

CITY COUNCIL REPORT



Meeting Date: August 30, 2016
 General Plan Element: *Economic Vitality*
 General Plan Goal: *Support quality employment and business opportunities*

ACTION

Economic Development Strategic Plan Accomplishments. A presentation to City Council regarding major activities and accomplishments related to the implementation of the Economic Development Strategic Plan adopted Feb. 17, 2015.

BACKGROUND

The City Council-adopted Economic Development Strategic Plan was created through a collaborative process, including input from more than 300 business and community stakeholders from December 2013 through January 2015. The final document also included recommended indicators and metrics related to determining successes and progress of the plan. These indicators and metrics will be tracked and reported upon in future economic development department quarterly updates as well as in the internal implementation plan and annual work plans utilized by the department.

The economic development department began operating under the formal direction of this approved plan in February 2015. The information below includes documentation related to department accomplishments during the 2015/16 Fiscal Year (July 2015 through June 2016). The economic development department intends to continue to update Council annually on initiative accomplishments, with periodic bi-annual reviews throughout the length of the five year plan.

The complete, adopted version of the Economic Development Strategic Plan can be downloaded at <http://www.choosescottsdale.com/Assets/Choose+Scottsdale/documents/Scottsdale+Economic+Development+Strategic+Plan+Adopted+February+2015.pdf>.

ANALYSIS & ASSESSMENT

Below is a summary of major department activities and achievements in the last 12 months related to the top six primary goals of the Economic Development Strategic Plan, as well as key initiatives for FY 2016/17:

1. Retain and grow existing economic drivers and employers

FY 2015/16 Accomplishments:

- Completion of 111 direct business outreach visits, representing more than 3,000 new jobs in Scottsdale in the next three years, with 50 firms registering as talent attraction partners
- Successfully worked with JDA Software to retain its Headquarters offices in Scottsdale, celebrating the opening of its new offices at Scottsdale Quarter and ensuring the retention of 347 jobs at an average annual wage of more than \$100,000

FY 2016/17 Initiatives:

- Complete 110 or more outreach visits, creating analysis for new programs and services
- Conduct a survey of businesses in Scottsdale to develop a baseline understanding of the current perception of doing business in Scottsdale

2. Support efforts that will enable Scottsdale's present and future employers to cultivate, retain and attract the talent they need

FY 2015/16 Accomplishments:

- Advanced the "Work Scottsdale" talent recruitment initiative including website enhancement and attendance at the South by Southwest Job Expo, doubling resume collection results over prior year
- Completed an online and print Relocation Guide and Scottsdale Welcomes You program for attracting and welcoming new employees to local firms

FY 2016/17 Initiatives:

- Create Scottsdale Welcomes You video material to distribute to all actively hiring employers
- Launch of programming to help firms attract businesses such as the 'Talent Optimization Panel' to be held Sept. 7
- Continued execution of market visit to South by Southwest in Austin to promote Scottsdale at Job Expo along with Scottsdale firms
- Create a formal training program for certified relocation experts in Scottsdale to ensure that they have knowledge of and access to city data and materials

3. Focus efforts and investment in strengthening key employment and business centers (Airport, Downtown, McDowell Corridor, Cure Corridor, State Land at 101)

FY 2015/16 Accomplishments:

- The sold-out Third Annual Cure Corridor event had more than 240 attendees and a doubling of social media reach from prior year
- Significant success in conducting business outreach and launching initiatives to assist with solutions related to parking in Downtown Scottsdale

FY 2016/17 Initiatives:

- Develop and launch a formal research, marketing data and materials strategy for the attraction of boutique retail and entertainment offerings in Downtown Scottsdale, in partnership with the Tourism and Events Department
- Enhance messaging for the Scottsdale Airpark in partnership with the Scottsdale Area Chamber Airpark Committee to change the inaccurate perception that the Airpark is primarily industrial uses
- Support the Tourism and Events Department on the successful completion of the Downtown Scottsdale 2.0 Feasibility Study
- Launch of phase 1 solutions for Downtown Scottsdale parking enhancements, and development and launch of phase 2 solutions to include mobile apps to direct visitors to open parking and tools to offer greater efficiencies to enforcement officers

4. Elevate Scottsdale's engagement in the national and international economic development arena

FY 2015/16 Accomplishments:

- More than 100 commercial brokers were directly met with, and 290 new business development leads were received, generated or responded to
- The department hosted a successful broker educational and recognition event with more than 60 attendees to ensure they are aware of city resources and information when placing clients in commercial space
- Expansion in overall marketing reach resulted in a 222 percent Twitter engagement increase from prior year, a 542 percent increase in Facebook likes and a 247 percent increase in YouTube activity with 11,558 total views

FY 2016/17 Initiatives:

- Increase earned media results through national and international distribution of strategic articles promoting business in Scottsdale
- Continue to participate with GPEC and ACA in visits to top Canadian markets
- Partner with the Canada-Arizona Business Council for the 'Wings and Wheels' event in January at Scottsdale Airport

5. Build a Scottsdale business location brand on par with Scottsdale's tourism brand

FY 2015/16 Accomplishments:

- 'Swipe Right' for Scottsdale marketing initiative was launched with strong success in San Francisco with more than 75 attendees at launch event

- Maintained and enhanced publications: Scottsdale Advantage, Small Business Startup Guide, Talent Accelerator Guide, Relocation Guide, Cure Corridor promotional pamphlet and direct mail campaign pieces sent to target industry representatives and site selectors

FY 2016/17 Initiatives:

- Refine and enhance existing ChooseScottsdale.com website to maximize search engine rankings and increase site visits by 25 percent or more

6. Grow and attract quality firms and jobs – domestic and global in targeted sectors (technology and innovation, bio-life sciences, advanced business services, visitor/hospitality commerce and trade, higher education).

FY 2015/16 Accomplishments:

- Participated with material influence in the attraction, retention or expansion of 9 unique businesses representing an estimated 1,183 jobs in the first 12 months of business operations with an average wage of \$67,085 and an overall total of 1,645 jobs over five years
- Assisted eight additional firms representing 1,463 additional new jobs over five years with public relations and workforce attraction support
- Raised \$10,000 of private funds in support of the Eureka Loft Scottsdale allowing for additional business training and events as well as physical space improvements

FY 2016/17 Initiatives:

- Complete service mark registration process for Eureka Loft Scottsdale
- Launch additional programs and services to support downtown businesses, in partnership with the Tourism team and the Scottsdale Area Chamber of Commerce

Finally, in addition to the activity listed above, the Economic Development Department was honored to receive several notable awards in recognition of departmental excellence in FY 2015/16:

- International Economic Development Council 2015 Gold Award for its 'Work Scottsdale' Talent Attraction initiative
- International Economic Development Council 2015 Silver Award for partnership with educational institutions for its collaboration with ASU SkySong Innovation Center
- Arizona Association for Economic Development Awards of Merit for 'Work Scottsdale' Talent Attraction initiative as well as the Second Annual Cure Corridor Event

OPTIONS

This presentation is for informational purposes only. Staff would appreciate any feedback as to the content provided in this report and in the associated materials and presentation to ensure value for Council in future reports.

RESPONSIBLE DEPARTMENT(S)

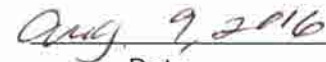
Economic Development Department

STAFF CONTACT(S)

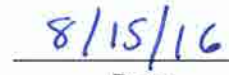
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Date


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Date

ATTACHMENTS

1. Economic Development Department FY 2015/16 Annual Report
2. Scottsdale's Economic Development Strategic Plan February 2015 Summary Version

**FY 2015/16
ANNUAL REPORT**



ADVANCING THE STRATEGY, TARGETING THE TALENT

A YEAR IN REVIEW: IMPLEMENTING THE STRATEGIC PLAN.

Through its economic development investments and programs, the City of Scottsdale retains, grows and attracts targeted sources of wealth generation to enhance the community's tax base and quality of life, preserve the natural environment and foster prosperity for all citizens. Made possible by the City Council, City of Scottsdale leadership, and the local business and residential community the following are some of the key economic development department accomplishments in FY 2015/16:

- Participated with material influence in the attraction, retention or expansion of 9 unique businesses representing an estimated 1,183 jobs in the first 12 months of business operations with an average wage of \$67,085 and an overall total of 1,645 jobs over five years.
- Completion of 111 direct business outreach visits, representing more than 3,000 new jobs in Scottsdale in the next three years, with 50 firms registering as talent attraction partners.
- 290 new business development leads were received, generated and responded to and market visits for business attraction executed in Chicago and Austin and twice in San Francisco.
- The department was honored with a Gold Excellence in Economic Development Award for the 2015 South by Southwest Talent Recruitment mission and a Silver Excellence in Economic Development Award for the City of Scottsdale and ASU SkySong partnership from International Economic Development Council (IEDC).
- Four team members have completed required coursework and pursued sitting for professional economic development certification exam, with budget and strategy in place for pursuit of department accreditation in FY 2016/17.
- Expansion in overall marketing reach was accomplished via social media messaging campaigns to promote Scottsdale as a place to live, work and thrive. Results included a 222 percent Twitter engagement increase from the prior year, a 542 percent increase in Facebook likes and a 247 percent increase in YouTube activity with 11,558 total views.
- Provided integral support in outreach to downtown businesses and merchants for Downtown Economic Feasibility Study and downtown parking issues, and created joint tourism, economic development and airport marketing materials distributed to international airport users via U.S. Customs representatives.
- Successful implementation occurred for notable large events such as the Mayor and Council Breakfast and the Third Annual Cure Corridor event, both with sold out attendance. In addition, the team launched numerous new events supporting small business like Weebly Website in a Night, Connect the Tech business series, Business Appreciation Breakfast, and Think Tanks for a total of 19 unique events in excess of 800 guests.
- Fundraising of \$10,000 for phase 1 improvements in Eureka Loft occurred. This resulted in a new reception desk to welcome visitors, a large digital monitor to highlight events and programs, and a sound mitigation panel system to help with noise abatement and aesthetics.



**1,183
NEW JOBS IN
FIRST YEAR OF
OPERATION**



**\$1.5 B
TOTAL
ECONOMIC
IMPACT OF
PROJECTS**



**\$67,085
AVERAGE
WAGE OF JOBS
CREATED OR
RETAINED**

RECOGNIZED FOR EXCELLENCE.

IEDC Gold and Silver Awards

The International Economic Development Council (IEDC) recognized the City of Scottsdale economic development efforts through two awards in 2015. It received a Gold Award in the Business Retention and Expansion category for its 'Work Scottsdale' Talent attraction initiative, and a Silver Award in the partnership with educational institutions category for its collaboration with the ASU SkySong Innovation Center.

AAED Awards of Merit

Two Awards of Merit were received at the Arizona Association for Economic Development 2015 Fall Forum held in Tucson. The merit awards were in recognition for the department's efforts in the 'Work Scottsdale' Talent Recruitment initiative and the Second Annual Cure Corridor Event featuring Elizabeth Holmes of Theranos.



'SWIPING RIGHT' TO ATTRACT NEW BUSINESS.

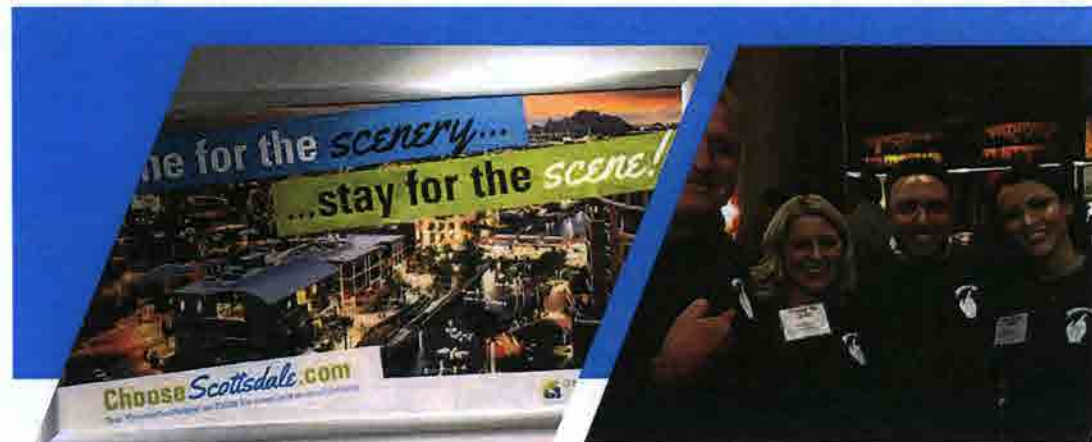
How do you get new businesses, site selection professionals and talent to think of your community first when considering a relocation or expansion? Look to popular social media dating apps for inspiration.

A recurring theme throughout the year was the 'Swipe Right Scottsdale' campaign, aimed at educating everyone from brokers, to startup companies, to talented individuals about Scottsdale as an amazing place to live, work and do business. With a fun play on the dating app 'Tinder' popular among millennials, the campaign was highly successful in garnering media attention and getting people talking about Scottsdale as a fun, proactive business environment.

The kickoff of this creative campaign was held at a market visit in San Francisco which attracted more than 75 attendees. The event allowed economic development to share key Scottsdale messages to real estate brokers, startups and companies looking to expand their business. The Jan. 28 event was hosted in partnership with the Scottsdale Area Chamber of Commerce, LevRose Commercial Real Estate and several sponsor supporters. It also generated a strong media buzz in the Phoenix Business Journal.

General outreach to commercial real estate brokers and site selection professionals for lead generation was also top of mind. During the year 105 commercial brokers were directly met with, and 290 new business development leads were received, generated or responded to.

The second annual City of Scottsdale/Greater Phoenix Economic Council commercial broker event was held Aug. 27 at the Scottsdale Fiesta Bowl Museum. More than 60 commercial brokers registered for the biannual event that is designed to share Scottsdale economic development updates and strategize with commercial real estate leaders on ways to bring new business opportunities to Scottsdale.



To leverage the amazing Scottsdale event scene for business development, the team conducted a variety of initiatives associated with signature spring events such as the Waste Management Phoenix Open, Barrett-Jackson Auto Show and Cactus League Spring Training. In association with the Arizona Commerce Authority and the Greater Phoenix Economic Council, national business leaders and commercial real estate industry experts were invited to learn more about the business advantages of operating in Scottsdale.

Research for new business lead generation requires significant time and focus. For additional staff support and creative ideas, the department partnered with The Thunderbird School of Global Management's "Organizational Consulting" program.

The goal was to provide students with an introduction to consulting as it is generally practiced across sectors. The Scottsdale project included a multiphase analysis of lead generation initiatives, target sectors, industry benchmarking and recommendations for increasing lead generation effectiveness, ultimately providing the team with a number of well researched leads to pursue over the coming year.

Market visits to Chicago and San Francisco and attendance at site selector roundtable events such as the Penton Media Roundtable helped to expand business development conversations with 15 business prospect meetings and one-on-one meetings with eight national site selectors.



PROVIDING SUPPORT TO GROWING FIRMS.

"We are looking forward to transitioning JDA's corporate headquarters [at Scottsdale Quarter] to a more collaborative and open environment that will foster and encourage JDA's commitment to innovation."

- Baljit S. Dail, CEO and Chairman of the Board, JDA Software Group

A top business retention win for the year included the retention of JDA Software Group's Headquarters operations in Scottsdale. JDA has been one of the Phoenix area's most successful technology companies over the past three decades and is one of the largest technology companies headquartered in the greater Phoenix area. After weighing options for relocation in other parts of the country JDA Software Group worked with the Scottsdale economic development team as well as the Arizona Commerce Authority, ultimately choosing to remain in Scottsdale and relocate its corporate headquarters - along with 347 employees - to the Scottsdale Quarter complex.

A primary focus for this fiscal year has also been actively assisting Scottsdale companies in seeking talent. Scottsdale was joined by Vanguard, Digital Air Strike, and Quicken Loans at the South by Southwest Job Market in Austin, Texas, with five more companies offering support as 'virtual partners.'



500+
RELOCATION
GUIDES
DISTRIBUTED



111
BUSINESS
RETENTION VISITS



>50
TALENT ATTRACTION
PARTNERS ON
WEBSITE



3,000+
NEW JOBS BEING
CREATED BY VISITED
FIRMS IN 3 YEARS

Candidates encountered at the 2016 event were more than double the 2015 results, with 146 registered and some employment offers extended.

The team has also served firms through proactive placement of recently laid off employees into Scottsdale firms. In four cases the team was aware of staffing reductions and was able to notify companies seeking applicants of the opportunity. In one case within two hours of the notification, 11 Scottsdale companies had requested copies of resumes of affected employees, with hires confirmed as a result.

Not only have these efforts provided a direct benefit to Scottsdale firms, but it has offered continuity of employment to residents and retention of talent to the region.

BUILDING AN ENTREPRENEURIAL ECOSYSTEM.

"It's a great place to start a company. I see Scottsdale shortly becoming a huge startup hub." - Josh Manley, CEO, ReplyBuy, Inc.



Efforts - and results - have increased dramatically in the area of small business and entrepreneurial support. In fact, Mayor W.J. "Jim" Lane proclaimed Feb. 24 "Made in Scottsdale Day" at an event hosted by website development company Weebly. All small businesses and startups in Scottsdale were invited to learn to create their own website in one evening.

New programming was launched in the Eureka Loft, offering an eight part educational series called 'Connect the Tech.' The interactive series provided an opportunity for direct mentorship from local industry leaders with presenting firms such as HubSpot, Parchment, WireBuzz, Digital Air Strike, Brockson Capital, Tallwave and Wasabi Ventures. There were more than 100 participants ranging from small-business owners to tech entrepreneurs looking to further engage with the business community.



>100
PARTICIPANTS
IN CONNECT THE
TECH SERIES



5 million
SOCIAL MEDIA
IMPRESSIONS BY
PHOENIX STARTUP WEEK



\$10,000
RAISED FOR
EUREKA LOFT
ENHANCEMENTS



75
ATTENDEES FOR
'WEBSITE IN A
NIGHT'

Economic development, in partnership with the library staff, raised \$10,000 in sponsor funding to help complete phase 1 enhancements including a new reception desk, TV monitor promoting events and programs and FilzFelt noise reducing panels that also offer a creative aesthetic to the space. Staff is working on a new scheduling and appointment platform that will allow users to see what programs are available and the opportunity to schedule a time with a preferred mentor. This new scheduling tool is planned for launch publicly by Q2 of FY 2016/17.

Supporting the startup ecosystem was also top of mind, with two venues for Phoenix Startup Week 2016 held in Scottsdale. The event resulted in more than 5 million social impressions, and a reach to more than 1 million unique social media accounts. Attendance nearly doubled 2015 figures, 175 speakers provided their valuable insights to attendees and 75 volunteers helped run the programs.

FOCUSING ON RESULTS.



"We are very pleased to call Scottsdale home for our company headquarters. As a leading global company, our new office space is fitting for a business of our stature and will better serve us as we continue to grow and prosper in the international aviation marketplace." - Russell Ford, CEO, Standard Aero

The department is pleased to not only report strong annual metrics, especially in the areas of number of jobs created or retained and the high wage rates of those jobs, but also huge success in the production of annual signature events and marketing impressions.

Signature events for 2015/16 fiscal year included the October Mayor and Council Breakfast as well as the Third Annual Cure Corridor Event.

The Mayor and Council Breakfast, held at Signature Flight at the Scottsdale Airport, featured keynote speaker Russell Ford, CEO of StandardAero. Standard Aero relocated its headquarters to Scottsdale in FY 2014/15. The room saw a packed crowd of more than 180 guests and impactful sound bites. A full taping of the event is regularly aired on Channel 11 and available on YouTube.

The third annual Cure Corridor Event, was attended by a sold-out crowd of 240 and featured keynote

speaker Jonathan Fleming of the Network for Excellence in Health Innovation who engaged the audience in his entertaining discussion on the future of venture funding in the bio-life science industry. To encourage audience participation, the team used live Twitter feeds during the question and answer period of the rapid-fire session and encouraged attendees to also tweet comments. Questions posted using hashtags #curecorridor or #scottsdaleecdev instantly fed to the presentation displays during the Q&A period.

Social media responses in 2015 doubled those of 2014, demonstrating the increased popularity of the Cure Corridor and impact of expanded marketing efforts.

In addition, smaller but impactful events such as the January Mayor's Business Appreciation Breakfast and other industry Think Tank discussions were held with strong attendance and positive business feedback.

Business Development Performance Measures

Measure	Q4 2015/16	FY Total	FY Goal	% of Goal
Number of businesses recruited or retained with City assistance	0	0	15	0%
Number of business retention & expansion visits	98	111	105	100%
Number of special events and programs/attendees*	8,110	10,845	20,750	95% / 112%
Total number of new jobs created or retained*	0	1,183	800	148%
New capital investment into the community	\$ 16,075,000	\$82,015,000	\$100 M	82%
Average wage of jobs created or retained*	N/A	\$ 67,065	\$83,000	129%
Square footage constructed or absorbed	191,000	528,730	500,000	102%
Total 5-yr direct revenue impact of projects	\$ 2,320,120	\$7,277,827	\$15 M	48%
Total 5-yr economic impact of projects	\$ 981,125,517	\$1,718,740,068	\$1.5 B	114%

Source: City of Scottsdale Economic Development Department internal goals, FY 2015/16 City Budget Book*



Business Retention, Expansion & Attraction FY 2015/16 - CLAIMS AND ASSISTS

The companies below identified as "claims" represent new businesses which located in Scottsdale or existing businesses that were retained and expanded with significant assistance provided by the City of Scottsdale Economic Development Department and/or additional partners during the location decision making process. Projects denoted as "assists" represent companies that chose to locate in Scottsdale without material influence from the department, but which have received post-decision assistance and services of significant levels worthy of denoting. Figures and company data below also reflect re-verifications and revisions for end of year reporting accuracy.

Name	Type/Industry	Location	Square Feet	Jobs: Year 1	Jobs: Year 5	5 Year Direct Revenue	5 Year Economic Impact
Bridge 2 Solutions	ATTRACTION / Advanced Business Services	14000 N. Pima Road	50,000	225	225	\$1,005,584	\$834,826,987
JDA Software Group, Inc.	RETENTION / ICT	15037 N. Scottsdale Road	55,530	347	347	\$1,154,945	\$416,005,345
Dillon Aero FTZ	EXPANSION / Defense	8009 E. Dillon Way	0	3	3	\$258,872	\$5,168,280
Hertz Rental Facility	ATTRACTION / Auto Retail	7300 E. McDowell Road	1,200	4	6	\$11,186	\$1,755,389
Banner Health	EXPANSION / Bio-Life Sciences	7515 E. Earl Drive	76,000	157	175	\$1,248,500	\$129,435,442
Hyatt Crossroads	ATTRACTION / Hospitality	7500 E. Doubletree Ranch Road	130,000	100	100	\$878,820	\$47,423,199
Hartford Insurance	ATTRACTION / Advanced Business Services	8888 E. Palmetto Drive	100,000	537	632	\$1,804,547	\$474,974,861
Idaan Concepts	EXPANSION / Manufacturing	8388 E. Hamdard Drive	35,000	10	10	\$201,132	\$26,855,990
Vin Tyl	ATTRACTION / Advanced Business Services	17207 N. Parmer Drive	60,000	20	147	\$364,016	\$55,877,518
TOTAL CLAIM METRICS			589,730	1,193	1,648	\$7,277,827	\$1,718,740,068
TruSona	ASSIST / ICT	8707 E. Via De Ventura	3,498	10	30	\$176,175	\$87,156,974
Upward Projects (Poolino)	ASSIST / Hospitality	4621 N. Scottsdale Road	2,500	30	30	\$92,580	\$14,523,257
Groupon	ASSIST / ICT	1375 N. Scottsdale Road	100,000	25	150	\$348,790	\$100,773,262
Boala	ASSIST / Information Tech.	15188 N. Scottsdale Road	2,300	50	1,000	\$2,904,812	\$1,267,737,607
Holiday Inn Vacation Club	ASSIST / Hospitality	7877 E. Princess Boulevard	30,000	79	124	\$1,539,908	\$34,781,829
Wasabi Ventures	ASSIST / ICT	4800 N. Scottsdale Road / Virtual	1,050	1	20	\$0	\$0
Ampay	ASSIST / Emerging Tech	8100 E. Indian School Road #105	1,250	5	60	\$168,522	\$73,021,696
Bella	ASSIST / Education	10400 N. 128th Street	70,377	44	42	\$250,150	\$23,004,406
TOTAL ASSIST METRICS			211,725	245	1,483	\$4,295,959	\$1,668,917,494



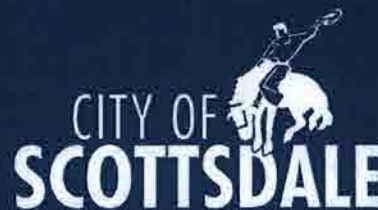
"This is a fantastic city in which to do business. Not only is it sophisticated, it is friendly, open and welcoming. It has a can do atmosphere."

- Dr. Ron Korn, CEO, Imaging Endpoints

TEXT "CHOOSESCOTTSDALE" TO 22828 TO SIGN UP FOR OUR TWICE MONTHLY E-NEWSLETTER.

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Business@ScottsdaleAZ.gov | ChooseScottsdale.com | @ScottsdaleEcDev



SCOTTSDALE'S ECONOMIC DEVELOPMENT STRATEGIC PLAN

February 2015
(Summary Version)

- 1. Retain and grow existing economic drivers and employers**
 - a. Provide opportunities for Mayor and Council involvement in continued regular outreach to Scottsdale's existing employers
 - b. Engage citizens, business executives, founders and owners in City deliberations about policies and programs that impact them
 - c. Continue to assist existing and new businesses - large and small - to address and satisfactorily resolve challenges that may impede the retention and expansion of their business operations
- 2. Support efforts that will enable Scottsdale's present and future employers to cultivate, retain and attract the talent that they need**
 - a. Encourage the City of Scottsdale's public, private and educational sector stakeholders as active participants in talent and workforce development programs
 - b. Encourage business and civic organizations to support the highest quality public K-12 education
 - c. Ensure that the interests of Scottsdale's citizens and businesses are addressed in regional and state-level talent and workforce development programs
 - d. Develop a "Scottsdale Welcomes You" outreach program to engage new professional recruits
 - e. Connect with young professionals' organizations in the City
 - f. Honor and demonstrate respect for diversity of all types
 - g. Expand existing and attract new postsecondary educational offerings in Scottsdale
- 3. Focus efforts and investment in strengthening key employment and business centers**
 - a. *Airpark* - Work with Airport and area businesses to market business location opportunities
 - b. *Downtown* - Consider developing retail retention and attraction strategy
 - c. *Downtown* - Support the creation of an improvement district to provide resources and services on par with other successful downtowns across the nation
 - d. *McDowell Road* - Identify and explore the deployment of other best practices/tools that have catalyzed the successful revitalization of older commercial corridors
 - e. *Cure Corridor* - Collaborate with business leaders to market the Cure Corridor area and its future assets such as the Mayo Clinic medical school
 - f. *Cure Corridor* - Establish a focused entrepreneurship program that is devoted to technologies and products that are in alignment with the resources of the Cure Corridor
 - g. *State-Owned Land at 101* - Work with State Land to prepare area for high-quality development
- 4. Elevate Scottsdale's engagement in the national and international economic development arena**
 - a. Become the "go to" and central point of contact for Scottsdale's existing employers
 - b. Intensify business appreciation, retention and expansion and internal lead generation activities
 - c. Develop a marketing and communications strategy targeted to key decision-making audiences that impact/influence business expansion, location and startup decisions
 - d. Actively communicate Scottsdale's business investment opportunities to targeted decision makers
- 5. Build a Scottsdale business location brand on par with Scottsdale's tourism brand**
 - a. Work with the tourism industry to identify ways to pitch Scottsdale to visiting business leaders
 - b. Produce high-quality materials that clearly articulate the case for doing business in Scottsdale
- 6. Grow and attract quality firms and jobs – domestic and global in targeted sectors.**
 - a. *Technology and Innovation*: Information, Communications &Tech., Entrepreneurs, Emerging Enterprises
 - b. *Bio-Life Sciences*: Medical Research, Health Care, Medical Tourism
 - c. *Advanced Business Services*: Corporate/Divisional HQ, Financial, Insurance and Shared Services
 - d. *Visitor/Hospitality Commerce and Trade*: Resorts/Hotels, Retail, Attractions
 - e. *Higher Education Institutions*

Economic Development Strategic Plan: FY 2015/16 Accomplishments

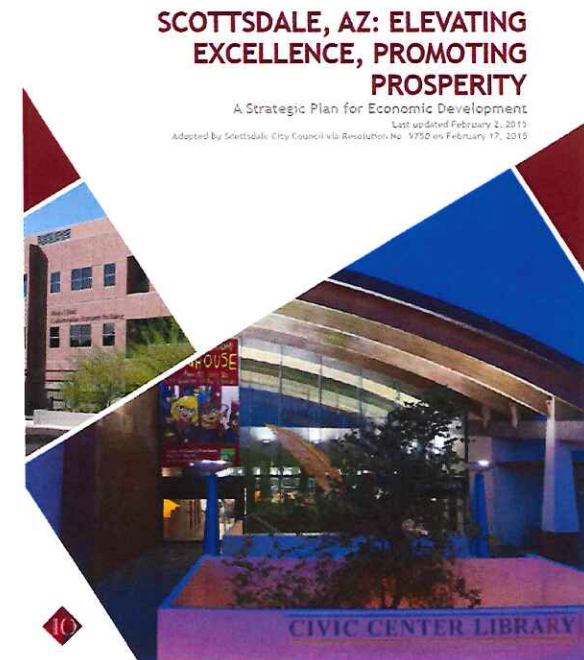
**Presentation to Scottsdale City Council
August 30, 2016**

Scottsdale Economic Development

*“Through its economic development investments and programs, the City of Scottsdale **retains, grows and attracts** targeted sources of wealth generation to **enhance the community’s tax base** and quality of life, preserve the natural environment and **foster prosperity for all citizens.**”*

Economic Development Strategic Plan

1. **Retain and grow** existing economic drivers and employers
2. Support efforts that will enable Scottsdale's present and future employers to **cultivate, retain and attract the talent** that they need
3. Focus efforts and investment in **strengthening key employment and business centers**
4. **Elevate Scottsdale's engagement** in the national and international economic development arena
5. **Build a Scottsdale business location brand** on par with Scottsdale's tourism brand
6. **Grow and attract quality firms and jobs** – domestic and global in targeted sectors



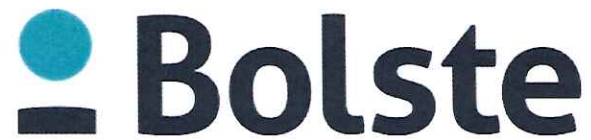
FY 2015/16 Annual Report

- Awards
- Marketing initiatives
- Business support strategies
- Entrepreneurial efforts
- Events and programs
- Annual metrics



Available at www.choosescottsdale.com/data-resources/reports

Notable Announcements



Implementing the Strategic Plan

1. **9 unique businesses** representing **1,183 jobs** in the first 12 months of business operations with an average wage of **\$67,085** and an overall total of **1,645 jobs over five years**
2. **111 direct business outreach visits**, representing more than **3,000 new jobs** in Scottsdale in the next three years, with **50 firms** registering as talent attraction partners
3. **290 new business development leads** received, generated and responded to with market visits executed in **Chicago, Austin and twice in San Francisco**
4. **Gold Excellence Award for 2015 South by Southwest Talent Recruitment** mission and **Silver Excellence Award for the City of Scottsdale and ASU SkySong partnership** from International Economic Development Council (IEDC)
5. Eligible team members have **completed all coursework and pursued sitting for professional economic development certification exam**, with budget and strategy in place for pursuit of department accreditation in FY 2016/17

Implementing the Strategic Plan

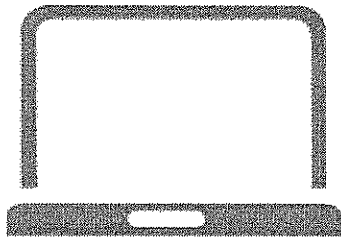
6. Expansion in overall marketing with a **222 percent Twitter engagement increase**, a **542 percent increase in Facebook likes** and a **247 percent increase in YouTube activity with 11,558 total views**
7. Support in **outreach to downtown businesses and merchants for Downtown Economic Feasibility Study and downtown parking enhancements**, and **joint tourism, economic development and airport marketing materials distributed** to international airport users via U.S. Customs representatives
8. **Mayor and Council Breakfast and the Third Annual Cure Corridor event both sold out** and new programs like Weebly Website in a Night, Connect the Tech business series, Business Appreciation Breakfast, and Think Tanks - **total of 19 unique events in excess of 800 guests**
9. **Fundraising of \$10,000 for phase 1 improvements in Eureka Loft** for new reception desk, a digital monitor and sound mitigation panel system

Annual Update Presentation

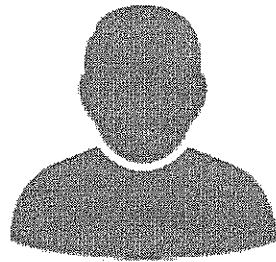
PROVIDING SUPPORT TO GROWING FIRMS AND STARTUPS

1. **Retain and grow** existing employers
2. Support efforts of employers to **cultivate, retain and attract talent**

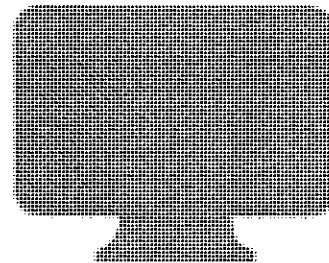
Business Support Metrics



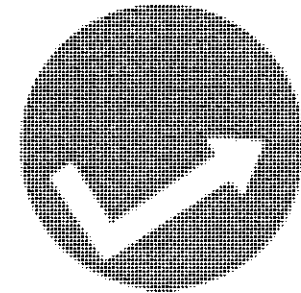
500+
Relocation
Guides
Distributed



111
Business
Retention
Visits



>50
Talent
Attraction
Partners On
Website



3,000+
New Jobs Being
Created By
Visited Firms In
3 Years

Business Retention



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- Baljit S. Dail, CEO and Chairman of the Board, JDA Software Group

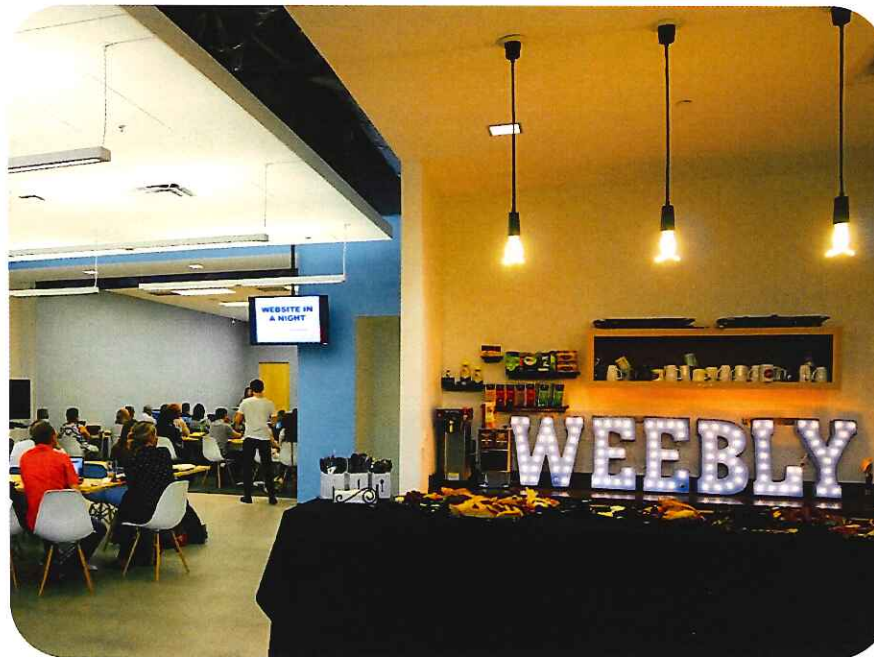
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Plan to deliver™

Providing Support

SXSW Job Market in Austin



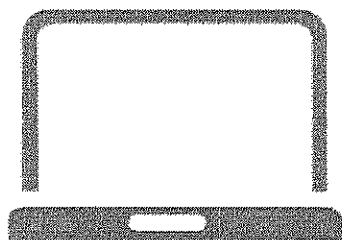
Weebly's Website in a Night



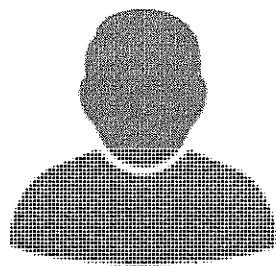
Business Retention Visits



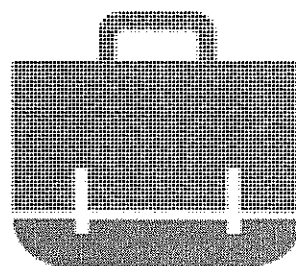
Building An Entrepreneurial Ecosystem



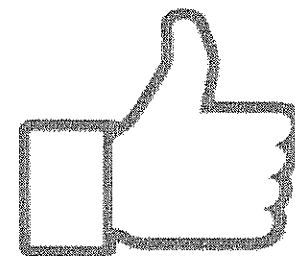
75
Attendees For
'Website In A
Night'



>100
Participants
in Connect
The Tech
Series



\$10,000
Raised For
Eureka Loft
Enhancements



5 Million
Social Media
Impressions
By Phoenix
Startup Week

Building An Entrepreneurial Ecosystem



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Eight week interactive speaker series provided an opportunity for direct mentorship from local industry leaders with presenting firms such as HubSpot, Parchment, WireBuzz, Digital Air Strike, Brockson Capital, Tallwave and Wasabi Ventures

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Building An Entrepreneurial Ecosystem

New Paint, Logo and TV Monitor



FilzFelt Sound Mitigation Panels

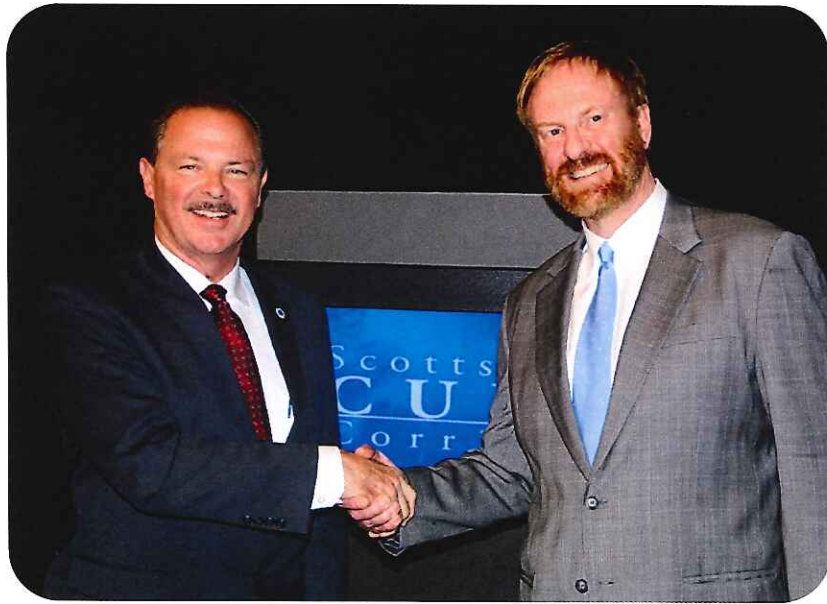


Annual Update Presentation

EMPLOYMENT CENTERS AND MARKETING

3. **Strengthen key employment centers**
4. **Elevate Scottsdale's engagement**

Cure Corridor



Mayor W.J. "Jim" Lane and Jonathan Fleming

Third Annual Cure Corridor Event

The third annual Cure Corridor Event, was attended by a sold-out crowd of 240 and featured keynote speaker Jonathan Fleming of the Network for Excellence in Health Innovation who engaged the audience in his entertaining discussion on the future of venture funding in the bio-life science industry.

To encourage audience participation, the team used live Twitter feeds during the question and answer period of the rapid-fire session and encouraged attendees to also tweet comments.

Elevating our Business Message



Russell Ford Keynote Address

Mayor & Council Breakfast

The Mayor and Council Breakfast, held at Signature Flight at the Scottsdale Airport. Standard Aero relocated its headquarters to Scottsdale in FY 2014/15.

"We are very pleased to call Scottsdale home for our company headquarters. As a leading global company, our new office space is fitting for a business of our stature and will better serve us as we continue to grow and prosper in the international aviation marketplace."

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Downtown Parking Enhancements

- Begins Sept. 19 and includes:
 - Morning Express Trolley (4 a.m. – 10 a.m. M-F)
 - Additional enforcement for restricted hour spaces
 - Time limits reduced to 2 hrs. for on street parking in NE quadrant
 - Permit parking for specifically zoned P3 properties
- Stay tuned for additional improvements including mobile app technologies

More details and maps at www.ScottsdaleAZ.gov
search "Downtown" and/or "Trolley"

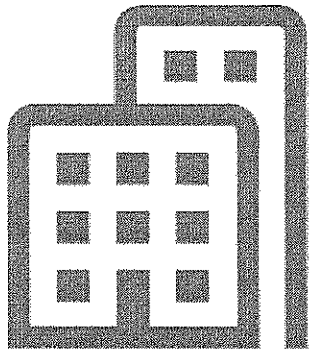
Annual Update Presentation

ATTRACTING NEW BUSINESS

5. **Build a Scottsdale business brand**
6. **Grow and attract quality firms and jobs**

Commercial Space Trends

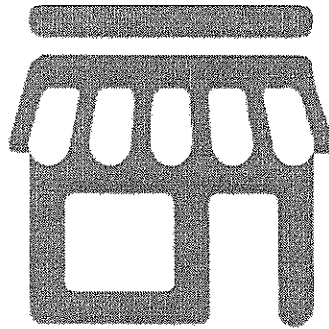
OFFICE



14.5%

- 1.1 % prior year

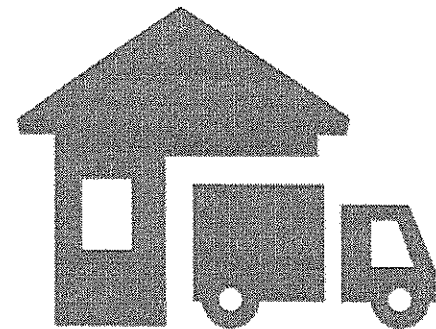
RETAIL



6.9%

-0.2 % prior year

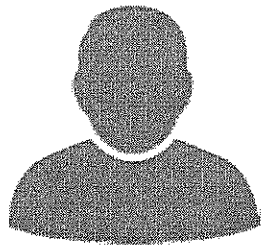
INDUSTRIAL



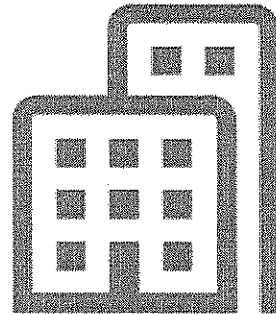
6.0%

-3 % prior year

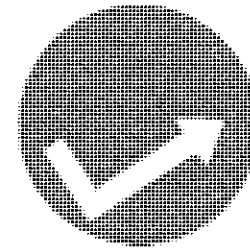
Business Development Metrics



1,183
New Jobs In
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Operation



\$1.5 B
Total
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\$67,085
Average
Wage Of Jobs
Created Or
Retained

Creative Marketing



'Swiping Right'

Aimed at educating brokers, startup companies and talent about Scottsdale as an amazing place to live, work and do business

TECHFLASH

EXCLUSIVE: Tinder, swiping right and bringing more techies to Old Town Scottsdale

Feb 04 2016 12:12pm MST Updated Feb 04 2016 12:21pm MST

INDUSTRIES & TAGS Technology Commercial Real Estate Residential Real Estate TechFlash

SHARE     

Mike Sennicks
Senior Reporter
Phoenix Business Journal



Danielle Casey doesn't like T-shirts

But Casey, economic development director for the city of Scottsdale, made an exception for a new effort she has launched with some commercial real estate brokers and the Scottsdale Chamber of Commerce.



An effort to bring techies to Old Town



San Francisco
COMMERCIAL REAL ESTATE
TECHFLASH



HOME OF THE DAY



Spencer Currey

Casey, LevRose Commercial Real Estate President Jon Rosenberg and Scottsdale Chamber of Commerce President and CEO Mark Hugel were in San Francisco last month hosting an event for real estate brokers, site selectors and technology companies there.

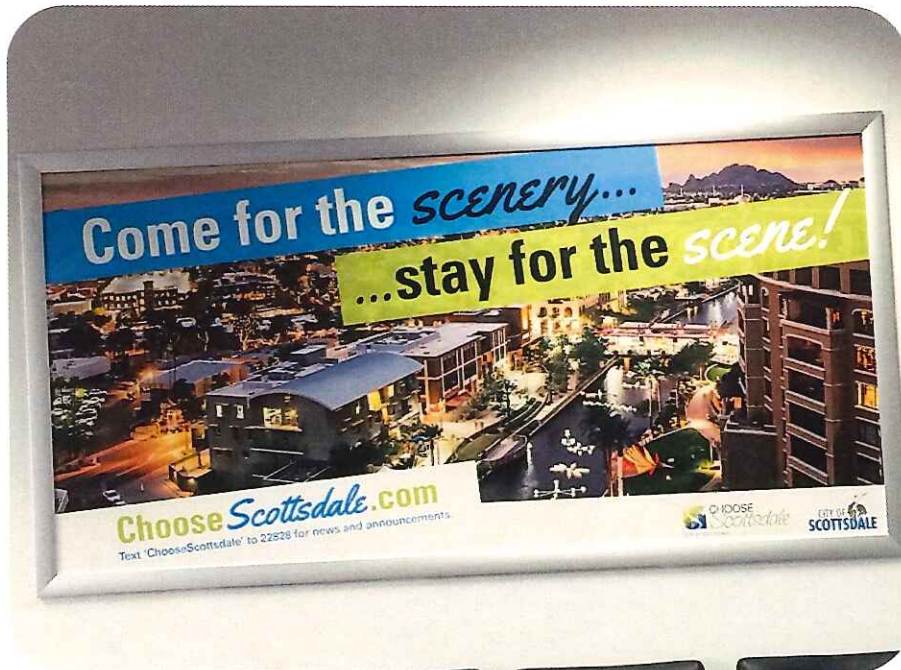
Rosenberg said the goal of the trip was to talk to technology tenants about the Scottsdale market, in particular Old Town, and tout the downtown area's



Click here for more energy news

Business Attraction Strategies

Branding Economic Development @ Scottsdale Airport



Connect the Tech Event @ Dirty Water in San Francisco



Annual Update Presentation

ON THE HORIZON FOR FY 2016/17

New FY 2016/17 Strategies

1. Business perceptions survey
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5. Eureka Loft and 'Scottsdale Business Collaborative' program expansion
6. Department accreditation via IEDC
7. Exploration of destination medical community concept

Mark Your Calendars

Sept. 7:

Talent Optimization Panel

October 6:

Mayor and Council Economic Development Breakfast

December 9:

4th Annual Cure Corridor Event

Register at www.choosescottsdale.com/news



"This is a fantastic city in which to do business. Not only is it sophisticated, it is friendly, open and welcoming. It's a can do atmosphere in Scottsdale."

- Dr. Ron Korn, CEO, Imaging Endpoints

Thank You.

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business@scottsdaleaz.gov

3839 N. Drinkwater Blvd., 2nd Floor



@ScottsdaleEcDev



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Text 'ChooseScottsdale'
to 22828 for e-news

Presentations/Information Updates

Economic Development Strategic Plan: FY 2015/16 Accomplishments

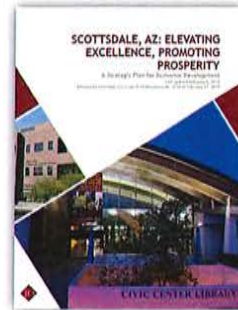
Presentation to Scottsdale City Council
August 30, 2016

Scottsdale Economic Development

*“Through its economic development investments and programs, the City of Scottsdale **retains, grows and attracts** targeted sources of wealth generation to **enhance the community’s tax base** and quality of life, preserve the natural environment and **foster prosperity for all citizens.**”*

Economic Development Strategic Plan

1. **Retain and grow** existing economic drivers and employers
2. Support efforts that will enable Scottsdale's present and future employers to **cultivate, retain and attract the talent** that they need
3. Focus efforts and investment in **strengthening key employment and business centers**
4. **Elevate Scottsdale's engagement** in the national and international economic development arena
5. **Build a Scottsdale business location brand** on par with Scottsdale's tourism brand
6. **Grow and attract quality firms and jobs** – domestic and global in targeted sectors



FY 2015/16 Annual Report

- Awards
- Marketing initiatives
- Business support strategies
- Entrepreneurial efforts
- Events and programs
- Annual metrics



Available at www.choosescottsdale.com/data-resources/reports

Notable Announcements



Implementing the Strategic Plan

1. **9 unique businesses** representing **1,183 jobs** in the first 12 months, average wage of **\$67,085** and an overall total of **1,645 jobs** over five years
2. **111 direct business outreach visits:** more than **3,000 new jobs** in 3 years
3. **290 new business development leads** received, generated and responded to with market visits executed in **Chicago, Austin** and twice in **San Francisco**
4. **Gold Excellence Award for 2015 South by Southwest Talent Recruitment** mission and **Silver Excellence Award for the City of Scottsdale and ASU SkySong partnership** from International Economic Development Council

Implementing the Strategic Plan

5. Expansion in overall marketing - **222 percent Twitter increase, 542 percent increase in Facebook likes and a 247 percent increase in YouTube activity**
6. Support in outreach to downtown businesses and merchants for **Downtown Economic Feasibility Study and downtown parking enhancements, and joint tourism, economic development and airport marketing**
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Annual Update Presentation

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Business Support Metrics



500+
Relocation
Guides
Distributed



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Business
Retention
Visits



>50
Talent
Attraction
Partners On
Website



3,000+
New Jobs Being
Created By
Visited Firms In
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Annual Update Presentation

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ATTRACTING NEW BUSINESS

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work and do business

**EXCLUSIVE: Tinder, swiping right and bringing more techies
to Old Town Scottsdale**

By [Name] | [Date] | [Category]

Photo: [Source]

Scottsdale's Newest Techies

Old Town Scottsdale is a vibrant, growing community that has become a hub for techies and startups. The area is known for its scenic views, outdoor activities, and thriving business scene.

Photo: [Source]

Photo: [Source]

Photo: [Source]

Photo: [Source]

Photo: [Source]

Photo: [Source]

Photo: [Source]



Photo: [Source]



Business Attraction Strategies

Branding Economic Development @
Scottsdale Airport



Connect the Tech Event in San Francisco



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