

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

-**The Communications Department** recently assisted in the creation of property aerial videos. The videos will be utilized for prospective new business outreach. Communications and Economic Development are continuing to identify other locations in the city and possible enhancements to the property videos.

Video Links

www.SurpriseAZ.gov/Summit
www.SurpriseAZ.gov/Skyway

www.SurpriseAZ.gov/SurprisePointe
www.SurpriseAZ.gov/CactusCommerce

Small Business Update

-**UNI Sushi & Steak** is a new restaurant in Surprise, located at the northeast corner of Bell Road and Litchfield Road. Offering a specialized dining experience, UNI Sushi & Steak's menu provides a variety of lunch and dinner options including specialty sushi rolls. They are open Sunday-Thursday 11am-10pm and Friday-Saturday 11am-11pm.

AZ TechCelerator Update

-**MD24 Housecall** signed a commercial lease in October and is the first AZ TechCelerator tenant to graduate the city incubator program. MD24 provides comprehensive medical services to retirement communities and assisted living facilities through a network of physicians utilizing proprietary software created by the MD24.

MD24 has added 80 new positions over the past 18 months and is on track to employ 100 people at their new Surprise location (14780 West Mountain View Boulevard) by 2016. Their network has grown from incubation in 2010 of only a couple of doctors to an extensive system of physicians, specialists, nurse practitioners and physician assistants.

Department Update

-**Economic Development staff** is developing a strategic plan focusing on targeted industries that will serve as pillars for economic growth and sustainability. The plan will be an executable document defining department goals.

In October, the department received 4 large business inquiries, 10 small business inquiries and 8 TechCelerator inquiries. The city hosted 2 large business site visits, assisted 8 small businesses and responded to 38 TechCelerator tenant requests.

Business Fact
of the
Month

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

<u>2010</u>	<u>2013</u>
All Furniture & Home Furnishings Stores	
\$16,683,593	\$18,265,758
Furniture Stores	
\$9,632,968	\$6,727,953
Home Furnishings Stores	
\$7,050,625	\$11,537,805

Source:

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



Design with Cents



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Initiative Update

City Council Strategic Plan Spotlight

- Economic Development Goal 2: “Continue hands-on approach with small business start-ups and retention/expansion opportunities.”

A key element in supporting new and existing businesses is working directly with small business owners on their specific needs. The Surprise Small Business Assistance Program is an in-field service where the city goes to the business proprietor to offer support. Since 2011, over eighty new businesses in Surprise have received hands-on assistance identifying financing, real estate location services and retaining/expanding a customer base.

Education Spotlight: “Building a College-Going Culture”

-President Emeritus, Merrill Ewert

The national debate over cost has overshadowed the simple fact that a college degree is still one of the best investments people can make. A Pew Foundation study recently found that in 2012, the average annual earnings of Millennials (young people between 25 and 32) was \$28,000 for high school graduates, \$30,000 for those with some college (or holding associate of arts degrees) and \$45,500 for those with a bachelor’s degree or more. The New York Federal Reserve released another study showing that on average, college graduates earn at least \$1 million more than high school graduates during the course of their lives.

Jobs of the future will require new training and skills. A Georgetown University study found that of the 164 million jobs expected in 2020, nearly two-thirds (64%) will require at least some college education. When considering college, people should think of college as an investment in the future.

Next month, Merrill Ewert will be providing information on *How College Matters to Students and Community*.

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

Highway access is an important factor during site selection. Connecting consumers and producers on state, regional, and national levels can be achieved more efficiently with good highway connections. Delivery and operational costs are affected by transportation modes and can be lowered when a site has a reasonable amount of highway/freeway proximity. Staff is promoting the opening of the Loop 303 and expansion of the US 60 to illustrate the city’s improved transportation network. **Next month**, the importance of a skilled workforce during site selection.

Source:

-Area Development-
Corporate Survey 2012

