

Staff Summary Report

City Council Meeting Date: 9/8/2011

Agenda Item Number: 5A2

SUBJECT: Request authorization to sign the 2011-2012 Greater Phoenix Economic Council (GPEC) Contract for regional marketing and business attraction services in the amount of \$53,641.

DOCUMENT NAME: 20110908mmcd01 ECONOMIC DEVELOPMENT PROGRAM (0111-03)

COMMENTS: Sufficient funding for the GPEC contract resides in cost center 2710, account 7009

PREPARED BY: Micah Miranda, Economic Development Specialist (858-2218)

REVIEWED BY: Chris Anaradian, Community Development Director (858-2204)

LEGAL REVIEW BY: Cynthia McCoy, Assistant City Attorney (858-2187)

DEPARTMENT REVIEW BY: Chris Anaradian, Community Development Director (858-2204)

FISCAL NOTE: The contract amount (\$53,641) is based on the 2010 Maricopa Association of Governments population estimate for Tempe (161,938) and a per capita rate of approximately \$.39 and includes a continued 15% rate reduction from the fiscal year 2010 – 2011 contract. This rate reduction results in a \$4,271 savings for Tempe, during fiscal year 2011-2012. Funding for the GPEC contract has been appropriated in cost center 2710 (General Fund).

RECOMMENDATION: Staff recommends approval of the Greater Phoenix Economic Council 2011-2012 contract.

ADDITIONAL INFO: GPEC's mission is to attract quality business to the Greater Phoenix Region from around the world, and champion foundational effects to improve the region's competitiveness

Fiscal year 2010-2011 GPEC represented the City of Tempe at: 16 Domestic Sales Missions, 16 California Focused Sales Missions, 24 Domestic Trade Shows and Corporate Relationship Building Conferences, and six International Sales Missions.

These sales missions as well marketing efforts generated the following number of prospects:

- Advanced Business Services: 31
- Aerospace: 5
- Bioscience/Healthcare: 10
- High-Technology: 19
- Solar: 29
- Other Industries: 95

DataSphere Technologies, a new Tempe business is a GPEC assisted locate, representing 220 new jobs and \$3.2 million in capital investment.

Bryan College is another GPEC assisted locate, representing 85 new jobs and \$0.5 million in capital investment.