

Fiscal Year 2016/17

# YEAR IN REVIEW

# SUPPORTING THE STARTUP ECOSYSTEM



## Small Business Series *How to Network*



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CHOOSE  
*Scottsdale*

CITY OF SCOTTSDALE ECONOMIC DEVELOPMENT



# THANKS TO OUR SUPPORTERS AND PARTNERS

On behalf of the City of Scottsdale, Library staff and Economic Development, thank you to our generous partner sponsors Arizona Public Service and Salt River Project. With their contributions, we achieved significant results in support of the startup ecosystem in FY 2016/17 that would not have otherwise been possible. In addition, we would like to recognize our partners ASU SkySong, the Scottsdale Area Chamber of Commerce and the Eureka Loft Scottsdale advisory group members that played a vital role over the past year.



## 2016-17 ADVISORY GROUP MEMBERS:

David Cogan  
Eliances

Chelsea Dygert  
Dygert ConsultMent

Gabe Gasca  
Deskhub

Darryl Keeton  
Black Diamond Business Solutions

Carol Lewis  
Mentor

Karla Moran  
Gretchen Kitchel  
Salt River Project

Kelly Patton  
Mackenzie Fitz-Gerald  
Arizona Public Service

Rand Weiskittel  
AZ SBDC

Marty Zwilling  
Startup Professionals

Kathleen Wade  
Katie O'Connor  
Nife Adeyemi  
Civic Center Library Team Members

Danielle Casey  
Mark Paratore  
Economic Development Team Members

## Top 10

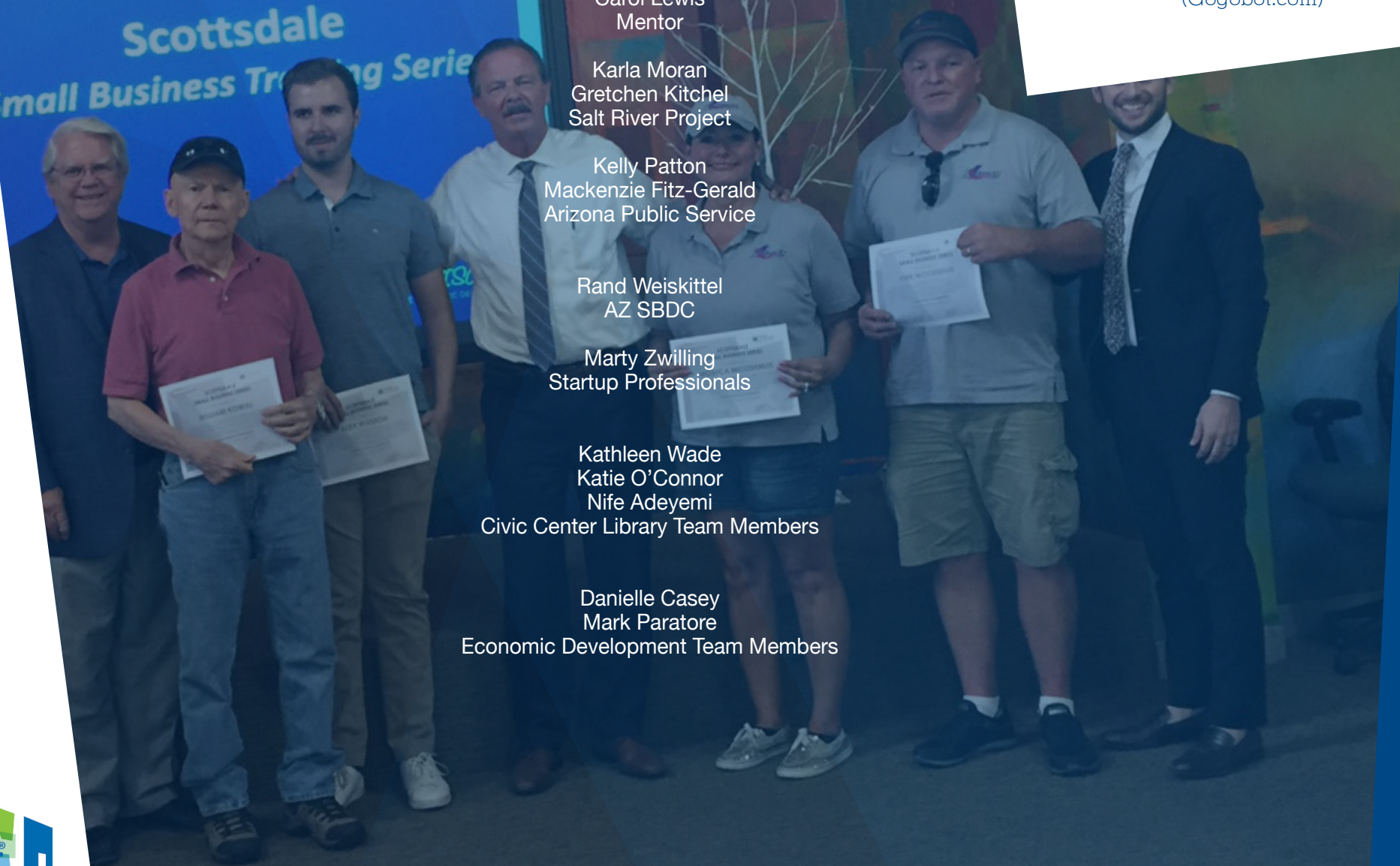
City to Launch a Startup  
(DataFox.com)

## Top Community

In AZ for Investment Activity  
(CB Insights, 2017)

## Top 10

Mid-sized Cities for Millennials  
(Gogobot.com)





# STARTUP SUPPORT

“The information presented and speakers who were made accessible are great resources for entrepreneurs like myself. It’s also very encouraging to see cities like Scottsdale recognizing the importance of cultivating startups and entrepreneurship. Its partnerships like this that really help move the whole startup business ecosystem forward.”

- Steven Haase, small business training series participant

## Supporting Small Business and Entrepreneurs One Program at a Time

Economic development continued to provide assistance and programming to support the entrepreneurial ecosystem during FY 2016/17. Due to previous results the department secured \$10,000 in new funding from generous partners Arizona Public Service and Salt River Project. More than 1,400 program attendees participated in 168 programs at Eureka Loft Scottsdale during the year. These programs included Step-Up, the Kaufmann/ASU grant funded business program for women and minorities, I love Marketing, Hurdle Busters and weekly Job Help. Eureka Loft Scottsdale

was also awarded honors for innovation in workforce and economic development from the urban Libraries Council. A panel of expert judges selected Scottsdale’s Public Library from nearly 300 submissions in 10 categories that demonstrate the value and impact of public library service.

In addition, the Eureka Loft Scottsdale Advisory Group met four times during the year and the e-newsletter increased active subscribers by nearly 200, reaching more than 530 total subscribers. The average open rate of the e-newsletter was 38 percent.

The department was instrumental in the support and attendance of events like the Rise of the Rest Bus Tour, Phoenix Startup Week and Venture Madness, all playing a vital role in advancement of the startup culture in Scottsdale as well as Greater Phoenix. It also directly assisted 32 small businesses and entrepreneurs in the form of mentoring assistance, labor analytics and learning about the services offered at Eureka Loft Scottsdale.

An important resource for the startup community, the co-working space Deskhub recently opened a new office at the Scottsdale Waterfront. With locations in Scottsdale and San Diego, this new office allows for existing firms to expand operations and for new startups to establish operations. The office is approximately 15,000 square feet providing more flexible space planning designed to accommodate company growth.



# SMALL BUSINESS TRAINING EXPANDS TO SKYSONG

## Training Series Continues

Economic development, in partnership with the Scottsdale Area Chamber of Commerce, Stealthmode Partners and ASU SkySong Innovation Center established a two part Small Business Training Series (fall and spring) to assist the small business and entrepreneurial community.

The entire series saw more than 160 participants, 15 direct mentoring appointments and 17 volunteer instructors. More than 92 percent of surveyed attendees were very satisfied with the series topics, time of each session, and class location. Courses included topics such as: product market fit, marketing & public relations, recruitment, raising capital and community resources. The series is planned to continue in FY 2017/18 through ongoing support from sponsors.

## More Weebly Websites

Economic development partnered with Weebly on ‘Website in a Night’ Nov. 9 at Weebly’s downtown Scottsdale office with more than 70 attendees throughout the valley participating. Mayor Lane kicked it off with opening remarks on the importance of small business in Scottsdale. This was the second ‘Website in a Night’ event hosted at Weebly with future programs anticipated.

## Small Business Saturday

Small Business Saturday is an annual exercise promoted by American Express to promote shopping at small businesses on the Saturday after ‘Black Friday’. Last year’s occasions were part of events included in the City’s ‘Scottsdazzle’ month-long series. Mayor Lane read a Small Business Saturday proclamation to the approximately 30 persons gathered. An online campaign aimed at promoting the benefits of shopping at local small businesses was created and the department designed an e-newsletter announcement which was sent to more than 1,900 recipients. The social media campaign included over 50 targeted messages focused on small business and received over 4,900 impressions and 80 engagements. This season, you can support your favorite local businesses by tagging them on social media while you shop. Use the #ShopSmallScottsdale tag this holiday season.





# ACHIEVEMENTS



## FY 2016/17 Completed Goals

- I. Raised additional funding of \$10,000 or more for Phase II enhancements and training opportunities from existing and new partners.
- II. Enhanced and introduced new economic development related programming and mentoring opportunities to the startup community by more than 25 percent from previous year.
- III. Increased startup newsletter subscribers by 25 percent from previous year and continue to increase open rate and engagement.
- IV. Worked closely with the Scottsdale Area Chamber of Commerce to advance the small business strategy with downtown merchants and engage new partnerships to enhance the service offerings at Eureka Loft Scottsdale.

"This series is getting better every year as we hone in on the needs of the Scottsdale businesses and continue to provide what they need. The attendance goes up as the needs get met, this is how it should work!"

- Francine Hardaway  
Founder of Stealthmode Partners

## GOALS ON THE HORIZON



### Downtown Collaboration

Work in partnership with the Scottsdale Area Chamber of Commerce to successfully develop a downtown committee that meets on a quarterly basis and bring forward updates to assist the local purveyors.



### Social Impact

Establish a protocol to properly track the return on investment (ROI) for business programming and the impact it has on the local economy in Scottsdale.



### Promotional Material

Develop and launch a downtown business video series 'Downtown Spotlight' in collaboration with the Scottsdale Area Chamber of Commerce. The video series will feature at least 10 downtown merchants over the course of a year and depending on funding, can reach an even greater number.



### Business Programming

Continue to host business programming events throughout the year that support the business community. These events will be in partnership with the Scottsdale Area Chamber of Commerce and Stealthmode Partners. In addition, the business programming will also include direct mentoring opportunities.



### E-Newsletter

Produce at least six e-newsletters during the fiscal year to promote the startup, small business and entrepreneurial ecosystem. This should result in subscriber increase of 30 percent.

# 92%

Small Business Training  
Program Attendee High  
Satisfaction Rate





## Moving Forward

We encourage new contributions to support the small business and startup ecosystem efforts in Scottsdale. These improvements allow for, but are not limited to the following activities with a focus on advancing entrepreneurship in Scottsdale:

### Community Meetings and Symposiums \$1,000 - \$3,000

The department has the opportunity to partner with or directly produce a number of programs and symposiums, often acting as an in-kind supporter through the utilization of public space and connections. Events in the past year include Think Tank programs with leading CEO's, a Cybersecurity Forum, Phoenix Startup Week, Human Resources Panel Discussions and more.

### Business Training and Startup Support \$1,500-10,000

Small business training classes are most effective when taught by qualified, in-demand mentors and trainers with proven curriculum and strong reputations for excellence. Providing resources for the right instructors will also increase the chance of strong impact on the small business community. In addition, these funds would allow for more direct mentoring with the startup community and build additional awareness around new events or opportunities to participate within the ecosystem.

For more information on support opportunities, please feel free to contact us at [business@scottsdaleaz.gov](mailto:business@scottsdaleaz.gov) or 480-312-7989.



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