



MEMORANDUM

DATE: March 9, 2017

TO: Members, Board of Directors

FROM: Sal Rivera, President, Board of Directors

SUBJECT: President's Report

- A. 2017 Communications and Marketing Plan** - Staff presented the Plan to the Communications and Government Affairs (CGA) Committee during its meeting on January 19, 2017. Committee members decided to delay a vote to approve the Plan until the March 29, 2017 meeting to allow time to discuss the Messaging Toolkit with staff and offer input. Individual meetings are underway with each CGA Committee member and staff will incorporate input prior to the March CGA meeting. Once the Plan is approved, staff will present the Plan for information to the full Board of Directors.
- B. Phoenix IDA Today Newsletter** - In January 2017, the Phoenix IDA began distributing an electronic newsletter titled, "Phoenix IDA Today." This new digital communication tool is sent monthly to a growing email subscription list of approximately 500 stakeholders. The newsletter consists of news about the organization and highlights from recent bond transactions, Community Development Fund Awards, events sponsored by the Phoenix IDA, as well as the agenda for the upcoming Board of Directors meeting.
- C. Community Development Fund Award Update** – In December 2016, a review panel from the Phoenix IDA and ACF reviewed and approved five applications for a total of \$190,000. This completed the second Community Development Fund (CDF) award cycle. A total of 12 applications were considered. The third award cycle (November 1, 2016 - December 22, 2016), received 24 letters of intent (LOIs). Of those 24 LOIs, seven organizations were invited to complete the full application. Panel members representing ACF and the Phoenix IDA will review and score those applications in the next few weeks. A detailed list of applications and an update on the second and third cycles will be presented at the next quarterly meeting of the Community Impact Fund Committee.
- D. Property Update: SW corner of 3rd Street and McDowell Road** - Staff is exploring options for the future of this property. One option is to pursue a joint venture mixed use redevelopment project in collaboration with the Arizona School for the Arts (ASA) and Phoenix First Congregational United Church of Christ (PFC). This option would require us to completely redesign the properties to better serve the needs of ASA and PFC, while also including other uses such as multi-family residential, office and retail. To determine the potential cost and feasibility of this option, together with ASA and PFC, we are engaging developers through a request for interview (RFI) process. Should this project not prove to be viable, we will explore other options or place the property for sale on the open market.