



## MAKE YOUR MARK IN MESA, AZ

Welcome to Mesa, Arizona, the nation's 38th largest city, and a gateway city to one of the most dynamic regions in the country. With countless places for new discoveries, competitive sports, wild-west adventures and farm-to-table cuisine, Mesa is a city that knows no bounds. From urban to rural, mountain peak to desert floor, arts and culture to wildlife and nightlife, each and every guest is given unparalleled access to one of the richest arrays of visitor offerings in the country. A geographic wonderland, Mesa borders the Tonto National Forest and the iconic Superstition Mountains, allowing visitors to experience the wide-open and true Arizona vacation.



# TOURISM



MESA ARTS C

performances

PERFORMANCES

MESA ARTS CENTER



## MESA OFFERS AMAZING AMENITIES

Mesa, Arizona currently boasts 63 hotels and 5,455 rooms, representing accommodations in the major brand categories including Best Western, Choice Hotels, Hilton, Holiday Inn, Hyatt, La Quinta, Marriott, and Sheraton, plus accommodations rich in tradition and southwestern hospitality like the Arizona Golf Resort.

Mesa's unique venues offer one-of-a-kind meeting facilities that are sure to impress. In Downtown Mesa, just 20 minutes from Phoenix Sky Harbor Airport, the Mesa Convention Center is a full-service meeting and event facility. The center offers 19,000 sq. ft. of exhibit area with an additional 19,000 sq. ft. of flexible meeting space. Fifteen meeting rooms offer a wide variety of sizes and configurations and the adjacent 275 room Phoenix Marriott Mesa hotel makes accommodations easy. The Mesa Amphitheatre is part of the Center and is ideal for casual concerts, events and small or large gatherings of up to 4,950. Visit Mesa offers complimentary services and assistance to meetings and event planners, helping streamline the planning process.

Also located in Downtown, the Mesa Arts Center (MAC) is the largest arts center in Arizona and the only center offering comprehensive professional performing arts, visual arts and arts education programming on one state-of-the-art campus. Receiving over 400,000 visitors per year, the campus is comprised of three buildings (212,775 sq. ft.) on seven acres, four theaters seating 99 to 1,600, Mesa Contemporary Arts – a five gallery visual arts complex, meeting spaces, a lecture hall, and 14 visual and performing arts studios.

Mesa is a golfer's paradise. Practice your putt on one of Mesa's many world-renowned golf courses set against the natural beauty of rugged mountains and blue western skies. Mesa offers a setting for golf enthusiasts second to none.

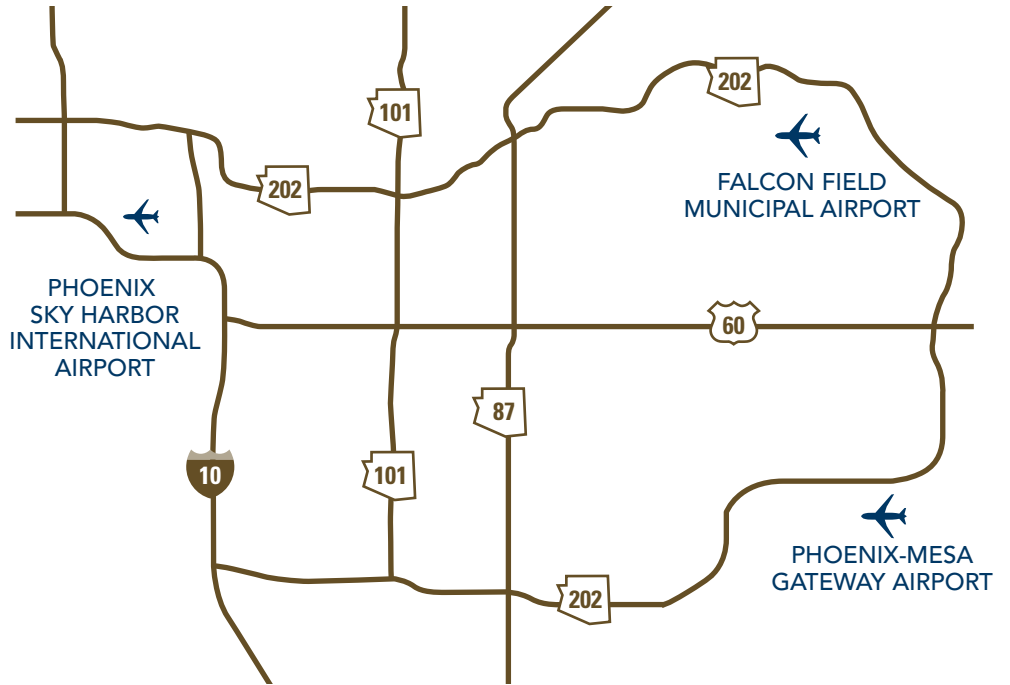
Mesa's neighbor, Phoenix, is America's sixth-largest city. A panorama of urban sophistication, the Phoenix-Mesa metro area is sprinkled with resorts and spas that soothe souls, state-of-the-art stadiums and arenas worthy of the world's biggest sports spectacles, restaurants with inspired cuisine, and hundreds of golf courses that beckon players year-round. The Phoenix Convention Center recently completed a \$600 million expansion with 900,000 sq. ft. of convention space. The new 20-mile Light Rail transportation system connects Downtown Mesa with Downtown Tempe, the Sky Train at Phoenix Sky Harbor International Airport, Central Phoenix and beyond.







# PHOENIX-MESA METRO AREA



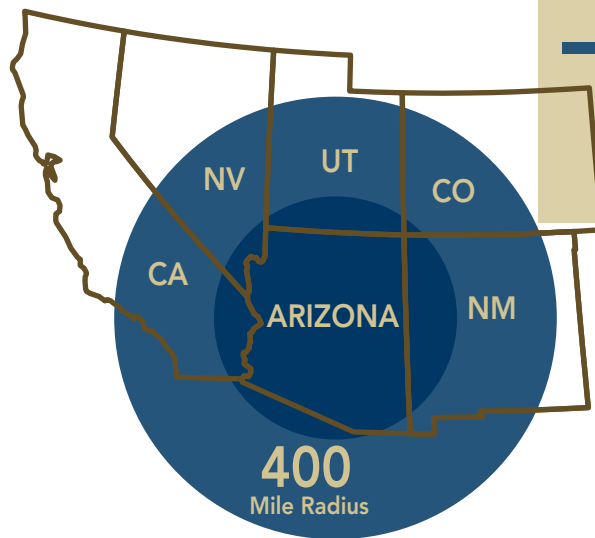
## AVERAGE DAILY FREEWAY TRAFFIC COUNTS

**202** STATE ROUTE 202  
SR202/101 interchange to Dobson Exit:  
**113K** in 2010  
**185K** in 2030

**202** STATE ROUTE 101  
SR 101/202 interchange to 8th Street/Rio Salado:  
**190K** in 2010  
**336K** in 2030

**29** MILLION

Population within 400 mile radius of Mesa, Ariz.  
2010 U.S. Census



# AIRPORTS

Mesa boasts two airports—each offering a diverse portfolio of aerospace, defense, aviation and other high-tech industries, plus the operations to support activities such as cargo, maintenance and repair operations, and research and development.

Current activity and demand in and around both airports' employment centers in Mesa, along with future growth in population, enhanced infrastructure, and increased business development, will drive opportunities for product in or above the full-service category.

PHOENIX SKY HARBOR  
INTERNATIONAL AIRPORT

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**40.3** Million  
Passengers (2013)

**11<sup>th</sup>** Busiest Airport  
in the U.S.

## Phoenix-Mesa Gateway Airport (IWA, AZA)

- Allegiant Air flies to 35 destinations and flew 1.3 million passengers in 2013.
- In August 2013, Phoenix-Mesa Gateway celebrated its five millionth commercial passenger since beginning scheduled service in 2007.
- Today over 1,300,000 people live within a 30-minute drive of Phoenix-Mesa Gateway with another one million expected in the next decade.
- By 2020, Phoenix-Mesa Gateway will serve 1.5 to 2 million commercial passengers annually.
- By 2030, Phoenix-Mesa Gateway will have more than 100,000 high-value jobs within two miles and neighboring Arizona State University Polytechnic Campus, Grand Canyon University and Chandler Gilbert Community College enrollment will reach 25,000.

## Falcon Field Airport (FFZ)

- Falcon Field Airport is owned and operated by the City of Mesa and is one of the largest general aviation airports in the United States in terms of based aircraft and annual aircraft operations.
- FFZ was named "Arizona Airport of the Year" in 2010 by the Arizona Airports Association.
- More than 70 businesses are based here, including The Boeing Company (Apache Helicopter), MD Helicopters, Timken and CAE Oxford Aviation Academy.
- The Falcon Field Business District employs over 19,000 people in many companies and has more than 600 acres available for business development.

## CONNECTING TO MESA: VALLEY METRO LIGHT RAIL

In 2008, the much anticipated arrival of the METRO Light Rail mass transit systems made its debut in Phoenix. Now, construction has begun on extending the rail service through the heart of Mesa. The 3.1-mile, \$200 million Central Mesa light rail extension will travel through Downtown Mesa and is set to be completed in 2015.

The extension – which carves through Downtown Mesa, past three museums and two liberal arts colleges, and in front of the renowned Mesa Arts Center – will bring passengers even closer to the vibrant area with a Main Street filled with numerous shops, restaurants, coffee shops, bars, yoga studios, and distinctive boutiques and businesses.

### METRO LIGHT RAIL BY THE NUMBERS:

- 73.4** Million Boardings in 2013
- 6.9** Million Boardings in Mesa in 2013
- \$200** Million Expansion in Mesa by 2015
- 6** Planned extensions creating a 57-mile system





# PHOENIX-MESA METRO EVENTS AND VENUES

## CUBS PARK

Chicago Cubs Spring Training  
 capacity: 15,000  
 time of use: February to March

## HOHOKAM STADIUM

Oakland Athletics Spring Training  
 capacity: 10,500  
 time of use: February to March

## SUN DEVIL STADIUM

Arizona State University Football  
 capacity: 71,706  
 time of use: September through November

## WELLS FARGO ARENA

Arizona State University men's and women's basketball, volleyball, gymnastics, wrestling  
 capacity: 14,198  
 time of use: September through March

## FIESTA BOWL

**BLOCK PARTY**  
 Largest New Year's Eve celebration in Arizona  
 Downtown Tempe

## US AIRWAYS CENTER

NBA Phoenix Suns, WNBA Phoenix Mercury, Arizona Rattlers Arena Football as well as concerts, conventions, travel shows  
 capacity: 18,422  
 time of use: year-round

## CHASE FIELD

MLB Arizona Diamondbacks, Monster Jam, AMA Supercross, FMA Soccer, concerts, trade shows  
 capacity: 49,800  
 Time of use: year-round

## UNIVERSITY OF PHOENIX STADIUM

NFL Arizona Cardinals, NFL Super Bowl, Fiesta Bowl, BCS Bowl, NCAA Final Four, WrestleMania, expos, concerts, band championships  
 capacity: 63,400  
 time of use: September – January (Arizona Cardinals); year-round use for other events

## RAWHIDE

**WESTERN TOWN**  
 Arizona's largest Western themed attraction hosts multiple special events throughout the year

## WILD HORSE

**MOTORSPORTS PARK**  
 15 major spectator events including National Hot Rod Association (NHRA) drag races, Motocross, Lucas Oil Boat Races  
 time of use: year-round

## PHOENIX INTERNATIONAL RACEWAY

Two annual NASCAR races  
 capacity: 67,000  
 time of use: February and November

## TOURNAMENT PLAYERS CLUB OF SCOTTSDALE

Waste Management Phoenix Open attendance for 7-day event: 425,000+  
 time of year: late January/early February

## PF CHANG'S ROCK N' ROLL MARATHON

Phoenix, Tempe, Scottsdale  
 attendance: 36,000+ runners; 100,000+ spectators  
 time of year: mid-January

## PHOENIX MARATHON

Mesa  
 time of year: February

## FORD IRONMAN ARIZONA

Tempe Town Lake, Papago Park  
 participants: 2,500  
 time of year: November

## PHOENIX CONVENTION CENTER

900,000 sq ft meeting and event space.  
 One of the top 20 convention venues in the United States.

## WESTWORLD OF SCOTTSDALE

Over 100 events annually including the Barrett Jackson Auto Show and Auction (January), and the All Arabian Horse Show (February)  
 annual attendance: 650,000+  
 time of use: year-round

## ARIZONA

### RENAISSANCE FESTIVAL

30 acres with a 4,500 seat arena  
 attendance: 250,000  
 time of use: February through early April

### JOBING.COM ARENA

NHL Phoenix Coyotes, as well as concerts, lacrosse, Professional Bull Riders (PBR) Built Ford Tough Series  
 capacity: 19,000  
 time of use: year-round

## MARICOPA

### COUNTY PARKS

- Estrella Mountain Regional Park
- McDowell Mountain Regional Park
- South Mountain Park
- Papago Park
- Usery Mountain Regional Park
- San Tan Mountain Regional Park

## MESA EVENTS

Mesa serves as the host for a variety of exciting and unique events, including:

- Chicago Cubs & Oakland A's Cactus League Spring Training
- USA Swimming Mesa Grand Prix
- NJCAA National Women's Golf Championship
- WAC Baseball Tournament
- USA Water Polo 12U Nationals
- LPGA Symetra Tour Visit Mesa Gateway Classic
- USA Diving Region IX Championships
- USA Synchro Western Zones Championships
- Tough Mudder
- AJGA Heather Farr Classic
- VisitMesa.com Basketball Challenge
- Fiesta Bowl Junior College Shootout
- USA Swimming IMX Games Regionals
- Citrus Classic Winter Training
- Under Armour Baseball Factory
- Triple Crown Sports Spring Nationals
- United States Specialty Sports Association (USSSA) Super National Invitation Tournament
- El Tour de Mesa
- CycloMesa
- Fireball Run
- Phoenix Marathon
- MACFest

## GOLF

For Mesa, golf is big business. Golf pumps \$3.4 billion annually into Arizona's economy and more than 93,000 Arizona households are located in golf communities. The Arizona golf industry employs nearly 20,000 people, earning more than \$291 million in wages and benefits. The Arizona golf industry generates nearly \$80 million a year in taxes. Mesa boasts 40 golf courses strewn throughout the city, part of the more than 200 courses across the Phoenix-Mesa metro area.  
*Source: Arizona Golf Association*







## CHICAGO CUBS ATTENDANCE



	2014	2013	2012	2011
Total attendance for Cubs team	214,815	148,296	153,281	160,536
Average attendance per game	14,321	8,239	9,443	10,892

### CUBS PARK STADIUM

**15K** Seats in stadium

### CHICAGO CUBS

The Chicago Cubs Spring Training Facility at Mesa Riverview was completed in Spring of 2014. The stadium includes fixed seating and berm style seating for 15,000 fans. The nearby Riverview Park features numerous artistic water and lighting elements plus an "adventure play" area with unique climbing features, a splash pad and other play elements. Cubs Park hosted its first Spring Training Season in 2014 with record-breaking numbers and acclaimed success. The average attendance at Cubs Park was 14,321 per game during the inaugural season, making it the largest spring training per game attendance in Cub's history. In fact, Cubs Park now holds the Top 12 spots for largest single-game crowds in Cactus or Grapefruit League history. The 2014 Cubs Springs Training season also set the single season attendance record with 214,815 fans in 15 contests.

### OAKLAND ATHLETICS

The Oakland Athletics are also finding a new home in Mesa. The A's will be renovating Hohokam Stadium and Fitch Park to serve as their spring training headquarters beginning with the 2015 Cactus League season. The improvements to Hohokam Stadium will include refurbished seating, a state-of-the-art scoreboard, a remodeled clubhouse and more. The exterior will be refreshed and entrances will be re-branded with the familiar Oakland A's green and gold.

Mesa will now host two spring training teams with updated and new stadiums, making it a premiere destination for Cactus League Spring Training baseball.

### CACTUS LEAGUE IN ARIZONA:

**1.69** MILLION: 2014 Attendance  
**\$632** MILLION: 2014 Economic Impact  
 Source: FMR Associates Economic Impact Study



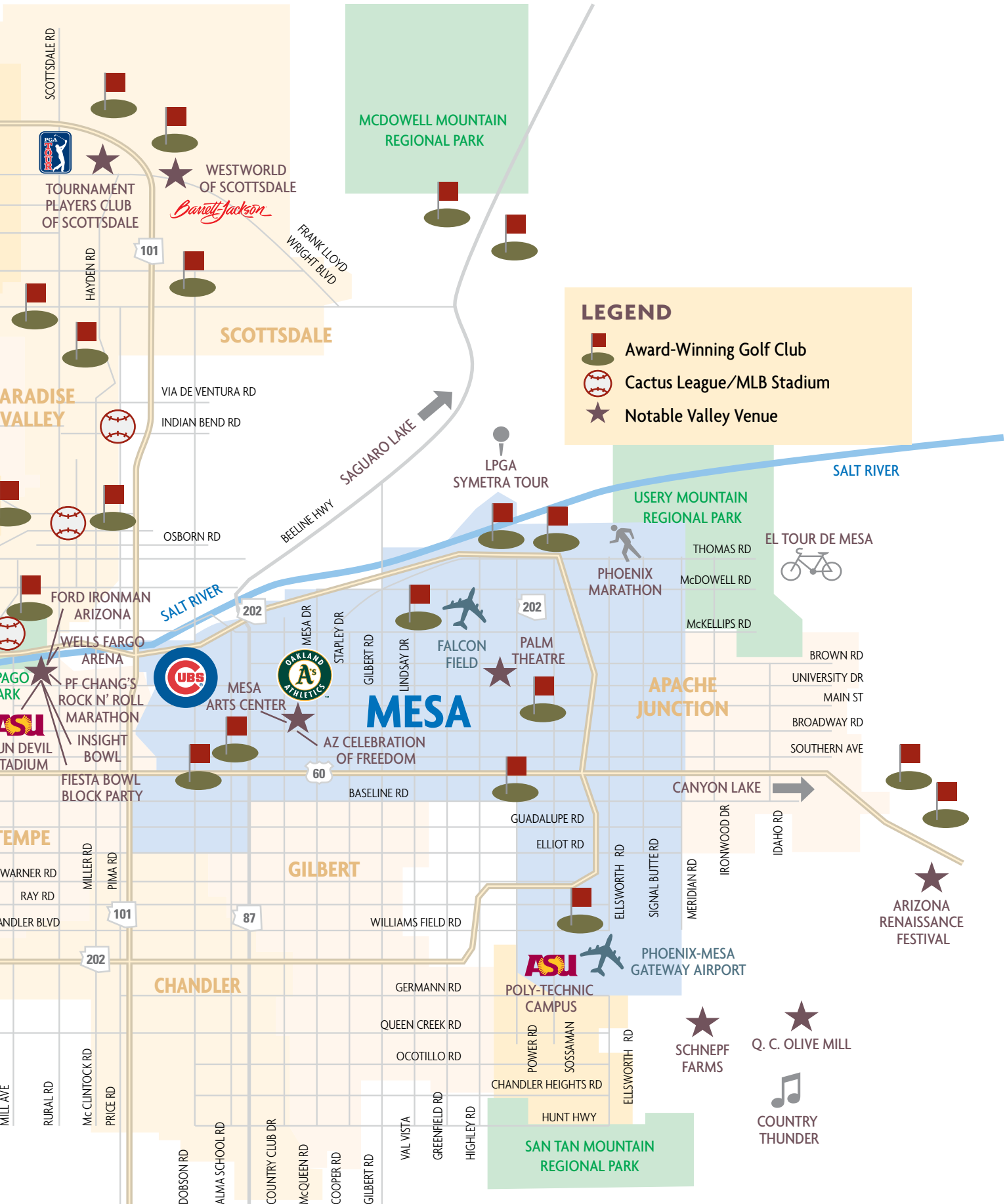
# PHOENIX-MESA METRO AREA VENUES






## TOP ARIZONA ATTRACTIONS BY VISITATION

ANNUAL VISITATION	ATTRACTION	DISTANCE TO MESA
2.1 million	Chase Field	14.8 miles
1.5 million	Cactus League Spring Training	Various
1.4 million	The Phoenix Zoo	5.4 miles
1.2 million	Jobing.com Arena	29 miles
1.2 million	University of Phoenix Stadium	28 miles
1.1 million	US Airways Center	13.6 miles
250,000 Approx.	Phoenix Convention Center	13.2 miles





**LEGEND**

-  Award-Winning Golf Club
-  Cactus League/MLB Stadium
-  Notable Valley Venue

MCDOWELL MOUNTAIN REGIONAL PARK

USERY MOUNTAIN REGIONAL PARK

SAN TAN MOUNTAIN REGIONAL PARK

SALT RIVER

MESA

APACHE JUNCTION

GILBERT

CHANDLER

PARADISE VALLEY

SCOTTSDALE

TOURNAMENT PLAYERS CLUB OF SCOTTSDALE

WESTWORLD OF SCOTTSDALE

*Banell-Jackson*

LPGA SYMETRA TOUR

USERY MOUNTAIN REGIONAL PARK

EL TOUR DE MESA

PHOENIX MARATHON

FORD IRONMAN ARIZONA

WELLS FARGO ARENA

PF CHANG'S ROCK N' ROLL MARATHON

INSIGHT BOWL

UN DEVIL STADIUM

FIESTA BOWL BLOCK PARTY

UBS

MESA ARTS CENTER

OAKLAND ATHLETICS

AZ CELEBRATION OF FREEDOM

FALCON FIELD

PALM THEATRE

BROWN RD

UNIVERSITY DR

MAIN ST

BROADWAY RD

SOUTHERN AVE

EMPE

WARNER RD

RAY RD

ANDLER BLVD

MILLER RD

PIMA RD

101

202

87

DOBSON RD

ALMA SCHOOL RD

COUNTRY CLUB DR

MCQUEEN RD

COOPER RD

GILBERT RD

VAL VISTA

GREENFIELD RD

HIGHLEY RD

WILLIAMS FIELD RD

GERMANN RD

QUEEN CREEK RD

OCOTILLO RD

CHANDLER HEIGHTS RD

POWER RD

SOSSAMAN

ELLSWORTH RD

ASU

POLY-TECHNIC CAMPUS

PHOENIX-MESA GATEWAY AIRPORT

SCHNEPF FARMS

Q. C. OLIVE MILL

COUNTRY THUNDER

ARIZONA RENAISSANCE FESTIVAL

SCHNEPF FARMS

Q. C. OLIVE MILL

COUNTRY THUNDER

ARIZONA RENAISSANCE FESTIVAL



## PHOENIX MESA METRO AREA MAJOR EMPLOYERS

- American Express Co. \*
  - Apollo Group Inc. \*
  - Apple Inc.
  - Avnet \*
  - Bank of America
  - Banner Health \*
  - The Boeing Co.
  - Best Western International \*
  - Century Link
  - Charles Schwab & Co.
  - Dignity Health
  - Empire Southwest \*
  - Fender Musical Instrument Corp. \*
  - Freeport-McMoran \*
  - General Dynamics
  - GoDaddy.com Inc. \*
  - GT Advanced Technologies
  - Humana
  - Insight Enterprises \*
  - Intel Corp.
  - John C. Lincoln Health Network \*
  - JPMorgan Chase & Co.
  - Knight Transportation \*
  - Mayo Clinic
  - MD Helicopters \*
  - Nammo Talley \*
  - ON Semiconductor \*
  - Orbital Sciences Corp. \*
  - PetSmart \*
  - PING Golf/Karsten Manufacturing \*
  - Raytheon Co.
  - Swift Transportation \*
  - U-HAUL \*
  - Ulthera
  - US Airways Group \*
  - Verizon Wireless
  - Vanguard
  - Viad Corporation \*
  - Wells Fargo
- \* = Corporate Headquarters

### POPULATION GROWTH

METRO PHOENIX

**3,251,876** IN 2000

**4,192,887** IN 2010

**4,514,973** IN 2015  
(Projected)

**6,445,238** IN 2020  
(Projected)

### COSTS OF DOING BUSINESS

IN MESA/EAST VALLEY

#### LABOR

**\$44,950** Mean Wage

**\$140.00** Unemployment Insurance  
(cost per employee)

**6.1%** Unionization Rate  
(National Average 11.3%)

#### UTILITIES

Electric Rates (per kwh)

**\$0.0955** COMMERCIAL

**\$0.0650** INDUSTRIAL

Natural Gas (per 1000 cubic feet)

**\$9.24** COMMERCIAL

**\$7.61** INDUSTRIAL

#### TAXES

**5.0%** Bed Tax

**6.5%** Corporate Income Tax

**3.52%** Individual Income Tax  
(average of brackets )

Sources: US Bureau of Labor Statistics

U.S. Energy Information Administration 2014

U.S. Census Bureau, taxfoundation.org,  
2014, Union Coverage & Membership  
Database 2013

### MEDIAN HOUSEHOLD INCOME

2012 CENSUS

**\$81,313** Mesa/East Valley

**\$66,996** Metro Phoenix

**\$70,883** National

Source: Maricopa Association  
of Governments, 2012

### 2012 COMMUTE TIMES

EAST VALLEY TRAVEL TIME  
TO WORK IN MINUTES

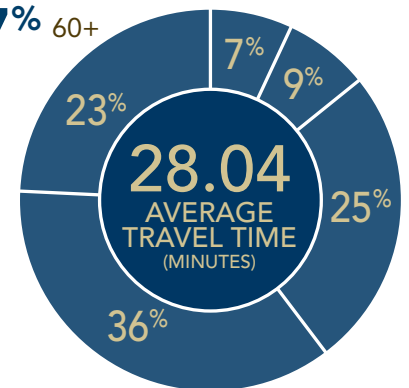
**23%** LESS THAN 15

**36%** 15-29

**25%** 30-44

**9%** 45-59

**7%** 60+



### EDUCATIONAL ATTAINMENT

Percentage of the population age 25+  
who have earned a bachelor's degree  
or higher.

**33%** MESA/EAST VALLEY

**28%** UNITED STATES &  
METRO PHOENIX



## THE ARIZONA VISITOR

<b>39.1</b>	Million overnight visitors
<b>107,000</b>	Visitors per day in Arizona
<b>\$19.8</b>	Billion in direct visitor spending
<b>17.6</b>	Million visitors to Maricopa & Pinal Counties
<b>\$12</b>	Billion in Maricopa County direct visitor spending
<b>163,500</b>	Jobs created through travel spending in Arizona with earnings of \$5.4 billion
<b>83%</b>	Of non-residents' purpose of their trip is leisure
<b>74%</b>	Of non-residents stay in paid accommodations
<b>43.5</b>	Average age of the Arizona visitor
<b>\$71.9K</b>	Average household income of the Arizona visitor
<b>4.5</b>	Nights, average length of stay
<b>2.9</b>	Persons, average travel party size

Source: Arizona Office of Tourism & Visit Mesa, 2014

For additional data and information requests, please contact the City of Mesa Office of Economic Development at 480-644-2398.

## 2013 COMPARISONS TO 2012

<b>\$86.83</b>	ADR (Mesa/SoutheastValley)
<b>+3.6%</b>	Increase over 2012

## MESA ADR GREATER THAN:

<b>\$83.81</b>	US Average
<b>\$86.51</b>	PHX West
<b>\$60.90</b>	Black Canyon Corridor

## MESA LODGING PERFORMANCE

2013 COMPARED TO 2012

<b>+3.6%</b>	ADR
<b>+6.4%</b>	REV PAR
<b>+2.7%</b>	OCCUPANCY
<b>+2.0%</b>	ROOM REVENUE

## METRO PHOENIX LODGING PERFORMANCE

2013 REVPAR BY SEGMENT

INCREASE OVER 2012

<b>+5.0%</b>	Luxury
<b>+5.4%</b>	Upscale
<b>+5.9%</b>	Mid-Price

## MESA IS ARIZONA'S NEXT COLLEGE TOWN

### 4 Top U.S. Liberal Arts Colleges Announced Campuses in Mesa

<b>Benedictine University:</b> 1,000 Students (Proj. by 2018)
<b>Upper Iowa University:</b> 750 Students (Proj. by 2018)
<b>Wilkes University:</b> 425 Students (Proj. by 2018)
<b>Albright College:</b> 300 (Proj. by 2018)
<b>Arizona State University:</b> 76,711 Students (ASU Polytechnic Campus in Mesa: 11,302 Students)
<b>Mesa Community College:</b> 23,678 Students
<b>Chandler-Gilbert Community College:</b> 19,791 Students
<b>Grand Canyon University – Mesa:</b> 10,000 Students (Proj. by 2021)
<b>East Valley Institute of Technology:</b> 3,000 Students
<b>A.T. Still University:</b> 2,033 Students
<b>Northern Arizona University – Mesa:</b> 1,600 Students
<b>Other Private &amp; For Profit Institutions include:</b> Arizona College, Carrington College, Devry University, Everest College, Pima Medical Institute and University of Phoenix

\* 2013 Enrollment Data







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[twitter.com/MesaEconDev](https://twitter.com/MesaEconDev)



[tinyurl.com/LinkedInGroup-MesaEconDev](https://www.linkedin.com/company/MesaEconDev)

## EMPOWERED TO HELP YOU BUILD YOUR BUSINESS

The City of Mesa Office of Economic Development works closely with the client throughout all phases of the development process and looks forward to helping you build and grow in Mesa.

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*Photos by: Visit Mesa & The City of Mesa Office of Economic Development*