

## 'TALENT ACCELERATOR' RESOURCE GUIDE

Economic Development is seeking your support and participation in a workforce attraction initiative!

The Scottsdale, Ariz. Economic Development Department has identified the recruitment of certain types of skilled labor as well as the need to better market the city and the region as a place of opportunity and lifestyle choice to that potential labor as a top priority, based on interviews and feedback from local firms over the past 18 months. As a pilot effort, the department is launching a 'WorkScottsdale' initiative. This initiative includes a combination of a messaging campaign delivered through social media efforts, the creation of marketing materials and relocation information for prospective workers, an online jobs portal as a focal point of this material, and participation in Job Market Expos in markets where labor with targeted skill sets are prevalent.

### OPPORTUNITIES FOR YOUR COMPANY

1. Be listed as an active Scottsdale employer on our job site, [www.ChooseScottsdale.com/work](http://www.ChooseScottsdale.com/work) by signing up online
2. Receive information from applicants that indicate interest in your firm or in positions that you are hiring for, as a result of our recruitment efforts in outside markets – you can even join us!
3. Take advantages of resources on our website, such as our Relocation Guide

### HELP SPREAD THE WORD AS A 'TALENT ACCELERATOR'

1. Send us (at [business@scottsdaleaz.gov](mailto:business@scottsdaleaz.gov)) your Twitter handle and any frequently used hashtags so we can follow you
2. Follow US on Twitter, and retweet posts related to workforce recruitment and jobs: @ScottsdaleEcDev, #ChooseScottsdale, #ScottsdaleWork
3. Like us on Facebook: <https://www.facebook.com/ChooseScottsdale>
4. Subscribe and share videos on our **YouTube** Channel playlist:
  - a. <https://www.youtube.com/user/scottsdaleazgov>
  - b. [ChooseScottsdale Playlist](#)

5. Submit a testimonial to us at [business@scottsdaleaz.gov](mailto:business@scottsdaleaz.gov) about why YOU love living and working in Scottsdale
6. [Subscribe to our E-newsletter](#) to stay on top of events and information

### TOP TALKING POINTS WHEN WORKING TO ATTRACT NEW EMPLOYEES

#### **Top 6 Reasons To Live AND Work in Scottsdale:**

1. GREAT FOR FAMILIES: Ranked #1 place to raise children and in Top 100 Best Communities for Young People - America's Promise Alliance, MyLife.com
2. SAFE: Rated the # 6 safest city in America - Movoto.com 2014
3. ACTIVE LIFESTYLE: Has a Gold Ranking as one of Top Ten Best Burbs for Biking with 75% of homes within ½ mile of a bike path or lane - Sunset Magazine 2012
4. AMAZING FOOD: The Second Best U.S. City for Foodies - Livability.com, 2014
5. QUALITY EDUCATION: Home to Arizona's top-performing school district, Scottsdale Unified School District
6. STRONG WAGES + AFFORDABILITY = HIGH QUALITY OF LIFE: Second highest mean wage (\$58,800) among 6 comparable metros

WHY 6 reasons?? To help you remember that Phoenix is the 6<sup>th</sup> largest City in the nation with 1.5 million residents and Scottsdale and Phoenix are part of the 13<sup>th</sup> largest Metro region, at about 4.5 million – and a good explanation as to why Scottsdale is a major southwestern business hub and a rapidly emerging technology center. ***In fact, Scottsdale was recently identified as one of the Top 10 cities in the world with the potential to be the NEXT SILICON VALLEY.***

[View additional Scottsdale Rankings.](#)

### RUMORS TO DISPEL ABOUT LIVING AND WORKING IN THE DESERT SOUTHWEST

***Rumor: Arizona is nothing but tumbleweeds, country/western activities, and dust.***

***Truth:*** The Greater Phoenix area provides a lush landscape where almost anything will grow – come visit us and there will be a virtual oasis of palm trees and lush landscape to enjoy. And, you can spend time outside nearly year round with patios and misters on post patios.

***Rumor: Scottsdale is just a retirement town with lots of golf and no young people.***

***Truth:*** Downtown Scottsdale actually has a median age of 31, and over 40,000 total jobs with an average wage of over \$48k. The city has become the acknowledged nightlife center for Greater Phoenix with hundreds of millions of dollars invested in restaurants and entertainment.

***Rumor: Scorpions will eat your babies.***

**Truth:** According to the [University of Arizona, Cooperative Extension](#), no fatal scorpion stings have occurred in the United States in 20 years and in Arizona since 1964. More people died from bee stings in Arizona last year (2) than from scorpion bites in the past 50 years. Furthermore, according to Health24.com, less than 5% of scorpion stings result in symptoms requiring medical attention. Scorpions are not malicious creatures that stalk out humans to sting but rather wary, timid, and retiring. Most people are stung by scorpions when they accidentally step on them or stick their hands or feet into places that act as shelter for scorpions (such as under rocks, under debris, etc.).

***Rumor: Scottsdale is for rich people and too pricey for me to live there.***

**Truth:** Scottsdale is much more than mansions and gated communities. Being over 30 miles long, it is able to afford a variety of affordable housing options. The median house price with-in a thirty minute commute of North Scottsdale is \$216, 430 while the median value for the same commuting distance from South Scottsdale is \$196,000. (source: Scottsdale Area Association of Realtors) This compares to the Maricopa County median house value of \$209,000. There is actually excellent access to diverse housing options that are all affordable and ultimately for businesses about 30% cheaper than the SF Bay area, and in terms of taxation, practically an immediate 10% raise for workers. Downtown Scottsdale offers vibrancy that caters to professionals looking for a live-work-play environment with more than 3,000 new luxury multi-family residential units recently completed or in final planning.

**Do you have ideas for additional rumors we need to dispel? Send them to us at [business@scottsdaleaz.gov](mailto:business@scottsdaleaz.gov).**

**NEWS ARTICLES AND RESOURCES**

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- **[Is 'Silicon Desert' the next Silicon Valley?](#)**
- **[Orion to Open Center of Excellence in Scottsdale](#)**
- **[Scottsdale Welcomes Metro Phoenix Area's Largest Co-Working Space](#)**
- **[Zenefits Opens New Scottsdale Office, Will Create 1,300 Jobs](#)**
- **[ZocDoc Expands its Scottsdale Operation](#)**

Access [additional news articles and resources](#) that can help you promote the concentration of opportunities in Scottsdale.