



City of
Casa Grande

Home Builder Round Table Notes

| Notes |
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| Perception |
| <p><u>Common comparison- Maricopa</u></p> <ul style="list-style-type: none">• Shopping is better (sales stand point)• Targeting Awatukee (not very successful)• Perception- faster drive to Maricopa• I-10 might help• Too old compared to Maricopa |
| <p><u>What is driving the market? What helps the argument?</u></p> <ul style="list-style-type: none">• In casa Grande since early 2000 (Meritage)<ul style="list-style-type: none">◦ Capitalize on affordability• Good quality of life/Good living |
| <p><u>Are we missing product?</u></p> <ul style="list-style-type: none">• Cost of horizontal construction- Minimum• Not enough Master Plan Communities |
| <p><u>We are not seeing 2005-2006</u></p> <ul style="list-style-type: none">• Where people would drive down for affordability• * Another builder disagrees with above statement. |
| <p><u>How do we compare with other cities?</u></p> <ul style="list-style-type: none">• Good response• Review times (realistic)• How we are separated.• REVIEW TIMES IN OTHER COMMUNITIES DO NOT MATCH• Maintain Customer Service |
| <p><u>What is Maricopa attracting?</u></p> <ul style="list-style-type: none">• Many driving to work. |
| <p><u>Perception</u></p> <ul style="list-style-type: none">• Shopping is better in Maricopa County (Valley) than Casa Grande• Mostly retirees moving to Casa Grande |

- Marketing efforts are needed on I-10
- Casa Grande is “Too Old” Not enough new facilities/events/entertainment
- Nothing but old master-planned communities

Other Comments

- We need to capitalize on affordability. They felt Maricopa has done a good job but we haven’t.
- Impact Fees, Construction Sales Tax too high. Need to compare all the fees paid.

Challenges

What would drive the housing market in Casa Grande

- Getting more employment
- Affordability of housing – Buyers are not driving to CG for affordability
- Great quality of life and new amenities
- Reduced impact fees – construction sales tax – combined fees

Why Maricopa/San Tan/Buckeye

- Residents are not making enough money in Casa Grande – Median Household Incomes
- Jobs/Salaries
- Buyers are not driving for affordability
- The cost per front foot in Casa Grande exceed \$1,000 per foot
- City Services – Customer Service
- We live in a Google Generation
 - Schools
 - What’s on-line
- Focus on companies that are technology related

CPLC- Non-profit Fed Funding

- Workforce housing
- Someone has to provide that subsidy
- Federal Funding (Municipalities need to go out!)
- **Companies assist housing**
 - Provide incentive (retain employees)
 - MARANA has done that.
 - Dayton, Nevada (Tesla/Google)
 - Lease w/ option to purchase
 - Dayton appraises at \$300- Selling for \$220
 - FED GRANT
- **IMPORTANT NOTE:** We met with CPLC and BFL construction on Monday Sept. 9th for our Affordable Housing Task Force. Identified a couple of sites. Looking to keep working with them in the next couple of weeks.

Other Comments

- **Dawn- Solution- City Programs- Down Payments Assistance**
- McCartney COMING BACK TO LIFE!
- People don't want to pay more than \$1,200 a month for mortgage.
- We need to get our income up to the next level because of cost of construction is going up and pricing everyone out.
- San Tan Different Culture
 - South East Valley (not coming to us)
- Need more entertainment and restaurants. More amenities to drive people to move here.
- We are not going to capture the San Tan folks because of the culture of families living in Gilbert and living in San Tan. However we can capture the people moving to Maricopa because they are isolated and willing to drive.
- Encourage companies in Casa Grande to provide incentives for housing. Marana does that.
- Need to get our school scores up or find a way that when people google schools in casa grande that they get good information not bad.
- More bike paths, expand CG Mountain.
- Can we attach ourselves to another market?

Recommendations

- Perception, winter visitors, what do we do about the closings, big box store closing,
- East Valley, west Valley, can we attach ourselves to one of them

Partnership

- Had some nods on project with CHAMBER
 - Marketing
- Interested in partnering for marketing.

Other Ideas

- Promote CAC's industrial training certificates
- Change perception of local residents
- Attach the community to amenities or entertainment that are located in southeast valley (Chandler or Gilbert) – Short commute
- Better review times than Maricopa and Goodyear.