

City of Goodyear Economic Development

January 14, 2019

Highlights

September 2018 Council Communication

FY17-19 YTD

- 3,031 Jobs
- \$661.7M Investment



Retail, Restaurant & Entertainment

Existing, Under Construction, Planned

FY17-19 YTD

80+ new retail, restaurants, & entertainment venues



Construction Activity Highlights

FY 17-19 and Future

- **Industrial/Technology** expected to be under construction in 2019
 - 6 million square-feet
- **New Medical/Office** projects to be delivered in 2018/2019
 - Ground-Up construction
 - Adaptive Re-Use / Medical Office
- **Multiple Retail** projects planned or under construction
- **Four Hotels**



The InnovationHub @ Goodyear

Small Business Development

FY17-19 YTD

- **Startup School**
- **One-on-One Mentoring**
- **Business Builders**
- **Special Classes & Workshops**
- **SCORE One-on-One Mentoring**



FY17-19 YTD

- Website Enhancement
- Photography
- Editorials
- InnovationHub Articles
- Marketing Brochures
- “Biz Buzz” web page
- Social Media
- Advertising



Vantage Data Centers chooses Goodyear for a 160MW Campus

January 7, 2019

Vantage Data Centers, a leading provider of wholesale data centers in North America, has chosen Goodyear, Arizona to build a mega-scale data center campus. The 50 acre project will be located at the southeast

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An "InnovationHub" of Success; Café Emporos

December 31, 2018

Eager to learn how to be a successful entrepreneur? Want more networking opportunities? The InnovationHub @ GoodyearAZ is FREE and you just might be our next featured success story!

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EōS Fitness Chooses Goodyear for its Newest Location

December 13, 2018

"Goodyear is home to a rapidly increasing population, from young professionals to growing families," said CEO of EōS Fitness Rich Drenberg. "We saw a real need for a gym that offers all of the amenities without

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Economic Development Strategy

“Strategy is about making choices, trade-offs; it’s about deliberately choosing to be different.”

~ Michael Porter



CITY OF Goodyear



GPEC • ACA • site selectors • brokers • developers

infrastructure: roads – water – sewer – power – gas – fiber connectivity • available sites & buildings • shovel-ready sites • speculative buildings

ECONOMIC DEVELOPMENT FOUNDATION

Economic Development Strategy

VISION

Goodyear is rich with talent and has a vibrant and diverse economy flourishing with world class companies and supported by a high quality of life.



Economic Development Strategy

STRATEGY: Ensure Goodyear is prepared to attract targeted growth opportunities

- Support infrastructure requests
- Ensure a prepared workforce
- Strengthen the availability of speculative space



STRATEGY: Foster job creation within our pillars of opportunities

Aerospace & Aviation:

- Leverage the Phoenix-Goodyear Airport as a job generating engine

Medical / Healthcare

- Identify the specific uses / businesses desired and work
- Cultivate public private partnerships to bring investments to the area

Higher Education

- Support the growth of the existing higher educational institutions

Advanced Manufacturing / Logistics

- Capitalize on shovel ready sites and spec buildings
- Establish Loop 303 as a top advanced manufacturing and logistics corridor

STRATEGY: Foster job creation within our pillars of opportunities

Technology

- Develop and brand a “technology corridor” centered on technology based companies

Retail & Entertainment

- Hone materials which can be used to connect with retailers
- Connect and collaborate with retail developers and brokers

Small Business Development

- Target entrepreneurs and small businesses
- Provide programs, education, and resources aimed at launching and/or scaling

Economic Development Strategy

STRATEGY: Market assets and develop messaging

- Develop a unique brand
- Conduct marketing outreach
- Enhance website with industry specific data
- Develop messaging to tell the Goodyear story



GY ECDEV SOCIAL MEDIA | TWITTER & LINKEDIN



IMPRESSIONS



FOLLOWERS



GY ECDEV | ADVERTISING



2017 **NUMBER OF ADS**

2

2018 **NUMBER OF ADS**

17

+750%

2017 **DISTRIBUTION**

distribution
50,000

2018 **DISTRIBUTION**

distribution
684,000

+1268%

STRATEGY: Develop & utilize unique economic development tools to attract quality jobs

Opportunity Zones

- Federal program
- Designed to spur community investment
- Provides tax benefits to investors
- Two census tracts designated Opportunity Zones



Economic Development Tools



Economic Development Tools

STRATEGY: Develop & utilize unique economic development tools to attract quality jobs

Retail and Entertainment Development Impact Fee Reduction

- Accelerate the attraction
- Increase tax revenues
- Funds set aside
- Sunset June 30, 2019



STRATEGY: Develop & utilize unique economic development tools to attract quality jobs

Economic Development Opportunity Fund

- Provide incentive for targeted companies
 - investment
 - jobs created
 - average wages
- Provide incentive for unique retail & entertainment
- Utilizing remaining retail incentive funds

Economic Development Strategy

STRATEGY 1

- Ensure Goodyear is prepared to attract targeted growth opportunities

STRATEGY 2

- Foster job creation within our pillars of opportunities

STRATEGY 3

- Market assets and develop messaging

STRATEGY 4

- Develop & utilize unique economic development tools to attract quality jobs

Economic Development Tools

NEXT STEPS

Economic Development Opportunity Fund

- Agenda item in April
- Transfer money to Opportunity Fund



Economic Development



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@GoodyearAZecdev



City of Goodyear |
Economic Development



developgoodyearaz.com

Retail, Restaurant & Entertainment

Existing, Under Construction, Planned

FY17-19 YTD

AAMCO ■

ALDI ■

Allstate Insurance Agency

Angel's Diner

Bahama Bucks ■

Bath & Body Works

Beach House Food & Spirits

Beyond Gymnastics

Brakes Plus ■

Brushfire Taco Y Tapas ■

Burlington

Carol & Company Salon

Cheddar's Scratch Kitchen ■

Chess Emporium

Circle K ■

Culver's ■

Dairy Queen Grill & Chill

Daniel's Total Car Care

Del Taco ①

Dickey's Barbecue Pit

Direct Carpet One

D-Man Barbershop

Dollar Tree

Domino's Pizza

Dunkin Donuts

Dutch Bros.

Edge Barber Shop

Elements Massage

Elevate Trampoline Park

Enroute Coffee and Tea House

Factory Motor Parts

Fantastic Sam's

Federico's Mexican Food ①

Filiberto's Mexican Food ■

Firehouse Subs

Gentleman Chambers Barber Parlor

Gent's Barber Shop

Goodwill

Goodyear Smoke Shop

H & R Block

Happy Feet Nails and Spa

Harkins Theatre

Jamba Juice

LaCalle Mexican Food & Ice Cream

Lakeside Grill @ Estrella

Marcos Pizza

MBH Weight Loss

Mountain America FCU

Music & Arts

Nature's Way 2 Massage

Navy Federal Credit Union ■

Nippers Clippers Barbershop

Orange Theory Fitness

Our Creative Escape

Panera Bread ■

PHO Restaurant

Planet Fitness

Popeye's Louisiana Kitchen

Pottery Barn Outlet

Pro Nail by CK & TJ

Pure Patio

Rodeo Ford Service Facility

Rotec Enterprises

Service King ①

Snow Ball Ice Cream

Spencers TV & Appliances

Starbucks ■

Sunrise Donuts

Tailgaters Sports Grill

Teabo Coffee & Sandwiches

Teresa Hands for Healing

Thairapy Salon

The Edge Barbershop

The Vapor Vault

Trek Bicycle of West Phoenix

Twin Brows

Urban Air Adventure Park ■

Y & J Salon & Spa

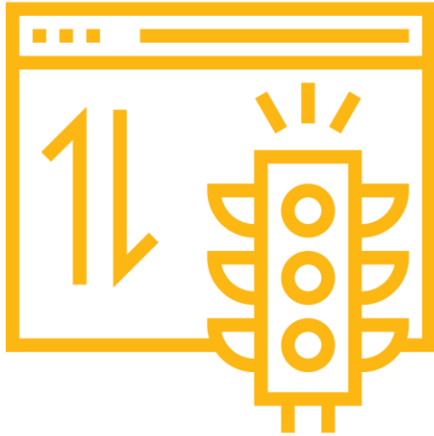
Zheng's Kitchen

3 Minute Car Wash ■

① under construction ■ planned

TOTAL 80

GY ECDEV WEBSITE | developgoodyearaz.com



PAGE VIEWS

40,134

July-Dec 2017

40,648

July-Dec 2018

+.013%

% OF CHANGE