

FY 2018/19 Q2 REPORT



CHOOSE
Scottsdale

CITY OF SCOTTSDALE ECONOMIC DEVELOPMENT

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



\$32.5M

5-Year Direct Economic Impact



4,411

Jobs in the First 12 Months of Operation



415

Business Outreach Visits

Events

Commercial Development Event a Success

The Scottsdale Economic Development Department and partners hosted more than 50 key influencers at this year’s Commercial Development Event at SkyLANES Boutique Bowling in Old Town Scottsdale. The purpose of the event was to further connect with key influencers in our region and say thank you for all the hard work they do throughout the year to make an impact on the economic growth in our community.

SOLD-OUT 6th Annual Cure Corridor Event

Over 200 attendees from some of the largest names in healthcare and bioscience industries learned about cybersecurity challenges and continued growth in Scottsdale’s Cure Corridor.

Cure Corridor Event Highlights

- Video Premier Promoting Cure Corridor Success
- 20% Increase for Scottsdale Healthcare Jobs from 2013-2018
- 18,000 Jobs in Scottsdale’s Healthcare Industry
- 1,419 Cure Corridor Video Views on Social Media

Business Development

Zillow announced expansion plans for 20,000 square feet at the Galleria Corporate Centre that will be the headquarters of Zillow Offers. Zillow’s new platform will allow individuals the ability to purchase and sell their home using new technology. With this new expansion, Zillow plans to have more than 150 employees in Scottsdale and grow their footprint over the next several years.

Sendoso plans to hire more than 300 employees for their new operation in Scottsdale for sales and customer success. Sendoso creates the technology that leading companies use to personalize moments at scale using direct mail. Kris Rudeegraap, founder and CEO, expects the company to expand into another building in January, saying, “we chose Phoenix because we talked to a lot of advisers and there’s a lot of good talent here with sales and customer success.”

Frank Recruitment Group is opening their newest office in Scottsdale beginning January 2019. Their offices will be located at 4343 North Scottsdale Road. It will result in the creation of more than 50 new jobs in the area with recruitment already underway for both experienced sales professionals and trainees. The Scottsdale office will mark the third office opened in North American in the last six months after launching locations in Tampa and Denver earlier in 2018.

“We’re always on the lookout for new burgeoning tech locations, and Arizona is one we’ve been interested in for a while. All of the signs point to now being the right time to expand, and we’re thrilled to finally announce our latest office location in Scottsdale.”

-Vice President of Anderson Frank, Kevin Ovalle



3.3%
Industrial
Vacancy Rate



5.8%
Retail
Vacancy Rate



12.6%
Office
Vacancy Rate

Source: CoStar January 2019

Photo: 2018 Commercial Development Event



Marketing/Social Media

Talent Attraction and Digital Media Choose Scottsdale's Job Board continues to grow with engagement from our business community. This quarter, 10 more new employers joined, bringing the total number of companies posting jobs to 37 individual employers. There are often more than 400 unique jobs posted on the board on any given day from a variety of industries. The job board continues to drive traffic to www.choosescottsdale.com. The monthly job emails to jobseekers is averaging 65-75% open and engagement rates.

Brand Awareness & Promotion January - April (2019) a new billboard campaign at Scottsdale Airport highlighting quality of life and exceptional workforce was created in partnership with SRP to target potential business owners to relocate to Scottsdale.

Social Media on the Rise Twitter, LinkedIn, Facebook and Instagram all saw significant increases in posts, likes, followers and engagements.



17% Likes



22% Followers



18% Likes



6% Followers



16 Hours of Channel Viewing
Up 50%

Q2 FY 2018/19 PERFORMANCE INDICATORS

FY TO DATE

Number of businesses recruited/retained	10
Number of business outreach visits	37
Number of special events and programs/ attendees*	3 / 516
Total new jobs created or retained*	1,223
New capital investment	\$92,537,930
Average wage of jobs created or retained*	\$70,907
Square footage constructed or absorbed	691,106
Total 5-yr direct revenue impact of projects	\$8,510,289
Total 5-yr economic impact of projects	\$2,162,751,227
Total sessions on ChooseScottsdale.com	6,795

Source: City of Scottsdale Economic Development Department internal goals, FY 2018/19 City Budget Book*

Upcoming Events

Feb. 27, 2019

This year's Business Appreciation Event will be held at the Scottsdale Stadium during the Giants vs. Royals Spring Training game. This annual event is to thank our targeted business owners and offer ongoing assistance with their growth.

Company Spotlight | AZ CoWork

AZ CoWork is North Scottsdale's premier coworking space geared towards techies and creatives alike. In addition to open desks and private offices, the 12,000 sq. ft facility features a fully equipped audio visual studio as well as a state-of-the-art makerspace furnished with a CNC router, 3D printer, and laser cutter, among other things.

"We've had great success in growing our other companies in Scottsdale, so it was a no brainer to have AZ CoWork here as well. The sense of community, quality of life, and the economic growth in Scottsdale is tough to beat."

- Lawdan Shojaee Founder, AZ CoWork



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