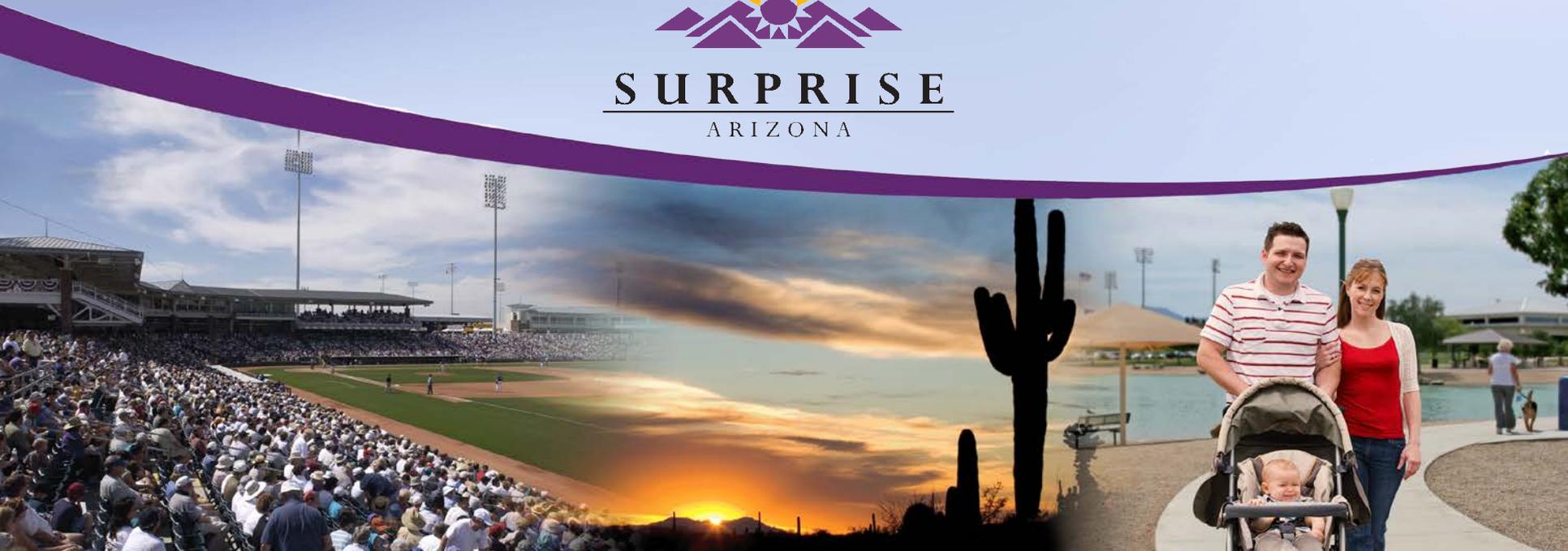


A Surprise for Canada in Arizona

Rick Buss Assistant City Manager

Jeanine Jerkovic Economic Development Director

Maricopa Association of Governments
October 6, 2015



Overview of Surprise



Surprise, AZ

Founded in 1938

Land Area: 108 square miles

Planning Area: 309 square miles

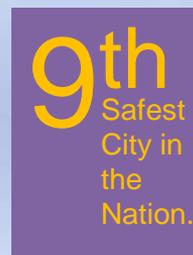
Elevation: 1,178 ft.

Demographics:

Population: 124,000

Median Household Income: \$60,000

Median Age: 36.8



Surprise Development Areas



Emerging Economic Engines

- ✓ Prasada Automall
- ✓ Spring Training Facility
- ✓ AZ TechCelerator
- ✓ Multiple International Headquarters and Businesses

Loop 303 Development



Newly Completed
6-Lane Freeway

AZ TechCelerator



60,000 SF
Business Incubator

City Center



500 Acres
Civic and Recreation
Facilities

Southwest Railplex



2 Square Mile
Suburban
Industrial Park

Target Industry Sectors



Energy / Emphasis on renewable and firming



Biomedical / Medical



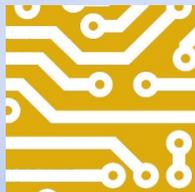
Advanced Business Services / Business Services



Advanced Manufacturing



Education (especially Higher Education)



Semiconductor and Microelectronics Technologies



Aerospace / Defense and Aviation Technologies



Entrepreneurship and Emerging Technologies

Canada Strategy Timeline



2013:

- Surprise joined the CABC

Dec. 2014:

- Committed to 6 month contract for introductions

March 2015:

- Hosted 6 international companies
- Spring Training and City tours

2013

2014

2015

Nov. 2014:

- Attended N. American Conference
- Met Contractors

Dec. - May 2015:

- Pilot Program
- Contractor #1

Jun. - Nov. 2015:

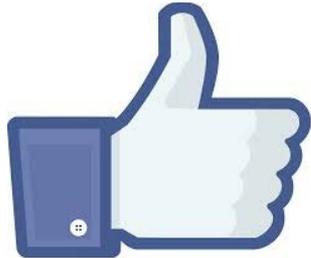
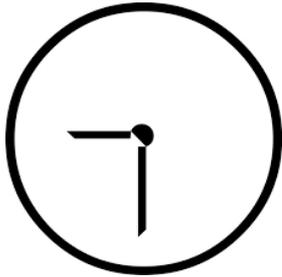
- Current Program
- Contractor #2

Highlights (Dec. 2014 - Present)



- Met One-on-One with 80+ companies and contacts
 - Small businesses seeking expansion
 - Small businesses seeking distribution partners
 - Multipliers: Brokers, Architects, Universities, Etc.
 - Large Companies
 - Investors
- Public Speaking Engagements
- Strategic Partnerships

Lessons Learned



- FDI is long-term
 - Even with a neighboring market
- Arizona has a positive brand in Canada
- Creating an international soft landing program in Surprise

Marketing Strategies



- ✓ Custom Videos
- ✓ State and Regional Perspective
- ✓ Engagement with client on a different level

How we market our assets to Canada

Community overview video:

www.surpriseaz.gov/ProjectDragonfly

Industrial Park overview video:

www.surpriseaz.gov/Project007

City Center overview video:

www.surpriseaz.gov/CityCenter

“We salt our margaritas, not our sidewalks.”



vs.



Thank you!



SURPRISE
ARIZONA

