



BUSINESS

PHOENIX IN THE RUNNING FOR NEW APPLE CAMPUS

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Phoenix didn't make the top 20 contenders list for Amazon's second headquarters, but the Valley is in the running for something else: an Apple campus. Apple recently announced it plans to open a large campus in the U.S. as part of infusing \$350 billion into the U.S. economy.

Mesa is home to a 1.3 million square foot data center and Apple could decide to put a massive call center here in the Valley next.

"We expect Phoenix to be a logical strong candidate for this Apple project," said John Boyd, founder of The Boyd Company.

The Boyd Company is one of the longest-running corporate site selection firms in the U.S and they see great potential in the Phoenix market.

"Phoenix is already home to one of the strongest clusters of call center activity in North America," said Boyd.

From JP Morgan Chase to State Farm and Go Daddy, Phoenix has the experience for the new Apple call center campus, but it all comes down to two site selection categories.

First is qualitative analysis.

"Population trends, skill sets and the relationship between the academic sector and the private sector," said Boyd.

The other is quantitative analysis.

"Measuring labor costs, real estate costs, measuring taxes in Phoenix," said Boyd.

Phoenix fits the bill.

"Phoenix land costs are very competitive and Phoenix has some of the most attractive lease rates in the country," said Boyd.

When you put all of this research together, it looks promising.

"We view Phoenix as one of the strongest markets in the country for call center activity," said Boyd.

Apple will announce its new call center location later this year.