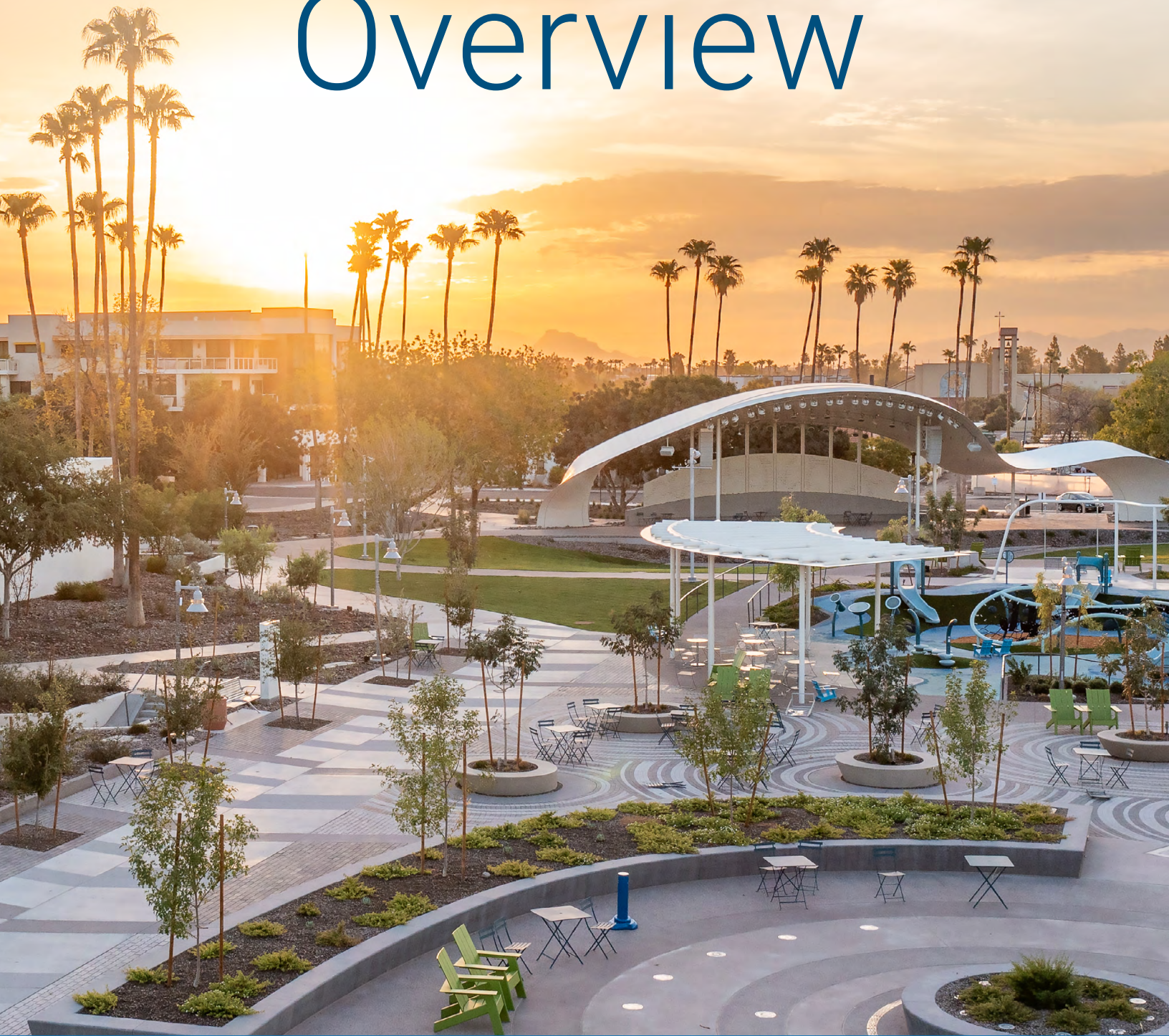


Scottsdale Overview



Scottsdale Services for our World-Class Community

Scottsdale provides a variety of services for Scottsdale residents. Have issues you need to report or questions? Reach out to any of the following Scottsdale service portals and phone numbers.

Go to [ScottsdaleAZ.gov](https://www.scottsdaleaz.gov), search “EZ” to submit a variety of requests including:

- Collection issues
- Potholes
- Property maintenance
- Container Repair
- Short-term Rental Information
- Street light outage or problem
- Water leaks

After School Programs

480-312-2329

Code Compliance Services

480-312-2546

City Council Offices

480-312-2550

City General Line

480-312-3111

Emergencies

- 911
- Fire Non-Emergency Line: 480-312-8911
- Police Non-Emergency Line: 480-312-5000

Library

480-312-7323

Mayor’s Office

480-312-2433

Parks and Recreation

480-312-2725

Sports and Recreation

- Adult Sports: 480-312-0227
- Youth Sports: 480-312-7656

Utility Billing

480-312-2461

Valley Metro Bus Service

602-253-5000

Water Services

480-312-5650

Youth and Family Services

480-312-7922



Learn more at [ScottsdaleAZ.gov](https://www.scottsdaleaz.gov), search “services”



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**Respect Character
and Culture**



**Conserve and Preserve
the Environment**



**Collaborate
and Engage**



Foster Well-Being



**Connect the
Community**



Revitalize Responsibly



**Advance Innovation
and Prosperity**



**COMMUNITY
VALUES**



Scottsdale: Building Community in the Desert

Scottsdale’s dedication to building a community known for outstanding livability, community prosperity and distinctive character is evident in thoughtfully designed civic spaces and engaging programs. These resources invite residents of many backgrounds and experiences to gather, connect and engage. Each park, plaza and public venue is a testament to Scottsdale’s commitment to strengthening community bonds and celebrating the unique spirit of the city through placemaking. This focus is guided by General Plan 2035, which was approved by voters in November of 2021, and envisions Scottsdale as a city that provides exceptional experience, outstanding livability, community prosperity and distinctive character.

Scottsdale’s General Plan 2035 comprises seven different community values, which provide focus to this year’s achievements and next year’s objectives. Continue reading to learn how Scottsdale is striving to fulfill the community’s aspirations and ensuring a sustainable and successful future for residents.

If you have comments or suggestions on how we can improve this document, please contact the City Manager’s Office: 480-312-2800 | citymanager@ScottsdaleAZ.gov.

Connecting the Community through Civic Center and Old Town Events



25,000+

visitors attended events at Scottsdale Center for the Performing Arts



130,000

people attended the 2024 Spring Training season



11,400

children and their parents sat in for storytelling at Civic Center Library



30+

residents graduated the Government 101 Citizen Academy



Respect Character and Culture

Scottsdale protects and enhances the community’s unique features



Learn more at [ScottsdaleAZ.gov](https://www.ScottsdaleAZ.gov), search “get involved”

Highlighted Accomplishments

- This year’s Arabian Horse Show saw its highest participation ever recorded, with 250,000 attendees. This longstanding event, running for 68 years in Scottsdale, supports charitable organizations including Phoenix Children’s Hospital and March of Dimes with its proceeds.
- The Development Review Board approved amendments to the Old Town Scottsdale Urban Design & Architectural Guidelines to ensure the community’s aesthetic vision for Scottsdale’s downtown area aligns with recent City Council-adopted amendments to the Old Town Scottsdale Character Area Plan and the city’s Zoning Ordinance.



Looking Forward

- In 2024/25, the city will once again conduct the National Community Survey, a biennial effort to gather community wide feedback through a random sample survey. Results are used throughout the organization to improve service and identify emerging priorities.



Conserve and Preserve the Environment

Scottsdale leads in the stewardship of the Sonoran Desert environment

Highlighted Accomplishments

- The Parks and Recreation team participated in the Tree City USA program for the 42nd consecutive year, planting 471 trees for a total of over 24,000 trees across Scottsdale.
- Scottsdale residents have saved 9.3 million gallons of water, thanks to the WaterSmart portal leak detection system. This tool monitors water usage, alerts customers to potential leaks, and optimizes water conservation.

Looking Forward

- The Solid Waste Transfer Station will be upgraded to enable businesses to divert green waste from the landfill by bringing it to the transfer station, where it will be repurposed for mulch or compost. These diversion initiatives support sustainability by reducing landfill waste and provide resources for residents.



Learn more at [ScottsdaleAZ.gov](https://www.scottsdaleaz.gov), search "preserve"

The **48 square miles** of Scottsdale's McDowell Sonoran Preserve is the equivalent to **36 of New York City's Central Park**



Collaborate and Engage

Scottsdale fosters transparent, responsive and collaborative community involvement



Scottsdale 101 Citizens Academy

Highlighted Accomplishments

- The Protect and Preserve Scottsdale Task Force provided a final recommendation to City Council on a financial strategy to maintain open spaces in the city.
- Scottsdale was named the Top Digital City for 2023 by the Center for Digital Government (CDG) for cities of our size. This award is an annual recognition given to cities across the United States that demonstrate exemplary use of technology to improve public service, enhance transparency, and engage citizens effectively.
- The Neighborhood College program provides residents and HOAs with resources, information, and tools to become active community leaders. During 2023, 20 classes were held both in-person and virtually, with 642 participants.

Looking Forward

- There will be public engagement opportunities about sustainability in Fall 2024. Topics for discussion will include energy, water, waste, air quality and extreme heat.

Reporting issues is EZ



Residents made 39,184 requests using Scottsdale EZ last year. The number one request? Residential container repair. Have a broken recycling container or other issues? Report it at [ScottsdaleAZ.gov](https://www.scottsdaleaz.gov), search "EZ".



Foster Well-Being

Scottsdale promotes a culture of physical and mental health, safety and well-being

Highlighted Accomplishments

- Through the Bridge Housing Program, Human Services achieved an 86 percent success rate providing a safe and stable place to stay for seniors and families with minor children who have been displaced from their Scottsdale home. The program includes supportive services to assist participants with securing stable housing within 120 days and has served 168 participants since its start.
- Scottsdale Police Department hosted the largest department event in history, a Town Hall to address the dinnertime burglaries. 1,500 residents attended the event in-person, and another 2,000 joined the session online!

Looking Forward

- The construction of the Thomas A. Hontz Police and Fire Training Facility is scheduled to be completed in Fall 2024. This public safety facility is a Bond 2019 project.
- An ambulance program will launch services in January 2025. The addition of ambulatory training to the fire department will improve the level of emergency medical care for Scottsdale residents.



Connect the Community

Scottsdale connects all community members through safe and efficient mobility options

Highlighted Accomplishments

- The Council's policy decisions and the infrastructure initiatives led by the Transportation and Streets Department have resulted in a nearly 66 percent decrease in serious vehicular collisions over the last 30 years, accompanied by a reduction in fatal collisions. Initiatives include roundabouts, enhancements at intersections, safety upgrades and the strategic diversion of city traffic to freeways.
- Scottsdale received the gold-level Bicycle Friendly Community award from the League of American Bicyclists for the 4th year in a row. Achieving the gold level has many requirements which span across five categories, known as "the 5 Es": engineering, education, encouragement, evaluation and planning, and equity and accessibility.

Looking Forward

- The construction of a pedestrian tunnel will provide residents with a safe route under Chaparral Road connecting Chaparral and Camelback parks. This project exemplifies ongoing infrastructure efforts aimed at enhancing pedestrian safety and reducing injuries from vehicular accidents.



6:07 minutes average police response time.



5:22 minutes average fire response time.



Fire Department public education and outreach connected with **45,000 people**.



Scottsdale libraries welcomed more than **109,519 visitors**.



322 volunteers with Vista del Camino & Paiute neighborhood centers.



20,001 food boxes provided at senior and community centers.



Scottsdale's McDowell Sonoran Preserve had **815,000 visits**.



Advance Innovation and Prosperity

Scottsdale embraces a diverse and innovative economy

Highlighted Accomplishments

- In support of the Buy Local initiative, Scottsdale sponsored participants for the ImpactAZ 2025 program, resulting in public education workshops to assist local businesses with bidding and contracting procedures that will allow them to do business with the city.

Looking Forward

- The High Performance and Innovation Team relaunched as the Scottsdale Innovation team. In Fiscal Year 2024/25, this team has secured new funding to launch innovative pilot projects throughout the city. The funding will provide seed funds to develop projects using innovative technologies, programs and services.
- The Scottsdale College Promise agreement was approved by City Council in June of 2024, giving way to the creation of a scholarship fund for Scottsdale high school graduates and Scottsdale residents. Looking ahead, the city will work with its educational partners to develop an accompanying internship program to encourage public service career pathways for students.



Revitalize Responsibly

Scottsdale vigorously evaluates the short and long-term impacts of development and redevelopment decisions

Highlighted Accomplishments

- On May 6, 2024, the City Council passed ordinance changes to address negative impacts of vacation rentals. These include prohibiting minors from renting properties, adding promoters as a responsible party, and giving police authority to ask non-residents to leave a property after a nuisance party is declared.

The typical Scottsdale household pays less for monthly water, wastewater, trash and recycling services than the average rates for other Valley cities.

Source: 2024 Comparative Cost of Services

City	Monthly Cost
CHANDLER	\$74
SCOTTSDALE	\$106
AVERAGE*	\$116
MESA	\$147

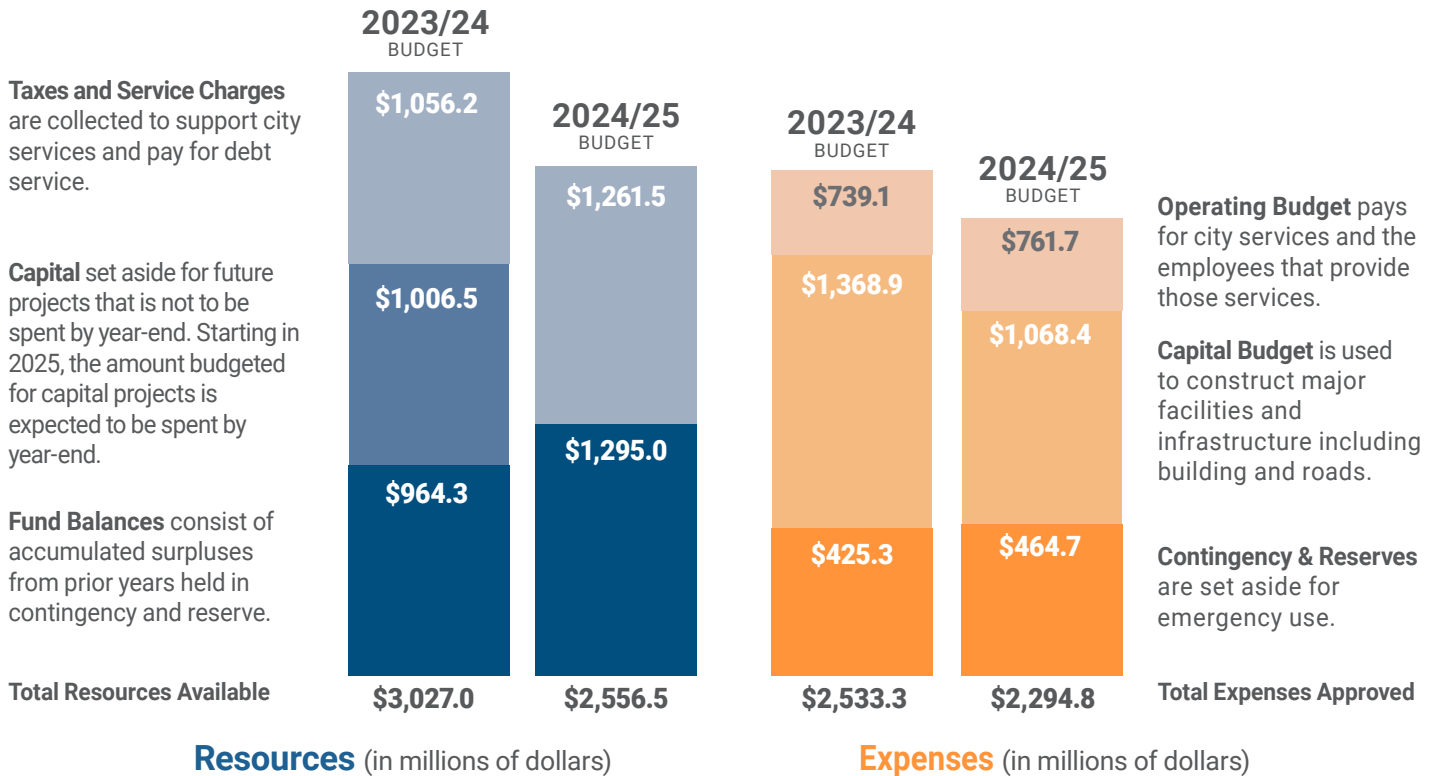
Values are rounded to the nearest dollar. Bills may vary based on actual usage and size of property
*Average of the eight largest cities in the Valley

Looking Forward

- The Special Noise Violations Ordinance staff working group continues to address sound concerns while balancing special events and business needs with residents' quality of life. A City Council Work Study has been completed, and a draft ordinance is in progress to be presented to the public for community input this fall. The ordinance seeks to maintain a vibrant entertainment culture while managing impacts of sound on nearby residential neighborhoods.

Resources and Expenses

Scottsdale is required by law to adopt a budget each year and cannot spend more than the total budgeted amount. This includes all city funds for the fiscal year ending June 30. City Council adopted the Fiscal Year 2024/25 budget in June 2024. The city's financial statements are audited annually by an independent auditor.

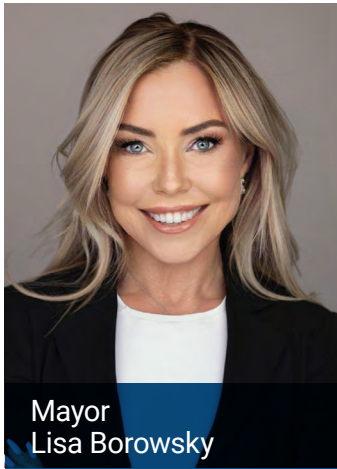


Learn more at [ScottsdaleAZ.gov](https://www.scottsdaleaz.gov), search "finance"

Rounding differences may occur

Scottsdale City Council

The City Council consists of the mayor and six council members who are elected to represent the city at large and serve overlapping, four-year terms. These seven residents oversee city government and set policy, approve programs, appropriate funds, enact laws, select charter officers, and appoint the members of the city's advisory boards and commissions. The mayor is the chair of the Scottsdale City Council and presides over its meetings, which are typically held on Tuesdays in the City Hall Kiva Forum located at 3939 N. Drinkwater Blvd. in Old Town Scottsdale.



Mayor
Lisa Borowsky

Lisa Borowsky began her first term as mayor of Scottsdale in January 2025.

She is a lifelong Scottsdale resident and is dedicated to keeping Scottsdale a world-renowned tourist destination while prioritizing a community that residents are proud to call home.

Lisa attended Scottsdale public schools, obtained her undergraduate degree from Arizona State University and her J.D. at St. John's University, School of Law in New York.

She returned home to begin her career in commercial litigation. Throughout her legal career, Lisa represented homeowners plagued by construction failures, recovering millions of dollars on their behalf.

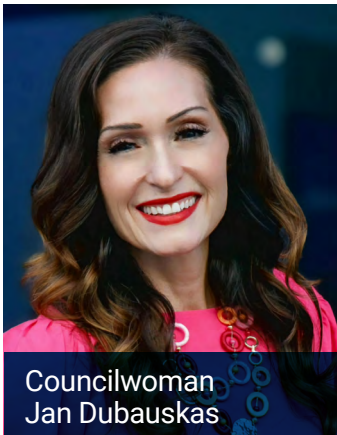
Lisa's most important accomplishment, however, is raising her beautiful daughter, Savannah, here in Scottsdale. They enjoy spending time with their family, dogs and horses, and playing tennis.

Lisa served on the Scottsdale City Council from 2008 to 2012, leading efforts for meaningful structural changes to the city budget process and securing a voter-approved amendment to the City Charter to strengthen fiscal accountability to taxpayers.

She grew up competing in quarter horse shows and still enjoys riding and spending time at Scottsdale's great restaurants, resorts and events.

She loves meeting and hearing from residents. Please reach out with ideas, concerns or to become a city volunteer.

MBorowsky@ScottsdaleAZ.gov | 480-312-2433



Councilwoman
Jan Dubauskas

Jan Dubauskas began her term on the Scottsdale City Council in January 2025.

She has lived in Arizona since 1998 and been a Scottsdale resident for more than 10 years.

Jan has been practicing law for nearly 20 years. She served as general counsel and chief operating officer for a health insurance carrier and regularly appeared

on national cable news as a health insurance expert.

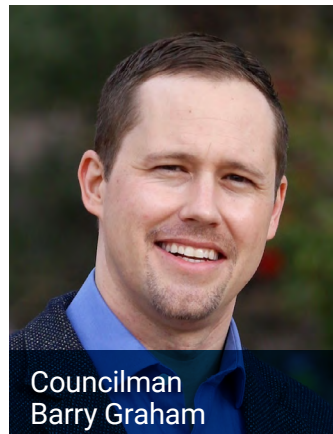
Prior to that, she served as director of compliance for a life insurance company.

Jan has a Bachelor of Arts degree from the University of Oregon and a Juris Doctorate from Arizona State University's Sandra Day O'Connor College of Law.

She is a graduate of Scottsdale 101 Citizen Academy and the city's police and water citizen academies.

Jan and her husband, Jon, have a blended family with five children ranging in age from 7-27. Their youngest daughters attend school in the Scottsdale Unified School District.

JDubauskas@ScottsdaleAZ.gov | 480-312-7402



Councilman
Barry Graham

Councilman Graham began his first term on the City Council in January 2023.

He grew up in northern Scottsdale and was an all-state athlete at Chaparral High School. Today he lives in southern Scottsdale where he and his wife, Farrah, are raising their twin sons. He is a Certified Public Accountant (CPA) for one of the most prestigious accounting firms in

Arizona. He specializes in auditing the financial statements and analyzing the performance of private businesses, most of which are based in Arizona. Barry spent several years after high school in Massachusetts, earning undergraduate degrees from Boston University in Economics and International Relations. While working as an analyst in the Massachusetts State Legislature, Barry graduated from the University of Massachusetts with a Master of Science in Accounting where he delivered the commencement address. Barry has served as a precinct committeeman since 2012 and was twice-elected treasurer of his political party's local legislative district.

BGraham@scottsdaleaz.gov | 480-312-7454



**Councilman
Adam Kwasman**

Adam Kwasman began his first term on the Scottsdale City Council in January 2025.

He serves as the President and Managing Attorney of Kwasman Law.

Adam previously served in the Arizona House of Representatives where he was Vice Chairman of the Ways & Means committee and sat on the Appropriations, Commerce

and Joint-Legislative Budget committees. He earned the “Hero of the Taxpayer” award from Americans for Prosperity, the “Champion of Small Business” award by the National Federation of Independent Businesses, and the “Friend of the Family Award” by the Arizona Family Project.

Adam earned his B.A. (cum laude) from Tulane University, his M.A. in economics from George Mason University, and his J.D. from Arizona State University’s Sandra Day O’Connor College of Law.

He draws inspiration from his wife, Orit, and their four children, Zev, Seri, Esther, and Ari. The Kwasmans are members of Congregation Beth Tefillah and Chabad of Arizona.

AKwasman@SwcottsdaleAZ.gov | 480-312-2374



**Councilwoman
Maryann McAllen**

Maryann McAllen began her first term on the Scottsdale City Council in January 2025.

Becoming a city councilwoman has been a lifelong goal for Maryann who dreamed of serving her community since she was a student at Supai Elementary School.

Maryann has lived in Scottsdale for 60 years. She attended Coronado High

School and is now the president of the Coronado Foundation for the Future, which funds scholarships for current students.

She earned a bachelor’s degree in communication and nonprofit studies from Arizona State University. After graduation, she began a 14-year career in the city’s Parks and Recreation and Human Services departments.

Maryann has been married to her husband, Sam, for 32 years. They raised their four children in Scottsdale.

Maryann is a graduate of Scottdale Leadership and the past chair of the Scottsdale Parks and Recreation Commission.

She is also a proud small business owner in Scottsdale.

MMcallen@ScottsdaleAZ.gov | 480-312-7456



**Councilwoman
Kathy Littlefield**

Kathy Littlefield began her third term on the City Council in January 2023. She has 25 years of financial and management experience. She co-founded (with her husband Bob Littlefield, who served three terms on the Scottsdale City Council from 2002 to 2015) and continues to manage their successful Scottsdale-based company, NetXpert Systems, Inc. dba Flight Skills. Her

previous professional experience includes working in the Budget Office of the City of Plano, Texas, as an office manager for a local greetings company, and as the finance director for Girls Ranch, a nonprofit organization formerly in Scottsdale. She served as president of her Civitan Club (an organization that helps developmentally disabled and underprivileged children), where she was chosen “Civitan of the Year” for her efforts. Councilwoman Littlefield is a Scottsdale native. She attended the Scottsdale Unified Schools Ingleside Elementary and Arcadia High and graduated with distinction from Arizona State University in 1970 with a bachelor’s degree in business education.

KLittlefield@ScottsdaleAZ.gov | 480-312-7412



**Councilwoman
Solange Whitehead**

Councilwoman Whitehead began her second term on the City Council in January 2023. She came to Scottsdale in 1996 from San Diego for ‘just six months’, fell in love with everything Arizona and never went back. She is an electrical engineer, a Granite Reef Senior Center volunteer, and a former Scottsdale Preserve Commissioner. During

her tenure, Scottsdale has increased protections for the McDowell Sonoran Preserve, dedicated new parks, expanded water conservation programs, and increased funding for the city’s infrastructure and public safety. Councilwoman Whitehead and her husband have three grown children and spend a lot of time outdoors.

SWhitehead@ScottsdaleAZ.gov | 480-312-7423

Charter Officers

The City Council hires six officers to advise them on policy issues and run day-to-day operations. They are collectively known as the charter officers because their positions are spelled out in the City Charter, a voter-approved document which describes the organization and authority of the city government in Scottsdale. These positions are the city manager, city attorney, city auditor, city clerk, city treasurer/chief financial officer, and presiding city judge. The city manager is the chief executive officer and is responsible for about 90 percent of the city's work force.



Greg Caton
Interim City Manager
GCaton@ScottsdaleAZ.gov
480-312-7759 •



Sherry R. Scott
City Attorney
SScott@ScottsdaleAZ.gov
480-312-2405



Lai Cluff
Acting City Auditor
LCluff@ScottsdaleAZ.gov
480-312-7851



Ben Lane
City Clerk
BLane@ScottsdaleAZ.gov
480-312-2412



Sonia Andrews
City Treasurer & Chief
Financial Officer
SAndrews@ScottsdaleAZ.gov
480-312-2364



Marianne Bayardi
Presiding Judge
MBayardi@ScottsdaleAZ.gov
480-312-7604

Highlighted Recognition

Scottsdale Airport Receives FAA Western-Pacific Region Outstanding Airport Award

The Federal Aviation Administration (FAA) is responsible for managing air traffic in U.S. airspace. The award recognizes airports that excel in various aspects of airport management and development. Scottsdale was lauded for its dedication to operational excellence and innovation, safety and community engagement in completing substantial improvement and construction projects. 171,675 take offs and landings occurred at Scottsdale Airport in 2023, making it one of the busiest single-runway general aviation airports in the state, and among many reasons Scottsdale Airport was inducted into the Scottsdale History Hall of Fame in 2023.

Civic Center Wins the Crescordia Award

Arizona Forward awarded Scottsdale Civic Center the Crescordia award for "Civic Buildings, Structures, and Landscape Design." This award recognizes outstanding achievements in various categories of environmental design, including civic buildings, structures, and landscape design, highlighting projects that exemplify exceptional sustainability and harmony with the environment. Designed with sustainability in mind, the project features bioswales for stormwater management, permeable pavements with underground water systems, roof water collection at the East Bowl to support existing trees, and new low-water plants.

Scottsdale Water Achieves Excellence and Receives 15 Awards from AZ Water Association

Scottsdale Water won the Water Distribution System of the Year award for the Large System category, showing Scottsdale's sophisticated water delivery system. Team members not only surpass industry metrics but also play a crucial role in enhancing the public outreach program.

Scott Piros of the Gainey Ranch Treatment Facility won the Small Treatment Plant Supervisor of the Year. Scott was recognized with the award for enhancing preventive maintenance processes, boosting operator engagement, and applying proactive methods to address treatment issues.

Finally, Scottsdale Water's facilities and departments won thirteen of the association's Safety awards. This recognition is given to those who create safe working environments and protect the health and well-being of employees and the public.



Find more recognitions and rankings at [ScottsdaleAZ.gov](https://www.scottsdaleaz.gov), search "recognition and rankings"

Making Cents of Numbers

The City of Scottsdale implements the priorities of the residents through funding of programs and services. The budget is the highest form of policy by the City Council and is presented in multiple formats to accommodate a variety of audiences. The city invites Scottsdale residents to provide input annually throughout the budget development and adoption. Scottsdale is always looking to improve while ensuring providing Simply Better Service for a World-Class community.

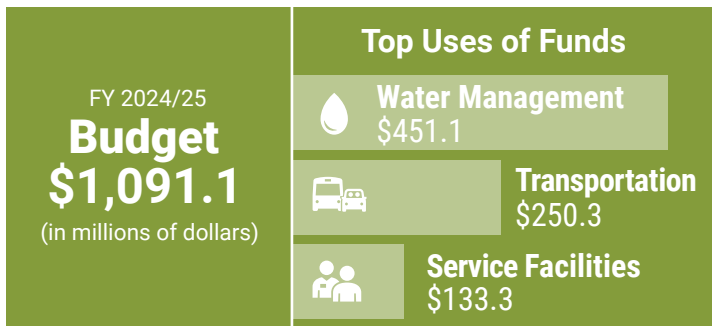


Scottsdale's Budgets

Scottsdale's annual budget includes two main components, one is for capital projects that become long-time assets and the other is for city operations, which fund services for the public.

Capital Budget

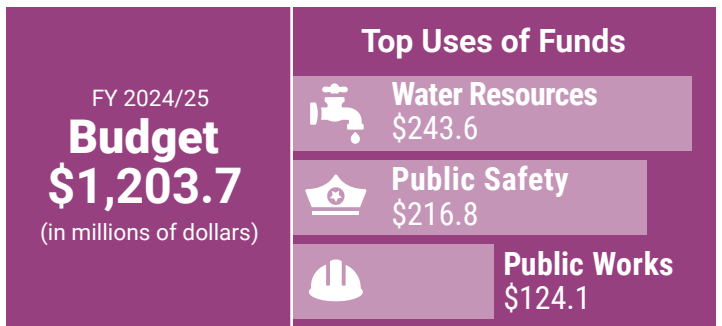
Funds long-term investments in the city such as building, acquisition and improvement of infrastructure and facilities.



All other uses of funds: \$256.4

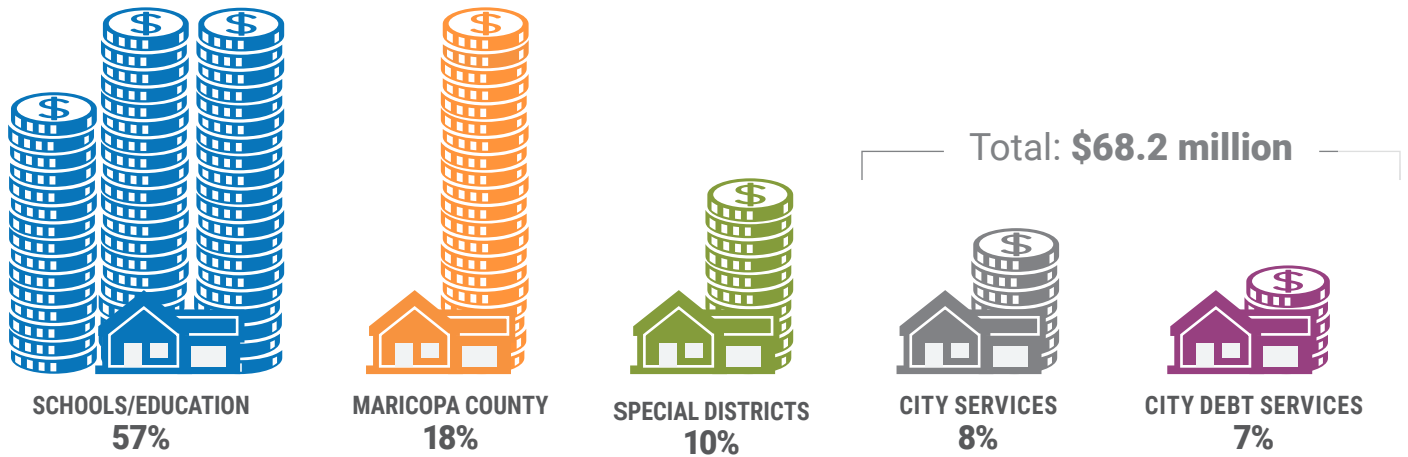
Operating Budget

Funds the day-to-day city operations and services.



All other uses of funds: \$619.2

Where Do My Property Taxes Go?



Some property tax numbers may vary based on location in Scottsdale

Scottsdale has one of the lowest property and sales tax rates in the Valley.

Property tax on a \$300,000 house



Sales tax on a \$30,000 car

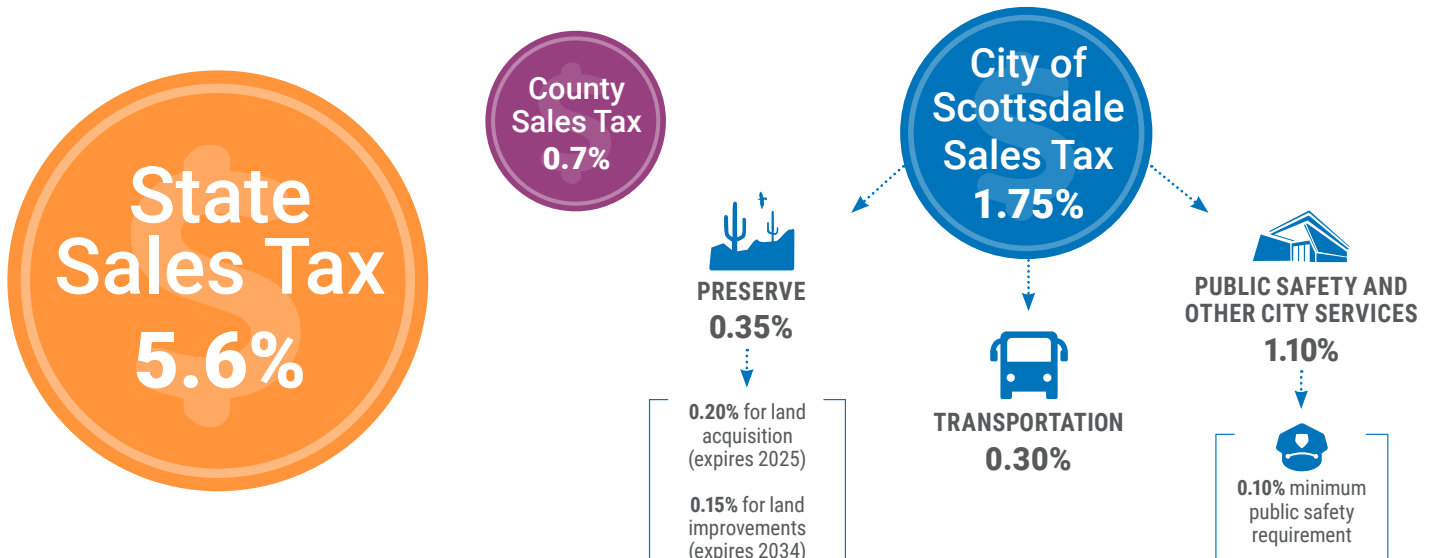


This year, Scottsdale's property tax rate dropped by 5.1%!

*Average of the eight largest cities in the Valley. The housing figures are reflective of the assessed value

Where Do My Sales Taxes Go?

Total: **8.05%**



Scottsdale employees provide Simply Better Service that helps keep the community clean and healthy.



Learn more at [ScottsdaleAZ.gov](https://www.ScottsdaleAZ.gov), search "about"

8 WATER FACILITIES

68.7
MILLION
GALLONS OF DRINKING
WATER
DELIVERED
DAILY

54 SOLID WASTE
TRUCKS

1,538
MILES OF
SANITARY
SEWERS

2,167 MILES OF WATER MAINS



Scottsdale employees provide Simply Better Service that help keep our World-Class Community safe.

4 POLICE STATIONS

365 POLICE VEHICLES

15 FIRE STATIONS

41 FIRE RESPONSE VEHICLES

313 TRAFFIC SIGNALS

2,801 LANE MILES OF ROADS

11,676 FIRE HYDRANTS

Scottsdale employees provide Simply Better Service that enhance the quality of life of residents and visitors.

**45
PARKS**

**30,500
ACRES OF
PRESERVE LAND**

**11 TRAILHEADS AND 230 MILES
OF NON-MOTORIZED TRAILS
IN THE PRESERVE**

**1,116 TOTAL
ACRES**

37 PLAYGROUNDS

**5 URBAN
LAKES**

**74 ATHLETIC
FIELDS**

**39 BASKETBALL
COURTS**

**3 OFF-LEASH
AREAS**

**4 AQUATIC
FACILITIES**

**36 VOLLEYBALL
COURTS**

**30 PICKLEBALL &
RACQUETBALL
COURTS**

**6 SPRAY
FEATURES**

**2 SKATE
PARKS**

**51 TENNIS COURTS
2 TENNIS CENTERS**

**1 BASEBALL
STADIUM**

1 RAILROAD PARK

**10 OUTDOOR
EQUESTRIAN
ARENAS**

125 MILES OF PAVED PATHWAYS, 162 UNPAVED

**2 SENIOR
CENTERS**

**6 COMMUNITY
CENTERS**

**4 PUBLIC
LIBRARIES**

Scottsdale has a vibrant business community and is a destination for arts, dining and tourism.



53 HOTELS
9,591 ROOMS



1 AIRPORT



31,986 COMPANIES DOING BUSINESS IN SCOTTSDALE

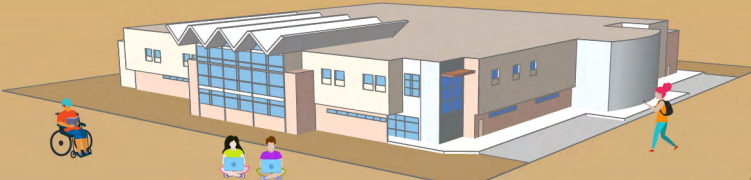


7 MUSEUMS

183 ART GALLERIES & ART DEALERS



31 PUBLIC SCHOOLS
20,061 ENROLLMENT



960 RESTAURANTS



3 FREE TROLLEY ROUTES

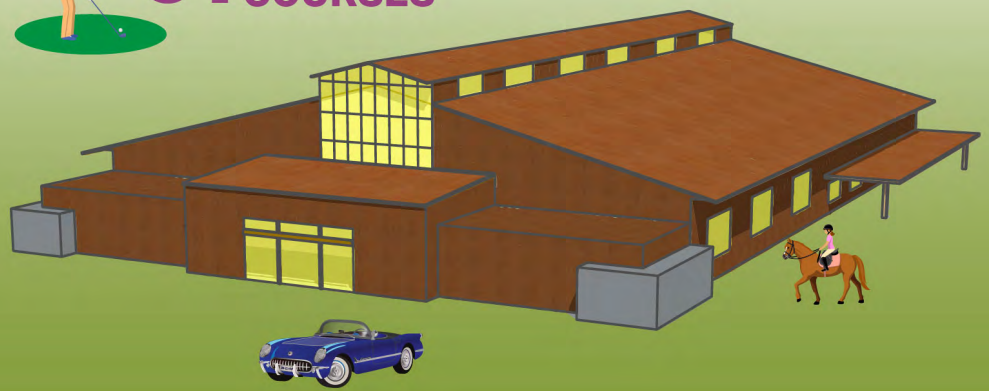


9 BUS ROUTES

51 GOLF COURSES



398 COMBINED SPECIAL EVENT DAYS AT WESTWORLD





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.



Juneteenth Celebration



Western Week – Dancers



Veterans Day – Boy Scouts of America



Dogs Day Out - Tail Waggin' Tales Scottsdale Public Library

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's Waterfront NCAA Men's Final Four Installation



Western Week

Scottsdale Top Attractions



6 Taliesin West



7 McCormick-Stillman Railroad Park



8 Indian Bend Wash Greenbelt



9 Scottsdale Fashion Square



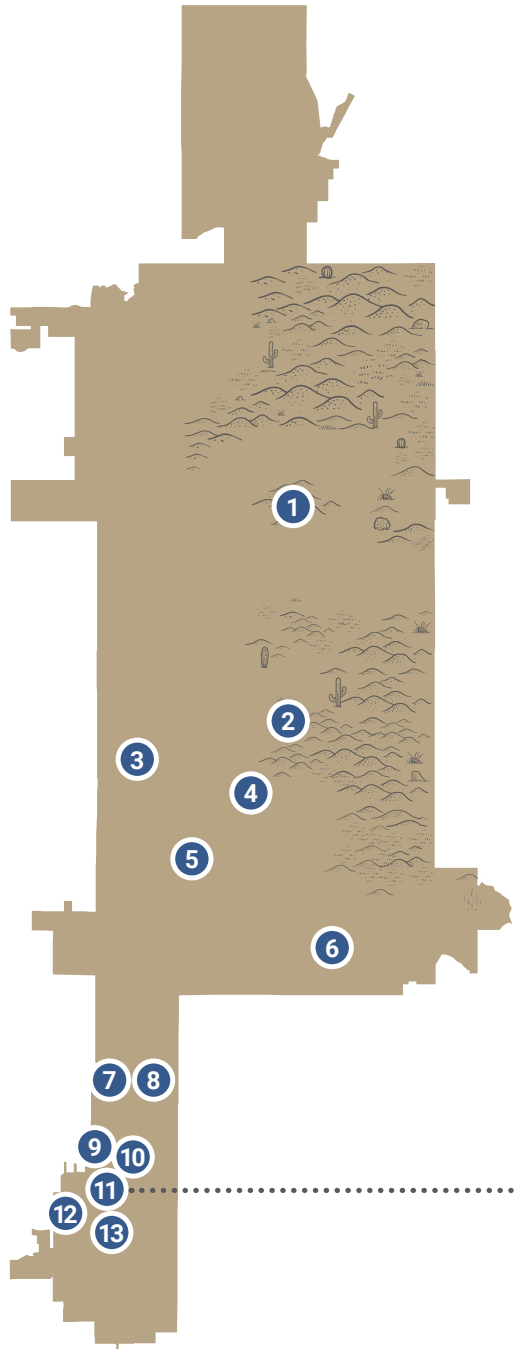
5 Scottsdale Airport/Airpark



10 Scottsdale Waterfront



4 WestWorld



11 Civic Center



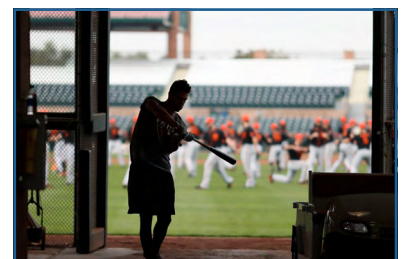
3 TPC Scottsdale



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.



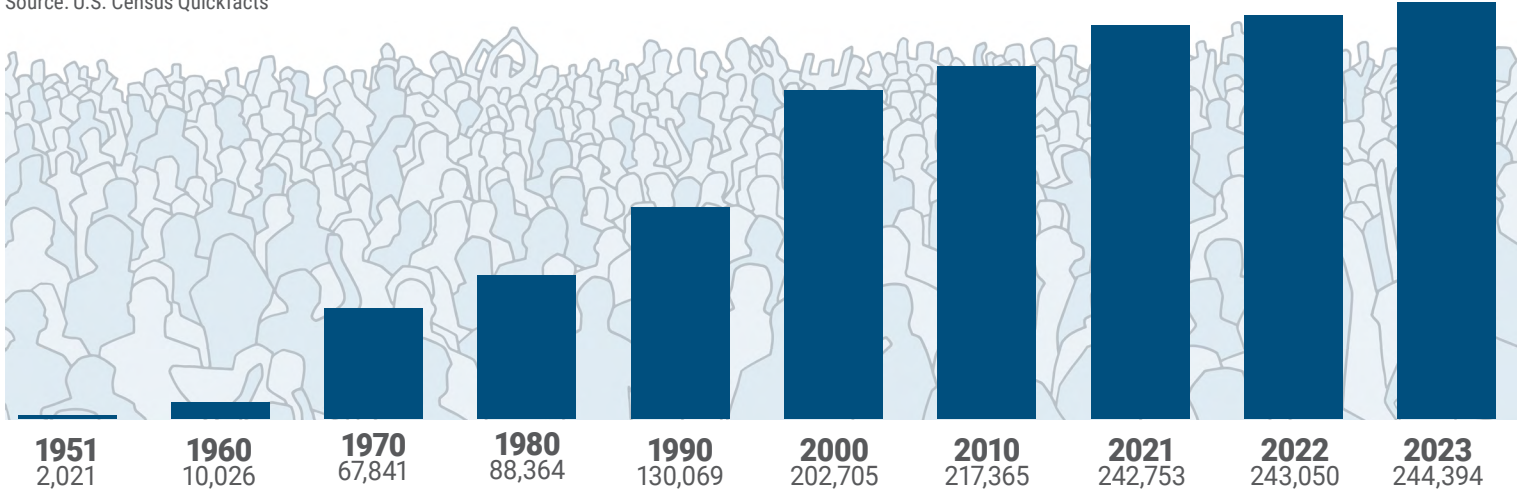
Books to Boogie Event



Jazz Ambassadors Event

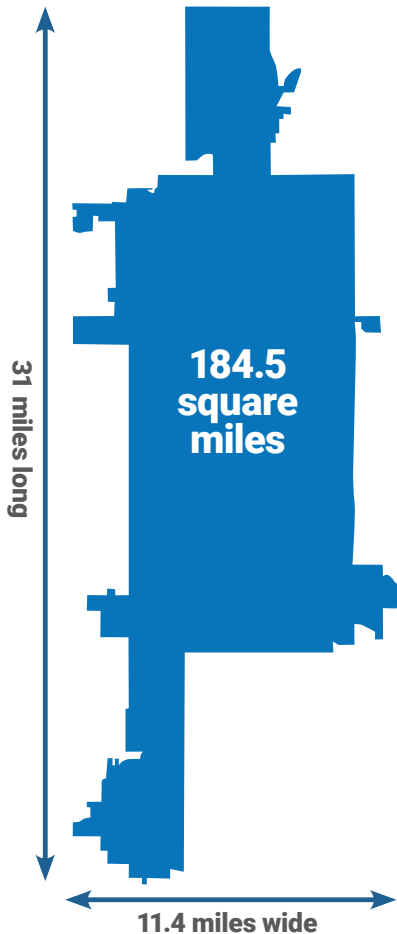
Scottsdale by the Numbers: A Demographic Summary

Source: U.S. Census Quickfacts



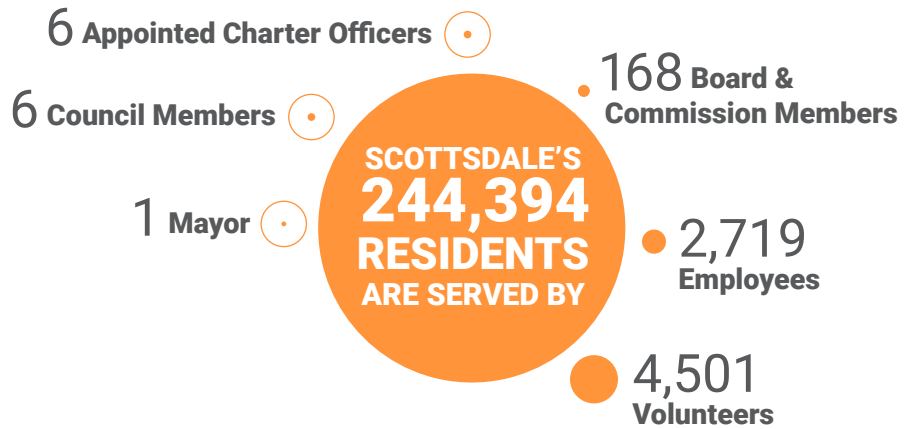
Scottsdale is the 48th largest city in the U.S. by area.

U.S. Census Bureau Quickfacts and City of Scottsdale



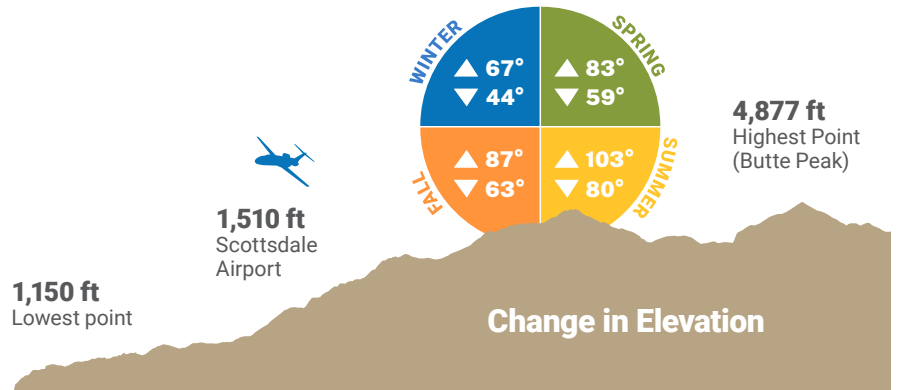
Over 6,000 people directly serve the residents of Scottsdale.

Source: U.S. Census Bureau Quickfacts and City of Scottsdale



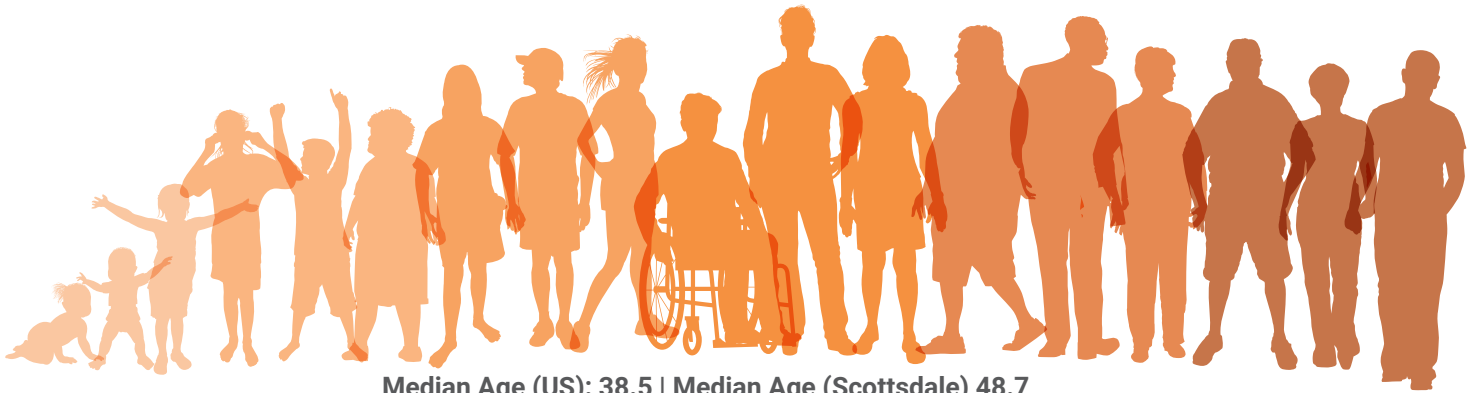
Scottsdale's elevation rises by nearly 4,000 feet from south to north.

Source: City of Scottsdale and Scottsdale Airport Weather Station



Scottsdale Residents

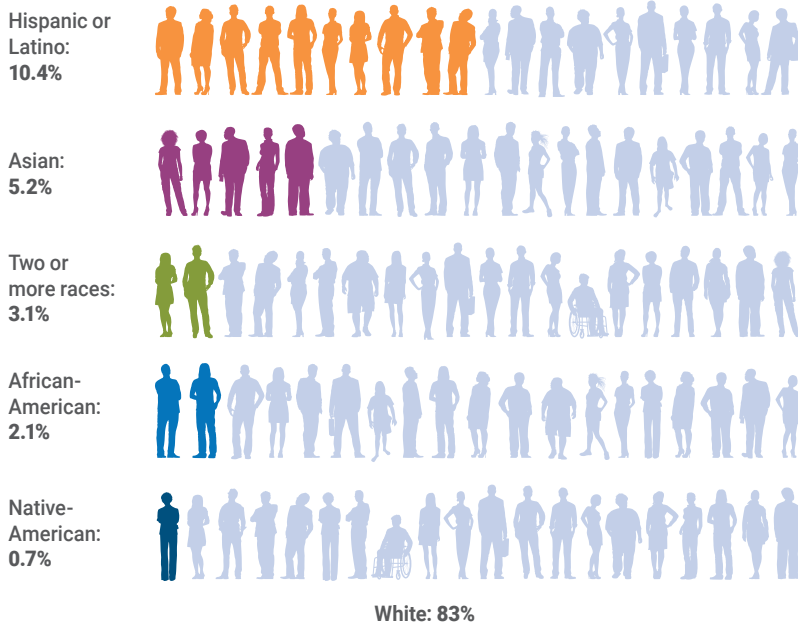
Scottsdale's median age of 48.7 is more than 10 years older than the U.S. median age of 38.5.



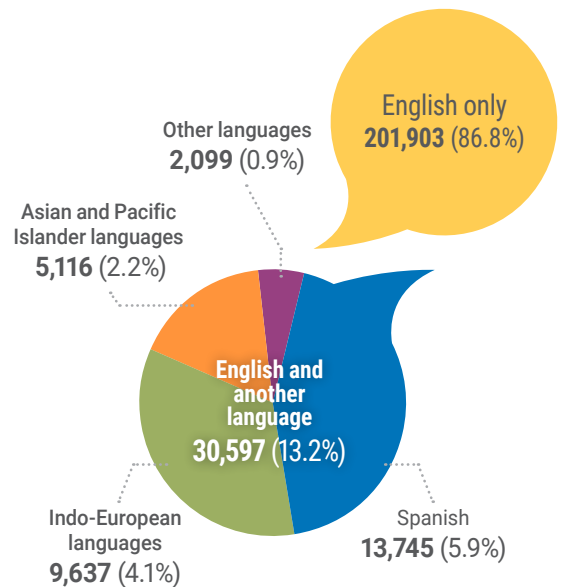
Median Age (US): 38.5 | Median Age (Scottsdale) 48.7

Age Under 5	5-19	20-24	25-54	55-74	75+
7,686	29,213	12,953	92,365	67,540	32,388

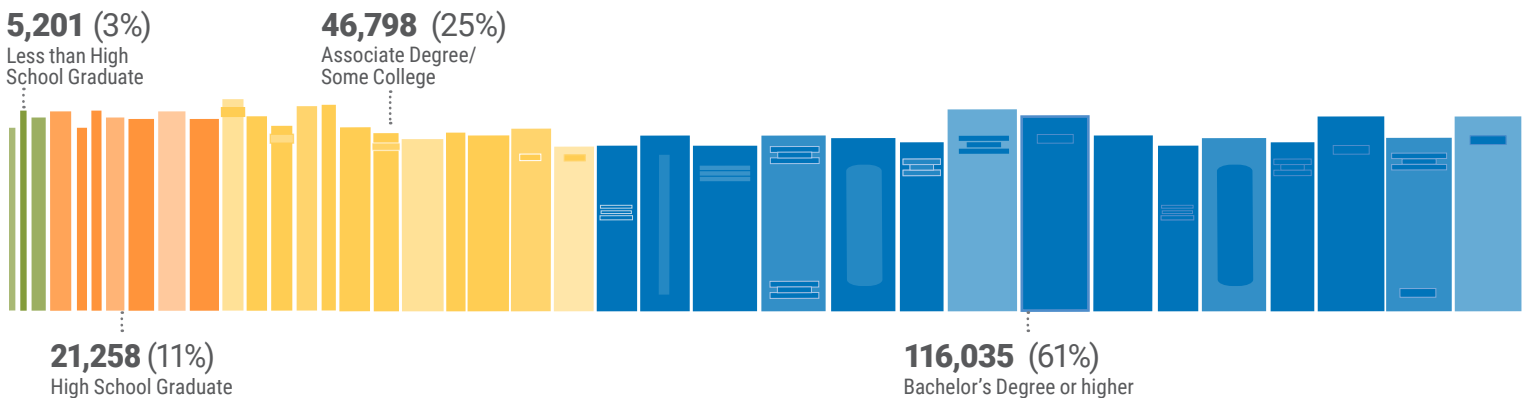
1 in 5 Scottsdale residents is a person of color.



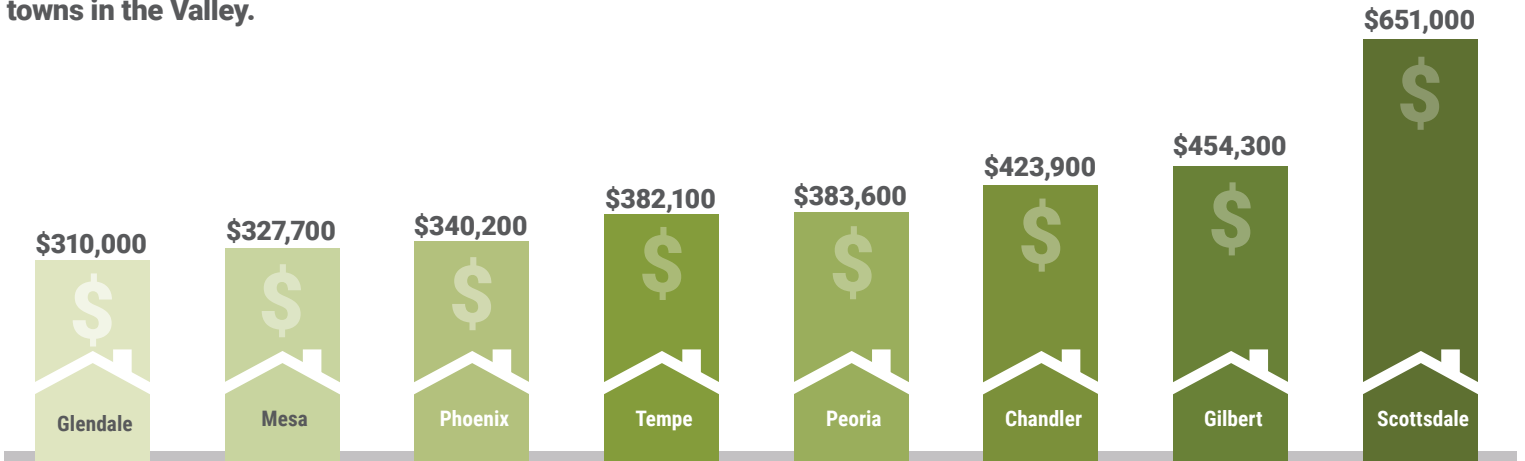
While most Scottsdale residents speak English, 1 in 8 can also speak another language.



3 in 5 Scottsdale residents over age 25 have earned a bachelor's degree or higher.

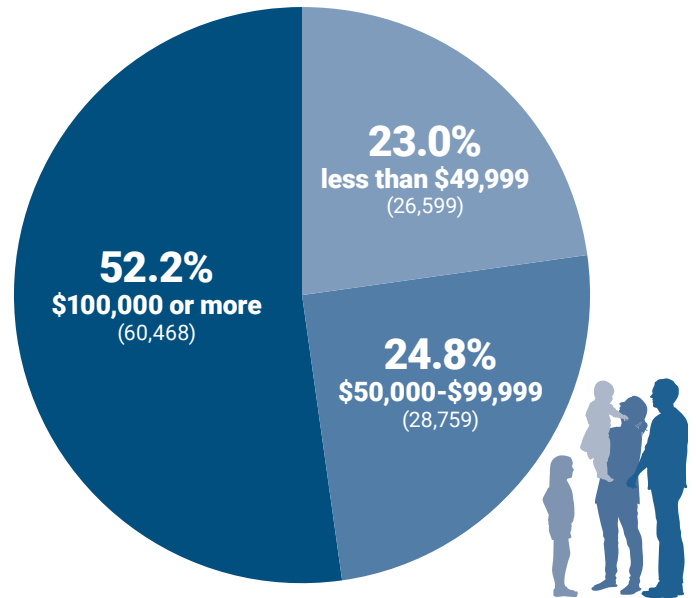
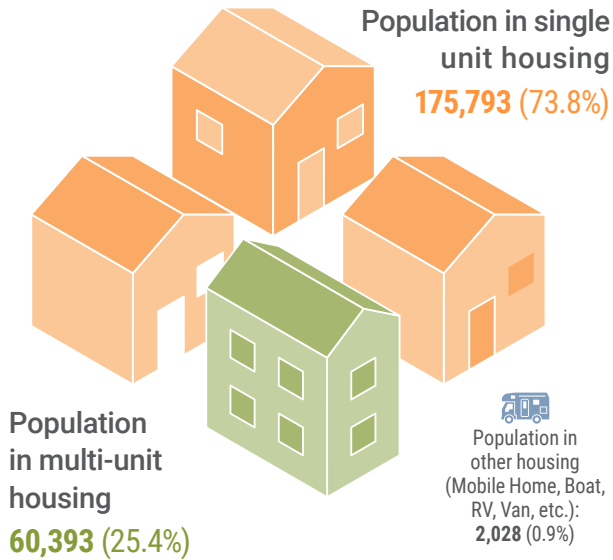


Scottsdale has the highest median housing price of any of the large cities and towns in the Valley.

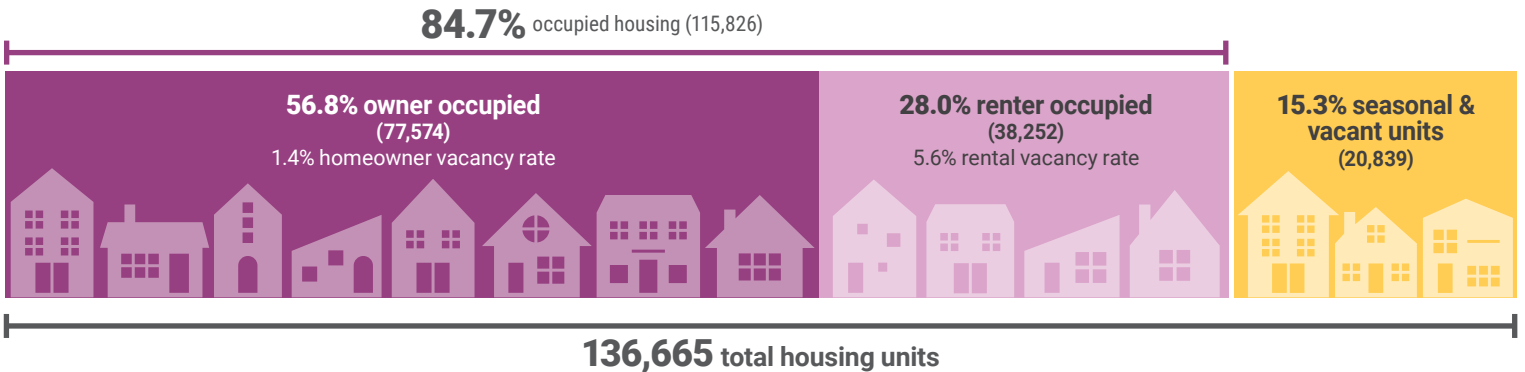


Almost 3 in 4 Scottsdale residents live in single unit housing

More than half of all Scottsdale households make more than \$100,000 a year.



The majority of housing units in Scottsdale are owner occupied.



Source: U.S. Census Bureau

7,459 employees

Healthcare and finance firms lead the list of top employers.

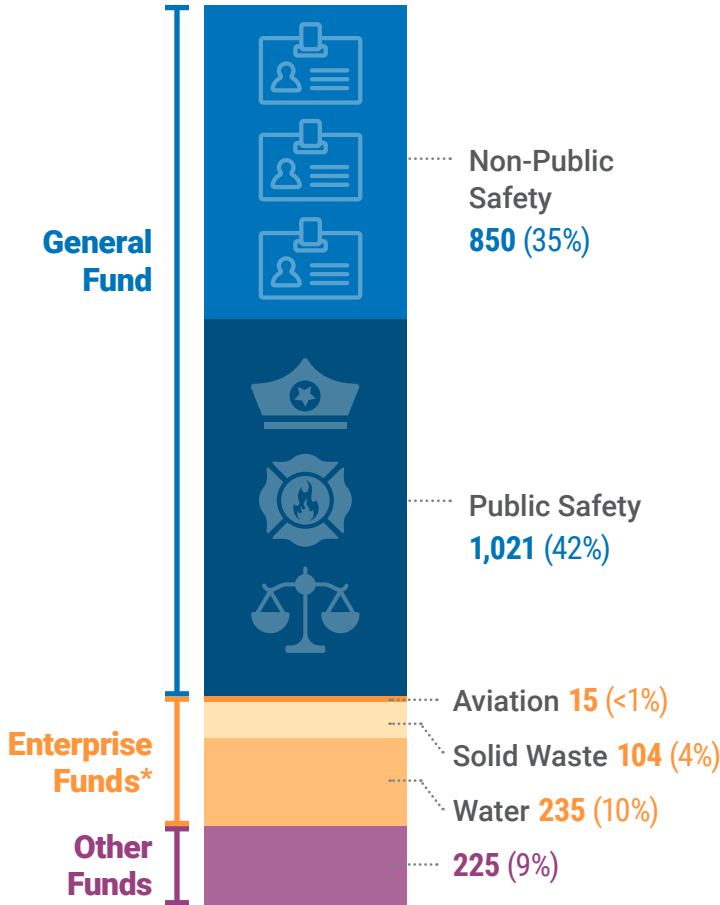
Source: City of Scottsdale Economic Development Department (2024)



City of Scottsdale Full-time Employees and Their Funding Sources

More people come to work in Scottsdale each day than leave to work in other communities.

Source: U.S. Census Inflow/Outflow Analysis (2020)



Scottsdale businesses and organizations have 199,995 employees



*An Enterprise Fund operates similarly to a private business. Instead of taxes, revenues are generated from user fees or charges which cover all operating and capital expenses



To view additional demographic information, visit ScottsdaleAZ.gov and search "about"

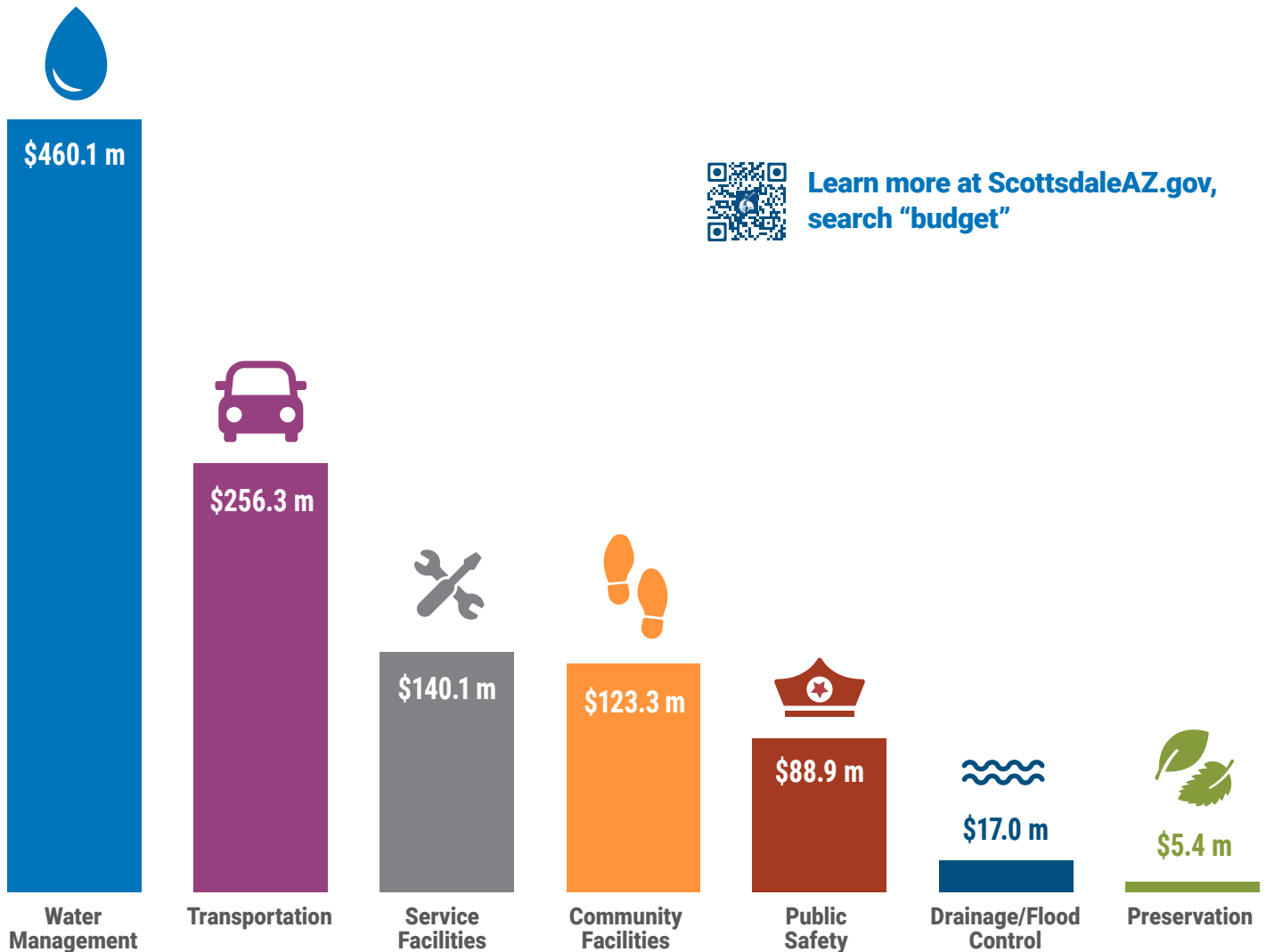
Note: Total population is determined by the Decennial Census. Demographic numbers are based on five-year estimates.



The Capital Improvement Plan (CIP) consists of the projects the city needs to build, repair, expand or maintain to serve the community. A five-year CIP is developed and updated annually, including budgeted funding sources. \$1.1 billion has been adopted in the FY 2024/25 CIP budget, which is a 22 percent decrease from the prior year’s budget of \$1.4 billion. These projects address City Council priorities and critical capital infrastructure needs in a variety of areas and are supported by different funding sources, including many directly funded by the city’s voters-approved general obligation bonds.

A few notable capital improvement projects completed during FY 2023/24 and planned for the upcoming FY 2024/25 are highlighted on the following pages.

**FY 2024/25 Adopted Capital Improvement Plan
\$1.1 Billion Budgeted Program Expenditures**



Learn more at [ScottsdaleAZ.gov](https://scottsdaleaz.gov), search “budget”



Water Management

Water Management projects ensure delivery of safe, reliable water and water reclamation services.



Scottsdale Princess Metering Station

Highlighted Accomplishments

The Princess Metering Station is a critical component of the sewer collection system. This station measures both the flow and the quality of the water as it leaves Scottsdale and enters the Sub-Regional Operating Group (SROG) system. The project involved replacing large diameter pipes, manholes, and monitoring equipment. A massive temporary sewer bypass system had to be used for over a year to facilitate the construction. The City of Scottsdale now has a reliable metering station with an expected life of 100 years.

Looking Forward

Construction of a new 36-inch diameter sewer line is underway to serve new development in the Scottsdale Airport Area. This gravity sewer line will facilitate build-out development flows while at the same time providing a valuable water resource which will be pumped back to the water campus for treatment and recycled use. This supports the city sustainability and water resources management goals.



Transportation

Transportation projects provide safe, efficient and affordable mobility options via streets, roads, paths, traffic signals and traffic management technology.

Highlighted Accomplishments

Raintree Extension & Raintree-Hayden Roundabout

Scottsdale has finished expanding and extending Raintree Drive west of Hayden Road, which included the installation of a roundabout. Roundabouts enhance road safety by lowering intersection speeds, reducing lanes of traffic crossed for pedestrians and preventing more dangerous (head-on) collisions through the angle at which vehicles make contact.



Raintree-Hayden Roundabout

Looking Forward

Arizona State Route 101 Freeway Widening

In a partnership with the Arizona Department of Transportation (ADOT), Scottsdale will upgrade four interchanges along the Loop 101 by adding more lanes for vehicles to travel on, increasing the freeway’s capacity for traffic. With increased capacity, the freeway can handle more vehicles per hour, leading to smoother traffic flow, fewer delays, and improved overall efficiency of the transportation network.

Chaparral Road Underpass

Scottsdale will finalize a dedicated crossing for bicycles and pedestrians along the Indian Bend Wash Multi-use Path, located on the eastern side of Hayden and Chaparral Roads. Pedestrian underpasses allow street crossing without disrupting the flow of traffic and avoiding the risk of vehicles colliding with wayfarers. Overall, these channels play a crucial role in safety and connectivity in communities.



Service Facilities

Service Facilities provide buildings and technology for efficient and effective city operations.

Highlighted Accomplishments

The design phase has commenced for two solar projects under the Bond 2019 program at the Civic Center campus. These initiatives aim to boost solar power generation and lower energy expenses at the campus. Enhancing energy efficiency in public facilities and expanding the use of renewable energy align with objectives outlined in the current General Plan.



Scottsdale Solid Waste Recycling Vehicle

Looking Forward

The expansion project for the Solid Waste Transfer Station is scheduled to begin construction in 2025 to improve efficiency and capacity of the city’s waste management system. This project will double the facility’s size and introduce new drop-off points, with a hazardous waste facility for residents and a green waste site for commercial businesses.



Community Facilities

Community Facilities help the city deliver services via recreation facilities, parks, paths, aquatic centers, libraries and senior centers.



Reata Sports Complex

Highlighted Accomplishments

As part of the Bond 2019 program, the city completed the Reata Sports Complex against the McDowell Mountains. It features five premier sand-based sports fields with LED lighting, walking paths, restrooms, and a large, shaded pavilion overlooking the fields.

Looking Forward

The Ashler Hills Neighborhood Park will complete construction. The highly anticipated park will provide North Scottsdale with a variety of amenities including eight pickleball courts, a basketball court, a shaded playground, walking paths and open turf areas.

Meanwhile, McCormick-Stillman Railroad Park is undergoing enhancements, including a new indoor play facility themed around railroads and a summer-ready splash pad.



Public Safety

Public Safety projects help keep Scottsdale safe via modern fire and police stations, training facilities and automation systems related to fire and police operations.

Highlighted Accomplishments

The city completed renovations to police facilities, such as the 911 Communications Center and the Real Time Crime Center, with new workstations for current technology and increased security measures for reception areas. These renovated spaces provide the infrastructure to utilize the most current technology and keep the public and employees safe.

Looking Forward

Construction projects at Fire Station 612 and the Thomas A. Hontz Police and Fire Training Facility will be completed by 2025, providing Scottsdale residents with enhanced police and fire safety services.

Drainage / Flood Control

Drainage / Flood Control projects prevent property damage from flooding with detention basins, channel projects and a program of neighborhood drainage improvements.

Highlighted Accomplishment

Rawhide Wash Flood Hazard Mitigation Project

The Rawhide Wash Flood Hazard Mitigation Project commenced in collaboration with the City of Phoenix and the Maricopa County Flood Control District. Phase I has concluded, and Phase II is scheduled for completion by Fall 2024. This initiative incorporates a floodwall and protective system designed to withstand a 100-year flood event, minimizing flood hazards for residents of Scottsdale.



Rawhide Wash Flood Hazard Mitigation Project

Looking Forward

Reata Wash Channel Improvement Project

Scottsdale is actively enhancing the stormwater infrastructure along the Reata Wash, which is located in the northeastern part of the city. These enhancements will provide increased flood protection for homes in Scottsdale and eliminate the need to regulate areas currently vulnerable to damage from a 100-year flood event.

Granite Reef Wash Project

Scottsdale, along with the Maricopa County Flood Control District and the Salt River Pima-Maricopa Indian Community, is undertaking storm drain enhancements within the Granite Reef Wash watershed (in the eastern part of the city). Upon completion, these enhancements will redirect stormwater westward to Indian Bend Wash. Consequently, the 100-year floodplain for the Granite Reef Wash watershed is expected to be smaller than indicated on the Federal Emergency Management Agency's (FEMA's) current Flood Insurance Rate Maps (FIRMs). Phase I of these enhancements has been finalized and the city is currently progressing with the final design and construction of Phase II improvements.



Preservation

Preservation Programs focus on preserving the character and environment of Scottsdale with an emphasis on maintaining open space such as Scottsdale's McDowell Sonoran Preserve.



Browns Ranch Interpretive Trail, McDowell Sonoran Preserve

Highlighted Accomplishments

The city completed a variety of projects, including those that improved visitor experience and safety, reduced the threat of wildfires and protected the natural and cultural resources of the McDowell Sonoran Preserve.

Looking Forward

In the Scottsdale's McDowell Sonoran Preserve, staff will continue to remove unwanted trails and roads, invasive plants and wildland fire fuels. The city will also complete the update to the Preserve's Ecological Resource Plan, finish construction of the Brown's Ranch Interpretive Trail and nominate the Brown's Ranch site to the National Register of Historic Places.

EMPLOYEE VALUES



Dedicated Service

We serve everyone professionally, timely and responsively.



Thoughtful Innovation

We explore and develop unique solutions to challenges we face.



Collaborative Teamwork

We listen, communicate and work together to identify ways to serve others.



Value Diversity

We are a supportive community, and treat everyone with respect, dignity and compassion.



Accountable Integrity

We are committed to doing what is right and acting with transparency.



Continuous Learning

We grow personally and professionally to reach our fullest potential.



CITY OF
SCOTTSDALE



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