

ECONOMIC DEVELOPMENT E-NEWSLETTER



CHOOSE
Scottsdale

CITY OF SCOTTSDALE ECONOMIC DEVELOPMENT



Downtown Small Business Gathering draws full house

On Jan. 17, Scottsdale's economic development and tourism & events departments hosted an event in partnership with the Scottsdale Area Chamber of Commerce and Experience Scottsdale. The program featured a panel discussion on "Why social media is important to a business; marketing and branding that ties into a company's social media strategy" followed by an interactive training session with [Jennie Jerome](#) of [the Strategic Artisan](#), a strategic marketing firm whose goal is to provide guidance, consultation, encouragement, and resources to small business founders and micro business entrepreneurs. Videos from the event are posted to the [Choose Scottsdale YouTube channel](#).



[Private bike sharing frequently asked questions](#)

If you've been in Downtown Scottsdale lately you can't miss the new dockless bikes available for your use. Dockless bike share providers are expanding to cities, towns, corporate campuses and universities across the country. Thanks to innovative technology (primarily GPS locators and electronic self-locking mechanisms), dockless bike sharing does not require bike racks, or "docks" where the bikes are parked. To learn more about this new service being offered in Scottsdale and other cities around the country [read the full article on ChooseScottsdale.com.](#)



Scottsdale economic development attending South by Southwest

Scottsdale economic development will be attending the South by Southwest (SXSW) trade show in March 2018 to market and promote Scottsdale as a top location for talent, business and lifestyle. If you're a Scottsdale based company interested in promoting your business in person or virtually please [contact us by email](#) to learn more about the benefits of exhibiting at this show.

[Performance-based internet marketing agency DoublePositive moving to SkySong](#)

The new year is bringing a new home to an Internet marketing company that is the newest tenant at SkySong, The ASU Scottsdale Innovation Center. Baltimore-based Internet marketing agency DoublePositive is relocating to SkySong 1 from Tempe. DoublePositive, which has locations in Arizona and Maryland, is moving its Arizona location to a 5,000 square foot collaborative space within SkySong.

[Ecolab, Intersys among latest to put down roots at SkySong](#)

Ecolab, a global leader in water, hygiene and energy technologies and services, and Intersys, an IT consulting firm that focuses on big data and data management, are the latest entities to set-up shop at SkySong, The ASU Scottsdale Innovation Center. Ecolab, which currently ranks 211th on 2017's list of Fortune 500 companies, will take approximately 6,000 square feet of space on the third floor of SkySong 4 after leaving its previous home at Indian School and Scottsdale roads.

Join us Feb. 27 to learn how to win top talent

On Feb. 27 from 8 to 9:30 a.m. Scottsdale economic development in partnership with Cresa and Haworth will be sponsoring the "How to win top talent through recruitment – leveraging resources and best practices to win the war on talent" event in 1951 at SkySong, the ASU Scottsdale Innovation Center.

2018 HUMAN RESOURCES EVENT SERIES

2.27.18 8:00 - 9:30AM

How to Win Top Talent Through Recruitment

Leveraging resources and best practices to win the war on talent

1951 @ ASU SkySong: 1475 N. Scottsdale Rd | Scottsdale, AZ

EVENT DETAILS

Now more than ever, HR is taking a front seat in business objectives regarding recruitment, branding, workplace environments and economic trends.

Please join us on February 27th for a FREE event to hear different perspectives from local Scottsdale companies on how their recruiting needs have changed over the past 10 years and what kind of strategies these companies have utilized to attract top talent.



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