

FY 2017/18

Q3 REPORT

Paradox celebrated the grand opening of its brand-new office in Scottsdale on March 23. 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.



CHOOSE
Scottsdale

CITY OF SCOTTSDALE ECONOMIC DEVELOPMENT

PROGRAMS AND RESOURCES

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.

Scottsdale Job Board Tool Launches

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.

Downtown Small Business Gathering

The second Downtown Small Business Gathering on Jan. 17 featured panel discussion on marketing and social media, as well as an interactive social media training session with more than 120 in attendance. The event topic was a result of feedback from the first event and the panel was facilitated by Experience Scottsdale and included business representatives from Fingerpaint Marketing Agency, FunnelCake Social Media and the Strategic Artisan. The full video from the panel as well as the interactive training session are available at ChooseScottsdale.com/media.

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



\$19.5 M

5-Year Direct Economic Impact



3,143

Jobs in First 12 Months of Operation



277

Business Retention Visits



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.

BUSINESS DEVELOPMENT

From Jan. 1 - March 31, the department met directly with 10 commercial real estate brokers and received, generated or responded to 16 new unique business development leads.

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.

Business Outreach in the Windy City

The department collaborated with the Arizona Commerce Authority and Greater Phoenix Economic Council on a January market visit to Chicago to discuss relocation and expansion opportunities with prospective companies. Meetings were conducted with 12 Chicago based businesses, site selectors and commercial brokers to discuss why Arizona, metro Phoenix and Scottsdale should be considered for future business growth.

Human Resources Series Leverages Partners

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



OFFICE
12.9%
Vacancy Rate
- 0.4%

From Same
Quarter Prior Year



RETAIL
6.5%
Vacancy Rate
- 1.8%

From Same
Quarter Prior Year



INDUSTRIAL
5.8%
Vacancy Rate
- 2.7%

From Same
Quarter Prior Year

BUSINESS APPRECIATION BREAKFAST

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

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.

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 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.

Q3 FY 2017/18 Performance Indicators

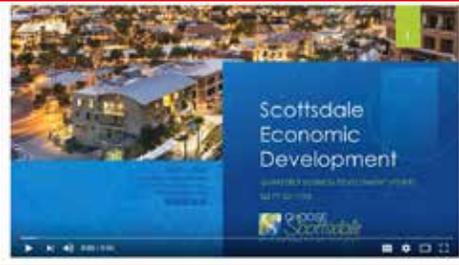
Measure	FY to Date	% of Total FY Goal
Number of businesses recruited or retained	9	45%
Number of business retention & expansion visits	60	50%
Number of special events and programs/attendees*	11/928	61/66%
Total new jobs created or retained*	567	38%
New capital investment	\$16,610,000	26%
Average wage of jobs created or retained*	\$64,400	103%
Square footage constructed or absorbed	151,200	30%
Total 5-yr direct revenue impact of projects	\$3,331,744	33%
Total 5-yr economic impact of projects	\$845 M	42%
Total sessions on ChooseScottsdale.com	3,612	65%

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

Q3 FY 2017/18 Claimed and Assisted Projects

Name	Type/Industry	Location	Sq Ft	Jobs: Year 1	5 Year Direct Revenue
PayPal Expansion	CLAIM / ICT	9999 N. 90th St.	20,000	95	\$212,452
Turo Expansion	CLAIM / Emerging Enterprise	110 N. Scottsdale Rd.	6,000	80	\$506,649
NeoLight Retention	CLAIM / Bio-Life Science	1375 N. Scottsdale Rd.	4,000	16	\$90,107
Northcentral University Expansion	ASSIST / Higher Education	8667 E. Hartford Dr.	28,000	50	\$506,250
Industrious	ASSIST / ICT	4250 N. Drinkwater Blvd.	21,000	3	\$210,361
TOTAL Q3 CLAIM METRICS			30,000	191	\$809,208

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 denoted as ‘assists’ represent companies that chose to locate in Scottsdale without material influence from the department, but which have received post-decision services of significant levels. Some projects wishing to remain anonymous are not listed but data is included in totals.



Quarter in 10 and other videos provide access to updates.

The second installment of the economic development department's "Quarter in 10" segment was released in January. This quarterly video highlights current Scottsdale business development trends in ten minutes or less and covers key economic indicators, new business locates, upcoming events and department resources. Check out this and numerous other videos on the department's video page at ChooseScottsdale.com/media/video.

Featured Existing Business: ATOMdesign

ATOMdesign is a leading product development firm headquartered in Scottsdale with 12 employees at SkySong, the ASU Scottsdale Innovation Center. Strategic product innovation and management is at the core of what they do. This philosophy has shaped ATOMdesign as an internationally recognized creative firm capable of delivering unexpected and forward-thinking solutions as their team works with a wide range of companies from global corporations to start-up ventures destined to be household names.

"We love Scottsdale. We go all over the world and everyone knows about Scottsdale! It is a special place to live and have our business."

- Jodi Deros, Co-Founder, ATOMdesign

**City of Scottsdale
Economic Development
480-312-7989**

**Business@ScottsdaleAZ.gov
ChooseScottsdale.com
[@ScottsdaleEcDev](https://twitter.com/ScottsdaleEcDev)
[#ChooseScottsdale](https://twitter.com/ChooseScottsdale)**

