



# City of Apache Junction

*Home of the Superstition Mountains*

*Economic Development Department*

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DATE: June 6, 2017

MEMORANDUM TO: The Honorable Mayor & City Councilmembers

MEMORANDUM THRU: Bryant Powell, City Manager  
Matt Busby, Assistant City Manager

MEMORANDUM FROM: Janine Solley, Economic Development Director

SUBJECT: Greater Phoenix Economic Council (GPEC) contract  
Renewal FY 17/18

Since Apache Junction joined the Greater Phoenix Economic Council (GPEC) in 2007 we have benefited from a number of services the organization provides its community members. These include; access to a staff research section, an annual multi-million dollar marketing campaign and direct marketing to site selection consultants and target industry prospects, the traditional qualified 'lead generation' and prospect management activity, and access to the ambassador program designed to help communicate, educate and inform stakeholders, policy-makers, citizen and media about key regional economic development issues and regional assets & opportunities.

AJ-GPEC 'Trend on Revenue Return' (Greater Phoenix: Greater Opportunity report included in the council agenda packet) calculates a 10:1 ROI when viewed over time. The City of Apache Junction 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. GPEC-assisted locates have created 342 jobs region-wide for Apache Junction residents over the past 5 years.

Our participation in and association with GPEC likewise opens doors for staff to interact with other ED-peers and site selection professionals that it would be extremely difficult if not impossible for staff to do on our own.

This year's GPEC renewal is in the amount of \$22,460.00 (based on \$0.5752 per capita for Pinal County population of 38,812, and \$0.4397 per capita for Maricopa County population of 306). Staff once again respectfully recommends approval.