



WHAT'S NEW IN MESA, ARIZONA: SUMMER 2010

April 2010 – (MESA, Ariz.) – Tourism product development is continuing to flourish this spring in Mesa, the third largest city in the state of Arizona. Sought after for its recreational opportunities in the nearby Tonto National Forest and for offering unique destination attractions for Arizona travelers, this season Mesa is under construction. From new sports venues and an airport undergoing a multi-million dollar expansion, to dynamic retail offerings and enhanced experiences, Mesa's moving and shaking this spring and summer will promise new offerings and debuts in the fall months ahead. Read on for more travel and tourism products under development in Mesa.

MESA ADDS SKYLINE AQUATIC CENTER TO COLLECTION OF TOP-NOTCH SWIMMING VENUES

Expected to open in February 2011, the city of Mesa recently broke ground on its ninth aquatic center, Skyline. The 130,000-square-foot aquatic center's main attraction will be centered on two pools. The racing pool will boast eight 50-meter racing lanes which can be reconfigured into 25-yard racing lanes or two water polo courses and feature a diving tank with one and three-meter diving boards. The zero-entry recreation pool will feature a slide, a variety of aquatic play toys and six 25-yard lanes for swimmers to warm-up before races or to be used for swimming lessons. In addition to the pool, the center will include a separate building for restrooms, lockers, offices, and a classroom. A shaded area with seating, vending machines and bleachers for up to 1,200 spectators will also be constructed. The Skyline Aquatic Center will join an already impressive roster of venues including the newly-enhanced Kino Aquatic Center which received an \$8 million upgrade in 2009. Skyline Aquatic Center will serve as a key draw to luring in athletic competitions from across the country to Mesa. Mesa continues to secure a wide range of athletic competitions for a variety of sports including swimming. Most recently, the city of Mesa was awarded the U.S. Masters Swimming Short Course swim meet competition for 2011. Skyline Aquatic Center will cost \$8.4 million and is funded through the Aquatics Capital Program and Wastewater Bonds. Skyline Aquatic Center is a joint-venture project between the City of Mesa and Mesa Public Schools. For media information, contact Lily.King-Cisneros@mesaaz.gov. Website: www.mesaaz.gov

PHX-MESA GATEWAY AIRPORT TO COMPLETE TERMINAL EXPANSION BY YEAR END

Phoenix-Mesa Gateway Airport is undergoing a terminal expansion made possible through funds received from the Federal Aviation Administration (FAA) as part of the 2009 Military Airport Program (MAP), a grant program that uses federal funds to convert former military airports to civilian or joint-use airports. The \$8.9 million expansion will add a 25,000-square-foot, free-standing building adjacent to the current terminal building and allow for the addition of two more gates (increasing the airports capacity to six total departure gates. The expansion project will increase total capacity at the airport terminal from 307,000 annual enplanements (passengers boarding aircraft) to 439,000. This move will help meet the growing demand triggered by Allegiant Air, LLC. Currently, the airline offers non-stop air travel to 21 cities to/from Phx-Mesa Gateway with additional routes expected next season. Since starting commercial air service with Allegiant Air in October 2007, Phx-Mesa Gateway Airport has undergone rapid growth and now operates as the third busiest airport in Arizona and the busiest contract tower airport in the country. The airport provides a convenient alternative for passengers flying in and out of the region and serves as a gateway to East Valley communities including Mesa, Gilbert, Gila River Indian Community, Queen Creek and Apache Junction. *For media information on Phoenix-Mesa Gateway Airport, contact Brian Sexton at 480-988-7618 or bsexton@phxmesagateway.org.*

HOLLYWOOD-STYLE SOUNDSTAGES PROPOSED FOR MESA WITH GATEWAY STUDIOS

With promises of hour-long flights and short drives from Los Angeles, Mesa has been selected as the next home for a proposed Hollywood-style studio complex called Gateway Studios. Approval from city officials was given earlier this year allowing for development to begin. The green-lighted project will be the first and only major soundstage complex in Arizona. The plans call for a \$70 million motion picture production complex whose design would center on green building practices. The site will be a 55-acre parcel developed in two phases. When complete, the campus is designed to include four soundstages ranging in size, facilities for feature production and post production, storage, auditorium and a large back-lot production area for street-size sets. The close proximity to the Phoenix-Mesa Gateway Airport for private and commercial air travel, easy access to the upcoming Williams-Gateway Highway connector ramp, and the proposed development at the former G.M. Proving Grounds factored in the placement of the production studios campus. Signature to the project is the technology and functionality of the sound stages and production offices which are expected to incorporate modern and advanced communications and networking technology that will be engineered for adaptability well into the future. Phase one is not expected until late 2012. *For media information and images visit, www.GatewayStudios.com.*

MASSIVE RENOVATION COMPLETE AT ARIZONA MUSEUM FOR YOUTH

Mesa's Arizona Museum for Youth, a fine arts museum for children and families, completed their massive renovation in May. The construction was in reaction to visitors' feedback and the need for increased capacity and to allow for more exhibition space. The renovations enhance the museum's popular *Township of ArtVille*, a dedicated space for little ones, ages 0-4. ArtVille now features an Art's Living Room, Kitchen and Garden spaces. The all-new Tot Square has been commissioned with age-appropriate master artworks placed at your child's eye level. Art discovery boxes are also available for older siblings to increase their engagement in *ArtVille's* helper program. Additional seating now maximizes little one's participation in the Artful Tales, the museum's early literacy and art program. Also new to *ArtVille* is an assortment of musical instruments and an interactive costume dress-up area and Performing Arts room. The museum's lobby takes on a whole new feel as guests enter the reconfigured lobby boasting a new skylight and fish-eye bubbles that allow little ones to peek into the exhibitions beyond the entrance. The museum has served the community and its visitors for more than 30 years and has been recognized nationally for its legacy of stimulating curiosity through the arts. For more information about Arizona Museum for Youth, visit www.arizonamuseumforyouth.com. *For media information only, contact Latonya Smith at 480-644-2467 or latonya.smith@mesaaz.gov.*

MESA NEIGHBORHOOD TO WELCOME FIRST-OF-ITS-KIND COLLABORATIVE MARKET

Offering a new way to shop in the new economy, a collaborative market is opening in Mesa this spring called POOL that will bring together specialty purveyors, small businesses, artisans and privately owned merchants. The public market-like setting will offer the community a unique way to shop, socialize, eat and be entertained. Modeled after some of the most famous public markets in America, including Pike Place in Seattle, Oxbow Market in Napa Valley and the Milwaukee Market in Wisconsin, POOL will house more than 100 merchants along with a restaurant in phase one, totaling 41,000 square feet of space. A first of its kind in Arizona, POOL will feature specialty merchants selling a diverse mix of high-quality products and merchandise year-round, seven days a week. Merchants will include a coffee and tea shop, a floral boutique, a salsa and spices company, a farmer's market, a homemade ice cream shop and a jeweler, to name a few. POOL will also be a hub of activity, with entertainment and interactive events happening weekly. Spaces within POOL will be dedicated, and in certain instances donated, to local artists, musicians, comedians, dance and performing troupes and chefs hosting cooking classes. The concept for POOL was developed over many months by Brad Weinstock and Skyler Hynes who honed their vision for a unique gathering place of commerce and entertainment that would revitalize this Mesa neighborhood. For more information on POOL, visit www.pooltogether.com or call 877-565-MESA (6372). *For media information, contact Jan Bracamonte at jan@crosby-wright.com or 480-367-1112.*

LARGER VESSEL NOW SAILING THE MAJESTIC SAGUARO LAKE

For more than 40 years, visitors to Mesa have enjoyed cruising the calm waters of Saguaro Lake via the Desert Belle. This spring, the company launched their new boat, a 143 passenger, two level vessel that features two bathrooms, a snack bar and is fully air-conditioned for the guests comfort. The Desert Belle offers two 90-minute tours daily for visitors with narration on the Arizona wildlife, towering canyon walls, and dramatic desert vistas. Charter cruises are also available for small groups and special events. *For more information, contact Dave Smith at info@desertbelle.com, or visit www.desertbelle.com.*

LEGENDARY MINING CAMP RESTAURANT HAS NEW DINING OPTION AND NOW OPEN YEAR-ROUND

Generations of visitors to Mesa have frequented the Mining Camp restaurant as part of their Apache Trail day trip. Now the restaurant is staying open year-round and offers an elegant dining environment that is worlds apart from the original family-style dining offered here. Called the Dutchman's Hideout, this new restaurant-in-a-restaurant offers a full lunch and dinner menu specializing in mesquite grilled certified Angus prime rib of beef, steaks and seafood along with a complete beer and wine selection. The Hideout features wood-planked walls and brushed copper tables in cozy booths with additional private dining. Signature items include Chipotle BBQ meatballs and their popular homemade bread pudding. Guests can still enjoy the Mining Camp restaurant, a staple in the Apache Trail area since 1961. Both restaurants will be open year-round. *To learn more about the new offerings, contact Renee Ruby at miningcamp@hotmail.com or visit www.miningcamprestaurant.com.*

ARIZONA GROWERS FEATURED AT NEW LOCAVORE DINNER SERIES AT SUPERSTITION FARMS

Guests at the fourth generation Superstition Dairy Farm are turning into diners as part of their Locavore dinner series. Locavore is defined by the Oxford American Dictionary as one who eats only locally grown or raised food. The locavore dinners pair some of the Valley's most notable chefs with a new working environment to cook their creations – a dairy farm. Farmer Casey Stechnij is behind the concept offering guests a meal made completely from products that came from within a 100-mile radius of the farm. Such events not only benefit the diners with the freshest products available, but local farmers also benefit from the experience with purchasing coming from the community, as does the environment with the yield spending less time in transport. Stechnij works with local farmers who supply all of the lettuce greens, vegetables and fruit; a local family farm supplies the eggs; Superstition Farms provides the cheeses and dairy components; and other local producers supply the meat. The series kicked off earlier this year and will be available through June 2010. After a brief summer hiatus, the program will return in the fall. Each season provides a new variety of produce for diners to enjoy – from beets one month to locally-grown varieties of squash another month. Guests sit down together at an outdoor white linen-draped table set with fine china next to the dairy cows. All meals feature four courses and are paired with Arizona wines. The locavore concept ensures that every bite and sip comes from an Arizona farmer, rancher, gardener, food producer and wine maker to ultimately celebrate the value, availability and quality of local foods. *For more information visit www.SuperstitionFarmTours.com. For media information, contact Casey Stechnij at 480-432-6865.*

HAWKER BEECHCRAFT OPENS \$14 MILLION FACILITY AT GATEWAY AIRPORT

Hawker Beechcraft Services (HBS) recently completed the final phase of a \$14 million aircraft maintenance facility at Phoenix-Mesa Gateway Airport (IWA) in Mesa. The move is expected to generate up to 110 jobs over the next five years. The Mesa site, which was selected to serve as the company's regional service center in the Southwest, consists of more than 70,000 square feet of hangar space and customer accommodations. The new space supplements existing facilities opened by HBS in January of 2009 to provide owners and operators in the Southwest with a full-service Maintenance Repair and Overhaul (MRO) location offering airframe, avionics, engine and Aircraft on Ground (AOG) support for the company's entire aircraft line. It is staffed with a factory-trained and highly-experienced team of maintenance technicians. The enhanced customer space offers guest offices for customers to use while their aircraft are being serviced, with each workspace equipped with full office amenities such as computers, Wi-Fi access, printers and phones. The company leads the industry with a global network of more than 100 factory-owned and authorized service centers. For more information, visit www.hawkerbeechcraft.com. For media information, contact [Nicole Alexander@hawkerbeechcraft.com](mailto:Nicole.Alexander@hawkerbeechcraft.com).

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