ads are based on key words and phrases, search engine results, and targeted geographic areas. The benefits of using Google Ads include no contract requirements, budget flexibility, and trackable and measurable ads. Launched in June 2018, paid search is 47.7% of total visits to the site.

Top Content on the Economic Development Services website includes:

- Home Page
- Redevelopment Sites
- Vistancia Commercial Core
- Salty Seniorita property page
- Staff page

Mr. Freeman reported that organic phrases include offices for lease, branded terms, and those which include the name. The city has been doing a better job of sharing success and keeping them visible and on the forefront of minds.

Ms. Kirsten Hall inquired if Economic Development Services is able to provide buzz words for projects in the event individuals are looking under other search terms. Mr. Freeman reported that the term Mixed Use Development gets a great deal of hits.

Discussion ensued on how much traffic Google ads bring yearly and monthly to the website. The goal, however, is to generate leads via phone calls, email and website contact form inquiry (currently 2-3 per month).

Ms. Roubik inquired if we might try using popups, to which Mr. Freeman replied that our website does not support them. Mr. Terry submitted implementing a method to track response rate success; as people prefer calling versus completing a web submission form. The possibility of using Call Rail was proposed. Mr. Bolnick suggested asking businesses where they have heard about the city, particularly callers that prefer not to use the website submission form.

Next steps to increase leads include a website refresh; however, budgetary constraints deem it necessary to work within the boundaries of the existing site.

Ms. Kristin Slice, Senior Program Manager, ASU Entrepreneurship + Innovation, Peoria Forward Plan, facilitated the interactive brainstorming session with the use of Mural software to review the elements and ease of navigation through the www.Peoriaed.com and www.Peoriaaz.gov/business websites.

•What stood out on the economic development websites you reviewed?

- Engaging banner images - Banner changed from section to section
- Quality of life videos, which are not necessarily related to businesses
- Upcoming events
- Non-stock photos
- Instagram-type videos
- Different terms for Economic Development
- Ease of navigation; long drop down levels are too complicated
- Difficult to find the Economic Development Services page from the main Peoria page
- On the Business Services page under Economic Development Services, add brief descriptions for everything (1 Million Cups, etc.)
- Add links to financial resources for businesses

•How might we create a website that sells Peoria?

- Peoria has a great deal of opportunity – what do we want to become and what steps we are taking to get us there
- Highlight strengths of the city
- Reinforce healthy lifestyle and amenities

- Clear aspirational vision of Peoria
- Integration with other departments
- Quick access to targeted videos
- More about public safety, public health and diversity
- Navigation; nothing is geared towards current businesses looking for help. The buttons at the top don't match the navigation well
- Graphics
- Have a video that launches automatically extolling the advantages of locating a business in Peoria
- Highlight our current businesses. This would give them kudos, builds community, and relationships

•What target audience do we want to consider for the website?

- Businesses we are trying to attract
- Site selectors
- Testimonials from businesses that moved here and the support they received from the City and the community
- Photos of the team; perhaps on the home page
- Target should be residents and business owners that are already in Peoria, followed by those seeking to come to Peoria.

•What information would the audiences we identified find valuable?

- More detailed explanations of things like 1 Million Cups
- Easy to find resources for help of all sorts, including demographic data for those relocating

5R **Election of Officers**

Motion was made by Neil Terry, seconded by Mitchell Bolnick, for Jeff Berggren as Chairman. Upon vote, the Motion passed unanimously.

Motion was made by Neil Terry, seconded by Michelle Lehman, for Anoop Kumar as Vice Chairman. Upon vote, the Motion passed unanimously

Call to the Public

None

Unfinished Business:

None

Updates from Staff:

Ms. Hall thanked the Economic Development Services staff and the Small Business Task Force for reaching out to almost 3,500 businesses.

Economic Development Advisory Board Updates and Report of Current Events:

Mr. Bolnick suggested an audit on regulations, how they influence small businesses, and whether the City Council would be willing to examine for more business-friendly versions.

Mr. Berggren stated that while he and Mr. Buss were creating a presentation for the Peoria Chamber of Commerce highlighting the role of the Economic Development Advisory Board, he was impressed with the Board's background and experience.

ADJOURNMENT:

Being no further business to come before the *Economic Development Advisory Board*, the meeting was duly adjourned at 1:08.



Jeff Berggren, Chair

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