

SPECIAL NOTICE REGARDING PUBLIC MEETINGS

Due to the risks to public health caused by the possible spread of the COVID-19 virus at public gatherings, the Maricopa Association of Governments has determined that public meetings will be indefinitely held through technological means. Meetings will be open to the public through technological means. In reliance on and compliance with the March 13, 2020 opinion issued by Attorney General Mark Brnovich, the Maricopa Association of Governments provides this special advance notice of the technological means through which public meetings may be accessed. While this special notice is in effect, public comment at meetings will only be accepted through written submissions, which may or may not be read aloud during meetings.

To attend the meeting noticed below, members of the public may:

1. To watch a live video stream of the meeting, [click here](#) to go to MAG's YouTube channel.
2. Members of the public may submit written comments relating to this meeting to azmag.gov/comment. Comments may be sent at any time leading up to the meeting, but must be received at least one hour prior to the posted start time for the meeting.

If any member of the public has difficulty connecting to the meeting, please contact MAG at (602) 254-6300 for support.

July 28, 2020

TO: Members of the MAG Economic Development Committee

FROM: Councilmember David Luna, City of Mesa, Chair

SUBJECT: NOTIFICATION OF THE MEETING AND TRANSMITTAL OF TENTATIVE
AGENDA FOR THE MAG ECONOMIC DEVELOPMENT COMMITTEE

Tuesday, August 4, 2020 – 11:30 a.m.

VIRTUAL MEETING

The MAG Economic Development Committee meeting has been scheduled at the time noted above. The meeting will be **held as a virtual meeting only**, with no in-person attendance options available at this time. Instructions on how to participate will be provided via email to members of the committee. Members of the public will be able to view and listen to the meeting via a live video stream. You can watch the meeting online [by clicking here](#) to go to MAG's YouTube channel. Public comments can be provided in written format through the MAG website at azmag.gov/comment. If you have questions, please contact the MAG office at (602) 254-6300.

In 1996, the Regional Council approved a simple majority quorum for all MAG advisory committees. If the Economic Development Committee does not meet the quorum requirement, members who have joined the meeting will be notified that a legal meeting cannot occur and the meeting will end. Your participation in the meeting is strongly encouraged.

Pursuant to Title II of the Americans with Disabilities Act (ADA), MAG does not discriminate based on disability in admissions to or participation in its public meetings. Persons with a disability may request a reasonable accommodation, such as a sign language interpreter, by contacting the MAG office. Requests should be made as early as possible to allow time to arrange the accommodation.

If you have any questions regarding the EDC agenda items, please contact Denise McClafferty, Regional Economic Development Program Manager, at (602) 254-6300.

More Than 50 Years of Serving the Region



MAG Economic Development Committee **TENTATIVE AGENDA** August 4, 2020

1. **Call to Order**

2. **Pledge of Allegiance**

3. **Approval of the February 4, 2020, Economic Development Committee Meeting Minutes**

Action Requested:

Approval.

4. **Nikola Corporation – Report on the Regional Economic Impact**

Nikola Corporation is globally transforming the transportation industry and the economic and environmental impact of commerce. Nikola is a designer and manufacturer of battery-electric and hydrogen-electric vehicles, electric vehicle drivetrains, vehicle components, energy storage systems, and hydrogen fueling station infrastructure. Elizabeth Fretheim, Head of Business Development and National Accounts, will provide a report on Nikola's economic impact on our region, including regional jobs, supporting industries, vehicle and infrastructure technology, and policy.

Action Requested:

Information and discussion.

5. **Report from the Arizona Commerce Authority**

The Arizona Commerce Authority (ACA) uses a three-pronged

approach to advance the overall economy: recruit, grow, create – recruit out-of-state companies to expand their operations in Arizona; work with existing companies to grow their business in Arizona and beyond; and partner with entrepreneurs and companies to create new jobs and businesses in targeted industries. Andy Lombard, Executive Vice President of Innovation & Venture Development, will provide a report on the Arizona Small Business Boot Camp & Resource Collective. This statewide initiative is designed to help businesses of less than 20 employees emerge from the COVID-19 crisis stronger than ever through education on topics such as Paycheck Protection Program Loans, Safety in the Workplace, Marketing, and Revamping your Business Post-COVID-19.

Action Requested:

Information and discussion.

6. Coronavirus Update

MAG’s Executive Director will provide a summary of information related to the regional response to the COVID-19 pandemic, MAG’s community outreach, and other activities the agency is taking to support the region during this health crisis.

Action Requested:

Information and Discussion.

7. COVID-19 Effects on Arizona Trade with North America

Mexico and Canada are Arizona's largest trading partners and accounted for 43.5 percent of the state's trade footprint in 2019. Business closures and travel restrictions due to COVID-19 have affected Arizona's trade and tourism with these two countries since March 2020. Elsa Beljean and Sapna Gupta from the MAG Regional Economic Development group will present their ongoing analysis of the latest regional economic indicators and discuss the potential impact of COVID-19 on Arizona's trade relationship with its North American partners.

Action Requested:

Information and discussion.

8. Request for Future Agenda Items

Topics or issues of interest that the EDC would like to have considered for discussion at a future meeting will be requested.

Action Requested:

Information.

9. Comments from the Committee

An opportunity will be provided for the EDC members to present a brief summary of current events and/or share any practical applications of information and initiatives presented to EDC members. The EDC is not allowed to propose, discuss, deliberate or take action at the meeting on any matter in the summary, unless the specific matter is properly noticed for legal action.

Action Requested:

Information.

Adjournment

MINUTES OF THE
MARICOPA ASSOCIATION OF GOVERNMENTS
ECONOMIC DEVELOPMENT COMMITTEE

February 4, 2020

MAG Offices, Saguaro Room
302 N 1st Avenue, Phoenix, Arizona

MEMBERS ATTENDING

Queen Creek: Mayor Gail Barney, Chair	#El Dorado Holdings, Inc.: Jim Kenny
Mesa: Councilmember David Luna, Vice Chair	El Mirage: Mayor Alexis A. Hermosillo
Achen-Gardner Construction: Daniel Spitza	*Gila River Indian Community: Governor Stephen Roe Lewis
Apache Junction: Councilmember Robin Barker	#Gilbert: Councilmember Eddie Cook
#Arizona Christian University: James Griffiths	*Glendale: Councilmember Ray Malnar
*Arizona Commerce Authority: Marisa Walker	*Greater Phoenix Chamber of Commerce: Todd Sanders
ADOT: Floyd Roehrich	Greater Phoenix Economic Council: Steven Betts
*Arizona State University: Angela Creedon	*Greater Phoenix Leadership: Neil Giuliano
*Arizona Trucking Association: Tony Bradley	#Litchfield Park: Mayor Thomas Schoaf
*Avondale: Councilmember Mike Pineda	#Maricopa: Vice Mayor Nancy Smith
*Buckeye: Mayor Jackie Meck	Maricopa Board of Supervisors: Supervisor Jack Sellers
*Career Technical Education District: Superintendent Gregory Donovan	NZ Legacy, LLC: Bob M. Worsley
Carefree: Mayor Les Peterson	*Peoria: Councilmember Jon Edwards
#MCCCD Chancellor's Office: Darcy Renfro	#Phoenix: Vice Mayor Betty Guardado
Chandler: Vice Mayor Terry Roe	Scottsdale: Councilmember Virginia Korte
East Valley Partnership: Paul Cardon	#Tempe: Councilmember Randy Keating
	Tolleson: Vice Mayor Juan Rodriguez
	WESTMARC: Sintra Hoffman
	#Youngtown: Mayor Michael LeVault

* Those members not present.

Participated by telephone conference call.

OTHERS PRESENT (from sign-in sheet(s)):

Amy St. Peter, MAG
Sapna Gupta, MAG
Shantel Wyke, MAG
Nathan Pryor, MAG
Marcy McMacken, MAG
Kelly Taft, MAG
Denise McClafferty, MAG
Eric Anderson, MAG
David Drennon, AzLTA
Karin Jimenez, AzLTA
Kim Sabow, AzLTA
Joel Ostos, Mexican Consulate
Ximena Sotres, Mexican
Consulate
Jorge Mendoza Yescas, Mexican
Consulate

Bridget Binsbacher, Arizona Cactus
League
Tim Bourcet, GPEC
Doreen Cott, Town of Queen Creek
Isaias Garcia Romero, City of Mesa
Walt Gray, West Side Town Hall
Tiffany Rivas, City of Tolleson
Janice Mrkonjic, Maricopa Corporate
College
Trey Williams, Maricopa County
Alix Ridgway, AZ Office of Tourism
James Smith, Town of Fountain Hills
Marge Zylla, City of Tempe

1. Call to Order

A quorum of the Economic Development Committee (EDC) was present. The EDC meeting was called to order by Chair Barney at 11:32 a.m.

2. Pledge of Allegiance

Chair Barney led the EDC in reciting the Pledge of Allegiance. Councilmember Eddie Cook, James Griffiths, Jim Kenny, Mayor Michael LeVault, Vice Mayor Betty Guardado, Councilmember Randy Keating, Mayor Thomas Schoaf, Vice Mayor Nancy Smith, and Darcy Renfro joined the meeting by teleconference.

3. Call to the Audience

An opportunity was provided by members of the public to address the EDC on items not on the agenda that are within the jurisdiction of MAG, or on items on the agenda for discussion, but not for action. Citizens were requested not to exceed a three minute time period for their comments. A total of 15 minutes was provided for the Call to the Audience agenda item, unless the EDC requests an exception to this limit. Those wishing to comment on agenda items posted for action were provided the opportunity at the time the item was heard. There were no comments.

4. Approval of the January 7, 2020 Economic Development Committee Meeting Minutes

Chair Barney asked members of the committee if they had any changes or additions regarding the January 7, 2020 meeting minutes. There were none.

Chair Barney requested a motion to approve the January 7, 2020 meeting minutes. Mayor Peterson made a motion to accept the meeting minutes. Mayor Hermosillo seconded the motion to approve the January 7, 2020 meeting minutes.

Chair Barney took a roll call vote of members teleconferencing in: Councilmember Eddie Cook, James Griffiths, Jim Kenny, Mayor Michael LeVault, Vice Mayor Betty Guardado, Councilmember Randy Keating, Mayor Thomas Schoaf, Vice Mayor Nancy Smith, and Darcy Renfro. The motion carried unanimously.

5. Report from the Consul General of Mexico in Phoenix

Chair Barney introduced Jorge Mendoza Yescas, the newly appointed Consulate General of Mexico in Phoenix, to communicate his interest in continuing to strengthen the economic relationship between Mexico and Arizona, the reshaping and reassignment of the functions of ProMéxico, and the importance of reinstating the Mexican Consular

Identification Card (ID).

Consul Mendoza began his presentation by explaining the three main departments within the Mexican Consulate. Consular Services is the first department, which handles documentation, such as issuing passports, birth certificates, power of attorney, and IDs. The other two departments include the protection programs office, which offers legal advice and guidance, and the community programs office, which helps maintain and build relationships within the community. Consul Mendoza also discussed the Mexican Consulate's political affairs office, which helps strengthen ties with local authorities, including the Governor's Office, mayors, local legislators, council members, and so on. The office of political affairs is a very important part of the Mexican Consulate because of the critical role that local authorities play in defining the way Mexicans and Mexican Americans live their everyday lives. Consul Mendoza also explained that ProMéxico, the agency responsible for promoting the economic commercial ties with Mexico and the rest of the world, was eliminated under the new government, and the Mexican consulates are now taking on this important role.

Consul Mendoza then moved on to discuss the Consulate's role in promoting the Mexican Consular ID in Arizona. Since 2011, Arizona has not accepted the Mexican Consular ID, making it one of only five states that do not accept it. The Mexican Consular ID is a certificate in which the Consulate of Mexico states that the bearer is registered as an inhabitant in its Consular District. It is also a proof of Mexican nationality. Requirements to obtain the ID include proof of Mexican nationality, proof of identity, proof of address within the corresponding consular district, and a fee payment, making it a very reliable and secure form of ID. The acceptance of the Mexican Consular ID by the State of Arizona and its political subdivisions would be an important asset for the State's economy and law enforcement tasks. Accepting the Mexican Consular ID would strengthen law enforcement agencies' work and give certainty to business transactions. In the U.S., the Mexican Consular ID is accepted as a valid proof of identity in 1,036 police departments and 356 financial institutions.

After discussing the Mexican Consular ID, Consul Mendoza shifted his focus to economic promotion. He explained that by presidential agreement, since the extinction of ProMéxico, the activities of foreign trade promotion and attraction are now carried out by the Mexican representations abroad. In the case of Arizona, the Consulate General of Mexico in Phoenix is responsible for carrying out these duties. For example, if a person is interested in importing a Mexican product to Arizona or interested in making an investment in Mexico, that person would have to go through the Consulate General of Mexico in Phoenix. The Consulate would then transmit the inquiry to the

Ministry of Foreign Affairs Office of Global Economic Impact. The objective of this operational process is to offer more and better options to those interested in having an economic relationship with Mexico. The Consulate's commercial goals within the United States are to: connect manufacturing centers in both countries to create new value chains; explore new investment opportunities; promote the trade of strategic partners; include women entrepreneurs in the global market; and identify companies in the United States that invest in infrastructure, electric mobility, aerospace, and technology. Concerning foreign direct investment, their priorities are investment that: becomes part of the value chains and helps to close productive gaps; is sustainable and has a low environmental impact, and minimizes the carbon footprint of the Mexican industry; and has a high social and productive impact in the economy, especially in the southern states of the country.

Consul Mendoza wrapped up his presentation by briefly discussing tourism promotion. The Consulate General of Mexico is responsible for promoting the Mexican destinations in Arizona. Mexico is the seventh most visited country in the world and receives 43.3 million tourists every year, with nearly half coming from the United States. Consul Mendoza invited the audience to come to the Consulate to gather more information on economic promotion and tourism.

Chair Barney asked for questions or comments from the Committee.

Vice Chair Luna shared that the City of Mesa has sent a letter of support for the Mexican Consular ID to the Speaker of the House. The City of Mesa has built a great partnership with SkyBridge Arizona, which is a company based out of Mexico. Vice Chair Luna encouraged those present to promote the Mexican Consular ID within their communities and towns.

Mr. Worsley followed up by sharing his past efforts to pass a bill that would allow the Mexican Consular ID to be accepted in Arizona, one of only five U.S. states who do not currently recognize the ID. Those who care about economic development within the state need to make their voices heard at the legislature this year. The Consular ID is not a form of citizen legalization, but rather a way to make it possible for individuals from Mexico to have a form of identification and make business transactions across the state. Mr. Worsley recommended the Committee encourage their contacts at the capitol to support the bill introduced by Representative Rivero.

Councilmember Korte asked what the bill number was for the Consular ID legislation. Consul Mendoza responded that the bill number was HB 2604, introduced by

Representative Tony Rivero. Section 41-5001 of the Arizona Revised Statutes would be amended to read: "This state or any political subdivision of this state shall ~~not~~ accept a consular identification card that is issued by a foreign government as a valid form of identification IF THE FOREIGN GOVERNMENT USES BIOMETRIC IDENTITY VERIFICATION TECHNIQUES IN ISSUING THE CONSULAR IDENTIFICATION CARD." Biometric identity verification techniques include fingerprint identification and retina scans. Biometric identify verification techniques would be used when issuing the Mexican Consular ID.

With no other questions or comments, Chair Barney thanked Consul Mendoza for his presentation and mentioned that the Consul had offered to help promote the 2020 Census in their various communities.

6. Update on the Southwest Tourism Expansion Act

Chair Barney introduced Nathan Pryor, Policy and Government Relations Director at MAG, to provide an update on the recent legislation of the Southwest Tourism Expansion Act, which was introduced in Congress on December 11, 2019 as two companion bills: S. 3022 and H.R. 5405.

Mr. Pryor began his presentation by explaining how the Southwest Tourism Expansion Act came to be. During the recession, Arizona saw a downturn in the half-cent sales tax for regional transportation, which resulted in a seven billion dollar decline in transportation revenue for the region. With this loss in revenue, Arizona was looking for opportunities to grow economic development in the region. The Economic Development Committee (EDC) at Maricopa Association of Governments (MAG) was born out of this initiative, and the Border Crossing Card expansion was one of the ideas that grew during this time.

The Southwest Tourism Expansion Act would allow Mexican visitors, who currently have a border crossing card, to travel statewide. Currently, pre-cleared travelers who are already traveling in Arizona with U.S.-issued Border Crossing Cards (B-1/B-2 visa) cannot travel beyond Tucson or Yuma. A study was conducted with the University of Arizona to measure the economic impact of this act. The study revealed a \$181 million positive economic opportunity in the state during the first year of the act. Since 2016, the Southwest Tourism Expansion Act has received bipartisan support but was delayed due to the new administration. Currently sponsoring the legislation is Senator Martha McSally and Representative Greg Stanton, with cosponsors Senator Kyrsten Sinema and Representative David Schweikert. There has also been support from multiple state entities including the Arizona Chamber of Commerce, the Greater

Phoenix Chamber of Commerce, and the League of Arizona Cities and Towns. Mr. Pryor encouraged the members of the EDC to reach out to members of the Arizona delegation and ask those who have not signed-on their support to please do so, and thank those who have already signed-on their support.

Mr. Pryor wrapped up his presentation by sharing that one year ago the MAG EDC sent a group to Mexico City to meet with the Director General at the Ministry of Foreign Affairs of Mexico. The Ministry of Foreign Affairs expressed their concerns about the treatment of their citizens abroad. Approving the Southwest Tourism Expansion Act would not only improve economic development in the region, but also would help build better relations with the people and country of Mexico.

Chair Barney asked for questions or comments from the Committee.

Vice Chair Luna asked if Mr. Pryor could send the members of the EDC a list of the congressional delegation who have not yet signed their support, so that they are able to contact those individuals directly. Mr. Betts complimented Mr. Pryor on getting both major parties to sponsor the legislation.

With no other questions or comments, Chair Barney thanked Mr. Pryor for his presentation.

7. Economic Impact of the Cactus League and Spring Training Baseball Season

Chair Barney introduced Bridget Binsbacher, Councilmember for the City of Peoria and Executive Director of the Arizona Cactus League Association, to report on the economic impact projections of the Cactus League for the current year.

Ms. Binsbacher began her presentation by providing a brief history of the Cactus League in Arizona. When the Cactus League was founded in 1947, it was an all-volunteer organization with members who had a direct interest in the good of the league and growing the league within Arizona. It also served as a forum to share operational efficiencies and best practices between spring training facilities. Over the years, the Cactus League has nurtured relationships with respective Major League Baseball franchises and stakeholders, allowing it to become a chamber of commerce for businesses. Today, the structure of the Cactus League has changed quite a bit since it was founded. There are now 15 major league teams that practice at 10 different spring training facilities throughout the Valley. The Cactus League has become a major economic engine and driver of tourism in Arizona.

In order to address the needs of the league and take the organization to the next level, Ms. Binsbacher was chosen as the league's first ever executive director to serve as one voice and representative for the Arizona Cactus League Association. Ms. Binsbacher is responsible for bringing in industry stakeholders and partners to help promote the Cactus League as a tourism driver. She explained that Cactus League promotion, public relations and legislative representation are all new aspects to the Cactus League. It is very important to promote the Cactus League as a whole and represent all 10 spring training facilities. Legislative representation is also crucial to the Cactus League, as there have been previous bills that could impact future revenue of the Cactus League. The Cactus League has to work with stakeholders at the state capitol to protect their revenue stream.

The Cactus League Association has been focusing on promotion of the 6-year Cactus League Hall of Fame, with development of a board of trustees. This would allow for an official process for inducting members into the hall of fame, including categories such as elected officials, baseball officials, and significantly-contributing volunteers. The association is searching for a place to display their recently-purchased plaques to showcase to spring training visitors.

Ms. Binsbacher then introduced the Cactus League Spring Training Scorecard. The Cactus League now conducts a study every other year with Arizona State University to measure the total economic impact of the Cactus League. In 2018, the total economic impact was \$644 million. The Cactus League brought in nearly 1.8 million fans in 2018, with six out of every ten fans being from out of state. Every season, the Cactus League generates 6,439 jobs, including entry-level, seasonal, and industry-permanent positions, totaling \$224.6 million in wages. The Cactus League has directly generated \$31.9 million in taxes, with 24 percent going to the State and 8 percent going to local municipalities. Out-of-state visitors spent \$315.8 million at bars and restaurants, lodging, souvenirs, other entertainment places, groceries, rental cars, gasoline, and local transportation. Community support within the Cactus League is also very strong. A total of 1,944 volunteers worked 90,000 hours at Cactus League ballparks and affiliated non-profit partners raised \$2.6 million for their communities. This year, the Cactus League is starting a week earlier on February 21, 2020 due to new restrictions and mandates coming from Major League Baseball. Many facilities are offering local promotions specific to their residents to fill up seats during the first week of spring training.

Ms. Binsbacher closed her presentation by discussing an economic impact study of the League during its off-season. Specifically, construction and renovation projects are

important for staying competitive by offering the best facilities for player development and the teams. The study is a work in-progress, and the Cactus League is working diligently to extract information and share the year-round economic impacts of the Cactus League with economic development institutions and cities for marketing purposes.

Chair Barney asked for questions or comments from the Committee.

With no questions or comments, Chair Barney thanked Ms. Binsbacher for her presentation.

8. Report from the Arizona Lodging and Tourism Association

Chair Barney introduced Kim Sabow, President and CEO of the Arizona Lodging and Tourism Association (AzLTA), to report on the impact of the lodging and tourism industry on Arizona jobs, tax revenues, and economic growth, with a focus on the Greater Phoenix Region, as well as highlight the impacts and importance of the Mexican business and leisure traveler on the Arizona economy.

Ms. Sabow began her presentation by explaining what AzLTA is and does. AzLTA is the voice of advocacy, collaboration, and education for Arizona's travel, tourism, sports and hospitality industry. AzLTA is a member-based organization, which represents a vast array of businesses, including world-class resorts, professional sports teams, tourism attractions, airports, and so on. AzLTA also draws tremendous support from their national partners, the American Hotel and Lodging Association (AHLA), the U.S. Travel Association, and the Asian American Hotel Owners Association (AAHOA). AzLTA collaborates very closely with entities throughout the state including MAG, Arizona Chamber of Commerce, and the Arizona Office of Tourism. All of these entities and businesses convene and collaborate to formulate an industry ecosystem that is unparalleled as a driver of Arizona's economy. AzLTA's advocacy efforts take place at the local, state, and national level. Some of AzLTA's policy priorities include creating a fair playing field for online short-term lodging and car rentals, peer-to-peer car rentals, combating human trafficking in Arizona hotels, enabling tourism marketing authorities, and increased investment in tourism promotion.

Ms. Sabow continued her presentation by highlighting the powerful economic engine that the travel, tourism, sports and hospitality industry is in Arizona. In 2018, Arizona welcomed 45.5 million overnight visitors, who spent \$24.4 billion. The industry collectively employs over 320,000 residents, and has generated \$3.6 billion in Arizona

tax revenue. In recent years, Arizona has enjoyed elevated presence in the sports tourism industry by hosting major international sporting events, such as the Super Bowl, National Championship, and the Final Four. Arizona also hosts yearly sporting events, such as the Cactus League Spring Training and Waste Management Open, which continue to attract tourists from around the country year after year.

Ms. Sabow stressed the importance of leveraging and building on recent victories, which requires continued investment in vital tourism promotion and the state's marketing efforts through the Arizona Office of Tourism. Arizona tourism promotion results in \$20 for every \$1 spent. AzLTA's national partner, the U.S. Travel Association, created an online travel economic impact calculator, which shows the impact that tourism spending has on several aspects of the economy. Travel spending has been increasing at a rate of 4.8 percent each year since 2000. At this growth rate, this adds \$970 million in direct travel spending annually to the economy, producing nearly 8,500 new jobs each year, and adding \$64 million in state and local taxes.

Ms. Sabow acknowledged Governor Ducey's accomplishments in elevating the Arizona brand across the international market. AzLTA has made great efforts to strengthen their relationships around the world, starting with Mexico. Mexico is Arizona's number one market for foreign visitation, making up 65 percent of all international overnight visitors. The Arizona Office of Tourism has been working on the Mexico market profile for 2019, which will be released later this year. The 2018 Mexico market profile reflects that Arizona enjoyed 3.8 million visitors from Mexico, who spent a total of \$1.4 billion in direct visitor spending. Sixteen percent of those 3.8 million visitors stayed overnight, with 99 percent arriving through international airports. Arizona's cultural/historical attractions, dining/gastronomy, and urban attractions are all top travel motivators for Mexican visitors. Ms. Sabow noted that Tucson and Southern Arizona make up 60 percent of sales to visitors, which is significantly higher than any other Arizona region.

Ms. Sabow wrapped up her presentation by complimenting the efforts of MAG in regard to the Southwest Tourism Expansion Act. The AzLTA has been a longtime supporter of this expansion. She also thanked the EDC for giving her the opportunity to present on the economic impact of the travel, tourism, sports and hospitality industry in the region and encouraged the members of the EDC to join AzLTA's efforts.

Chair Barney asked for questions or comments from the Committee.

With no questions or comments, Chair Barney thanked Ms. Sabow for her presentation.

9. Report from the Greater Phoenix Economic Council

Chair Barney introduced Tim Bourcet, Senior Director of Government and Community Affairs at the Greater Phoenix Economic Council (GPEC), to provide a business development update highlighting the metrics and successes in the Greater Phoenix Region, as well as report on action plan milestones.

Mr. Bourcet began his presentation by highlighting some key metrics from the mid-year report. Between July 1 – December 31, 2019, payroll generated over \$336 million, which placed GPEC at 86 percent of their annual goal. The average high wage salary was \$68,828, which was comprised of 4,043 high-wage jobs.

Next, Mr. Bourcet introduced GPEC's FY20 action plan goals. The action plan is an annual report put together by GPEC's board of directors, to be carried out through FY22. The first action plan goal is to elevate GPEC's brand identity to deepen their reach into targeted markets. In order to achieve this goal, GPEC recently launched a new logo and brand refresh at their annual event, the Greater PHX Fest. GPEC adopted the new tagline "Greater Together" to highlight the region's unique model of cooperation and collaboration. GPEC also adopted two new marketing and event platforms to improve targeted outreach and engagement for business development prospects and regional stakeholders. Through public relations campaigns, GPEC has gained over 660 million impressions, and generated 1.4 million impressions across all social outreach programs. GPEC's second action plan goal is to attract and grow businesses while cultivating new models that create and retain quality jobs in globally competitive sectors. To help achieve this goal, GPEC's strategy team has been using advanced marketing analytics to target conference attendees prior to industry conferences, and GPEC's marketing team has been using email automation outreach to set meetings. They have also hosted a number of international delegations in the first half of FY20, exposing companies from Taiwan and Netherlands to the region. Historically, prospects were at 1-2 percent internationally and have recently grown to 14 percent. The third action plan goal is to drive organizational effectiveness in business development and regional competitiveness through data science, predictive analytics and value-added research. The strategy team has utilized the Einstein Business Intelligence tool to analyze prospect data and to project individual performance and team metrics. GPEC's research team completed a comprehensive study of the healthcare industry in the region, which included analysis of global and national trends, and assets in the region that align with these trends. GPEC also refreshed and updated in-depth "use cases" on key industries, including cyber security, autonomous vehicles, semiconductors, software and IT, to showcase the depth of the industry sector expertise in the market.

The fourth action plan goal is to elevate engagement with stakeholders and foster strategic relationships. GPEC has hosted 11 ambassador events in the first of FY20, five above the targeted year-to-date number of events, as well as released its new Community Portal to enhance the visibility of projects and updates for community partners. Certified Ambassadors and key GPEC council members have received training on the importance of economic development in preparation for legislative outreach efforts in Q3 and Q4.

GPEC's fifth action plan goal is to heighten awareness of and participation in topics addressing diversity, inclusivity, sustainability and an equitable economy. GPEC began conducting research on peer metro regions to monitor performance, shared property and unique economic programming. Stakeholders, including mayors and supervisors, have engaged in key equity discussions like the importance of infrastructure and transit corridors. Mr. Bourcet wrapped up the presentation by talking about the sixth and final action goal of GPEC, which is to continue to embed an organizational culture of operational discipline and relentless commitment to the GPEC Way. Wrike, a project management tool, has been enhanced to improve communication on key organizational projects across departments. Lastly, there have been an increased number of professional development opportunities made available to staff, including leadership training and seminars on key topics for economic development.

Chair Barney asked for questions or comments from the Committee.

With no questions or comments, Chair Barney thanked Mr. Bourcet for his presentation.

10. Request for Future Agenda Items

Chair Barney asked if there were any requests for future agenda items.

There were none.

11. Comments from the Committee

Chair Barney asked if there were any other questions or comments from the committee.

There were no questions or comments from the committee.

Adjourn

Chair Barney asked for a motion to adjourn. The motion carried unanimously and there being no further business, the Economic Development Committee meeting was adjourned at 12:52 p.m. The next meeting of the Economic Development Committee will be on April 7, 2020.

Chair

Secretary