

TOWN OF FOUNTAIN HILLS

Economic Development Fourth Quarter Update

Presented by: Amanda Jacobs, Economic Development
Director



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Business Attraction

- Chill Boutique
- Estate Interiors
- Property Owner/Commercial Broker Connections

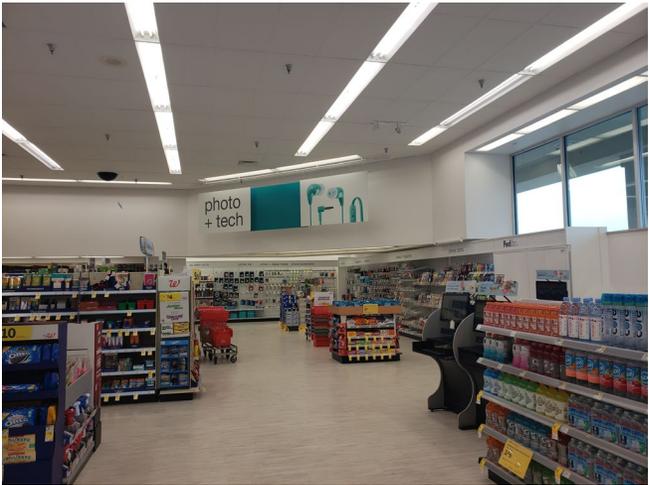




Business Attraction

- Dutch Bros. (Coming Soon)
- Manny's at Park Place (Coming Soon)
- Spacefit (Coming Soon)
- Veeta's Vegan (Soft Opening – Sep 7)
- The Macilyn Method (Coming Soon)





Business Retention and Expansion

- Business Retention and Expansion Program
 - Partnership with FH Chamber of Commerce
 - Fountain Hills Medical Center and 24/7 ER
- Investments
 - Discount Tire
 - Walgreens





Non-Profit Grant Program

- Deadline: January 24 – April 29, 2022
- 35 Grants Awarded





AOT Prop 302 Grants – FY21/22

- Estimate: \$16,910
- Actual: \$31,751
- Project Elements
 - Print Placement
 - Visitor's Guide
 - Video @ Phx Mesa Gateway

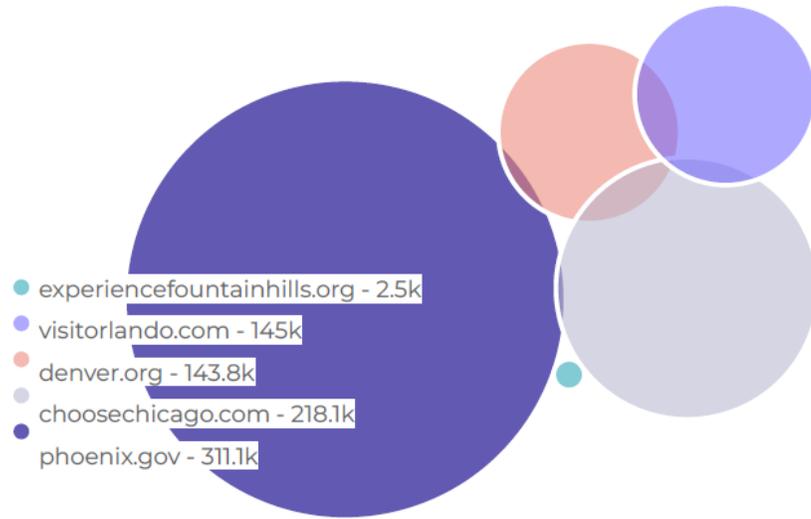


AOT VAI Grants – FY21/22

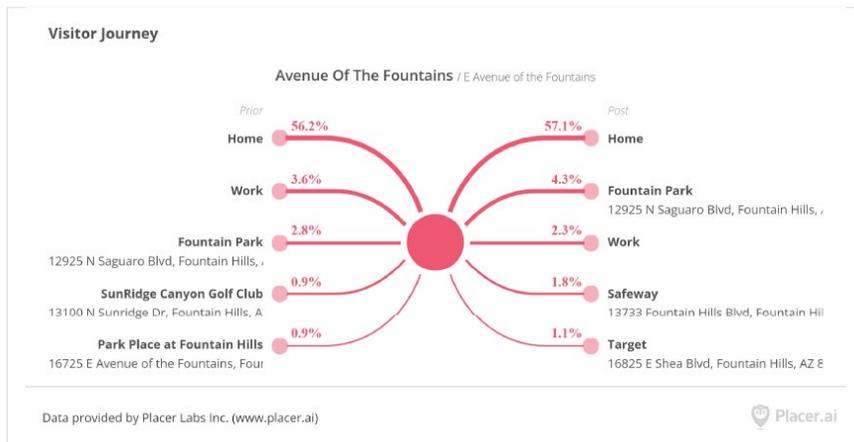
- Actual: \$9k (Partnership)
- Actual: \$10k (Marketing)
- Project Elements
 - Marketing
 - Community Center Video
 - Language Translator – Experience Website
 - Partnership
 - Music Fest Expansion



AOT Prop 302 Grants – FY22/23



- Estimate: \$67,682
- Project Elements
 - Print Placement
 - Visitor's Guide/Dining Guide
 - Digital Marketing
 - Tourism Video
 - Visitor Analysis



Fort McDowell Yavapai Nation Grant – FY21/22



- Actual: \$10,000
- Project Elements:
 - Print Placements

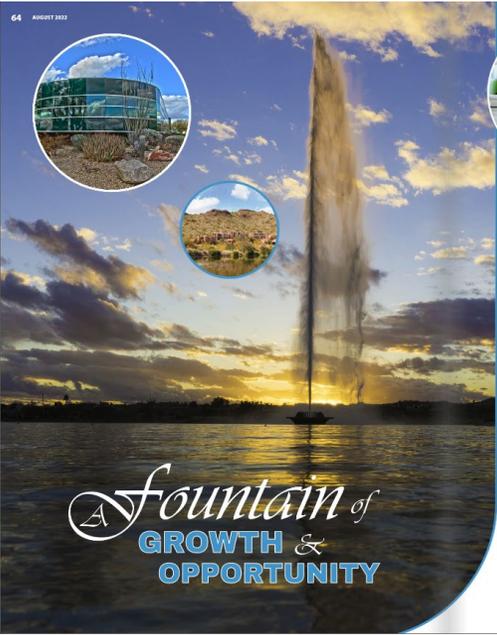




Salt River Pima –Maricopa Indian Community – FY21/22

- Actual: \$30,000
- Project Elements:
 - Music Fest Promotion
 - Scoreboard Advertising





The Town of Fountain Hills is a master-planned community in Arizona that should be on everyone's radar. For a small town with a population of 24,000 (and growing), it offers an unmatched way of life and great economic potential to those who've made their way here.

Written by Jessica Ferlino

Fountain Hills is part of the Greater Phoenix Metropolitan Area. An unmissable "small-town" vibe is in the air, yet close by are the services and amenities of a big city.

Located where the McDowell Mountains meet the Sonoran Desert, the town is blessed with an abundance of picturesque views and a lifestyle in harmony with these natural endowments.

Economic Development Director Amanda Jacobs explains that people of all ages are attracted to Fountain Hills for its "highly rated golf courses, exceptional road and mountain biking, beautiful weather, trails for hiking, nearby lakes, and a more welcoming area. It's a lifestyle located ten minutes from a large metropolitan area."

A local point in the community is its nomenclature. Fountain, a word which denoted a spring. Custer blood is laid out the town. The fountain can gush to a remarkable 560 feet, making it the fourth highest in the world (though at the time of its construction in the 1970s it was 575).

Strategic growth

Since Fountain Hills is geographically landlocked, growth and development has been intentional and purposeful from the beginning, an effort to be. The town has been sensitively developed with a strong focus on sustainability, optimal land use, and a commitment to putting in place the services and amenities for a specific quality of life.

However, despite the town being landlocked, Jacobs explains that there is still ample room to grow in Fountain Hills.

"There are several vacant land opportunities, as well as opportunities for expansion within existing buildings. The town is open to working with developers and property owners to drive growth through development agreements and flexible zoning."

And growth is breeding more growth. For instance, the addition of new apartment and condominium complexes is making it easier to support existing businesses with expansion plans and for companies to attract talent, as

Advertising

- Business in Focus AZ Feature
- Readership
 - Canada: 176,300
 - USA: 291,900

Small, but mighty

While being small can be a disadvantage, this is certainly not evident in Fountain Hills. Being small has afforded it a unique pathway to growth—the very reason David Bach, president of Bankers Alliance, believes the town is optimal for his operation.

"Bankers Alliance is a very tight-knit organization, which really mirrors the type of community Fountain Hills is," says Bach. "Being such a small community can really help businesses thrive because we have to support local businesses. There is easy access to collaborative team environments all around our town."

For these reasons, and more, Jacobs notes that Fountain Hills is especially appealing to "young entrepreneurs and start-up companies who want to live, work, and play in a small, affluent town."

More than half of the town's population holds a bachelor's degree or higher and the median household income is \$85,000. And as the economy grows, so do the opportunities for growth and prosperity.



Strengthening the community

To maintain the quality of life that residents of Fountain Hills have come to crave, there has been a focus on service provision, and to facilitate the delivery of exceptional healthcare for the community.

Fountain Hills Medical Center (FHMC) and Emergency Room is the only physician-operated 24-hour freestanding emergency department in the town. Prior to its arrival, the community was without a full-service emergency room.

Dr. Miki Phumra, President of FHMC, notes, "Before FHMC was built, it was taking some residents more than 30 minutes to get to an emergency room. When an emergency arises, the less time it takes to get care, the better the outcome will be."

"Fountain Hills is especially appealing to 'young entrepreneurs and start-up companies who want to live, work, and play in a small, affluent town.'"

The facility offers up to 24-hour medical observation beds/rooms, 24-hour imaging services, lab and medication services, as well as primary and urgent care for adults and children in the area. Just a year after its opening, expansion plans are underway with phase two of the facility expected to be operational early next year.

The expansion will include 15 inpatient beds, catheter and special procedure lab, two operating rooms, subspecialty clinic, space expanded laboratory services, MRI capabilities, nuclear medicine, and sleep testing. The facility will also begin accepting ambulances upon completion.

"We are so thankful to be a part of this wonderful community and to offer superior medical care close to home. The facility has had between 5000 and 10,000 patient encounters since opening," Dr. Phumra says.



Growing economy

Healthcare isn't the only sector experiencing growth in Fountain Hills. One of the strongest economic drivers is the vibrant entrepreneurial spirit and the continued success of local startups.

A shining example of this in action is PROCO Subsea Hoistings, which began as an idea conceived in a garage office. This subsea engineering consultancy, which specializes in submersible pressure vessels, instrumentation housings, junction boxes, underwater camera housings, underwater housings, subsea hoistings, pressure relief valves, and other subsea enclosures and accessories, is now based in the town's industrial area and continues to grow.

Growth like this is spurring local leaders like Jacobs to consider expansions that could support existing operations like PROCO, including expansion and other supply chain solutions, and zoning changes to make way for that growth.

There's also a commitment to zoning where necessary to accommodate new growth. The effort to ensure that there's consistently available land for industrial, commercial and residential development is always a priority, as is maintaining the balance between growth and sustainability. ■



- CSA News
- Readership: 110,000
- Shop Local 8-Week Campaign
- Partnership with Chamber & FH Times



Marketing

- Community Branding Project
 - Businesses
 - Residents
 - Visitors
- Downtown Street Banners
- Social Media Channels





Partnerships

- Arizona Commerce Authority
- Canada Arizona Business Council
- Greater Phoenix Economic Council
- Salt River Pima – Maricopa Indian Community
 - Discover Salt River





Tourism

- 36,720 unique page views
- “Stay Fountain Hills” Summer Social Media Campaign
 - 8 weeks
 - Reach: 13,000
 - Engagement: 8,000



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Questions?



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