CITY OF SURPRISE
Regular City Council Work Session
16000 N. Civic Center Plaza
Surprise, AZ 85374
Tuesday, August 18, 2020 @ 5:00 PM
COUNCIL CHAMBERS

NOTICE: In an effort to protect health and safety of city employees, residents, and visitors, the Council Chambers will be closed to the public during this meeting. The public may access the meeting by viewing a live stream or broadcast of the meeting. To watch live, please visit www.surpriseaz.gov/surprisetv, the Surprise City Gov Facebook page at www.facebook.com/cityofsurprise. Cox channel 11 and Century Link channel 8513 will also carry the meeting live.

For instructions on how to comment on agenda items and public hearings, please go to https://bit.ly/3asyowo

A. Call To Order
B. Roll Call
C. Pledge of Allegiance
D. Proclamation and Community Acknowledgements
E. City Manager Report
F. City Clerk Report
G. Call To The Public

Public comment will be taken through email or via phone. To submit email comments, including Call to the Public for non-agenda items, please email publiccomments@surpriseaz.gov. Comments for Call to the Public must be submitted prior to the start of the meeting. To comment on agenda items, emails must be submitted prior to the time(s) designated for public comment by the Mayor during the meeting or before the agenda item has otherwise concluded.

To comment live by phone for Call to the Public for non-agenda items or for agenda items, please call 623-222-1250 prior to, or during, the meeting to have your name placed on a callback list. If you reach voicemail, please leave your name and phone number. The City Clerk will call those wishing to comment from the dais during the meeting, and the call will be streamed through the Council Chamber audio system. Only calls received before Call to the Public for non-agenda items or before or during the time(s) designated for public comment by the Mayor during the meeting on the subject agenda item will be accepted and streamed. No calls will be accepted after the time(s) designated by the Mayor for public comment or after an agenda item has otherwise concluded.

H. Regular City Council Work Session Agenda

CONSENT AGENDA:

REGULAR AGENDA ITEM - PUBLIC HEARING:

REGULAR AGENDA ITEM - NON-PUBLIC HEARING:

1.	Citywide	Discussion and presentation regarding the Surprise AZ TechCelerator business incubator/accelerator program.	None Jeanine Jerkovic Economic Development

I. Other Business and Future Agenda Items

J. City Council Reports

K. Executive Session

For information Purposes; Upon a public majority vote of a quorum of the City Council, the Council may hold an executive session, which will not be open to the public, but for only the following purposes:

- discussion or consideration of personnel matters (A.R.S. §38-431.03 (A)(1));
- discussion or consideration of records exempt by law from public inspection (A.R.S. §38-401.03 (A)(2));

L. Adjournment

SHERRY ANN AGUILAR, CITY CLERK, MMC

POSTED:August 13, 2020 at 1:35 PM

SPECIAL NOTE: PERSONS WITH SPECIAL ACCESSIBILITY NEEDS, INCLUDING LARGE PRINT MATERIALS OR INTERPRETER, SHOULD CONTACT THE CITY CLERK'S OFFICE @ 623.222.1200 OR TTY 623.222.1002, BY NO LATER THAN 24 HOURS IN ADVANCE OF THE REGULAR SCHEDULED MEETING TIME.

CITY OF SURPRISE
Regular City Council Work Session

Council Meeting Date: August 18, 2020

Contact Person: Jeanine Jerkovic, DIRECTOR - ECON DEV

Submitting Department: Economic Development

District: Citywide

Staff Recommendations: None

Consent: No Regular: No Public Hearing: No Report/Discussion: No

Agenda Wording:

Discussion and presentation regarding the Surprise AZ TechCelerator business incubator/accelerator program.

Motion:

None; discussion only.

Background:

The Surprise AZ TechCelerator program was launched by the Surprise Economic Development Department ten years ago as the West Valley's first business innovation hub and center for entrepreneurship support. Re-purposing city-owned property, the program fosters business education, support and partnerships between the city, community mentors and startup businesses at all stages of growth and in all industry sectors. The facility space is also used by the Economic Development Department to recruit businesses who wish to use temporary office space while building and investing in new property in the community.

The AZ TechCelerator is the only business program of its kind in the State of Arizona - and only one of 31 worldwide - to have been successfully certified by the InBIA, or International Business Incubation Association, as a "Soft Landing Program," which validates the program's capabilities to help international companies transition into the US market. This Soft Landing program, which we call our AZ TechCelerator Global Concierge program, earned the City of Surprise Economic Development Department the WESTMARC "Best of the West" Award in 2018.

The AZ TechCelerator has won a 2018 International Economic Development Council "Excellence in Innovation" Award, and in 2019, it's new website re-design was recognized with an Arizona Association for Economic Development Golden Prospector Award. AZ TechCelerator Program Coordinator Julie Neal was also distinguished this year with the "Hometown Heroes Award," accepting the award on behalf of the AZ TechCelerator program as a "Business Hero."

Objective Analysis:

The AZ TechCelerator business program benefits the community through the provision of education, workforce assistance, small business support as well as the attraction of larger employers to the community. Since its inception in 2010, more than 400 jobs in the community have been directly

facilitated, more than 100 businesses have participated as members in the program and many hundreds of others have participated in business education and community events, such as Tech the Halls, the Youth Entrepreneurship Bootcamp, and TechStars Weekend.

Policy Compliant:

The AZ TechCelerator program is compliant with Council policy and the City Council 2019 Adopted Strategic Plan:

Strategy 2.2 Provide Hands-on Approach to Supporting Innovation, Entrepreneurship and Small Businesses. Items: "Promote and market the AZ TechCelerator facility and programming to help small businesses in the City of Surprise" and "Foster entrepreneurship and small business education and partnerships."

Strategy 2.3 Identify Local, Regional, Statewide, National and Global Partnership which serve to promote local job growth, local business environment enhancement, and business-to-business community engagement opportunities in Surprise; Items: "Advance partnerships that promote initiatives to market and encourage new business growth, existing business retention, and other business engagement opportunities;" "Utilize the credibility, contacts, and resources of partnerships to add value to recruitment and retention efforts;" "Continue to cross-market local employment opportunities and job fairs with partners in order to enhance Surprise workforce development initiatives;" and "Market Foreign Trade Zone."

Financial Impact:

None; discussion only. However, license fees are facilitated by the Economic Development Department, collected by the Surprise Finance Department, and support the Surprise General Fund. The AZ TechCelerator charges licensing fees for use of the property, generally structuring fees on the basis of facility use. While affiliate, Beehive, and partner/mentor businesses are usually assessed at a set monthly fee rate, for innovation/acceleration members, fees are assessed at a CAM charge initially that gradually accelerate over the term of the membership until a company transitions from the program or graduates; this is a standard/best practice in business incubation. License fee assessments facilitate the associated costs of operating and maintaining the property and - for innovation/accelerator members - is a tool to measure progress and assist growth into the commercial market.

Budget Impact:

None; discussion only. However, in terms of budget impact, fees collected by the Surprise Finance Department allow the AZ TechCelerator program to be a generally cost-neutral or self-sustaining budgetary model for the community.

FTE Impact:

No FTE impact is anticipated in this presentation. The AZ TechCelerator is supported by two full-time Economic Development Department employees.

ATTACHMENTS:

1. AZ TechCelerator Work Session _FINAL
2. AZTC Metrics FY2020
3. AZ Tech Trifold Brochure_16.50 x 11.5_BLEEDS
4. AZ TechCelerator Global Concierge Brochure English
5. AZTC Impact Analysis

City Council Work Session

Jeanine Jerkovic, ED Director
Julie Neal, ED Coordinator
August 18, 2020

THE AZ TECHCELERATOR STORY

How Did We Start?

Reuse of Vacant City Property / City Need = “grow our own”

Opened January 2010 / West Valley’s 1st innovation hub

Purpose

Kick-Start Economy, Grow Tech Jobs, Support Startups

Challenges

Budget, Mentorship

Success

400 direct Surprise jobs tracked; self-sustaining program;
Athena Wireless = 1st AZ company acquisition by Google

AZ TechCelerator
Surprise, Arizona

PROGRAMS

Incubator / Accelerator

Startups with focus on technology and innovation and goal of scaling up

Beehive

Home-based and small business

Affiliate

Businesses with intermittent needs

Global Concierge (InBIA certified)

International / non-US based companies

Corporate Location Assistance

Temporary space for Surprise projects

SOFT LANDINGS DESIGNEE
IN BIA

AZ TechCelerator
Surprise, Arizona

HOW IT WORKS

#1

Small Business, Entrepreneur or Startup Applies / Contacts AZTC or EconDev team

#2

Needs & Fit Evaluated & Connections / Data Resources / Mentors Provided

#3

Supported Growth Towards Success (Best Case)…or Help to Pivot or even “Fail Forward”

AZ TechCelerator
Surprise, Arizona

EDUCATION & EVENTS

- Workshops
- Lunch & Learns
- Coffee Talk with an Investor
- Roundtables
- Surprise Youth Entrepreneurship Boot Camp
- Tech the Halls
- Pitch Events

AZ TechCelerator
Surprise, Arizona

WHY AZTC?

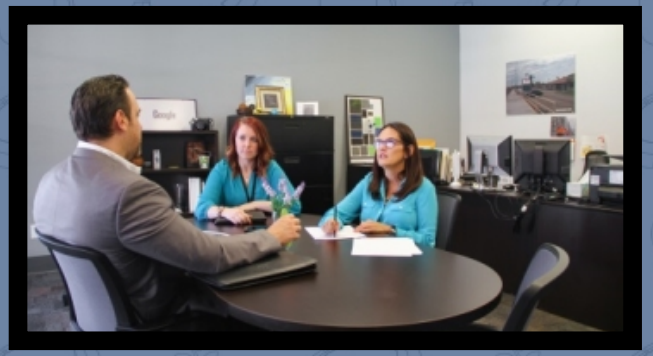
We are Unique, Local
City Owned and Operated

We have the Space & Support Structure
58,800 SF in 4 buildings / blend of City services, Business Mentors, network of Startups at many phases

We Do Not Rent Space
License Agreements / Onsite Fees for Use of Space

We Evolve with Community Needs

We are a City Asset
Both Business Assistance & Recruitment Tool



AZ TechCelerator
Surprise, Arizona

THE ECOSYSTEM

Incubator / Accelerator
- Efficient Thermal
- HealthBotsLab
- IntelleQuest
- Korwave
- MagQu
- Phoenix Overwatch
- ReSuture
- Smiles by Delivery
- Surprise Care
- To My Surprise
- Vascular Imaging Solutions
- VetLink Solutions

Beehive/Affiliate
- Bogush, James
- Care Patrol
- CPR Solutions
- D&E Services AZ, Inc.
- The Deal Shark
- Grocery Bit
- Intelliblast LLC
- Puja Tax Services

Partners
- APS
- AZ Cyber Warfare Range
- AZTC Advisory Committee
- Fraternal Order of Eagles
- HSVC / Workforce
- Launch Team 6352
- Ottawa University
- SCORE
- SBDC

Mentors / Educators
- Arizona Gateway Logistics / export-import
- Arrington Accounting / small business acctg
- Bill Becker / patent consultant
- HR on Demand / HR guidance
- Jessica Weiss / visa law
- NCW Grants / grants
- No Boundaries Marketing / marketing
- SCORE / small business consultant
- Snell & Wilmer / IP law
- Trade in Motion / export-import
- Xpress Tax Services / intl. tax accounting

WHAT'S AHEAD

- Kobargo (program graduate) – ribbon cutting
- Member celebrations (VetLink Solutions)
- Support of medical companies at new CoLab space
- Monthly Tenant Accountability Meetings
- Quarterly Advisory Committee Meetings
- Monthly Marketing Lunch 'n Learn
- Monthly ABC's of Starting Your Business
- Free Virtual Webinar Workshops
  - Grant Writing Workshop 101
  - Getting Ready for Sales
  - Scaling Sales
  - Reopen with Confidence Program

AZ TechCelerator
Surprise, Arizona

QUESTIONS?

AZ TechCelerator

An Innovation Center Operated by the City of Surprise

aztc@surpriseaz.gov

623.222.TECH (8324)

AZTechCelerator.com

Monthly Reporting

Date	AZTC Inquiries	SBA Inquiries	New Members	Events/Meetings/Workshops	Special Events
Jan 2020	7	3	0	Tenant Accountability SCORE - Create Your Power Pitch Marketing 101 SCORE - Understanding the Patent Process Introduction to Liberating Structures	
Feb 2020	6	5	1	Tenant Accountability SCORE - Online Presence SCORE - ABC's of Starting Your Business Quarterly Advisory Committee Meeting Get the Most Out of Facebook	WVIA Pitch Event
Mar 2020	6	5	0	Tenant Accountability	
Apr 2020	4	3	0	meetings cancelled due to COVID 19	
May 2020	4	5	0	Tenant Accountability (virtual)	
2020 TOTALS	**27**	**21**	**1**		

Date	AZTC Inquiries	SBA Inquiries	New Members	Events/Meetings/Workshops	Special Events
Jan 2019	4	4	0	Tenant Accountability SCORE -ABCs of Starting Your Business Quarterly Advisory Committee Meeting	
Feb 2019	3	2	0	Tenant Accountability Social Media for Small Business	
Mar 2019	1	1	3	Tenant Accountability Dominate the Search Engines	
Apr 2019	7	5	0	Investor Coffee Talk Tenant Accountability SCORE - ABC's of Starting Your Business SEM vs. SEO	Eve's Place Art Show / HSCV Event
May 2019	7	4	3	Tenant Accountability Evolutions of Business Websites SBDC - Set Up Your Business for Success Quarterly Advisory Committee	
Jun 2019	8	2	1	Boot Camp - June 3rd - 7th Tenant Accountability Avoid the Summer Blues - Free Mktg Tips 1 Million Cups (presentations by Julie & Kalin)	
Jul 2019	10	3	2	SBDC Workshop - Understanding Investors Blogging Made Simple 1 Million Cups (hosted at AZTC), July 17, 24, 31	
Aug 2019	10	5	0	Tenant Accountability Quarterly Advisory Committee Meeting Preparing Your Marketing for the Holidays	
Sep 2019	7	4	0	Tenant Accountability Reputation/Listing Mgmt Workshop Quick Intro to IP Workshop Grants 2.0 Workshop	
Oct 2019	4	7	1	Tenant Accountability SCORE - ABC's of Starting Your Business Video Marketing for Small Business	AZ Cyber Warfare Range Ribbon Cutting
Nov 2019	3	3	1	Tenant Accountability Amazon.com - how to compete Quarterly Advisory Committee Meeting Coffee Talk with a Lender	Planning & Zoning Committee Meeting Julie - Podcast on AZTC
Dec 2019	3	4	1	Tenant Accountability Creating a Successful Marketing Plan 2020	Tech the Halls AZTC Member Annual Holiday Luncheon
2019 TOTALS	**67**	**44**	**12**		

Partnerships/Mentorships

City of Surprise Human Services & Community Vitality Department

Workforce partnership / onsite Workforce Coordinator position half-funded by Economic Development to serve job seekers with placements in Surprise

Ottawa University

A partnership that provides students with internship and entrepreneurship education opportunities.

Launch Team

The Launch Team 6352 is a West Valley community robotics competition team.

AZ Cyber Warfare Range

Provides free hands-on cyber security training for anyone in Arizona (Veterans, students, public)

Organizational Mentorships

SCORE	Monthly mentoring
SBDC	Business counseling
Fraternal Order of Eagles	Community Service / Veteran and business hosting, assistance

AZTC Mentors:

Julie Arrington	tenant	Small business accounting
Chris Amos	tenant	Marketing
Bill Becker	AZTC onsite meetings	IP Law
Gabriela Castro	tenant	Int'l. business / cross-border trade consulting
Nelly Clotter-Woods	tenant	Grants
Russell Costa	tenant	International accounting/tax
Matthew Grumbling	AZTC onsite meetings	IP Law
Mary Henry	AZTC onsite meetings	HR assistance
Julie Pettit	tenant	Export/import
George Sezemsky	AZTC onsite meetings	Business planning
Jessica Weiss	AZTC onsite meetings	Legal Visa

AZTC Advisory Committee

Julie Arrington	Arrington Accounting
Chet Keizer	Ottawa University
Shelley Bade	Office Evolution
Matthew Grumbling	Snell & Wilmer
Satish Kholay	IDLink

Educational Events & Trainings

Surprise Youth Entrepreneurship Boot Camp

	# Attendees	Winning Team
2014	16	Bull Dog Lockup
2015	16	Bull Dog Café
2016	16	Bull Dog Zen
2017	16	Drive Safe
2018	14	Linked
2019	14	TutorFLY

Tech the Halls Open House

	# Attendees
2016	100
2017	100
2018	100
2019	115

SCORE Monthly mentoring
Quarterly "ABC's of Starting Your Business" workshop

Monthly Marketing Lunch & Learns

* SEM vs. SEO
* Evolutions of Business Websites
* Avoid the Summer Blues - Free Mktg. Tips
* Blogging Made Simple
* Preparing Your Marketing for the Holidays
* Reputation/Listing Mgmt Workshop
* Video Marketing for Small Business
* Amazon.com - how to compete
* Creating a Successful Marketing Plan for 2020
* Marketing 101
* Get the Most Out of Facebook
* Dominate the Search Engines

Quarterly Coffee Talk with an Investor

Chris Flowers
Dan Schulz
James Goulka
Ruminder Dillon
Dan Shirk
Satish Kholay

SBDC Business Counseling
Workshops

SBA Boots to Business - "reboot" program through the SBA for Veterans

Miscellaneous Business Educational Workshops

HR
Accounting
Grant Writing
Intellectual Property
Intro to Liberating Structures
Improv for Business

Startup Weekend August 2018 - 31 attendees

WVIA Pitch Event February 26, 2020 - Ron Babich - 40 attendees

Start-Up 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.

AZTC Member Employee Count

Current Tenants	# of Employees
Arrington Accounting	6
AZ Gateway Logistics	1
Care Patrol	2
IntelleQuest	1
Korwave	2
MagQu	2
Phoenix Overwatch	3
ReSuture	2
Smiles by Delivery	12
Surprise Care	1
To My Surprise	7
Vascular Imaging Solutions	9
VetLink Solutions	5
TOTAL	**53**

Surprise Graduate Company	# Employees at Graduation
Athena Wireless (Google acquisition)	17
DTB Inmigrante	1
Kobargo	5
MD24	70
Nova Mesa Computer Systems	5
TOTAL	**98**

Surprise AZTC Location Assist	# Employees at Completion
Central Garden & Pet	10
Cobalt Medical	50
Destiny Springs	38
Gestamp	25
IRIS USA	75
RioGlass Solar	25
Uptown Alley	25
TOTAL	**248**

West Valley Regional Graduates	# Employees at Graduation
ABD	15
Deutsch Dental	3
Lectric Longboards	2
Vehicle Reversing Systems	6
TOTAL	**26**

AZTC Members

Name/Company	Member Type tenant/beehive/ affiliate	Year(s)	Special Note(s)
Athena Wireless / Google	Tenant	2009-2017	aquired by Google
Axolotl Biologix	Affiliate	2017-2018	
Better Battery Systems	Tenant	2018-2019	
BizConnect 360	Tenant	2013-2014	
Bizdez Gazette (aka ABD Signs)	Tenant	2010-2016	graduated to commercial
Bloodleaf Studios	Tenant	2013-2014	
Bluebox Moving	Affiliate / Tenant	2017-2019	
Cash Flights Media	Tenant / Affiliate	2011-2014	
CEA Solar	Tenant	2011-2013	
Central Garden & Pet	Tenant	2018	graduated to commercial
Chan, Rose	Beehive	2018-2019	
Chilled Solar	Tenant / Affiliate	2011-2016	
Cobalt Medical Partners	Tenant	2014-2015	graduated to commercial
Davis, Chrys	Beehive	2016-2017	
Dempsey, Chris	Beehive	2017-2018	
Dental Technology Institute	Tenant	2012-2017	
Destiny Springs	Tenant	2017-2019	graduated to commercial
Deutsch Dental	Tenant	2013-2019	graduated to commercial
DTB Inmigrante	Beehive	2018-2019	graduated to commercial
eCAB	Affiliate	2018-2019	
Energy Master	Tenant	2010-2012	
Exco USA	Affiliate	2019	global concierge
EZ Courses	Affiliate	2013-2014	
FNF Construction	Tenant	2014-2015	
GEStamp Solar Steel	Tenant	2011-2012	graduated to commercial
Glymt, Inc.	Affiliate	2016-2017	global concierge
Grumbling, Matthew	Tenant	2019	Advisory Committee Member
Hassle Free Technologies	Affiliate	2018-2019	
Hildeez	Tenant	2011-2019	
I2G Technology	Beehive	2018-2020	
iHealth	Tenant	2017-2018	
ITE Knowledgies	Tenant	2015-2019	
JE Hamilton & Associates	Affiliate	2017-2018	
Kingdom Come Developers	Beehive	2018-2019	

Name/Company	Member Type tenant/beehive/ affiliate	Year(s)	Special Note(s)
Kobargo	Tenant	2015-2019	graduated to commercial
Kogi Technologies	Tenant	2010-2012	
Kuhn Jr., TJ	Beehive	2017-2018	
Leadership Changers	Beehive	2019-2020	
Lectric Longboards	Tenant	2016-2019	graduated to commercial
Markham Contracting	Tenant	2010-2011	
MD24	Tenant / Affiliate	2010-2017	graduated to commercial
Medi Treatment Center	Tenant	2011	
Meditar	Affiliate	2018-2019	global concierge
Michael Meiko Cosmetics	Tenant	2010-2013	
Mira Bella Energy	Affiliate	2015-2016	
Mr. B Electrified	Tenant	2011-2013	
My Accountant on Call	Tenant	2016-2017	
My Freedom Shopper	Affiliate	2017-2018	
My Harvest America	Affiliate / Tenant	2010-2014	
Naked Beans	Affiliate	2011-2012	
Nesbitt Contracting	Tenant	2013-2014	
Nova Mesa Computer Systems	Tenant	2011-2014	graduated to commercial
One Life Campus Solutions	Affiliate	2018-2019	
Ottawa University	Affiliate	2018-2019	partnership
Patterson, William & Gaylia Young	Beehive	2017-2018	
Philanthropy Team, The (animal shelter)	Tenant	2010-2015	aka Animal Shelter Fundraising
Pocket Full of Knowledge	Tenant	2010-2011	
Prentice Worx	Beehive	2017-2018	
Private Label Revenue Group	Tenant	2013-2016	
Qaddoumi, Mohammed	Affiliate	2017-2018	global concierge
Red Carrot Design	Beehive	2019-2020	
Rioglass Solar	Tenant	2011-2012	graduated to commercial
Sassi Stones	Tenant	2015-2017	
Satic AZ	Tenant	2011-2012	
Sounds Familiar	Beehive	2017-2018	
Super Smoodies Corp	Affiliate	2018-2019	
Talk Your Game	Tenant	2012-2014	
Torque Trends	Affiliate	2016-2017	
Tribyl	Beehive	2019-2019	
True UC Solutions	Tenant	2014-2015	

Name/Company	Member Type tenant/beehive/ affiliate	Year(s)	Special Note(s)
Udelv	Tenant	2019	
Uptown Alley	temp access	2012	graduated to commercial
VALT.X Cyber Security	Affiliate	2016-2017	global concierge
Vehicle Reversing Systems	Tenant	2010-2012	graduated to commercial
Vortex Ground School	Tenant	2016-2017	
W8TER.com	Tenant	2009-2010	
White Tank Audio Video	Affiliate	2014-2015	
Arizona Gateway Logistics	Tenant	current	mentor
Arrington Accounting	Tenant	current	mentor / Advisory Committee Member
AZ Cyber Warfare Range	Tenant	current	educational partner
Bogush, James	Beehive	current	
Care Patrol	Beehive	current	
City of Surprise Resource Center	Tenant	current	
CPR Solutions	Beehive	current	
D&E Services AZ, Inc.	Beehive	current	
Efficient Thermal Energy	Tenant	current	
Fraternal Order of Eagles	Tenant	current	
Grocery Bit	Affiliate	current	
Gaballa, Dr., dba HealthBotsLab	Tenant	current	
IntelleQuest	Tenant	current	
IntelliBlast, LLC	Beehive	current	
Korwave	Tenant	current	
MagQu	Tenant	current	global concierge
MeOnABike	Tenant	current	
NCW Grants	Tenant	current	mentor
No Boundaries Marketing	Tenant	current	mentor
Phoenix Overwatch	Tenant	current	
Puja Tax Services	Affiliate	current	
ReSuture	Tenant	current	
Smiles by Delivery	Tenant	current	
Surprise Care	Tenant	current	
Thedealshark dba About Ruby.com	Affiliate	current	
To My Surprise Shuttle	Tenant	current	
Trade in Motion	Affiliate	current	mentor
Vascular Imaging Solutions	Tenant	current	

Name/Company	Member Type tenant/beehive/ affiliate	Year(s)	Special Note(s)
VetLink Solutions	Tenant	current	
Xpress Tax Services	Tenant	current	mentor

NOT JUST A WORKSPACE, A COLLABORATION PLACE.

A space where you can share your thoughts, collaborate with a community of entrepreneurs, and learn from one another over coffee...lots of coffee.

AZ Tech**Celerator**

An Innovation Center Operated by the City of Surprise

SCHEDULE YOUR TOUR TODAY!
623.222.TECH (8324)

12425 W. BELL ROAD, SURPRISE, AZ 85378
AZTC@SURPRISEAZ.GOV

AZTECHCELERATOR.COM

REV: 5-2018 (MS)

AZ Tech**Celerator**

EMPOWERING | EMERGING | ENTREPRENEURS

INNOVATION. TECHNOLOGY. ENTREPRENEURSHIP.

Incubate your business at our 60,000 square foot Innovation Center in the growing city of Surprise, Arizona. Our business incubator program is designed to accommodate the needs of your growing business by providing you with mentors, training, affordable space, and a multitude of resources custom tailored for your entrepreneurship venture.

Use our facility to transform your ideas and amplify your impact on the rapidly growing world of technological innovation. The **AZ TechCelerator** is your space; your place, to cultivate success through community, collaboration and coaching from reputable business professionals.

ADDITIONAL PROGRAMS

AFFILIATE MEMBERSHIP

Take advantage

Of our programs without committing to a designated space. You'll benefit from our business address, conference rooms, community meetings, educational workshops and more as an Affiliate Member.

Our acceleration space is designed to help you expand at your own pace.

BEEHIVE COWORKING SPACE

Change your scenery

From your work-from-home office to your leased desk in our 24/7 coworking center featuring Wi-Fi, conference rooms, printing/copying resources, educational workshops, and full kitchen access. The Beehive is abuzz with entrepreneurs sharing ideas in a space designed for origination and collaboration.

CONCIERGE SERVICES

Erase borders

And receive assistance with international patents, work visas, local business licenses, incorporating in the U.S., and more as part of our Global Concierge Service. Use our contacts in the Arizona market and obtain the resources your business needs to expand into the United States. This is definitely a benefit you cannot leave home without.

INBIA CERTIFICATION

Designated by the *International Business Innovation Association* as an official 'Soft Landing' program; 1 of 31 incubators in 8 different countries worldwide.

GLOBAL CONCIERCE SERVICES

AZ TechCelerator | Surprise, Arizona

SURPRISE ARIZONA

THERE'S A SURPRISE WAITING FOR YOU IN ARIZONA

Surprise, Arizona is the most affordable, least complicated way of starting a business in the United States, as easy as 1-2-3:

1. **START IN SURPRISE**, Arizona at the AZ TechCelerator, a business incubator located in one of the safest, fast-growing communities in the United States. We can help you incorporate, get a local business license, and get you started in an office with low fees and no obligations.

2. **GROW IN ARIZONA**, the most business-friendly state in the United States.

3. **EXPAND IN THE USA**, the most stable commercial market in the world.

NOTABLE ACHIEVEMENTS:

INBIA SOFT LANDINGS DESIGNEE

INBIA Soft Landings Designation

INTERNATIONAL ECONOMIC DEVELOPMENT COUNCIL

IEDC Bronze Award Entrepreneurship

WHAT IS THE AZ TECHCELERATOR?

- Innovation Based Start-Up Businesses
- Started in 2009
- 60,000 Square Feet
- 12425 W. Bell Road
- Mentorship Programs
- Furnished Office Space

GLOBAL CONCIERGE SERVICES:

We have extensive internationally knowledgeable contacts in the Arizona market to assist any company to receive the support services they need to start-up in the USA using a secure, government-owned office space at the AZ TechCelerator in Surprise, Arizona.

These may include:

- Translation Services
- Visa Support
- Cultural Training
- Business Training and Coaching
- Legal/ Regulatory/ Approvals/ Product Certification
- Relocation Assistance
- Business Office Space
- Business License Support
- University Partnerships
- Other Services, as Requested

REGIONAL MARKET

AZ TechCelerator | Surprise, Arizona

SURPRISE SNAPSHOT:

Population: 132,677

Median Household Income: $59,916

Per Capita Income: $26,013

Median House Value: $132,800

Source: U.S. Census ACS

WE ARE LOCAL, WE ARE GLOBAL, WE ARE SUSTAINABLE

Surprise will aim to enhance local character while maintaining a global vision for best practices when targeting projects that create an improved quality of life, jobs and a sustainable environment.

ABOUT THE SURPRISE REGIONAL MARKET:

- Regional Population of 4.2 Million People Expected to Rise to 6.9 Million Over the Next 20 Years
- Gross Domestic Product (GDP) of Greater Phoenix Recently Measured $173 Billion, Ranking it 16th Among Metropolitan Areas in the U.S.
- Surprise is 30 Miles (48 km) from Phoenix Sky Harbor International,the 6th Busiest Airport in the Country and Serves More than 40 Million Passengers Annually (1,200 Daily Flights)
- Home to Major Colleges and Universities Including Arizona State University (ASU), University of Arizona (U of A), Thunderbird School of Global Management and Maricopa Community Colleges (MCC)

Greater Phoenix Economic Council
Greater Together

AZTC Impact Analysis

July 2020

Impact Analysis

Overview

The City of Surprise has requested an analysis of AZTC's impact over the past 10 years to demonstrate the economic value the company generated in the city.

Based on the assumptions outlined below, AZTC generated an estimated $1.7 million in direct tax revenues and an additional $239,609 in indirect tax revenues for a total of $2.0 million in tax revenue to the City of Surprise over a 10-year period.

In 10 years this company directly created an estimated $58.2 million of personal income, plus an additional $17.5 million in indirect personal income for a total of $75.7 million. Over a 10-year period AZTC created $187.7 million in economic output, with $127.9 million in direct economic output, and $59.8 million in indirect output.

Assumptions

Total Employment at the end of 2020: 53 jobs

Total Square Feet of Property: 40,000

Industry: Software Publishers

Average Annual Wage: $89,430

Total Real Property Investment: $850,000 (0% Real Property Tax)

Total Personal Property Investment: $0

Additional Direct Revenue: $135,000 from fees added to direct revenue for each year

10-Year Economic Impact to City of Surprise

Impact	Jobs	Personal Income	Economic Output	Revenues
Direct	53	$58,181,180	$127,906,720	$1,732,754
Indirect	37	$17,478,419	$59,771,193	$239,609
Total	**90**	**$75,659,599**	**$187,677,913**	**$1,972,363**

Direct Revenue and Economic Impact

Year	Jobs	Personal Income	Output	Revenues
2011	50	$4,278,028	$9,404,906	$162,130
2012	58	$4,962,512	$10,909,691	$166,175
2013	65	$5,561,436	$12,226,378	$169,715
2014	98	$8,384,935	$18,433,615	$186,399
2015	121	$10,352,828	$22,759,872	$210,053
2016	33	$2,823,498	$6,207,238	$153,534
2017	60	$5,133,634	$11,285,887	$167,187
2018	77	$6,588,163	$14,483,555	$184,199
2019	65	$5,561,436	$12,226,378	$169,715
2020	53	$4,534,710	$9,969,200	$163,647
Total	**53**	**$58,181,180**	**$127,906,720**	**$1,732,754**

Indirect Revenue and Economic Impact

Year	Jobs	Personal Income	Output	Revenues
2011	35	$1,285,178	$4,394,941	$17,619
2012	40	$1,490,806	$5,098,131	$20,438
2013	45	$1,670,731	$5,713,423	$22,904
2014	68	$2,518,949	$8,614,084	$34,532
2015	84	$3,110,131	$10,635,756	$42,636
2016	23	$848,218	$2,900,661	$11,628
2017	42	$1,542,213	$5,273,929	$21,142
2018	53	$1,979,174	$6,768,208	$27,131
2019	45	$1,670,731	$5,713,423	$22,904
2020	37	$1,362,288	$4,658,637	$18,675
Total	**37**	**$17,478,419**	**$59,771,193**	**$239,609**

Total Revenue and Economic Impact

Year	Jobs	Personal Income	Output	Revenues
2011	85	$5,563,206	$13,799,847	$179,749
2012	98	$6,453,318	$16,007,822	$186,613
2013	110	$7,232,167	$17,939,801	$192,619
2014	166	$10,903,884	$27,047,699	$220,931
2015	205	$13,462,959	$33,395,628	$252,689
2016	56	$3,671,716	$9,107,899	$165,162
2017	102	$6,675,847	$16,559,816	$188,329
2018	130	$8,567,337	$21,251,763	$211,330
2019	110	$7,232,167	$17,939,801	$192,619
2020	90	$5,896,998	$14,627,837	$182,322
Total	**90**	**$75,659,599**	**$187,677,913**	**$1,972,363**

Impact Analysis

About GPEC Economic Impact Model

The Greater Phoenix impact model calculates economic and revenue impacts of new business in the region. The underlying theory behind this regional model is that all communities benefit when a new business locates in the region, both in terms of employed residents and new revenues. The purpose of the model is to show how this distribution of economic benefits may occur.

Economic Impact

The impact model uses county-level multipliers from the Minnesota IMPLAN Group for Maricopa County to calculate direct and indirect impact on specific communities in the Greater Phoenix region. The model also calculates economic impact to the county and state economies in terms of new jobs, output, and revenue generated. In addition to jobs, new businesses create new consumer spending throughout. The payroll from the new businesses can be converted into effective buying income. On a regional basis, effective buying income is distributed across retail and service categories based on spending patterns from the Bureau of Labor Statistics.

Revenue Impact

Direct revenue impacts include revenues generated directly by the businesses, based on project information such as real property values, employment, direct sales, and local and nonlocal purchases. Additional revenues generated by related supplier and consumer jobs, and supported residents are included in the indirect and total impact results. All revenue projections are in current dollars.

Disclaimer

The results from this analysis suggest only one possible scenario based on given project parameters and assumptions, and do not exclude other development possibilities under different assumptions. The economic impact model serves as a tool for basic quantitative evaluations for economic development projects. The results are based on the current economic structure of the communities, and current tax rates. The results of the model are order-of-magnitude estimates and are intended only as a general guide as to show how businesses and development projects may impact the region.

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Greater Phoenix Economic Council