

FY 2018/19

Q3

REPORT



CHOOSE
Scottsdale

CITY OF SCOTTSDALE ECONOMIC DEVELOPMENT



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



\$33.6M

5-Year Direct Economic Impact



4,581

Jobs in the First 12 Months of Operation



442

Business Outreach Visits

Events

2019 Business Appreciation Event

The City’s Economic Development Department along with our generous sponsors hosted business leaders at a spring training game. More than 30 business people attended the event, representing 15 companies. Economic development learned of a few expansions, initiatives for relocating talent and other positive feedback from our business community.

Ten-Week Small Business Training Series

Scottsdale’s Economic Development Department created free business classes that brought nearly 150 participants, including small business owners and entrepreneurs. ABC 15 hosted a segment highlighting the City’s innovation for offering expert-level training and mentoring at no cost. The topics varied, but all focused on technology in business.

Economic development promotes Scottsdale at global technology conference

Along with the Greater Phoenix Economic Council, economic development staff attended the SaaStr Annual Conference in San Jose to meet with SaaS – Software as a Service – executives, founders, startups and venture capitalists to promote Scottsdale as a location of choice.

Marketing/Social Media

Talent Attraction and Digital Media

Choose Scottsdale’s Job Board continues to grow with engagement from our business community.

This quarter, eight additional new employers joined, bringing the total number of employers that have posted jobs to 50. There are often more than 400 unique jobs posted on the board daily from a variety of industries. The job board continues to drive traffic to Choose Scottsdale’s website. The monthly job emails to jobseekers is averaging 60-75% open and engagement rates.

Social media engagement continues to grow

LinkedIn up 17% Instagram up 17%
Facebook up 13%, Twitter up 6%

Scottsdale’s No. 1 ranking for jobs reaches national audiences

Scottsdale was named the #1 City for Jobs in the country and has been featured on CNBC, Careers in Government and many of our local news outlets. The economic development department is using the ranking and the recognition to promote the city and bring awareness to our job board using the link: Scottsdale.jobs.

“You get such an educated workforce here, and talent that is loyal to good companies. it is easy to attract people here and we often have people come out from San Francisco to work in our Scottsdale office.”

-Danielle Middlebrook, Sendoso



3.3%
Industrial
Vacancy Rate



5.8%
Retail
Vacancy Rate



12.6%
Office
Vacancy Rate

Source: CoStar April 2019



Business Development

Amazon Web Services has SmartCity Ribbon Cutting ASU SkySong welcomed their newest occupant, Amazon Web Services (AWS) SmartCity which is a cloud innovation center or CIC (pronounced “kick”). The initiative focuses on building smarter communities for this region, and promotes a place where everyone can innovate and build the future together.

Economic development launches Scottsdale.Jobs during spring training at Scottsdale Stadium

In conjunction with Scottsdale being ranked #1 Best City for Jobs in the U.S., the department launched a full-scale marketing campaign to promote the job board on Scottsdale.Jobs. The campaign included a booth to sign up job seekers and employers to take advantage of this no-cost service. The jobs webpage had 779 unique visitors, 2,543 page views and average time on the site was at three-minutes. Also, 50 people signed up for our monthly email and 20 people clicked to apply for jobs.

Q3 FY 2018/19 PERFORMANCE INDICATORS

FY TO DATE

Number of businesses recruited/ retained	13
Number of business outreach visits	64
Number of special events and programs/ attendees*	8 / 767
Total new jobs created or retained*	1,393
New capital investment	\$94,287,930
Average wage of jobs created or retained*	\$68,381
Square footage constructed or absorbed	719,906
Total 5-yr direct revenue impact of projects	\$9,657,402
Total 5-yr economic impact of projects	\$2,929,123,994
Total sessions on ChooseScottsdale.com	12,114

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



Upcoming Events

May 6- 10, 2019 Economic Development Week

Make sure to visit any of our social media channels to celebrate Economic Development Week! We will highlight what we do, accomplishments to date and feature some of our local growing businesses!



Company Spotlight | BIG YAM

BIG YAM is a full-service advertising agency specializing in branding, traditional creative, digital media, website development, video production, social media, public relations and more. We rally a seasoned team of thinkers, doers and straight-shooters to offer clients an integrated marketing experience across all verticals. We are bold, uncompromised and dedicated to telling your story. Learn more at bigyam.com.

“The city of Scottsdale makes it easy to do business. It is incredibly well managed, clean, safe and beautiful...and this attracts a large and talented workforce.”

- Bob Parsons, Founder



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Economic Development

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