

TOWN OF FOUNTAIN HILLS

Economic Development First Quarter Update

Presented by: Amanda Jacobs, Economic Development
Director



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Business Attraction

- Atticus Books and Music
- Honor Health Primary Care
- TDC Financial
- Veeta's Vegan

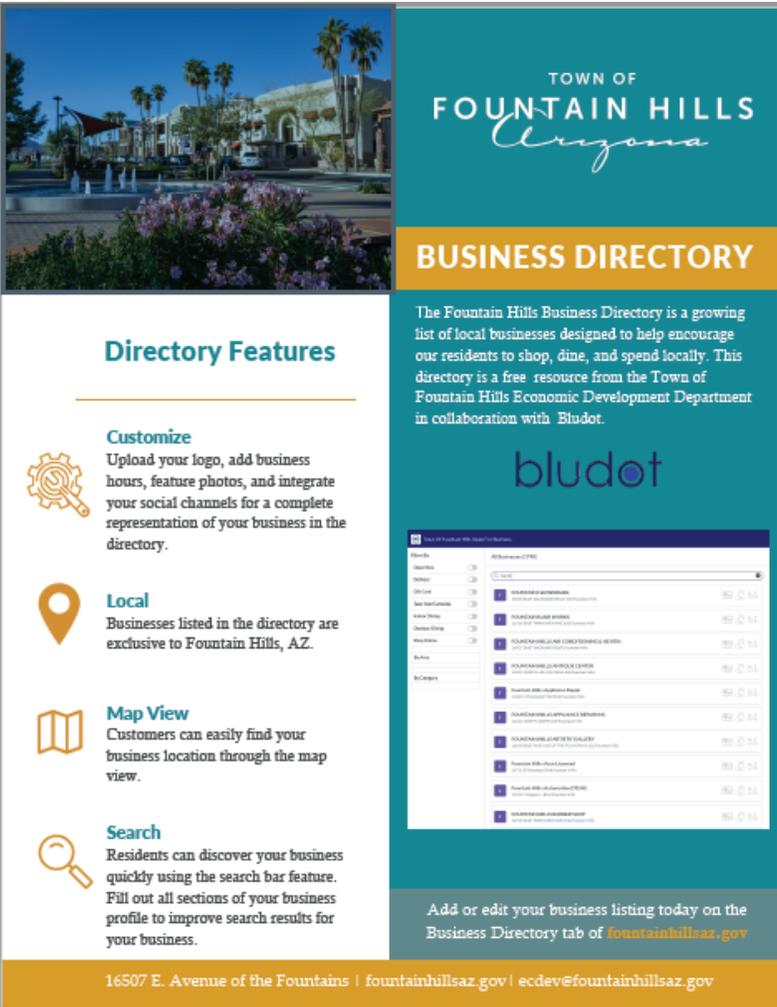




Business Attraction

- Dutch Bros. (Coming Soon)
- Manny's at Park Place (Coming Soon)
- Spacefit (Coming Soon)





TOWN OF FOUNTAIN HILLS Arizona

BUSINESS DIRECTORY

The Fountain Hills Business Directory is a growing list of local businesses designed to help encourage our residents to shop, dine, and spend locally. This directory is a free resource from the Town of Fountain Hills Economic Development Department in collaboration with Bludot.

bludot

Directory Features

- Customize**
Upload your logo, add business hours, feature photos, and integrate your social channels for a complete representation of your business in the directory.
- Local**
Businesses listed in the directory are exclusive to Fountain Hills, AZ.
- Map View**
Customers can easily find your business location through the map view.
- Search**
Residents can discover your business quickly using the search bar feature. Fill out all sections of your business profile to improve search results for your business.

16507 E. Avenue of the Fountains | fountainhillsaz.gov | ecdev@fountainhillsaz.gov

Business Retention and Expansion

- BehaviorAlly
 - Relocated from BizHub to Ave of the Fountains
 - 840 sq ft to 2,420 sq ft
 - Increased employees
- Business Retention and Expansion
- Bludot Open/Business Directory
- Downtown



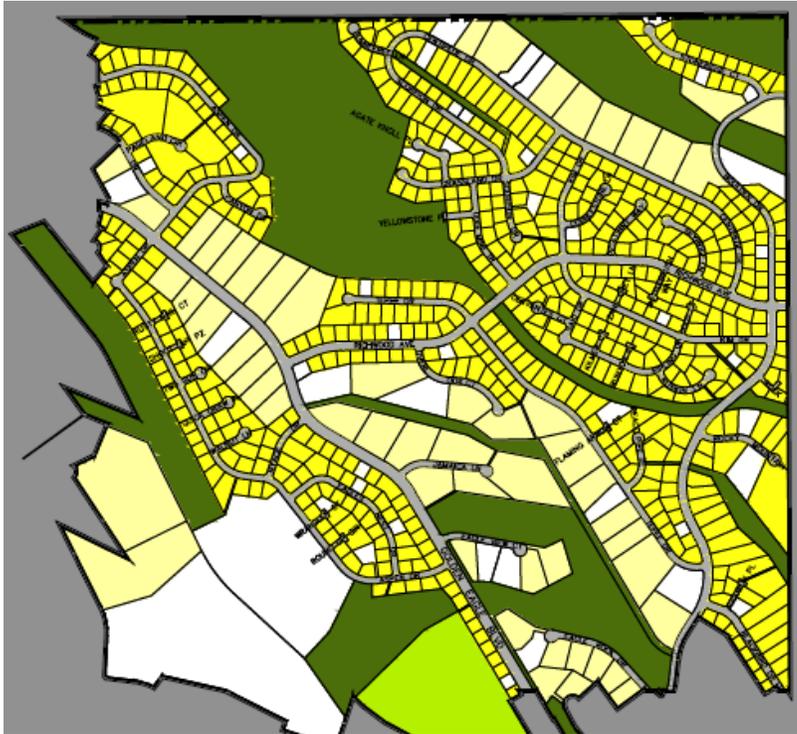


Apartment Occupancy Rate

Apartment	Occupancy Rate
Gunsight	0%
Casa Del Lago	52%
Four Peaks Vista Condos	65%
Havenly at Fountain Hills	76% occupied/92.8% leased
Luna at Fountain Hills	93%
Park Place at Fountain Hills	94%



Vacant Land Available



Category	Vacant Acres	Vacancy Rate
Residential	1,814	14.7%
Commercial	58	1.8%
Industrial	3	0.02%
Lodging	44	0.3%

Source: Fountain Hills GIS



Vacancy Rate – Existing Buildings

Category	Vacancy Rate
Commercial	9.0%
Office	17.2%
Industrial	1.0%
Retail	5.4%

Source: CoStar





AOT Prop 302 Grants – FY22/23

- Estimate: \$67,682
- Rollover: \$17,782
- Project Elements
 - Canadian Magazine Print Ads
 - Experience Fountain Hills Website
 - Visitors Guide





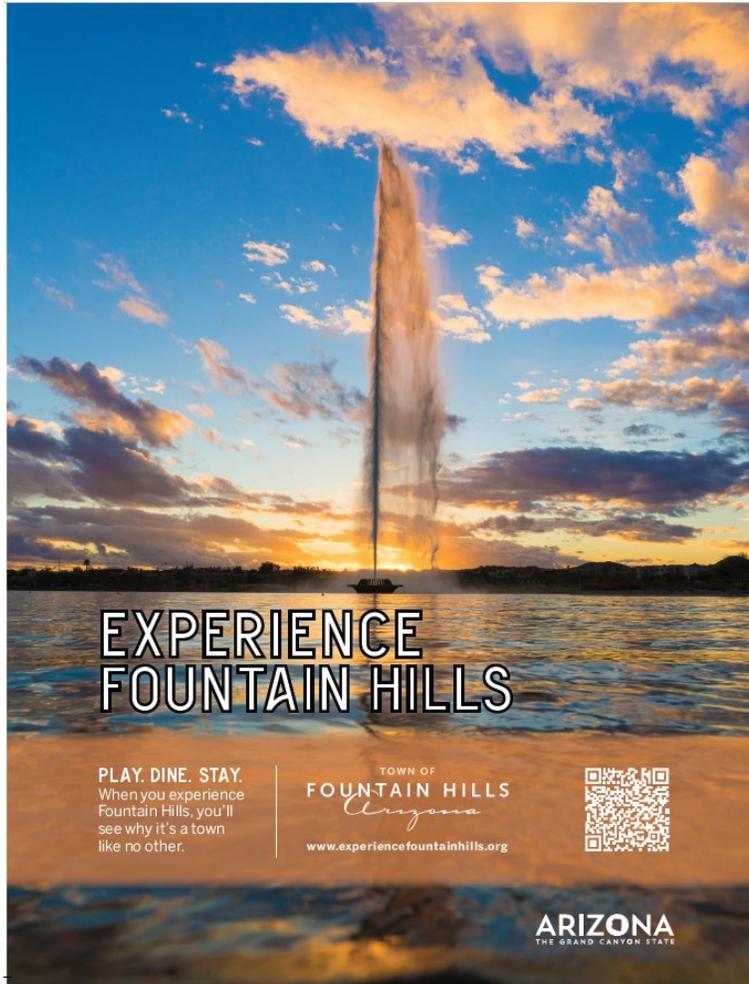
AOT VAI Grants

- Outdoor Revitalization Grant
 - Centennial Pavilion (not awarded)
- Partnership Grant
 - Irish Fest (staff denied award)
- Marketing Grant
 - Awarded \$230,000



AOT VAI Grants - Marketing

- Billboards
- Broadcast & Digital Marketing
- Experience Fountain Hills website
 - Itinerary Pages
- Phoenix Magazine
- Public Relations





Branding

- Community Branding Project
 - 3 Focus Groups
 - 700+ survey responses
 - Tentative Council Meeting: January 17, 2023

ARIZONA

THE GRAND CANYON STATE



THE FOUNTAIN HILLS
TIMES



Partnerships

- Arizona Business Advisors
- Arizona Office of Tourism
- Fountain Hills Chamber of Commerce
- Fountain Hills Times
- Greater Phoenix Economic Council



Tourism

- Hotel Occupancy: 62%
- Experience Fountain Hills Website
 - 13,234 unique visits (-17.6%)
 - Top 5 Cities
 - Mesa
 - Scottsdale
 - Phoenix
 - Los Angeles
 - Omaha



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Questions?



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