

# Welcome to Scottsdale, Arizona

## A World-Class Community

Located in the beautiful Sonoran Desert, Scottsdale is nestled at the foot of the McDowell Mountains in the Valley of the Sun. Scottsdale is a premier community known for a high quality of life with attractive residential, working and shopping areas. Our community is an internationally recognized visitor destination and a thriving location for businesses of all kinds.

Scottsdale consistently ranks among the nation's best places to live, with top-rated schools, award-winning parks, low crime rates and a vibrant economy. Old Town Scottsdale is home to many restaurants, retail shops, art galleries and resort hotels. Scottsdale's McDowell Sonoran Preserve is a permanently protected Sonoran Desert habitat encompassing nearly 48 square miles. There are recreational opportunities for everyone with many golf courses, tennis and pickleball courts, parks, pools, and hundreds of miles of bike paths and trails.

Scottsdale was founded by Army Chaplain Winfield Scott in 1888 but was not incorporated until 1951 when Scottsdale was a small community of 2,021 residents situated on about two square miles of land. Today, Scottsdale is home to more than 244,000 residents enjoying the rich diversity of experiences offered within the city's 185 square miles.



# Western Heritage, Extraordinary Living

## Business

Scottsdale features a diverse economy with key sectors like IT services, finance, healthcare innovation, logistics, tourism and corporate headquarters. The city has over 31,000 companies and more than 220,000 jobs. Notable business districts include Old Town Scottsdale, a charming glimpse into the city's history with its Western-themed storefronts, galleries and restaurants. The Scottsdale Airpark, to the north, is the city's largest employment area, housing corporate headquarters, technology firms and aviation-related businesses. In southern Scottsdale, the McDowell Road Corridor provides access to freeways, Sky Harbor International Airport and SkySong, ASU's Innovation Center, where companies can collaborate and innovate.

## Tourism

With its excellent weather, stunning landscapes and a bustling calendar of events, Scottsdale attracts nearly 11 million visitors each year. Scottsdale's visitors contribute an estimated \$3.5 billion annually to the local economy and additionally, they generate nearly \$73.8 million in tax revenue, representing more than 20 percent of the city's total tax income.

Scottsdale's destination marketing organization, Experience Scottsdale and city staff used the newly updated Tourism and Events Strategic Plan to improve experiences for tourists and residents. Scottsdale created targeted promotions for the Arts District and Museum of the West and successfully launched the Fall in Love campaign for the Civic Center renovation with over 70 events held in October and November 2023. Partnerships with Old Town businesses enhanced annual events such as Scottsdazzle and Western Week. The Tourism Development Commission funded 38 events, with a marketing impact valued at \$2.3 million, nearly double the funding provided at \$1.2 million. The Commission's funding comes from the "Bed Tax" and is a crucial part of maintaining Scottsdale's appeal as a destination.

## Special Events

Every year, residents, visitors and TV viewers alike enjoy Scottsdale's world-class sporting and cultural events. Scottsdale resorts host Fiesta Bowl teams, while Old Town becomes a hub for sports enthusiasts. The Barrett-Jackson Collector Car Auction headlines a week of automotive attractions, featuring over 40 hours of live TV coverage. Scottsdale's events season includes the festive Parada del Sol Historic Parade and Trail's End Festival and the Scottsdale Arabian Horse Show—one of the nation's largest. In March, Major League Baseball takes center stage as Old Town Scottsdale becomes the spring training home of the San Francisco Giants.

With the NCAA Men's Final Four in Arizona, Scottsdale's Waterfront became a fan destination attracting 23,000 visitors to its basketball-themed installation, the Canaley-Oop. With the help of the Local Organizing Committee, Scottsdale transformed the Marshall Way Bridge with a sports court, "live" NCAA tournament bracket board, a 13-foot cactus hoop basketball statue and hosted three event days.





# Scottsdale Top Attractions



⑥ Taliesin West



⑦ McCormick-Stillman Railroad Park



⑧ Indian Bend Wash Greenbelt



⑨ Scottsdale Fashion Square



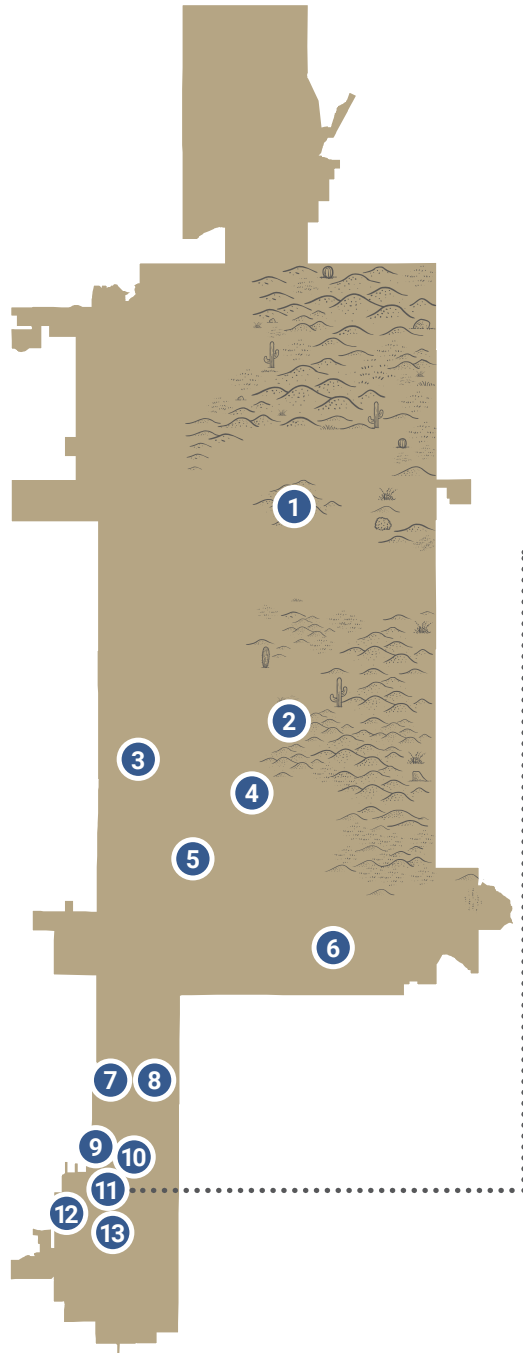
⑤ Scottsdale Airport/Airpark



⑩ Scottsdale Waterfront



④ WestWorld



⑪ Civic Center



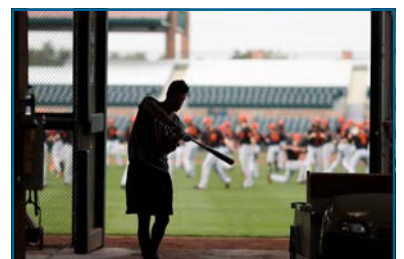
③ TPC Scottsdale



⑫ Scottsdale's Museum of the West



② Preserve Gateway and Scottsdale's McDowell Sonoran Preserve



⑬ Scottsdale Stadium



① Pinnacle Peak Park



## Connecting Residents to Physical and Digital Civic Spaces

As a world class desert city and destination, Scottsdale invests in public spaces that connect and engage residents with the city and each other. Scottsdale is a community of choices, welcoming to, and inclusive of, diverse cultures and lifestyles and seeks to create both physical and digital civic spaces for our residents.

### Premier Community Spaces

The newly remodeled and award-winning Scottsdale Civic Center is a vibrant testament to the city's commitment to public engagement. Realizing the vision developed by the community, Civic Center returned as a signature venue, perfect for events and gatherings, casual strolls and relaxation in the historic heart of Scottsdale. Approved by voters in the 2019 Bond election, this project includes a new 360 Stage with surrounding lawns, splash pad and new water features and landscaping, saving 400,000 gallons of water. Residents can enjoy new outdoor activities, events and concerts as well as enjoy the world-class public art and access key community spaces such as the Civic Center Library, City Hall, Scottsdale Museum of Public Arts and the Scottsdale Center for Performing Arts.



Scottsdale Civic Center, Photo by Aero Drone Visions

### Innovative Digital Civic Engagement

To foster community engagement, the City of Scottsdale developed innovative digital platforms that enable residents to connect and provide feedback on important issues. Through the use of QR codes strategically placed in physical locations, residents can easily access Hello Scottsdale, a mobile/SMS engagement platform, to voice their opinions on various matters. Moreover, Scottsdale boasts a robust online presence, with 110,000 followers across social media channels, 13,000 subscribers to the city's weekly e-newsletter and 6,258 residents actively participating in the city's questionnaire platform, Polco. These digital spaces allow Scottsdale more avenues of contact and communication so residents can stay up to date in the community and provide important feedback.

Through digital and physical spaces, Scottsdale progresses as a sophisticated city while maintaining our small-town charm.



Books to Boogie Event



Jazz Ambassadors Event