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SECOND QUARTER 2018



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The Quick Jab

by Bill Jabjiniak

Spring is a good time to refresh Mesa's economic development brand

The City of Mesa Office of Economic Development (OED) has launched a comprehensive brand refresh and a new web-based aerial view tool, AerialMesa.com. The new creative for the suite of marketing materials and AerialMesa.com are used to promote Mesa as a premier location for businesses to locate and grow.

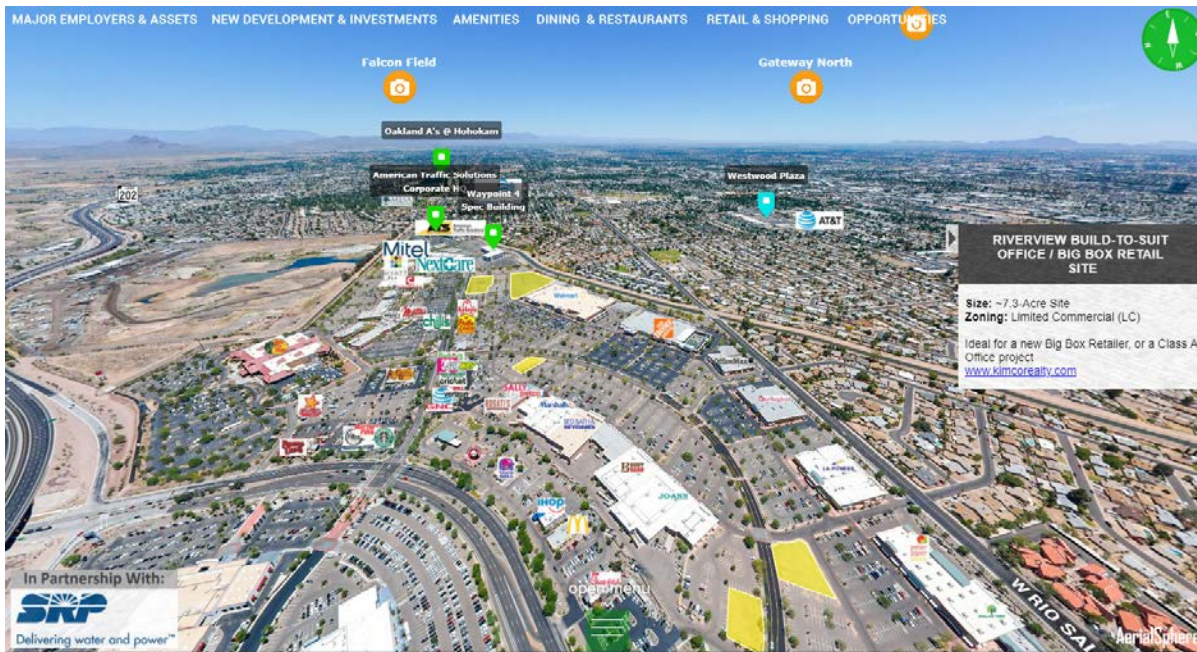
The OED team works to enhance Mesa's economy, by supporting the creation of quality jobs, increasing per capita income, and improving the quality of life for residents. Economic Development staff accomplishes this mission by promoting Mesa as a premier location for business by targeting key industries that provide high wage jobs. The City of Mesa Office of Economic Development is the primary point of contact for businesses, site selectors, and community stakeholders to obtain technical expertise and support services necessary to properly evaluate business opportunities in Mesa.

To fulfill our mission, it is critical that we have well-branded, professional marketing collateral and tools to tell a compelling story about why Mesa is the right place for companies to locate and grow. Although OED's collateral is periodically revised with the latest content, the branded look and feel had not been updated in several years. It was time to review our target audiences, value propositions, positioning, and key messages for our various industries sectors and apply that in both word and image in our collateral.

OED partnered with HAPI, a full-service branding firm to conduct a brand audit and develop a refreshed look and feel for OED marketing collateral. That brand was then applied to Mesa's City Profile and four targeted industry brochures, namely healthcare, education, aerospace/aviation, and technology. Additional marketing collateral is forthcoming.



In addition, OED partnered with Salt River Project to build and launch www.AerialMesa.com, a 360-degree, interactive, bird's-eye view of five Mesa business districts, major assets and employers, new developments and investments, key amenities, and development opportunities. This tool allows us to effectively promote development opportunities 24/7 to industry executives, site selectors, brokers, and developers in a visually appealing way. Please visit www.AerialMesa.com today and give us your [feedback](#).



HIGHER EDUCATION ROUNDUP

ATSU

A.T. STILL
UNIVERSITY

ATSU-ASDOH helps American Indian college students prepare for dental school

A.T. Still University (ATSU) is committed to increasing representation of American Indians in dentistry. Last month, the National Center for American Indian Health Professions, with the support of ATSU's Arizona School of Dentistry & Oral Health (ATSU-ASDOH), hosted the third-annual American Indian Pre-dental Admission Workshop (PAW). The purpose of PAW is to help American Indian college students who are preparing to apply to dental school navigate the application process and expand their professional networks. This year, 12 college students from across the country attended the free workshop.

In addition to preparing for the application process, PAW participants get hands-on experience in the dental simulation lab, one-on-one time with current dental students, and a tour of the dental school. ATSU-ASDOH even provides the aspiring dentists with professional headshots.

“We want students early in the process to understand what it is to become a dentist,” Sarah Hill, a third-year student at ATSU-ASDOH, who played a major role in planning the workshop, said.

According to the Society of American Indian Dentists (SAID), American Indian communities struggle with limited access to oral healthcare. In fact, SAID estimates there are fewer than 300 American Indian dentists serving a population of 5.2 million. Many of the students who participate in PAW plan to practice in the communities where they grew up, increasing access to quality dental care in rural American Indian communities. www.atsu.edu



MCC offers new Blockchain Technology Certificate Program

Mesa Community College is one of the first community colleges in the country to offer a Blockchain Technology Certificate of Completion (CCL). Fall 2018, MCC will begin preparing students for emerging high-tech careers requiring blockchain knowledge.

Blockchain technology secures transactions between two parties efficiently and in a verifiable and permanent way.

As a major resource for workforce development, MCC works with local businesses to develop courses that meet emerging needs of industry.

“The technology underlying blockchain is proving to be an effective tool for many industries,” Sasan Poureetezadi, MCC Interim President, said. “Data indicates the demand for employees with knowledge of blockchain technology will continue to grow as industries adopt this cutting-edge technology. By being the first community college in the state to offer this certificate, we are helping students position themselves to compete for high-wage, high-demand career opportunities.”

The first eight-week hybrid class in the program, CIS109AM Networking Technology I, provides the basics of networking and Internet technology related to blockchain architecture. Additional courses will include blockchain fundamentals, a proof of concept course and an internship.

Mesa Community College is proud to enrich Arizona’s economy by preparing students for a gainful place in the workforce. www.mesacc.edu



Northern Arizona University Partnering with Mesa Public Schools to serve English Language Learners

Award-winning public schools are a critical selling point in attracting new businesses to Mesa and convincing existing businesses to expand. Mesa Public Schools (MPS) and Northern Arizona University (NAU) are teaming up to help tackle a major issue facing all schools in Arizona – supporting a growing number of K-12 second language

learners.

According to the U.S. Department of Education, there were 67,050 English Language Learners (ELL) in Arizona's public schools in fiscal 2016, which is about 6% of all public school students. MPS has approximately 4,000 ELL students, which is roughly 6% of all MPS students.

Under the new partnership, NAU is offering MPS teachers an accelerated path to a master's degree in Bilingual and Multicultural Education with an ESL emphasis. The program will be taught by highly qualified MPS instructors and NAU faculty and will focus on the latest teaching techniques and research to help ELL students advance and thrive in Mesa Public Schools.

"This partnership program provides a great opportunity for Mesa Public Schools teachers to learn the best instructional practices for English language learners and immediately apply it in their classrooms to positively impact student learning," Dr. Dawn A. Foley, Director of Teaching and Learning at Mesa Public Schools, said.

The program will be taught in a cohort model where MPS teachers will attend classes together. It also includes a study abroad experience in Costa Rica, where MPS teachers will observe and learn how another country approaches second language learning. The program begins this fall at the NAU Mesa campus, 1833 W. Southern Ave. in Downtown Mesa. For more information on the NAU master's degree in Bilingual and Multicultural Education for MPS teachers, contact Rich Heath at richard.heath@nau.edu or 928-775-4567.

NEWS FROM OUR PARTNERS



Phoenix-Mesa Gateway Airport Posts Fourth Consecutive Month of Commercial Passenger Growth

For the fourth consecutive month, Phoenix-Mesa Gateway Airport (Gateway Airport) posted year-over-year growth in passenger activity during January 2018. After finishing last year with a strong fourth quarter that included several new nonstop destinations and record-setting passenger activity, the positive trend continued in January with an 11% increase; the second best January recorded in the Airport's history. A total of 118,926 air travelers used Gateway Airport during the month.

Gateway Airport currently serves 46 nonstop destinations through its airline partners Allegiant and WestJet. Anticipating continued growth in the future, the Airport recently completed expansion projects in the security checkpoint area and installed the first fully-automated exit door system in the Southwest. Both projects provide enhanced security, increased efficiency, and a better overall passenger experience.

"More and more air travelers are choosing Gateway Airport for its unparalleled value and convenience," Gateway Airport Executive Director and CEO J. Brian O'Neill said. "New nonstop destinations, larger aircraft, and increased frequency are helping make Gateway the airport of choice for the Phoenix East Valley."

For more information about Phoenix-Mesa Gateway Airport, please visit www.gatewayairport.com.



Australian Artist's Giant Interplanetary Aliens to bring many new visitors to Mesa

Six gigantic inflatable humanoid figures will land in Downtown Mesa, May 4-13, 2018, where they will be installed for two large public events, a calendar of ancillary programming, and thousands of visiting museum professionals. The light installation Fantastic Planet will be viewable for free across several blocks in the heart of Downtown Mesa. Timed to put Mesa's best foot forward for the opening night party of the American Alliance of Museum's (AAM's) Conference, the installation of the monumental inflatable sculptures by Australian artist Amanda Parer is expected to draw additional visitors from across the Phoenix-Mesa metro area and beyond.



The nine-day installation will kick off on Friday, May 4, 2018, with a free community celebration at several sites in Downtown Mesa on a night coinciding with the monthly Motorcycles on Main event. The following Friday, May 11, Mesa Contemporary Arts Museum opens exhibitions of figurative work in all five galleries, which will be complemented by Fantastic Planet, and coincide with Second Friday in Downtown Mesa.

To explore sponsorship opportunities, please contact Renee Lopata, Development Director, Mesa Arts Center, renee.lopata@mesaartscenter.com or 480-644-6613.



Visit Mesa updates travel app for staycation planning this summer

Visit Mesa, the destination marketing organization for the City of Mesa and regional visitor industry advocate for the East Valley, has updated its mobile travel app which is great for residents to download as they plan summer staycations close to home. The revamped digital, interactive travel app is available for download on both the AppStore and Google Play, and acts as a valuable resource and guide to exploring Mesa.

The features of the City Limitless® App are many, including:

- Pre-planned itineraries tailored to lifestyles such as Culture Seeker, Fresh Foodie, and Adventure Explorer
- Real-time Calendar of Events listing and Things to Do, Dining and Nightlife categories

- Offers featuring deals and discounts in five categories
- Exclusive vacation packages including Summer Staycation listings
- Access to the Visit Mesa destination videos, resource materials, and all social media links

The app also features push notification that Visit Mesa uses to share alerts on events, new attractions, and ideas for the weekend. Visit Mesa will be celebrating National Travel and Tourism Week, May 6-12, 2018, and promoting Mesa hotel deals and added values available at all area attractions during the key summer travel season. For more information and to book summer Mesa hotel deals directly, visit booking.visitmesa.com.

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MESA IN THE NEWS

Top Stories

Mesa uses interactive technology to boost economic development

In partnership with SRP, The City of Mesa Office of Economic Development launched www.AerialMesa.com, a 360-degree, interactive, bird's eye-view of five Mesa business districts. ([Az Big Media](#)) ([Video](#))



New data center opening in Mesa as part of anticipated \$2 billion investment

Denver-based EdgeCore Internet Real Estate LLC broke ground on its first \$150 million data center in Mesa, with an anticipated \$2 billion company and customer investment at full buildout. ([Phoenix Business Journal](#)) ([East Valley Tribune](#))



Precision Heli-Support relocates local nationwide aviation services to Mesa's Falcon Field Airport

Precision Heli-Support, LLC (PHS) has moved its Arizona operations to Mesa's Falcon Field Airport. PHS offers comprehensive solutions to a worldwide rotor and fixed-wing customer base. ([MesaNow.org](#))

Modernizing Mesa

Today, Mesa is developing a singular reputation as a new, modern urban center worthy of every bit of praise it's received as a great place to live, work and visit. ([Elevate AZ](#))

Mesa projects target growing industries, high-wage jobs

The City of Mesa has implemented economic development strategies for every part of the city with a shared theme to create new high-paying jobs by attracting new companies to set up operations in Mesa and helping existing companies to expand. ([AZ Big Media](#))

Accolades



Mesa named one of the most artistic cities in the U.S.

Mesa has been named by Expedia, Inc. as one of the most artistic cities in the United States in the large city category with a population between 350,000 and 1 million. ([MesaNow.org](#)) ([Phoenix Business Journal](#))

Healthcare / Med-tech

Mesa-based startup GT Medical Technologies selected for Flinn Foundation Grant

GT Medical, developer of an innovative approach for the treatment of brain tumors, has received \$30,000 in funding support and program services from the Flinn Foundation. ([Business Wire](#))

Aerospace / Aviation



How much could SkyBridge impact PHX East Valley?

As proposed plans for the SkyBridge expansion at Phoenix-Mesa Gateway Airport make their way to the airport authority board, local business and political leaders are optimistic cargo could become a big business in the Southeast Valley. ([Az Big Media](#))

How SkyBridge will complement Sky Harbor

This air cargo and customs facility will redefine cross-border trade in the US Southwest. ([Site Selection Magazine](#))

Mesa's Able Aerospace signs Bell Mx agreement with AVESA

Aeroservicios Ave, S.A. (AVESA), Bell's customer service facility in Central America, recently selected Able Aerospace Services as its provider for component inspection, repair, overhaul, and exchange service. ([AINonline.com](#))

Falcon Field adds new plane wash hanger

The wash hanger will serve the 700 aircraft based at the airport. ([AzFamily.com](#))

Phoenix-Mesa Gateway Airport first in the Southwest to install fully automated exit lane for arriving passengers

Anticipating continued commercial passenger growth, Phoenix-Mesa Gateway Airport recently completed two passenger terminal projects designed to increase capacity in an efficient and secure manner. ([Press Release](#))

Phoenix-Mesa Gateway Airport Authority Board approves master lease for SkyBridge Arizona

The Phoenix-Mesa Gateway Airport Authority (PMGAA) Board of Directors has voted to approve a 49-year Master Lease Agreement with Mesa SkyBridge, LLC (SkyBridge), the latest milestone for a project that is expected to create thousands of jobs in the Phoenix East Valley. ([Press Release](#))

Mesa Boeing part of \$1.16 billion Super Hornet aircraft sale to Kuwait

The Boeing plant in Mesa is part of a contract to sell 28 Super Hornets to Kuwait, according to a Pentagon announcement on Friday. ([KTAR](#))

Defense

Orbital ATK expanding Mesa campus, hiring up to 60 high-paying jobs

A groundbreaking ceremony was held March 29 for the new 36,000-square-foot facility planned to increase production of its Bushmaster family of medium caliber cannons. The facility is located in Mesa's Falcon District. ([Press Release](#))

Technology

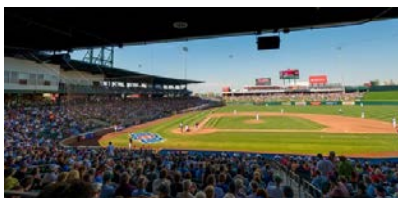
PHX East Valley becomes a hotbed for growth and innovation

In addition to the arrival of aerospace businesses in Mesa, the entire PHX East Valley has become home to innovative companies like Boeing, Orbital ATK, KinetX Aerospace, Qwaltec and more, collectively contributing to Arizona's No. 1 spot in aerospace manufacturing, which the state earned in 2016. ([Az Big Media](#))

[Mesa-based startup makes down under deal for graphite and graphene technology](#)

As part of its strategy to become a key player in the lithium battery industry, Urbix Resources has signed a multi-faceted, multi-year agreement with Battery Minerals, an ASX listed Australian company that will commence production of high quality graphite flake concentrate from its Mozambique mines later in 2018. ([Digital Journal](#))

Tourism



[Strike zone: Why the Cactus League often comes to down to one team, one town](#)

Major League Baseball's month-long preseason offers more than its \$600 million annual infusion into Arizona's economy and a boost in tourism. ([Phoenix Business Journal](#))

Downtown Mesa



[How Co+Hoots aims to shake-up Downtown Mesa](#)

After being named the No. 1 most innovative co-working space in the United States, Co+Hoots is set to become the anchor office tenant at an upcoming \$59 million mixed-use project dubbed The GRID, which will be located near the Benedictine University in Downtown Mesa. ([Az Big Media](#)) ([Phoenix Business Journal](#)) ([AzCentral.com](#)) ([Press Release](#))

[THINKspot opens at Mesa Main Library, key component of Downtown Innovation District](#)

THINKspot, a high-tech makerspace, is now open at the Mesa Main Library, 64 E. First St., in the City's emerging Downtown Innovation District. THINKspot offers residents, entrepreneurs, educators and students tools to work on individual projects or collaboratively share their ideas. ([MesaNow.org](#))





Mesa City Council approves initial agreement to bring ASU Downtown

The intergovernmental agreement passed on a 5-2 vote. Mesa officials and ASU still need to hammer out a budget and lease agreement requiring council approval. ([AzCentral.com](#))

ASU extension in Downtown Mesa holds promising future for gaming program

According to a proposal for the intergovernmental agreement between the Arizona Board of Regents and the City of Mesa presented earlier in February, the Downtown Mesa programs will focus on the intersection of film, media and gaming, with special attention paid to virtual reality and prototyping of new technology. ([The State Press](#))



Local leaders discuss the rise of Mesa's innovation district

The Mesa Arts Center, Benedictine University and the extension of the Metro light rail down Main Street are part of the city's efforts to revitalize the downtown area and form an innovation district similar to the successful transformation of downtown Phoenix. Recently, City, education, and business leaders joined together at the Mesa Arts Center to talk about the rise of Mesa's innovation district. ([Phoenix Business Journal](#)) ([AzCentral.com](#))

Mesa developing an Innovation District

More and more cities are trying to foster innovation through what Brookings Institute calls "innovation districts." These districts bring together businesses, startups and research institutions like universities to encourage collaborative environments. ([AzCentral.com](#))

Caliber joins Downtown Mesa revitalization initiative with multiple building acquisitions on Main Street

Caliber, a real estate investment, development, and management firm, and project partner, Habitat Metro, have purchased eight downtown buildings for \$7.5 million on Main Street in Mesa, Arizona. Investment in, and re-development plans for, the nearly 100,000 square feet of historic urban buildings are important project components to the economic strengthening and downtown transformation efforts. ([Az Big Media](#)) ([Business Wire](#)) ([East Valley Tribune](#))



Cider house rules: Brothers open Arizona's first cidery in Mesa

Arizona's first hard cider house, Cider Corps, opened in Downtown Mesa last November on Veterans Day, and the opening date was no coincidence. The cidery is veteran-owned, and started as a therapeutic hobby after co-owner, Jason Duren, hit two IEDs in Afghanistan while serving in the Marines, and was medically retired in 2012. ([Phoenix Business Journal](#))

Innovation District a smart investment in Mesa's future

The Innovation District combines two of Mesa's best qualities: its willingness to invest in the future with its desire to do so responsibly. ([East Valley Tribune](#))

Other News



East Valley Partnership getting new CEO

Denny Barney, a business owner who serves on the Maricopa County Board of Supervisors, has been named president and CEO of the East Valley Partnership. ([Phoenix Business Journal](#))