



Renewable Energy



Biomedical/
Personalized
Medicine



Advanced
Business
Services



Manufacturing
& Logistics



Mission
Critical



Aerospace
& Aviation



Emerging
Tech

MEMBER COMMUNITIES

MARICOPA COUNTY
APACHE JUNCTION
AVONDALE
BUCKEYE
CASA GRANDE

CHANDLER
FOUNTAIN HILLS
GILA BEND
GILBERT
GLENDALE

GOODYEAR
MARICOPA
MESA
PHOENIX
PEORIA

QUEEN CREEK
SCOTTSDALE
SURPRISE
TEMPE
TOLLESON

WICKENBURG



- Attract quality businesses to the Greater Phoenix region from around the world, and advocate and champion foundational efforts to improve the region's competitiveness.
- Founded in 1989 as a regional, public-private partnership
- Supported by Maricopa County, 20 cities and towns, and 160 private-sector businesses
- Provides site-selection services as well as supporting data and analysis
- Fosters partnerships among companies entering the market and key leaders and businesses in the region and state

GPEC
SINCE
1989

MISSION STATEMENT AND PURPOSE

Strategic Pillar	By 2016
Retention and Expansion	GPEC's R/E model will be best-in-class.
Next Generation	GPEC will elevate Greater Phoenix as a leading center of emerging technologies.
Attraction	GPEC will maintain its reputation as a credible, respectable and "go to" organization.
International	GPEC's foreign direct investment approach will be a national best practice.
Regional Brand	GPEC will successfully define Greater Phoenix as a region that is forward-thinking, innovative and business-friendly.
GPEC Brand	GPEC will be the nation's premier agency and leader in the economic development realm. In Arizona, GPEC will be the principal leadership organization.
Capital Markets / Venture Formation	GPEC will develop a science and technology-based fund that will drive regional innovation activity.

5 - YEAR
VISION

NEW STRATEGIC PLAN



Work in Partnership Internationally

Coordinate with Arizona Commerce Authority to remodel Arizona Global Network, focusing strategy and resources in China, Canada and Western Europe.

Leverage Compelling Research

Mine intelligence to create comprehensive data sets to shape value proposition for GPEC's target industries.

Maintain Lead Position with National Site Selectors

Uphold national "Best in Class" ranking through regular outreach, in-person meetings and ExecuTours with site-selection community.

Expand Region's Emerging Tech Platform

Partner with science and tech-based assets to create innovation ecosystem, becoming central resource for digital IT, healthcare science and clean tech companies.

Collaborate for Opportunities in California

Remain invested partner in Arizona Sun Corridor with Tucson, Yuma, Flagstaff and Pinal County. Place intense focus on Orange County, LA Basin and Bay Area, expanding sales channels in these regions.



Retain Key Industries and Capture New Opportunities

Scale market intelligence program, initially focused on aerospace and defense, to other sectors, including clean tech. Work with communities and local chambers on retention and expansion strategy.

Return to Washington, D.C.

Resume Executive Mission to nation's Capitol, driven by immediate and long-term economic opportunities for the region and state.

Build Region's Future Around Science and Technology

Place emphasis on creating centers of excellence around impactful industries like clean tech, next-generation aerospace and defense, personalized medicine and IT.

Support Workforce Development Efforts

Collaborate with workforce development partners at Maricopa County, City of Phoenix, Maricopa Community Colleges, ASU and University of Phoenix, to address skills gap in occupations critical to growth industries.

Research Opportunities in Clean Tech

Continue to support innovation, adoption and evolution of solar and other clean technologies; analyze niche sectors compatible with region's assets.



Implement Geographic-centric Campaign

Expand current messaging for CA audiences and target marketing and PR efforts in Chicago, northern CA and China

Devise Online Marketing Plan

Following website launch, increase online marketing focus to include search engine optimization, search marketing, social media and email marketing.

Continue Industry-focused Marketing

Further develop value propositions for GPEC's target industries, maintaining brand continuity on microsites, industry-specific collateral, presentations and messaging.

Increase National and International PR

Leverage business development and CEO-scheduled trips for increased PR and media efforts nationally and internationally. Monitor niche/trade publications for opportunities to better promote regional assets.

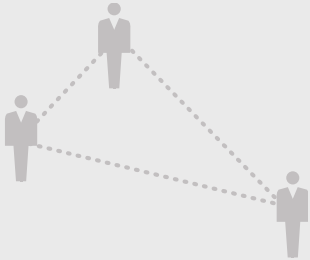
	THRESHOLD	TARGET	STRETCH
Payroll Generated	\$185,028,506	\$203,531,356	\$223,884,492
Number of Jobs	4,378	4,816	5,297
High-wage Jobs	2,292	2,521	2,773
Average High-wage Salary	\$49,108	\$54,564	\$60,020
Qualified Prospects	199	219	241
Qualified International Prospects	35	39	43
Emerging Tech Assists	8	10	12
Reach of Editorial Placements	119M	131M	144M
Stakeholder Satisfaction with Business Attraction	7.0*	7.3*	7.6*
Competitive Position Progress	**	**	**
Meet or Exceed Cash Reserve Target	98%	100%	102%

* Based on a scale of 1 to 10

** As determined by GPEC's Executive Committee

FY13
METRICS

ACTION ITEMS DRIVE PERFORMANCE



The active involvement by GPEC stakeholders carves a path for our region to become world-class and extraordinary.

Following are GPEC's current offering of engagement opportunities:

Leadership Councils and Advisory Groups

- GPEC Next Leadership Council
- Healthcare Leadership Council
- International Leadership Council
- Economic Development Directors Team
- Community Building Consortium
- Marketing Committee
- Innovation Council

GPEC Ambassadors and Certified Ambassador Program

At the foundation of GPEC's engagement activity are Ambassadors whose broad range of professional background lends critical assistance to regional business-climate improvement and business development efforts.

Queen Creek Revenue Return (5-Yr Trend): 94:1

QUEEN CREEK INVESTMENT

Funding Request for FY13: \$10,691
(MAG 2011 Population)

Previous Funding for FY12: \$8,829
(MAG 2010 Population – with 15% reduction)

DRIVEN RESULTS

The Town of Queen Creek benefits from site location projects and GPEC activities that occur across the region.

- Economic development projects create value by generating public and private revenues.
- Commute patterns and retail studies show that employees of 'locates' live and spend their incomes in all Greater Phoenix communities. Thus, when a company selects a Greater Phoenix location, all communities benefit with increased tax revenues.
- 645 jobs region-wide¹ for Queen Creek residents from GPEC-assisted locates

RETURN ON INVESTMENT (5-Yr Trend)

- **\$94 of direct revenue² for every \$1 invested.**
- **\$175 of total revenue³ for every \$1 invested.**
- \$18.5 million in new consumer spending¹ generated by new Queen Creek jobs and employed Queen Creek residents. An addition of \$18.6 million created by multiplier effects, results in total consumer spending of \$37.1 million.
- **\$3.9 million** in new Queen Creek direct revenues¹ (boosted to \$7.4 million when including related multiplier effects of \$3.5 million).



Targeted Opportunities

Queen Creek advances GPEC's mission of attracting quality companies to the region by:

- Responding to 'E-Track' prospect requests.
- Participating in prospect community visits.
- Hosting ExecuTours, tailored events for high-level decision makers.
- Prospecting at trade shows, conferences and sales missions to expand the project pipeline.

Competitive Intelligence

GPEC offers Queen Creek access to unique tools and expertise:

- Comprehensive demographic, labor, targeted industry information and marketing assistance.
- CoStar real estate database.
- MetroComp operating cost-comparison software for 50 markets.
- Community Building Consortium.
- Greater Phoenix Consensus Impact Model analysis.
- Community Partnership Program.

602.256.7700
www.gpec.org



@GPEC



gpec greater phoenix



Greater Phoenix Economic Council (Groups)



Greater Phoenix Economic Council

THANK
YOU

Q U E S T I O N S ?