

TOWN OF FOUNTAIN HILLS

Economic Development Second Quarter Update

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Director



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Business Attraction

- New Openings
 - CBD Store P39
 - Manny's Park Place

- Coming Soon
 - Dutch Bros. (Coming Soon)
 - Motor Vault (Coming Soon)
 - Coffee Roasters (Coming Soon)





Business Retention and Expansion

- Business Retention and Expansion Program
- Downtown





Apartment Occupancy Rate

Apartment	Occupancy Rate
Gunsight	75%
Casa Del Lago	87%
Four Peaks Vista Condos	75%
Havenly at Fountain Hills	90% occupied/92.5% leased
Luna at Fountain Hills	94%
Park Place at Fountain Hills	91%



Vacancy Rate – Existing Buildings

Category	Vacancy Rate	Vacancy Rate
Office	13.8%	47.2%
Industrial	1.0%	10.3%
Retail	5.3%	16.2%

Source: CoStar

Source: CoStar/Staff





Economic Summit

- Creation of Community Economic Development Strategy
- Community Engagement

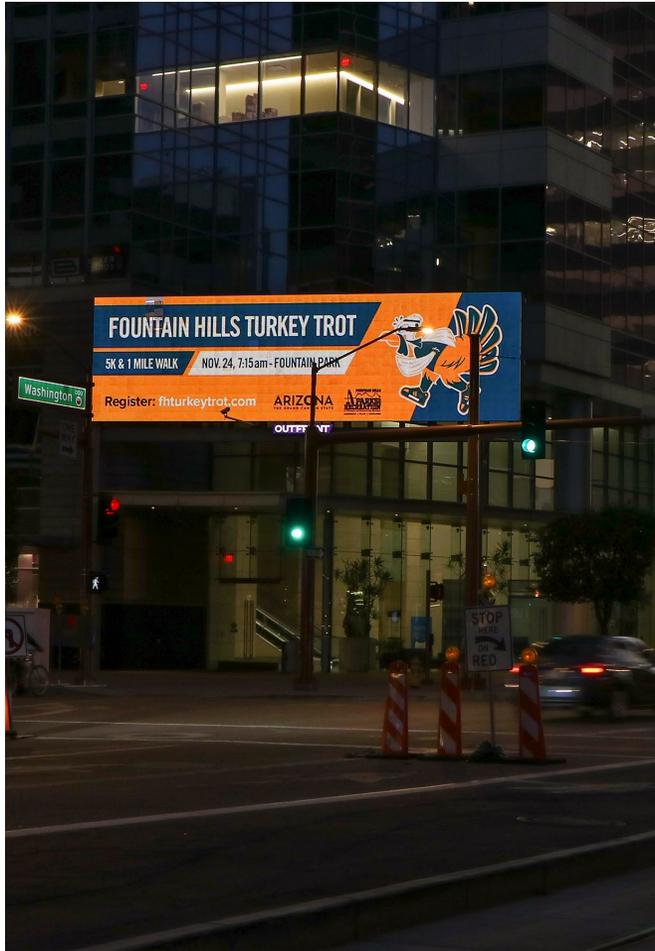




AOT Prop 302 Grants

- New Visitor's Guide
 - Dark Sky
 - Live Music
 - Meetings/Conventions
 - Top 10 Things to Do
- Tourism Video
- Website
 - Blogging





AOT VAI Grants - Marketing

- Billboards
- Broadcast and Digital Marketing
 - PBS
 - NPR
- Experience Fountain Hills website
 - Itinerary Pages
- Phoenix Magazine
- Public Relations





AOT VAI Grants – Marketing Fountain Hills Fall Festival

- Investment: \$15,000
- Photography



ARIZONA

THE GRAND CANYON STATE



Partnerships

- Arizona Business Advisors
- Fountain Hills Chamber of Commerce
- Greater Phoenix Economic Council
- Salt River Pima – Maricopa Indian Community
 - Discover Salt River



Tourism

- Hotel Occupancy: 62%
- Social Media: 25%
- Experience Fountain Hills Website
 - 20,914 unique visits (75% increase)
 - Top 5 Cities
 - Phoenix
 - Scottsdale
 - Los Angeles
 - Mesa
 - Omaha



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Questions?



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