

City of Mesquite

Fee for Service Agreement

Annual Review

June 11, 2013



Mesquite Regional Business, Inc.

VISION STATEMENT


Grow Primary Businesses for the Mesquite Region

MISSION STATEMENT


To be recognized as the go-to organization for enhancing the economic growth of the Mesquite region

Why Are “Primary” Jobs So Important?

- Typically pay a higher wage
- Typically provide better benefits
- Typically produce a product or a service that is sold outside the area



A good quality of life begins with a good job



Bringing **NEW \$\$** into the region

Primary Jobs



Products & Services



\$ New Money \$
To support the local economy

Suppliers



Wages



Sub-Contractors



Professional Services



Local Government

Local Service Providers

Local Economy

Retail & Services

Construction Housing

Mesquite in the National Economic Development Marketplace

- Mesquite is our “product”.
- Are we competitive?
- Do we have the infrastructure in place?
- What makes us special and unique?
- How do we differentiate ourselves?
- How do we overcome misperceptions about Southern Nevada?

MRB Prospect Data Base

Contact

Prospect Code Name **1301 Project Twinkle** Lead Status **Prospect**
Prospect Industry **Retail/Consumer Goods** Referred By **Laura Woolsey**
Prospect Product **Nursery: plants and landscaping supplies**
of Employees **20** Capital Investment **0**
Average Wage per Employee **0**
Employee Benefits **Unknown**

Requirements

Land Acres **5** Water **Unknown**
Building Sq Ft **8,000** Power **Unknown**
Ceiling height **24** Telecommunications **Unknown**
Dock Doors **3 (three)** Highway **Access to retail traffic**
Rail **Unknown**

Assistance Requested Permitting & Licensing Assistance; Research; Site Location Assistance; Workforce Training and Grants

Last Results Opening day: May 11, 2013



2013 Prospect Recap

(5 months)

	Active	Cold	Successful	Dead	Unsuccessful
Inquiry	3	2			
Start-Up	2			2	
Lead	3	2			
Prospect		1	3		
Retention	1				
Totals	9	5	3	2	

Total of 19 prospects
32% Technology Based
26% Retail and Service Related
26% Manufacturing
10% Transportation
5% Education

2013 Prospect Recap

(5 months)

- Prospect/Clients assisted in 2013: **19**
- From outside the United States: **2**
- From outside of Nevada: **12**
- From within Nevada (non-local): **2**
- Local: **3**

2013-2014 Strategic Plan of Action

Objective #1:

Market Mesquite as a premier location for business and industry

Objective #2:

Build consensus among and foster working relationships with Mesquites Business Development Organizations

Objective #3:

Solidify Mesquite Regional Business, Inc.'s Future

Is Mesquite “Primary Job” Ready?

- Quantify the “Knowledge-Based” Workforce
- Identified Available Fiber Optics Routes
- “Business Ready” Facilities
- “Shovel Ready” Sites
- Establish a Revolving Loan Fund Program
- Infrastructure Development

Mesquite Regional Business, Inc.

TASKS

MRB is working with key stakeholders to identify three major “tasks” to address. Each task is being studied, options identified, and potential solutions qualified.

- Interchange 118
- Natural Gas
- Solar Power



Site Consultants

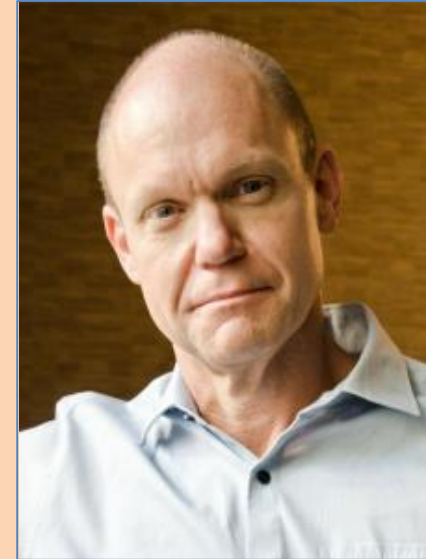
- They are hired by the client to find the perfect location.
- Their reputations are only as good as the last successful client they helped.
- It is their job to look for reasons to eliminate a community from consideration.
- They use sophisticated websites, i.e., ZoomProspector.

Marketing and Outreach

MRB

Website/ZoomProspector

**Mesquite Chamber of
Commerce Ad**



CEDS Participation

**(Comprehensive Economic
Development Strategy)**

**Members of Southern
Nevada Economic
Development Advisory
Group**



MRB Website – www.MRBNV.org

[Facts & Rankings](#) [About MRB](#) [Contact Us](#) [Privacy and Confidentiality Policy](#) June 9, 2013



MESQUITE REGIONAL BUSINESS, INC.


PROMOTE • RECRUIT • FACILITATE ECONOMIC DEVELOPMENT






Mesquite Regional Business, Inc. (702) 345-3075


Data & Demographics
*Deciding Factors***Expand & Relocate**
*Let us help!***Business & Industry**
*Targeted Industries***Virgin Valley Living**
*Active Leisure Lifestyle***News & Media**
Mesquite Business News

News Release - January 28, 2013

January 28, 2013 // 0 Comments








MOVE YOUR BUSINESS WHERE LIFE IS REMARKABLE

Excellent quality of life is critical to the attraction and retention of skilled and talented workers, which are essential to the success of growing a business. The Mesquite region's exceptional



ZoomProspector GIS Mapping

The screenshot displays the ZoomProspector GIS Mapping interface. On the left, there is a search sidebar with the following sections:

- SEARCH** | HEAT MAPS | LAYERS | COMPARE
- Find:** Buildings, Sites, Businesses, Communities
- Square Feet:** MIN SIZE - MAX SIZE
- For Sale For Lease
- Select Type:** Industrial Office Retail
- MORE FILTERS** | **SEARCH** | *Reset / Minimize*

The main map area shows a map of Mesquite, Nevada, with a blue polygon highlighting a specific area. Key locations and roads labeled include: Marilyn Redd Park, Pioneer Park, Mesquite, Helen Lane Park, Bunkerville, Riverside Rd, and Veterans Memorial Hwy. The map includes navigation controls (Map/Satellite, zoom in/out, pan) and a 'My Folder' button. Map data is attributed to ©2013 Google.

Results [Refine Search](#) Viewing 1-1 of 1 | Pages 1 of 1

[Print](#) [Sort by](#) [Export](#) [Advanced](#) RSS

123 2nd St
Address: 123 2nd St
City: Mesquite
County: Clark County
Zip Code: 89027
Type: Industrial
Min Size: 2,000 sqft
Max Size: 20,000 sqft

ZoomProspector GIS Mapping

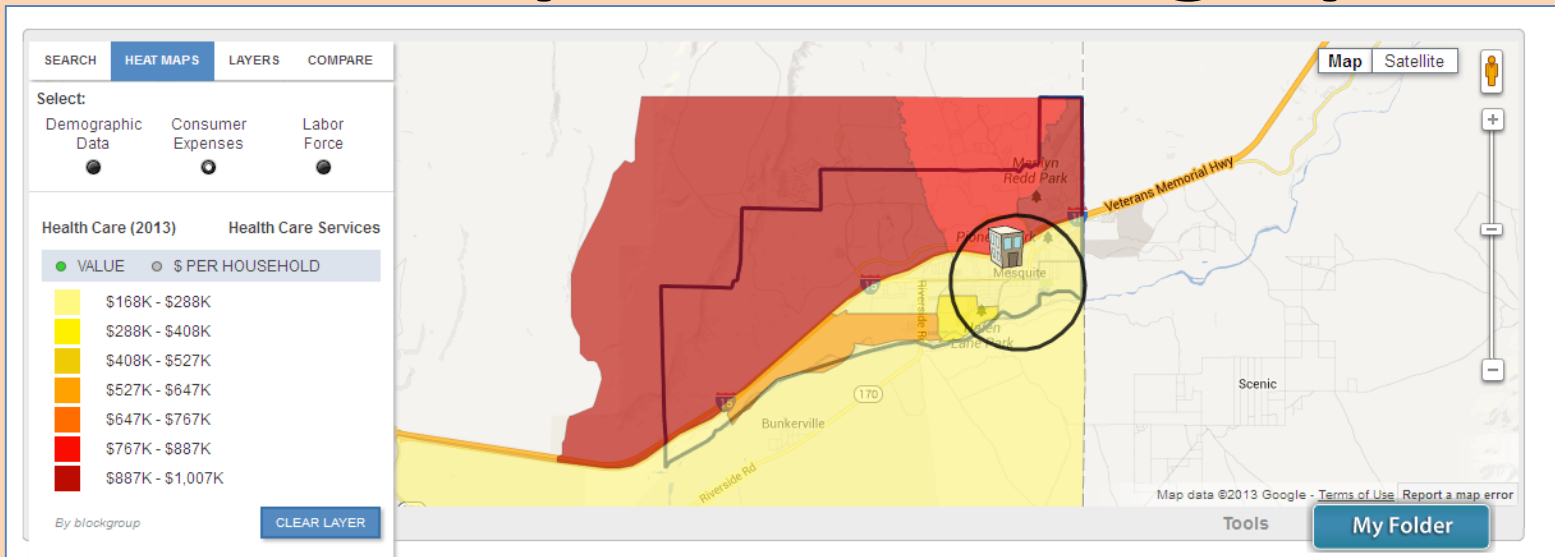
Share Print Export [Back to Property Report](#)

Labor Force Demographics **Consumer Spending** Wages Business Housing

Consumer Spending Report (,) Radius: miles or DriveTime: minutes [MODIFY REPORT](#)

Consumer Expenditures (2013)			Consumer Expenditures (2013), Cont'd		
	\$ PER HOUSEHOLD	TOTAL \$000'S		\$ PER HOUSEHOLD	TOTAL \$000'S
Apparel		Chart ▾	Personal Care		Chart ▾
Totals:	\$1,965	\$3,841	Totals:	\$596	\$1,166
Men's Apparel	\$369	\$723	Hair Care	\$46	\$91
Boys' Apparel	\$97	\$191	Electric Personal Care Appliances	\$11	\$23
Women's Apparel	\$654	\$1,279	Personal Care Services	\$399	\$781
Girls' Apparel	\$130	\$256	Personal Care Products	\$139	\$272
Infants Apparel	\$87	\$172	Reading		Chart ▾
Footwear	\$326	\$638	Totals:	\$133	\$261
Apparel Services and Accessories	\$298	\$584	Newspapers	\$57	\$112
Education		Chart ▾	Magazines	\$27	\$54
Totals:	\$895	\$1,749	Books	\$48	\$96

ZoomProspector Demographics



Share Print Export

[Back to Property Report](#)

Labor Force Demographics **Consumer Spending** Wages Business Housing

Consumer Spending Report (,)

Radius: miles or DriveTime: minutes

[MODIFY REPORT](#)

Consumer Expenditures (2013)		
	\$ PER HOUSEHOLD	TOTAL \$000'S
Apparel		Chart
Totals:	\$1,965	\$3,841
Men's Apparel	\$369	\$723
Boys' Apparel	\$97	\$191
Women's Apparel	\$654	\$1,279
Girls' Apparel	\$130	\$256
Infants' Apparel	\$87	\$172

Consumer Expenditures (2013), Cont'd		
	\$ PER HOUSEHOLD	TOTAL \$000'S
Personal Care		Chart
Totals:	\$596	\$1,166
Hair Care	\$46	\$91
Electric Personal Care Appliances	\$11	\$23
Personal Care Services	\$399	\$781
Personal Care Products	\$139	\$272
Reading		Chart



City of Mesquite

“Stability”

- Licensing/Permitting “One Stop Shop”
- Infrastructure Improvement and Development
- Public Health and Safety
- Parks and Recreation
- Capital Projects
- Project Reviews
- Planning & Zoning



Mesquite Chamber of Commerce

“Thriving”

- Business to Business Forums
- Business Advocacy
- Promote Mesquite Business Opportunities
- Business Connections and Networking
- Provide Business Educational Opportunities
- Keep Local Business Community Active and Thriving

“QUALITY OF LIFE”

BEGINS WITH A

GOOD JOB!



Mesquite Regional Business, Inc.

“Enhancing”

- Recruiting, Developing and Retaining “Value-Added” Businesses
- Marketing Mesquite to National and International Site Selection Organizations
- Business Assistance
- Demographics and Statistics

Bottom Line

- MRB provides a professional service to the City of Mesquite while maintaining existing business and client confidentiality.
- MRB has quickly organized and increased the amount of focus on economic development.
- The City has been able to lower expense and increase effectiveness of the economic development function.

Questions

Thank you for this opportunity and for your partnership in economic development for our community.

MESQUITE REGIONAL BUSINESS, INC. STRATEGIC PLAN OF ACTION

VISION STATEMENT

Grow Primary Businesses for the Mesquite Region

MISSION STATEMENT

To be recognized as the go-to organization for enhancing the economic growth of the Mesquite region

STRATEGIC PLAN OF ACTION

Objective #1: Market Mesquite as a premier location for business and industry

- Identify what our “product” is – specifically what advantages does Mesquite have over other communities – “Why is Mesquite unique?”
- Assemble a thorough “Community Profile” embracing Mesquite’s qualities and demographics
- Construct a comprehensive target list of primary businesses/industries that are good fits for Mesquite
- Promote Mesquite to prospective primary business/industry clients
- Spread the word that “Mesquite is open for business!”
- Be a definitive voice for leadership, civility, and inspiration for doing business in Mesquite and promote Mesquite to the world
- Craft an innovative website that incorporates and promotes available commercial property – both privately and municipally owned
- Set up FAM (familiarity) tours with site consultants, outreach to site consultants, and attend trade shows, conventions and conferences
- Develop/attract/retain a skilled/educated/talented/motivated workforce
- Identify the educational needs for our local workforce to meet the requirements of primary businesses
- Support efforts for infrastructure development to accommodate/facilitate business growth, i.e., natural gas, fiber optic broadband/dark fiber, Interstate exit 118, etc.
- Revisit historical recruitment files and reconnect with dormant clients
- Meet and engage existing primary businesses to identify opportunities to provide business assistance
- Seek assistance from existing primary businesses to identify possible vendor/supplier connections for recruitment purposes

Objective #2: Build consensus among and foster working relationships with Mesquites Business Development Organizations

- Create collective partnerships with Mesquite Chamber of Commerce, Governor's Office of Economic Development (GOED), Las Vegas Global Economic Alliance (LVGEA), Dixie Business Alliance, Small Business Development Centers (SBDC), Federal Agencies (USDA & SBA) etc.
- Support and market collective partners' outreach programs and events
- Establish a solid working partnership with commercial real estate brokers
- Encourage the further development of the Mesquite Community Development Corporation (MCDC), a 501 (c) 3 organization, to establish a community foundation to develop and enhance other community-wide projects

Object #3: Solidify Mesquite Regional Business, Inc.'s Future

- Meet and exceed the measurables identified in the City of Mesquite's contract with MRB
- Maintain a strong Code of Ethics and strictly adhere to the Conflict of Interest and Confidentiality Agreements
- Be true to our Core Value Statements:
 - Be accountable
 - Always keep the community's best interests first
 - Act with integrity
 - Let the facts and different points of view broaden our perspective
 - Be generous with our time and expertise
- Identify and enlist MRB investors, sponsors, etc.
- Discover other operational funding sources for 501 (c) 6, i.e., grants, foundations, etc.

Mesquite Regional Business, Inc.
Profit & Loss Budget Overview
 July 2013 through June 2014

6:34 PM

05/08/2013

Accrual Basis



	TOTAL	
	Jul '13 - Jun 14	Description
Ordinary Income/Expense		
Income		
410 · Investor Contributions		
416 · Investor In-Kind Trade	18,000.00	Investor In-Kind Contributions
410 · Investor Contributions - Other	10,000.00	Investor Cash Contributions
Total 410 · Investor Contributions	<u>28,000.00</u>	
420 · Contracts - Fee for Service		
422 · City of Mesquite Contract	190,000.00	
Total 420 · Contracts - Fee for Service	<u>190,000.00</u>	
Total Income	<u>218,000.00</u>	
Expense		
500 · Expense Accounts		
510 · Prospect Expense	8,500.00	Recruiting, Travel, etc.
520 · Marketing Expense	20,400.00	
Total 500 · Expense Accounts	<u>28,900.00</u>	
600 · Operating Expenses		
610 · Office Expense Accounts	3,920.00	Postage, Copying, Software, etc.
650 · Office Lease Expense	12,000.00	
654 · Utilities Expense	3,900.00	Telephones, Utilities, etc.
655 · Professional Services	11,888.00	Legal, Accounting, Liability Ins.
658 · Capital Expenditures	1,500.00	2nd PC set-up for Admin Assistant
660 · Labor Expense		
661 · Payroll Salaries	118,580.00	CEO & Admin Assistant
665 · Employer's Taxes & Ins Overhead	12,154.00	FICA, Medicare, FUTA, Nev UI, Nev CEP, Workmen's Comp.
679 · Labor Benefits	19,158.00	IRA, Insurance, Mileage Reimbursement
Total 660 · Labor Expense	<u>149,892.00</u>	
671 · Training/Education Expense	6,000.00	
Total 600 · Operating Expenses	<u>189,100.00</u>	
Total Expense	<u>218,000.00</u>	
Net Ordinary Income	<u>0.00</u>	
Net Income	<u><u>0.00</u></u>	