



**Choose
Scottsdale.**

SCOTTSDALE ECONOMIC DEVELOPMENT

2021/2022

STILL SCOTTSDALE
ANNUAL REPORT

STILL SCOTTSDALE:

In Scottsdale and around the world, the past few years have been an exercise in adjusting to new challenges and seizing new opportunities. We know there may be additional challenges ahead, but one constant stands: we are **STILL SCOTTSDALE**. The city remains committed to long-range planning and providing a higher quality of life for its citizen. Within the city, the **Economic Development Department** remains committed to elevating excellence and promoting prosperity.

As we close out 2021/2022 and welcome 2022/2023, we feel optimistic about the hope and promise ahead. The **Economic Development Department 5-Year Strategic Plan** lays the foundation for deliberate, collaborative strategy for business expansion, startup and enterprise development, talent attraction/retention, and destination development. Our team is committed to supporting every member of our business community in reaching their maximum potential.

Our department is pleased to present the 2021/2022 Annual Report which highlights the activities of the past year. The report demonstrates our efforts and that of our amazing businesses as together we recover and advance. These efforts help ensure Scottsdale will remain a premier Arizona community with a distinguished history of economic vitality and prosperity.

Sincerely,
Your Scottsdale Economic Development Team



The Economic Development department **launched a refreshed logo and color scheme** to clearly articulate the brand and values to the marketplace and beyond. The new brand reflects modern Scottsdale as a fast-growing, easy-going city, where the future of opportunity lives .



The Economic Development department created an animated video highlighting how economic development business attraction and retention strategies are implemented and the impacts they have on Scottsdale.



Partnered with the Scottsdale Area Chamber of Commerce for the first ever **Scottsdale Economic Development Bus Tour**. Participants enjoyed touring a wide range of projects and hearing information directly from industry experts. The tour even included a behind-the-scenes look at the Scottsdale Airport!



Awarded the Golden Prospector Award for Economic Development Deal of the Year from the Arizona Association for Economic Development, recognizing the efforts to retain Axon Enterprise. The global, innovative tech company chose to stay in Scottsdale and is in the process of building a state of the art 250,000 square foot facility that will accommodate 1,500 employees.



Economic Development Department Achievements



Total 5-yr direct revenue impact of projects
\$5.2 million



Average wage of jobs created or retained
\$69,313



Number of special events and programs
16



Number of special events and program attendees
405



Scottsdale's growing community offers a bounty of clear business advantages, Not only have we been able to contribute to the city's growth and infrastructure, but it's a place to recruit top engineering talent with other major markets in close proximity. Arizona, and Scottsdale in particular, is a natural strategic fit for our company.

-TYLin ”



Number of businesses recruited or retained with City assistance:
9



Number of business retention & expansion visits
108



Square Footage Constructed or Absorbed
168,351



Total 5-Year Economic Impact of Projects
\$2.9B



of total sessions on ChooseScottsdale.com
42,619

Economic Development Department 5-Year Strategic Plan

Scottsdale is changing quickly, creating both opportunities and challenges. The department's **Strategic Plan** serves as a blueprint for the strategies and goals we are working to achieve within the next five years.

During the first year of implementation of the department's Strategic Plan, the team focused on the following goals to advance economic prosperity and opportunity in Scottsdale:

- Grow Scottsdale's existing industries to foster economic vitality.
- Attract investment to diversify the City's economy.
- Bolster Scottsdale's startup ecosystem.
- Make inclusion and diversity an economic development priority.
- Build Scottsdale into the premier destination for talent in the Southwest.
- Enhance the City's brand for business, capital and talent.

As the department moves into year two of implementation, the focus will remain on six target industry's that offer a strong foundation for the plan.

1. Corporate Headquarters

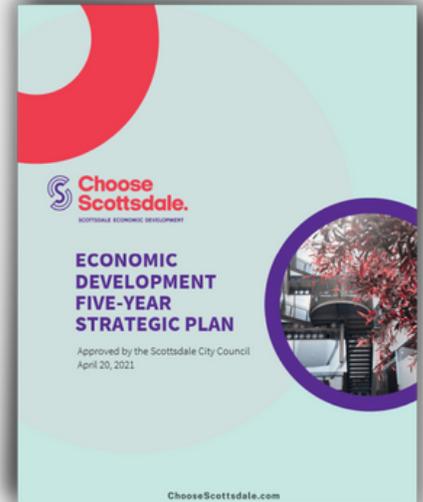
2. IT Services and Software

3. Financial and Insurance Services and Technology

4. Healthcare Services and Innovation

5. Logistics Management

6. Tourism



2021-
2022

Project Locates

Q1

D·R·HORTON
America's Builder

Q2



Q3

Nerdwallet

flare

RAVEN **cruise**

Q4

support partners **CREST**
TECHNOLOGIES



"The growth of **Scottsdale** is inspiring, startups are getting funded. Corporations are establishing a presence. America's 'most livable city' just continues to get more desirable from an entrepreneurial and citizen perspective."

-Terkel

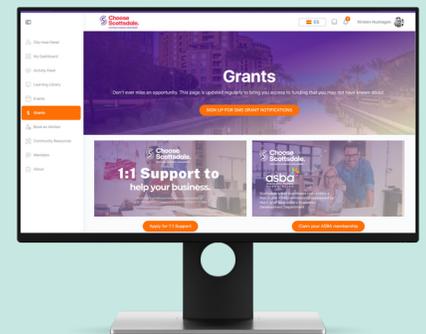
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Program Highlights

Choose Scottsdale HUUB

The Economic Development Department launched the **Choose Scottsdale HUUB online business platform** offering all Scottsdale businesses free access to technical assistance support from consulting professionals, training webinars or workshops, grant opportunities, and a two-year membership to Arizona Small Business Association.

The program was designed to build business competency, promote business resiliency, and accelerate business recovery. Since its January 2022 launch, the Choose Scottsdale HUUB program has enrolled **198 business participants**.



Top Industries by employment

Description	2021 Jobs	2016-2021 % change	2021 LQ	Avg. Earnings Per Job
Finance and Insurance	39,673	35%	3.06	\$112,401
Health Care and Social Assistance	37,922	20%	0.96	\$79,549
Administrative and Support and Waste Management and Remediation Services	35,478	-1%	1.89	\$59,676
Transportation and Warehousing	25,162	202%	1.96	\$51,970
Retail Trade	24,984	0%	0.82	\$52,976
Professional, Scientific, and Technical Services	24,226	22%	1.13	\$100,417

City of Scottsdale Top 10 Employers*



*Source: City of Scottsdale Economic Development Department as of 7/2022. Excludes Grocers, Convenience Stores and Traditional Retail Stores.

Commerical Vacancy Rate/\$ per SF

	Q1	Q2	Q3	Q4
Retail Vacancy	5.4/\$26.72	4.9/\$27.11	4.3/\$28.41	3.8/\$28.91
Office Vacancy	15.0/ \$28.09	15.3/ \$28.89	15.0/ \$28.69	15.3/ \$29.61
Industrial Vacancy	2.3/ \$15.41	1.7/ \$15.69	1.1/ \$16.51	0.6/ \$17.54

“We are located in the heart of **Old Town Scottsdale**, a thriving entrepreneurial environment where innovation and technology intersect. We are grateful to be a part of this culturally diverse and inclusive community, where we’re able to build our company and contribute to Arizona’s flourishing ecosystem.”- Peerlogic



Most Common New Business Types for FY 2022

Business Types	FY 2022
Other Personal Care Services	41
Beauty Salons	33
Full-service Restaurants	30
All Other Personal Services	20
Offices of Physicians (except Mental Health Specialists)	17
Other Direct Selling Establishments	12
FY Total	494

Connect with Us!



ScottsdaleEcDev



CityofScottsdale



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[ChooseScottsdale.com](https://www.ChooseScottsdale.com)





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SCOTTSDALE ECONOMIC DEVELOPMENT

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