

COMMUNITY PARTNERSHIP PROGRAM

GREATER PHOENIX ECONOMIC COUNCIL

June 22, 2015

MEMBER COMMUNITIES



MARICOPA COUNTY
APACHE JUNCTION
AVONDALE
BUCKEYE
CASA GRANDE

CHANDLER
EL MIRAGE
FOUNTAIN HILLS
GILA BEND
GILBERT

GLENDALE
GOODYEAR
MARICOPA
MESA
PEORIA

PHOENIX
QUEEN CREEK
SCOTTSDALE
SURPRISE
TEMPE

TOLLESON
WICKENBURG
YOUNGTOWN



GPEC OVERVIEW

GREATER PHOENIX ECONOMIC COUNCIL

Regional Economic Development Organization

Founded in 1989 as a regional, public-private partnership — now serving Maricopa County, 22 cities and towns, and more than 170 private-sector businesses.

WHY PRIVATE?

Business leaders provide acumen, expertise and credibility

Private investors lower cost to taxpayers

WHY PUBLIC?

Public leaders bear the responsibility for community needs

Communities drive local expansion

GPEC AND THE COMMUNITIES

A Next Era Economic Development Model



RESEARCH
& ANALYTICS



STRATEGY
& PLANNING



MARKETING
& PROMOTION



BUSINESS DEVELOPMENT
& CORPORATE ATTRACTION



SHARED
KNOWLEDGE

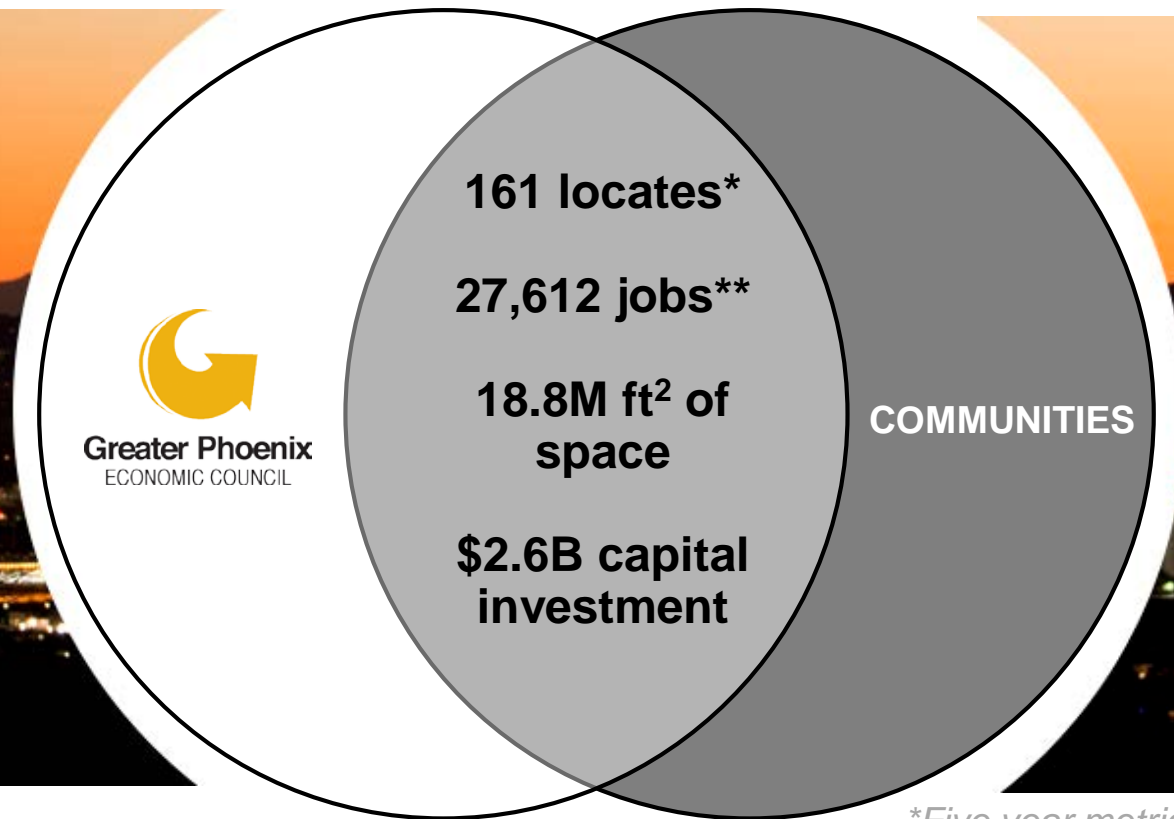
An approach designed to **facilitate collaboration**
and **build a stronger economy**.

BUSINESS ATTRACTION



POWER OF COLLABORATION

Together, We Are Driving Economic Outcomes



**Five year metrics (FY11-15 YTD)*

***12,568 are high wage jobs*

BUSINESS ATTRACTION

Top 10 Site Selection Factors*

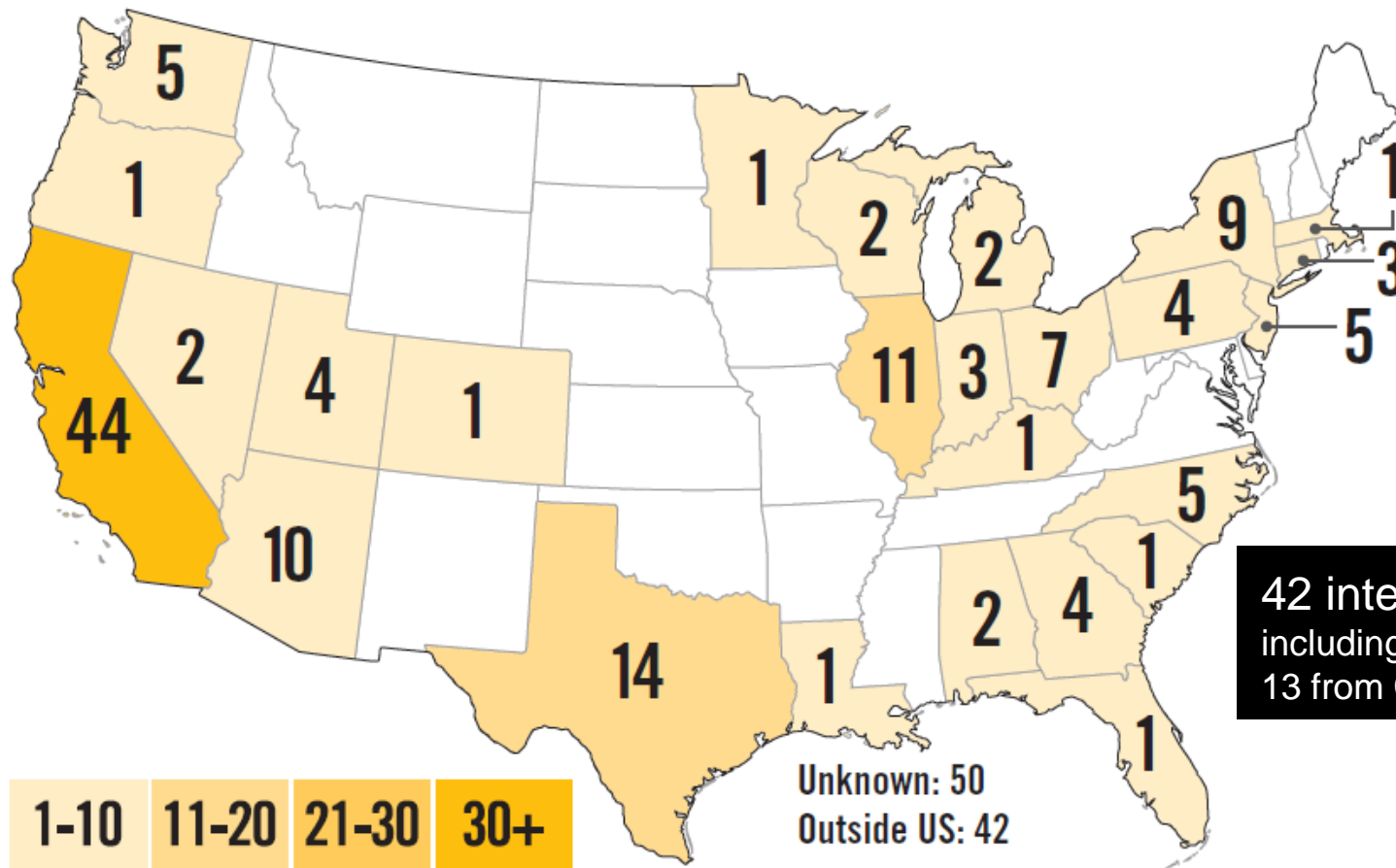
- 1 Availability of skilled labor
- 2 Highway accessibility
- 3 Labor costs
- 4 Occupancy or construction costs
- 5 Availability of advanced ICT services
- 6 Available buildings
- 7 Corporate tax rate
- 8 State and local incentives
- 9 Low union profile
- 10 Energy availability and costs

**Combined Ratings - Site Selection Factors, Area Development Magazine, 2014*

BUSINESS ATTRACTION

GPEC Pipeline

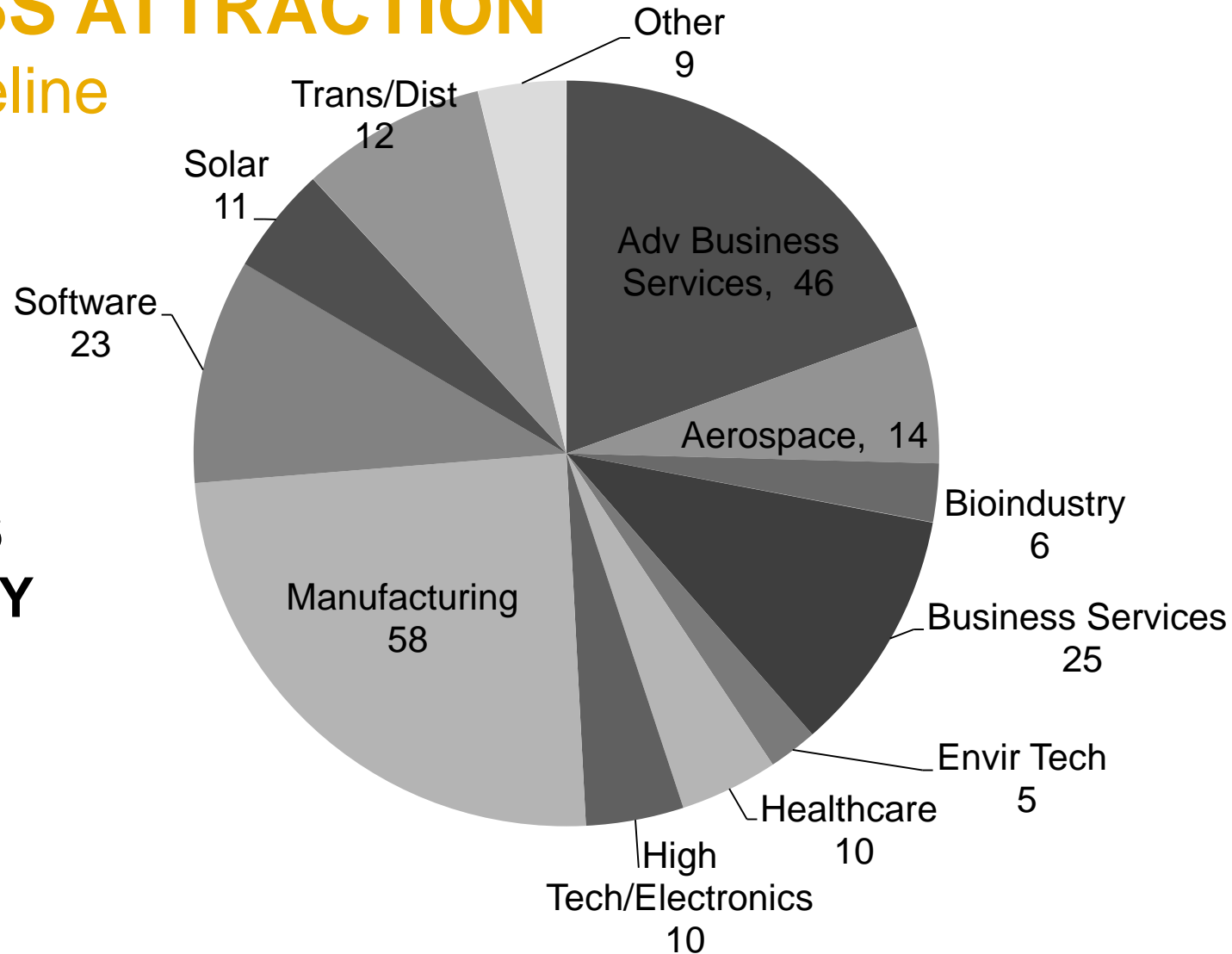
FY2015 YTD PROSPECTS BY REGION



BUSINESS ATTRACTION

GPEC Pipeline

**FY2015 YTD
PROSPECTS
BY INDUSTRY**



BUSINESS ATTRACTION

Site Selection Consultative Model

SITE SELECTION COLLABORATION ACTIVITIES

COMMUNITY PROFILES

Promote the unique characteristics of each community

RFI & SITE PACKETS

Continually improve data and analytics;
Create consistent and high-impact business cases

REAL ESTATE

Identify the availability of real estate options (i.e. move-in ready, shovel-ready, megasites); expedited permitting

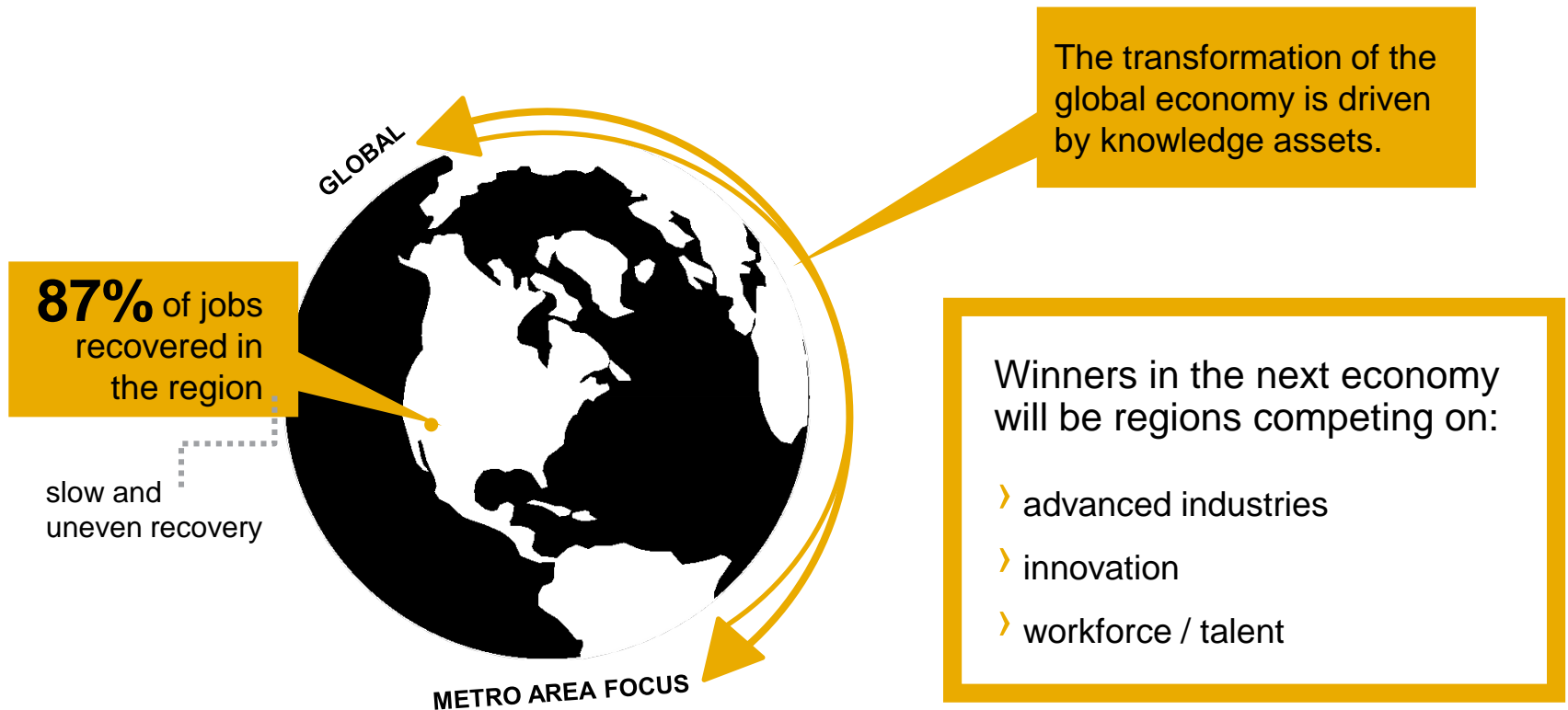
COMPETITIVE POSITIONING

Model return-driven incentives; showcase regional assets and develop the competitive business case

THE CHANGING ECONOMIC DEVELOPMENT LANDSCAPE

MACRO ECONOMIC CONTEXT

Fundamental Changes are Occurring



OLD VS NEW APPROACHES TO ECONOMIC DEVELOPMENT

OLD ECONOMY

Compete on low cost

Focus on consumption

Intra-regional competition

NEW ECONOMY

Compete on value-add

Focus on advanced industries & production

Regional collaboration

REGIONAL COMPETITIVENESS

Leveraging Assets for Business Case



INFRASTRUCTURE



ADVANCED INDUSTRIES



REAL ESTATE



WORKFORCE



INNOVATION



**REGIONAL
COMPETITIVENESS**

NEXT ERA

NEXT ERA

Driving Competitiveness with a Collaborative Regional Model

By placing community assets at the center, GPEC will **drive economic development through a holistic approach.**

GPEC will work collaboratively to assess market demands and existing assets in order to identify emerging opportunities to make our region competitive in an emerging era of economic development.



NEXT ERA

Initiatives to Position Greater Phoenix for Success

Community Partnership Program

Competitiveness Think Tank

Corporate 100

High Impact Districts

International Communications Platform

**Market Asset Assessment
& Marketing**

Market Intelligence

Road Shows

Velocity



GOODYEAR INVESTMENT IN GPEC

Five-Year Trend on Revenue Return

Goodyear Investment

- FY15 Funding \$31,779
ADOA 2013 Population

Driven Results (5-yr trend since FY11)

- 161 locates in Greater Phoenix
- 27,612 new jobs
- \$2.6 billion in capital investment
- \$1.3 billion in new payroll
- 19.3 million SF in new and existing industrial, office and distribution space
- 807 additional jobs¹ for Goodyear residents

ROI

(5-yr trend since FY11)

- \$72 of direct revenue² for every \$1 invested
- \$88 of total revenue³ for every \$1 invested
- \$46.8 million in new consumer spending¹ generated by new Goodyear jobs and employed residents. An additional \$29.7 million created by multiplier effects results in \$76.5 million in total consumer spending
- \$9.2M in new Goodyear direct revenues¹ (boosted to \$11.2 million when including related multiplier effects of \$2.0 million)

72:1

¹ Revenue estimates are from the Greater Phoenix Consensus Impact Model. In 1999, GPEC and our members developed the region's first-ever, consensus-based revenue and Economic impact model. Based on nationally accepted multiplier data provided by IMPLAN, the model is customized to calculate economic and revenue benefits for GPEC's members and The State of Arizona.

² Includes property, sales and utility taxes, as well as state and other local revenues.

³ Includes direct revenues plus those generated by related supplier and consumer jobs.



THANK YOU!

Questions?

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@GPEC



GPEC4JOBS



[gpecgreaterphoenix](https://www.youtube.com/gpecgreaterphoenix)



Greater Phoenix
Economic Council
(Groups)