

The Economic Development Department has developed this monthly document to provide City Council with updates regarding economic development activities and initiatives. The information in this document is suitable to use as a reference with outside parties interested in learning about Surprise.

**Activity Update**

**Large Business Update**

**-Cobalt Medical** is under construction at its site located north of Bell Road and east of Dysart Road. City staff will be providing images over the next several months, tracking the progress of the 50,000 square foot facility.



**Small Business Update**

**-Tom Yum Thai** is a Thai restaurant located in the Surprise Towne Center at 13736 W. Bell Rd. They host a variety of delicious weekday lunch specials consisting of soup, noodle, and rice dishes. Tom Yum Thai is open everyday from 10am-10pm. Stop by and enjoy their Thai cuisine.

**AZ TechCelerator Update**

**-Athena Wireless** is a wireless radio communications manufacturing company that uses point to point radio communication at the speed of fiber. Radio development, indoor, and environmental testing is all completed on site at the AZ TechCelerator. As a previous winner of the Arizona Commerce Authority's Innovation Challenge and recipient of a \$250,000 grant, Athena Wireless is a local asset to Surprise and has created jobs for residents.

**Department Update**

-This month, we welcome Kelsey Lamphier as the new ED Analyst. Kelsey previously interned with the Surprise ED department for two years, assisting with research and analysis on various special projects as well as contributing to overall business attraction efforts. With her help, the team has become more effective in boosting economic development in Surprise . Welcome Kelsey!

In January, the department received 5 large business inquiries, 8 small business inquiries and 6 TechCelerator inquiries. The city hosted 2 large business site visits, assisted 3 small businesses and responded to 41 TechCelerator tenant requests.

**Business Fact**  
**of the**  
**Month**

**City of Surprise**  
**Estimated Retail Sales**  
**(2010 & 2013 Comparison)**

<u>2010</u>	<u>2013</u>
<b>All Clothing and Clothing Accessories Stores</b>	
\$6,941,863	\$18,032,645
<b>Clothing Stores</b>	
\$4,627,848	\$12,939,001
<b>Shoe Stores</b>	
\$1,878,495	\$3,209,719
<b>Jewelry, Luggage, and Leather Goods Stores</b>	
\$435,520	\$1,883,925

**Source:**

- Esri Business Analyst -  
(Esri / Dun & Bradstreet)



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### Initiative Update

#### City Council Strategic Plan Spotlight

##### **- Economic Development Goal 5: "Attract specialty medical and/or research clinics."**

A significant business attraction piece in economic development are specialty medical groups. With major health systems such as Banner Del Webb serving the community, Surprise is positioned for an array of new services. Cobalt Medical is a prime example of this economic development goal in action. Their advanced rehabilitation center and medical office building will be a great addition to Surprise, providing quality jobs and specialized services to the area.

#### Education Spotlight: "What Parents Need to Know about College"

##### **-President Emeritus, Merrill Ewert**

Last month, we learned ways to foster student success. This month, we will cover what parents need to know about college. Research and experience show that parents can help their students prepare for (and succeed in) college, in several ways:

- *Establish the expectation of success* – Students who plan to enroll in college and expect to succeed, are far more likely to do so than those who don't. This begins at home with parents who nurture high expectations.
- *Teach time management skills* – Average students who manage their time well are usually more successful than strong students who lack these skills. Parents may be the best teachers of time management.
- *Make college visits early* – Campus visits are the single most important factor in the college decision. Start early, certainly no later than the sophomore year in high school. Parents and students who make (and process) these visits together often avoid many problems.
- *Enroll students in SAT prep courses* – Review courses and practice tests can improve test scores by 10-20%. SAT scores are a major consideration in merit aid and acceptance into selective institutions. Modestly priced, online SAT-prep programs are money in the bank.
- *Focus on net price, not sticker price* – Focus on the *net price* (cost after scholarships, grants and work study) rather than the *sticker price*. Nearly all students receive some financial aid; be wary of aid packages based primarily on loans.
- *Comparison shop* – Compare colleges' graduation rates, net price, etc., at the following web site: <http://collegecost.ed.gov/scorecard/>. Making a wise decision begins early—usually at home.

### Top 9 Site Selection Factors

1. Labor costs
2. Highway access
3. Skilled workforce
4. Availability of technology
5. **Construction costs**
6. Energy availability and costs
7. Corporate tax rate
8. Existing resources
9. Tax abatements

Low construction/development cost is a key factor in the site selection process. Companies are more likely to pick a location that provides a cost effective solution to development. City staff is supporting projects through knowledge of the local real estate, monitoring of construction cost trends and making available alternative delivery methods. **Next month**, the importance of energy availability and costs during site selection.

#### **Source:**

*-Area Development-  
Corporate Survey 2012*

