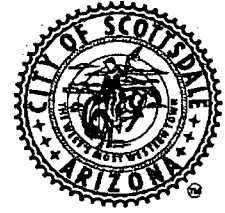


CITY COUNCIL REPORT



Meeting Date: August 25, 2014
 Charter Provision: *Provide for the orderly government and administration of the affairs of the City*
 Objective: *Enact local legislation*

ACTION

City of Scottsdale Unity Pledge. At the request of Councilmember Korte, adopt Resolution No. 9867 authorizing and directing the Mayor to sign the Unity Pledge on behalf of the City of Scottsdale. This item was added to the agenda by Mayor Lane, Vice Mayor Phillips; and Councilmembers Klapp, Korte, Littlefield, Milhaven, and Robbins.

BACKGROUND

UNITY Pledge is a concerted effort by Arizona businesses and individuals to advance workplace equality and equal treatment in housing and hospitality for Lesbian, Gay, Bisexual, and Transgender (LGBT) individuals and their allies. The business community and like-minded individuals understand that recruitment for top talent within our Arizona businesses involves diverse and inclusive workplaces.

By authorizing the Mayor to sign the UNITY Pledge, the City of Scottsdale City Council commits to fostering, cultivating, and preserving a culture of diversity, inclusion, fairness, and equality regardless of age, color, disability, ethnicity, family or marital status, gender identity or expression, language, national origin, physical and mental ability, political affiliation, race, religion, sexual orientation, veteran status, and other characteristics that make our human capital stronger and unique.

Currently, there are over 130 Scottsdale-based businesses who have signed the pledge and most recently, Scottsdale Lincoln Health Network, employer of 10,550 employees and the reputable Scottsdale Convention & Visitors Bureau have also signed the pledge.

RESOURCE IMPACTS

There is no fiscal impact directly related to adoption of this resolution.

RESPONSIBLE DEPARTMENT(S)

Mayor and Council Office – Councilmember Korte

STAFF CONTACT(S)

Sharon Cini, Diversity Liaison, scini@scottsdaleaz.gov

APPROVED BY



Brian Biesemeyer, Acting City Manager
(480) 312-5683, bbiesemeyer@scottsdaleaz.gov

8-11-2014

Date

ATTACHMENTS

1. Resolution No. 9867
2. UNITY Pledge document
3. Scottsdale-based business list- UNITY Pledge supporters

RESOLUTION NO. 9867

A RESOLUTION OF THE COUNCIL OF THE CITY OF SCOTTSDALE,
ARIZONA, AUTHORIZING AND DIRECTING THE MAYOR TO SIGN
THE UNITY PLEDGE ON BEHALF OF THE CITY OF SCOTTSDALE

WHEREAS, the City of Scottsdale ("City") is comprised of diverse and varied groups, communities, and individuals; and

WHEREAS, the City and the City Council ("Council") value diversity and inclusiveness; and

WHEREAS, the City Council wishes to make known its support for equality of all City residents, consumers, and employees; and

WHEREAS, under Article 2, Section 6 of the City of Scottsdale Charter, the Mayor is head of the city government for all ceremonial purposes.

NOW, THEREFORE, BE IT RESOLVED by the Council of the City of Scottsdale, as follows:

Section 1: The Mayor is hereby authorized and directed to sign the UNITY Pledge on behalf of the City of Scottsdale.

PASSED AND ADOPTED by the Mayor and Council of the City of Scottsdale this 25th day of August, 2014.

CITY OF SCOTTSDALE, an Arizona
municipal corporation

ATTEST:

Carolyn Jagger, City Clerk

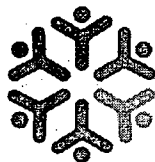
W.J. "Jim" Lane, Mayor

APPROVED AS TO FORM:



Bruce Washburn, City Attorney

By: William Hylan, Assistant City Attorney



UNITY Pledge
It's good for business

WHAT IS UNITY PLEDGE?

UNITY Pledge is a concerted effort by Arizona businesses and individuals to advance workplace equality and equal treatment in housing and hospitality for Lesbian, Gay, Bisexual, and Transgender (LGBT) individuals and their allies. The business community and like-minded individuals understand that if we want to compete for top talent, we must have diverse and inclusive workplaces. UNITY Pledge was created by ONE Community, a member-based coalition of Arizona businesses and individuals dedicated to growing Arizona's economy and otherwise improving our community.

The goal of UNITY Pledge is simple: encourage at least 10,000 Arizona businesses and organizations to stand up for diversity. Businesses and organizations of all sizes who sign the UNITY Pledge publicly join thousands of other businesses and organizations that support workplace equality and equal treatment in housing and hospitality. Directions below explain how both your business and you individually may take the UNITY Pledge.

WHY UNITY PLEDGE?

Not much has changed in 50 years!

The UNITY Pledge was created because of the overwhelming outpouring of support that ONE Community received from business leaders following our *Spotlight on Success Local Heroes Awards Ceremony* in October 2012.

During the ceremony, ONE Community featured Karen and Nelda—an amazing lesbian couple that have been in a committed relationship for 54 years. Karen shared with us through a video shown at the ceremony how 50 years ago individuals could be fired from their job solely because they were gay. In 2013, it is *still* legal in Arizona and 28 other states to fire someone simply because they are gay or transgender. It is also perfectly legal to discriminate on the same basis in housing and hospitality.

This makes little sense when you understand that LGBT people make up a combined \$790 billion in spending each year in the US. These professionals, families, and individuals are also some of the most talented in their industries. Moreover, according to a report from the *Center for American Progress*, workplace discrimination, including discrimination against LGBT employees, costs businesses \$64 billion each year. The Human Rights Campaign's Corporate Equality Index reflects that 99% of responding businesses prohibit discrimination based upon sexual orientation and 84% of responding businesses prohibit discrimination based upon gender identify. Smart businesses want to attract LGBT professionals and travelers. Smart businesses value diversity and know that we have a responsibility to treat this community with the same dignity and respect as other communities.

We're sure you'll agree that Arizona's economic success depends upon great talent, and diversity is our greatest strength. Protecting LGBT Arizonans is the right thing to do and we know we can count on you to stand up in support of LGBT workplace, housing, and hospitality equality by taking the UNITY Pledge.

We stand in UNITY, we are ONE Community. Take the Pledge!

HOW DO BUSINESSES TAKE THE UNITY PLEDGE?

Taking the UNITY Pledge is easy for businesses. To take the pledge, either (1) complete the online form at www.UNITYPledge.co or (2) complete the attached *Business UNITY Pledge Form* and return it to ONE Community. By taking this step, your business pledges as follows:

UNITY Pledge for Businesses:

As business and community leaders, we understand that if we want to compete for top talent, we must have a diverse and inclusive workplace.



UNITY Pledge
It's good for business

We also understand that if our travel and tourism industry wants to be competitive—and if Arizona wants to be competitive on a national and international level—we must support all of our diverse communities. It's time for LGBT inclusive non-discrimination policies in the workplace, in housing, and in public accommodations including restaurants and hotels.

For our part, the company or organization below celebrates diversity and supports workplace equality. We are committed to fostering, cultivating, and preserving a culture of diversity, inclusion, fairness, and equality.

We celebrate our employees regardless of age, color, disability, ethnicity, family or marital status, gender identity or expression, language, national origin, physical and mental ability, political affiliation, race, religion, sexual orientation, veteran status, and other characteristics that make our employees unique.

It's time to ensure equality for all Arizona employees, residents, and consumers. It's the right thing to do. It's good for business. It's good for the business of Arizona.

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UNITY Pledge
It's good for business

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Representative Signature:

Representative Name:

W.J. "Jim" Lane

Representative Title:

Mayor

Representative E-mail:

JLane@ScottsdaleAZ.gov

Company/Organization Name:

City of Scottsdale

Company/Organization Address:

3939 N. Drinkwater Blvd.

Scottsdale, AZ 85251

Company/Organization Telephone:

(480) 312-2433

Company/Organization Website:

www.ScottsdaleAZ.gov

Number of Employees:

2,418

Return completed form by e-mail (info@unitypledge.co), facsimile (480-355-0088), or mail (ONE Community, P.O. Box 17836, Phoenix, AZ 85013). Additional information available at: www.UNITYPledge.co.

Company name and logo information may be listed on ONE Community's UNITY Pledge website, unless a specific exclusion is requested. However, all other information above will remain confidential as permitted by law. By providing my e-mail address, I agree to receive future communications via e-mail from UNITY Pledge and ONE Community unless I elect otherwise.

The following Scottsdale-based businesses have signed the UNITY Pledge as of August 8, 2014.

[en]frame photography by rachel boyer	Green Living Magazine	Scottsdale Area Chamber of Commerce
4SmartPhone	Gurley LTCI	Scottsdale Artists' School
Affiliated Dermatology	H-1 Auto Care, LLC	Scottsdale Cat Clinic
Aker Ink Public Relations	Hanagan CPA PLLC	Scottsdale Community College
Allegra Marketing & Printing	Happy Camper	Scottsdale Convention & Visitors Bureau
Andrea Leslie Weddings & Events	Harrison Hurwitz Photography	Scottsdale Lincoln Health Network
ARCH Vacations	Hotel Valley Ho	Scottsdale Marriott at McDowell Mountains
Arizona Neuropsychology, P.C.	Hymson Goldstein & Pantiliat, PLLC	Scutari & Co., LLC
Ashley Gain Weddings & Events	Images By Michael Photography	Self Expressed
Assisting Hands Home Care	Insphere Insurance Solutions	ServiceOrganic
Avery Telehealth	J. L. Walton Jeweler	Severson Sisters
Barrio Queen	James J. Barnett Photography	Signature Events, LLC
Beauty Ink	JP Griffin Group	Signs for Change
Bezalel Art Gallery	JW Marriott Camelback Inn Scottsdale Resort & Spa	Simply Servers Event Staffing
Bio Energetic Massage	Kai Zen Wellness	Sip and Twirl
Biz in a Boxx	Kristel K. Patton, P.C.	Smith & Co Bookkeeping Services
Brock Air LLC	Letitia Frye, LLC	SOOH Media
Butch Leiber, Realtor. Coldwell Banker Residential Brokerage	Lights Up Arizona LLC	Sorso Wine Room
ByteWize, Inc.	Living Energy Events and Productions	Spiritual Gangster
Cafe Forte	Lobo Fitness	Stop Barking, LLC, dba home-ology
Call Dana PR	maagcommplus	Sullivan Insurance Agency, Inc.
Carmichael Studios	Marriott Suites Scottsdale Old Town	Sycara
Carole's Couture	Mass Mutual Arizona	Tallwave
Carolyn Fuller, ND	Mayo Clinic	Terroir Wine Pub
Celebrations in Paper	Metropolis	The Brow Lady USA
Chasing Bliss Design	Molever Conelly PLLC	The Clayton on the Park
Chick-fil-A Scottsdale 101	My Health Coach	The Great Pho King Food Truck
Chick-fil-A on Shea	N78 Media, LLC.	The Law Office of Marc C. Paquette, PLLC
China Mist Tea Company	National Temp Services	The Saguaro
Clarisoft	NAWBO	The Venue Scottsdale
Claudia's Custom Jewelry	New York Bagels 'N Bialys Restaurant	Toni Allen Agency LLC
Clutch Jewelry	NVR, LLC	Two Gals Events & Promotions
Cortiva Institute Scottsdale	Outstanding Occasions	U & Improved
Courtney Enterprises LLC	Over Easy	victoria canada weddings and events
Deco Communities	Peekaboo Cookies	Visiting Angels
Desert Vista Consulting	Postalmax	Vivo Ristorante Mercato
Design Dimensions	Pour Masters Bartending	Weiner Insurance
Devereux Arizona	R & S Insurance LLC	Wholesale Fund
DIVINE SKIN SPA, LLC	Rare Earth	Whoopie Baking Company
Dr George Christakos Family Dentistry	REALTOR	Wildflower Bread Company
Equality Wealth Management	Republic West Remodeling	Your Perfect Day Weddings and Events
eSpark Marketing WSI	RockPaperScissors	
ethology	RococoRocks	
Evolve PR and Marketing	Scott's Taxi	
Fiori Floral Design	Scott's Marketplace	
First Service Residential Arizona		
Gentle Waters Healing Arts		

UNITY Pledge 2014

Resolution No.9867

What the UNITY Pledge is

- A unified effort to advance equality in the workplace, in housing and hospitality for LGBT citizens in Arizona



The Mission: Scottsdale's Office of Diversity

- “Building a World-Class Inclusive Community”



Scottsdale Human Relations Commission recommendation

- Unanimous motion to support UNITY Pledge as it can create communication networks that promote:
 - Mutual respect and understanding
 - Discourage prejudice and discrimination

An important trend: Economic impact in U.S. and Scottsdale's potential

- Estimated projected LGBT buying power = \$830 billion (<http://www.witeck.com/pressrelease/lgbt-2013-buying-power/>)
- Discrimination can cost businesses \$64 billion each year
- 99% of businesses prohibit discrimination based upon sexual orientation and 84% of businesses prohibit discrimination based upon gender identity

Introduction to Co-Presenter

- David Simmons
 - Chair of the City of Scottsdale LGBT employee resource group
 - Designated LGBT liaison to the City Manager and Office of Diversity

Scottsdale businesses who have pledged

- Over 133 businesses in Scottsdale; Over 1000 business state-wide:
 - ❖ Scottsdale Lincoln Health Network
 - ❖ Scottsdale Community College
 - ❖ Mayo Clinic
 - ❖ Scottsdale Convention & Visitors Bureau
 - ❖ Scottsdale Chamber of Commerce

Other Quotes:

Local First-

"Local First Arizona was the first organization to sign onto the Unity Pledge because we believe in equality. We are the largest local business coalition in North America, with over 2,300 business members. Our members are varied and diverse, ranging from small mom and pop organizations to large Arizona employers with as many as 3,500 workers. What we all have in common is that Arizona is our home and we want a better life for all." Kimber Lanning, Founder and Executive Director, Local First Arizona

Nationwide-

At Nationwide, we respect the different backgrounds, cultures and perspectives of all of our associates. Because we value diversity as one of our greatest strengths, we can deliver the best service and products to our customers. - Jeanetta Darno, AVP, Diversity & Inclusion, Nationwide Insurance

The Venue of Scottsdale-

The signing of the Unity Pledge was a natural step for the Venue Scottsdale. Diversity is our core. From that one can truly grow as a person, as a group and as a leader. We are proud to stand side by side with others in the effort to ensure that all Arizonans are treated equally. - David Twigger
Regional Vice President of Sales and Marketing



OPEN
FOR BUSINESS
To Everyone!

The Arizona
Technology Council
is Arizona's premier
trade association
for science and
technology.

arizona.techcouncil.org
membership@arizona.techcouncil.org
Arizona Tech Council

connect + grow



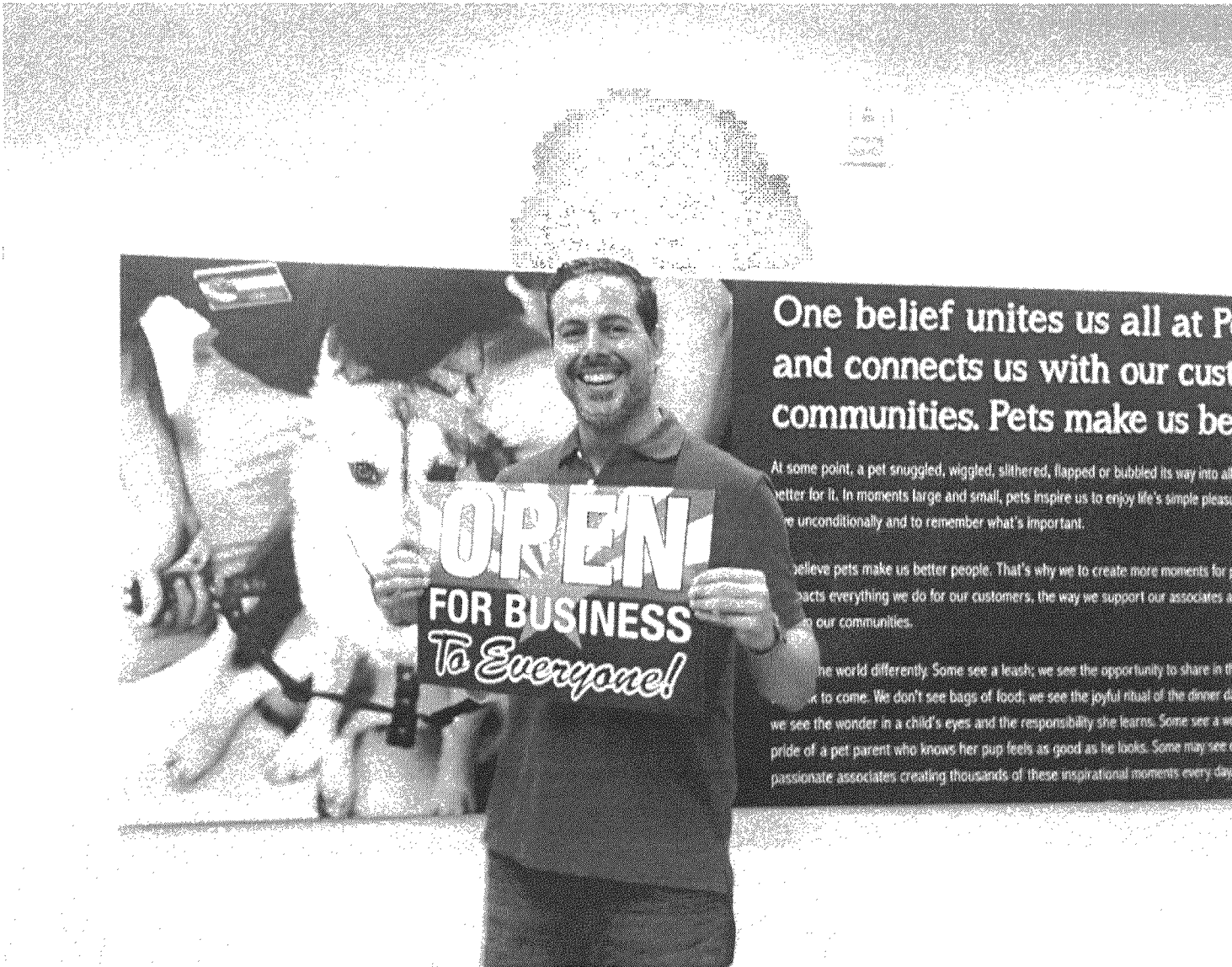
MassMutual

FINANCIAL GROUP

Securities offered through MassMutual Securities Services, LLC



OPEN
FOR BUSINESS
To Everyone!



One belief unites us all at Petco and connects us with our customers and communities. Pets make us better people.

At some point, a pet snuggled, wiggled, slithered, flapped or bubbled its way into all of our lives and made us a little better for it. In moments large and small, pets inspire us to enjoy life's simple pleasures, to love unconditionally and to remember what's important.

We believe pets make us better people. That's why we create more moments for pets in every aspect of our business. It affects everything we do for our customers, the way we support our associates and the way we live in our communities.

We see the world differently. Some see a leash; we see the opportunity to share in the joy of a walk to come. We don't see bags of food; we see the joyful ritual of the dinner dish. We see the wonder in a child's eyes and the responsibility she learns. Some see a well-deserved treat; we see the pride of a pet parent who knows her pup feels as good as he looks. Some may see an associate; we see passionate associates creating thousands of these inspirational moments every day.

MOMENTS
FOR BUSINESS
To Everyone!



Good for Business

- Smart businesses want to attract LGBT and allied professionals and travelers
- Smart businesses value diversity and know their responsibility to treat all people with dignity and respect

Summary

- Scottsdale's economic success depends upon attracting and retaining top talent
- Promote Scottsdale's image as forward-thinking and inclusive
- Protecting LGBT citizens, tourists, and business visitors to Scottsdale is good for business

Tonight's Agenda Item

- Adopt Resolution No. 9867

UNITY Pledge 2014

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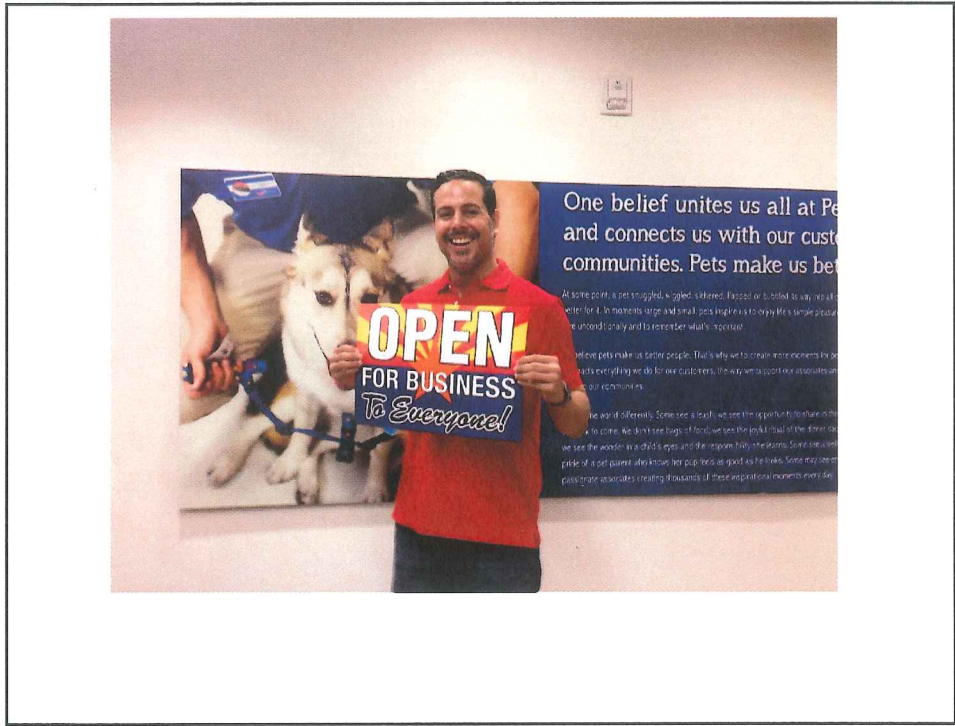
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