



2017

MEDA IN ACTION

Annual Report
for FY 2016-17

MEDA

Maricopa Economic
Development Alliance

www.maricopaeda.com



Letter from MEDA Chairman/CEO and Mayor

June 2017

Greetings Maricopans,

Maricopa's citizens take great pride in their community – a community in which they enjoy an outstanding and safe quality of life for themselves and their families, a vibrant spirit of community service, and strong public-private partnerships in which citizens, business, government and education work together to build a strong and diverse local economy and even more dynamic community.

This past fiscal year brought significant progress for Maricopa's economic development. More businesses are establishing new stores and new operations in our City, encouraged in large measure by the continued population and economic growth that Maricopa enjoys. Our local economy is stable, and the Maricopa City Councilmembers are committed to ensuring that Maricopa's business and investment environment supports quality enterprises and jobs.

The most successful cities in the world are those where business, community, government and education work closely together to envision and plan for the future, and also tackle challenges that may arise. Maricopans are actively engaged in all facets of the community's decision-making and policy development.

The Maricopa-MEDA partnership is just as important to our economic vitality and sustainability. Through the Maricopa Economic Development Alliance, the City of Maricopa and business and education leaders join forces to identify and support promising economic development opportunities. We also work vigorously to identify and address how Maricopa can become even more competitive for business and industry.

We are proud of our partnership, and pleased with the many accomplishments that have been achieved in Fiscal Year 2016-17. We invite you to learn more about MEDA and its progress in this annual report.

Thank you for your continued commitment and engagement in shaping Maricopa – where we all take pride in our storied history and are excited about working together to build a prosperous future for all Maricopans.

Sincerely,

William H. Stacy, P.E.
Chairman and CEO
MEDA

Christian Price
Mayor
City of Maricopa

Our Mission

As a 501(c)3 corporation, the Maricopa Economic Development Alliance (MEDA) organization champions strategies and solutions that foster economic growth and prosperity in the City of Maricopa by bringing together the business, government, education and civic sectors to identify and advance forward-looking policies that facilitate investment, growth and workforce development.

Our Board of Directors

MEDA's board is comprised of the leading private and public sector executives of Maricopa's major economic and institutional sectors, representing expertise and experience in utilities, finance, development, health care, retail, education and government. Central to the private-public partnership that MEDA represents is the active engagement and participation of Maricopa Mayor Christian Price on the MEDA Board of Directors, as well as that of Vice Mayor Marvin L. Brown, City Manager Gregory Rose and Economic Development Director Denyse Airheart.



Ms. Denyse Airheart
Economic Development Director
City of Maricopa



The Honorable Christian Price
Mayor
City of Maricopa



Ms. Jennifer Alai
Arizona President
Great Western Bank



Mr. Mike L. Richey
President
Maricopa Ace Hardware



The Honorable Marvin L. Brown
Vice Mayor, Maricopa City
Council



Mr. Gregory Rose
City Manager
City of Maricopa



Dr. Steve Chestnut
Superintendent
Maricopa Unified School
District 20



Mr. Adam Saks
General Manager and COO
Ak-Chin Ultrastar Multi-tainment
Center



Mr. Ron L. Fleming
President
Global Water Resources



Mr. Bud Walters
Supervisor, Energy Solutions
Southwest Gas Corporation



Mr. Bryan M. Hartman
President
Santa Cruz Ranch



Advisory Board Member
Mr. Lyle Frederickson
Vice President
Great Western Bank



Board Officers



CHAIRMAN/CEO - William H. Stacy, P.E.
General Manager, Electrical District 3

Bill Stacy was appointed General Manager of Electrical District No. 3 in July 2008. Since taking the helm of this nonprofit electric company, its customer base has grown from 17,000 to nearly 25,000, even during the Great Recession. Under Mr. Stacy's leadership, the organization also has established important new partnerships with other electric providers.



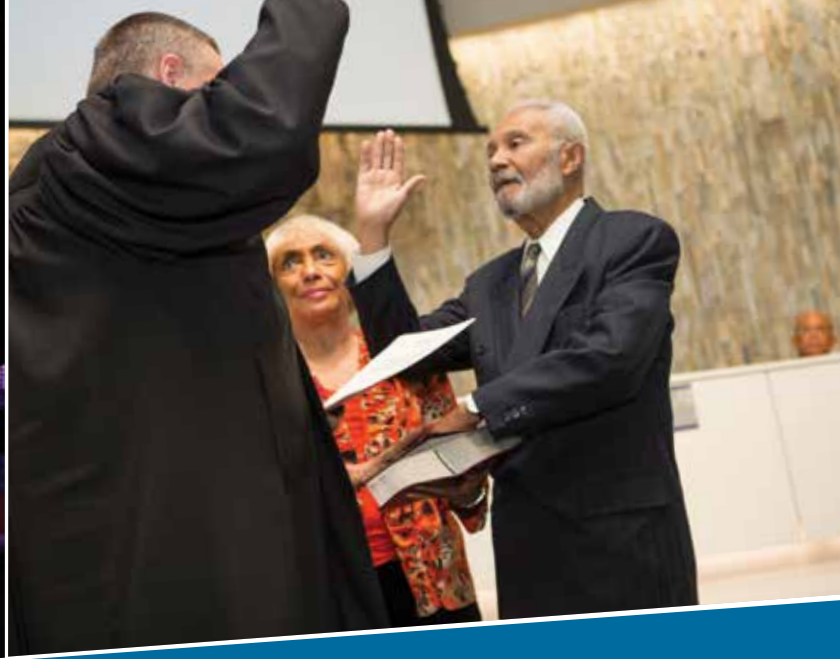
TREASURER – John D. Schurz
President and General Manager, Orbitel Communications
Orbitel Communications and Western Broadband

John D. Schurz is the President and General Manager of Orbitel Communications, a cable/telecommunications company that serves Maricopa, Sun Lakes, SunBird, Robson Ranch, SaddleBrooke and SaddleBrooke Ranch. As one of Schurz Communications, Inc.'s cable properties, Orbitel is competitively positioned to accommodate the continuing growth of these communities. He is a fifth-generation executive of Schurz Communications, a 141 year-old, privately held family owned and operated business. He began his career with the firm in 1988, and has worked in cable, radio, newspaper and television at eight of the company's facilities. Currently, he serves on the Schurz Communications Acquisition Committee.



SECRETARY – James F. Kenny
President, El Dorado Holdings, Inc.

Jim Kenny joined El Dorado Holdings, Inc. in 2007. As president, he directs activity on existing investments and locates new investment opportunities in multiple real estate sectors with a focus on properties where El Dorado can bring its market knowledge and experience to increase value for investors. El Dorado is a leading master planned community developer that has created communities of distinction. The firm was the visionary for the City of Maricopa, beginning with the acquisition of the El Dorado Ranch, once owned by John Wayne. Today, El Dorado is one of Arizona's largest private land owners with assets of more than \$1 billion.



MEDA's focused and aggressive action plan for the 2016-2017 Fiscal Year yielded significant progress for the Maricopa community.

MEDA Milestones

MEDA has played a pivotal role in several strategic economic development projects:

1. Assisted the City of Maricopa in the development of the Central Arizona College Maricopa Campus and the attraction of Banner Health and Dignity Health to Maricopa.
2. Facilitated a Technology Accelerator program, which served as the building block for Maricopa's formal Business Incubator strategy and the establishment of the Maricopa Center for Entrepreneurship.
3. Assisted Maricopa's Economic Development Department with potential prospects considering Maricopa as a place to invest and create jobs.
4. Identified and addressed key competitiveness issues that impact Maricopa's economic development standing.
5. Conducted the first-ever community opinion survey to assess residents' perceptions about K-12 education in Maricopa.
6. Developed the first formal business-education partnership between Maricopa's private sector and the Maricopa Unified School District.
7. Launched the city's first formal, private-public marketing and communications program designed to connect with existing and future residents and businesses.

PROGRESS REPORT FOR FY 2016-17

Goal: Lead efforts to promote Maricopa as an outstanding place in which to live, work, do business and invest.

Achievements: In FY 2016-17, working in close cooperation with the City of Maricopa, MEDA continued to execute the city's first formal private-public marketing and communications program. The program focuses on communicating accurate information about Maricopa to present and future residents and businesses.

Consistent with our strategy, MEDA expanded the objectives of its marketing and communications plan in FY 2016-17:

Consumer

Improve awareness and perceptions of the City of Maricopa within the Phoenix area, recognizing this will primarily impact residents and prospective residents.

Business (Added February 2016)

Influence business leaders, developers and other related audiences that can help contribute to the continued growth of Maricopa. Key geographic targets for MEDA's outreach are the Phoenix and Los Angeles/Southern California metros.

The MEDA-Maricopa marketing and communications plan anchored in three initiatives:

- Public Relations/Earned Media
- Digital Initiatives
- Paid Media

Significant results were achieved in FY 2016-17; following are highlights of results for the first nine months of the fiscal year (July 2016 projected through June 30, 2017).

Public Relations/Earned Media: Our public relations initiatives focused extensively on supporting and promoting the panoply of local community events, many of which experienced record attendance from both Maricopans as well as residents from throughout the region in FY 2016-17.

Digital Initiatives: Our digital initiatives are geared toward Maricopans and residents from throughout Arizona and the U.S., promoting the American dream in Maricopa. In FY 2016-17, we continued to broaden our digital marketing to target businesses in Arizona and Southern California.

In addition, working with the City of Maricopa, MEDA developed special features to ensure that the people we reach through our marketing and communications plan are able to immediately access more information about Maricopa.

- LifeInMaricopa.com – a website for present and future residents to learn more about the quality of life offerings in the city.
- A housing options link on LifeInMaricopa.com, making it easier for prospective new residents to see all listings for homes currently available for sale or rent in Maricopa.





Paid Media:

An important component of the MEDA-Maricopa marketing strategy includes paid media for TV segments designed to reach both current and future residents and businesses. These TV segments focus on the abundant amenities and attributes that contribute to Maricopa's superb quality of life and distinct community nature, as well as its outstanding business climate.

Public Relations/Earned Media:

July 2016:	Great American July 4th
	Featured in Arizona Republic, Casa Grande Dispatch, Phoenix About
August 2016:	Back to School
	Featured on KNXV-TV 15, Sonoran Living, ABC15.com
September 2016:	Economic Development and Local Business News
	Featured in Phoenix Business Journal, AZBigMedia.com, Ranking Arizona
October 2016:	Community Festivals and Events
	Featured in 4 regional editions of Arizona Republic, azcentral.com, Raising Arizona Kids, Arizona Foothills Magazine, 12News.com, 12News Today, Casa Grande Dispatch, AZBigMedia.com, Ranking Arizona
November 2016:	Thankful for Leaders in Maricopa
	Featured in Carpe Diem Phoenix, Phoenix Business Journal, az.central.com
December 2016:	Holiday Homes and Businesses on Parade; Merry Copa
	Featured on ABC15.com, KTAR.com, Arizona Republic, Fireworksdisplays.org
January 2017:	Community Festivals and Events
	Featured in Arizona Republic, azcentral.com, Ahwatukee.com, ABC15.com
February 2017:	Community Festivals and Events
	Featured in About Phoenix, Arizona Foothills Magazine, azcentral.com, Beth & Friends, Casa Grande Dispatch, Marty Manning, Chandler.com, Tempe.com, Scottsdale.com, FountainHills.com, ABC15.com, KNXV-TV 15 Sonoran Living, KSAZ-TV 10 Arizona Morning.
March 2017:	Salsa Festival
	Featured in Arizona Parenting, KTAR.com, ABC15.com, Raising Arizona Kids, Arizona Foothills Magazine, visitarizona.com, ArizonaRepublic, KAZT-TV AZ Daily Mix, KNXV-TV 15 Sonoran Living, KTAZ-Telemundo TV Noticiero
April – June 2017:	Community Festivals and Events
	Featured in About Phoenix, Arizona Foothills Magazine, azcentral.com, Arizona Republic, Casa Grande Dispatch, ABC15.com, KNXV-TV 15 Sonoran Living, Raising Arizona Kids, Arizona Foothills Magazine

Public Relations/Earned Media Measurement and Value

- » Nearly **\$238,832** in media value was secured during July 2016 – June 2017
- » More than **5.9 million** media impressions have been obtained during July 2016 – June 2017

Consumer Digital Marketing: Maricopa benefits enormously from ensuring that its current residents are aware of the many outstanding attributes that contribute to the community's quality of life. MEDA's consumer-oriented digital marketing initiative also is intended to tout Maricopa's advantages and assets to prospective new residents as well as visitors.

Consumer Digital Marketing Results: July 2016 – June 2017

Through a combination of paid search, Google Display Network display ads and behavioral retargeting efforts, MEDA's consumer digital marketing efforts produced the following results:

- » **8,153** unique visitors to LifeInMaricopa.com (dedicated landing page on City website)
- » **185** requests for the New Resident Guide
- » **981** views of Maricopa housing information
- » **592** views of Maricopa's Fact Sheet
- » **196** views of Maricopa Schools information

Business Digital Marketing:

A business-focused media effort was added to the MEDA marketing plan in February 2016. Through Google Display Networks, Maricopa gained visibility with its business target audiences in the Phoenix and Los Angeles metro areas on the following websites:

- bizjournals.com (includes Phoenix Business Journal)
- bloomberg.com
- businessinsider.com
- businessweek.com
- chamberofcommerce.com
- cnbc.com
- cnn.com
- entrepreneur.com
- fool.com (The Motley Fool)
- forbes.com
- fortune.com
- inc.com



- marketwatch.com
- reuters.com
- wsj.com



Business Digital Marketing Results: July 2016 – June 2017

Phoenix business performance highlights

- » **3,220** unique visitors to maricopamatters.com
- » **850,752** business leaders exposed to MEDA online messaging

Los Angeles business performance highlights

- » **5,236** unique visitors to maricopamatters.com
- » **1,378,665** business leaders exposed to MEDA online messaging

Paid Media: There were three paid television segments during the fiscal year, each focusing on a specific topic strategically selected to promote an important aspect of the Maricopa

experience. Each segment was approximately four minutes in length.

- **Sonoran Living (KNXV-TV 15):** During a four-minute segment on August 23, 2016, Mayor Price and Dr. Chestnut were interviewed and focused on the thriving educational opportunities in Maricopa. On location at Maricopa Wells Middle School and Santa Rosa Elementary, the segment highlighted Maricopa's blended learning program and strong use of digital technology platforms.
- **Sonoran Living (KNXV-TV 15):** Mayor Price was interviewed for a February 22, 2017 segment focused on health and wellness in Maricopa. Mayor Price spoke to the specialties and expertise of Banner Health Center, Sun Life Family Health Center and Dignity Health Urgent Care. Filmed at Copper Sky, the segment also featured footage of Maricopa's Fun Run events.
- **Sonoran Living (KNXV-TV 15):** A young professional family who has established their lives and livelihoods in Maricopa were featured in a TV segment; opportunities for young professionals abound in Maricopa and the family of Dawn and Steve Sorenson were showcased in this segment which aired in May 2017.

Goal: Continue to strengthen and expand the impact of MEDA through increased organizational development and fundraising.

Achievement: A strong MEDA – Maricopa's private-public partnership for economic development – helps to create an even stronger city. In FY 2016-17, MEDA greatly strengthened its organization, welcoming Mr. Mike Richey as a new board member. As we have done for the past four consecutive years, MEDA exceeded its match requirement for its Maricopa City Government contract, yielding a total of \$83,000 raised through private sector contributions and grants (through May 31, 2017). The City of Maricopa benefits from leveraging its precious resources with private

sector funds to achieve public economic development goals – it's a win-win for everyone – citizens, businesses and our municipal government.

Goal: Strengthen and improve Maricopa's economic and community competitiveness.

Achievement: With the strong leadership of Maricopa Mayor Christian Price and the Maricopa City Council, MEDA worked hand-in-hand with the City of Maricopa in FY 2016-17 to support the city's endeavors to expand its retail and employment base as well as its deal-generating pipeline for high quality prospective new employers. MEDA reached out to and arranged in-person visits and tours with leading executives and opinion leaders in the Greater Phoenix-Pinal County market to introduce them to the distinctive locational advantages and opportunities that Maricopa offers to people and business.



Goal: Continue to foster partnerships to support the best K-12 system in America.

Achievement: Recognizing that the quality of Maricopa's public K-12 system is paramount to the long-term success of the community, MEDA established a K-12 Education Task Force in FY 2013-14, raising funds and completing the first-ever community opinion y survey of public perceptions about K-12 public schools in Maricopa. With the information garnered through this survey, in cooperation with the Maricopa Unified School District (MUSD), MUSD Governing Board, and the Maricopa Education Foundation, MEDA established a baseline of data that will help guide education stakeholders in tracking progress over the next several years.

In FY 2016-17, MEDA continued to work closely with the MUSD, tracking the progress and many accomplishments and improvements that have been achieved in just one year. MEDA has fully integrated educational messaging into the MEDA-Maricopa marketing and communications program, conducting research and compiling a current and accurate accounting about education in Maricopa.

Maricopa Population Projections 2020 and Beyond

2020 – 73,376

2030 – 105,076

2040 – 138,772

Build Out – 634,548

Source: City of Maricopa Economic Development Department, May 2017

Maricopa Employment Projections 2020 and Beyond

2020 – 11,429

2030 – 24,742

2040 – 39,478

Build Out – 279,600

Source: City of Maricopa Economic Development Department, May 2017

MEDA ACTION AGENDA FOR FY 2017-18

Building on our many accomplishments over time and especially those of this past year, MEDA will continue to refine, strengthen and improve its action agenda and achievements for Fiscal Year 2017-18. Our goals remain the same:

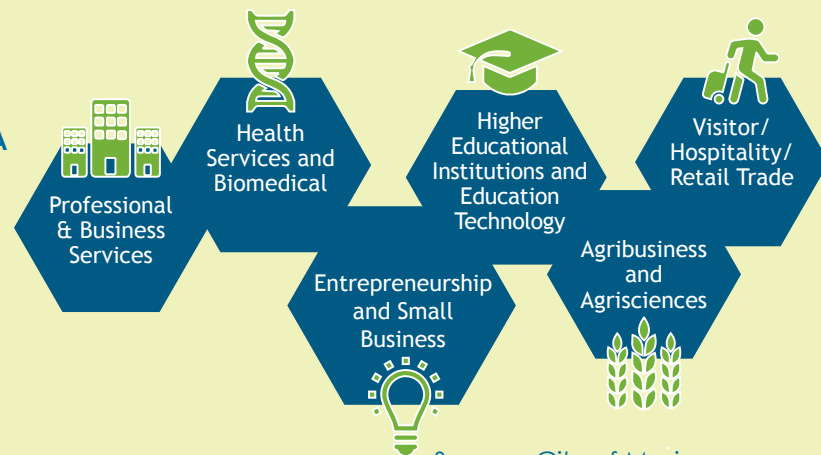
1. Continue to strengthen MEDA through the development and active engagement of its Board members in building a strong organization to advance the economic development of Maricopa.
2. Continue to promote Maricopa as an outstanding place in which to live, work, do business and invest.
3. Continue to strengthen and improve Maricopa's economic and community competitiveness.

Invest in MEDA

Why should businesses, entrepreneurs and individuals invest in MEDA? Investing in the MEDA partnership helps to advance the economic growth and prosperity of Maricopa. Firms, institutions and individuals who contribute to MEDA realize many benefits by supporting this vital partnership:

- Private-public partnership between business and government that is proficient with issues that impact business growth and success.
- Strong relationships with the top public, private and community leaders whose positions and work directly impact how Maricopa grows and prospers.
- Experienced local industry leaders invested in Maricopa who are ready to champion and lead change to strengthen the city's business climate and operating environment.
- The "gateway" to understanding the economic and business dynamics that define Maricopa.
- A pro-growth organization with the ability and standing to expedite development of commercial and residential projects in the community.
- Consistent, long-term private sector leadership that operates independently of partisanship or terms of office to lead on issues and projects that impact the bottom line.
- Ability to quickly address infrastructure needs with the city's utility executives "at the table" and committed to solutions.
- Champions for building Maricopa's competitiveness for business, industry and entrepreneurship.

Maricopa's Targeted Sectors



Source: City of Maricopa
Economic Development Department, May 2017.

City Fast Facts

- 2016 Population – 49,271 (2017 ESRI Community Analyst)
- 2016 Median Age – 32.6 (2017 ESRI Community Analyst)
- Young educated workforce with 46 percent of Head of Households holding bachelor's degree or higher (2013 Labor Market Study)
- Top 5 safest cities in Arizona (National Council for Home Safety and Security 2017)
- Top 10 most affordable place to buy a home in Arizona (SmartAsset 2016)
- Top 10 most livable places in Arizona (AreaVibes 2015)
- #1 Arizona community for homebuyers (NerdWallet, March 2014)
- Top 10 best places in Arizona for job seekers (Nerd Wallet, October 2013)
- Trade area of more than 60,000 residents - from only 1,500 less than a decade ago

Source: City of Maricopa Economic Development Department, May 2017.



*Seated: Vice Mayor Marvin L. Brown, Mayor Christian Price,
Councilmember Peggy Chapados.
Standing: Councilmembers Nancy Smith, Henry Wade,
Julia Gusse and Vincent Manfredi.*

MEDA

Maricopa Economic
Development Alliance

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(520) 424-0401 (Chairman Bill Stacy)

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