



State of the City
March 1, 2007
The Honorable Mayor Mary Manross

Members of the City Council, Honored Guests, and Fellow Citizens:

As your Mayor, I have often quoted the words of former President Ronald Reagan, “We are too great a country to dream small dreams.” Those words also apply directly to Scottsdale, Arizona as we plan for our future. We have a collective vision, and a commitment to achieving the very best for our community. That is why we are a community without peer.

Extending our lead, acting strategically, and positioning this community for the future are the pillars of effective leadership. Equally important is transforming vision into reality, or simply put – getting things done. It takes vision, leadership and tenacity to build a sustainable community.

Along with my colleagues on the City Council, professional city management, and widespread community involvement and support, we have been successful in getting things done and effectively bringing remarkable revitalization to our downtown and the more mature areas of our city, at the same time, delivering unmatched services, projects, and programs to you.

Noted author John Richardson Jr. said “When it comes to the future, there are three kinds of people: those who let it happen, those who make it happen, and those who wonder what happened.” Some communities just drift into mediocrity rather than face the challenge of making those tough decisions required to create success. Scottsdale is unique. We are willing to step up to the plate and due to a lot of community support, we have been very successful. Nothing has come without some debate, but the result is that the cloud of uncertainty that hung over our city back in 2000 has been lifted, revitalization has taken hold, we have an unprecedented level of investment in our community by residents and businesses, and the level of confidence in Scottsdale’s future has never been higher.

I am proud to stand before you tonight and report that the State of our City is very strong and our future is bright.

Like every community we still have challenges. As your Mayor I commit to you that we will approach each of these thoughtfully, aggressively, and successfully just as we have tackled those of the past.

As we look ahead, I invite all of you to consider how you personally can work side by side with your City Council. Make no mistake about it: Scottsdale needs all of us, working together in a spirit of cooperation, to continue extending our lead.

REVITALIZATION - A POWERFUL FORCE

Since 2003, an unprecedented \$2.8 billion has been invested in our downtown and southern Scottsdale, 80 percent of that private investment. It is a sign of the great confidence that both residents and the business community have in Scottsdale's future.

Our downtown is thriving like never before, with new developments and residents throughout, including our historic areas. We have an old-west and new-west vibrancy that is the envy of the Nation. Scottsdale has a well deserved and wonderful reputation, worldwide. As a sign of our vibrancy, in 2006 our city received the "Economic Development Organization of the Year Award" from the Arizona Association for Economic Development.

It wasn't always this way. In fact in the year 2000 our downtown was beginning to show signs of decline. As your newly elected Mayor, I was joined by Council members and community leaders and together we committed to taking the necessary steps to spark a much needed revitalization. The renaissance that is currently taking place in downtown has been spurred, in part, by many strategic actions initiated by the city. These actions included: streamlining the permit process, waiving some development fees, adding new parking structures, straightening Scottsdale Rd. and removing the redevelopment district classification which eliminated the threat of condemnation. We also took the bold step of unanimously approving the \$200 million Waterfront retail and residential development that has become a symbol of revitalization and has served as a catalyst for additional investments. In addition we created the Economic Vitality Department, approved a major plan to landscape the canal banks as a public gathering place, and approved the Southbank Development on the south side of the Waterfront. We didn't wait for the future to come to us; we went out and created it!

Now, let's take a look at the Downtown map to get a real perspective of the revitalization that is occurring.

It is clear that our downtown is moving in the right direction. Today we have the opportunity to expand our success by taking additional steps to further strengthen this area. In the recent Downtown Town Hall, the 100 participants reiterated that the arts are responsible for much of the success that Scottsdale has enjoyed. We must continue to support and expand the arts in Scottsdale, especially downtown. And to retain this high level of citizen input, members of the Town Hall will be assigned to assist the city as we refine the Downtown Plan which will be so essential to maintaining our momentum and success.

The addition of more live theater and a Western Museum would be good strategic moves. In fact, several community leaders are actively working in a public/private partnership to develop a Western Museum. Both of these attractions would serve our residents well and bolster our tourism draw. Tonight I propose that we hold a bond election in the fall of 2008 to assist in moving these and other strategic projects forward. A bond election would allow us to continue to provide an unmatched level of services, needed infrastructure and amenities, such as these, to keep Scottsdale one of the most successful cities in the nation.

As elected officials we have the responsibility to make decisions which will move our community forward. I believe the words of President John Kennedy are most fitting especially when discussing a unique project such as SkySong. President Kennedy said: “The problems of the world cannot possibly be solved by skeptics or cynics whose horizons are limited by obvious realities. We need men and women who can dream of things that never were.”

I am proud to say that the majority of our Council agreed to take a courageous and visionary step of partnering with ASU and the ASU Foundation in this cutting edge project. Had we faltered and failed to act, as the opponents wanted, this “once in a generation” opportunity would have been forever lost. This opportunity to put Southern Scottsdale on the global map as a thriving community fostering innovation, high tech employment, and global commerce would have been missed. I would like to thank the Council members, community leaders, and residents throughout the city as well as ASU and the ASU Foundation, who stood with us and helped us bring this most important project to fruition.

SkySong is the cornerstone for the ongoing revitalization in southern Scottsdale. It is attracting businesses from the U.S., Europe and Asia, and will continue to spur local retail development, such as the new Lowe’s at McDowell and Hayden. In addition, the owners of Los Arcos Crossing are expected to come forward with plans in the near future. SkySong’s first phase will be completed this summer. The second building is expected to break ground within the next few months and there is strong tenant interest from around the world. SkySong’s estimated return over 30 years is projected to be approximately \$265 million.

If there are any remaining doubters I say, “Come to McDowell Road and see the clear evidence of revitalization from one end to the other.”

I’d like to recognize some of the key investors and contributors to this revitalization: SkySong partners, composed of Arizona State, the ASU Foundation and Higgins Plaza Development. And then there are our new neighbors at Lowe’s, McDowell Village, and Republic West, among others who have joined us on McDowell Road.

FINANCIAL STRENGTH

Our citizens have many reasons to trust in and be proud of how their city government works. Let’s first talk about greater citizen participation and openness in the governmental process. Since becoming Mayor in 2000, I have added more opportunities for public input at meetings and the City website has been continually improved with greater opportunities for access and input. In addition, in my first term we adopted a policy of holding what we call Special Meetings so the Council, in full view of the public, can discuss and vote on the merits of holding an executive session to receive confidential legal advice on a specific issue. Before I became Mayor executive sessions were routinely scheduled. I am happy to report that we have been successful in dramatically reducing the number of executive sessions, holding very few. In fact, our neighboring cities hold far more executive sessions than we do. We will continue to conduct city business in the spirit of openness and only use executive sessions when necessary, to protect the public’s interest.

Another area of interest to the public is City finances. Our finances are in great shape thanks to decisions by the Council and the excellent management of our resources by Craig Clifford, our Chief Financial Officer, and our City Manager Jan Dolan. In spite of Scottsdale's success over the years, we never had a AAA rating by all three major bond-rating agencies until 2001. This coveted rating represents the financial community's confidence in our strategic planning, disciplined budgeting process, our General Plan, and the steps we are taking to ensure that Scottsdale remains a thriving community long into the future. Attaining this rating for the last 6 years has enabled us to refinance bonds and, in the last year alone, to save \$7.2 million dollars. We are committed to continuing these sound financial practices. Let's give a hand to our financial department for their critical role in helping our city achieve this honor, year after year.

The City's financial status is a reflection of the community at large, and we're seeing a continued commitment to invest here by business as well as residents. Highlighting a long list of new corporate neighbors and reinvestments, in addition to all we have talked about in the Downtown, and the success of Sky Song, is the commitment of Dial's corporate headquarters to remain in Scottsdale as it expands its operations here; the world class One Scottsdale project that will significantly boost sales tax revenues; and the arrival of Careerbuilder.com, Quicken Loans, Ebay/PayPal and Caremark to name a few. The City had its best year in a decade for job creation, with more than 2,000 new jobs announced! My goal is to insure that we continue to attract an educated workforce to Scottsdale.

We have also helped to extend the success of commerce in Scottsdale by seizing opportunities that help local businesses. Our marketing partnership with auto dealers on the Motor Mile changed a downward sales trend to an incredible 6.8% increase in the last year, while the statewide average was only 2.6%. The City's \$300,000 investment sparked a return to the City of \$687,000 in direct sales tax revenues. Tonight I propose that we renew that marketing partnership again this year and continue to build on our success.

Scottsdale's commitment to tourism is also a major factor in keeping us financially healthy. Latest figures show that the industry provides about 11% of our jobs and has an annual economic impact in Scottsdale of \$3.1 billion dollars! The City's public facilities are also major players in attracting the 7.5 million annual visitors to Scottsdale. Our newly refurbished Scottsdale Baseball Stadium draws over 150,000 fans for San Francisco Giants Spring Training every year. The FBR Open, the world's largest golf tournament, is known as the "Greatest Show on Grass" and brings worldwide exposure to Scottsdale, as does the Barrett Jackson Auto Auction. I would like to recognize the Thunderbird organization which over the years has raised nearly \$46 million dollars for more than 125 charities. Let's show them our thanks!

Now, if we thought hosting the world's largest golf tournament was great, just wait until next January! The Super Bowl will be played in Arizona and it will coincide with the Barrett Jackson Auction at WestWorld, FBR Open, *and* Super Bowl Art Walk. In addition, we are working to hopefully position Scottsdale to host the official NFL Super Bowl Party. We expect record crowds in our downtown, throughout our city, and at all of our signature events. We will be working closely with all neighbors and stakeholders to ensure public safety is maintained and traffic can flow. We're going to be the center of events in January 2008! That is because of our reputation for offering world class accommodations, amenities, and a beautiful, safe community.

As you know, our premier event facility is WestWorld, where Scottsdale has made many major improvements. In the coming year we will take steps to replace the weather-worn skin on the exhibition hall and we will make strategic decisions regarding the WestWorld Master Plan and new facilities to be constructed.

I am proud to announce the signing of a new agreement with the Arabian Horse Association of Arizona confirming WestWorld as the home of the prestigious all Arabian Horse Show through 2017, and potentially 2027.

I would like to take this opportunity to thank the organizers of all of the shows at WestWorld, including the Arabian Horse Association, the Sun Country Circuit Quarter Horse Show, the Scottsdale Classic Quarter Horse Show, the Barrett Jackson Auto Auction and dozens of others.

Their Herculean efforts bring an enormous benefit to the City and its businesses of over \$182 million in total spending.

Recognizing the value of our current partners and continuing our cooperation with them is a top priority for me. We have been very successful in signing long-term agreements with the San Francisco Giants, the Fiesta Bowl, and the Arabian Horse Show and we expect the same with Barrett Jackson. A new round of focused negotiations with the Barrett Jackson team has been initiated and we are committed to achieving a win-win result.

If you haven't been there yet I suggest that you can take advantage of WestWorld starting tomorrow! Please plan to attend the Parada del Sol Rodeo, March 2 – 4 even if you have never been to one before. It is a great event for young and old alike and is so much a part of our City's wonderful history and tradition.

Our ongoing investment in tourism is vitally important, especially when we recognize that revenue from this industry is part of what keeps Scottsdale's property taxes 36% lower than other valley cities. I'm proud that we have been successful in reducing our property tax rate for 9 straight years.

That has certainly helped to encourage more residential investment. Scottsdale's citizens have been investing in our city in a big way. Nearly 750 of our neighbors in the last year remodeled or added to their homes, a clear sign of their confidence in Scottsdale.

Also, we have initiated a program whereby City staff have "taken government to the people" by personally visiting more than 1,750 homes in Southern Scottsdale. These visits are specifically aimed at making sure residents are familiar with City revitalization tools and resources available to them and to make sure we are doing what we can to keep their neighborhood strong and vibrant. That will continue to be a priority.

You've got to admit, Scottsdale is truly committed to revitalization.

So let's take a look at what's ahead for us in planning for a sustainable future.

Scottsdale must continue its emphasis on recruiting bioscience and related industries. I serve on the Arizona Bioscience Steering Committee, a very unique collaboration of business,

community, and government leaders, and experts in Science, tasked with creating a strong bioscience and biotechnology industry in Arizona, strengthening its medical research base and building a critical mass of bioscience firms and jobs.

Mayo Clinic Scottsdale, Scottsdale Healthcare, the Translational Genomics Institute or TGen, Arizona State University and numerous private sector companies in related science and pharmaceuticals are shaping Scottsdale's bio science industry. Here are just a few of the organizations and businesses advancing the biosciences in Scottsdale:

- InNexus - a Canadian Drug Development that develops super antibodies that can be targeted to combat certain diseases like cancer.
- MAC5 - short for the collaborative Mayo Clinic - ASU Biodesign Institute working to create a vaccine to prevent cancer.
- Scottsdale Healthcare which received a grant for cancer research and treatment through the Virginia G. Piper Cancer Center and TGen. This grant will fund individualized cancer treatment. Scottsdale Healthcare's Virginia Piper Center personalized cancer treatment was featured on Nightline in October.
- TGen – led by world renowned Jeff Trent, working with Mayo on pre-clinical drug development and really expanding the State's bioscience corridor.
- Mayo Clinic Scottsdale which celebrates 20 years in Scottsdale in 2007. Last year we rezoned their Scottsdale campus to be a Collaborative Research Community. This campus designation creates new opportunities for scientific research and, in turn, better health care for all of us.

Tonight I propose that we collaborate with the Mayo Clinic to pursue a second bioscience research building on the Mayo Campus. Discussions between Mayo and the private sector are underway and we should do all possible to assist in bringing this to fruition. The addition of this center will add momentum to the current research efforts and will further solidify Scottsdale's position as a leader in the Biosciences.

As we continue to move from a growth oriented economy to a knowledge based economy, the presence of more research and technology will improve our quality of life, bring an educated workforce and high paying jobs, and will create a stronger, more diversified economy.

PUBLIC HEALTH & SAFETY

This brings us to public health and safety, which must always be top priorities. Here in Scottsdale, we have aggressively taken on the challenges of public safety and are considered one of the safest cities in America.

In response to a public outcry about unsafe conditions on the 101 freeway, the majority of our Council agreed to initiate a "first in the nation" photo enforcement pilot program. This initiative has captured the attention of the nation. Speeding, collisions and injuries were significantly reduced. Scottsdale's impressive success with this innovative project prompted the Governor to request that Scottsdale continue the project while a statewide photo enforcement program is developed. Hopefully, other Arizona communities will have the opportunity to employ this technology to supplement the DPS and their police departments also.

Let's take a moment to congratulate our Police Department, Transportation Department, City Courts, Government Relations and the many other staff members involved in implementing this first in the nation public safety program.

Another public safety concern involves drug abuse. Methamphetamine abuse is a growing problem in our region, effecting families, crime rates and identity theft. Scottsdale took a leadership role in passing a strict law regulating the sale of over the counter medicines used in its manufacture. We also created the Northeast Valley Coalition Against Methamphetamines...a partnership with Carefree, Cave Creek, Fountain Hills, the Fort McDowell Yavapai Nation, the Salt River – Pima Maricopa Indian Community and Scottsdale. This coalition has been recognized for its strong leadership by the U.S. Drug Czar John Walters, the White House, and by Arizona State Attorney General Terry Goddard. It serves as a model for other cooperative efforts in Arizona and beyond, and I am very proud of the City's leadership role in the organization. Tonight I want to thank the Governor's office for awarding Scottsdale a grant to assist our city in forming the Northeast Valley Coalition.

I serve as the Chairman of the Regional Task Force on Domestic Violence for the Maricopa Association of Governments, and we have recently initiated a new program and internet site called Web of Friends, to educate our teens about this issue so they can help break the generational cycle. Several years ago, Scottsdale was the first valley city to create a Domestic Violence Action Team and we continue to look for innovative ways to deal with this scourge.

Other ways we reach out and involve our residents in public safety are to offer Citizen Police and Fire Academies, the police "Beat Team Program" and nearly 400 neighborhood watch organizations. Everyone is committed to working together to provide a safe community.

We are also collaborating with our regional neighbors on many of these issues which cross borders and need broader solutions.

TRANSPORTATION

Our number one issue, without question, is addressing transportation in this city, recognizing that we are part of a regional system. Transportation needs demand action on local, regional and state levels. There is no easy fix to these challenges which are in part a result of Arizona being the fastest growing State in the nation, and our next door neighbor Phoenix being the fifth largest city in the country. What happens regionally impacts our city!

As Vice Chairman of MAG, I was successful in accelerating the construction schedule of the Loop 101 HOV lane between Tatum and Princess. As a result, construction is now set to begin this summer. This lane will not only encourage ride sharing, it will also provide a dedicated corridor for Bus Rapid Transit, or BRT. Currently, there is BRT in the Valley, but not nearly extensive enough to adequately serve the needs of the public. Coupled with park and ride lots and other local transit connectors, BRT can fill an important transportation gap for our work force commuting to and from Scottsdale – and help us reduce the number of cars on our local streets! As a matter of fact, today, a majority of our workforce travels to Scottsdale for employment. As your Mayor I will continue to look for opportunities, like this, to expedite local and regional projects which benefit Scottsdale and the regional system.

Hopefully, you are all aware that an intensive, citizen-driven effort is currently under way to draft a Transportation Master Plan for Scottsdale. We expect it to be completed in the fall of 2007. There will be many more opportunities for citizen input between now and then. This planning process is comprehensive and deals with transportation issues throughout the city including roadway widening, new trolley routes, bus route expansion, trails and bike paths, all aspects of transportation. It also will make recommendations on possible transit and workforce travel options on Scottsdale Road.

Make no mistake about it... this is a “watershed moment” for the future of our City. Like everyone else, I am eager to reach the decision making point. But it takes time to complete a fair and open public process. Many options for roadway and transit improvements are being analyzed and considered. With public input, and in depth research, we will be prepared to move forward with an effective transportation plan.

However, as your Mayor, I feel compelled to speak out on one issue that has created some controversy within our community. We have yet to see the results of Light Rail in Phoenix, Tempe and Mesa. It may prove to be effective in some of those communities, it may not.

However, I strongly believe that Scottsdale’s downtown, with four distinct districts including Old Town, is very unique, and it needs to be protected! Let there be no question about it, that while I support improved transit opportunities on our signature road, I do not support light rail on Scottsdale Road going through the heart of our Downtown!

Due to the potential costs and impacts associated with rail, the Council has assured the public that any potential rail proposal would be placed on the ballot for all of us to consider.

As we address our transportation needs, we are not just talking about roadways and public transit, either. We haven’t forgotten our non-motorized travelers in Scottsdale, and there is more every year. Energy saving and environmentally friendly means of getting around need to be highlighted and encouraged. We are expanding our extensive network of more than 95 miles of bike lanes and 65 miles of paved pathways. New bicycle, pedestrian and equestrian path improvements are under way, with more on the drawing board.

Our commitment to creating healthy and environmentally responsible options for transportation is just one way we demonstrate our awareness of the importance of protecting our land, water and air.

PRESERVATION & ENVIRONMENT

Our stewardship of this city includes preserving the natural resources and beauty we find in and around our community. That means the built and the natural environment.

We start with pride in our own neighborhoods, where Code Enforcement Inspectors insure that illegal dumping and visual blight do not take hold. Now, with the addition of four inspectors this year, the city is able to more quickly pursue violators and problems on nights and weekends! We must continue to make this a priority.

We can also be proud of the new Chaparral Water Treatment plant, which uses state of the art technologies and a low impact design. The result? The plant sits on 9 acres instead of the 18 – 27 acres that would have been standard, produces 30 million gallons of drinking water a day and uses new technologies that permit clean, quiet operation and eliminate the need for storing chlorine on site.

I see that tonight Daniel Basinger has joined us. Mr. Basinger served as Chair of the City's Environmental Quality Advisory Board for the past six years. Would Dan and any of the members of our Environmental Quality Advisory Board and the working committees who are doing such important work for the future of our city please stand so we may acknowledge you? Thank you all.

A great example of Scottsdale's commitment to environmental sustainability is our energy-efficient, Granite Reef senior center. We expect it to receive the National LEED certification soon. LEED means Leadership in Energy and Environmental Design. Also, more than one-third of the single family building permits in 2006 were for "green" homes. We are a national leader in the field of green building and I am committed to maintaining that leadership.

Another example of Scottsdale's leadership was adopting a policy that all government buildings would be LEED Gold Certified. We were the first city in the nation to take that step. This program helps us to conserve significant amounts of energy and to address the problem of greenhouse gas emissions. Tonight I propose that we study the feasibility of adopting additional measures, some of which are highlighted in the U.S. Conference of Mayor's 2030 Challenge. My goal is to continue to implement measures which make sense for Scottsdale and truly have a positive impact on our environment.

We must also be concerned about growing issues of urbanization and its impact on temperature through the phenomenon called the "heat islands effect." That should be a real concern for us here in the Sonoran Desert! Heat islands are created in urban areas where solid paving materials and lack of shade contribute to a rise in temperature. The EPA estimates that an urban heat island can raise the temperature up to 10 degrees. Our green building guidelines already provide some remedies including the use of more porous paving materials, which are cooler and reduce storm water runoff. But we need to do more. There are a number of green building initiatives we should consider and determine what makes sense for Scottsdale.

Tonight I propose that we seek opportunities to collaborate with ASU on the heat islands issue. The University is conducting research in this area and partnering would be very beneficial to our long-range planning. It would also have the practical effect of creating more pedestrian friendly environments throughout our community.

One of our biggest accomplishments has nothing to do with new technologies. It has been to save our natural environment. The McDowell Sonoran Preserve is to Scottsdale what the Grand Canyon is to Arizona. Our residents have voted time and time again to support and expand this one of a kind nature preserve, right in the heart of our community. Our Preserve currently has 26 miles of trails for hiking, mountain biking and equestrian use and access has been improved again this year with the opening of another trail and trail head, Lost Dog Wash. Work also continues on plans for a Desert Discovery Center, an exciting private/public partnership, at the main access to the Preserve. This facility needs to be built! It is a key element of the Scottsdale

Visitors Bureau's strategic plan with the goal of expanding tourism. Tonight I propose that funds to support the Desert Discovery Center be included in a 2008 bond election. This educational center will make the Preserve more tangible, more accessible, and more exciting for everyone. It will become a top draw for both residents and tourists.

Our community has been solidly behind this Preserve from the very beginning. We didn't want to see Scottsdale's beautiful Sonoran Desert destroyed to make room for the addition of as many as 50,000 people to this fragile desert environment. I was on the Council on D-Day February 2, 1995 when despite some opposition we voted to place the Preserve on the ballot. I said at that time, "This is bold, this is different, and it is time to take the risk!" We have been incredibly successful thus far, and we can all be proud of our accomplishment.

Today, in 2007, we face new challenges. In Governor Napolitano's State of the State speech she solidly supported State Land Reform and declared that all lands with an API designation would be excluded from auction. That was the good news. The bad news is that the State Land Department announced its intention to auction 1700 acres of land within our Preserve boundaries.

Our community is the national poster child for preservation and good growth management. Land that was voted on by our community to be included within our Preserve boundary deserves protection!

It's time we realize in Arizona that not everything should be for sale, not even to the highest bidder!

Tonight I call on Scottsdale residents to let the Governor know you support her goal of State Land reform and better growth management. And let her know of your steadfast support for Scottsdale's Preserve.

We are also still actively pursuing legislative support for state land reform this year and we are committed to finding a solution. We must never, never give up!

QUALITY OF LIFE

Our commitment to preservation and solid environmental practices do improve the quality of our lives.

But sports and leisure activities are also an important component. Our city provides access to both passive and active recreational opportunities. And we are expanding our facilities to keep up with the demands of a vital community. This year we completed improvements at Indian School Park including ball fields and a renovation of Club SAR. The new 70 acre CAP Basin Park which includes 10 soccer fields. This park has received an environmental excellence award by Valley Forward ... and hot off the press, just this week has been named one of the "Projects of the Year" by the Arizona Chapter of the American Public Works Association. We have added the former Villa Monterey golf course to the city's inventory of passive park land, upgraded 11 Scottsdale Unified School District ball fields, created new off-leash facilities by the Chaparral Water Treatment Plant and opened the McDowell Mountain Ranch Aquatic Center. Our terrific

park system and many recreational opportunities contribute greatly to the quality of our community.

Another way we demonstrate this commitment is through thoughtful development and good design standards. One initiative I strongly support, inspired by Council Member Drake, is the “Community Area Plan” process. There will be 5 or 6 community area plans developed over the next three years. Residents and businesses will work together to consider improvements or changes to their planning area. Then, representatives from each Community Area Group, along with other citizens, will come together in 2009 and 2010 to assist in the city-wide General Plan Update, which will be due in 2011. This is a great opportunity to become involved in the future of Scottsdale.

Councilman McCullagh has also spearheaded an initiative to help us protect the beauty of our community. It has to do with all the signage in the public rights of way. They have become a blight on our landscape. Other cities have been successful in addressing this issue and I am certain that we can as well. Tonight I propose that the City Council adopt an amendment to the sign ordinance that would eliminate signs in the public rights-of way. It’s what our community wants!

CONCLUSION

As I have outlined tonight, Scottsdale, like every city, has challenges to face and a lot of opportunities, and we are prepared to deal with them. We are moving forward with tremendous success. But we must continue to extend our lead if we want to retain our unmatched quality of life.

You may know of John Sculley, the former CEO of Apple Computer. His belief was that the future belongs to those who see possibilities before they become obvious. This has been our philosophy through the years and has served us well.

To assist you in keeping track of all the wonderful things taking place in Scottsdale we have prepared a pamphlet titled “Getting things done”. It goes into far more detail on the positive outcomes of our programs and services than is possible in a speech. It also shares some of the many awards our city has received this past year.

My commitment to you has always been that Scottsdale will remain a city you are proud to call home. And I mean it.

In the words of philosopher Thomas Huxley, “The rung of a ladder was never meant to rest upon, but only to hold one’s foot long enough to enable the other to be placed somewhat higher.”

Each of us can help Scottsdale continue its climb! So, tonight let us rededicate ourselves to the “spirit of community,” with a unified sense of purpose. Our residents, city staff, volunteers and elected officials have all been an integral part of creating Scottsdale’s past and our present.

Working together, we will certainly succeed in building that sustainable future and maintaining this wonderful quality of life, for your family and mine.

Thank you, and may God Bless America.