

FY 2018/19

Q1

REPORT



CHOOSE
Scottsdale

CITY OF SCOTTSDALE ECONOMIC DEVELOPMENT

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



\$27.5 M

5-Year Direct Economic Impact



3,653

Jobs in the First 12 Months of Operation



378

Business Outreach Visits

Plans and Celebrations

The first quarter of a new fiscal year for economic development in Scottsdale always means a significant amount of planning and preparation for a busy upcoming season. The City of Scottsdale Economic Development department received a Silver Excellence in Economic Development Award for the Scottsdale Relocation Guide, in the category of Special Purpose Print Brochure from the IEDC, and a Bronze Excellence in Economic Development Award for our Fiscal Year 2016/17 Annual Report.

Sept. 27th Mayor Council Economic Development Breakfast featured John Zanni, President of Acronis, and filled nearly every available seat. 25 attendees responded to the post event survey and 21 rated their satisfaction with the event as very satisfied and 23 respondents said they would attend the event again. 12 respondents also included additional suggestions or feedback with one participant writing ***“Best Mayor’s breakfast I have attended. Very energized meeting. Thanks.”***

The full video of this year’s Mayor and Council Economic Development Breakfast is now available to watch online at ChooseScottsdale.com/media/video.

Business Development

Airobotics, an Israeli based automated drone company picked Scottsdale for their North American headquarters, where they plan to expand their team to 80 employees by the end of 2019. Their

unmanned aerial vehicles have several uses, one of which is the mining industry and with customer BHP, the world’s largest mining company. Sept. 25th Airobotics celebrated with a ribbon cutting ceremony at their new location in which Mayor W.J. “Jim” Lane, Councilmembers, City staff and other representatives participated. The City worked closely with the Arizona Commerce Authority and the Airobotics team on the event and launch of the Scottsdale operation.

Acronis, a global leader in cyber protection and hybrid cloud solutions, increased their total commitment in Arizona from \$10 million to \$20 million. The investment will go toward hiring approximately 120 workers to expand its research and development center for artificial intelligence and blockchain projects. The announcement for this commitment was made by John Zanni at the 2018 Mayor Council Economic Development Breakfast.

“Our first year since we opened our office in Scottsdale has been very positive and we are committed to creating higher-more paying, high-skilled jobs and supporting the local community,” said John Zanni, **President of Acronis and President of Acronis Foundation.**

**4.6%****Industrial
Vacancy Rate****6.5%****Retail
Vacancy Rate****12.7%****Office
Vacancy Rate**

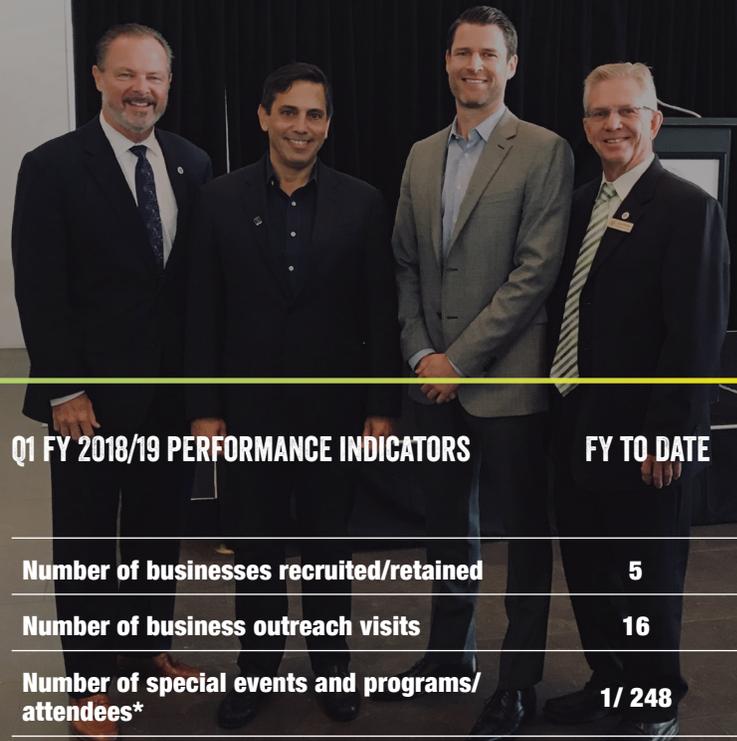
Arizona State Trust land at the northwest corner of Hayden Road and Loop 101 in Scottsdale has been sold to Nationwide Realty Investors, who was the successful bidder during the public auction of the 134-acre parcel. The final bid price was \$83 million.

In June, the Scottsdale City Council approved an infrastructure agreement with Nationwide Realty Investors, the real estate development affiliate of Nationwide Mutual Insurance Company, contingent on the firm's successful bid for the parcel. Nationwide plans to build a corporate campus on the site, which will be built to accommodate 2,200 people, with room to grow to 3,000 over time. Additional office, hotel and retail spaces are planned as well.

Marketing/Social Media

The Choose Scottsdale Job Board has been steadily growing. Over the past quarter eight new employers joined, bringing the total number of organizations that have posted jobs to 27. There are now consistently more than 350 unique jobs posted on the board on any given day. The job board has also been a driver for our website as **ChooseScottsdale.com/jobs** is by far the most popular landing page next to the home page.

This quarter we made a concerted effort to engage our audience via our primary social media platforms of Twitter, LinkedIn and Facebook. 191 posts were made between the three platforms which turned into 2,678 engagements and 98,882 impressions. Followers increased on all three platforms as well, most notably on LinkedIn which saw a 12.4% increase in just three months, finishing the quarter with 4,693 followers.



Q1 FY 2018/19 PERFORMANCE INDICATORS

FY TO DATE

Number of businesses recruited/retained	5
Number of business outreach visits	16
Number of special events and programs/attendees*	1/ 248
Total new jobs created or retained*	465
New capital investment	\$85,757,930
Average wage of jobs created or retained*	\$64,000
Square footage constructed or absorbed	489,000
Total 5-yr direct revenue impact of projects	\$3,467,083
Total 5-yr economic impact of projects	\$952,627,414
Total sessions on ChooseScottsdale.com	3,792

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

Upcoming Events

Dec. 7, 2018

The Sixth Annual Cure Corridor luncheon will be held at the Scottsdale Resort at McCormick Ranch and will feature keynote speaker Stephanie Domas, Vice President of Research and Development at MedSec, the only cyber-security research company formed exclusively to serve the healthcare industry.

Be sure to register at **ChooseScottsdale.com/media/events** to reserve your seat.

Company Spotlight | Proctorio

Recognized by azcentral as the #1 company to work for in Arizona, Proctorio's mission is to expand opportunities for the development and demonstration of human potential by ensuring integrity in all learning environments and developing new technologies to support innovation in education and beyond.

Trusted by the most prestigious and innovative institutions on the planet, Proctorio gives educators total control with the most flexible automatic proctoring solution available. Universities, businesses and governments around the world can scale their online programs and improve educational outcomes like never before.

"Scottsdale has been home to our rapidly growing family since 2014. We continue to expand and enjoy breathing new life into the city everyday. We love gifting our employees with all of the experiences that Scottsdale has to offer."

-Mike Olsen Founder and CEO, Proctorio



City of Scottsdale

Economic Development

**3839 N. Drinkwater Blvd. 2nd Floor
Scottsdale, AZ 85251**

P: 480-312-7989

Business@ScottsdaleAZ.gov

ChooseScottsdale.com

@ScottsdaleEcDev