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From the Phoenix Business Journal:

<http://www.bizjournals.com/phoenix/blog/techflash/2016/02/exclusive-tinder-swiping-right-and-bringing-more.html>

EXCLUSIVE: Tinder, swiping right and bringing more techies to Old Town Scottsdale

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Danielle Casey doesn't like T-shirts.

But Casey, economic development director for the city of Scottsdale, made an exception for a new effort she has launched with some commercial real estate brokers and the Scottsdale Chamber of Commerce.

Casey, LevRose Commercial Real Estate President Jon Rosenberg and Scottsdale Chamber of Commerce President and CEO Mark Hiegel were in San Francisco last month hosting an event for real estate brokers, site selectors and technology companies there.

Rosenberg said the goal of the trip was to talk to technology tenants about the Scottsdale market, in particular Old Town, and tout the downtown area's walkability, shopping and amenities.

The effort — which will likely make its next stop in Austin — is branded as 'Swipe Right for Scottsdale.' It is a play on the Tinder dating app where a user swipes to the right when they approve of someone's profile pictures and bio, Casey said.

Casey said the effort aims to promote Old Town to millennials in the Bay Area and Silicon Valley and have conversations with technology companies who already have operations in Scottsdale and others who might be considering locations outside of California.



Danielle Casey

Tech companies such as Yelp and Weebly already have operations in the swanky city.

The San Francisco event was held at Twitter's headquarters. It included T-shirts promoting Scottsdale. Rosenberg said approximately 80 real estate brokers and techies attended the reception.

Casey said the California event came after Scottsdale hosted real estate brokers and technology company representatives last year.

Rosenberg said the real estate pitch to the Bay Area crowd was a much about lifestyle and living here as it was about commercial space.

But he did get a chance to tout the lower cost of living and real estate in Scottsdale compared to San Francisco and Silicon Valley.

Office rents average \$88.74 per square foot in San Francisco, according to fourth quarter data from commercial real estate firm JLL. That is more than New York City (\$71.40) and far more than Phoenix (\$23.49 per foot), according to JLL.

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