How Mesa Became a College Town

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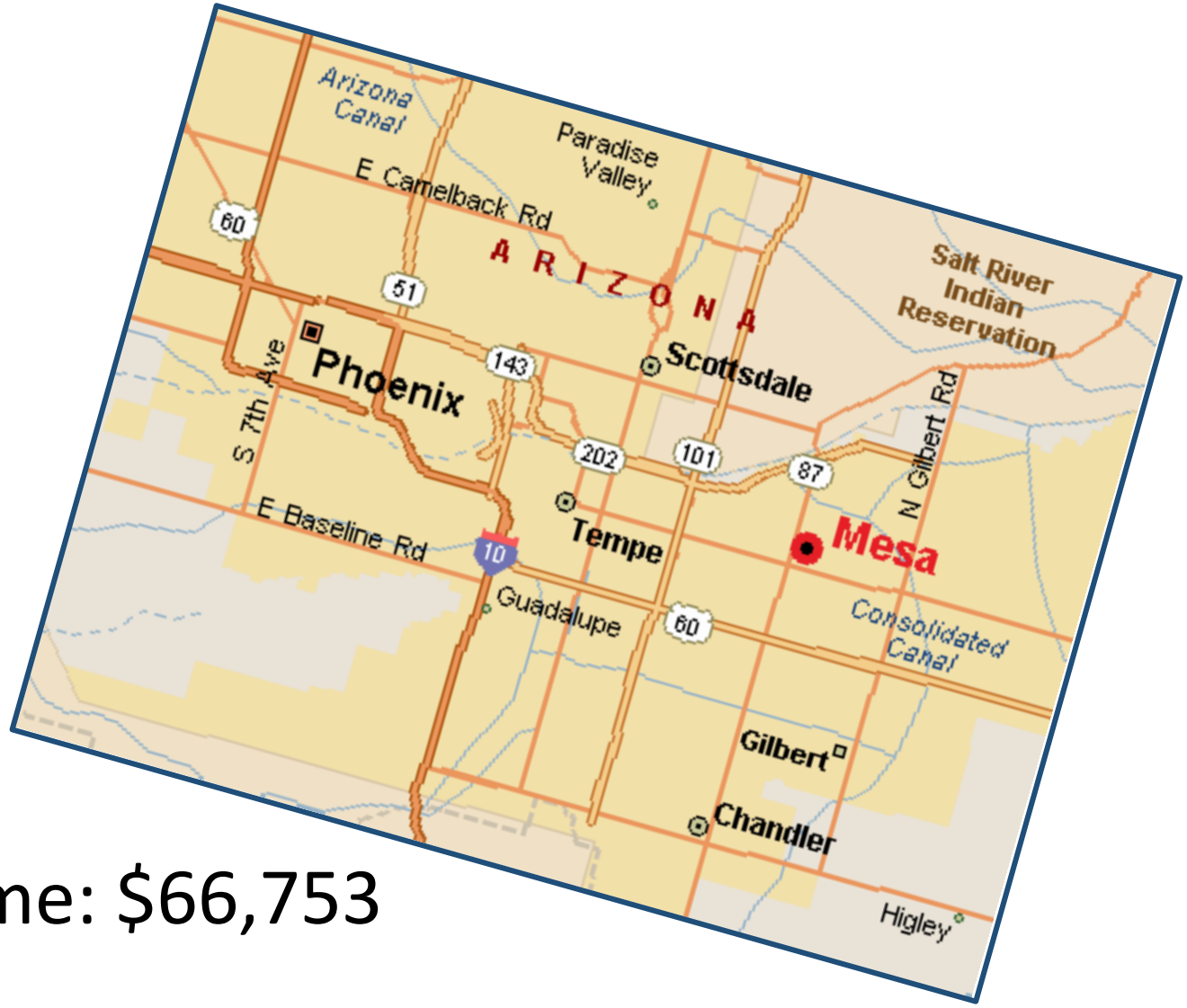
Mesa, Arizona

By the Numbers

- 36th largest city in the US
- Population: 496,401
- 34% under the age of 25
- Average age: 36.1
- Average household income: $66,753



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Industries of Opportunity

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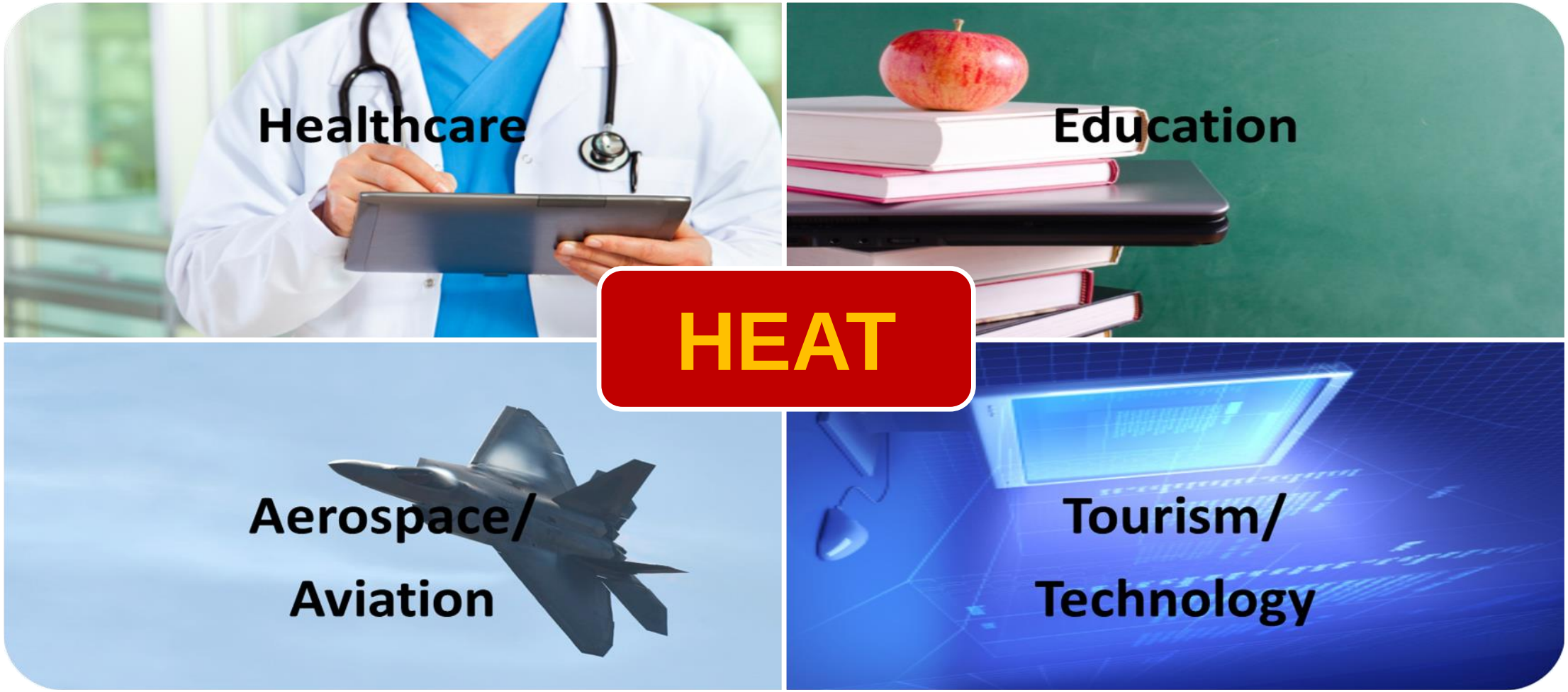

VISION
STATEMENT

Build Mesa as a vibrant
21st Century City of Innovation.

Dream Big

Leverage Assets

Flexible Terms

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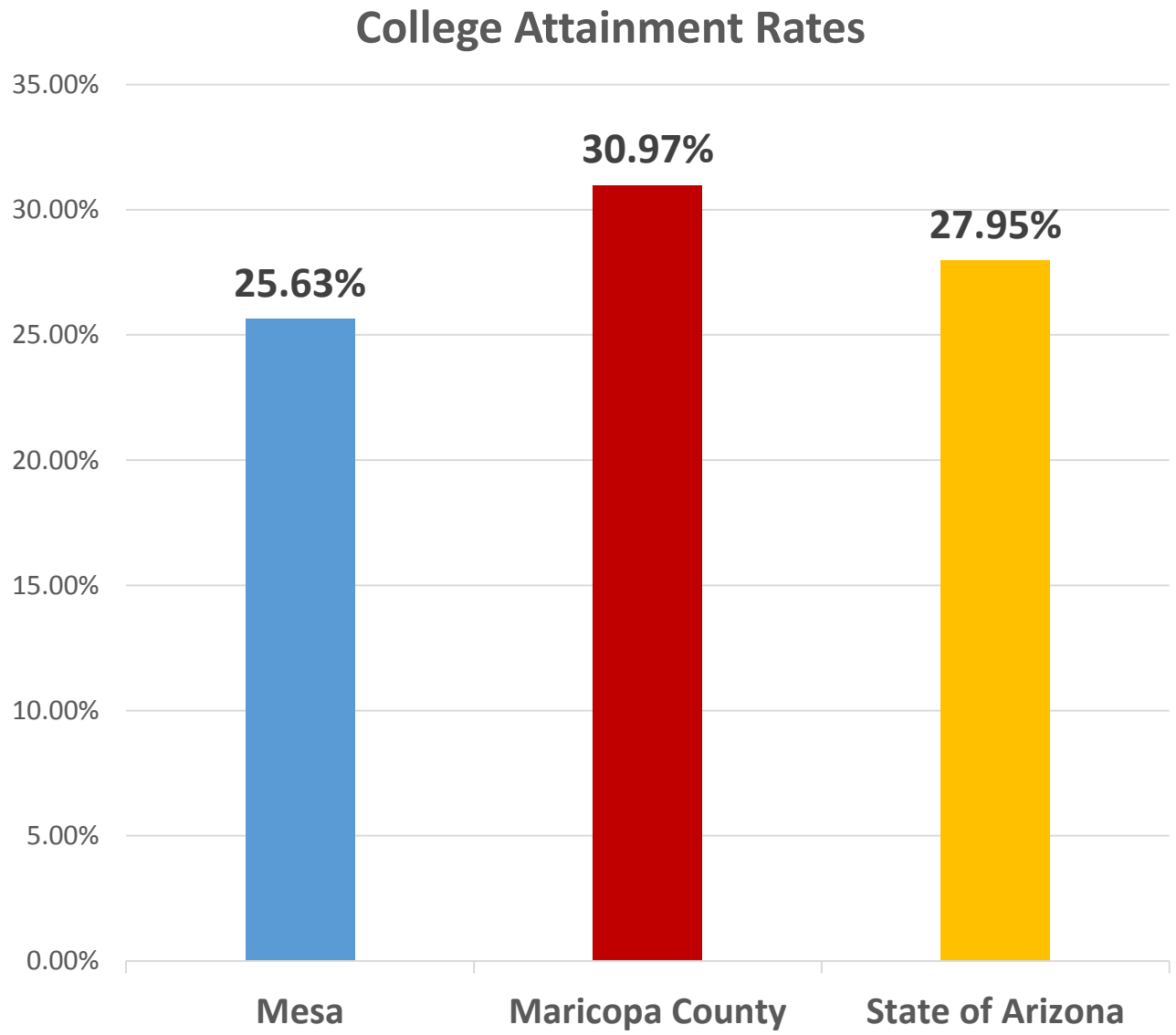
Goals of Project

Activate Downtown

Goals of Project

Increase Educational Attainment



Goals of Project

Workforce Development

The Strategy

Collect and analyze data

Create a downtown college environment

Attract diverse institutions

Bring out-of-state students to Mesa

Keep Mesa students from leaving the state

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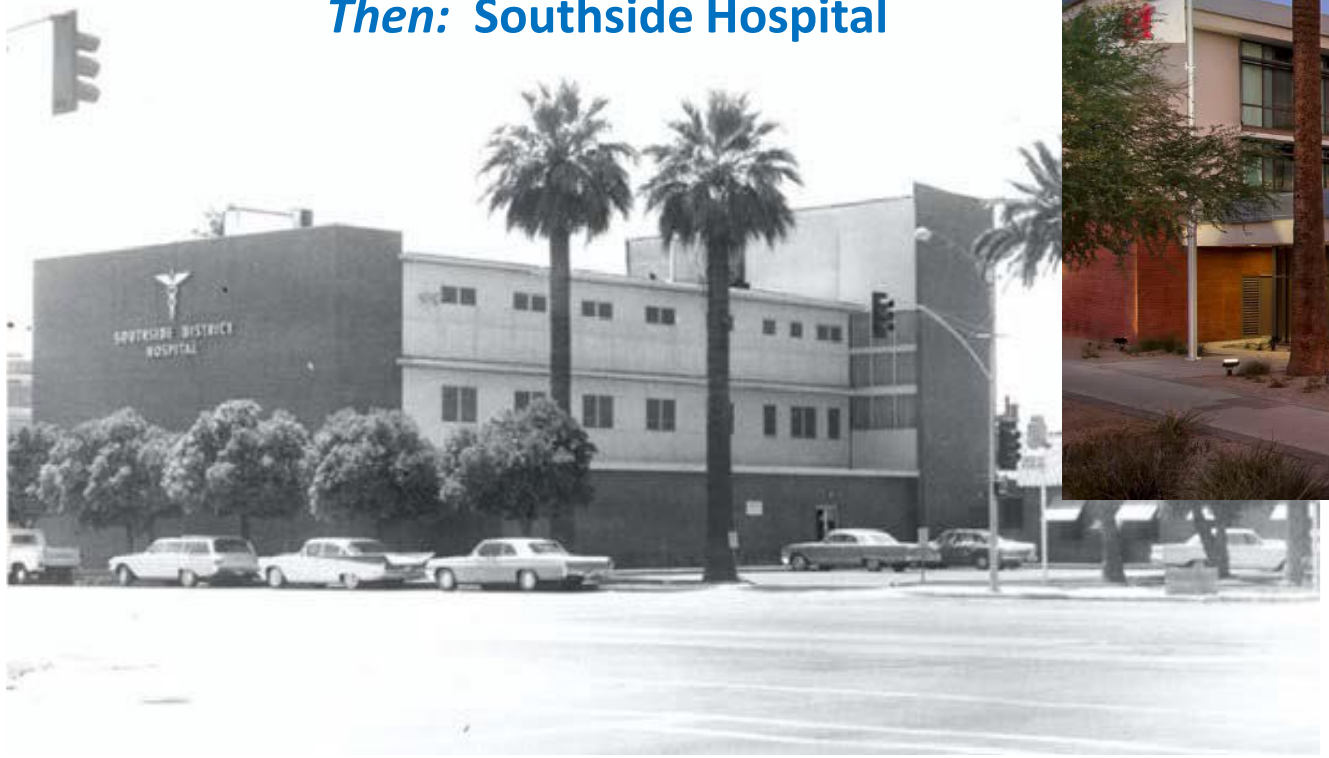
Leveraging our Assets

Then: Southside Hospital



Now: Benedictine University at Mesa

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Leveraging our Assets

Mesa Center for Higher Education

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Renovation of a vacant City Court building in Downtown Mesa

Leveraging our Assets

Then: Vacant Hotel Alhambra

Now: Alhambra Residence Hall

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The Investment

- City invested more than **$17 million** to renovate three vacant, city-owned buildings in Downtown Mesa.
- **85,000 sq. ft.** of unused space converted into state-of-the-art educational facilities.

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Strategic Partnerships

Economic Impact

Created **60 net new full-time jobs** (college and university faculty & staff)

Contributed more than **$6.5 million of new private investment**; City invested $17 million

Occupied **85,000+/- sq ft** of long-term vacant space

Enrolled **530 students on campuses**

BenU awards approximately **$2.5M in scholarship funding per year**

BenU generates approximately **600 hotel room nights per year**

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Outcomes

What's Worked / Accomplishments

- Put Mesa on a national stage for innovation in economic development, government and public/private partnership
- City has beautiful, repurposed space
- Benedictine University has grown to 13 athletic programs
- Growing need for student housing

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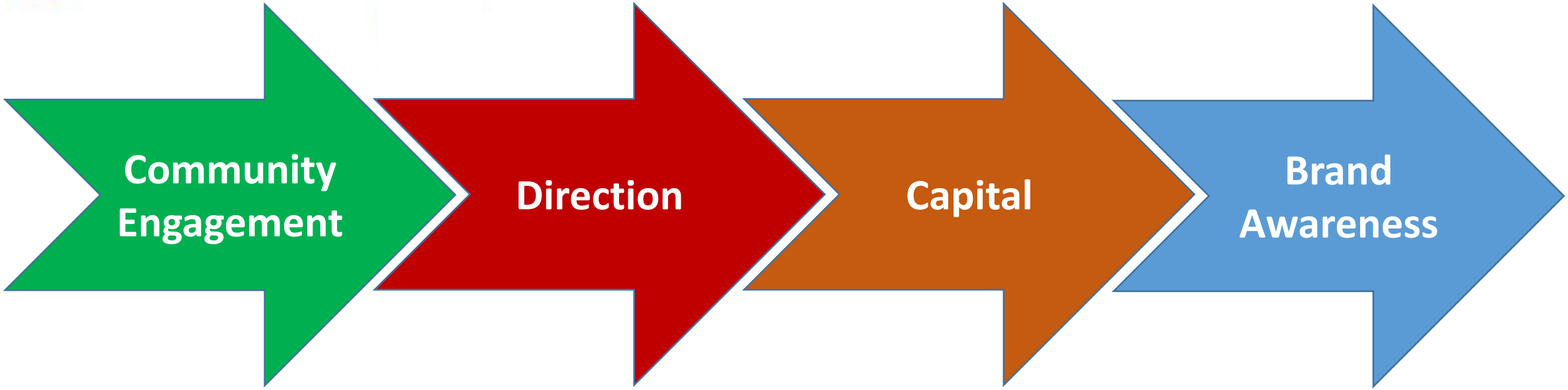
Lessons Learned



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And the story continues…

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ASU @ Mesa City Center

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PHASE ONE
Site Plan

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MASTERPLAN AT BUILDOUT

Site Area

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Economic Impact

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Questions/Comments

Connect with us!

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