



ECONOMIC DEVELOPMENT DEPARTMENT



ACHIEVEMENTS & ACTIVITIES

AWARDS & ACCOLADES

Golden Prospector Award: Arizona Association for Economic Development – Deal of the Year – Surprise Ottawa University New Campus Development:

The Surprise City Council Strategic Plan called for city facilitation of development of a residential 4-year liberal arts college campus. The goal was a “moon-shot” aspiration to have a new residential campus built by a private (independent) non-profit university. The campus opening of the Ottawa University O’Dell Center, University Union, and Ottawa Housing involved the collaboration of several parties in the public private partnership.

International Economic Development Council: Gold Award – Partnerships with Educational Institutions:

City of Surprise Economic Development won a gold category award for its City of Surprise & Ottawa University Collaboration. Ottawa University (Ottawa, KS) became a partner on the campus in 2017 and capped off a \$60M phase one investment in new university facilities in 2020. The public private partnership between local government and independent education was the culmination of nearly a decade of collaboration between city leadership and university trustees.

International Economic Development Council: Silver Award – Innovation in Economic Development Week:

City of Surprise Economic Development won a silver category award for its 5 Elements of Surprise Recovery. The Department posted the five Elements of Surprise Recovery to social media platforms with related content, pictures and links beginning with Communication followed by a post each day that week featuring Metrics, Reinforcement, Recognition and finally Regeneration. This project provided the Department with a platform to share our expertise and the elements of the economic development profession, breaking down our recovery approach into smaller and more digestible concepts for our social media followers.



International Economic Development Council: Silver Award – Multi-Year Economic Development Program:

City of Surprise Economic Development won a silver category award for its “Costco, It’s Your Birthday” Retail Attraction Campaign. Through a creative, community-driven annual “Costco, It’s Your Birthday” campaign, the City of Surprise, Arizona was able to transition a most-requested retailer to a win. The Surprise Economic Development team utilized a targeted community engagement strategy to wish Costco a happy birthday in order to galvanize greater attention. Regular outreach to Costco for a happy birthday eventually attracted the company’s attention, helped the Economic Development Department secure a meeting, and after extensive discussions, secured a commitment from Costco for the City of Surprise in late 2018.

International Economic Development Council: Bronze Award – Special Purpose Website:

City of Surprise Economic Development won a Bronze Category Award, for its COVID-19 Business Help. The City of Surprise COVID-19 Business Help special purpose website is a dynamic landing page that has demonstrated effectiveness in its ability to educate businesses, consumers and workforce audiences through an intentionally simplified approach. The website’s priority was to reach audiences through consolidating and sharing critical information while deliberately focusing on reducing anxiety, overwhelming content overload, intimidation and overall barriers to information. Each section included simplified and prioritized information to provide each audience with the most relevant and recent information.

International Economic Development Council: Bronze Award – Digital Media:

City of Surprise Economic Development won a Bronze Category Award in the Digital Media Category for its City of Surprise Virtual Ribbon Cutting Program. Over approximately 30 days, the City of Surprise performed 101 Virtual Ribbon Cutting celebrations, bringing added exposure and communication reach to local small businesses who had experienced either a partial or full closure of services during COVID-19. Additionally, the Surprise Economic Development Department added a reinforcement initiative, asking residents to vote on their favorite Virtual Ribbon Cutting boomerang videos and providing a boomerang video trivia challenge to encourage residents to pay closer attention to the participating businesses.



CITY-HOSTED EVENTS & TRAININGS

Spring Training:

In March 2020, the Economic Development Department hosted 15 events in coordination with Spring Training. These events included the annual VIP Tent Event, business attraction initiatives, broker partnership events, professional networking and business appreciation days. Over the course of the abbreviated three-week season, the department connected with more than 300 local and regional contacts, 150+ of which attended the tent event.

Tech the Halls:

December 5th was our annual AZ TechCelerator Tech the Halls event. Even though City facilities were closed due to COVID-19, we were still able to celebrate the Tech the Halls event virtually. We featured our companies through creative video messages which were shared with the community via social media.

West Valley Innovation Alliance Spring Summit:

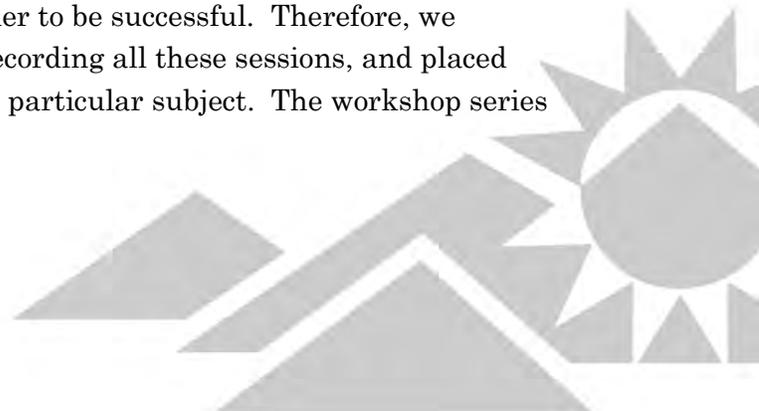
The AZ TechCelerator hosted the West Valley Innovation Alliance Spring Summit in February 2020. The Summit brought together West Valley entrepreneurs, investors, mentors, and others to hear seven amazing companies pitch for prizes.

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. Once City facilities closed due to COVID-19, SCORE continued to host their ABC's program virtually.

Small Business Training:

Once COVID-19 hit in March 2020, we realized that we still needed to guide our start-up businesses with the training that they need in order to be successful. Therefore, we launched webinar workshops two times a week, recording all these sessions, and placed them on YouTube for businesses to refer back to a particular subject. The workshop series included:



Marketing - Getting Ready for Sales, Scaling Sales, Understanding the Numbers of Google Analytics, COVID – Surviving & Thriving as a Small Business, Social Media for Small Business (Facebook, Instagram, Twitter, Snapchat), Holiday Marketing and a host of various other subjects.

Educational - Patent Series covering basics, eligibility, novelty/non-obviousness, licensing/enforcement, prosecution/oppositions, strategy, diligence, etc. The next series in this educational Webinar series covering Trademarks which subjects included: basics, law protections, licensing, trademark battles, prosecution, etc.

CONFERENCES

WESTMARC Class-A Office Summit:

Jeanine Jerkovic presented to a standing-room-only crowd with over 150 local industry professionals about the development opportunities for Class A Office product in Surprise. The February 2020 event showcased Prasada, City Center, and North Surprise, highlighting the 10 “elements of Surprise” that contribute to facilitating the conversion of a suburban bedroom community into a Class-A suburban office market.

Collision at Home (virtual conference):

Jeanine Jerkovic and Samantha Pinkal attended the first ever #CollisionfromHome June 2020 virtual conference, featuring small group roundtables, meeting opportunities with tech companies and global speaker forums through web-based video conferencing software. Jeanine and Samantha met virtually with several startup companies with future plans to expand to the US and who may consider the AZ TechCelerator and its Global Concierge Service program.

NAIOP I.CON (virtual conference):

Our team attended the first-ever NAIOP I.CON virtual conference in June 2020. Mike Hoover and Samantha Pinkal met virtually with many prospective developers and consultants to share the new industrial development opportunities in Surprise.

InBIA International Conference on Business Incubation, or ICBI34 (virtual conference):

Julie Neal attended the International Business Incubation Association’s annual conference, enabling her to identify and share best practices, identify resources for entrepreneurs, and gain insight into the latest entrepreneurship trends. The conference was representative of more than 30,000 startups, 100 speakers, 500 attendees, and 25 sessions.

AIMS – NOTABLE PROJECTS

ADVANCED MANUFACTURING

Level Crossing:

The southwest corner of Waddell Road and Dysart Road welcomed new investment in March 2020 with the completion of the Level Crossing speculative development. The project boasts 36,000 SF of flex office, retail, and industrial space that can accommodate users from 2,000 SF and up. The project derives its name from its relation to the BNSF Railroad proximity, “Level Crossing.”

Pima Door & Supply:

Pima Door & Supply is a door and trim supplier for residential construction that invested in a new home for its operation by Surprise-resident owner, Barb Lindon. The 30+ year old company moved into 30,000 SF at the Surprise Railplex’s West Valley Logistics Center in the summer of 2020.

Skyway Commons:

Skyway Commons added to its 500,000 SF master plan along Dysart Road between Cactus Road and Peoria Avenue. Skyway Commons speculative industrial buildings H1 & H2 opened in winter 2020 adding over 62,000 SF of additional space to the Railplex.

INNOVATION & ENTREPRENEURSHIP

Startup Space:

Startup Space is an app built by an entrepreneur for entrepreneurs. This free platform connects startups with resources in their local communities so they can quickly find what they need and get back to building their businesses. Offered at no cost to tenants, members and community alike, anyone can download the app and get connected. Startup Space is the ultimate toolkit for startups, entrepreneurs, and ecosystem builders.



SizeUp:

The department added a small business tool called SizeUp this year, offering Surprise small businesses free online competitive business and industry analysis, competitive customer intelligence, advertising analysis, and demographic analysis about the market area.

CoLab 110:

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

Trade in Motion:

Trade in Motion joined the AZTC Mentorship team in 2020. Trade in Motion LLC (TIM) is a business-consulting firm incorporated in Arizona, United States. It specializes in assisting and supporting small and medium-sized enterprises (SMEs) to enter or expand into the Mexican, American and Canadian markets. The firm offers integrated services to do business in North America ranging from initial market research through personalized meeting assistance. Some areas of expertise managed are international business development, business support, business contacts, personal business assistance, and specialized outsourcing of technical services. TIM prepares and trains the companies which are not market ready to do business in Mexico, the United States and Canada; drafting business plans and creating a market entry strategy for them. Trade in Motion identifies opportunities for companies and their relevant sectors. TIM gives support to companies who would like to open shop in North American countries utilizing TIM's different partners who are experts in their fields.

Northstar Medical Billing:

Northstar Medical Billing joined the AZ TechCelerator Beehive program in 2020. Their mission is to serve the Chiropractic profession and other complementary-alternative practitioners with quality coding, billing, practice management and accounts receivables services. Their approach to billing is simple and honest by removing the coding, billing and regulatory interference that is the cause of stress in the Chiropractic arena.

MEDICAL EXCELLENCE

Abrazo Micro Hospital:

Abrazo Community Health Network constructed a new hospital near the Loop 303 and Bell Road in Surprise. The focus of Abrazo Surprise Hospital is providing emergency care and less complex medical procedures to the community. It includes a 13-bed emergency department, an operating room, and eight inpatient rooms along with additional services. Abrazo Surprise Hospital will offer minor surgery, diagnostic imaging, laboratory, pharmacy, and other outpatient services in the 32,500 SF building, opening their doors October 2020.



Auviana Medical Complex:

Auviana is a 52,000 SF Class A medical and professional office development that broke ground in late 2019, opening their doors October 2020. The complex is comprised of six one-story and two-story buildings located 5 minutes away from Banner Del E Webb Medical Center. Projects such as Auviana help meet the rising demand for medical and professional services throughout the City, bringing approximately 300 new jobs to Surprise.

SIGNATURE RETAIL

New Restaurant Openings during COVID-19:

While COVID-19 closed countless restaurants nationally this year, Surprise was fortunate to have six new restaurants open their doors, all of which are still open and performing well. Mr. Mesquite Taqueria, who only grills the freshest meats over open flames of real mesquite wood, opened in May 2020. Reel Pizza Pies, who makes and serves pizza using the best quality ingredients in a cool and comfortable environment with a great playlist, opened in June 2020. ATL (All The Luv) Wings, who always provides their customers and friends the best wing experience possible, opened June 2020. Handel's Homemade Ice Cream, who always serves with a smile and uses the best ingredients in abundance, opened in July 2020. Sweet Tea, a family owned and operated Coffee/Tea shop with a full staff fluent in American Sign Language, opened in August 2020.

Tractor Supply Company at Prasada:

Tractor Supply Company (TSC) opened a new 21,700 SF store along with an associated 2,000 SF associated hay barn building in June 2020 in order to meet the needs of the Surprise community. It provides a one-stop shop for the community serving farmers, livestock and pet owners, ranchers, part-time and hobby farmers, gardeners, homeowners, tradesman and others.

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 transition this most-wanted retailer to a grand opening in September 2020 at the southwest corner of Waddell and Sarival Roads. Costco is a significant community asset that has already begun to attract and additional 890,000 SF of new retail and restaurant space for development within the Prasada 303 corridor.



Bath & Body Works:

Surprise Marketplace welcomed Bath & Body Works in October 2020 just in time for Surprise residents to snag the retailer's signature seasonal fall and winter scents ahead of the holidays. This retailer has also been a "Top Ten Desired Retailer" year after year. The 5,000 square-foot space is located between Target and Bed Bath & Beyond on the southwest corner of the Marketplace side of the shopping center. This "most-wanted" retailer will ensure that Surprise Marketplace is an exciting destination for Surprise residents for years to come.

OTHER NOTABLE PROJECTS

Ottawa University Arizona (OUAZ):

Ottawa University Arizona managed the end of its 3rd year during COVID through distance learning but welcomed back a growing student body population for its 4th year in operation. The university utilized a hybrid approach and newly implemented safety protocols to reopen its student housing and in-person classrooms. The university also closed on a bond offering to acquire the OUAZ student housing and OUAZ Union buildings from its partner developer.

City Center Master Plan:

City Center received increased interest across the property from a variety of residential developments. Mera City Center advanced construction efforts for its luxury active adult community located near Greenway Road and Bullard Avenue. Several multi-family developers began the pre-application process with the city bringing potential new development in 2021 of 1,000+ new units. The city and landowner began discussions to co-promote Bell Road and Bullard Avenue for mixed-use development opportunities.

Texas Rangers Player Housing:

The Texas Rangers completed construction in February 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.



Kansas City Royals Players Housing:

The Kansas City Royals began construction in June 2020 on their new four-story housing development. The Fountains at Surprise Center will be able to hold up to 172 players and staff in the 47-apartment unit complex. Amenities such as a swimming pool, covered seating and barbecue stations will support the living experience for Royals residents. The project is scheduled to be completed in spring/summer 2021.

INITIATIVES & SPECIAL PROJECTS

SURPRISE RETAIL SURVEY

Retail Survey and BR&E Strategy:

The 2020 Surprise Retail Survey had more than 4,300 participants that shared their opinions on local favorite restaurants and retailers. The top local favorite restaurant was Oregano's Pizza Bistro and the top local favorite retailer was Son Glow Boutique. Each business voted as a local favorite received a congratulatory letter from Mayor Skip Hall, a certificate, and a window decal. The top most-desired retailers included Whole Foods Market and Cracker Barrel restaurant, and all of the most-desired businesses were contacted with a congratulatory video message from Mayor Skip Hall in addition to a sales outreach from the Economic Development team.

WORKFORCE DEVELOPMENT

West Valley Workforce Initiatives:

Surprise Economic Development Department teamed up with HSCV and ARIZONA@WORK to host a career fair that took place at the Northwest Regional Library with a focus on manufacturing in January 2020. With the onset of COVID, ARIZONA@WORK and Economic Development spotlighted local companies on Facebook and Twitter. The WESTMARC West Valley Industry Forum began in October 2020 with a focus on Information Technology. The industry series connects employers and job seekers, and will include advanced business services, healthcare, and manufacturing in 2021.



MARKETING

AIMS Community Profile:

The “AIMS” Community Profile is a prospectus-style marketing profile with an alphabetical acrostic that means “Advanced Manufacturing, Innovation & Entrepreneurship, Medical Travel and Signature Retail,” although the word is meant to evoke a community with a purpose. Given a complete facelift during 2020, the document was re-designed to feature all of our development area maps as well as a quality of life article. The updated version will be presented at future meetings in order to highlight to partners and incoming potential businesses what Surprise has to offer. An updated community profile will make its debut this upcoming fiscal year.

Social Media Platforms:

2020 marked a major shift in the department’s marketing strategy with the optimization of social media platforms; Facebook, Twitter, LinkedIn and YouTube. When the world went virtual at the onset of COVID-19, our team did as well! While we had been utilizing social media in the past, this become our main outlet for communication with businesses and residents.

#SnacksWithSurprise:

Surprise Economic Development Department popular web series #SnacksWithSurprise took a small hit during COVID-19. The program took a hiatus during the beginning of the pandemic, but like the rest of the world, it went virtual! There were seven episodes recorded with local partners in 2020, with many more planned for 2021.

Advertisement Opportunities:

The City of Surprise worked with the Marketing & Communications Department to create a custom marketing video to promote one of Surprise’s four strategic development areas, the Surprise Railplex, titled “Drive to Surprise”. The video takes cues from popular culture driving and tourism shows to take viewers on a virtual road trip from Phoenix Sky Harbor to Surprise. It showcases Surprise’s quality of life and business amenities to help prospective companies picture themselves at home in Surprise. The video was edited to suit a custom project pursuit, and it received multiple compliments from site selection consultants and the client itself.

The City of Surprise also worked with Due North Media to feature a Workforce & Quality of Life article in Trade & Industry Development.

First Virtual Mayor's Business Roundtable

The team had the opportunity this year to coordinate our first-ever virtual Mayor's Business Roundtable in September 2020, thanks to the kind participation and openness of six local business representatives from throughout the community. The event included: Josh Arnold, Angry Crab Shack Manager; Christopher Bellew, e-institute Charter High School Principal; Jamie Cartledge, Aqua Tits Swim School Franchise Owner; Kim Fry, Rocket Fizz Franchise Owner; Nina Louis, Sun Health Communities/The Colonnade Executive Director; and Dan Rhea, Sterling Grove by Toll Brothers Senior Project Manager.

Surprise Business Visitation and Business Welcome Programs:

Connecting with the local business community is essential to the foundation of the Economic Development Department. Over 270 Surprise businesses were personally visited this year by Economic Development staff for business retention purposes, 21 ribbon cutting and groundbreaking ceremonial events were performed, and during COVID-19, 101 virtual ribbon cuttings for business re-openings were accomplished.

Notable local businesses who worked with the Surprise Economic Development team to host publicized ribbon cuttings and groundbreakings included: Amigo's Authentic Mexican Grill, Arizona Skin Institute, ART with me Az, ATL Wings, Best Western Plus Surprise, COSTCO Wholesale Warehouse, COSTCO Gas Station, De Boa Jiu Jitsu Academy, Firestone Complete Auto Care, Ground Floor Artists, Kansas City Royals Housing, Mera City Center, Mr. Mesquite Taqueria, Ottawa University O'DELL Center, Texas Rangers Player Housing, Reel Pizza Pies, Spencer's Place, Sterling Grove by Toll Brothers, Suite Beauty, Sweet Tea, and True Fades Barbershop (DBA Capital Barber Shop).

COVID-19 Response

COVID-19 Virtual Recovery Promotion:

The City of Surprise Economic Development Team shifted immediately into a new focus in March 2020 upon the COVID-19 pandemic arrival. Following the first few days of handing out free promotional "Pick-up," "Delivery," and "Open for Business" banners to businesses, the team regrouped and began to focus on the care and support of local businesses. In addition to regular in-person and electronic outreach to more than 1,700 local Surprise businesses, the team followed a 100-day recovery plan outlining a COVID-19 Virtual Recovery Promotion process. This was a multi-faceted campaign that assumed an intentionally simplified, bite-sized marketing approach to reach businesses, consumers and workforce audiences to advance economic recovery.

The City of Surprise Virtual Recovery Promotion package created and implemented a 6-part campaign: (1) 8-Part COVID-19 Video Recovery Series; (2) Virtual Ribbon Cutting Packages; (3) Downloadable Verified Restaurant and Retail Lists; (4) Virtual Small Business Assistance Video Series; (5) Webinar partnership with No Boundaries Marketing; (6) Social media recovery promotional series: #SeeRedGetFed, #OpenForBusiness, #SuperstarOfSurprise, #ShopSurprise, #TechCeleratorTuesday, #WorkforceWednesday, #YESToKindness

Social Media Campaign - #SuperstarOfSurprise:

Beginning with our restaurants, later followed by retail, Surprise Economic Development wanted to feature our businesses to ensure that they did not falter too much. Daily, spotlight posts would highlight businesses on Facebook and Twitter, beginning March 25th and ending August 7th.

Social Media Campaign - #SeeRedGetFed (Red Banner Program):

The #SeeRedGetFed (red banner) campaign began almost immediately after the Governor's Executive Order mandating no dine-in for all restaurants. The red banners were given to any restaurant interested to signal to residents that their establishment was open for Pickup or Pickup and Delivery. A photo was taken of each restaurant with their red banner and featured alongside our #SuperstarOfSurprise campaign, to highlight each location. The #SeeRedGetFed posts began Wednesday March 25th and ended Sunday June 21st on Facebook and Twitter.



Social Media Campaign - #OpenForBusiness (Purple Banner Program):

The #OpenForBusiness (purple banner) campaign began after seeing the success of the red banner program. The Purple Banner program focused on our retail service providers, to signal that they were in fact open during COVID-19. A photo was taken of each establishment and was featured alongside our daily #SuperstarOfSurprise campaign for each location. The #OpenForBusiness posts began Tuesday June 23rd on Facebook and Twitter, ending August 7th.



Social Media Campaign - #TechCeleratorTuesday:

While many of our AZ TechCelerator tenants were adversely impacted during COVID-19, our team wanted to spotlight the hard work and services produced by the companies within our business incubator. Every Tuesday, a post regarding a tenant, a free virtual event, or a “good news” story was featured alongside #TechCeleratorTuesday.

Social Media Campaign - #WorkforceWednesday:

Surprise Economic Development teamed up with ARIZONA@WORK and the Human Services and Community Vitality (HSCV) Department to provide weekly online postings for local job openings. The postings provided by Andrew Witzel, Workforce Coordinator, were posted to Surprise Econ Dev Facebook and Twitter along with #WorkforceWednesday. The postings were a huge success and have morphed into promotions directly from local companies as well as our community jobs page.

Social Media Campaign - #YESToKindness:

Surprise Economic Development teamed up with the Surprise Regional Chamber, the City of El Mirage, and the Town of Youngtown for the “Spread Kindness Instead” campaign. While businesses were slowly re-opening, tensions were high and positivity was low. The groups came together for a kindness campaign to, not only highlight our businesses, but to remind everyone we are in this together. Promotional fliers were made and handed out to businesses within Surprise, along with directions of how to be featured. September 1, 2020 Surprise kicked off our say #YESToKindness and featured local businesses on our Facebook and Twitter, along with their fliers, vowing to “Spread Kindness Instead”. The campaign ran from September 1 thru December 14.

Virtual Ribbon Cuttings:

Ribbon cuttings are important celebrations for businesses, signaling something new, hopeful and energizing. The Surprise Economic Development Department launched a Virtual Ribbon Cutting campaign to help recognize local businesses during COVID-19. Over approximately 30 days, the City of Surprise performed 101 Virtual Ribbon Cutting celebrations, bringing added exposure to local businesses who had experienced either a partial or a full closure of services during the pandemic. Additionally, the Surprise Economic Development Department added a reinforcement initiative over a 6-week period from July-August, asking residents to vote on their favorite Virtual Ribbon Cutting boomerang videos with video trivia challenge questions. At the end of the Virtual Ribbon Cutting Contest 1,386 patrons and residents voted for their favorite business video. In

September 2020, Mayor Hall, Councilmember Judd, and Councilmember Duffy delivered T.E.A.M. 4 Kids their championship-winning trophy.

Celebrating the reopening of local small businesses through Virtual Ribbon Cuttings was a spark of much-needed fun, appreciation and publicity during a challenging time.

Surprise Restaurant List:

At the beginning of COVID-19, once dine-in ceased in our state, our team reached out to every single restaurant in Surprise. A list was then compiled to showcase whether each restaurant was closed or offered pickup, delivery, or drive-thru services. Each restaurant was contacted weekly to make sure all information was up to date. Once dine-in resumed, the list was updated to reflect the option of dine-in and was posted to Facebook and Twitter regularly. The first couple of days of dine-in resuming, the list was shared across social media and reached over 5,000 people.

COVID-19 Video Resources:

Surprise Economic Development teamed up with Surprise Communications to create a web series consisting of nine business and job seeker educational videos. The web series primarily focused on educating business owners when it came to COVID-19 and business resources. The videos were bite sized, ranging anywhere from a minute and a half to three minutes and uploaded to YouTube, Facebook, LinkedIn and Twitter.

Small Business Grant Program:

The Small Business Relief Grant closed in December, awarding a total of \$346K to 79 businesses:

- Category 1 (up to \$1,500): Awarded 8% of relief funding
- Category 2 (up to \$2,500): Awarded 3% of relief funding
- Category 3 (up to \$5,000): Awarded 71% of relief funding
- Category 4 (up to \$7,500): Awarded 6% of relief funding
- Category 5 (up to \$10,000): Awarded 12% of relief funding
- 80% grant approval rate
- 483 total jobs retained

| Category Key |
|---|
| <p>Category 1 Up to \$1,500: Hair Salon, Barber Shop, Massage Therapy, Nail Salon, Tubing & Water Parks.</p> |
| <p>Category 2 Up to \$2,500: Restaurants with no indoor nor fully-enclosed dining</p> |
| <p>Category 3 Up to \$5,000: Restaurants with indoor or fully-enclosed dining, Fitness Clubs or Indoor Gyms, Fitness Centers/Facilities/Studios that provide sessions/classes/training for Self-Defense, Dance, Pilates, CrossFit, Fitness, Yoga or Gymnastics, Retail, Non-Profit</p> |
| <p>Category 4 Up to \$7,500: Bars (Series 6 or 7 licenses)</p> |
| <p>Category 5 Up to \$10,000: Fitness Clubs or Indoor Gyms with more than 4,500 square feet of space.</p> |

2020 Economic Development Week - “5 Elements of Surprise Recovery”:

The Economic Development Department created a special social media campaign to celebrate national 2020 Economic Development Week. The campaign was created to correspond with the Surprise Economic Development Department’s 100-Day Business Recovery Plan to feature each element from the foundational to the inspirational. Beginning on Monday, May 4th 2020, the Department posted the 5 (five) Elements of Surprise Recovery to social media platforms with related content, pictures, and links beginning with Communication followed by a post each day that week featuring Metrics, Reinforcement, Recognition, and finally Regeneration.

COVID-19 Business Help Special Purpose Website:

A dynamic “business help” landing page was created to educate businesses, consumers, and workforce audiences through an intentionally simplified approach. The website’s priority has been to reach audiences through consolidating and sharing critical information for three Surprise audience categories: Businesses, Customers, and Workforce. Each section includes simplified and prioritized information to provide each audience with the most relevant and up-to-date information.

PERFORMANCE MEASURES

| Business Attraction | | FY20Q3 | FY20Q4 | FY21Q1 | FY21Q2 | 2020 Total |
|---------------------|------------------------|-----------|-----------|-----------|-----------|------------|
| LEADS | GPEC/ACA | 25 | 19 | 16 | 21 | 81 |
| | Cold Call & Broker Led | 11 | 36 | 16 | 11 | 74 |
| PROSPECTS | Site Visit | 12 | 8 | 11 | 14 | 45 |
| | Negotiations | 7 | 3 | 6 | 8 | 24 |
| PROJECTS | Under Review | 17 | 15 | 25 | 32 | 89 |
| Grand Total | | 72 | 81 | 74 | 86 | 313 |

| Retention & Expansion | | FY20Q3 | FY20Q4 | FY21Q1 | FY21Q2 | 2020 Total |
|----------------------------------|--|------------|------------|------------|------------|--------------------------|
| BR&E Outreach | | 244 | 555 | 276 | 165 | 1240 |
| Community Job Postings | | 153 | 153 | 196 | 171 | 168^{AVG} |
| AZTC Hosted Webinars & Videos | | 12 | 15 | 15 | 19 | 61 |
| AZTC/ Global Concierge Inquiries | | 32 | 25 | 27 | 19 | 103 |
| Grand Total | | 441 | 748 | 514 | 374 | 164 |