

AGENDA ITEM #: \_\_\_\_\_

DATE: September 21, 2020

CAR #: 2020-7023ws



## CITY COUNCIL ACTION REPORT

**SUBJECT:** Greater Phoenix Economic Council (GPEC) Update

**STAFF PRESENTER(S):** Lori M. Gary, CEcD, Economic Development Director

**OTHER PRESENTER(S):** Chris Camacho, President & CEO, Greater Phoenix Economic Council

**Summary:** Presentation and discussion from the Greater Phoenix Economic Council (GPEC) regarding recent local and regional development activity and initiatives.

**Recommendation:**

City Council will receive an update from Economic Development and the Greater Phoenix Economic Council.

**Fiscal Impact:** There is currently no financial impact as this work session is for informational purposes. The annual membership agreement is programmed into the Economic Development Budget.

### Background and Previous Actions

The Greater Phoenix Economic Council represents 22-member communities in the metro Phoenix region, supporting economic development efforts through lead generation, regional marketing campaigns, data research and analysis, and special initiatives. Council last received a general update from the Greater Phoenix Economic Council on December 11, 2017.

### Staff Analysis

GPEC has been a key partner in Goodyear's business growth throughout the history of our membership relationship.

In the past five years, GPEC has assisted with 18 locates in Goodyear creating 4,300 jobs and \$2.4 B in capital investment. Projects include Ball Corporation, Chewy.com, fairlife, XPO/Boeing, and Microsoft. Averaged over that five-year period, Goodyear has seen a 554:1 return-on-investment (ROI) on newly generated taxes and revenues created by jobs and capital investment in our community in relation to our annual membership dues.

### Attachments

None