Welcome To Downtown Mesa Az
MESA: QUICK FACTS

With a population of nearly 500,000, Mesa is the 38th largest city in the U.S., 3rd largest in Arizona, and 2nd largest in the Phoenix-Mesa metro area. Larger than Miami, Minneapolis, Atlanta and St. Louis, Mesa covers 133 square miles inside a 21-city region with a population of 4.4 million, projected to be 6 million by 2030.

<table>
<thead>
<tr>
<th>Year Incorporated</th>
<th>1883</th>
</tr>
</thead>
<tbody>
<tr>
<td>Elevation</td>
<td>1,255</td>
</tr>
<tr>
<td>Cost of Living Index</td>
<td>95.0</td>
</tr>
<tr>
<td>Average High/Low Temperature</td>
<td>88 / 56</td>
</tr>
<tr>
<td>Median Age</td>
<td>35.5</td>
</tr>
<tr>
<td>Average Household Income</td>
<td>$64,480</td>
</tr>
<tr>
<td>Number of Mesa Households</td>
<td>174,273</td>
</tr>
</tbody>
</table>

### POPULATION

<table>
<thead>
<tr>
<th></th>
<th>2015</th>
<th>2020</th>
</tr>
</thead>
<tbody>
<tr>
<td>Mesa</td>
<td>462,376</td>
<td>490,337</td>
</tr>
<tr>
<td>Arizona</td>
<td>6,720,515</td>
<td>7,104,114</td>
</tr>
</tbody>
</table>

### MESA’S LARGE EMPLOYERS

- Banner Health Systems: 9,573
- Mesa Public Schools: 8,770
- The Boeing Company: 4,900
- City of Mesa: 3,715
- Maricopa County Government: 2,644
- Maricopa Community Colleges: 1,951
- Avail Inc.: 842
- Empire Southwest: 736
- CB Health & Behavioral Health: 655
- Mountain Vista Medical Center: 530
- Able Engineering: 400
- Special Devices Inc: 400
- Drivetime Automotive Group: 300
- Crescent Crown Distribution: 274

### EDUCATIONAL ATTAINMENT

- Associate’s Degree: 8.5%
- Bachelor’s Degree: 21.0%
- Graduate’s Degree: 12.7%

### EDUCATIONAL INSTITUTIONS

- Mesa Community College: 22,711
- Arizona State University – Polytechnic: 12,029
- East Valley Institute of Technology: 3,000
- Chandler-Gilbert Community College: 2,125
- American River College: 1,400

### HOUSEHOLD INCOME

- Median: $49,453
- Average: $65,418

### AIRPORTS

- Phoenix-Mesa Gateway Airport
  - Allegiant Air flies to 35 destinations nationally.
  - Private aircraft and air cargo service
  - By 2030, projected to serve 10 million total passengers
  - Three runways
  - 250+ acres of developable land available
  - Fastest growing airport in the U.S.

- Falcon Field
  - 5th busiest general aviation airport in the U.S.

### RACE

- **Total Population**: 439,041 (100)
- **White**: 338,591 (77)
- **Hispanic or Latino**: 115,753 (26)
- **Some Other Race**: 49,578 (11)
- **Black or African American**: 15,289 (3)
- **Two or More Races**: 15,041 (3)
- **American Indian**: 10,377 (2)
- **Asian**: 8,493 (1)
- **Native Hawaiian Pacific Islander**: 1,672 (Below 1%)
- **Three or more races**: 1,081 (Below 1%)
- **Native Hawaiian**: 269 (Below 1%)

### INDUSTRIES OF OPPORTUNITY

- Outdoor Recreation
  - 57 Parks; 9 public pools; miles of hiking and biking trails; quick access to major lakes and

- **Area**
  - **City**: 133.13 sq mi (324.2 km²)
  - **Land**: 132.93 sq mi (323.7 km²)
  - **Water**: 0.2 sq mi (0.6 km²)

- **Elevation**: 1,243 ft (378 m)

- **Population (2010)**
  - **City**: 439,041
  - **Estimate (2015)**: 471,825
  - **Rank**: US: 38th
  - **Density**: 3,536.6/sq mi

See Attached – Check here: http://www.mesaaz.gov/home/showdocument?id=13106
Downtown Square Mile 1906 – Downtown Square Mile today

Short History of Mesa - https://www.youtube.com/watch?v=ozkMMcHPISc
Downtown Profile - http://www.mesaaz.gov/home/showdocument?id=12149
Downtown Revitalization – Mesa Urban Garden
Downtown Revitalization - Celebrating local businesses

- Google Inside View
- Local First Arizona Small Wonders map and membership to LFA
- Splash page
- Over 50 businesses with Google inside view
- Mesa-beta site for product

Mesa Education Institutions: http://mesaaz.gov/business/economic-development/business-environment/education/higher-education-institutions

How Mesa Became a College Town: https://youtu.be/2Wx4uLjTAZI?list=PLcrTnX9941X3QzIwp_o1TbPbxgZHi_Fyn
Site 17

1980s 26 acres of single family homes cleared for Water resort
Developer abandoned

2016 City Council exploring New Residential, Public amenities, Pedestrian Friendly
Ideal use would be dense residential options with connectivity to Downtown

Site profile: http://mesaaz.gov/home/showdocument?id=11149
Downtown Revitalization – Walking and Bike Audits

Walking audit

Bike Audit
Downtown Revitalization – Community gathering space
Downtown Revitalization - LEAP-Local Entrepreneur Assistance Program
Downtown Revitalization – Technical Assistance / Latino Business Support

Latino Business consultants

Supported by Amtrust Bank
FDIC Money Smart

Reunión de la Asociación de Negocios Latino, presenta Ray Villa
Monthly Latino Business Association Meeting w/ Ray Villa

Esta es la reunión mensual de la Asociación de Negocios Latino
This is the monthly meeting for the Association of Latino Businesses
Every 2nd Tuesday at 9am.

@ Pedritos 311 W Main St. Mesa
Martes 10 de marzo por 9am
Tuesday, March 10 at 9am

NEDCO
10 West Main Street, Mesa, Arizona
P | 480-258-6927 F | 480-464-5817
nedco-mesa.org
Downtown Revitalization – Supporting Local Artists & Local Events

Ripple- creative placemaking ed with grants, Influx - $3,000
Up at nite 40 artists, 40 businesses, 10 nites AZ Commission grant
Downtown Revitalization – Supporting Local Artists & Local Events
Downtown Revitalization – Supporting Local Artists & Local Events

Sliver Lot- Developer wants to active lot Movies on Main at the Country Club Light Rail Station
Downtown Revitalization – Supporting Local Artists & Local Events
Downtown Revitalization – Creative Placemaking

Street pianos
22 community designed pianos
For all to play
Downtown Revitalization – Creative Placemaking
Downtown Revitalization - Activate the Alleyway

- Community involvement
- Leveraged Architect and landscape designer for consistency
- $66,000 investment from State Farm
- Improved 18 storefronts in six months
- Initiated more than $250,000 of investment and development in downtown Mesa.
Downtown Revitalization - Alleyway Improvement

Before & After - Paint, entryway signage and window awnings, lights
Downtown Revitalization - Alleyway Improvement

Three side by side businesses participated
Downtown Revitalization - Alleyway Improvement

Before

Paint, pergola, outside seating

Roll up garage door to expand seating to outside patio

Pergola, patio seating, mural, entryway upgrade

Two side by side businesses
Downtown Revitalization - Alleyway Improvement

Before

Window and entryway signage, awnings, planter, paint

Before

Outdoor seating, mural on fence
Downtown Revitalization - Alleyway Improvement

Before/After - Four side by side businesses - Paint, signage entryway awnings, planter

Before/After - Three side by side businesses – Paint, Mural, New Trash Enclosure
Encore on First Ave
2013- First development in Downtown Mesa in 26 years

81 units
Senior Housing
Very Active Residents

More info: http://encore SENIORHOUSING.COM/first/
Encore on 1st Ave: https://www.youtube.com/watch?v=n1SBAqHxrO8
Opportunities - Sycamore Station

The proposal by developer Miravista Holdings will create seven parcels in a transit-oriented neighborhood featuring a mix of multifamily, townhomes, retail, commercial, senior living and parking facilities.

Downtown Redevelopment - Opportunities

NEAR THE LIGHT RAIL
Projects should ideally be within ¼ mile of a light rail station, and no more than ½ mile from one.

CONNECTED TO NEIGHBORHOODS
Developments should provide safe and inviting routes for walking, biking and transit of all kinds. These routes and pathways give quick and easy access to nearby amenities.

PROVIDE HOUSING CHOICES
Housing should appeal to all income levels and offer choices for all family types and individuals.

COMPACT DEVELOPMENT
Developments support light rail and provide the added housing, office space, retail and other uses to support a healthy community and economy.

COMMUNITY PARTICIPATION
Developers and cities engage the community in the planning and decision making process, ensuring that projects meet the needs, values and desires of the community.

DESERT FRIENDLY DESIGN
Projects should be designed with the local environment in mind, and should use water and energy carefully.
Downtown Redevelopment - Opportunities

20 acres on Main Street
Car dealership with parking garage
Purchased by infill developer 2016
- 50 units artists live/work space
- Commercial space on 1st floor
- Art organizations target for commercial space
- Public common space

Downtown Redevelopment - Opportunities
Video Links

2nd Friday Night Out - Downtown Mesa
https://www.youtube.com/watch?v=JGXAg7jGj1Q

Motorcycles On Main - Downtown Mesa
https://www.youtube.com/watch?v=MGc6TuPg6jk
https://www.youtube.com/watch?v=xOYHm2ADP5Q

Mesa Artspace Lofts
https://www.youtube.com/watch?v=ZqUpNibJ0zl
https://www.youtube.com/watch?v=PxypN2wDDoA
https://www.youtube.com/watch?v=xuYMGNGfqkM

Downtown Mesa - Then, Now, and in the Future
https://www.youtube.com/watch?v=ozkMMcHPlSc

Why NEDCO was created
https://www.youtube.com/watch?v=x-kg7iRrwW8

Taste of Downtown Mesa Restaurants
https://www.youtube.com/watch?v=W1MK4cihQJU

Downtown Mesa Restaurants - 14+ Original Restaurants
https://www.youtube.com/watch?v=sYYkH2R2K6o
Video links about Programs

NEDCO 2011-2012 Year in Review
https://www.youtube.com/watch?v=T2wg_Kb-ClY

NEDCO 2012-2013 Year in Review
https://www.youtube.com/watch?v=A3KKy6lADsl

NEDCO and Bank of America
https://www.youtube.com/watch?v=w8KPemCP-Yg

Encore on 1st Ave
https://www.youtube.com/watch?v=n1SBAqHxrO8