

FY 2017/18

ANNUAL REPORT

ENHANCING EMPLOYMENT CENTERS



CHOOSE
Scottsdale

CITY OF SCOTTSDALE ECONOMIC DEVELOPMENT

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FY 2017/18

LEADERSHIP

The City of Scottsdale operates under a Council/Manager form of government. Scottsdale's economic development achievements described in this report have been made possible through the Mayor and City Council's approval of the City's Economic Development Strategic Plan on Feb. 17, 2015, under the oversight of the City Manager.

W.J. "Jim" Lane
Mayor

Guy Phillips
Vice Mayor

Suzanne Klapp
Councilwoman

Virginia Korte
Councilmember

Kathy Littlefield
Councilwoman

Linda Milhaven
Councilwoman

David N. Smith
Councilman

Jim Thompson
City Manager

WITH GRATITUDE

This publication and the achievements highlighted inside have been made possible by the Scottsdale City Council and City Manager, tremendous support of all members of the City of Scottsdale staff team, as well as through our many community partners: the Scottsdale Area Chamber of Commerce, Experience Scottsdale, the Greater Phoenix Economic Council, the Arizona Commerce Authority, the Maricopa Association of Governments, the Canada Arizona Business Council, the Arizona BioIndustry Association, Arizona@Work, the Arizona Association for Economic Development, ASU Scottsdale Innovation Center (SkySong), Maricopa Community Colleges and Scottsdale Community College, the Scottsdale Industrial Development Authority, and many more.

A MESSAGE FROM THE TEAM

It is with exceptional pride and excitement that the members of the economic development team work each day to promote the City of Scottsdale to businesses and talent as a top location of choice for living, recreating, and growing an exceptional career or even starting a small business.

The following report highlights our efforts over the past fiscal year. Of top priority was working to advance key employment centers within the City of Scottsdale, most notably Old Town Scottsdale as well as the area known as Crossroads East anchored at SR 101 and Hayden Road.

We hope you will find this information beneficial and ask for your continued participation in future efforts. While we are tasked with executing Scottsdale's economic development strategy, EVERY representative of the community can impact the economy, whether it is by shopping locally, offering an internship at your place of business for an aspiring student, or simply telling a stranger why you think Scottsdale is a tremendous place to live, work and play.

Sincerely,
The Scottsdale Economic Development Department



D. Conway
Paula Lindrey
Mark Miller
Mark Puff
 Josh Utterback
Chris
 Bob Tins

For full biographies and contact details for the Scottsdale Economic Development team, visit ChooseScottsdale.com and search for 'The Team.'

STRATEGIC PLAN ACTION AGENDA

The City of Scottsdale's Economic Development Strategic Plan is a comprehensive document that has identified target industries, key markets for business attraction opportunities, and top strategies aimed at addressing business needs. All efforts of the department focus on addressing one the following six primary items:

1. Retain and grow existing economic drivers and employers.

Engage citizens, business executives, founders and owners in City deliberations about policies and programs that impact them and continue to assist existing and new businesses to address 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.

Encourage the City of Scottsdale's stakeholders as active participants in talent and workforce development programs, develop a "Scottsdale Welcomes You" outreach program to engage new professional recruits, connect with young professionals' organizations, honor and demonstrate respect for diversity of all types, and support growth of educational offerings in Scottsdale.

3. Focus efforts and investment in strengthening key employment and business centers.

- Airpark - Work with Airport and area businesses to market business location opportunities.
- Downtown - Consider developing a retail retention and attraction strategy and support the creation of an improvement district to provide resources and services on par with other successful downtowns across the nation.

- McDowell Road - Identify and explore the deployment of other best practices/tools that have catalyzed the successful revitalization of older commercial corridors.
- Cure Corridor - Collaborate with business leaders to market the area and its future assets such as the Mayo Clinic medical school and establish a focused entrepreneurship program that is devoted to technologies and products that are in alignment with the resources of the Cure Corridor.
- State-Owned Land at 101 - Work with State Land to prepare the area for high-quality development.

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

Become the "go to" and central point of contact for Scottsdale's existing employers, develop a marketing and communications strategy targeted to key decision-making audiences and communicate Scottsdale's business investment opportunities to targeted decision makers.

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

Work with the tourism industry to identify ways to pitch Scottsdale to visiting business leaders and 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.

Target sectors include Technology and Innovation, Bio-Life Sciences, Advanced Business Services, Visitor/Hospitality Commerce and Trade and Higher Education Institutions.

Primary Goal of the Economic Development Strategic Plan:

"To elevate, enhance and ensure Scottsdale's sustained desirability as a place in which to live, learn, do business, work, recreate and visit."

ECONOMIC SNAPSHOT

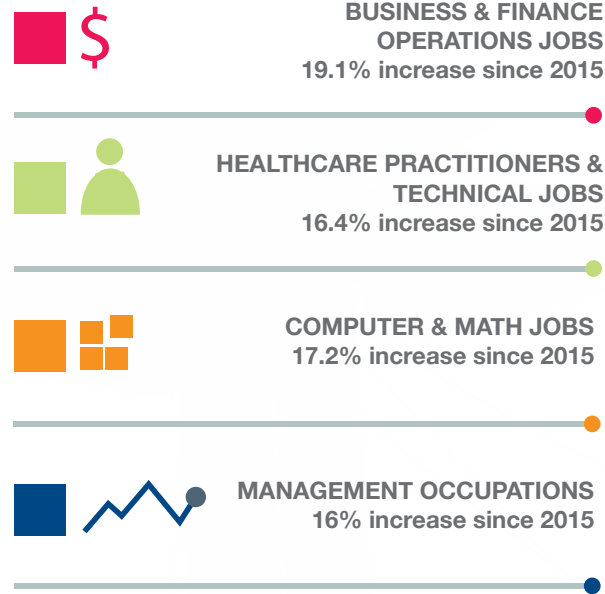
Over the past year, Scottsdale has seen a continued rise in high wage occupations in its target industries.

Business and finance positions in Scottsdale are growing at more than double the national rate with 19.1% growth since 2015 compared to 8.1% nationally.

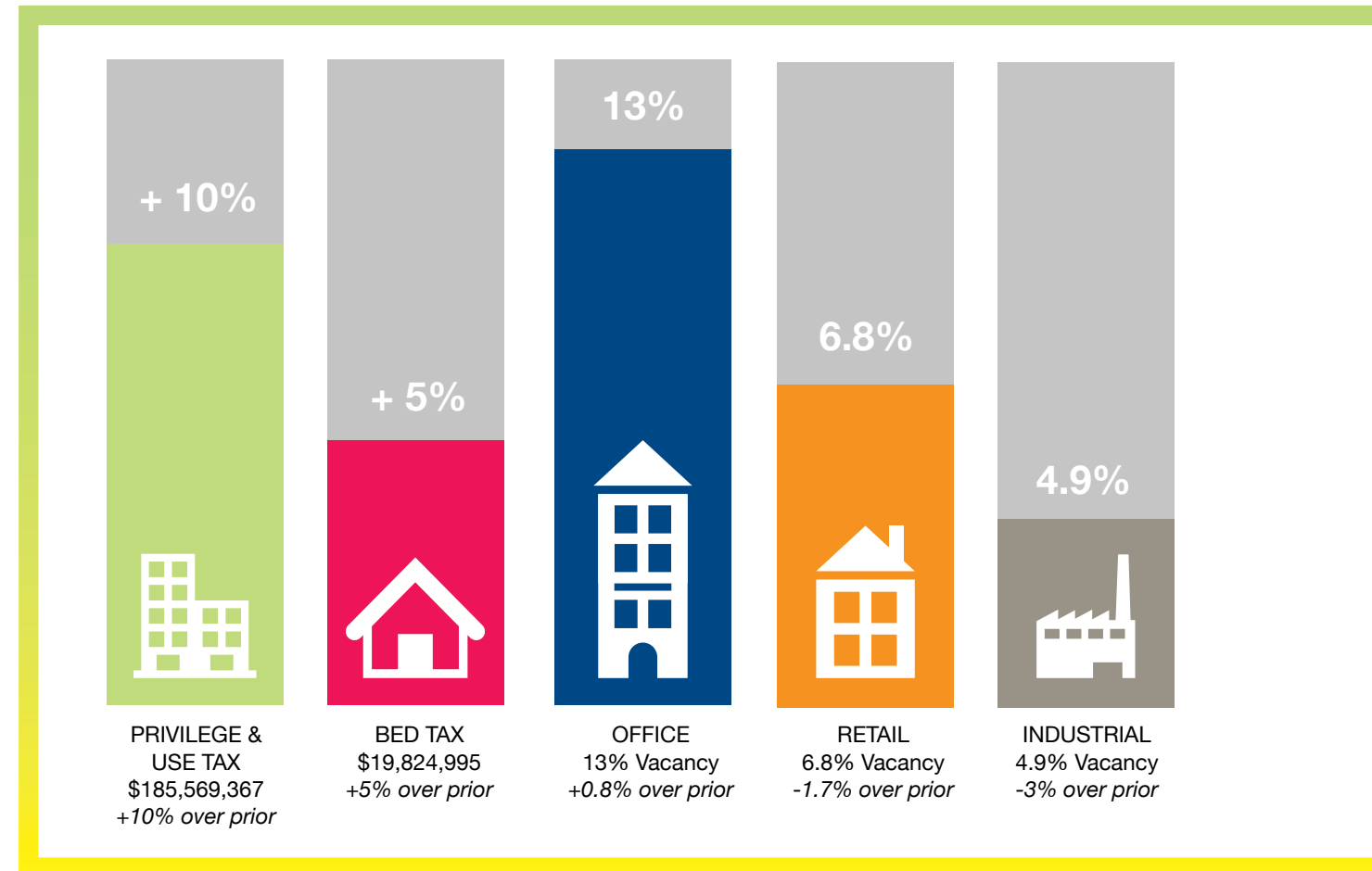
Healthcare practitioner and technical jobs have increased at a rate of 16.4% in the past three years, nearly doubling the national growth rate of 8.4% and outpacing the Phoenix metro rate of 14.9%.

Computer and math occupations in Scottsdale offer median hourly earnings of \$39.14 per hour, and growth in that occupation is increasing at 17.2%, also outpacing the national rate of 8.8% and the Phoenix metro rate of 13.7%.

Management occupations continue to rise in Scottsdale, with total jobs concentration at 34% above the national average and outpacing the national growth rate of 6.6% and the Phoenix metro rate of 11.4%.



Source: EMSI 2018 Data Set



Source: City of Scottsdale Tax and License Dept., CoStar Reports; All figures above are in comparison to prior fiscal year.

General Demographic Characteristics

	Scottsdale	Arizona	U.S.
Median Age	47	37	38
Median Household Income	\$74,961	\$52,461	\$56,124
Average Household Income	\$117,778	\$72,346	\$80,675
Per Capita Income	\$54,793	\$27,128	\$30,820
Average Household Size	2.14	2.65	2.59
Median Disposable Income by Household	\$59,909	\$43,536	\$46,430
Average Disposable Income by Household	\$86,253	\$57,648	\$60,756
Median Home Value	\$455,007	\$207,203	\$207,344

Source: ESRI Business Analyst Online 2018

Historical Unemployment Rates

Area	2011	May 2018
Arizona	9.4	3.8
Scottsdale	6.8	2.8
Mesa	8.3	3.4
Chandler	7.1	3.0
Phoenix	9.0	3.5

Source: Bureau of Labor Statistics, 2018

Top Jobs in Scottsdale by Industry

	Total 2017 Jobs	% Growth Since 2012	Average Earnings per Job
Health Care and Social Assistance	27,815	17%	\$67,502
Administrative and Support	21,270	60%	\$50,181
Accommodation and Food Services	21,094	12%	\$27,550
Retail Trade	18,381	13%	\$39,892
Professional, Scientific and Technical	12,577	31%	\$92,266
Finance and Insurance	10,599	42%	\$94,529

Source: EMSI Q1 2018 Data Set

Largest Employers

	Total 2017-2018 Jobs
HonorHealth	6,323
Vanguard	3,365
CVS Health	2,978
General Dynamics	2,403
Mayo Clinic	2,011
Nationwide Insurance	1,240
Yelp	1,200

Source: MAG 2018 Employer Database and Staff Research

BUSINESS DEVELOPMENT EFFORTS AND ANNOUNCEMENTS

The fiscal year was filled with celebratory events and announcements, with a strong focus on advanced business services and information, communications and technology firms. Attractive areas such as The Quad on Thomas Road in the McDowell Corridor area saw revitalization and renovation attracting companies seeking entry into the Arizona market.

A global leader in hybrid cloud data protection, Acronis selected the Quad in Scottsdale for its Arizona inside sales organization location. Average wages at this facility were reported by the company to be approximately \$93,000 per year with 25 new jobs created in the first 12 months of operation, and 58 or more over five years.

One of the giants of technology companies relocated its presence in Arizona by leasing a significant space at SkySong, the ASU Scottsdale Innovation Center. Oracle, headquartered in Redwood City, California and a company known as one of the largest and most innovative in the tech sector, is opening a +/-15,000-square-foot office in SkySong 3. The space will house more than 75 employees in critical areas such as software development, human resources and sales. Oracle is a global provider of enterprise cloud computing, providing leading-edge capabilities in software as a service, platform as a service, infrastructure as a service, and data as a service. Today, 430,000 customers in 175 countries use Oracle technologies to seize business opportunities and solve real, tangible challenges.

A celebratory ribbon cutting event was held Nov. 30 by The Hartford Insurance Company, an industry leading provider of property and casualty insurance, group benefits and mutual funds. The celebration marked the opening of its new western regional operations facility at 8888 E. Raintree Drive. The 110,000-square foot facility is currently home to 337 Hartford employees and is projected to grow to 632 by 2022.



The economic development department worked with regional partner GPEC to welcome Connect Wireless which will occupy 10,000 square feet in downtown Scottsdale with plans to hire more than 30 over the next three years. The Scottsdale office will be home to c-suite executives, finance, human resources and operations positions, with an estimated average wage around \$70,000. Connect Wireless has grown from one retail location to more than 80 over the past 14 years.

Lime, a dockless bike share provider launched Nov. 15, 2017. The dockless system relies on GPS and does not require a fixed docking station. Lime held a ribbon cutting event at SkySong produced by the Scottsdale Area Chamber of Commerce. Economic development staff, tourism officials and the general public attended the event. The City of Scottsdale has welcomed dockless bike share and continues to work in partnership with providers to ensure community safety and encourage users to ride and park equipment in appropriate areas.

Paradox celebrated the grand opening of its brand-new office in Scottsdale on March 23, 2018. Leading innovations in artificial intelligence, Paradox's flagship product Olivia is a virtual recruiting assistant that captures and engages candidates, automates interview scheduling, answers candidate questions 24/7 and handles employee referrals. Paradox is the latest venture from Aaron Matos (founder of Jobing.com) and Marc Chesley (former CTO of Infusionsoft), and they are poised to both disrupt the recruiting industry to become one of Arizona's next great software startups. This new development will offer the perfect environment for Paradox to grow, with plans to double its staff by the end of the year.

Finally, local firm LevRose Commercial Real Estate reinvested in its long-time Scottsdale office location with a complete remodel and expansion.



NYC Market Visit and Event

Members of the Scottsdale economic development team in partnership with regional and state partners (Scottsdale Area Chamber of Commerce, SRP, APS, Arizona Commerce Authority and Greater Phoenix Economic Council) collaborated to execute a market visit and hosted a reception in New York City June 2018. The purpose of the trip was to raise awareness about what is happening at the state, regional and local level and to share the benefits with prospective companies and talent. More than a dozen meetings were held with companies and business prospects while in market, and significant connections were made because of the hosted event. Companies with a Scottsdale presence as well as New York offices, like Web.com, received a visit and a thank you for their investment in Scottsdale.



In FY 2017/18, 82 new business development leads were received, generated and responded to by the Scottsdale economic development team.

Acronis



CONNECT WIRELESS

jda.
Plan to deliver™

PARADOX™



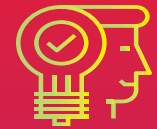
TURO

KEY PERFORMANCE INDICATORS

Since the Feb. 17, 2015 approval of the Economic Development Strategic Plan:



\$24.1 M
5-Year Direct Economic Impact



3,188
Jobs in First 12 Months of Operation



362
Business Retention Visits

During fiscal year 2017/18, the Scottsdale economic development department participated with material influence in the attraction, retention or expansion of 12 unique businesses representing an estimated 1,852 jobs in the first 12 months of business operations with an average wage of \$59,282 and an overall total of 2,258 jobs over five years as well as completion of 107 direct business outreach visits.

Notable additional accomplishments include:

- Advancement of the Work Scottsdale initiative with the launch of an online job board tool with 37 company participants, 300 active jobs listed and 1,540 unique job views by prospective talent since March 1, 2018.

- Expanded marketing and event programming outreach through production of or participation in 19 unique events and programs totaling 1,457 attendees, and a 33% increase in ChooseScottsdale.com site visits.
- Launched new Downtown Small Business Gathering and Downtown Business Spotlight program with more than 130 registrants per event, connecting the business community through partnership with the Scottsdale Area Chamber of Commerce.
- Completed significant development agreement for retention of top employer Nationwide Insurance which will produce an anticipated \$9.8 billion economic impact over twenty years, while advancing future opportunities for corporate headquarters offices along State Land and SR101.



South by Southwest Trade Expo team members Mark Paratore (City of Scottsdale), Ruth Soberanes (Greater Phoenix Economic Council) and Jim Cook (ASU SkySong) pose while promoting Scottsdale job opportunities and business advantages.

FY 2017/18 Performance Indicators

Measure	FY Total	FY Goal	% of Goal Achieved
Number of businesses recruited or retained	12	15	80%
Number of business retention & expansion visits	107	111	96%
Number of special events and programs/attendees*	19/1,457	1,400	104%
Total new jobs created or retained*	1,852	1,300	142%
New capital investment	\$20.1 M	\$63 M	32%
Average wage of jobs created or retained*	\$ 59,282	\$62,660	95%
Square footage constructed or absorbed	175,200	500,000	35%
Total 5-yr direct revenue impact of projects	\$7.9 M	\$8.5 M	93%
Total 5-yr economic impact of projects	\$2.4 B	\$2 B	121%
Total sessions on ChooseScottsdale.com	13,085	11,805	111%

Source: City of Scottsdale Economic Development Department internal goals, FY 2017/18 City Budget Book*

FY 2017/18 Claimed Projects

Name	Type/Industry	Location	Sq Ft	Jobs: Year 1	5 Year Direct Revenue
Aspire Loyalty Travel Solutions	Expansion / ICT	14000 N. Pima Rd.	50,000	68	\$249,647
Connect Wireless	Attraction / Advanced Business	7150 E. Camelback Rd.	10,000	18	\$152,618
Frontdesk.ai	Attraction / ICT	1475 N. Scottsdale Rd.	1,000	5	\$153,018
JDA Software	Expansion / ICT	15059 N. Scottsdale Rd.	13,000	0	\$174,055
Lime	Attraction / Emerging Enterprise	7224 E McDowell Rd.	4,200	15	\$104,641
Lou Malnati's Pizzeria	Attraction / Hospitality	17787 N. Scottsdale Rd.	10,000	40	\$188,921
Nationwide	Retention / Advanced Business	8877 N. Gainey Center Dr.	286,000	1240	\$4,235,899
NeoLight	Expansion / Bio-Life Science	1375 N Scottsdale Rd.	4,000	16	\$90,107
PayPal	Expansion / ICT	9999 N. 90 St.	20,000	95	\$212,452
Turo	Expansion / ICT	4110 N. Scottsdale Rd.	6,000	80	\$506,649
TOTAL CLAIMED METRICS			461,200	1,852	\$7,909,582

Companies identified as 'claims' represent new or existing businesses that were retained and expanded with significant assistance provided by the City and/or additional partners during the location decision making process. Projects wishing to remain anonymous are not listed but data is included in totals.



Rob Millar of Scottsdale economic development and Mark Stanton of the Scottsdale Chamber discuss blockchain technology at the Connect the Tech event in New York City.

SIGNATURE EVENTS AND GATHERINGS

While car auctions, spectacular golf events and baseball activities were keeping the city buzzing with visitors, the economic development team continued to focus on providing tools and resources to local business while working to leverage its resources for new business and talent attraction.

1,457
TOTAL ATTENDEES



19
UNIQUE EVENTS



> \$50K
PRIVATE SUPPORT RAISED



Mayor and Council Breakfast

The 2017 economic development update event was honored to be headlined by keynote speaker Todd Govig of Govig and Associates, a national recruiting firm headquartered in Downtown Scottsdale. Mr. Govig discussed his reasons for a Scottsdale business location in front of an engaged audience of more than 250. The event video is available online.

Fifth Annual Cure Corridor Event

On Dec. 8, 2017, Scottsdale economic development in partnership with the Scottsdale Area Chamber of Commerce hosted a significant lineup of partners sharing their insights into the future of the Cure Corridor and bio-life science industry. The event featured keynote speaker Andrew Hessel, a futurist and catalyst in biological technologies. Andrew's career has been focused on helping industry, academics, and industry professionals better understand the rapid changes happening in life science.

Broker Appreciation Event

Scottsdale economic development in partnership with the Scottsdale Area Chamber of Commerce hosted more than 90 area commercial real estate brokers, site selectors and developers at Harley Davidson of Scottsdale in November. This annual event allows the city team to share updates, gain industry insights and further develop relationships with professionals in the real estate community. Nate Nathan from Scottsdale based Nathan & Associates, a commercial real estate advisory group, generously donated the musical talents of Scottsdale based Nate Nathan and the MacDaddy-O's for the event.

The Emergence of Innovation and Venture Capital

The City of Scottsdale hosted this feature event with keynote speaker Nathan Mortensen, Principal at Tallwave Capital. Nate discussed the state of venture capital, perceptions about raising capital and the local resources available in the entrepreneurial ecosystem. Following his presentation, he facilitated a panel discussion with Chris Yoo of Systems Imagination, Vivek Kopparthi of NeoLight and Joe Hitt of GoX Studio. Each panelist shared their story about launching a business in the community and ways economic development organizations can further support these types of ventures with a focus on the needs of bio-life sciences firms.

STARTUP ECOSYSTEM

The Scottsdale economic development team has worked to ensure that small business needs are not forgotten, and that resources and tools are available to help them grow within the community.

Small Business Training Series Continues

Economic Development once again put on a two-part Small Business Training Series (fall and spring) to assist the small business and entrepreneurial community. It was produced in partnership with the Scottsdale Area Chamber of Commerce, Stealthmode Partners and ASU SkySong Innovation Center. The entire series included 10 sessions with 12 fantastic speakers from local businesses and more than 110 participants. Courses included topics such as: 'How PR Has Changed', 'The New Face of SEO/SEM', 'Marketing to Investors' and 'Conversational Marketing'.

In addition to each session, participants had the ability to get direct mentoring with Stealthmode Partners, tools and resources from Scottsdale economic development, as well as instruction from a local business expert.

Downtown Small Business Gathering Brings Merchants, Business and the Community Together

The Downtown Small Business Gathering, produced by the Scottsdale Area Chamber of Commerce in partnership with the City of Scottsdale economic development department offered three programs during the year at Western Spirit: Scottsdale's Museum of the West. More than 115 attendees joined the October program where a new video series - Downtown Spotlight - was first announced and received more than 50 small business applications. The next two events had more than 120 participants at each and included an interactive social media training.



FEATURED INITIATIVE: SCOTTSDALE JOBS

Scottsdale Job Board Tool

The Scottsdale economic development department has launched a new tool for reaching skilled professionals known as the "Choose Scottsdale Jobs Board." All businesses in Scottsdale are eligible to post positions at ChooseScottsdale.com/jobs. This free job board offers a new resource to local firms and a branded marketing tool to attract talent interested in a career in the Scottsdale area. Within the first month of launching the job board more than a dozen companies have registered on the site and posted more than 100 unique recruitments.

The Choose Scottsdale Job Board has seen steady growth since it launched in early March. As of June 2018, there were 34 employers signed up with 308 jobs currently posted. Since inception there have been nearly 1,600 unique job views, of which 400 occurred during the month of June.

Notable Active Job Board Participants Include:

- Clearlink
- Relieve Allergy Asthma & Hives
- Swiftpage
- DC Ranch Association
- Paradox
- StringCan Interactive
- Pyxl
- HonorHealth
- The Hartford
- Tallwave
- InEight
- InfoArmor
- Innovative Health
- JDA Software
- Magellan Health
- NRG Energy
- Vanguard
- Vixxo
- West Pharmaceutical Services
- Yelp



BUSINESS RETENTION AND EXPANSION

Retaining and growing existing businesses in Scottsdale remains a top priority for the economic development team. In addition to assisting a number of companies with their location and growth efforts in Scottsdale, the team focused on delivering programs, services and tools to make it even easier to do business in Scottsdale as well as attract and retain top talent.

As part of its efforts to assist Scottsdale companies in talent attraction, the economic development department partnered with CRESA commercial real estate firm in one of the companies regular Human Resources Panel series. The panel entitled "How to Win Top Talent Through Recruitment" took place at ASU SkySong and the discussion was facilitated by Danielle Casey with panelists Stephanie Scher from Vanguard, Vince Urban from Web.com and Rebecca Collins from West Pharmaceuticals. More than 37 business representatives attended the event. Scottsdale will continue to collaborate to bring forth similar programs to the general business community throughout the year.

Economic development in conjunction with Mayor W.J. "Jim" Lane hosted the third annual Mayor's Business Appreciation Breakfast Friday Feb. 2, 2018 at Two Brothers Brewery in Old Town Scottsdale.



Attendees gather at the Mayor's Business Appreciation Breakfast.

The purpose of the breakfast was to thank those companies that have moved to Scottsdale in the past year or have expanded in the city. Twenty-one attendees participated in the breakfast, with more than a dozen Scottsdale companies represented.

Turo Expands Operations

Peer-to-peer car sharing startup Turo opened a larger Scottsdale office with plans to have more than 80 employees by the end of this year. The Phoenix area is the company's eighth largest market with 77 percent of local bookings coming from out-of-town guests. Scottsdale was Turo's first expansion office outside of its headquarters in San Francisco and is the company's second largest office. Open positions in Scottsdale are in operations, claims and sales, and customer support. Economic development worked with Turo on their grand opening and ribbon cutting ceremony May 17, 2018.

Indeed.com expands footprint at Galleria Corporate Centre in Old Town Scottsdale

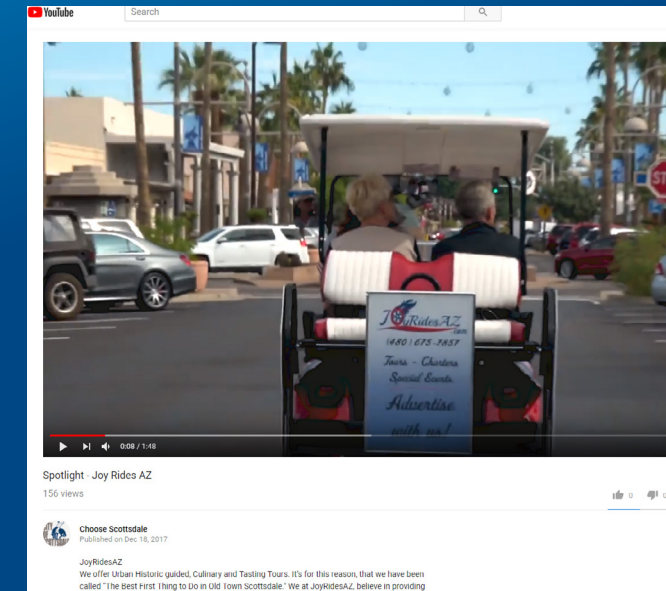
Austin, TX-based Indeed, Inc. signed a seven-year lease for 53,000 square feet of space at Scottsdale Galleria in Scottsdale, AZ. The online hiring platform is doubling its footprint in Stockdale Capital Partner's recently-renovated 540,579-square-foot Class A creative office building. Stockdale's Steven Yari says, "Established global companies like Indeed are very quickly realizing that Scottsdale's Downtown Entertainment District offers the perfect environment in which to attract, recruit and retain talent." Indeed first dipped its toe into Scottsdale's Downtown Entertainment District earlier this year, by subleasing a little more than 20,000 square feet at the Galleria and hiring more than 50 sales and client service employees. The new Scottsdale location now has the capacity to house up to 300 employees.



FEATURED INITIATIVE: DOWNTOWN SPOTLIGHT

The economic development department and Scottsdale Area Chamber of Commerce launched a new 'Downtown Spotlight' video series in 2017, an opportunity for small businesses in Scottsdale to apply to receive free 2-minute commercial-style video productions of their business for marketing use.

While kickoff funds were identified for only 5 initial recipients, the department received applications from more than 50 small businesses in the first 30 days. Additional contributions have now resulted in eleven videos which have been shared on social media as well as City Cable Channel 11.



FY 2017/18 Unique Company Assists

Name	Industry	Location	Sq Ft	Jobs: Year 1	5 Year Direct Revenue
Bear Claw	Retail	8453 E. McDonald Dr.	1,000	3	\$11,771
Benchmark Electronics	Advanced Business	4141 N. Scottsdale Rd.	65,000	250	\$232,330
North Central University	Higher Education	8667 E. Hartford Dr.	28,000	50	\$506,250
Ring	ICT	15880 N. Greenway Hayden	9,412	35	\$148,868
West Pharmaceuticals (exp)	Bio-life Sciences	14677 N. 74th Street	66,057	60	\$632,737
TOTAL ASSIST METRICS			224,469	404	\$2,126,733



Companies identified as 'assists' represent businesses that independently made decisions to locate or grow in Scottsdale but were then significantly assisted by various services available via the Scottsdale economic development department. Assists wishing to remain anonymous are not listed but data is included in totals.

STRATEGIC MARKETING

Strategic marketing is a component of every element of business development for the City of Scottsdale economic development team. Efforts include robust publications and data sets, executing social media strategies, direct marketing to decision makers, ensuring a usable and appealing website is available for interested parties and utilizing data intelligence from website visitor behavior are leveraged to advance future strategies are all components.

Quarter in 10 Keeps Clients and Partners Informed

The economic development department launched a new "Quarter in 10" program in October aimed at providing up to date information on economic activity taking place in Scottsdale to stakeholders and prospective business. The program, named after it being a quarterly update provided in 10 minutes or less, is designed to allow quick and convenient access to economic activity such as commercial vacancy trends, development activity and company announcements. Quarter in 10 is a simple to use video that can be accessed 24/7 at ChooseScottsdale.com.



White Paper Reaches Site Selectors

The City of Scottsdale was featured in a Nov. 2017 Business Xpansion Journal article titled "Scottsdale, Arizona: A Leading Talent Attraction Community with the Tools to Back it Up." The emphasis for the article was on the wide scale development and implementation of economic development tools such as ScottsdaleSites.com, demographic and cost of living calculator information in combination with a robust talent attraction initiative. Business Xpansion Journal has a circulation that reaches 70,000 corporate executives and site selection experts.

South by Southwest Draws Web Visitors

The Greater Phoenix Economic Council and Arizona State University joined the Scottsdale team at the South By Southwest (SXSW) Trade Show Expo in Austin March 10-14. More than 100,000 SXSW attendees participated in the week-long events and staff promoted jobs and business opportunities in Scottsdale from the trade show booth. Nearly 50 new contacts filled out a short questionnaire and have received follow up information on items such as jobs, relocation services, quality of life and education in Scottsdale. This year the ChooseScottsdale.com website traffic and social media activity nearly doubled during SXSW with new visitors making up most of this traffic, due in part to the booth promotion as well as associated paid and organic social media promotions.

Awards and Recognition

Economic development is running out of trophy display space with the receipt of two awards in October. The department was proud to receive Golden Prospector Awards of Merit from the Arizona Association for Economic Development (AAED) for its annual Broker Appreciation Event and the 'Advancing the Strategy, Targeting the Talent' Annual Report marketing brochure. The awards were presented at the AAED Fall Forum Oct. 27.



Rob Millar and Bob Tunis accept a Golden Prospector Award on behalf of the City of Scottsdale.

SOCIAL MEDIA ACTIVITY

4,175
LINKEDIN FOLLOWERS
(16.3% increase from previous year)



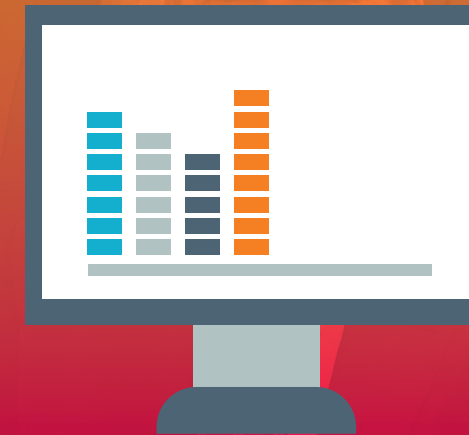
4,337
TWITTER ENGAGEMENTS
(30.2% increase from previous year)

24
NEW YOUTUBE VIDEOS
CREATED
(With more than 2,000 views in FY)

112,900
FACEBOOK IMPRESSIONS
(47.3% increase from previous year)

CHOOSESCOTTSDALE.COM WEBSITE ACTIVITY

25,060
PAGE VIEWS



10,450
USERS

1:33
AVG. SESSION DURATION

CITY OF SCOTTSDALE ECONOMIC DEVELOPMENT MISSION

“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.”

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

City of Scottsdale
Economic Development
480-312-7989
Business@ScottsdaleAZ.gov
ChooseScottsdale.com
@ScottsdaleEcDev
#ChooseScottsdale



CHOOSE
Scottsdale

CITY OF SCOTTSDALE ECONOMIC DEVELOPMENT



INTERNATIONAL ECONOMIC
DEVELOPMENT COUNCIL



Accredited Economic Development Organization