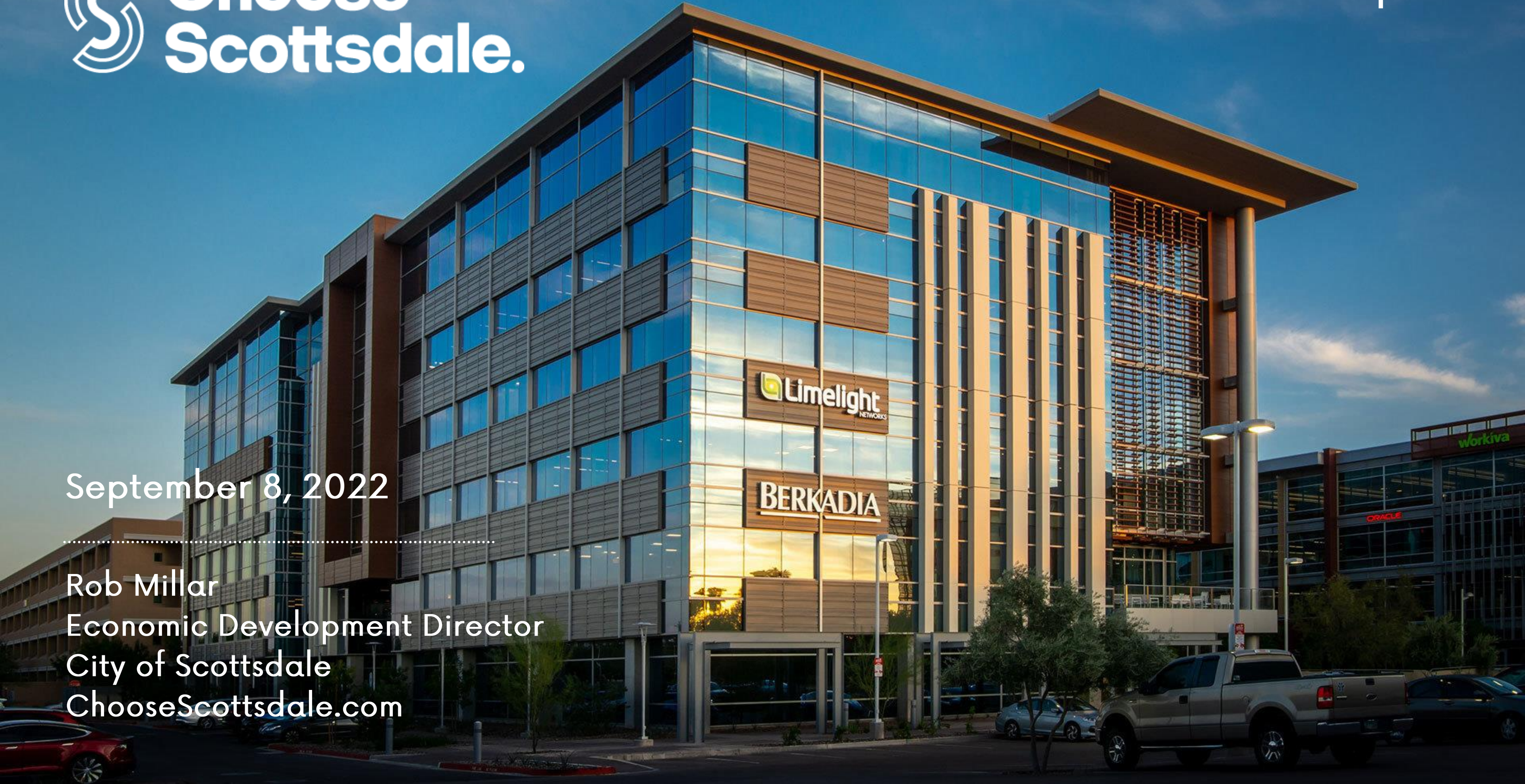




Subcommittee on Economic Development

September 8, 2022

Rob Millar  
Economic Development Director  
City of Scottsdale  
[ChooseScottsdale.com](http://ChooseScottsdale.com)





# COMMERCIAL LEASING TRENDS

| Employment Center  | July 2021                  | July 2022                  |
|--------------------|----------------------------|----------------------------|
| Airpark Industrial | 2.9% vac<br>\$15.33 sq ft  | 0.7% vac<br>\$18.18 sq ft  |
| Airpark Office     | 17.0% vac<br>\$29.24 sq ft | 14.8% vac<br>\$30.30 sq ft |
| Airpark Retail     | 4.6% vac<br>\$24.84 sq ft  | 2.7% vac<br>\$27.23 sq ft  |
| Downtown Office    | 15.1% vac<br>\$29.37 sq ft | 16.5% vac<br>30.22 sq ft   |
| Downtown Retail    | 3.3% vac<br>\$35.00 sq ft  | 2.9% vac<br>\$38.22 sq ft  |
| McDowell Office    | 14.5% vac<br>\$30.06 sq ft | 29.7% vac<br>32.29 sq ft   |
| McDowell Retail    | 5.5% vac<br>\$17.58 sq ft  | 5.2% vac<br>19.04 sq ft    |

| Overall Trends – July 2022 |                            |
|----------------------------|----------------------------|
| City of Scottsdale         | Metro Phoenix              |
| INDUSTRIAL                 |                            |
| 0.6% vac<br>\$17.54sq ft   | 3.8% vac<br>\$10.39 sq ft  |
| OFFICE                     |                            |
| 15.3% vac<br>\$29.61sq ft  | 14.5% vac<br>\$27.70 sq ft |
| RETAIL                     |                            |
| 3.8% vac<br>\$28.91 sq ft  | 6.0 % vac<br>\$21.49 sq ft |

SOURCE: CoStar, July 2021 and July 2022



# FY 2021/22 NEW BUSINESS LICENSES

| Most Common Business Types                               | FY 21/22       | FY 20/21 |
|----------------------------------------------------------|----------------|----------|
| Other Personal Care Services                             | 41             | 41       |
| Full-Service Restaurants                                 | 30             | 38       |
| Beauty Salons                                            | 33             | 48       |
| All Other Personal Services                              | 20             | -        |
| Offices of Physicians (except Mental Health Specialists) | 17             | 32       |
| Other direct selling establishments                      | 12             |          |
| FY Total                                                 | 494 (down 61%) | 803      |





# FY 2021/22 PERFORMANCE METRICS

| Metric                                        | Q4 (April-June) | FY21/22  | FY18/19  |
|-----------------------------------------------|-----------------|----------|----------|
| Number of businesses recruited or retained    | 3               | 9        | 14       |
| Number of jobs created or retained            | 112             | 769      | 1531     |
| Average wage of jobs created or retained      | \$63,517        | \$69,802 | \$68,633 |
| Total five-year direct economic impact        | \$971,517       | \$5.2m   | \$10.6m  |
| Total sessions on ChooseScottsdale.com        | 9,367           | 42,619   | 16,648   |
| Total number of business retention outreaches | 25              | 100      | 85       |
| Current number of business leads              | 46              |          |          |
| Current number of business projects           | 10              |          |          |





# NEW PERFORMANCE METRICS

| Metric                                                                             | Goal |
|------------------------------------------------------------------------------------|------|
| Number of new business registrations (outcome)                                     | 600  |
| Number of active new business leads (output)                                       | 200  |
| Lead to project conversion rate (output)                                           | 10%  |
| Greater Phoenix Economic Council lead response rate (output)                       | 25%  |
| Click rate for email marketing monthly departmental electronic newsletter (output) | 2%   |

The Economic Development Department has 16 total performance measures.





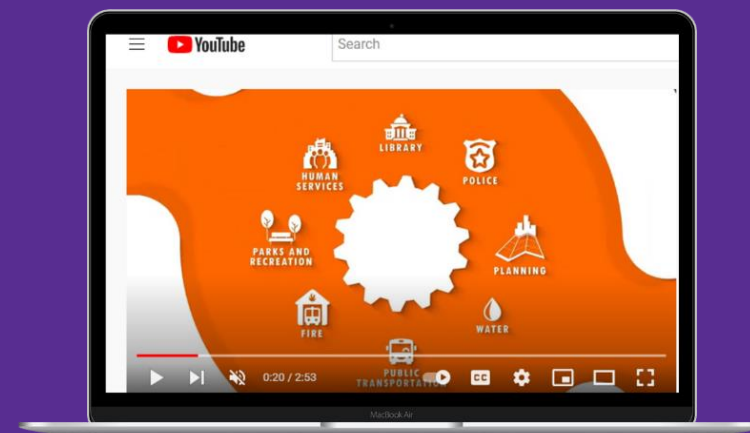
# Department Highlights

**Launched a refreshed logo and color scheme** to clearly articulate the brand and values to the marketplace and beyond. The new brand reflects modern Scottsdale as a fast-growing, easy-going city, where the future of opportunity lives.

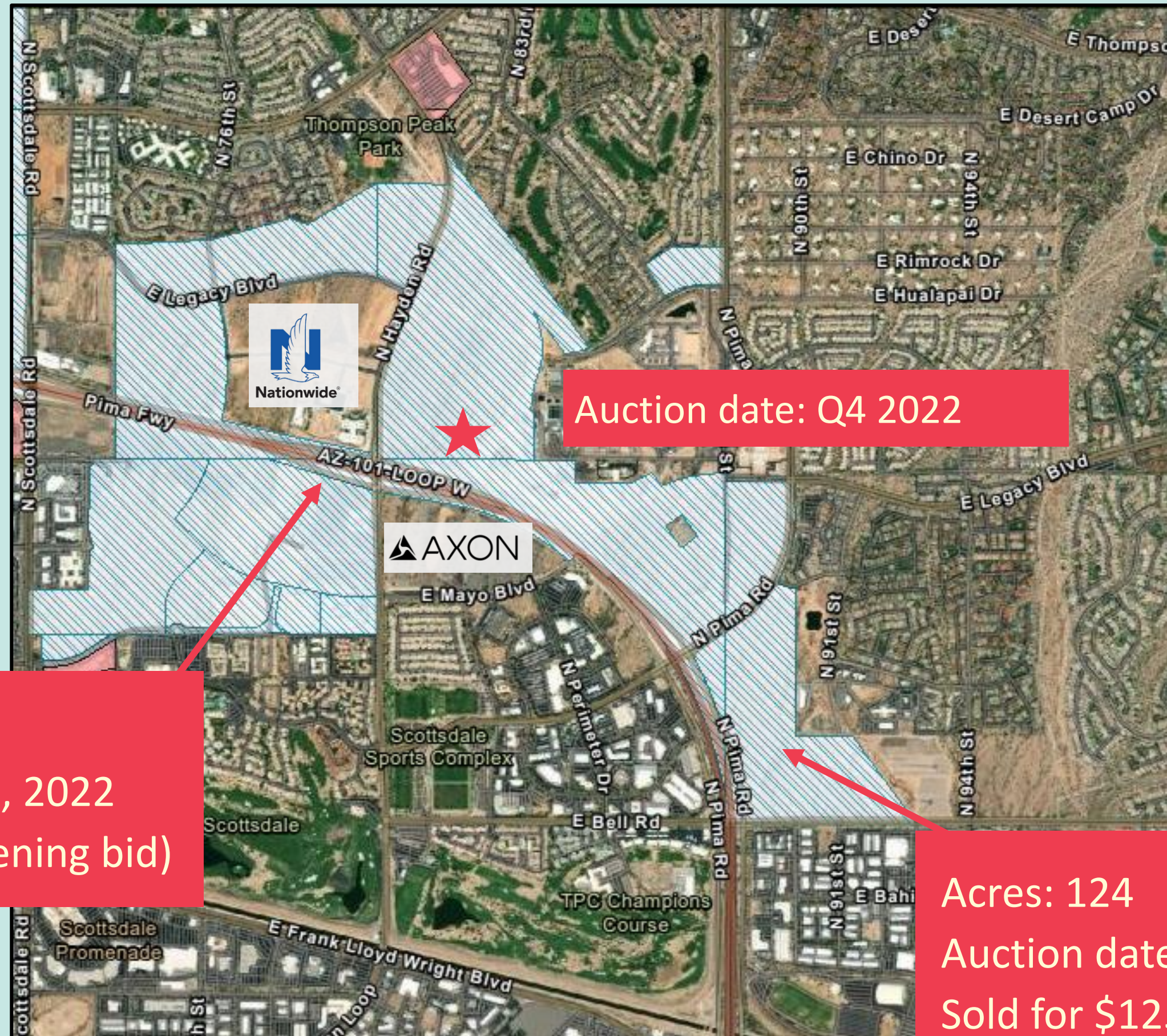
**Created an animated video** highlighting how economic development business attraction and retention strategies are implemented and the impacts they have on Scottsdale.

Partnered with the Scottsdale Area Chamber of Commerce for the first ever **Scottsdale Economic Development Bus Tour**. Participants enjoyed touring a wide range of projects and hearing information directly from industry experts.

Awarded the **Golden Prospector Award** for Economic Development Deal of the Year from the Arizona Association for Economic Development, recognizing the efforts to retain Axon Enterprise.



# State Land Activity



Auction date: Q4 2022

Acres: 85  
Auction date: April 13, 2022  
Sold for \$61.85m (opening bid)

Acres: 124  
Auction date: March 7, 2022  
Sold for \$125m (opening bid: \$58.58m)



# Upcoming Activity

- Business Diversity Summit Sept. 14
- 2<sup>nd</sup> Economic Development Bus Tour
- DEI RFP Contract Award
- Super Bowl Planning

The poster for the United Diversity Business Summit features a dark blue background with a faint image of a classical building. At the top left is the 'UNITED DIVERSITY BUSINESS SUMMIT' logo, which includes a stylized 'U' with a plus sign. To its right, it says 'PRESENTED BY THINKZILLA CITY OF SCOTTSDALE'. On the top right, a vertical line separates the text '25+ SPEAKERS', 'WORKSHOPS', and 'PANELS'. Below this, a central banner reads 'Enhancing the Entrepreneurial Ecosystem through DIVERSITY, COMMUNITY & INNOVATION'. The middle section displays 12 speaker portraits in two rows of six. Each portrait is accompanied by the speaker's name and title. At the bottom, a yellow box contains the location 'SCOTTSDALE, ARIZONA' and a black box contains the date and time 'SEPTEMBER 14, 2022 8:30 AM - 5:30 PM'. The website 'UnitedDiversityBusinessSummit.com' is at the very bottom.

**UNITED DIVERSITY BUSINESS SUMMIT** PRESENTED BY **THINKZILLA** CITY OF **SCOTTSDALE** 25+ SPEAKERS WORKSHOPS PANELS

Enhancing the Entrepreneurial Ecosystem through  
**DIVERSITY, COMMUNITY & INNOVATION**

|                                                                                                                                                                               |                                                                                                                                                       |                                                                                                                                                                            |                                                                                                                                                                                            |                                                                                                                                                        |                                                                                                                                                                 |
|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--------------------------------------------------------------------------------------------------------------------------------------------------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <br><b>David Ortega</b><br>Mayor,<br>City Of Scottsdale, AZ                                | <br><b>Dr. Velma Trayham</b><br>CEO,<br>Thinkzilla Consulting      | <br><b>Jackie Johnson</b><br>Diversity Director,<br>City of Scottsdale                  | <br><b>Rob Millar</b><br>Economic Development<br>Director,<br>City Of Scottsdale                        | <br><b>Art Hamilton</b><br>Founder,<br>Art Hamilton Group           | <br><b>Cameron Robb</b><br>Senior Economic<br>Development<br>Consultant, APS |
| <br><b>Danny Seiden</b><br>President & CEO,<br>Arizona Chamber of<br>Commerce & Industry | <br><b>Cloves Campbell</b><br>Co-Publisher,<br>Arizona Informant | <br><b>Mark Stanton</b><br>President & CEO,<br>Scottsdale Area<br>Chamber of Commerce | <br><b>Ashlee Atkins</b><br>President,<br>Greater Phoenix Urban<br>League Young<br>Professionals (YP) | <br><b>Eric Standifer</b><br>President & CEO,<br>Blaylock Van LLC | <br><b>Keasha Beach</b><br>Executive Director,<br>BASE Arizona             |

**SCOTTSDALE, ARIZONA** **SEPTEMBER 14, 2022**  
**8:30 AM - 5:30 PM**

 [UnitedDiversityBusinessSummit.com](https://UnitedDiversityBusinessSummit.com)



# Desirae Mayo Joins Economic Development Team

**WELCOME,  
DESIRAE!**



**Desirae Mayo**  
Economic Development Specialist



Desirae has served the City of Scottsdale for over three years, previously using her talents in a Planner role.

We are thrilled to welcome her to the team as an Economic Development Specialist.

 QUESTIONS?



[ChooseScottsdale.com](https://ChooseScottsdale.com)

