

City of Goodyear Council Meeting

September 21, 2020

Our Mission

To attract and grow quality businesses, and advocate for Greater Phoenix's competitiveness.



Our Values

The GPEC Way

- ➡ We are an inclusive, diverse family
- ➡ We are change agents
- ➡ We lead from the front
- ➡ We promote intellectual curiosity
- ➡ We remain on the edge
- ➡ We are tenacious
- ➡ We are agile and adapt to change
- ➡ We are committed to selfless service



FY20 Regional Outcomes

9,776
New Jobs

42
New Businesses


240

Domestic Prospects


41

International Prospects



6,190

High-Wage Jobs



\$555M+
Payroll
Generated



\$68K
Average High-
Wage Salary



Business Development Update



YTD FY21 Quick Overview

Prospect Stats



8 Companies
Have Located in FY21



\$243.6 Million
In Capital Investment



2,285 Jobs
Created in the Region



\$93,470
Avg. High Wage Salary



YTD FY21 Current Prospect Activity

| | |
|------------------------------|---------------|
| Active Prospects | 242 |
| FY21 Prospects | 51 |
| Capital Investment Potential | \$2.2 billion |
| Jobs Potential | 8,023 |
| Square Footage Potential | 10,031,969 |





GPEC & City of Goodyear

Regional Results

Regional Results Summary

| | FY20 | FY19 | 5 Year Total |
|---|-----------|-----------|--------------|
| Payroll Generated (in millions of dollars) | \$555.83 | \$524.58 | \$2,420.7 |
| Jobs | 9,776 | 8,791 | 43,006 |
| High-wage Jobs | 6,190 | 5,153 | 22,643 |
| Average Salary | \$56,857 | \$59,672 | \$56,288 |
| Qualified Prospects | 240 | 277 | 1,318 |
| Assisted Locates | 42 | 50 | 219 |
| Capital Investment (in millions of dollars) | \$4,266.8 | \$1,181.2 | \$8,491.7 |

Goodyear Results Through Regional Success

The City of Goodyear benefits from site location projects and GPEC activities that occur across the region. Economic development projects create value by generating public and private revenues.

When a company selects a Greater Phoenix location, all communities benefit with increased tax revenues.

Commute patterns and retail studies show that employees of 'locates' live and spend their incomes in all Greater Phoenix communities.

GPEC-assisted locates have created **3,240** jobs region-wide for Goodyear residents over the past 5 years.

Goodyear Locates

- Over the last five years, GPEC has assisted with 18 locates in Goodyear, creating 4,300 jobs and \$2.4B in capital investment

Goodyear Recent Locates



1,500 jobs
\$250M CapEx



45 jobs
\$350M CapEx



200 jobs
\$50M CapEx



58 jobs
\$350M CapEx

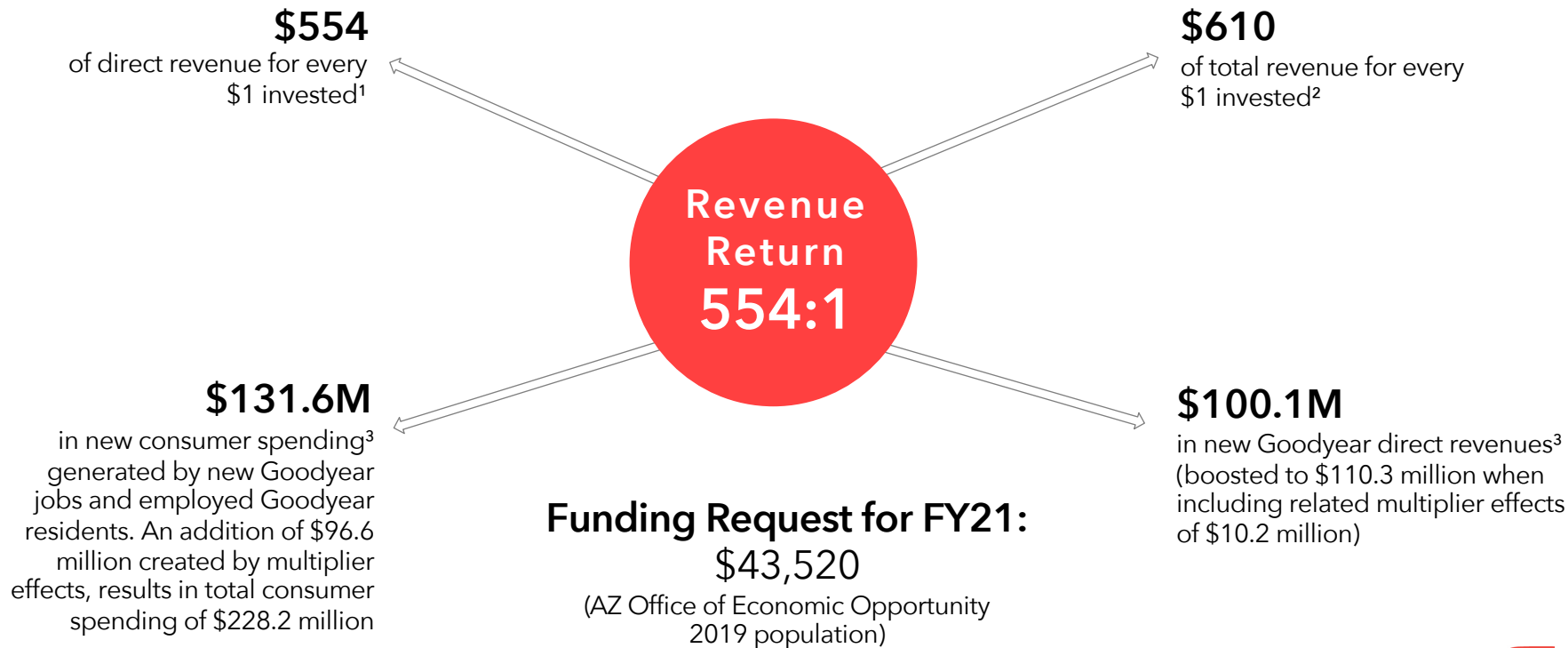


300 jobs
\$45M CapEx



40 jobs
\$350M CapEx

Goodyear 5-Year Trend on Revenue Return



¹ Includes property, sales and utility taxes, as well as state-shared and other local revenues.

² Includes direct revenues plus those generated by related supplier and consumer jobs.

³ 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.

Collaboration with City of Goodyear

- GPEC staff assisted with Goodyear branding refresh
- GPEC staff launched #CAstruggles campaign with input from Goodyear economic development team, garnering **123 placements** and **2 billion impressions** across 30+ publications during the 16-week campaign
- GPEC staff executed 6 research requests from Goodyear. Highlights include:



Provided information about F-35 supply chain companies



Analyzed the job growth by industry in redevelopment area versus the city as a whole



Tracked city level unemployment rates



FY21 Marketing Strategies

Future Marketing Strategy



Industry automation
campaign based on intent



VC funding automation
campaigns



Remote worker campaign



Site selector meetings



FY21 Business Development Strategies

GPEC FY21 Targeted Industries



Advanced Business
Services



Aerospace &
Defense



Emerging
Technologies



Healthcare &
Biomedical



Manufacturing &
Logistics



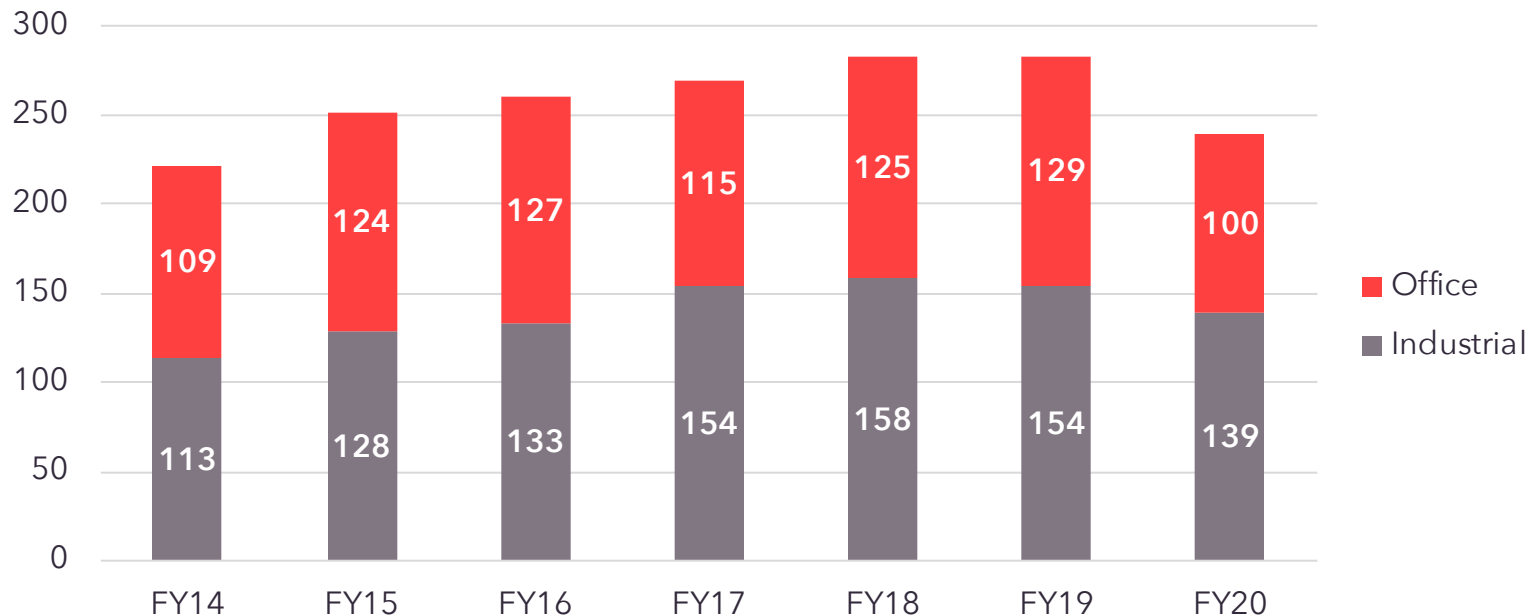
Mission Critical
Operations



Software

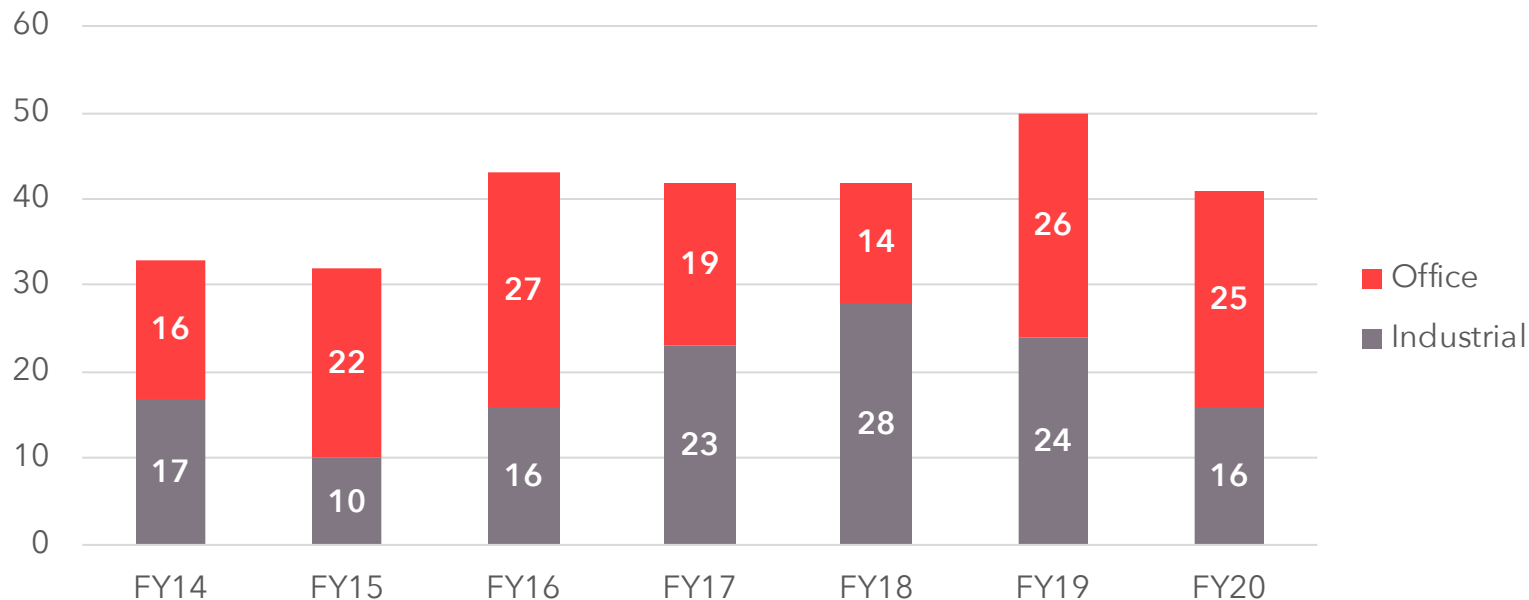
Historical Office vs. Industrial Trends

Prospect generated over the past seven fiscal years



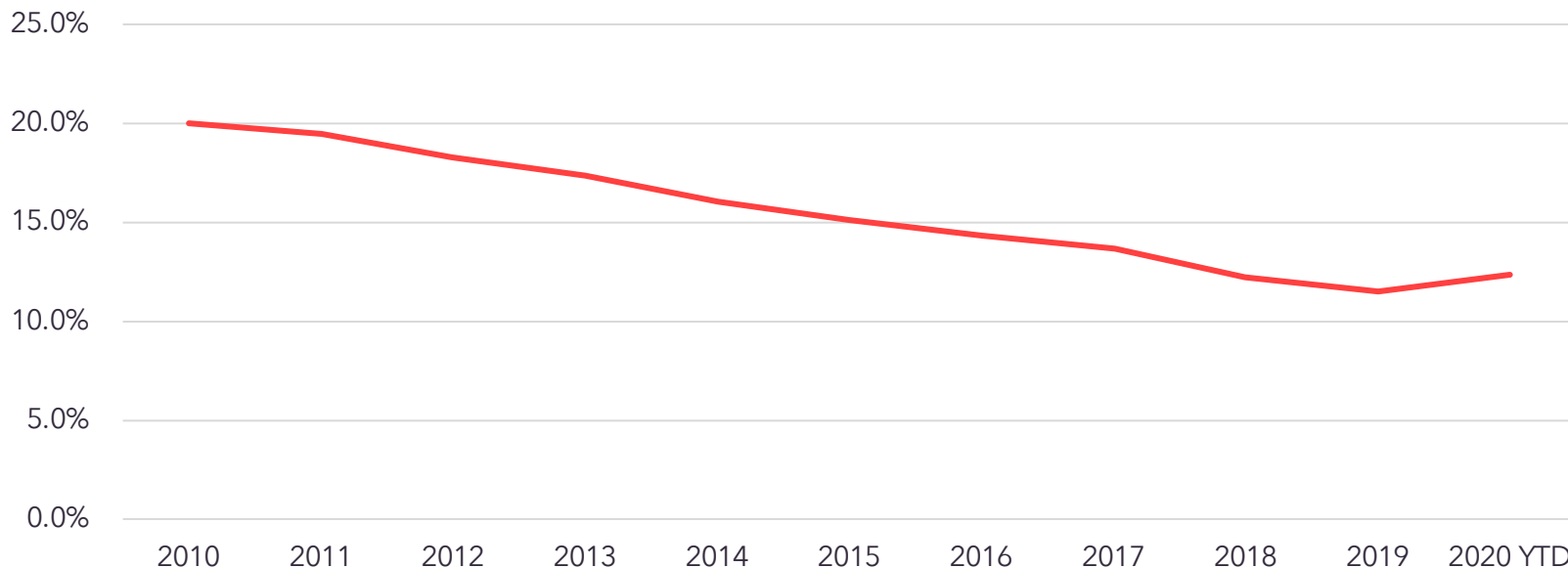
Historical Office vs. Industrial Trends

Locates over the past seven fiscal years



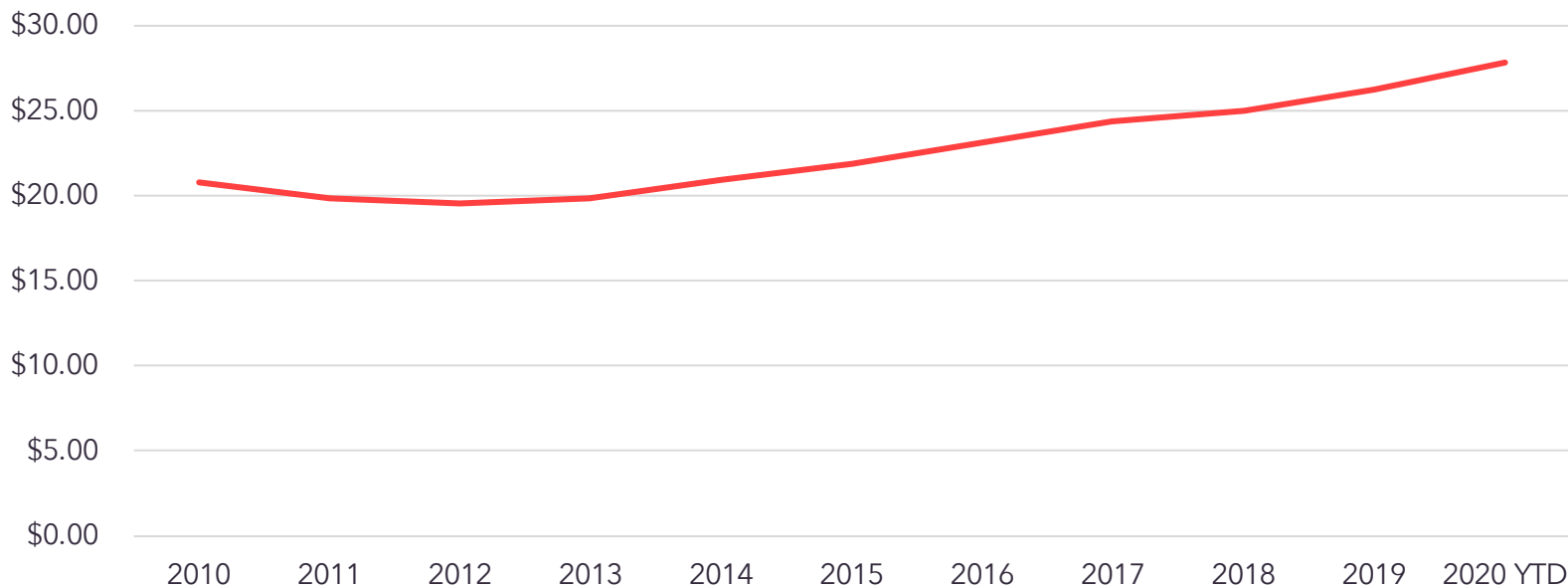
Regional Office Vacancy Rates

Office vacancy rates peaked in metro Phoenix in 2010 and have continued a downward trend since then



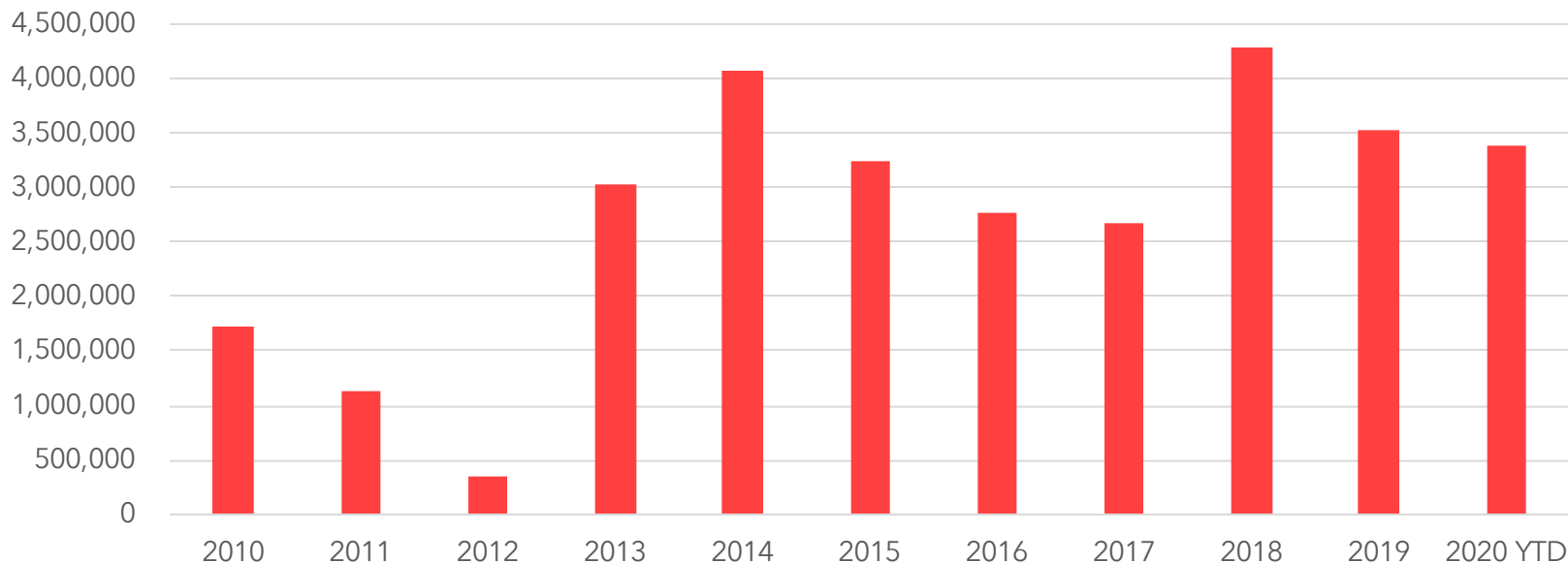
Regional Office Rental Rates

Rental rates have increased in value over the last decade; the average rate in metro Phoenix is now \$27.84 per sq. ft.



Regional Office Construction

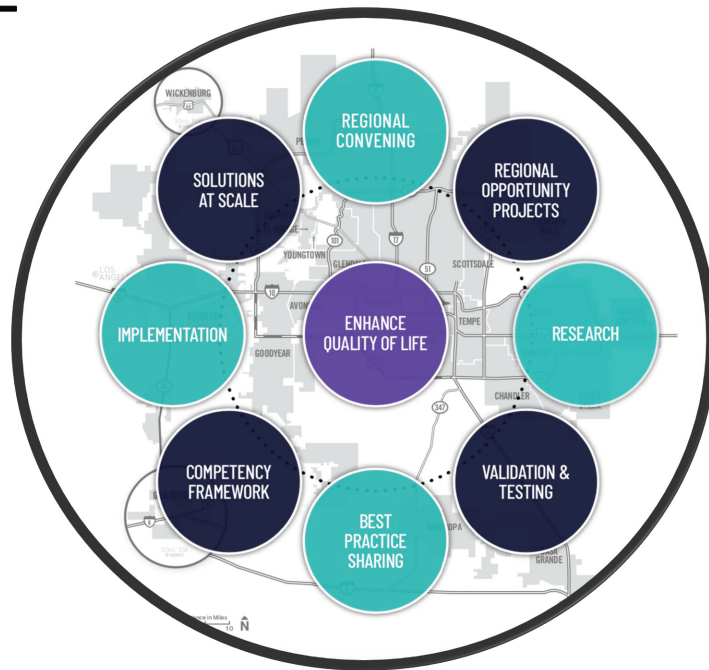
Construction has been very active in the office market over the last three years; over 10 million sq. ft. have been under construction since the beginning of 2018





Smart Region Consortium Overview

THE CONNECTIVE



Strategic Priorities

2020

The Connective | Shared Vision & Mission

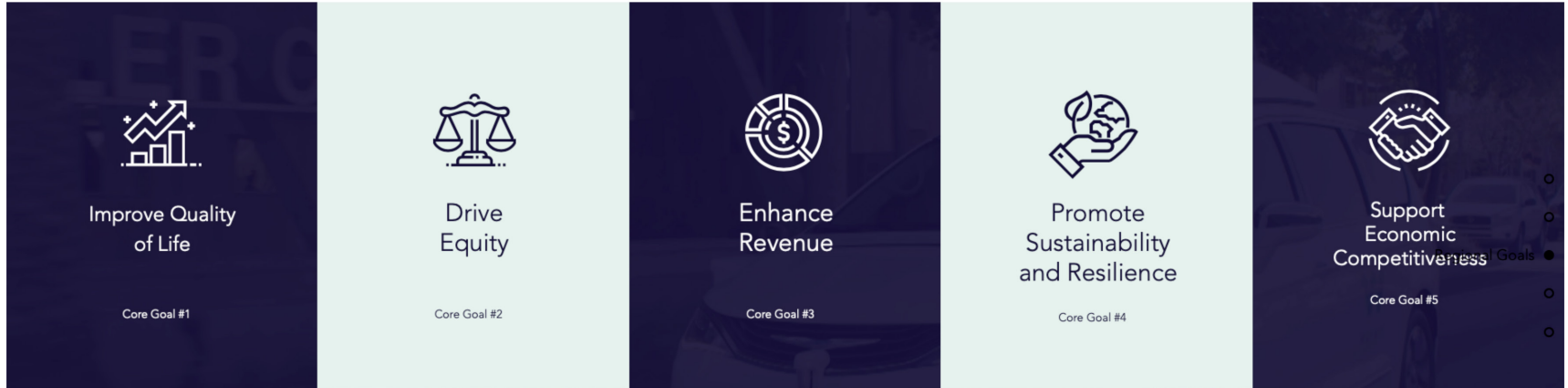
Shared Vision

To transform the Greater Phoenix region by working together for a safe, sustainable, and prosperous region for all.

Shared Mission

We build connections and collaborative relationships for advanced strategies and connected solutions which promote safe, healthy, and thriving communities for all within our region.

The Connective | Core Goals (KPI's)



Greater Phoenix Greater Together

People. Place. Technology.

#GreaterPHXtogether