



City of Apache Junction

Home of the Superstition Mountains

Economic Development Department

DATE: May 27, 2021

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 21/22 and GPEC Board Recommendation

The Greater Phoenix Economic Council (GPEC) has acted as the City's Regional Economic Development agency since 2007. As such, GPEC undertakes strategic economic development initiatives including business recruitment, expansion and attraction to bring additional jobs and positive economic outcomes to the Phoenix region.

We annually host GPEC for our Community Partnership Meeting (future meeting date TBD due to COVID-19 impacts), have regular involvement with representation on the GPEC Board of Directors, Mayors & Supervisors leadership involvement, and Economic Development staff with the Economic Development Directors Team meetings, and a number of us regularly participate in GPEC educational and ambassador events. Heading into our 14th year as a member of GPEC, we're pleased with the variety of services GPEC provides to Apache Junction and the Greater Phoenix Region to enhance the region's competitiveness and grow quality jobs.

Per the annual contract, GPEC and the City of Apache Junction have specific responsibilities to cooperate on a regional level to meet GPEC's specific annual performance targets. While some strategies are periodically adjusted or enhanced to meet current economic climates or business trends, the core focus and goals remain relatively fixed.

A full copy of the contract and exhibits has been provided. This year's GPEC renewal is in the amount of \$26,283.00 (based on \$0.6252 per capita for Pinal County population of 41,782, and \$0.4897 per capita for Maricopa County population of 328). Staff once again respectfully recommends approval of the contract and the Mayor's recommendation to have Councilmember Kelly Gremmel serve as Apache Junction's representative on the GPEC Board of Directors.