

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**

-**Saigon Kitchen** was chosen as the small business feature for an upcoming Communications Department marketing campaign to advertise spending locally this holiday season. The Vietnamese restaurant specializes in its famous shaken beef, sandwiches and noodle soup. Their hours are Monday-Thursday 11am-9pm, Friday-Saturday 11am-9:30pm, and Sundays 11am-8pm.

**AZ TechCelerator Update**

-**The graduation** of the TechCelerator's largest tenant, MD24, has created an opportunity for staff to evaluate facility space and programs. Staff is working to identify efficiencies and enhancement as the TechCelerator moves into the new year. One of the new programs for 2015 will be the opening of co-working space designed for the home-based business community in Surprise.

**Department Update**

-**The City of Surprise** is now a member of the American Chamber of Commerce in Canada. This private and non-profit organization promotes commerce and investment between Canada and the United States. Staff has identified new business contacts through its membership and will be visiting company executives in December and January. <http://www.amchamcanada.ca/>

In November, the department received 6 large business inquiries, 9 small business inquiries and 7 TechCelerator inquiries. The city hosted 1 large business site visit, assisted 6 small businesses and responded to 25 TechCelerator tenant requests.

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

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

<u>2010</u>	<u>2013</u>
<b>Health and Personal Care Stores</b>	
\$21,863,233	\$115,512,881
<b>Number of Businesses</b>	
27	50

**Source:**

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



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### Initiative Update

#### City Council Strategic Plan Spotlight

**- Economic Development Goal 3: “Partner with Regional Chamber of Commerce to promote jobs.”**

The Surprise Regional Chamber of Commerce and the City of Surprise partner on small business education, job fairs and special events throughout the year. The city has proactively worked with the Chamber to create a Community Jobs board. The board enables employers to post job openings on the city’s website for resident review and application. [www.surpriseaz.gov/communityjobs](http://www.surpriseaz.gov/communityjobs)

#### Education Spotlight: “How College Matters to Students and Community”

**-President Emeritus, Merrill Ewert**

Last month, we reviewed several studies showing college as an investment in one’s personal financial security. A degree helps in other important ways as well.

A book by Ernest Pascarella and Patrick Terenzini, How College Affects Students, found that college degrees increase students’ levels of critical thinking, verbal and quantitative skills and the level of general knowledge. Graduates have greater self-confidence and leadership skills, stronger social support systems and suffer lower levels of abuse and family violence. They are also more likely to exercise, less likely to smoke or engage in substance abuse.

Pascarella and Terenzini found that people with some college are more likely to vote, participate in the political process, donate blood and serve as volunteers. They are also less likely to draw on public assistance. A college education not only benefits those who earn the degree, it’s a wonderful investment in the health and vitality of the community.

**Next month**, Merrill Ewert will be providing information on *Which Students Succeed in College—and Why*.

### 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

A skilled workforce is a crucial factor during site selection. The availability of potential employees who have advanced skill sets is highly sought after by companies who are expanding and/or relocating. Staff is promoting workforce development with the implementation of a technical training report and a WESTMARC gap analysis. Each activity will highlight specific education pathways to improve workforce development. **Next month**, the importance of availability of technology during site selection.

#### **Source:**

*-Area Development-  
Corporate Survey 2012*

