

City of Phoenix

*Meeting Location:
City Council Chambers
200 W. Jefferson St.
Phoenix, Arizona 85003*



City of Phoenix

Agenda

Wednesday, December 10, 2025

10:00 AM

City Council Chambers

Economic Development and the Arts Subcommittee

*Vice Mayor Ann O'Brien, Chair
Councilwoman Laura Pastor
Councilman Kevin Robinson
Councilwoman Debra Stark*

If viewing this packet electronically in PDF, open and use bookmarks to navigate easily from one item to another.

OPTIONS TO ACCESS THIS MEETING

Virtual Request to speak at a meeting:

- Register online by visiting the City Council Meetings page on phoenix.gov at least 2 hours prior to the start of this meeting. Then, click on this link at the time of the meeting and join the Webex to speak:

<https://phoenixcitycouncil.webex.com/phoenixcitycouncil/onstage/g.php?MTID=e949ef9da87cc2cf854eb9e650de67635>

- Register via telephone at 602-262-6001 at least 2 hours prior to the start of this meeting, noting the item number. Then, use the Call-in phone number and Meeting ID listed below at the time of the meeting to call-in and speak.

In-Person Requests to speak at a meeting:

- Register in person at a kiosk located at the City Council Chambers, 200 W. Jefferson St., Phoenix, Arizona, 85003. Arrive 1 hour prior to the start of this meeting. Depending on seating availability, residents will attend and speak from the Upper Chambers, Lower Chambers or City Hall location.

- Individuals should arrive early, 1 hour prior to the start of the meeting to submit an in-person request to speak before the item is called. After the item is called, requests to speak for that item will not be accepted.

At the time of the meeting:

- Watch the meeting live streamed on phoenix.gov or Phoenix Channel 11 on Cox Cable, or using the Webex link provided above.

- Call-in to listen to the meeting. Dial 602-666-0783 and Enter Meeting ID 2558 162 6427# (for English) or 2559 236 4094# (for Spanish). Press # again when prompted for attendee ID.

- Watch the meeting in-person from the Upper Chambers, Lower Chambers or City Hall depending on seating availability.

Para nuestros residentes de habla hispana:

- Para registrarse para hablar en español, llame al 602-262-6001 al menos 2 horas antes del inicio de esta reunión e indique el número del tema. El día de la reunión, llame al 602-666-0783 e ingrese el número de identificación de la reunión 2559 236 4094#. El intérprete le indicará cuando sea su turno de hablar.

- Para solamente escuchar la reunión en español, llame a este mismo número el día de la reunión 602-666-0783; ingrese el número de identificación de la reunión 2559 236 4094#. Se proporciona interpretación simultánea para nuestros residentes durante todas las reuniones.

- Para asistir a la reunión en persona, vaya a las Cámaras del Concejo Municipal de Phoenix ubicadas en 200 W. Jefferson Street, Phoenix, AZ 85003. Llegue 1 hora antes del comienzo de la reunión. Si desea hablar, regístrese electrónicamente en uno de los quioscos, antes de que comience el tema. Una vez que se comience a discutir el tema, no se aceptarán nuevas solicitudes para hablar. Dependiendo de cuantos asientos haya disponibles, usted podría ser sentado en la parte superior de las cámaras, en el piso de abajo de las cámaras, o en el edificio municipal.

CALL TO ORDER

000 CALL TO THE PUBLIC

MINUTES OF MEETINGS

Page 5

1 Minutes of the Economic Development and the Arts Subcommittee Meeting

Attachments

[Attachment A - 11.12.24 Subcommittee Minutes.pdf](#)

INFORMATION AND DISCUSSION (ITEM 2)

2 Convention Market Industry Update - District 8

Page 10

000 CALL TO THE PUBLIC

FUTURE AGENDA ITEMS

ADJOURN

For further information or reasonable accommodations, please call the City Council Meeting Request line at 602-262-6001. 7-1-1 Friendly.

Persons paid to lobby on behalf of persons or organizations other than themselves must register with the City Clerk prior to lobbying or within five business days thereafter, and must register annually to continue lobbying. If you have any questions about registration or whether or not you must register, please contact the City Clerk's Office at 602-534-0490.

Members:

Vice Mayor Ann O'Brien, Chair
Councilwoman Laura Pastor
Councilman Kevin Robinson
Councilwoman Debra Stark



Economic Development and the Arts Subcommittee

Report

Agenda Date: 12/10/2025, **Item No.** 1

Minutes of the Economic Development and the Arts Subcommittee Meeting

This item transmits the minutes of the Economic Development and the Arts Subcommittee Meeting on November 12 for review, correction or approval by the Economic Development and the Arts Subcommittee.

THIS ITEM IS FOR POSSIBLE ACTION.

The minutes are included for review as **Attachment A**.

Responsible Department

This item is submitted by Assistant City Manager Ginger Spencer and the City Manager's Office.

ATTACHMENT A

**Phoenix City Council
Economic Development and the Arts (EDA) Subcommittee
Summary Minutes
Wednesday, November 12, 2025**

City Council Chambers
200 W. Jefferson St.
Phoenix, Arizona.

Subcommittee Members Present

Vice Mayor Ann O'Brien, Chair
Councilwoman Debra Stark
Councilman Kevin Robinson
Councilwoman Laura Pastor

Subcommittee Members Absent

CALL TO ORDER

Vice Mayor O'Brien called the Economic Development and the Arts Subcommittee to order at 10:01 a.m. with Councilman Kevin Robinson present. Councilwoman Debra Stark attended virtually.

Councilwoman Laura Pastor joined the meeting at 10:05 a.m.

CALL TO THE PUBLIC

None.

MINUTES OF MEETINGS

1. Minutes of the Economic Development and the Arts Subcommittee Meeting

Councilwoman Stark made a motion to approve the minutes of the November 12, 2025, Economic Development and the Arts Subcommittee meeting. Councilman Robinson seconded the motion which passed unanimously, 3-0.

INFORMATION AND DISCUSSION

2. Light Rail's Impact on Economic Development and Community Visioning

Light Rail Administrator Markus Coleman, Planning and Development Director Joshua Bednarek, Valley Metro Marty Ziech, and Acting Community and Economic Development Director Eric Johnson presented on the item.

Councilman Robinson thanked staff for an excellent presentation and highlighted how it showcased collaboration across multiple departments including transit, economic development, and planning.

Councilwoman Pastor asked when the community would be able to provide input about the light rail track placement.

Mr. Coleman stated that community input was the starting point for light rail track placement discussions.

Councilwoman Pastor noted while Valley Metro was involved in community engagement, the City should lead the effort and work closely with the community. She asked staff if this collaborative planning approach was accurate.

Mr. Coleman explained how the City's Planning and Development Department leads most Transit-Oriented Development (TOD) or Transit-Oriented Communities (TOC) processes. He noted these efforts help shape the community's vision not only for the light rail and high-capacity transit projects but also for broader land use and corridor planning.

Councilwoman Pastor reflected on the long-term impact of light rail in the Central Corridor, noting the community was seeing the results of years of planning, including increased density and economic development. She thanked staff for the presentation which highlighted both current and future benefits.

Vice Mayor O'Brien noted voters have approved light rail funding multiple times, yet concerns about cost persist. She acknowledged the significant return on investment shown in the presentation and asked staff how they would respond to those who still question whether light rail was a good investment for the City.

Mr. Coleman clarified light rail was never intended to stand alone but to complement and enhance the broader transit system, including buses, express routes, and future bus rapid transit. He stated light rail improves the overall efficiency and reach of the transit network, serving as a vital tool to meet the needs of entire communities.

Mr. Johnson added while economic development takes time, the groundwork laid since 2004 has shown a strong multiplier effect, with light rail serving as a significant amplifier of growth along transit corridors. He emphasized infrastructure investment attracts development, increases density, and ultimately delivers a higher return on investment through greater use and tax revenue.

Vice Mayor O'Brien noted the significant role light rail played in the nearly billion-dollar investment in the metropolitan area, helping revitalize a long-overdue corridor. She thanked staff for the presentation.

Councilwoman Pastor noted light rail has improved transportation access across the City, especially in areas that previously had limited transportation options. She highlighted how light rail, working in coordination with bus routes, was helping more people travel efficiently and has exceeded initial ridership expectations.

DISCUSSION AND POSSIBLE ACTION

3. Phoenix Sister Cities Update

Acting Community and Economic Development Director Eric Johnson, President/CEO Phoenix Sister Cities Rita Marko, and International Relations Administrator Joseph MacEwan presented on the item.

Councilwoman Stark thanked Ms. Marko for her outstanding leadership and contributions to the City of Phoenix. She expressed support for the Sister Cities, which fostered economic development and collaboration with other cities.

Councilman Robinson shared his positive experiences participating in Sister Cities and noted the tangible benefits these programs have brought to local businesses. He thanked Ms. Marko for her outstanding leadership and contributions to the City of Phoenix.

Councilwoman Pastor shared her appreciation for Ms. Marko's leadership and reflected on their shared Sister Cities experiences..

Vice Mayor O'Brien expressed appreciation for the presentation, noting it effectively highlighted the unique way the City of Phoenix integrates cultural, artistic, and economic elements through its Sister Cities program. She shared her gratitude for Ms. Marko's leadership and mentorship, reflecting on the program's growth and impact, and welcomed Joseph MacEwan as the incoming leader.

Councilwoman Pastor made a motion to approve the item. Councilman Robinson seconded the motion which passed unanimously, 4-0.

4. Employer-Developed Registered Apprenticeships Program Memoranda of Understanding

Acting Community and Economic Development Director Eric Johnson, Deputy Community and Economic Development Director LaSetta Hogans, and Business and Workforce Operations Manager Deb Furlong presented on the item.

Vice Mayor O'Brien asked staff where do the funds for the apprenticeship program come from.

Ms. Hogans explained the program was initially launched using funds from the Arizona Quest Grant, part of a National Dislocated Worker Grant from the U.S. Department of Labor. Subsequent funding came from the Semi Foundation, with current staffing supported by Workforce Innovation and Opportunity Act (WIOA) resources within Community and Economic Development Department.

Councilman Robinson made a motion to approve the item. Councilwoman Stark seconded the motion which passed unanimously, 3-0. Councilwoman Pastor declared a conflict of interest on Item 4.

5. Employer-Developed Registered Apprenticeships Employer Program Contracts

Acting Community and Economic Development Director Eric Johnson, Deputy Community and Economic Development Director LaSetta Hogans, and Business and Workforce Operations Manager Deb Furlong presented on the item.

Councilman Robinson made a motion to approve the item. Councilwoman Stark seconded the motion which passed unanimously, 4-0.

CALL TO THE PUBLIC

Ginnie Ann Summer requested an update on the refurbishment of the public art installation in the old Crosscut Canal Park, located between McDowell and Thomas Roads. Ms. Ginnie proposed a more cost-effective approach involving concrete repair and repainting. She noted the original artwork was completed when the park opened on August 25, 1997, and expressed that refurbishment was appropriate given its age. She shared she was informed that the goal was to complete the project by the end of 2025 but expressed concern about the limited time remaining and requested ongoing communication and updates.

FUTURE AGENDA ITEMS

None.

ADJOURNMENT

Chairwoman O'Brien adjourned the meeting at 11:16 a.m.

Respectfully submitted,

Dayana Rosas
Management Fellow

Report

Agenda Date: 12/10/2025, Item No. 2

Convention Market Industry Update - District 8

This report provides an update to the Economic Development and the Arts Subcommittee on the convention market with a focus on key destinations in the Phoenix Convention Center's (PCC) competitive set.

THIS ITEM IS FOR INFORMATION AND DISCUSSION.

Summary

The PCC has hosted several high-profile conventions and events this calendar year that resulted in strong economic impact and significant hotel room nights. After an unprecedented summer that saw over 70,000 convention attendees, the PCC served as the home for SEMICON West 2025, the world's premier microelectronics industry conference. SEMICON West brought over 20,000 attendees, representing a 33 percent increase over the previous year in San Francisco, while utilizing approximately 30 hotels in the Valley.

While activity at the PCC continues to garner attention from industry professionals, competing destinations are currently investing heavily in their convention assets. Whether it is additional hotel rooms or expanded convention facilities, numerous destinations are garnering the attention of meeting planners and staying top-of-mind for decision makers.

In October 2022, staff presented the findings from a Market Feasibility Study conducted by the consulting firm Conventions, Sports and Leisure International. The study assessed convention industry trends while also evaluating the competitive landscape. Destination marketing organization, Visit Phoenix, serves as the marketing partner for the PCC. The PCC has engaged Visit Phoenix to reevaluate the findings of the study and update any recommendations that position Phoenix to remain a top tier destination.

Location

Phoenix Convention Center, 100 N. Third Street
Council District: 8

Responsible Department

This item is submitted by Deputy City Manager Amber Williamson and the Phoenix Convention Center Department.