



ECONOMIC DEVELOPMENT

DEPARTMENT



ACHIEVEMENTS & ACTIVITIES

AWARDS & ACCOLADES

Golden Prospector Award: Arizona Association for Economic Development– AZ TechCelerator Website

The AZ TechCelerator was recognized for the updated design of their website. The website laid out everything from tenants to events to programming offered. While the sleek, tech look is the fore-front, the ease and user friendly platform is what gained the attention from the committee.

Honorable Mention: Arizona Association for Economic Development – #SnacksWithSurprise

One of the newer Surprise Economic Development campaigns, #SnacksWithSurprise was showcased at the Spring AAED conference. The fun and upbeat videos help our community get to know the team and our development partners. Something as simple as sharing a favorite snack with a partner has gained quite a bit of attention.

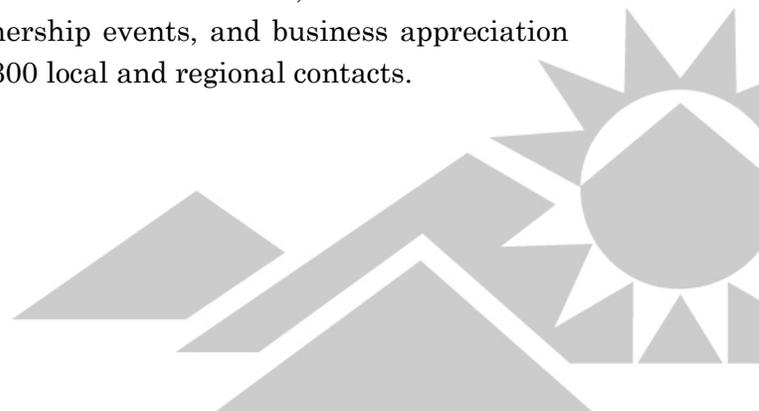
Hometown Heroes Award

Hometown Heroes Awards is a celebrations of individuals, organizations, and businesses of Surprise for their achievements and distinguished contributions to the community. Hometown Heroes Awards exemplifies leadership, mentoring, and partnership! For 2019, Julie Neal of the City of Surprise AZ TechCelerator won for Business Heroes – Entrepreneurs.

CITY-HOSTED EVENTS & TRAININGS

Spring Training

In March 2019 the Economic Development Department hosted 20+ events in coordination with Spring Training. These events included the annual VIP Tent Event, business attraction initiatives, professional networking, broker partnership events, and business appreciation days. The department connected with more than 300 local and regional contacts.



Youth Entrepreneurship Bootcamp

The 6th annual Surprise Youth Entrepreneurship Boot Camp was in June 2019 at the AZ TechCelerator. Thirteen high school students from Paradise Honors, Willow Canyon, and Valley Vista, along with several home-schooled teens worked in teams to identify a community need and develop a product or service. The winner was TutorFLY, an online platform that connects students to peers to assist in achieving academic success.



Tech the Halls

December 2019's 4th Annual Tech the Halls had the largest turnout since its inception with 115 community visitors, inclusive of local families, leaders, and business partners! This event opens up the City-owned-and-operated business incubator/accelerator for the public to visit and see exactly how the AZ TechCelerator helps the community and its entrepreneurs.

ABC's of Starting Your Business

The AZ TechCelerator hosts SCORE each quarter for the *ABC's of Starting a New Business*. This educational workshop is an essential step for startup businesses as they develop a successful business plan. Experienced business professionals provide guidance and advice to help new companies get started on the best path toward success.

Small Business Trainings

The AZ TechCelerator hosted and facilitated a number of small business trainings in 2019. The trainings and workshops consisted of everything from the area of marketing, investor coffee talks, educational workshops, and more. These trainings focused on Human Resources, Accounting, Grant Writing, Intellectual Property, Intro to Liberating Structures, and Improv for Business.

Arizona National Guard

In Fall of 2019, Surprise Economic Development hosted Ottawa University and the Arizona National Guard for a collaborative program to aid Ottawa's student's with business education. Over the course of several weeks the two groups met to discuss an array of topics, ranging from marketing fundamentals to presentation techniques.

CONFERENCES

ICSC Retail Shark Tank (Phoenix, AZ)

Samantha Pinkal presented at the local International Council on Shopping Centers, or ICSC, chapter event to pitch North Surprise retail development opportunities to local developers in October 2019. The pitch generated interest in neighborhood retail services for the growing resident population in the area.

Select USA Investment Summit (Washington D.C.)

Jeanine Jerkovic attended the fifth edition of the 2019 SelectUSA Canada Conference held in Montreal in partnership with the Greater Phoenix Economic Council (GPEC) and the City of Phoenix. The conference gave Surprise the opportunity to promote the community directly to Canadian companies along with GPEC, who pre-set appointments at the conference. Canada is the top source of foreign direct investment to Arizona and the second largest source to the United States.

Site Selector's Guild Fall Forum (Dallas, TX)

Samantha Pinkal attended the Site Selector's Guild Fall Forum held in Dallas, Texas. This condensed, intimate conference was an exclusive opportunity to meet with site selectors from across the country and market the Surprise value proposition. Participants of this event share knowledge, participate on discussion panels and breakout sessions, and network throughout the conference.

Collision Toronto

Jeanine Jerkovic and Samantha Pinkal attended Collision Toronto in June 2019, featuring small group roundtables, meeting opportunities with tech companies and global speaker forums. Jeanine and Samantha met with several startup companies with near-future plans to expand to the US and may consider the AZ TechCelerator and its Global Concierge Service program.



AIMS – NOTABLE PROJECTS

ADVANCED MANUFACTURING



Trimaco

Trimaco held their Ribbon Cutting and Grand Opening in September 2019. The new facility is a 276,000 SF rail served manufacturing plant and distribution center bringing the Surprise community more than 100 plus new quality jobs. Trimaco manufactures paint accessories and professional floor protection products for retail, auto body, and construction industries worldwide.

SeaCa Plastic Packaging

Surprise celebrated the Ribbon Cutting and Grand Opening of SeaCa Plastic Packaging in September 2019. SeaCa Packaging is owned by Seattle Tacoma Box Company; a 125-year-old six generation family owned and operated company specializing in plastic packaging. The new 160,000 SF facility located in the Surprise Railplex, marks \$17M of capital investment into the community with 65 phase one jobs.

Skyway Commons

Skyway Commons speculative industrial buildings H and J broke ground in 2019 and will add over 62,000 SF of additional space to the Railplex by fall 2020.

Level Crossing

Level Crossing is a newly constructed 36,000 SF speculative flex office, retail, and industrial development in the Surprise Railplex scheduled to open 2020.



INNOVATION & ENTREPRENEURSHIP

Startup Space

Startup Space is a community building platform that allows communities to come together to share information, find resources and create a common space to support and build their businesses.

CoLab 110

The AZ TechCelerator created a co-working lab space for entrepreneurs to utilize a shared lab space to build their prototypes and collaborate.

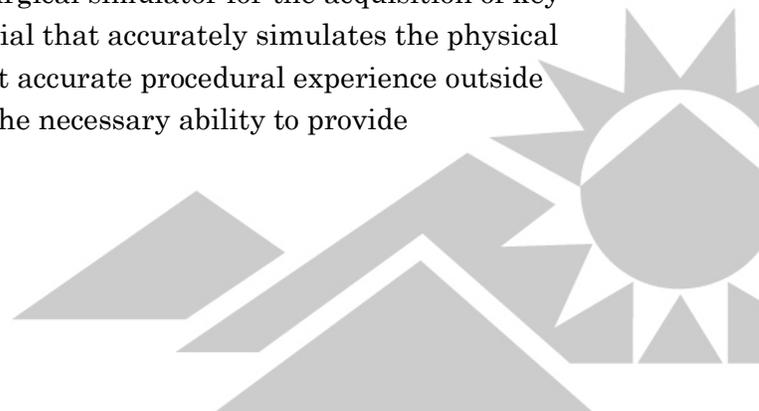
Arizona Cyber Warfare Range

The AZ TechCelerator partnered with the Arizona Cyber Warfare Range. The Range is a “live fire,” volunteer-driven cyber range—a free and open environment created to augment the current cyber security resources in Arizona and to drive innovation in cybersecurity techniques, technologies, and training across the United States. The range provides training, tools, and expertise where students and the community will develop skills that will strengthen the stability, security, and performance of our digital infrastructure. Business, government, military, and law enforcement will all gain practiced, capable cyber warriors that will have the ability to defend our nation.



ReSuture

ReSuture joined the CoLab 110 space at the AZ TechCelerator November 2019. ReSuture has developed the first comprehensive vascular surgical simulator for the acquisition of key surgical skills. Using a novel silicone-based material that accurately simulates the physical properties of vascular tissue, they deliver the most accurate procedural experience outside the operating room, allowing surgeons to perfect the necessary ability to provide exceptional patient care.



Phoenix Overwatch

Phoenix Overwatch joined the AZ TechCelerator as a Beehive Member October 2019, then joined as an incubator client in December of 2019. Phoenix Overwatch offers unique services that allow them to have a light footprint for rapid, long term monitoring solutions. They strive to understand any security situation their customers may have and move to mitigate those issues.

MEDICAL EXCELLENCE



Abrazo Micro Hospital

Abrazo Community Health Network has constructed a new hospital near Loop 303 and Bell Road in Surprise. Abrazo Surprise Hospital will focus on providing emergency care and less complex medical procedures. It includes a 13-bed emergency department, an operating room, and eight inpatient rooms along with additional services. The hospital's

emergency department will be open around the clock and be staffed by board-certified emergency physicians. Abrazo Surprise Hospital will offer minor surgery, diagnostic imaging, laboratory, pharmacy, and other outpatient services in the 32,500 SF building. It is projected to open in late summer 2020.

Auviana Medical Complex

Auviana is a 52,000 SF Class A medical and professional office development that broke ground in October 2019. The complex will comprise 6 one-story and two-story buildings located 5 minutes away from Banner Del E Webb Medical Center. Projects like Auviana help meet the rising demand for medical and professional services throughout the City. Auviana is expected to bring 300 new jobs to Surprise. This type of skilled employment compliments our targeted industry of medical services - attracting specialty, world-class medical services and treatments.



Surprise Health and Rehabilitation

Surprise Health & Rehabilitation Center opened its state-of-the-art skilled nursing facility, conveniently located in a quiet neighborhood just west of Grand Ave. Located only a few minutes south of Banner Del E Webb Medical Center of Sun City West. The facility houses 100 beds and beautiful spacious rooms in either private or semi-private settings. Guests will enjoy well-appointed accommodations, a diverse activities program, nutritious satisfying menus, housekeeping and laundry services, and beautifully landscaped grounds.

SIGNATURE RETAIL



Angry Crab Shack

Angry Crab Shack is a fusion of Asian and Cajun flavors, sourcing lobster from the East Coast, Dungeness Crab from the Pacific Northwest, King and Snow Crab from Alaska, and crawfish from the Gulf of Mexico. It is an interactive, all hands-on deck dining experience that is affordable and family friendly. The team at the Angry Crab Shack Surprise looks forward to continuing to serve the community and feels blessed for the

opportunity to share their passion through a memorable culinary adventure. The restaurant opened in December of 2019.

Costco

Costco has been the community's top-most requested retailer for more than five years. Through a multi-year, multi-faceted proactive marketing campaign, the Economic Development Department was able to officially transition this most-wanted retailer to a win for the community, when they officially closed escrow at the southwest corner of Waddell and Sarival Roads. Costco will be a significant community asset with a later summer 2020 opening, that will also help the Economic Development Department to attract additional retailers and restaurants to the Prasada 303 corridor.

Spencer's Place

Spencer's Place, opening December 2019, a small coffee shop, is a project created in partnership with Employed and Overjoyed Foundation to introduce equal employment opportunities for individuals with intellectual and developmental disabilities. Spencer's

Place enables these adult individuals to earn a paycheck, build relationships, gain a sense of purpose, and show the community the beauty of diversity and inclusion. Spencer's Place provides training and employment for individuals with intellectual and developmental disabilities to empower them to provide the community with a heart-changing experience.

National Indoor RV Center

Texas-based National Indoor RV Centers excels in 3 main areas: 1) No-hassle RV sales with deals on new and used motor-homes. 2) Full service repair shop with Paint & Body and Wash & Detail. 3) Luxury indoor storage with luxury concierge services. NIRVC in Surprise will grow 75 full-time jobs dedicated to the sales, servicing, storage and maintenance of luxury recreational motor coach vehicles. The company estimates \$60 million annually in revenue generated at the Surprise location.

OTHER NOTABLE PROJECTS

BNSF Certification

In October 2019, the Economic Development Department successfully facilitated the certification of two rail-served sites, approximately 150 acres each. The team and land owners worked through a program with BNSF to create shovel-ready development opportunities for possible BNSF clients at these sites. The process of evaluating and coordinating site information, including verification of utility services, environmental studies, and more, has the potential to save a future advanced manufacturing prospect 6-9 months of evaluation time for a new build-to-suit location.

Ottawa University Arizona (OUAZ)

Ottawa University Arizona welcomed its 3rd year with more than 800 students. OUAZ completed signature elements of its growing campus with the finishing of the O'Dell Center, a 100,000+ SF indoor facility for athletics, recreation, team amenities, classrooms, and offices. Students moved into the new student housing development and OUAZ Union bringing 75,000 SF of construction and 300+ beds. The three projects (O'Dell, housing, union) totaled more than \$50M of university investment into Surprise and made history as Ottawa students were the first persons to live in Surprise City Center.

West-MEC

West-MEC completed accelerated construction of the final phase of its 18-acre site, capping a \$60M campus build-out. "Generation Orange" was enhanced with new buildings making up more than 75,000 SF of automotive, medical and support facilities.

City Center Master Plan

In fall 2019, the Economic Development Department worked successfully with the land owners at Surprise City Center to complete a new master plan and incentive agreement after an extensive community engagement process. The new master plan and City Center landing page on the Surprise Economic Development Department website have given the development more exposure and a mutually agreed upon framework to co-market the property to select projects highly desired by the residents of the community, such as entertainment, dining, hospitality, Class-A suburban office, and healthcare.

Texas Rangers Clubhouse

The Texas Rangers breaking ground in early 2019, completed construction at the start of 2020, on their new 68,000 SF player housing development. Rangers Village has 30 two-bedroom suites with a host of amenities ranging from dining and recreation, to classrooms and a multi-purpose auditorium. The project also boasts a sports performance facility. Located directly across from Surprise Stadium, the MLB partner has a nearly 20-year relationship with Surprise and has invested deeper into the community with the player housing and development facility.

INITIATIVES & SPECIAL PROJECTS

CROSS-BORDER HEALTHCARE INITIATIVE

Canadian Healthcare Advancement

Together, Kealey & Associates and the Economic Development Department have identified potential investors, Canadian First Nations partners, as well as a prospective Arizona-based healthcare partnership upon which to build a service platform. The first-of-its-kind cross-border healthcare project was initiated with an exploratory Economic Development Department Feasibility Study on the subject of Surprise-Canada Cross Border Healthcare in February 2018 with the assistance of a Surprise-Canada Cross-Border Taskforce. Former Canadian Prime Minister John Turner visited Surprise when the feasibility study launched to endorse the project.



SURPRISE RETAIL SURVEY

Retail Survey and BR&E Strategy

The 2019 Surprise Retail Survey had more than 3,000 participants that shared their opinions on local favorite restaurants and retailers. The top local favorite restaurant was Hurricane Grill & Wings and the top local favorite retailer was Son Glow Boutique. Each business who was voted a local favorite will receive a congratulatory letter from the mayor, certificate, and window decal. The top most desired retailers included Hobby Lobby and Dillon's BBQ restaurant, and all of the most desired businesses will be contacted with a congratulatory video message from Mayor Skip Hall in addition to a sales outreach from the Economic Development team.

WORKFORCE DEVELOPMENT

Surprise Job Fairs

Surprise Economic Development Department teamed up with HSCV and ARIZONA@WORK to host two community job fairs. In October 2019, the job fair focused solely on retailers within Surprise bringing job seekers to the growing sector.

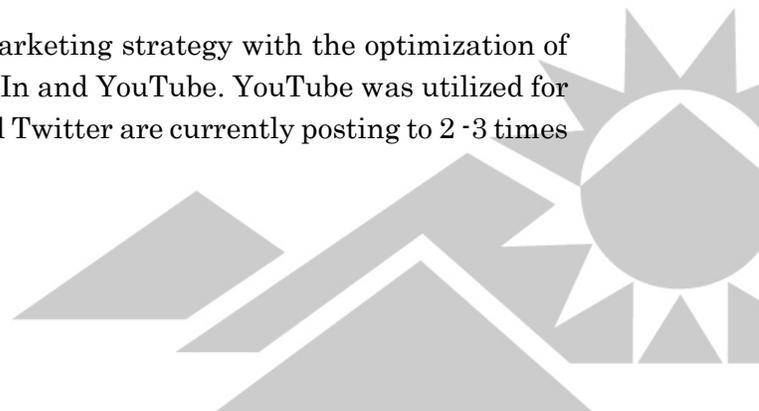
MARKETING

AIMS Community Profile

The "AIMS" Community Profile is a prospectus-style marketing profile, an alphabetical acrostic that means "Advanced Manufacturing, Innovation, Medical Tourism and Signature Retail," although the word is also meant to evoke a community with a purpose. The document was presented at all meetings during 2019 to showcase to partners and incoming potential business what Surprise has to offer. An updated community profile will make its debut this upcoming fiscal year.

Social Media Platforms

2019 marked a major shift in the department's marketing strategy with the optimization of social media platforms, Facebook, Twitter, LinkedIn and YouTube. YouTube was utilized for the posting of #SnacksWithSurprise. Facebook and Twitter are currently posting to 2-3 times daily.



#SnacksWithSurprise

Surprise Economic Development Department, debuting in April 2019, planned, recorded, and published 35 episodes of the popular web series #SnacksWithSurprise. The program features guests from local and international architects, developers, contractors, partners, and consultants as well as local businesses and industry influencers.

Surprise Business Visitation and Business Welcome Programs

Connecting with the local business community is essential to the foundation of the Economic Development Department. 200+ Surprise businesses were personally visited this year by Economic Development staff for business retention purposes, 25 ribbon cutting/grand opening/groundbreaking events were assisted. Notable local businesses who worked with the Surprise Economic Development team to host publicized ribbon cuttings included SeaCa Packaging, Trimaco, the AZ Cyber Warfare Range, Bonfire Craft Kitchen & Taphouse, Vein Envy, Ugly Tuna Sushi, Surprise Health & Rehabilitation, and Angry Crab Shack.

PERFORMANCE MEASURES

Business Attraction		FY19Q3	FY19Q4	FY20Q1	FY20Q2	2019 Total
LEADS	GPEC	4	12	16	11	43
	AZTC/ Global Concierge	8	22	27	24	81
	Cold Call & Broker Led	10	23	16	17	66
PROJECTS	Prospect Pipeline	66	71	80	84	75 ^{AVG}
	Under Construction	15	16	18	20	17 ^{AVG}
WINS	Now Open	6	4	7	3	20
Grand Total		109	148	164	159	302

Retention and Expansion	FY19Q3	FY19Q4	FY20Q1	FY20Q2	2019 Total
BR&E Visits	69	77	73	51	270
Community Job Postings	109	100	193	183	146 ^{AVG}
Events & Trainings	10	14	13	14	51
Grand Total	188	191	279	248	467