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RESOURCE PAPER:

THE ROLE AND RESOURCES
FOR TALENT ATTRACTION
IN SUPPORT OF BUSINESS
GROWTH IN SCOTTSDALE

CITY OF SCOTTSDALE ECONOMIC DEVELOPMENT

Scottsdale is one of the state's leading corporate centers, with a diverse economy built on medical research, high-tech innovation, tourism and corporate headquarters. Scottsdale is home to nearly 18,000 businesses supplying over 150,000 jobs. For more information, visit ***ChooseScottsdale.com***.



CITY OF SCOTTSDALE ECONOMIC DEVELOPMENT

A COMMUNITY LEADING IN TALENT ATTRACTION EFFORTS, WITH TOOLS TO BACK IT UP.

In the age of globalization where talented workers have greater opportunity to choose where they want to live first and where they work second, Scottsdale offers tools that help business and people choose Scottsdale.

Over 9 million people visit Scottsdale annually to experience the best in art, sports, special events and the natural beauty of the Sonoran Desert, but people end up staying and living in Scottsdale for so much more and businesses are taking note. The rising millennial workforce is demanding unique environments tailored to active and engaged lifestyles, while corporate climate advantages are steering growing companies to Scottsdale.

Recently, companies such as Yelp, Weebly, Indeed, JDA Software and GoDaddy have expanded their footprints and embraced Scottsdale as their corporate location of choice. Scottsdale's top-performing schools, rich cultural amenities and unique recreational opportunities inspire a sophisticated lifestyle for families and businesses. Scottsdale was recently ranked in the "Top 100 best place to live" by livability.com and one of the "Best cities to launch a startup, outside of Silicon Valley and New York." The City's progressive leadership has kept taxes low for both families and corporations and is frequently honored as one of the nation's best run cities.

JDA Software's senior advisor and former CEO, Bal Dail recently said, "I think what Scottsdale has done in terms of economic development is

truly fantastic...Scottsdale is a great place to work and play and I just can't say enough about Scottsdale's commitment to making it a great place to live, work and raise families. We love our location in the Scottsdale Airpark."

Companies and their employees enjoy a lower cost of living coupled with high quality of life. A professional earning \$65,000 in Scottsdale enjoys the same quality of life as one making \$100,000 in New York, San Francisco or Washington, D.C.

Maricopa County, Arizona, is ranked No. 1 of all large counties for attracting and developing talent, with 9 percent growth for persons 25 years of age and above with at least an associate degree

According to Economic Modeling Specialists' 2017 Talent Attraction Scorecard¹, Maricopa County, Arizona, is ranked No. 1 of all large counties for attracting and developing talent, with 9 percent growth for persons 25 years of age and above with at least an associate degree. When discussing methodology in ranking communities, the report notes that "Part of the answer lies in the local leadership in these communities. Part of it lies in the quality of life they have fostered."

With the median home value in Scottsdale of \$420,998², residents have abundant, diverse and affordable housing options throughout the community.

Scottsdale residents are amongst the highest educated professionals in Arizona with more than 60 percent of residents having earned a college degree; this in comparison to the national average of 29 percent with Arizona maintaining 27 percent college graduate average³.

Scottsdale is home to the No. 1 ranked high school in the country, BASIS Charter School. This coupled with 61 primary and secondary schools which further exemplifies Scottsdale's commitment to education. Education does not stop at the high school level; in fact Arizona is home to Maricopa Community Colleges, one of the largest community college systems in the country with 10 colleges in various locations. Scottsdale is fortunate to have three universities within close proximity, including the University of Arizona, Arizona State University, and Northern Arizona University all of which have received distinct recognition for degree programs. Arizona State University was recognized

as the most 'Innovative College' in the country for the last three consecutive years, outperforming the likes of Stanford and MIT. These types of achievements only exemplify the commitment to education in the community.

One approach that the City of Scottsdale has taken to assist new and existing companies with talent attraction efforts is ScottsdaleSites.com. This tool, powered by Zoom Prospector, is a website dedicated to providing powerful business information tools for research and market analysis as well as information valuable to prospective workers. "ScottsdaleSites.com goes far beyond a simple database of available sites and buildings. The website also provides dynamic mapping capabilities including the ability to view geographic layers of local city information such as bike paths, trolley routes, schools, infill incentive districts and downtown public parking structures," said Scottsdale Economic Development Director,

Danielle Casey. Scottsdaleresources.com is a one-stop-shop for information any site selector or business would need to know with the ability to provide users customizable reports on anything from demographics to vacancy rates.

Consider that CBRE Research has ranked the Greater Phoenix Metro as No. 17 out of the top 50 markets for tech talent, with a millennial population change from 2010 – 2015 of 7.1 percent⁴. The implications are even more focused within the city of Scottsdale, a subset of the

Greater Phoenix market, where the computer related workforce has grown 40 percent since 2012 compared to 22 percent in the overall Phoenix Metro and 14 percent nationally.

This is why additional efforts such as relocation materials, talent ambassador programs and targeted messaging included in the comprehensive 'Work Scottsdale' program located at ChooseScottsdale.com/work is successfully complimenting the drive for tech talent. Scottsdale is well positioned for meeting the

growing demand for software engineers with Arizona State University having one of the largest engineering schools in the country with over 17,000 students and growing.

As a result of a growing demand for this skilled talent and availability of this workforce, Steve Wozniak, a leading tech innovator, entrepreneur and co-founder of Apple recently launched Woz U, a digital institute that aims to reprogram tech education and to inspire the next generation of innovators that will be headquartered in Arizona. "Our goal is to educate and train people in employable digital skills without putting them into years of debt," Wozniak said in a featured AZ Central article.

To learn more about Scottsdale's community and corporate quality of life or to download a copy of the Scottsdale Relocation Guide, visit ChooseScottsdale.com.



Photo Credit Judy Dugan



ENDNOTES AND ACKNOWLEDGMENTS

ENDNOTES

1. <http://www.economicmodeling.com/wp-content/uploads/2017/06/Talent-Scorecard-2017-1.pdf>
2. Scottsdale Association of Realtors November 2017 market data report
3. 2016 Applied Geographic Solutions
4. <https://www.cbre.us/research-and-reports/Scoring-Tech-Talent-2017>

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